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

Hook Hand Rum, Inc.
URL: [hookhandrum.com]
Company Stage: DTC sales in 41 states | Wholesale in CA
Initial Capital: $500K
Pre-Money Valuation: $10M
Seed Funding Ask: $3M

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

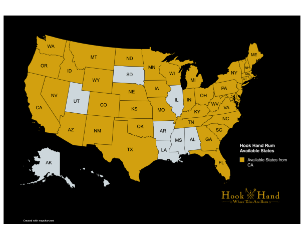
USE OF FUNDS: 5 YR AVG
COGS / Production 29%
Distribution 21.9%
Staffing 14.3% *(Includes outsourced resources)*
Operations 3.8%
Marketing 34%

RETAIL PARTNERSHIPS:
Flaviar, Bevmo, Saucey, Drizzly, Ranch Spirits, Specialty Restaurants* Main Street Liquor & **Prospects*

SALES & DISTRIBUTION PARTNERS:
Green Glass Global
Park Street
Flaviar

CO-PACK PARTNER:
Griffo Distillery

National Distribution Online



HOOK HAND RUM: WHERE TALES ARE BORN
The First-Ever Tech- Data-Driven Spirit Brand Blending Award-Winning Rum with AI-Powered Loyalty to Command the $2.8B Market.

OUR VISION: THE EXPERIENCE ECONOMY MEETS SPIRITS
Moving beyond simple transactions, Hook Hand Rum is adopting a loyalty / membership model to become a premium experience brand. Centered around "Where Tales Are Born," we connect directly with consumers through storytelling and community.

PRODUCT & DIFFERENTIATION
Premium Quality: Bartholomew's Blood Orange Flavored Rum is the only blood orange flavored rum in the US market. It has received a GOLD at the L.A. Spirits Awards and a Bronze from the US Spirits Ratings in 2025.

- **Signature Flavor:** A unique blend of Blood Orange and Madagascar Vanilla. Bottled at 35% ABV (70 proof) to align with consumer trends to "drink less and enjoy more".
- **The Next-Gen Spirit:** We are capitalizing on the 4th category trend by launching four new Ready-to-Drink (RTD) cocktails in 2026.
- **Visual Identity:** Our distinctive packaging has been recognized with 91 Points for Bottle Design.

Market & Triple Growth Trajectory
A Strategic Approach to the $2.8B TAM
Hook Hand Rum is positioned for triple growth by capitalizing on three market segments:

Market Segment	Size & Growth	Our Positioning & Moat
Rum Market (TAM)	$2.8 Billion Domestic Market. Expected 58% growth by 2027 (4.9% CAGR).	We are scaling in 4 of the top 5 U.S. consumption markets (CA, FL, NY, NJ) with guaranteed distribution.
RTD Market	Projected to reach $31.67 Billion by 2035, driven by a 36% CAGR.	The 2026 RTD line launch is specifically engineered to monetize this explosive market
DTC Retail	Forecasted to grow to $12.04 Billion by 2033 (9.5% CAGR).	High-Profit Digital Dominance: Online velocity is 8X the retail rate, validating our DTC-first approach at SRP.

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

- DTC-First Growth: Partnering with Flaviar (tasting program & digital placement) to scale online sales before expanding into on- and off-premise markets. Initial order was 1000% over traditional orders and second order in 21 days was 150% higher
- Data-Driven Marketing: Utilizing data intelligence and omnichannel marketing to drive sales across DTC, retail, and wholesale.
- Lean Production: Sustainable, scalable manufacturing that reduces inventory reliance and waste.
- Strategic Expansion: Building an in-house regional sales team with an experienced partner, backed by a distributor servicing the top 4 US markets.

$3M initial round | $10M Pre-Money Valuation | SAFE | 20% Discount | Warrant | No Cap |$50K Minimum Investment

Revenue Strategy & Data Moat
The Multi-Channel Growth Engine: DTC-1st to Retail-Strategic

Phase & Focus	Key Revenue Metrics	Strategic Advantage
Phase 1: High-Margin Digital Dominance (Today)	DTC Performance: Online sales are 8X the retail rate (24 bottles/month). All bottles sold at full price.	Proprietary Data: Our model provides first-party data (preferences, feedback) unavailable to competitors relying on traditional retail.
Phase 2: RTD & Location-Based Expansion (2026+)	Efficient Velocity: Organic retail sales have maintained a steady 3 bottles / location / month for 1.5 years without advertising.	High-Control Distribution: Our non-traditional model (Green Glass Global sales force) gives us more control and ensures we own the customer relationship.
The Original Crew (Membership Revenue Moat)	Long-Term Revenue: Projected to generate up to 20% of annual company revenue going forward, providing predictable, high-margin cash flow.	AI-Driven Loyalty: We leverage AI for personalization and retention, moving beyond the transaction to build a loyal, high-LTV fanbase.