

Hook Hand

Where Tales Are Born

The Experience Economy Meets Spirits

March 2026



The Forever Transaction: Why Experience is the New Business Model

*Building Community and
Loyalty in the Spirit Market*

The Challenge

*The consumer is changing
their relationship with
alcohol. **Consumers are
seeking more of an
experience.***

Our Solution

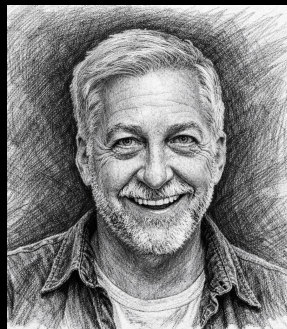
*Hook Hand Rum is differentiating
itself by embracing the **New
Membership Economy**, offering a
premium lifestyle experience
focused on connection and
storytelling beyond just a
transaction only model.*

***In essence, We are selling a commitment, an
experience, and an adventure.***

Where Tales Are Born

World-Class Founders: Loyalty, Marketing & Tech. Subject Matter Expertise

The Hook Hand Rum Leadership Advantage



Dan Olson Co-Founder

- Former Regional CEO Young & Rubicam Group
- Subject Matter Expert on Customer Loyalty
- Branding and Omni-Channel marketing

Loyalty Clients



AT&T
thanks



F&F FUEL REWARDS

Southwest
Rapid Rewards



Andrew Olson Co-Founder

- SVP Infillion, Mid West & Western Region
- Subject Matter Expert in Media Tech Targeting and Measurement
- Bartender and Industry Background

Media Clients



A Spirit Brand With a Direct Consumer Engagement Tool

*Blending Award-Winning Rum
with AI-Powered Loyalty to
Command the \$2.8B Market.*

- Hook Hand Rum is positioned as a **"Best in Class Tech-Data-Driven Spirit Brand,"** blending its award-winning rum with an **AI-Powered loyalty strategy.**
- Our core technology is an **AI Agentic App** that includes a **"Digital Rummulier"** for 24/7 personalized service, in-app direct e-commerce, and the **"Original Crew" Loyalty** backend.
- Outside the app, **AR Acquisition Tools** (via QR codes on bottles and promotional materials) are used to convert non-users directly from the shelf.

*Our Solution is to create
adventure/engagement brand worthy of
being told to friends.*



AI Agentic App for
Hook Hand Rum
Click Image to Watch Video

Product & Brand Differentiation

*Where Tales Are Born:
Premium Quality & The
Experience Foundation*

- Hook Hand Rum has received **Award-Winning Recognition**, with a GOLD at the L.A. Spirits Awards and a Bronze from the US Spirits Ratings in 2025.
- The flagship product is **Bartholomew's Blood Orange and Vanilla Flavored Rum**, which is bottled at a **lower 35% ABV (70 proof)** to align with the consumer trend to "drink less and enjoy more".
- An **"Experience Brand,"** built entirely around a compelling narrative and customer-centric experience.
- We plan to **launch four new Ready-to-Drink (RTD) cocktails in 2026**

"Gen Z are driving a popularity surge of rum, with almost four in ten (38%) young adults drinking the spirit at least once a week...now labelling rum as their favourite spirit (23%)."

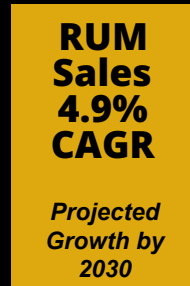
Food & Drink Technology July 2024



Market & Triple Growth Trajectory

Riding the Triple Growth Trajectory: A Strategic Approach to the \$2.8B TAM

- Hook Hand Rum is **riding a Triple Growth Trajectory** to capture the **\$3.04 Billion Domestic Rum Market**.
 1. Rum is in a premiumization.
 2. Consumers changing habits are driving significant growth in Direct to Consumer.
 3. The 4th category shift in RTD's is taking a permanent position in consumers choices
- Our key market strategy includes scaling in **4 of the top 5 U.S. consumption markets** (CA, FL, NY, NJ) with guaranteed distribution.
- Our 2026 RTD line launch is engineered to **monetize the massive RTD market** (projected to reach \$2.11 Billion by 2035), and our **online velocity is 8X the retail rate** (validating our DTC-first approach).



