



FORBIDDEN
SPIRITS
DISTILLING CO.

VDKA.p

Spartan Acquisition Corp & Forbidden Spirits Distilling Co.



Prepared for: / 用于:



FORWARD-LOOKING STATEMENTS

前瞻性陈述

This presentation contains certain statements or disclosures that may constitute forward looking information under applicable securities laws with respect to the Company, including, but not limited to statements or information concerning: the successful development of the Company, the number of investors, users and issuers that will utilize the Company, the valuation, as well as any other statements that may predict, forecast, indicate or imply future plans, intentions, levels of activity, results, performance or achievements, and involve known and unknown risks, uncertainties and other factors which may cause the actual plans, intentions, activities, results, performance or achievements of the Company to be materially different from any future plans, intentions, activities, results, performance or achievements expressed or implied by such forward-looking information.

There can be no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information.



ABOUT US / 公司介绍

Handcrafted spirits from the finest BC apples, one batch at a time. Their purity is unsurpassed, offering a taste of the sublime. / 用卑诗省最好的苹果手工制作的烈酒，每次一批。它们的纯度无可比拟，味道超群。

Headquartered in Kelowna, BC, Forbidden Spirits Distilling Co. was created with a mission to turn apples into spirits and create a portfolio of ultra-premium, award-winning brands. / Forbidden Spirits Distilling Co.总部位于卑诗省基洛纳市，公司的使命是将苹果酿成烈酒，打造一个超优质、备受赞誉的品牌组合。

Our brand new 5,500 square foot state of the art distillery and tasting room is situated on a quiet road 15 minutes from downtown Kelowna. / 我们全新的5500平方英尺的一流酒厂和品酒室位于离基洛纳市中心15分钟车程的安静道路上。We are a destination and an experience offering great tastings, a 75-seat patio, and beautiful Garden of Eden picnic area which holds up to 150 guests. / 我们是一个目的地，也是一种体验，提供精彩的品酒活动，有75个座位的露台，还有美丽的伊甸园野餐区，可容纳150名客人。

CONFIDENTIAL & PROPRIETARY



OUR STORY / 我们的故事

It all started with a little apple orchard in Kelowna, BC / 这一切都始于卑诗省基洛纳市的一个小苹果园。

Blair, his wife Kelly, and their family had moved to the Okanagan and purchased a 20-acre apple orchard. But what to do with all the apples? / Blair、他的妻子Kelly和他们的家人搬到了Okanagan，并购买了一个20英亩的苹果园。但如何处理所有的苹果呢？

At the time, other orchardists were ripping out their apple trees and planting grapes. / 当时，其他果园主正在拔掉他们的苹果树，种植葡萄。

The idea for Forbidden Spirits Distilling Co. was born. / Forbidden Spirits Distilling Co.的想法由此诞生。

MISSION / 使命

To build a *portfolio of* global spirit and refreshment *brands* using an *asset-light strategy*. / 采用 *轻资产战略*，打造全球酒类和饮料 *品牌组合*

