

SIX REASONS TO INVEST IN HOOK HAND RUM

ONE

It starts with a great product / brand

You're not being asked to bet on a concept. Hook Hand Rum has already earned its credibility in the market — Gold at the LA Spirits Awards, Bronze at US Spirits Ratings, a minority investment from Flaviar, \$500k raised, and 30+ retail locations across SoCal. The product is real, the awards are real, and the sales are real. This is a proven brand ready to scale.

Brand, Packaging and Product Differentiation

TWO

Now is a good time for rum

You have a rare opportunity to invest at the early stages of a category on the verge of a major run. Three simultaneous tailwinds are converging right now: Rum premiumization at 4.9% CAGR, Direct-to-Consumer channel acceleration at 9.5% CAGR, and the RTD category explosion at 15% CAGR. Your investment rides all three, not just one.

We are positioned to ride a growth wave

THREE

A super strong leadership team

When you invest in Hook Hand Rum, you're backing founders whose careers were built for exactly this moment. Dan Olson brings decades of customer loyalty expertise, his clients have included Disney, AT&T, and Hilton. Andrew Olson brings precision media targeting and measurement expertise from Infillion, working with Fox, Amazon, and Monster Energy. A loyalty architect and a data-driven media expert building a tech-forward spirits brand. The résumés don't just look good...they match the thesis exactly.

The company is run by world class marketers

FOUR

A solid forecast and plan

Your investment buys something most spirits brands will never have: direct consumer intelligence. Because the three-tier distribution system historically hides consumers from brand owners, Hook Hand's AI-powered platform capturing why, when, and how people drink creates a proprietary data moat that compounds over time and becomes harder to replicate with every passing month. This is the asset that drives long-term brand value and makes Hook Hand a very different kind of spirits investment.

Hook Hand Rum is ready for rapid expansion

If you are interested to learn more contact Dan Olson at dan@hookhandrum.com



FIVE

Original Crew



The "Original Crew" membership program gives you something rare in the spirits category: predictable, recurring revenue. Targeted to generate up to 20% of annual company revenue, the program insulates your investment from the volatility of retail sell-through and creates a direct, ongoing financial relationship with the brand's most loyal customers. You're not just investing in bottle sales, you're investing in a experiential business embedded inside a spirits brand.

Knowing customer behavior is key to success

SIX

A strong acquisition market

The smartest money in spirits is already moving into rum. The category is following tequila's playbook — a premiumization wave that transformed that category and generated billions in acquisition value. The deals are already happening: Diageo acquired Don Papa for \$285M in 2023, Brown-Forman acquired Diplomatico for \$725M in 2024, and Next Century Spirits entered a partnership with equity swap on Blue Chair Bay Rum in 2025. Hook Hand Rum is being built to be exactly the kind of brand these acquirers are looking for — tech-forward, data-rich, loyalty-driven, and category-defining.

Rum is mirroring tequila's premiumization success