The Future of Brand Loyalty in Spirits

Moving Beyond Transactions and into the \$1.5T Membership Economy

- The "**Original Crew**" is the premium membership program designed to move the brand **beyond single transactions** and into the **\$1.5 Trillion Membership Economy**.
- The program offers three tiers of commitment—**NAVIGATOR** (\$1,000 Lifetime), **FIRST MATE** (\$240 Annual), and **SWABBIE** (\$120 Annual)—providing members with exclusive access and unique gifts.
- **Projected Program Value by CLV by year five**
 - a. **Navigators:** 3,383 x \$1,000 = \$3.83 Million
 - b. **First Mates:** 5,120 x \$1,200 = \$6.14 Million
 - c. **Swabbies:** 20,175 x \$600 = \$12.1 Million
- This membership is projected to **generate up to 20% of the company's annual revenue** going forward, providing a predictable, high-margin cash flow



Proprietary Data Moat: The True Competitive Advantage

We own the most valuable asset in the modern CPG landscape: **Direct Customer Intelligence**

- Hook Hand Rum is building a **first-party data asset** in the spirits industry, which is historically shielded by a three-tier distribution system, giving us a **Proprietary Data Moat**.
- The data from "Original Crew" & DTC provides "**Why, When, How the spirit was consumed**" rather than just what was purchased, leading to granular, forward-looking insights.
- This data fuels an **AI Flywheel** for personalization, which creates **high Switching Costs** and allows the brand to identify high-potential customers with **60% greater precision** than industry benchmark



Revenue Strategy: A Phased Approach and Build

The Multi-Channel Growth Engine: DTC-First to Retail-Strategy

The revenue strategy is a **Multi-Channel Growth Engine**

- **Phase One build DTC-First** to maximize margins and data acquisition.
- **Online sales are currently 8X the retail rate** (24 bottles/month vs. 3 bottles/location/month), all sold at full price.
- **Phase Two Launch RTD** and build On and Off premise
- The "**Crew's Store**" drives immediate revenue through sales of the **Bartholomew's Blood Orange Rum (\$59.99)** and branded merchandise/cocktail sets

HOOK HAND RUM COCKTAILS



YOUR ADVENTURE, READY TO POUR

Our Timeline

Three years of building, proving the concept and now we are ready to accelerate

2023

Open Friends and Family Round

Raise \$250k

First Production Run

Begin Promotional Pours

Begin Investor Events

Begin Park Street Partnership

2024

Began Sales in Late 24

Open online sales

Second Production Run

Raise More F&F to \$400k

Open Reg CF

Increase F&F Limit to \$750K

2025

Secure 30+ locations in SoCal

Open FL Markets

Featured on 8 ecommerce retailers

Begin serving in FL

Win Gold in LA Spirit Awards

Win Bronze in US Ratings SF

Flaviar Minority Investment

Appear on Go Fund Yourself TV Show

Open \$2 Million Round

2026

Launch DTC Push

Expand Flaviar Partnership to integrated shop to include merch and 3rd party products