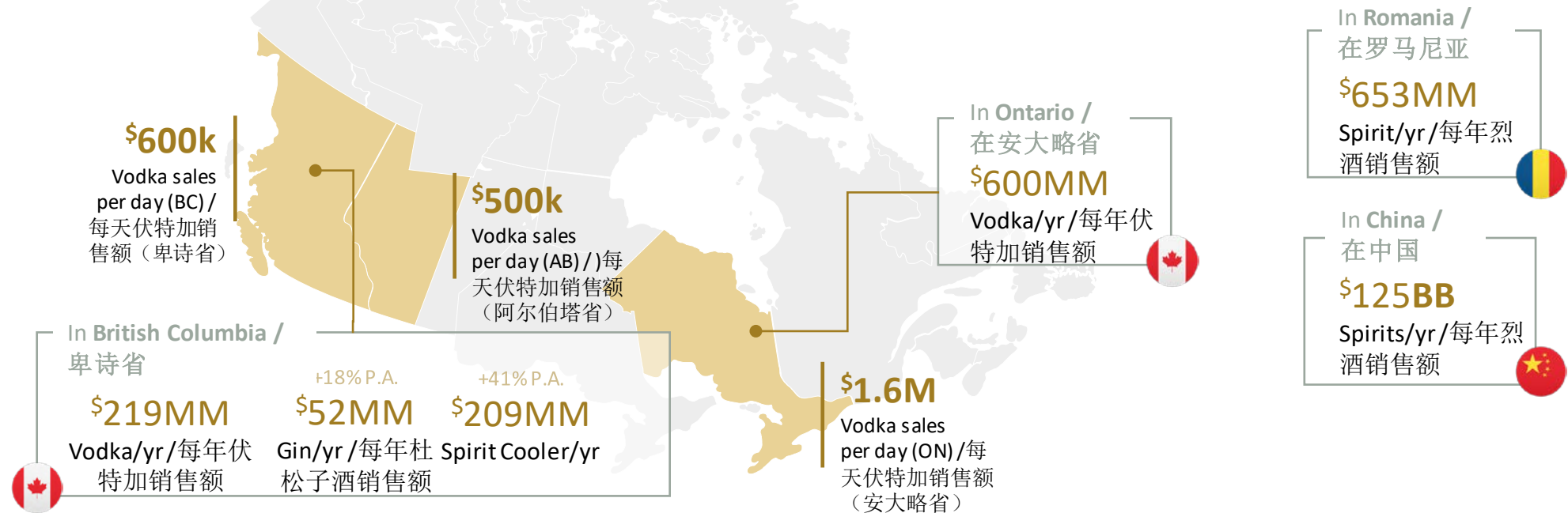
Forbidden Spirits was founded to pioneer a unique and innovative approach to **establishing and growing new brand(s)** in the burgeoning spirit and refreshment industry; while at the same time be positioned to take advantage of strategic acquisitions as they arise. / Forbidden Spirits的目标是在蓬勃发展的烈酒和饮料行业中建立和发展新的品牌，以独特和创新的方式进行开拓，同时，在机会出现时进行战略收购。

OPPORTUNITY / 机会

The **vast majority** of distilleries operate with **excess capacity**.

大多数酿酒厂产能过剩

Our innovative & new model empowers local distilleries around the world **to maximize their earnings potential**. / 我们的创新和新模式使世界各地的当地酒厂能够最大限度地发挥其盈利潜力。



*Sales figures come from [BCLDB's Annual Report](#), [LMR \(Wholesale\)](#), [Statista](#), and [Capital Daily](#). / 销售数字来自[BCLDB的年报](#)、[LMR \(批发\)](#)、[Statista](#)和[Capital Daily](#).

SOLUTION / 解决方案

An *asset-light* approach to growth. / 轻资产的发展方式

- ✓ Outsource and license where appropriate the **production** of our global brands to small craft distillers located in Canada and the USA. / 将我们的全球品牌的生产外包并授权给加拿大和美国的小型手工酿酒商。
- ✓ Outsource and license the **marketing, promotion and sale** of our global brands to local liquor agencies. / 将我们的全球品牌的营销、推广和销售工作外包并授权给当地的酒类代理商。
- ✓ Be ready and able to take advantage of strategic acquisition opportunities / 准备并能够利用战略收购机会



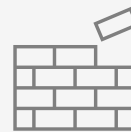
Private Manufacturing Agreements have been signed with craft distilleries in Ontario to produce our REBEL Vodka for export to Romania. / 与安大略省的手工酿酒厂签订了私人生产协议，生产我们的REBEL伏特加，出口到罗马尼亚。



Private Liquor Agency Agreements have also been signed to market, promote, sell Rebel Vodka in BC. / 还签订了私人酒类代理协议，在卑诗省推销、推广、销售Rebel伏特加。



International Sales Contracts have also been signed in Romania and China. / 在罗马尼亚和中国也签订了国际销售合同。



The craft distilling and bottling and canning industry is fragmented and ready for consolidation. / 手工蒸馏、装瓶和装罐行业是分散的，准备进行整合。

PRODUCTS / 产品

CURRENT BRANDS / 当前品牌产品



REBEL
Vodka / 伏特加

750ml and 700ml /
750毫升和700毫升



*Forbidden
Spirits* Vodka /
伏特加

750ml / 750毫升



Adam's
Apple Brandy /
白兰地

325ml and 750ml /
325毫升和750毫升



Eve's
Original Gin /
杜松子酒

750ml and 700ml /
750毫升和700毫升

BRANDS IN-DEVELOPMENT / 正在开发品牌产品



REBEL
& Soda / 苏打
水

355ml Cans / 355毫升
灌装



Eve's Gin &
Tonic / 金汤力
鸡尾酒

355ml Cans / 355毫升
灌装



Wallace Hill
Whiskey / 威士
忌

750ml / 750毫升



Forbidden
Fire

200mL / 200毫升

WHY NOW? / 为何选择当前的时机?

