

SOMETHING *Southern* • SPIRITS •

From our porch to yours

ROY WARREN, CO-FOUNDER/CEO

PREVIOUS EXIT: SAINT JAMES TEA



Market Gap & Consumer Shift

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Why Now?



Consumers Demand Authenticity

70% of U.S. adults buy brands that reflect their personal values



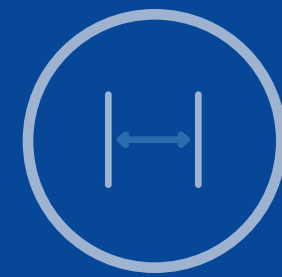
Willingness to Pay for Story & Values

64% of consumers will pay more for brands aligned with their values



Premiumization Driven by Quality

67% of spirits drinkers are willing to pay more for higher-quality drinks



The White Space

Blended whiskey represents 70%+ of global whiskey revenue — dominated by heritage producers.

Yet, no modern Southern lifestyle whiskey has emerged to meet today's consumer demand for authenticity, inclusivity, and quality at an accessible price point.

Whiskey Market (2025 - 2030)

The Something Southern Approach



Authenticity at Something Southern

- Veteran team with deep industry pedigree, able to discover and curate *unique barrels*.
- *Artisanal blending* delivers a \$70+ whiskey experience at an accessible \$38 MSRP.

