

HOOK HAND RUM

*The Masterful Architecture of a
Modern Spirit.*



STORYTELLING AS SCALABLE EQUITY

We don't just sell liquid; we sell a legend. Bartholomew Scott is our curated protagonist—a fictional rogue whose "history" provides an endless runway for marketing content, limited-edition releases, and immersive consumer experiences.

The Alias: Why "Hook Hand" if he had both hands? Because he knew the power of a story. He was a master of misdirection and flavor.

The Signature: His obsession with Blood Orange wasn't just a preference; it was his calling card. This gives us a distinct, recognizable flavor profile in a crowded market.

The Token: The physical coins given to his crew aren't just lore—they are the foundation of our Original Crew membership, turning customers into "stakeholders" of the story.

THE LIQUID LEGEND: BARTHOLOMEW'S BLOOD ORANGE



Hook Hand Rum is not just a spirit; it is a meticulously crafted sensory experience. Our flagship offering, Bartholomew's Blood Orange, is engineered to stand apart in a market of mass-produced rums by blending traditional distillation with bold, contemporary flavors.



THE PROFILE: COMPLEX, SMOOTH, UNMISTAKABLE

- **The Foundation:** Premium rum sourced directly from Puerto Rico, the world's most respected rum-producing region.
- **The Aging:** We use an innovative way to age on oak to develop a light amber color and a smooth, sophisticated finish with distinct woody undertones.
- **The Infusion:** Flavored with real Blood Orange and a delicate hint of Madagascar Vanilla, creating a flavor profile that is both vibrant and velvety.
- **The Proof:** Bottled at 35% ABV (70 Proof), designed for ultimate "mixability" and approachability while maintaining its complex character.



2025: A YEAR OF CRITICAL ACCLAIM

Our commitment to quality was validated on the global stage this year. Hook Hand Rum is proud to announce it was the recipient of two prestigious industry awards in 2025:



Bronze Medal
USA Ratings



Gold Medal
LA Spirits Awards

"Bartholomew's Blood Orange is a story in a bottle—crafted to be complex enough for the connoisseur, yet approachable enough for the new explorer." **Judge at LA Spirit Awards**

The Investment Edge

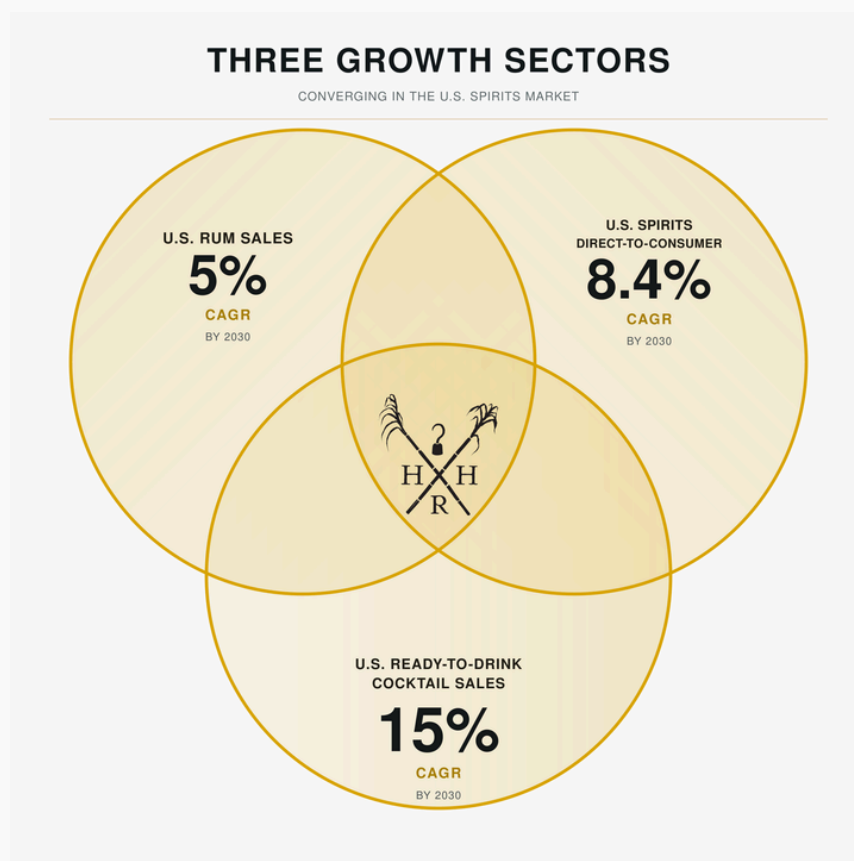
By focusing on the Flavored Rum segment which is currently the leading driver of rum market growth we are meeting the consumer exactly where they are. This isn't just "another rum"; it's an award-winning asset in the fastest-growing corner of the spirits world.

