



Hook Hand Rum
30262 Crown Valley Parkway
Suite B, Unit 392
Laguna Beach, CA 92677

Hook Hand Rum, Inc.

URL: hookhandrum.com

Company Stage: DTC sales in 41 states | Wholesale in CA

Initial Capital: \$400K

Pre-Money Valuation: \$10M

Seed Funding Ask: \$2M

Founders:

Dan Olson CEO

E: dan@hookhandrum.com

C: 949.300.3756

Andrew Olson CMO

Legal: [Scott Olson](#)

REVENUE (FORECAST):

Year One: \$2,330,587

Year Two: \$3,500,548

Year Three: \$6,434,902

USE OF FUNDS: 5 YR AVG

COGS / Production 29%

Distribution 12.7%

Staffing 31.3% *(Includes outsourced resources)*

Operations 7.1%

Marketing 16.9%

Other 3%

RETAIL PARTNERSHIPS:

[Bevmo](#), [Flaviar](#), [Ranch](#)

[Spirits](#), [Specialty](#)

[Restaurants*](#) [Main Street](#)

[Liquor](#) & **Prospects*

SALES & DISTRIBUTION PARTNERS:

[Green Glass Global](#)

[Park Street](#)

[Flaviar](#)

CO-PACK PARTNER:

[Buzz Box](#)

National Distribution Online



THE BRAND

We are building an experience forward brand centered on the human connection of sharing stories. While our narrative is enriched by the legends of Bartholomew Scott, a.k.a. Hook Hand, the true hero of our brand is the customer experience. [Hook Hand Rum](#) (HHR) is a premium aged flavored rum, but it's more than a spirit—it's an invitation to connect, to tell your own stories, and to create new legends. We have partnered with [Buzz Box](#), our co-packer in California, to craft and bottle our unique formula, ensuring every bottle delivers not just a taste, and additionally create RTD cocktails sourced with Hook Hand Rum.

MARKET OPPORTUNITY

[The U.S. rum market is projected for significant expansion, with a Compound Annual Growth Rate \(CAGR\) of 4.9% from 2025 to 2030, reaching an estimated USD 3.86 billion by 2030. Premium rum is projected to be the highest growth category at 13% year over year.](#) In addition, the DTC market Globally the DTC market is forecast to grow from \$3.4 Billion in 2024 to \$73.9 Billion in 2034 a CAGR of 38.9%. Hook Hand Rum is the only blood orange flavored rum in the US market & well-positioned to grow within the premium category trend as indicated with [notable \\$725M Diplomatico Brown-Forman acquisition in 2023.](#)

PRODUCT & PRICING

Hook Hand Rum - Bartholomew's Blood Orange Flavored Rum: Size | 750 ml | Proof | 70 (35% ABV) | Origin: Puerto Rico | Flavor: Blood Orange & Madagascar Vanilla | SRP: \$59.99 | 30- 45% margin offer to retailers

DISTRIBUTION & SALES

[Park Street](#) has launched distribution in CA, NY, NJ and FL and will assist with national distribution expansion in 2026+. [Green Glass Global](#) brokers sales talent and manages regional & national go-to-market strategy.

BUSINESS MODEL

HHR is focusing on building a strong DTC online channel with a partnership with [Flaviar](#), a major ecommerce platform in spirits. This partnership is expanding to include being featured in their tasting program and to have placement on their vast digital properties. We are seeking to grow online sales first and then grow in the on & off premise sales while being supported with online sales. Additional Partnerships allow for efficient growth in On & Off premise markets.

- HHR has data intelligence & omnichannel marketing expertise to grow DTC, retail on-premise and wholesale off-premise sales
- Efficient + sustainable production at scale; so less dependency on large inventories & waste
- Experienced sales strategy partner to recruit & onboard in-house regional sales team
- Regional distributor that services the top 4 largest markets in the US

INVESTMENT

\$2M initial round | \$10M Pre-Money Valuation | Convertible Note 20% | 6% interest | 3 year maturity |\$50K Minimum Investment

ORIGINAL CREW

To deepen our community and fund growth, we've created the [Original Crew \(OC\)](#), a tiered membership / advocacy program. Our top tier offers a unique coin for a one-time fee of \$1,000, providing VIP access to special events, gifts and merchandise discounts, and fantastic adventures for life.

This program is designed to do more than just generate revenue. It provides an invaluable connection to our customers, gathering direct data and creating a powerful advocate group. The OC program will not only deliver **20% of our annual revenue** ongoing but creates an initial non-diluting funding of **\$4.5 million**. OC creates a strong community that is innovative and unique in the spirits category and will add significantly to our success.