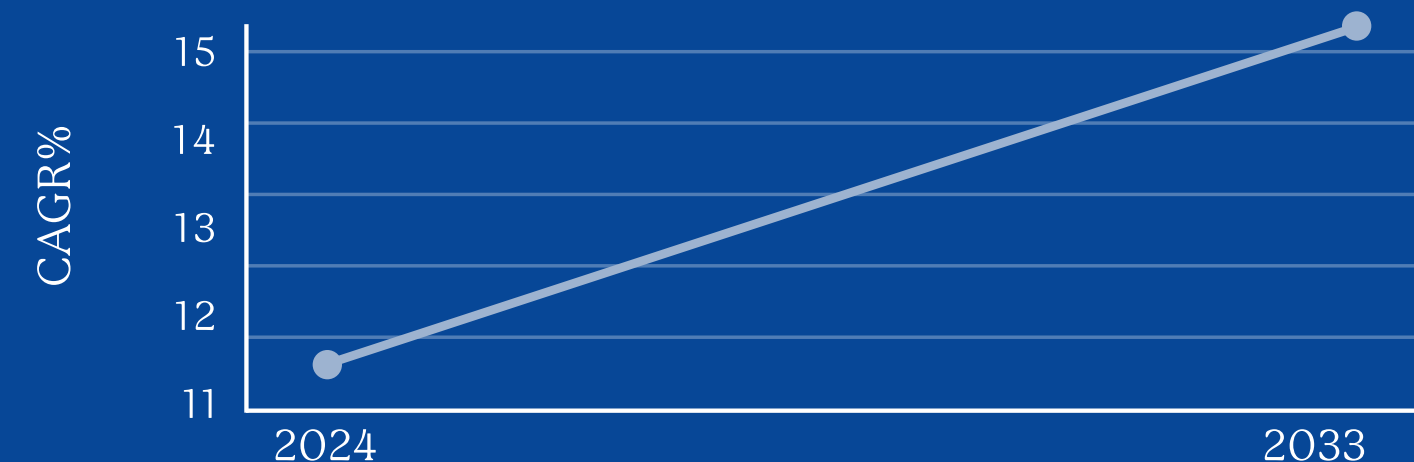
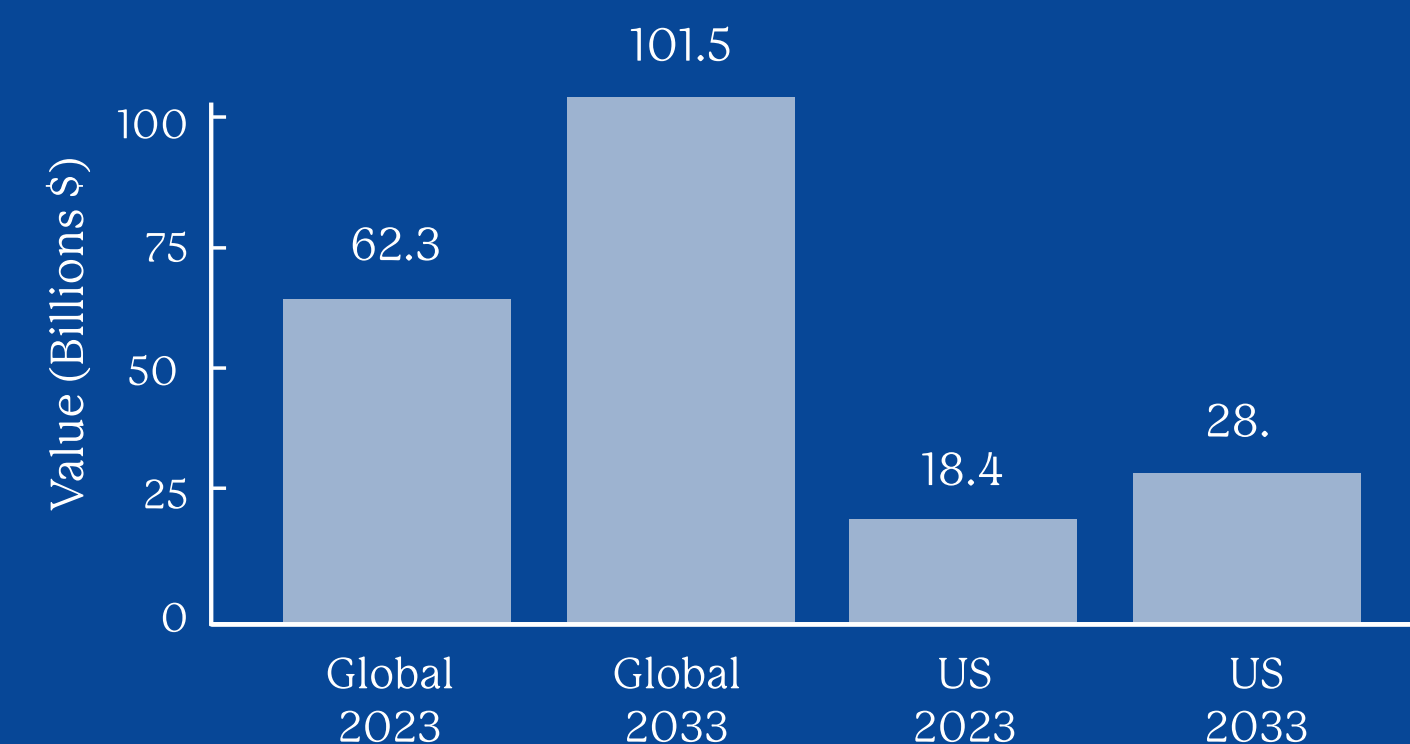
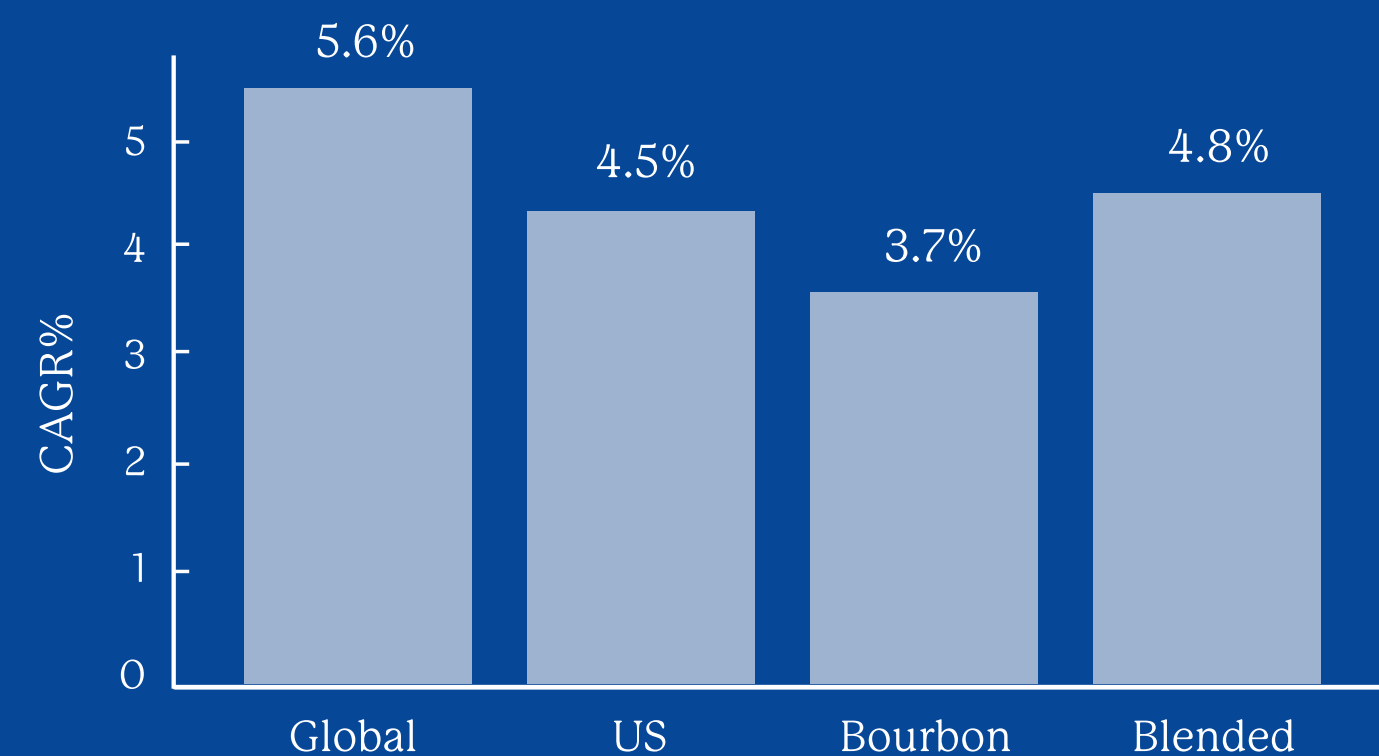
Innovation at Something Southern

- Proprietary blending approach in an *underexplored segment*.
IP Protection – Trademarks filed for *Something Southern*® and *From Our Porch to Yours*® across whiskey, apparel, and merchandise.