CAPITALIZING ON CATEGORY DISRUPTION

The Macro Play

The beverage alcohol landscape isn't shifting—it has already moved. Consumers aren't looking for generic bulk spirits or stuffy legacy brands; they want premium flavor, seamless digital access, and convenient, high-quality drinkability.

Hook Hand Rum sits squarely at the intersection of the three fastest-growing sectors in the industry.



Rum Sales: Grand View Research (U.S. & Global Rum Market Size & Growth Trends) & Mordor Intelligence (Craft & Premium Rum Market Analysis).

DTC Spirit Sales: IWSR Beverage Alcohol E-Commerce Strategic Study & SVB Direct-to-Consumer Alcohol Report.

RTD Cocktail Sales: IWSR Global RTD Strategic Study & Grand View Research (Spirits-Based RTD Cocktail Market).

2026: THE YEAR OF THE RUM RTD REVOLUTION

The Next Horizon: The RTD Surge

The fastest-growing category in beverage alcohol isn't sitting on a dusty back-bar shelf—it's moving in a can.

Ready-to-Drink (RTD) cocktails are exploding, with spirits-based entries surging up to 20% annually. Modern consumers aren't trading down for convenience; they're demanding bar-quality flavor everywhere the crew gathers.

The White Space: Rum's Untapped Territory

Vodka and tequila have sucked up all the air in the canned cocktail room. Yet, while rum commands ~13% of the total spirits market, it remains shockingly underrepresented in the portable sector. ***It's one of the largest unclaimed white spaces in the industry—and Bartholomew Scott never left open territory untouched.***

The HHR Play: Portable Sophistication

Legend has it Bartholomew Scott flavored every rum he acquired to mark his territory and keep imposters out. We're bringing that exact ethos to our 2026 RTD lineup. By pairing high-impact flavor profiles with premium storytelling, Hook Hand Rum is stepping into the RTD void to deliver bartender-grade cocktails built for where tales are made.

HOOK HAND RUM COCKTAILS



YOUR ADVENTURE, READY TO POUR

THE PORTABLE LEGENDS

Our upcoming RTD collection takes the "Modern Myth" of Bartholomew Scott into a convenient, high-margin format:

- **Shiver Me Gingers:** A bold, spicy take on a dark-and-stormy profile, perfectly balanced with our signature rum.
- **Legendary Thievery:** A Rum Old Fashioned A complex, fruit-forward blend that hints at the spoils of the Mallorca trade.
- **Dark Tales Martini:** Bringing the "espresso martini" craze to the rum world with deep, roasty notes.
- **YoHo Mojito:** A premium, crisp classic that leverages rum's natural versatility for high-velocity summer consumption.



STRATEGIC ADVANTAGE: THE "TRIAL MECHANIC"

Industry experts identify RTDs as the ultimate recruitment tool. By offering these accessible formats, we provide a low-friction "trial" for younger drinkers who will later trade up to our premium bottles.

"RTDs are no longer a niche; they are a strategic imperative. We aren't just selling a can; we are selling an entry point into the Original Crew."



