

BUSINESS OVERVIEW 2022



Confidential -Not for distribution

BRAND STORY



- Henry H Shufeldt established his first distillery in Chicago in 1857 at the corner of Kinzie & Cass Streets (now Kinzie and Wabash)
- After the Chicago Fire, he combined with Thomas Lynch and reopen at Chicago Ave and Chicago River (former Montgomery Wards warehouse site - now Groupon)
- In September 1891, The Whiskey Trust makes third attempt to destroy distillery. Finally sold to Whiskey Trust in 1891. Location closed shortly thereafter and sold to Montgomery Ward.
- The “new” H. H Shufeldt Whiskey Company will use **“The Whiskey Trust”** legacy as an underdog and long-time survivor.
- Each whiskey is named after a prominent member of **“The Whiskey Trust”** and will make an emotional connection to historical Chicago and Chicagoan’s spirit of

THE REBIRTH OF H. H. SHUFELDT



- H. H. Shufeldt Whiskey Company started in 2019 to take advantage of Illinois' Class 1 Distillery License.
 - The Class 1 Distillery license allows the manufacture and sale of 5,000 gallons per year direct to retail or consumers.
 - H. H. Shufeldt Whiskey Company will have a tasting room and by law only sell spirits produced by H. H. Shufeldt Whiskey Co or cocktails using H. H. Shufeldt spirits, vermouth and other non-alcoholic mixers. Bottled spirits will also be sold out of the tasting room.
 - The H. H. Shufeldt Whiskey Company is a **Non-Distilling Producer* (NDP)**, meaning that all products will be sourced or purchased from third party distillery and blended and bottle in Illinois by H. H. Shufeldt Whiskey Co.
 - The H. H. Shufeldt Whiskey Company will be located at 1665 Quincy Ave, Unit 111 in Naperville.
- *Non-Distilling Producer, historically, referred to as a Rectifier, source their whiskey from a Distiller's stock, meaning they buy their whiskey readymade. While they might age, blend and finish it to their own specs, they have no hand in mash bill, grain or barrel selection, essentially basic elements in making whiskey.

NON-DISTILLING PRODUCERS



Some producers make what they sell, starting with the raw materials of grains, water, yeast, and charred oak barrels. They mill, cook, ferment, distill, age, and ultimately bottle the product, put one of their own names on it, and sell it through their own distribution channels.

Other producers buy aged whiskey in bulk from one of the distillers, either directly. Then they bottle and market. Producers.

Examples of Non-Distilling P



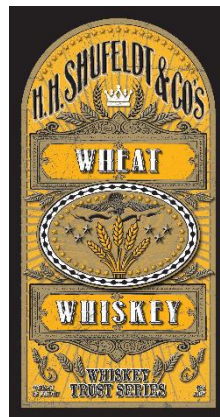
PRODUCT MIX



Original
Label and
Bottle of
H. H.
Shufeldt
Imperial
Gin

Awarded
Gold Medal
at Paris
1878 Paris

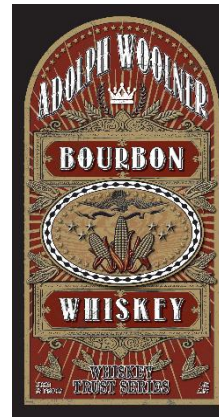
World's
Fair



H. H.
Shufeldt
Wheat
Whiskey

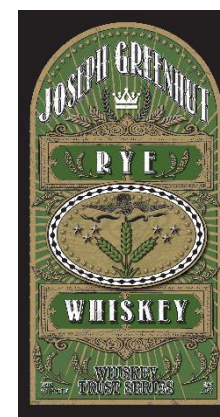
Honor
Shufeldt
branding
and

capitalize
on wheat
Whiskey



Samuel
Woolner
High Rye
Bourbon

Vice
President
"Whiskey
Trust"



Joseph
Greenhut
Rye Whiskey

President
"Whiskey
Trust"



H. H.
Shufeldt
Imperial
Gin

Honor
Award
Winning
Product



Kinzie &
Cass St.
Vodka

Original
location of
H. H.
Shufeldt &
Cos.

OWNERSHIP OVERVIEW



Owner: Bob Many

About the Owner:

- ✓ Obtained an undergraduate certification in distillation from James B. Beam Institute at The University of Kentucky.
- ✓ A Certified Executive Bourbon Steward
- ✓ Conducts professional whiskey tastings for Ballydoyle, and via charity offerings for Illinois Special Olympics, Loaves and Fishes, and Sara's Inn.
- ✓ Worked in two craft distillery and studied the operations of more than 18 distilleries worldwide.



FACILITY USE PLAN



Interior:

The H. H. Shufeldt Whiskey Co will attempt to create a late 1800 to early 1900 tavern feel with dark wood bar, mirrors behind the bar, period appropriate lighting and comfortable, but rustic wooden stools, chairs, and tables. A rectangular bar with a brass or metal step rail will be the focal point of the tasting room. The tasting room will



COMPETITIVE ENVIRONMENT



The Competitive Market consists of three distinct types of competitors:

- Northern Illinois Craft Distillers/Non-Distilling Producers (NDP)
- Regional and National Craft Distillers/NDP's
- National and International Traditional Distillers/NDP's

Known Northern Illinois Craft Distillers include, but are not limited to:

- Whiskey Acres - DeKalb, IL
- Polillyanna Distilling - St. Charles, IL
- Oppidan Spirits - Wheeling, IL
- Copper Fiddle, Lake Zurich, IL
- Thorton Distilling, Thorton, IL
- Blaum Bros - Galena, IL

Regional and National Craft Distillers include, but are not limited to:

- Few - Chicago, IL
- Koval - Chicago, IL
- Driftless Glen - Baraboo, WI
- J. Henry and Sons - Dane, WI
- Mississippi River Distilling Co - Le Claire, IA
- Journeyman Distilling - Three Rivers, MI

H. H. Shufeldt Whiskey Co will make their offering competitive in quality and price with above competitors and will strive to leverage local relationships and presence to create a memorable experience.

SALES & DISTRIBUTION STRATEGY



By using the State of Illinois Class 1 Craft Distiller's License, The H. H. Shufeldt Whiskey Co will self distribute up to 5,000 gallons or 25,000 750 ml bottles of spirits on an annual basis. We will use the following distribution strategies.

- **Direct Sales from Tasting Room** - H.H. Shufeldt Whiskey company will have a tasting and retail environment so consumers can taste product, cocktails and purchase by the bottle.
- **Private Label Agreements with Restaurants, pubs** - H. H. Shufeldt Whiskey Co will work directly with local restaurants and Pubs to design and bottle private label products. These products will each have a unique COLA co-brand the H. H. Shufeldt whiskey Co and the Restaurant/Pub.
- **Private Barrel sales through Fox Valley Whiskey Society** - H. H. Shufeldt Whiskey co will offer members of the 2,000+ member Fox Valley Whiskey Society the opportunity to blend and bottle a special release unique for members.
- **Direct Sales to Local Restaurants, Pubs** - H. H. Shufeldt whiskey team will make direct calls on restaurants, pubs and entertainment venues to solicit direct sales.

- **Direct sales to Liquor Stores** - H. H. Shufeldt whiskey team will make

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direct calls on Liquor stores and Headquarter locations to solicit direct sales.

REQUESTS OF NAPERVILLE LIQUOR COMMISSION



1. Raise the cap on the Class P -
Manufacturer license from 4 to 5
2. Increase the amount of spirits
patrons are allowed to consume onsite
currently limited to 1.5 oz