Connecting with the New South

- A brand identity that is *inclusive, modern, and forward-looking*.
- Celebrates Southern heritage while embracing diversity and new voices.
- Positioned to capture *Southeast migration growth* (Florida, Georgia, Tennessee, Texas).

Market Opportunity



Sources:

[Whiskey Market – Growth, Trends, COVID-19 Impact, and Forecast \(2024–2032\)](#)

[United States Whiskey Market Size, Share, and Forecast \(2024–2033\)](#)

[Bourbon Market Report – Analysis, Trends, and Forecast 2024–2031](#)

[Immigration Drives Nation's Population Growth](#)

[Blended Whisky Market Report – Global Industry Analysis & Forecast \(2024–2030\)](#)

62.3B

Global Whiskey Market

Valued at \$62.3B in 2023, projected to reach \$101.5B by 2033

Growing at a 5.6% CAGR

18.4B

United States Whiskey Market

Valued at \$18.4B in 2023, projected to reach \$28.7B by 2033

Growing at a 4.5% CAGR

6.0B

Bourbon Market

Valued at \$6B in the U.S.

Growing at a 3.7% CAGR, projected to reach \$8.2B by 2033

10.5B

Blended Whiskey

Market size: \$10.5B (2024)

Forecasted to reach \$15.2B by 2033

Growing at a 4.8% CAGR (2026–2033)

Market Opportunity

the new south advantage

The Southeast is the **fastest-growing** U.S. region.

From 2023–2024, the U.S. population grew **3.3M people** — Florida & Texas accounted for 1M+ residents (~⅓ of all growth).