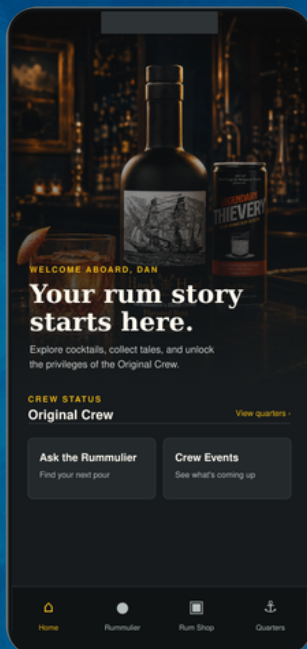
A DIGITAL CREW'S QUARTERS AND MORE

The Hook Hand Rum mobile app is a first-of-its-kind engagement platform in the spirits category—bridging the gap between physical consumption and digital retention. Designed to connect with consumers precisely where brand decisions happen—in the retail aisle, behind the bar, and at home—this tool transforms casual drinkers into lifelong brand advocates.

Where legacy spirits brands lose track of the customer the second a bottle leaves the shelf, Hook Hand Rum builds an ongoing, direct-to-consumer relationship powered by gamified loyalty and rich storytelling.

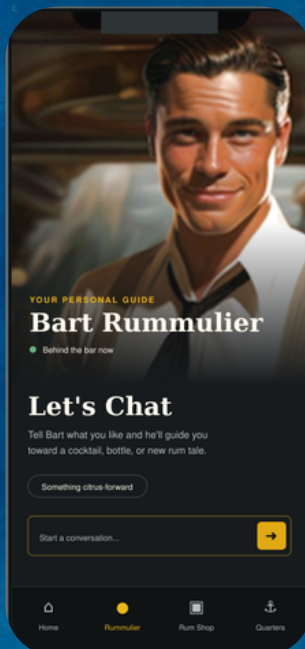
Home Screen:

Access to everything
Hook Hand Rum



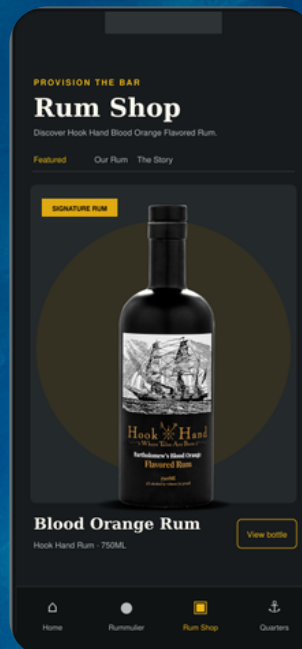
Live Avatar:

Converse with
Animated Rummuller



Rum Shop:

Get delivery of all
HHR products to
your door



Crew's Quarters:

Member's only access
to special benefits



Click Image to
watch Demo

**In development*

THE ARCHITECTS

The founders of Hook Hand Rum represent a rare fusion of legacy brand-building and modern digital agility. Dan and Andrew Olson have engineered Hook Hand not as a traditional spirits company, but as a high-value marketing engine built specifically for a premium exit.



Dan Olson | CEO: The Strategic Architect

Decades of experience managing on a global scale, Dan provides the corporate "blueprint" for growth.

- **Scale & Leadership:** Previously the Regional Director at Wunderman, where he led integrated teams of over 500 and billings exceeding \$150 million.
- **Blue-Chip Pedigree:** Orchestrated marketing for giants like Microsoft, Disney, Hilton, Virgin and Southwest Airlines.
- **The Insider Edge:** His work with Diageo—the world's largest spirits producer—gives Hook Hand an insider's map of exactly what global conglomerates look for in an acquisition.



Andrew Olson | CMO: The Narrative Visionary

Andrew bridges the gap between high-tech digital strategy and the front-line consumer experience.

- **The Acquisition Specialist:** He shepherded digital teams through three consecutive acquisitions of true[X]—moving from Fox to Disney to Infillion.
- **Master Storyteller:** As a leader in media tech Andrew has applied narrative-first strategies to brands like Amazon and Monster Energy.
- **Grounded Insight:** His early years behind the bar taught him that brands aren't built in boardrooms, but through authentic consumer connection.

THE ORIGINAL CREW: BUILDING A MOAT

The Original Crew isn't a traditional loyalty program; it's Hook Hand Rum's high-engagement membership engine where participation is the true currency.