Begin PR & Advertising Campaign

Begin Original Crew Enrollment Push

Increase Production

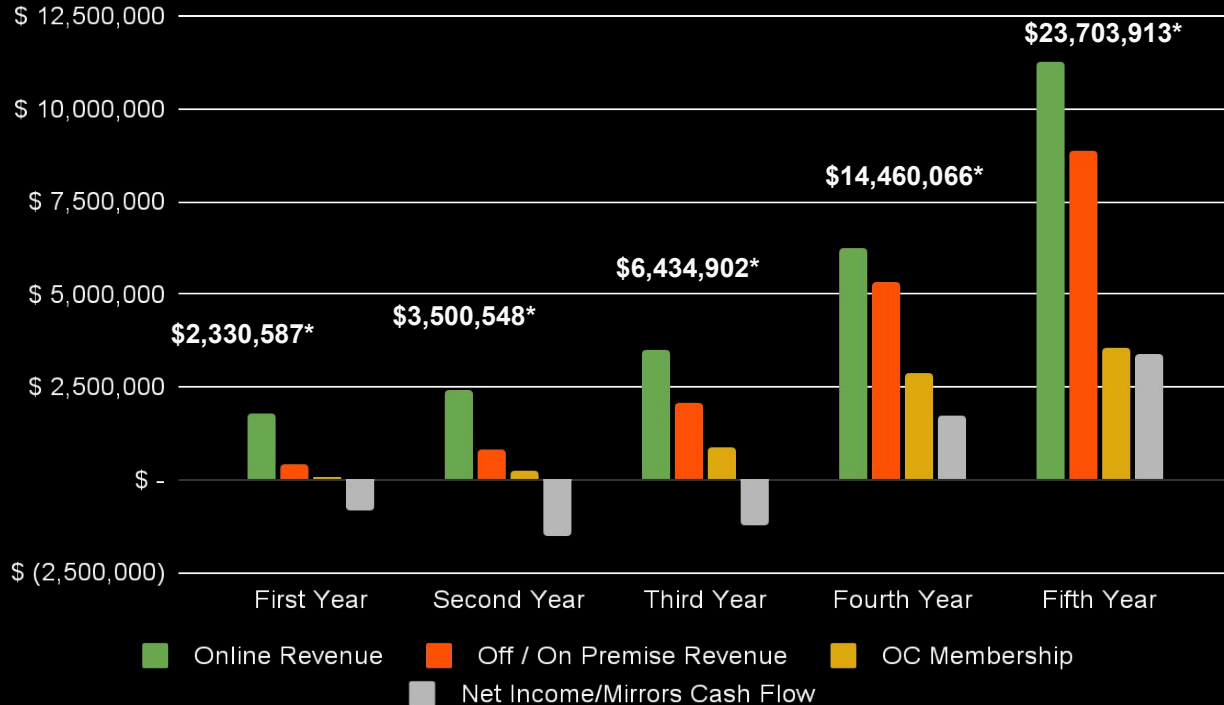
Hire Key Staff

Launch RTD Products

HIT THE GAS!

Forecast Income

Multiple Income Streams, more stability, faster growth



We are forecasting a need for investment support to get us through the third year.

In year four, we anticipate being profitable.

Combined \$24 million in sales revenue by year five

The investment allows us to

- Increase production
- Hire key talent
- Market and advertise in key markets.

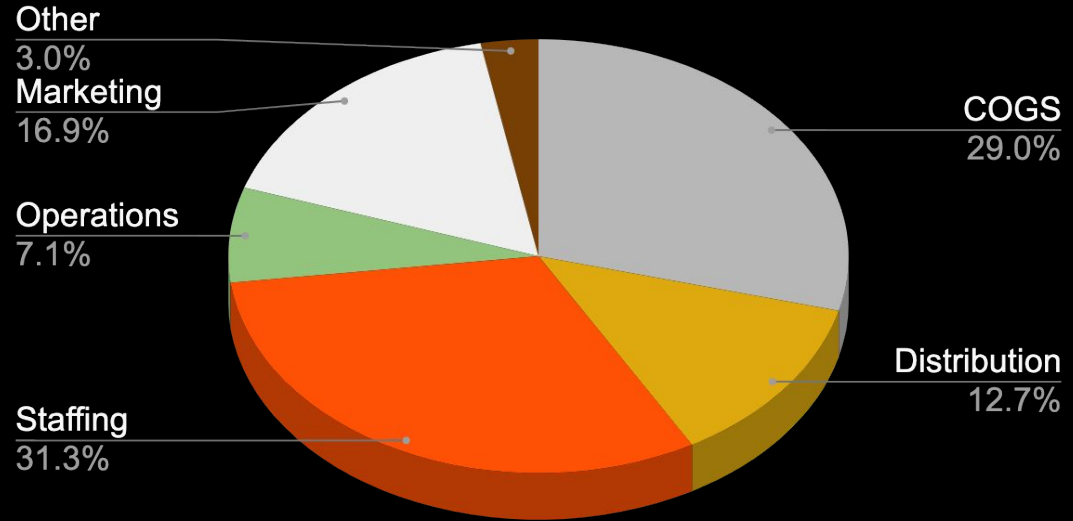
* Combined revenues from DTC, Trade and Original Crew

The Investment: Scaling. The Next Phase

Securing the Next 18 Months of Hyper-Growth

We are seeking strategic investors to accelerate production and market expansion.

- **Funding Goal: \$5 Million.**
- **Terms:** SAFE Agreement
- **Minimum Investment** \$50k for this round
- **Traction to Date:** Raised \$500k in F&F to date.



Use of Funds



Thank You