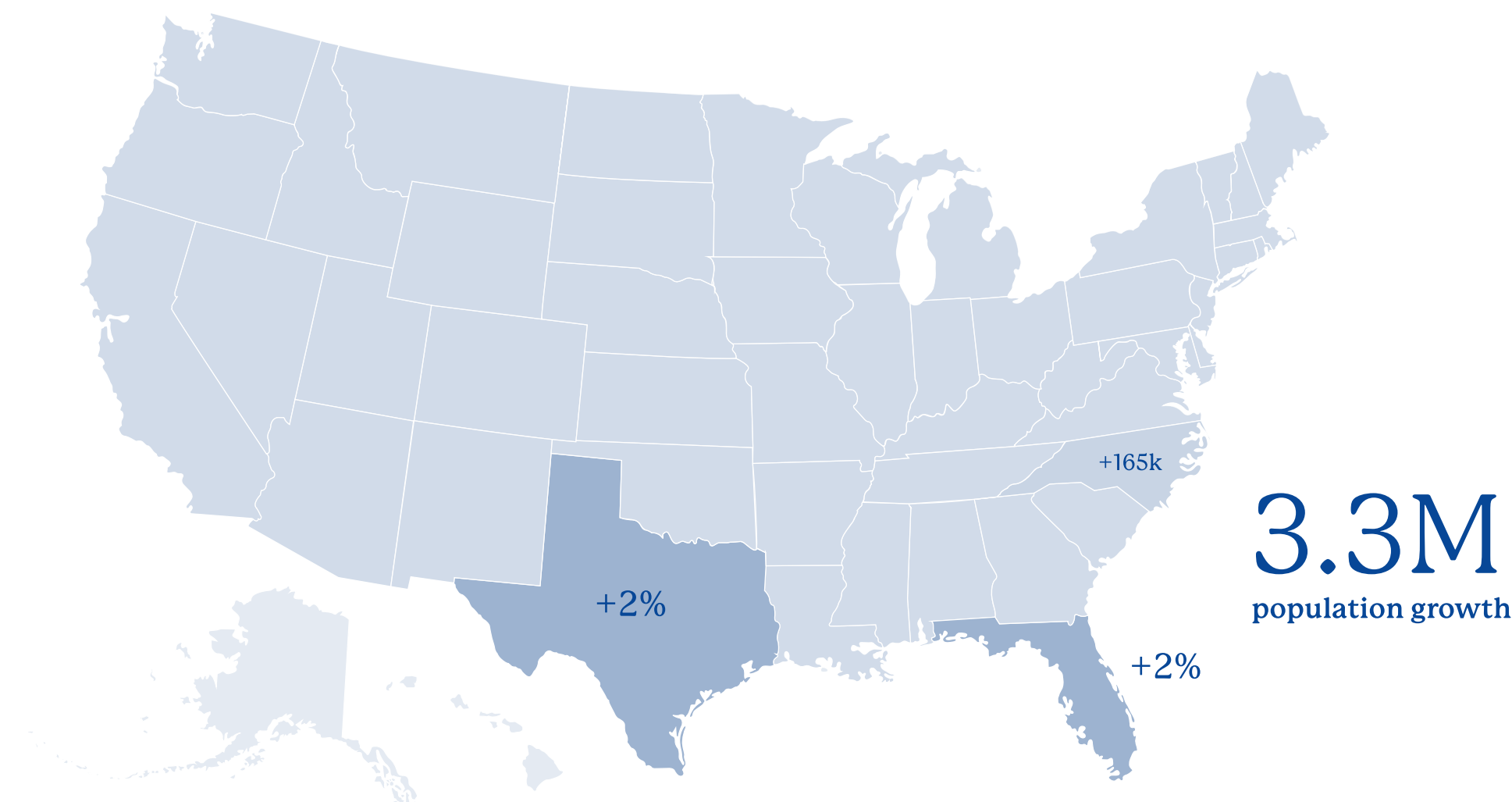
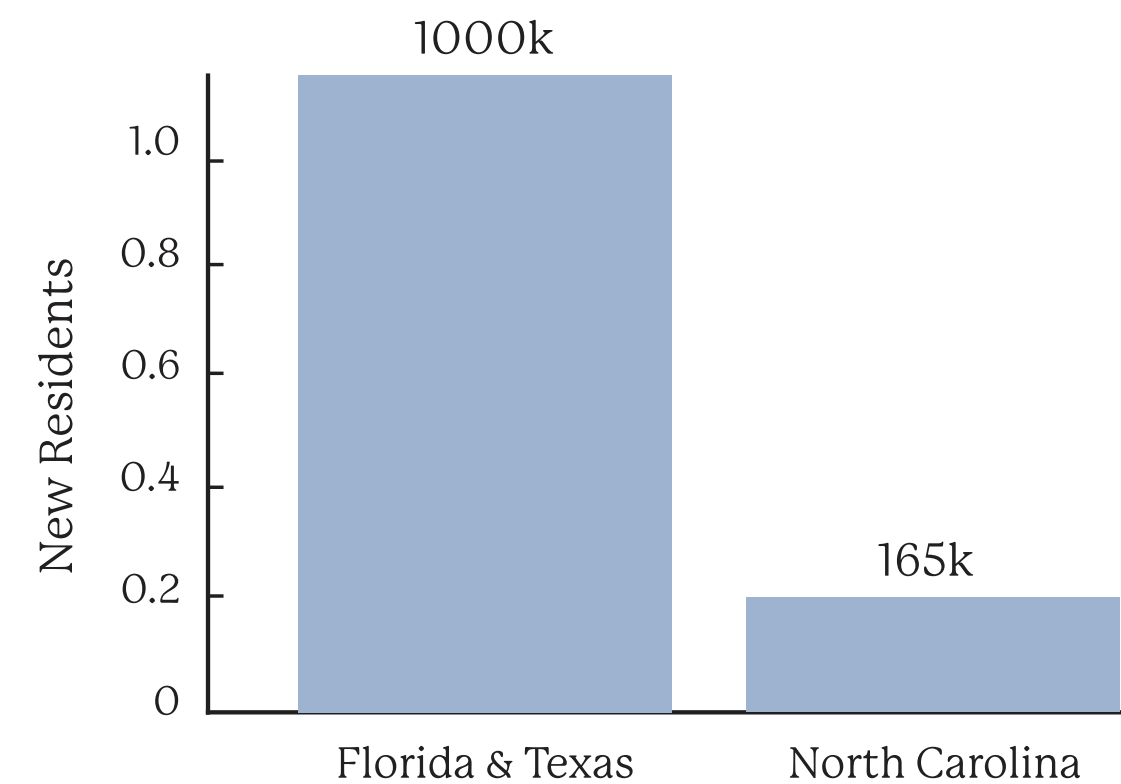
Both Florida and Texas grew ~2% year-over-year, the highest in the nation, followed by NC (+165K residents, #4 nationally).

Opportunity

A \$30–40 blended whiskey positioned as a **daily pour** with premium quality is uniquely aligned with:

- Category growth in whiskey & blended segments
- Explosive consumer base growth in the Southeast

Population Growth (2023-2024)



Why Blended Whiskey?



Blended Whiskey
70.2%
OF ALL WHISKEY REVENUE

Whiskey and craft cocktails are at an all-time high in demand. Blending allows Something Southern to create a full-bodied, well-rounded whiskey uniquely ours — priced for volume, elevated by artistry.

Global & Segment Leadership

Blended whiskey accounted for **70.2%** of global whiskey revenue in 2024. Grand View Research

Why Blended Works for Something Southern

Value Advantage	Delivers \$70+ drinking experience at ~\$38 price point.	✓
Consumer Fit	Ideal for everyday pours and cocktail bases.	✓
Consistency & Craftsmanship	14-day slow proof blending maintains complexity and balance.	✓
Scale & Flexibility	Blending allows dynamic sourcing to manage cost, quality, and supply volatility.	✓
Cultural Tailwinds	As cocktail culture, premium spirits interest, and craft brand expectations rise, blends are becoming preferred choices for quality bartending and approachable sipping.	✓



Our Product

Flagship SKU – Everyday Blended Whiskey

- 5+ Made from premium whiskeys aged 5+ years.
- ⌘ Slow-proofed over 14 days to preserve subtle aromas.
- 🍒 Tasting profile: vibrant fruit-forward nose (apricot, pineapple, tart cherry, allspice); viscous palate with dark cocoa & ripe blackberry finish.
- 🇺🇸 Production: Bottled in Fort Pierce, Florida.

