

Hook Hand

Where Tales Are Born

The Experience Economy Meets Spirits

June 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

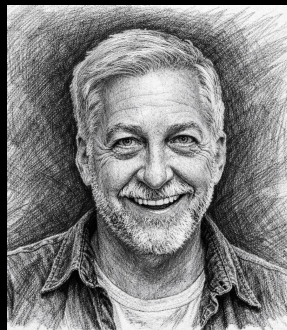
*Hook Hand Rum is differentiating
itself by embracing the **New
Membership Economy**, offering a
premium lifestyle experience
focused on connection and
storytelling beyond just a
transaction only model.*

***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™



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.*

- **The Digital Rummulier:** A 24/7 personal guide offering tailored recipes and pairings wherever the consumer is—at home, in a bar, or in-store.
- **Seamless E-Commerce:** An integrated ordering tool that converts consumer interest into instant, direct-to-consumer purchases.
- **The Crews Quarters:** A dedicated hub for our **Original Crew** to unlock exclusive content, community rewards, and limited releases.
- **Evolving Utility:** Not a single-use novelty app. It delivers immediate practical value and is built to scale with new features as our brand grows.



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%)."

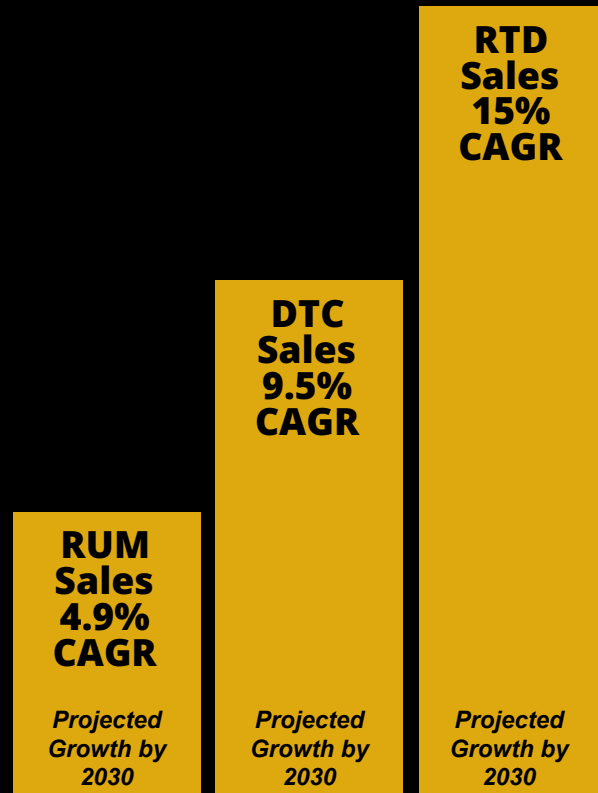
Food & Drink Technology July 2024



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 Original Crew: Cultivating Super Fanbases

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

- **The Living Expression of the Brand:** A premium membership community where our audience moves past single transactions into an immersive, daily brand experience.
- **Structured Tiers of Advocacy:** Three distinct levels (**Swabbie**, **First Mate**, and **Navigator**) designed to systematically nurture casual consumers into an active, lifelong super fanbase.
- **Rich Behavioral Data:** By tracking direct member engagement rather than retail receipts, the program unlocks deep behavioral insights to guide our future brand and product strategies.
- **Built-In Regulatory Compliance:** A fully compliant growth engine independent of alcohol sales. The program operates entirely on brand connection and experience and is never used as an incentive to purchase.



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



An Accelerated Go-to-Market Strategy

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

An Easier Sale via RTDs: Canned cocktails offer a low barrier to entry and a faster sale for retailers and consumers, securing instant volume and maximum shelf space.

Low-Cost Market Expansion: Partnering with e-commerce platforms like Flaviar allows us to open new geographic markets rapidly without heavy traditional distribution overhead.

Accelerated Profitability: Pairing high-volume RTDs with high-margin online sales brings the brand to sustainable profitability much faster than typical spirits.

Diversified Revenue Streams: Generating income across e-commerce, flagship bottles, and retail RTDs stabilizes corporate earnings and de-risks the brand.



**A Lean Business
Model:**
**A Partnership of
Best in Class.**



A Model Designed for Growth and Control



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 \$3 Million Round

2026

Launch DTC Push

Flaviar Partnership secured

Expand ecommerce to include merch

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

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$1,143,757	\$4,289,090	\$10,293,817	\$15,798,150	\$20,015,755
Wholesale	\$544,646	\$2,042,424	\$4,901,818	\$7,522,928	\$9,531,312
Online/DTC	\$599,111	\$2,246,666	\$5,391,999	\$8,275,221	\$10,484,443
Total cases	6,400	24,000	57,600	88,400	112,000
Gross Profit	\$603,244	\$2,448,048	\$6,326,341	\$10,396,861	\$13,663,636
Gross Margin	52.7%	57.1%	61.5%	65.8%	68.3%
Operating Expense	\$1,011,167	\$2,370,121	\$4,709,414	\$6,441,372	\$7,385,971
EBITDA	(\$407,923)	\$77,927	\$1,616,927	\$3,955,489	\$6,277,665
EBITDA Margin	(35.7%)	1.8%	15.7%	25.0%	31.4%
Net Income	(\$409,352)	\$70,784	\$1,283,408	\$2,899,117	\$4,555,035
Operating Cash Flow	(\$565,774)	(\$324,970)	\$592,619	\$2,425,361	\$4,352,154
Ending Cash	\$2,674,226	\$2,309,256	\$2,821,875	\$4,747,236	\$8,299,390

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: \$3 Million**
- **Terms:** SAFE Agreement
- **Minimum Investment** \$50k
- **Traction to Date:** Raised \$500k in F&F to date.





Thank You