25% tariff advantage over US competitors due to favorable EU and China trade agreements. / 由于有利的欧盟和中国贸易协定，比美国竞争对手有**25%**的关税优势。



30% FX advantage over US competitors due to a weaker Canadian dollar. / 由于加元走弱，比美国竞争对手有**30%**的外汇优势。



We have signed Purchase Agreements with **Carrefour** in Romania and **Kunming** department stores in China. / 我们已经与罗马尼亚的**家乐福**和中国的**昆明百货**签署了采购协议



We have signed **sales, manufacturing and agency** agreements in BC, Romania and China. / 我们已经在卑诗省、罗马尼亚和中国签署了**销售、制造和代理**协议。

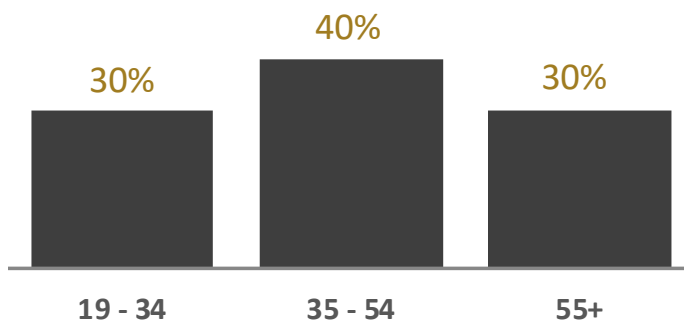


The craft distilling, bottling and canning industry in Canada and the USA is fragmented and ready for consolidation. / 加拿大和美国的手工蒸馏、装瓶和装罐行业是分散的，准备进行整合。

**The tariffs and foreign exchange rates are based on the value of currencies and therefore may fluctuate. / 关税和外汇汇率是基于货币的价值，因此可能出现波动。*

TARGET / 目标

DEMOGRAPHICS / 人口

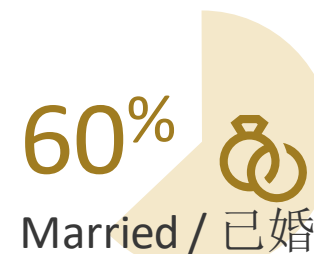


3:2

Women : Men
Ratio / 女男比例

HOUSEHOLD / 家庭

75,000+
Avg. MHH Income /
平均MHH收入



INTERESTS / 兴趣

- ✓ Healthy / 健康
- ✓ Urban / 都市
- ✓ Music / 音乐
- ✓ Travel / 旅行
- ✓ Sports / 体育
- ✓ Fashion / 时尚

COMPETITION / 竞争对手

					
LOCALLY MADE / 当地制作	✗	✗	✗	✗	✓
HAND CRAFTED / 手工制作	✗	✗	✗	✗	✓
TIMES DISTILLED / 蒸馏次数	3✗	6✗	5✗	5✗	25✗
GLUTEN FREE / 无谷蛋白	✓	✓	✓	✗	✓
MADE FROM / 原料	Corn / 玉米 	Corn / 玉米 	Grapes / 葡萄 	Wheat / 小麦 	Apples / 苹果 
PRICE / 价格	\$23	\$35	\$48	\$49	\$45