Planned Limited Editions (LTOs)

- 💧 Semi-annual small batches (starting 2027).
- 💰 Ultra-premium margins (400–500%).
- 🍷 Curated and promoted through ReserveBar + influencer/trade networks.

Business Model

Revenue Streams



Wholesale – Paradise Craft Distributors (statewide Florida).

- Early discussions with ABC Liquor (FL).
- Verbal commitment for test with Miller’s Ale House (Roark Capital owned).
- Target: 200 accounts by year-end (≈75% on-premise, 25% off-premise).



Direct-to-Consumer (D2C) – ReserveBar.com + influencer-driven digital activations.



Future Brand Extensions – Merchandise, tastings, experiential events. Expanding the overall lifestyle brand – such as “Life is good,” “Salt Life,” “Florida Local”

Unit Economics

COGS/Case improves \$75.60 ➔ \$54.60 as volume scales.

RETAIL

\$36-38_{SRP}

DISTRIBUTOR

\$116_{PER CASE}

SCHEDULED SUBMISSION TO TOTAL WINE

D2C

\$38-40_{SRP}

GROSS MARGIN

34%₂₀₂₆ ➔ 59%₂₀₃₀

(EXPECTED TO INCREASE WITH INVENTORY/AGING STRATEGY)

ON-PREMISE

\$1.02 – \$1.12_{PER OZ.}

(\$26-28/BOTTLE BY CASE TIER)

VELOCITY

1 Case

ACCOUNT/MONTH AT LAUNCH

Go-to-Market Strategy

1
phase

Proof of Concept (2026)

- Focus: Palm Beach & Tampa.
- Drive **velocity per outlet (VPO)** success in on-premise, off-premise, & D2C.

2026

2027

2
phase

Regional Expansion (2027)

- Deepen penetration in Florida.
- Enter **3–4 more states** with Paradise Craft + new distributors.
- Secure chain pilots (**Miller's Ale House verbal commitment**).
- Expand ReserveBar campaigns + influencer activations.

3
phase

Southeast Rollout (2028+)

- Add **RNDC** or another national distributor.
- Expand into **8–12 states in the Southeast**.
- Layer in national brand activations & chain retail.

2028

Business Traction

(Early Momentum)

01

Distribution & Accounts

- **Signed with Paradise Craft Distributors** (statewide Florida).
- **Pipeline discussions:** ABC Liquor (FL).
- **Miller's Ale House** ➤ verbal commitment for pilot test.
- **Targeting 200 active accounts** by end of 2026.

02

Influencer & Media Presence

- **Gavin Linde** (@rolexwhisky, 227K) – Global whiskey influencer & podcast host.
- **Gregg Snyder** ([LinkedIn](#))
Influencer Strategy: Trade credibility, tastings, buyer/retailer activations.
- **Advisory network extends reach** to ~250K+ engaged whiskey enthusiasts.

03

Events & Exposure

- **Confirmed:** Florida Boat Shows, curated local tastings/dinners (2026).
- **Pipeline:** ECRM, Hospitality Executive Exchange, national trade/consumer shows (2027).

04

Founder & Team Track Record

- **Roy Warren** – previously scaled Saint James Tea from 0 ➤ \$15M revenue, securing national distribution before exit (2024).
- **Team has unlocked exclusive distributor & retail relationships** based on prior wins.

Competitive Landscape

						
Price Point	\$30–35	\$35–45	\$30–35	\$50–60	\$15–20 (Value Tier)	\$38 (Accessible Premium)
Taste Profile & Craft	Traditional Bourbon, Approachable	Smooth, Oak-Forward, Heritage Taste	Sweet, Wheated Bourbon	Rich Tennessee Whiskey, Heritage Complexity	Liqueur-Like, Low Complexity (Not Bourbon)	Artisanal Blend, Fruit-Forward Nose, Complex Finish
Blended/Artisanal Approach	✗ Straight Bourbon	✗ Straight Bourbon	✗ Straight Bourbon	✗ Tennessee Whiskey	✗ Liqueur Blend	✓ Proprietary Artisanal Blending
Brand Story	✓ Kentucky Heritage	✓ Kentucky Legacy	✓ Kentucky Legacy	✓ Historic Black-Owned	✓ Legacy, But Dated	✓ Modern, Inclusive “New South”
Southern Identity	✗	✗	✗	✓ Tennessee Focus	✓ Southern By Name, Not Whiskey	✓ Contemporary Southern Lifestyle
Lifestyle/Cultural Positioning	✗ Product Driven	✗ Heritage Only	✗ Mainstream Bourbon	✗ Heritage Only	✓ Lifestyle + Community-Driven	✓ Lifestyle + Community-Driven

Our Team

Leadership & Category Leaders



GAVIN LINDE
CO-FOUNDER, BRAND
AMBASSADOR

One Of The World's Top Whiskey
Influencers (227K IG Followers;
RolexWhisky Podcast, 100+ Episodes).
Builds Global Whiskey Community And
Consumer Engagement.



ROY WARREN, JR.
CO-FOUNDER & CEO

Veteran Beverage Entrepreneur;
Co-Founded Gratitude Health And Saint
James Organic Iced Tea. Experienced
CEO In Both Public & Private Companies.