Monthly Subscriptions (Swabbies & First Mates): Members pay a recurring monthly subscription to step into Bartholomew Scott's world. This buys them active access to local pop-up pours, community events, and ongoing brand drops.

The Lifetime Benchmark (The Coin): Through sustained participation and engagement, members earn elite status and are awarded the coveted Coin of Access for life.

Ultimate Scarcity: Holding the coin isn't temporary—it's a lifetime privilege. It grants permanent entry into "The Back End" digital portal, unlocking our rarest, most valuable benefits: vault access, private cask drops, and total VIP safe passage



Not only does Original Crew Create Customer behavior data it also raises non-diluting funds and ongoing revenue.

THE DATA BEHIND THE DISTINCTION

Hook Hand Rum is engineered for agility, moving away from the "legacy bloat" of traditional distilleries to focus on brand equity and high-margin sales. Our first-year performance validates this model, showing a level of consumer engagement that significantly outpaces industry benchmarks for startup craft spirits.

Market Velocity & Account Health

Success in physical retail is defined by "sell-through"—how quickly a product leaves the shelf after the initial sale.



PROOF POINTS

- **The Performance:** Hook Hand is maintaining a depletion rate of 3 to 4 bottles per month in both on-premise (bars) and off-premise (liquor stores) accounts.
- **The Context:** For a new, premium spirit, 1 bottle per week per account is the gold standard for organic growth. We are consistently hitting this threshold without the massive marketing spend of global conglomerates.
- **Strategic Advantage:** We prioritize "healthy" accounts that drive volume rather than over-distributing to stagnant shelves.
- **Digital Dominance & Direct Connectivity:** By launching through platforms like Flaviar and our proprietary mobile app*, we have bypassed the traditional "three-tier" retail bottleneck.
- **High-Margin Volume:** We are currently selling 4 to 5 cases (24 to 30 bottles) per month online.
- **Direct-to-Consumer (DTC) Edge:** While the average craft brand sees 15-20% of sales online, Hook Hand is seeing nearly 85% of its total volume through digital channels.
- **Data as Equity:** Every online sale captures first-party consumer data via our digital ecosystem, making the brand a high-value target for future acquisition.
- **"We aren't just selling a bottle; we are building a high-value marketing engine designed specifically for a premium exit."**
- In development

FINANCIAL ROADMAP: ENGINEERED FOR THE EXIT

The traditional spirits industry is weighed down by "legacy bloat"—massive capital expenditures in land, warehouses, and heavy machinery. Hook Hand Rum is the antithesis of this model. We have built a high-margin, asset-light machine where capital is deployed strategically to build brand equity, not maintain real estate.

By decoupling the brand from the physical distillery, we achieve a level of agility that allows us to pivot faster than any conglomerate.

- **Asset-Light Production:** We utilize premium contract distilling and third-party logistics (3PL) partners like Park Street to handle compliance and fulfillment.
- **DTC-First Revenue:** Launching through an online platform with Flaviar allows us to bypass the "three-tier" bottleneck and capture higher margins immediately.
- **Variable Cost Structure:** Our overhead is primarily marketing-driven, meaning we can scale spend up or down based on real-time performance data.
- **Data as Equity:** Our proprietary app* and AI chatbot don't just drive sales; they capture first-party consumer data, making us an incredibly valuable target for data-hungry conglomerates.

**In development*

THE ROAD TO A PREMIUM EXIT

In the current market, major players are no longer buying distilleries—they are buying audiences and brand worlds. Our roadmap is designed to hit the specific KPIs that trigger a major acquisition.



1. **Launch:** Prioritize DTC and RTDs to achieve rapid sustainability with lean overhead.
2. **Community:** Scale the Original Crew through exclusive events and immersive collaborations.
3. **Markets:** Deploy data-driven expansion into high-velocity US "Trendsetter" hubs.
4. **Exit:** Position as a turnkey digital asset for a strategic premium acquisition.

We are proactively engineering our exit by maintaining high-touch relationships with prospective acquisition partners who already follow our brand, participate in our events, and track our trajectory in real-time.

JOIN THE CREW!