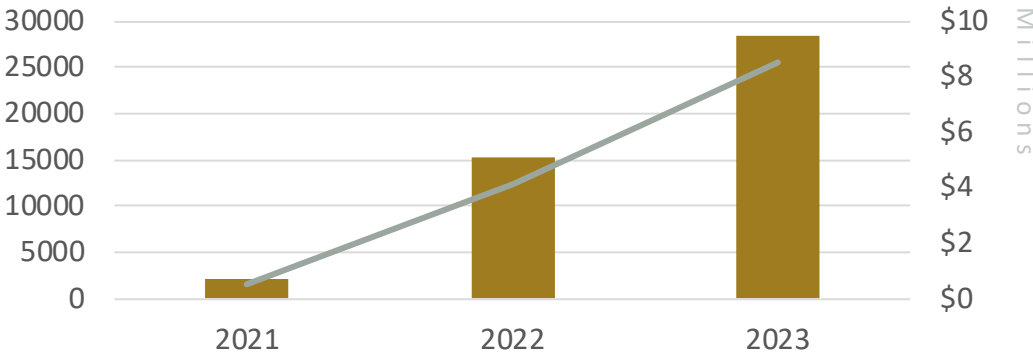


BUSINESS MODEL / 商业模式

- Our products are sold direct to consumer via our e-commerce platform and brick-and-mortar Tasting Room and Spirit Lounge located in Kelowna, BC. / 我们的产品通过我们的电子商务平台和位于卑诗省基洛纳市的实体品酒室和酒廊直接面向消费者销售。
- We also sell our products via restaurants across British Columbia and in both private and government liquor stores. / 我们还通过卑诗省各地的餐馆以及私营和政府酒类商店销售我们的产品。
- **Rebel Vodka** is our top selling spirit. Also extremely popular is our **Eve's Original Gin**, an outstanding craft spirit in its own right which also appeals to the recent upward market demand for gin as a spirit. / **Rebel伏特加**是我们最畅销的酒。同样非常受欢迎的是我们的**Eve杜松子酒**，它本身就是一种出色的工艺酒，也引发了最近市场对杜松子酒的需求上升。

UNIT ECONOMICS / 单位经济效益

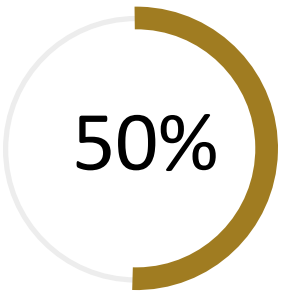
REVENUE PROJECTIONS / 营收预测



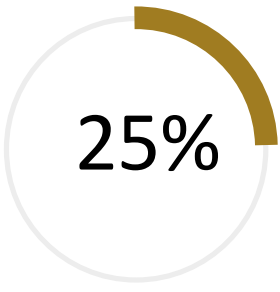
Year / 年度	2021	2022	2023
Avg. Bottle Price / 平均 瓶装价格	\$45	\$50	\$55
Projected Sales / 预期 销售额	\$1.2M	\$4.1M	\$8.5M
Projects Cases Sold / 预期销售量(箱)	4,600	15,300	28,400

PROFITABILITY / 利润率

High margins thanks to global & regional expansion
+ outsourced manufacturing, marketing and sales
全球和区域扩张+制造、营销和销售外包带来高利润率