COLIN WALKER
CO-FOUNDER

Finance, Fundraising, & Strategic
Partnerships.

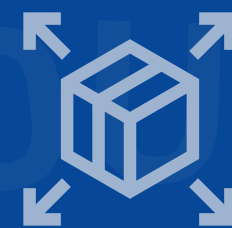
Our Team

Supporting Team



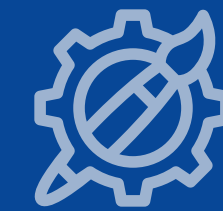
GREGG SNYDER
MASTER BLENDER
(CONSULTING PARTNER)

Elite Pedigree Blender With Decades Of
Production, Innovation, And Supply
Chain Experience. Leads Product
Development And Industry Credibility.



FRANK SACCA
CONSULTING PARTNER
(SALES/DISTRIBUTION)

Veteran In Spirits Sales
& Distributor Management.



KARA CLAPP
HEAD OF
MARKETING/CREATIVE

Led Creative For 25+ Beverage Brands
(Celsius, Saint James Iced Tea)

Financial Projections

Gross Margin <i>per case</i>	~38%
Revenue per Case <i>(Distributor Price)</i>	\$116
Burn Rate <i>Year 1</i>	\$51k/ month
Break-Even Point	End of Year 3 <i>(2028)</i>

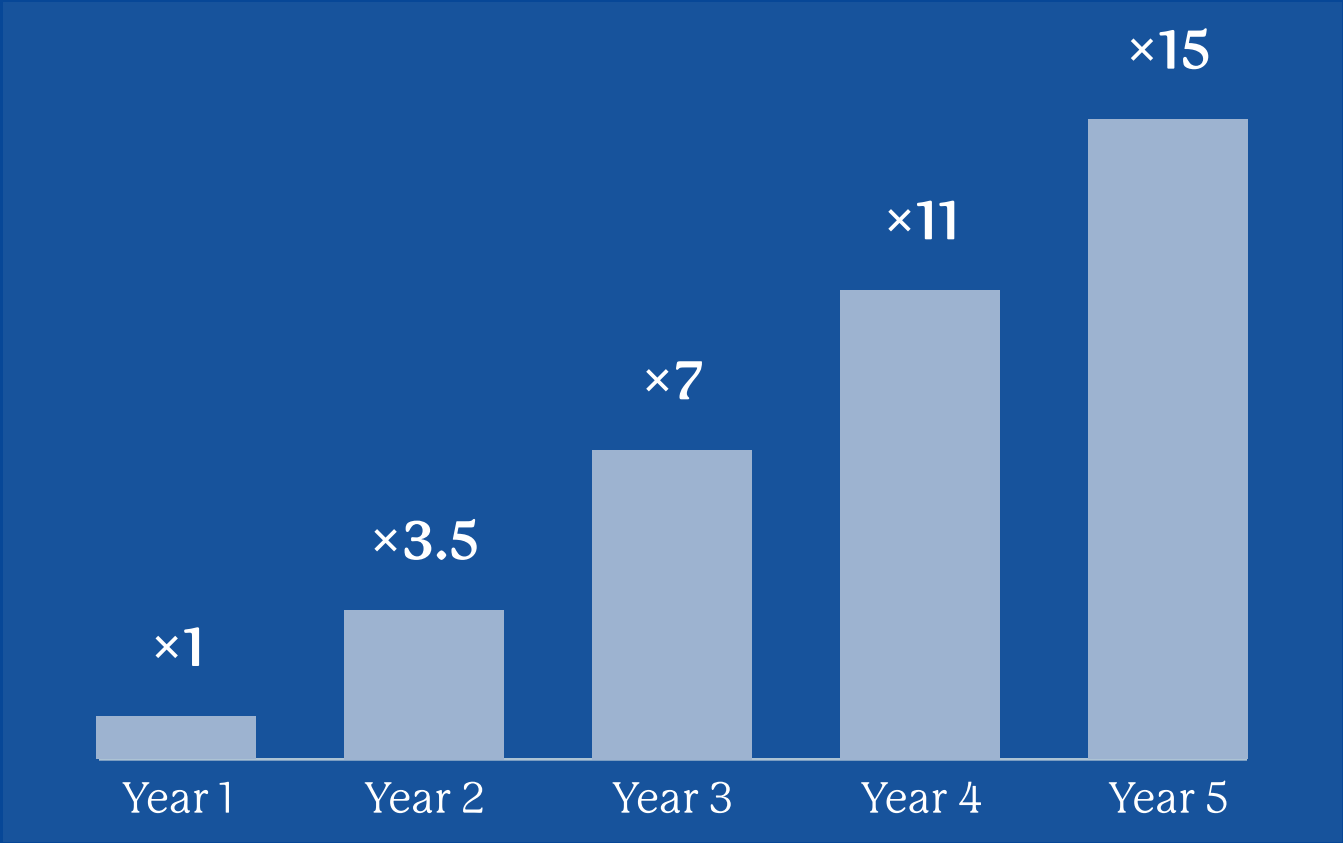
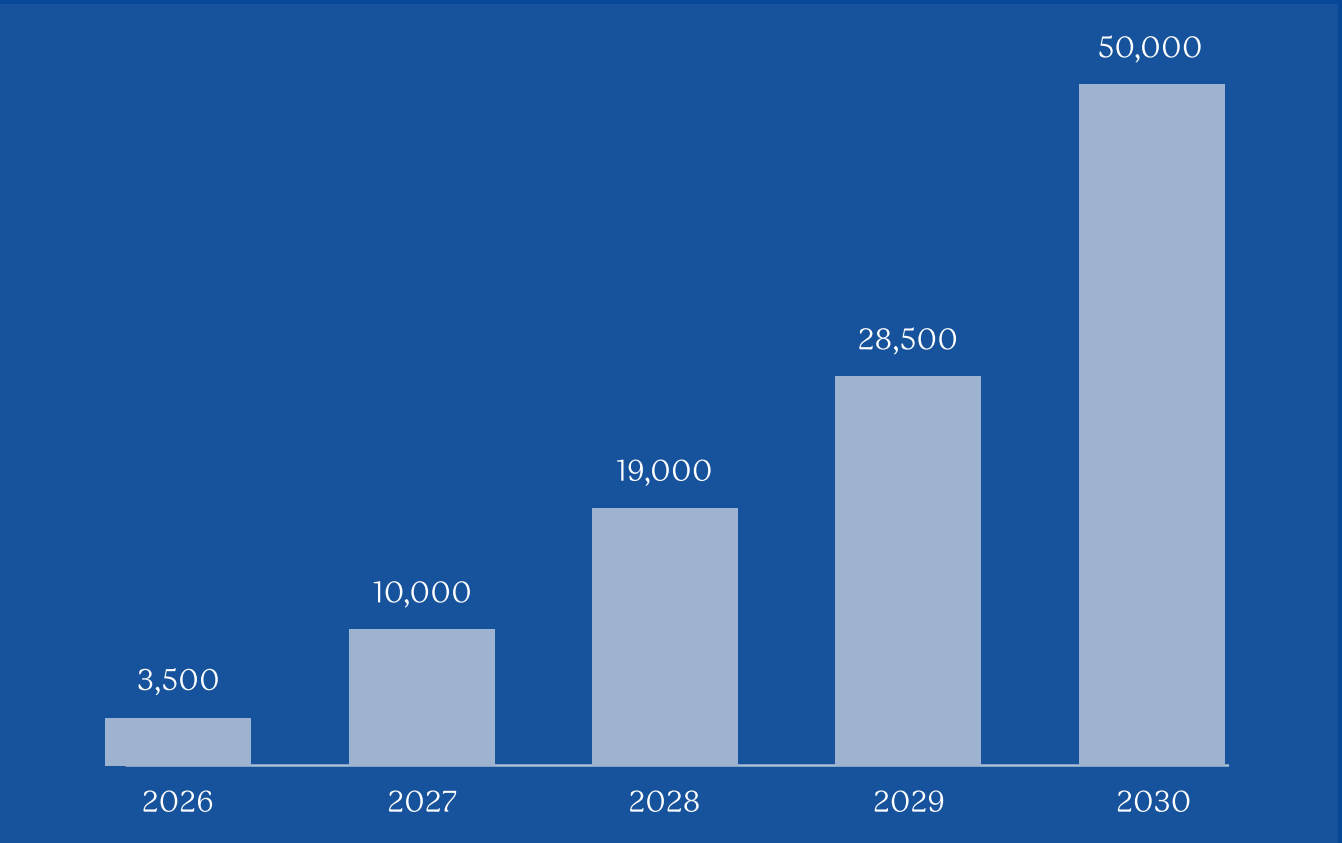
2026 (Launch – FL only): 3,500 cases

2027 (4 states): 10,000 cases

2028 (8 states): 18K–20K cases

2029 (12 states): 27K–30K cases

2030 (18 states): 50K cases



Strong case growth trajectory:
15x scale-up in 5 years.

Improving margin profile as inventory strategy kicks in.

Break-even by 2028, with upside from LTOs (400–500% margins) and D2C scale not yet modeled.



Our Raise

Raising

\$2.2M
seed round

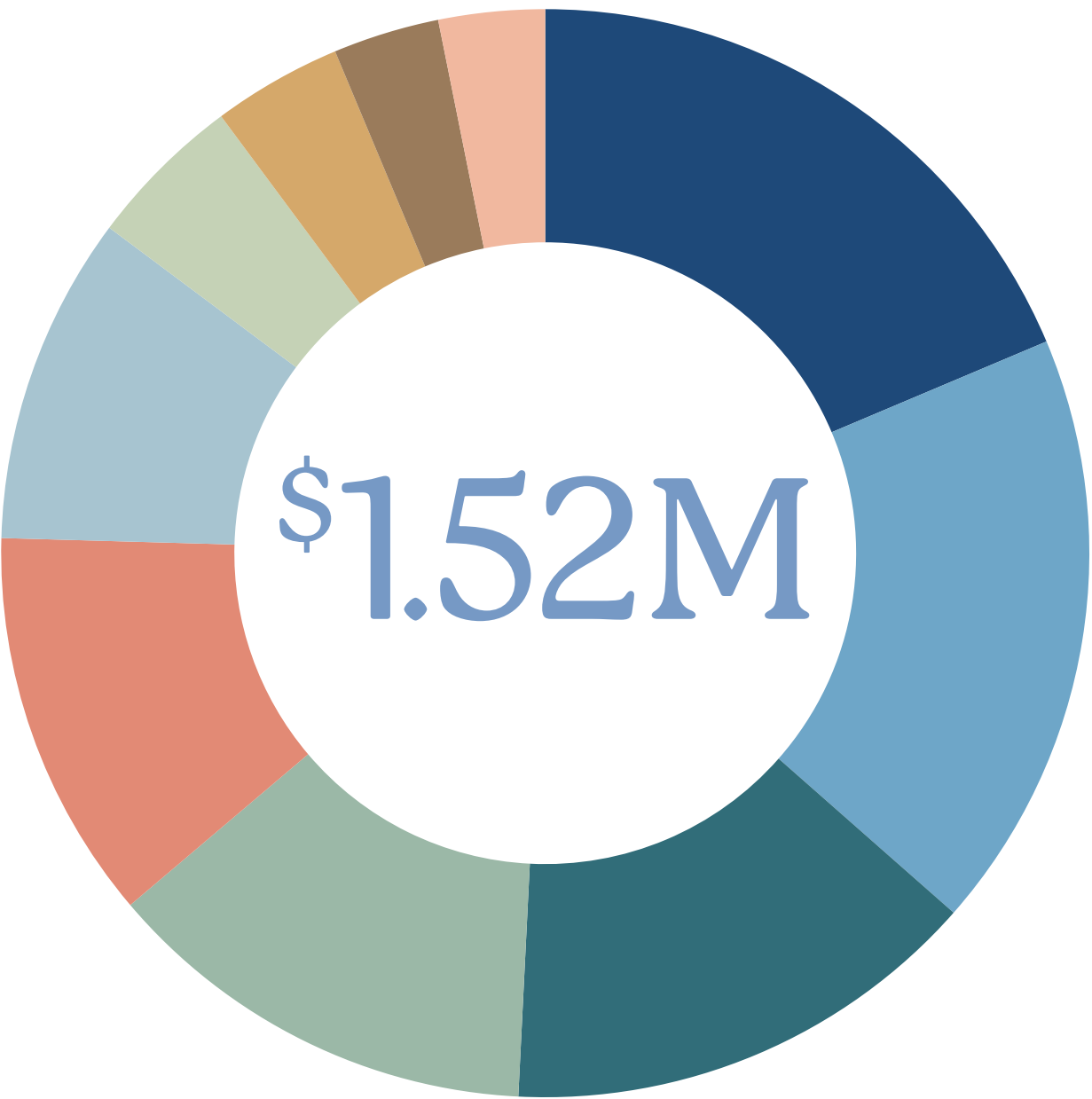
Structure

safe

(proposed \$7.5M cap, 20% discount).
Anchor investor aligned.

Use of Funds

2026 (Base, \$1.5M)



- Team — 18.9%
- Debt Repayment — 18.1%
- Commission — 14.5%
- Retail Marketing — 13.2%
- Production — 11.8%
- Digital Marketing — 9.9%
- Misc/Insurance/Freight & Warehousing — 4.7%
- Accounting — 3.9%
- Legal — 3.2%
- Staffing Support — 3.2%

Milestones/Roadmap

1
phase

2026

- Launch In FL.
- 200 Accounts Secured.
- ~\$500K Revenue.

2
phase

2027

- Enter 4 States.
- 10K Cases Sold.
- Chain Pilots Live.
- Launch First LTO.

3
phase

2028
2029

- 8–12 States Live.
- 20K–30K Cases Sold.
- RNDC Partnership.
- Achieve Profitability.

4
phase

2030

- 18 Markets Nationwide.
- 50K Cases Sold.
- Positioned For Acquisition.

Let's build the
new south
together.





Exit Comps in Whiskey

Angel's Envy ➤ Bacardi



- Acquired for \$150M
- Approx. 7x revenue multiple

Jefferson's Bourbon ➤ Pernod Ricard



- Acquired for \$220M
- Strengthened Pernod's U.S. bourbon portfolio

Penelope Bourbon ➤ MGP



- Acquired for up to \$215M (*structured earnout*)
- Premium blended bourbon brand, similar positioning to Something Southern

Takeaways

- Premium craft/bourbon brands have **achieved \$150M–\$220M exits.**

- Multiples in the 6–8x range show **strong appetite from global spirits houses** for differentiated U.S. brands.
- With its price-to-quality advantage and modern Southern lifestyle positioning, **Something Southern sits directly in line with this acquisition trend.**



Roy Warren

Saint James Tea Success Story

- Co-Founded with John Ferolito (Arizona Iced Tea co-founder).
- Built from startup to national brand presence.
- Scaled to ~\$15M in gross revenue before Roy partially exited in 2024.
- Established distribution, retail, and strategic partnerships nationwide.
- Roy has a demonstrated ability to launch, scale, and exit consumer beverage brands — a proven playbook he is now applying to Something Southern.