Gross Profit Margin
毛利润率



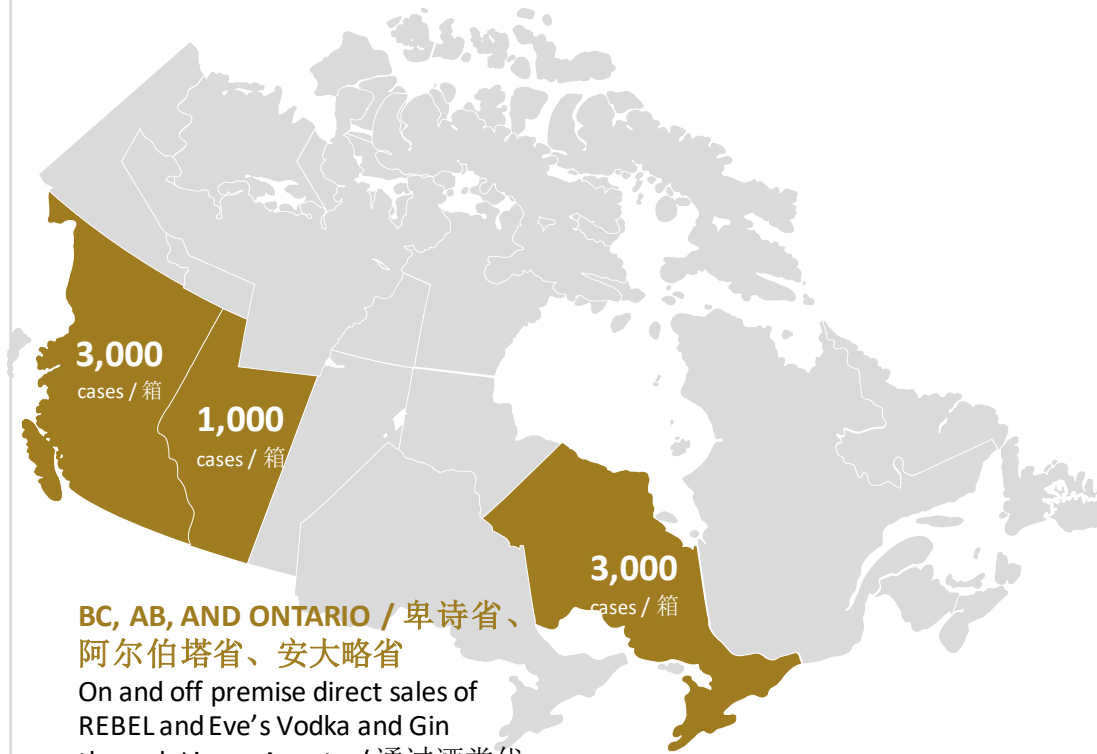
Net Income Margin
净利润率

GO-TO-MARKET PLAN

走向市场机会



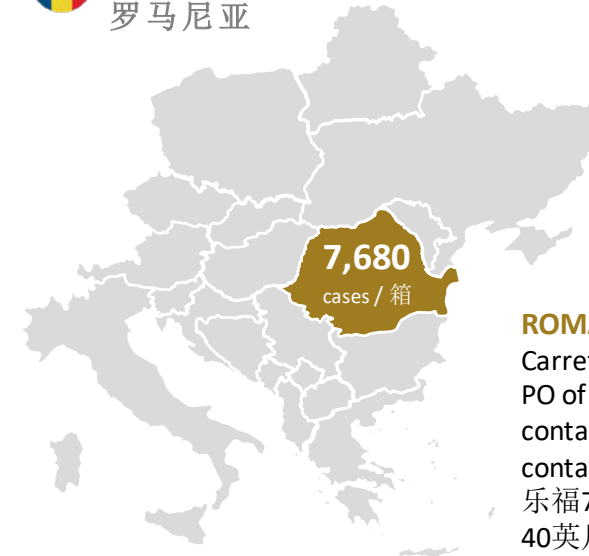
CANADA
/ 加拿大



BC, AB, AND ONTARIO / 卑诗省、阿尔伯塔省、安大略省
On and off premise direct sales of REBEL and Eve's Vodka and Gin through Liquor Agents. / 通过酒类代理商线上和线下直接销售REBEL和Eve伏特加和杜松子酒



ROMANIA /
罗马尼亚



ROMANIA / 罗马尼亚
Carrefour 700 store initial PO of four 40 foot containers, with a two container re-order. / 家乐福700店首次订购4个40英尺集装箱，再订购两集装箱



CHINA /
中国



CHINA / 中国
One 20 foot container of 10 pallets with 640 cases per pallet. / 1个20英尺集装箱，共10个货板，每个托盘有640箱。

ROADMAP / 路线图

UP TO 2018 / 2018年及之前

Completed construction of new 5,500 SF distillery and tasting room / 完成5,500平方英尺的新酒厂和品酒室建设

Installed custom made 1,000-litre 24-plate copper still and stainless steel fermentation tanks. / 安装了定制的1,000升24板铜蒸馏罐和不锈钢发酵罐。

Raised **\$2.8M** in Friends & Family round. / 从亲戚朋友获得投资**\$280万**

2019

Launched new flagship 25-times distilled ultra premium **REBEL Vodka** and 50-times distilled **Forbidden Spirits Vodka** / 推出全新旗舰产品25倍蒸馏的超优质REBEL伏特加和50倍蒸馏的Forbidden Spirits伏特加

Launched **Adam's Apple Brandy** in December / 12月推出**Adam苹果白兰地**

Raised **\$1.2M** in Angel round / 天使轮募集**\$120万**

2020

Launched **Eve's Original Gin** in summer of 2020 / 2020年夏季推出**Eve杜松子酒**

Signed Sales Agency Agreement for all of **British Columbia** / 签署了卑诗省全境的销售代理协议

Signed Sales Agency Agreement for **Romania** and Purchase Agreements with **China** / 签署罗马尼亚销售代理协议和与中国签订采购协议

Launched **Forbidden Fire Cinnamon Brandy** / 推出**Forbidden Fire Cinnamon 白兰地**

Completed Amalgamation Agreement with *Spartan Acquisition Corp.* to list on the **TSX Venture Exchange** (Symbol **VDKA.P**) / 完成与Spartan Acquisition Corp.的合并协议，在多伦多证券交易所创业板上市(股票代码VDKA.P)

2021

Signed Sales Agency Agreements with firms in **Alberta, Saskatchewan, and Ontario, Canada** / 与加拿大阿尔伯塔省、萨斯喀彻温省和安大略省的公司签署了销售代理协议。

Signed Manufacturing Agreements for **Ontario, Canada** / 签署了加拿大安大略省的制造协议

Concurrent with this Amalgamation closed **\$3.6M** Unit Offering as a Non-Brokered Private Placement / 与此合并同时进行的是以非经纪人私募方式完成了**\$360万**的证券单位发行

FUTURE / 未来

Sign new manufacturing and sales agreements and expand brands into **Alberta, Ontario, and California** / 签署新的生产和销售协议，并将品牌产品扩展到阿尔伯塔省、安大略省和加利福尼亚州。

Expand brand sales through Carrefour into **France, Germany and the UK** / 通过家乐福将品牌产品销售拓展到法国、德国和英国

Launch **Ready to Drink** REBEL Vodka & Soda and Eve's Gin & Tonic for sales in **Canada and European Union.** / 推出即饮型REBEL伏特加和苏打水以及Eve金汤力鸡尾酒，在加拿大和欧盟销售。

Expand sales into **Romania and China** / 将销售范围扩大到罗马尼亚和中国

Consider other strategic venues for expansion and brand building / 考虑在其他战略地点进行扩张和品牌建设

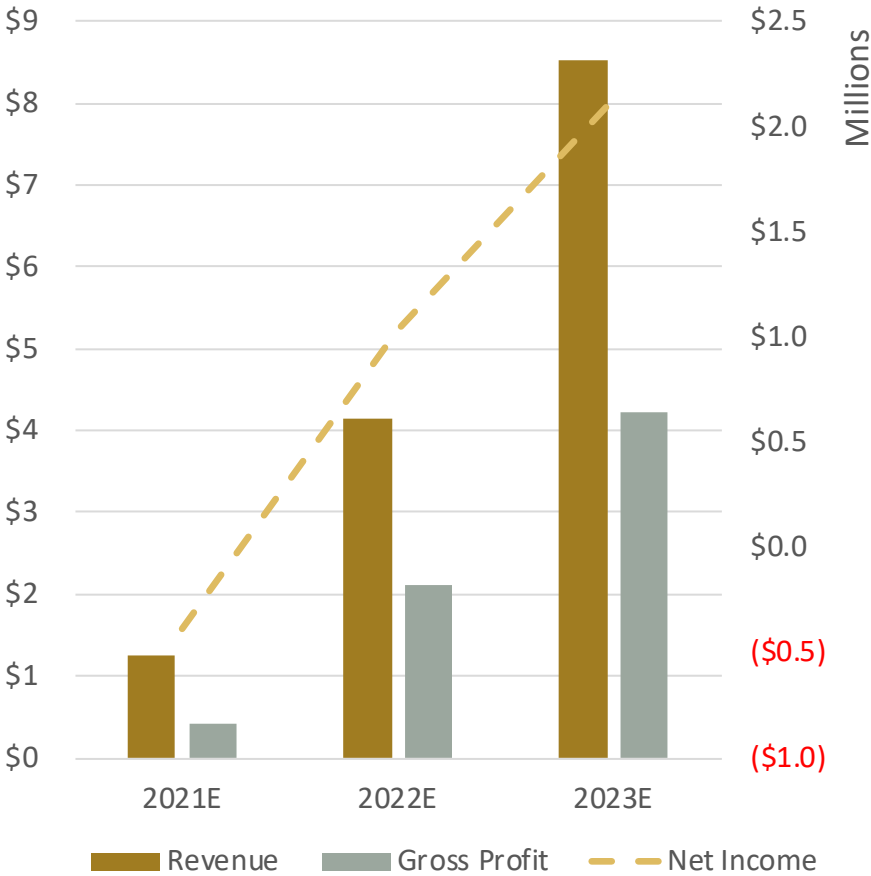
Complete additional equity and debt financing where appropriate / 酌情完成额外的股权和债务融资



SALES & MARKETING OVERVIEW / 销售和 营销概述

- We are passionate about creating a community of spirits enthusiasts. This aspect of community building, via tastings at Farmer's Markets, live concert series, and other events allows us to engage directly with the Forbidden Spirits audience. / 我们热衷于创建一个烈酒爱好者的社区。这方面的社区建设，通过在农贸市场的品酒会、现场音乐会系列和其他活动，使我们能够直接与Forbidden Spirits的受众接触。
- We're currently working with a PR company and digital marketing agency and are ready to expand our online brand presence in the coming year. / 我们目前正在与一家公关公司和数字营销机构合作，并准备在来年扩大我们的网络品牌影响力。
- The Forbidden Spirits brand represents quality craftsmanship and a commitment to excellence in the spirits industry. / Forbidden Spirits品牌代表了高质量的工艺和对烈酒行业的卓越承诺。

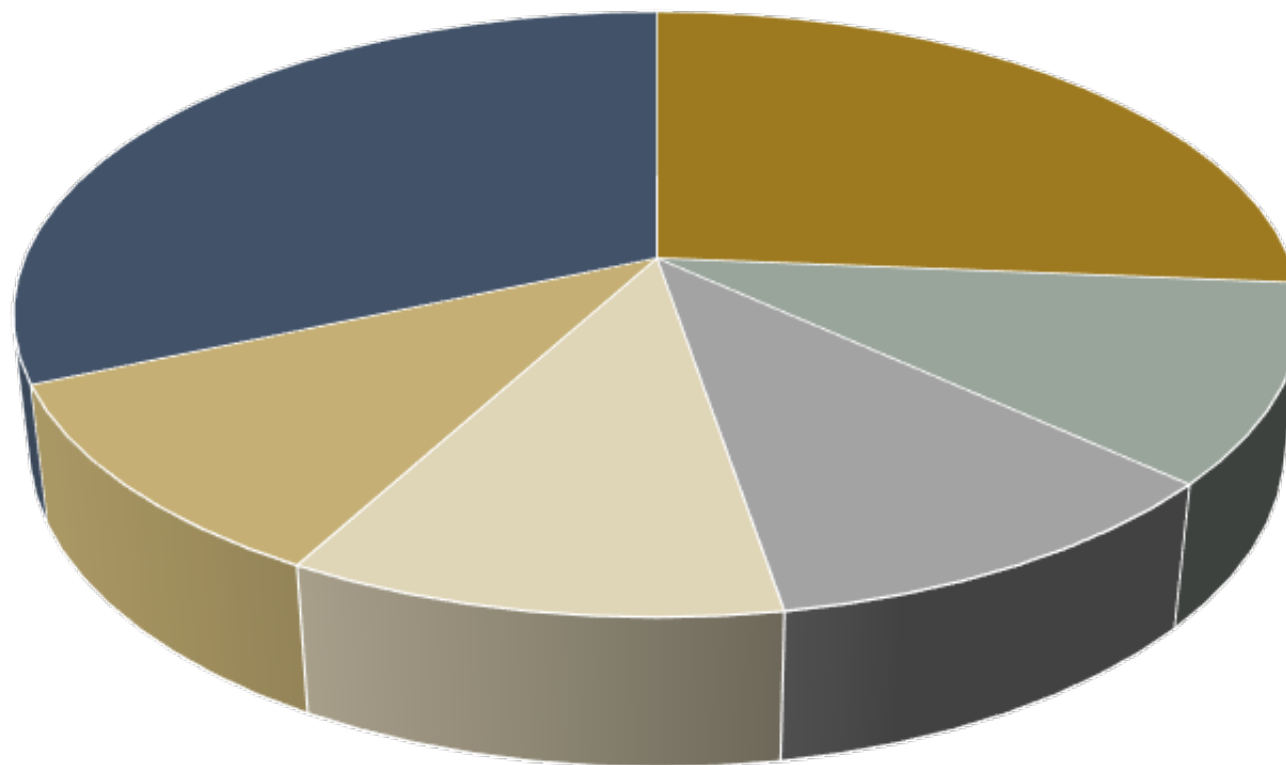
FINANCIALS / 财务数据



INCOME STATEMENT / 利润表	2021E	2022E	2023E
Revenue / 营收	\$1,247,500	\$4,136,000	\$8,526,000
COGs / 已销售产品的成本	(\$634,500)	(\$2,068,000)	(\$4,263,000)
Gross Profit / 毛利润	\$428,900	\$2,068,000	\$4,236,000
Expenses / 开支	(\$818,600)	(\$1,034,000)	(\$2,131,500)
Net Income / 净收入	(\$384,700)	\$1,034,000	\$2,131,500

BALANCE SHEET / 资产负债表	2021E	2022E	2023E
Current assets / 流动资产	\$3,600,000	\$3,400,000	\$3,200,000
PP&E / 固定资产	\$2,918,000	\$2,950,000	\$3,150,000
Total Assets / 总资产	\$6,518,000	\$6,350,000	\$6,350,000
Current liabilities / 流动负债	\$800,000	\$1,200,000	\$1,500,000
Non-current / 非流动负债	\$350,000	\$150,000	\$350,000
Total Liabilities / 总负债	\$1,150,000	\$1,350,000	\$1,850,000
Equity / 股东权益	\$5,368,000	\$5,000,000	\$4,500,000

USE OF FUNDS / 资金用途



- Brand Building 25%
- Sales & Marketing (Canada) 10%
- Sales & Marketing (EU) 10%
- Sales & Marketing (China) 10%
- Product Extension 10%
- Expanded Manufacturing, Sales Agency & Acquisitions 30%

OFFERING / 发行

ISSUER / 发行方

Forbidden Distillery Inc.

LISTING / TICKER /

上市 / 交易代码

VDKA.P

AMOUNT / 金额

MIN \$3,600,000 CDN / 最低360万加元

MAX \$7,500,000 CDN / 最高750万加元

UNITS OFFERED / 发行单位

MIN 12M units / 最低1200万

MAX 15M units / 最高1500万

Free trading subscription receipts consisting of one common share at \$0.30 per share and one-half 24 month purchase warrant exercisable at \$0.50 per share. / 自由交易的认购收据包括每股\$0.30的一股普通股和可24个月内按每股\$0.50行权的半份认购权证。

USE OF PROCEEDS / 融资用途

- ▶ Brand building & Product extensions / 品牌建设和产品扩展
- ▶ Expanded manufacturing & sales agency contracts / 增加生产和销售代理合同
- ▶ Sales and marketing support which may include the acquisition of other business or product lines / 销售和营销支持，可能包括收购其他业务或产品线

TEAM / 团队

FOUNDERS & MANAGEMENT / 创始人和管理团队

Blair Wilson, President and CEO / 总裁兼首席执行官

Kelly Wilson, Corp. Secretary and Executive Vice President / 公司秘书和执行副总裁

Suzanne Jones, VP Operations / 运营副总裁

Terese Gieselman, Chief Financial Officer / 首席财务官

Cara Wilson Lang, VP of Brand Development / 品牌发展副总裁

Alastair Richards, Master Distiller, R&D / 酿酒大师，研发

BOARD OF DIRECTORS / 董事会

Blair Wilson

Eugene Hodgson

Maya Kanigan

Kristi Miller

Terese Gieselman

INVESTMENT HIGHLIGHTS / 投资亮点

A proven product. Rebel Vodka is poised to become the premium craft vodka on the market / 一个经过验证的产品。Rebel伏特加将成为市场上的优质手工伏特加。

A fully operational distillery with a line of premium craft spirits. / 一个全面运营的酒厂，拥有一系列优质的手工酒。

Friends & family have already raised \$5.5 MM / 亲戚朋友已经筹集了\$550万

Any future funds will scale the business and product line. / 任何未来的资金都将用于扩大业务和产品线的规模。

Strong management team focused on the future / 强大的管理团队专注于未来发展

We're committed to creating the finest spirits from the highest quality local produce. / 我们致力于用当地最高品质的产品创造最优质的烈酒。



THANK YOU / 谢谢

Thank you for your interest. / 谢谢您的关注

We hope you'll consider joining us on this journey of growth and expansion.

我们希望您能考虑加入我们这个成长和扩张的旅程。

For more information contact Blair Wilson: / 欲了解更多信息，请联系Blair Wilson:

blair@forbiddenspirits.ca