

# PENTIRE®

50.591N 4.947 W

#DRINKFORTOMORROW





## PLANT-BASED SPIRITS

Crafted for active living.

*Created by a community of surfers, athletes and distillers who share our love for the outdoors.*

**LOW CALORIE  
NON-ALCOHOLIC**





**We allow active consumers to drink healthy - this mantra is the foundation of everything we do.**

*‘Our strategy for scaling up is built upon the exact reason that Pentire started. I wanted to create a delicious product which was a healthy wind-down drink for active outdoor loving folk’*

Alistair Frost - Founder.

**ORGANICALLY FOUNDED  
STRATEGICALLY SCALING**





**Our active outdoor positioning gives us huge strategic advantage.**

Although we win vs our competition in non-alc audiences, It's our active outdoor customer base that's where the true opportunity lies.

**WHY ARE THEY MORE VALUABLE?**

- FAR BIGGER TOTAL ADDRESSABLE MARKET.
- MORE AFFLUENT, HABITUAL, LOYAL AND NON-PRICE SENSITIVE.
- A GLOBAL, TARGETABLE AND CONNECTED NICHE.

Our competition only targets:

**4.5 Billion alcohol free market**

We additionally target and convert:

**30 Billion Outdoor Market**

**4.2 Trillion health & wellness market**



**Pentire is the only non-alc spirit that can authentically target this audience.**

We live and share the same values as our tribe.

- COMMUNITY BUILDING
- STORY-TELLING
- CONTENT CREATING
- INSPIRING OUR TRIBE TO MAKE HEALTHY DRINKS CHOICES





# 60%

Of consumers are planning to or already decreasing their alcohol consumption.

# 7.9m

Adults took part in Dry January 2022, up from 6.5m in 2021.

# 1 in 4

24% of UK adults are now completely teetotal.



*Givandan 2021, Alcohol Change 2022*



**A product range crafted for our active outdoor customers**

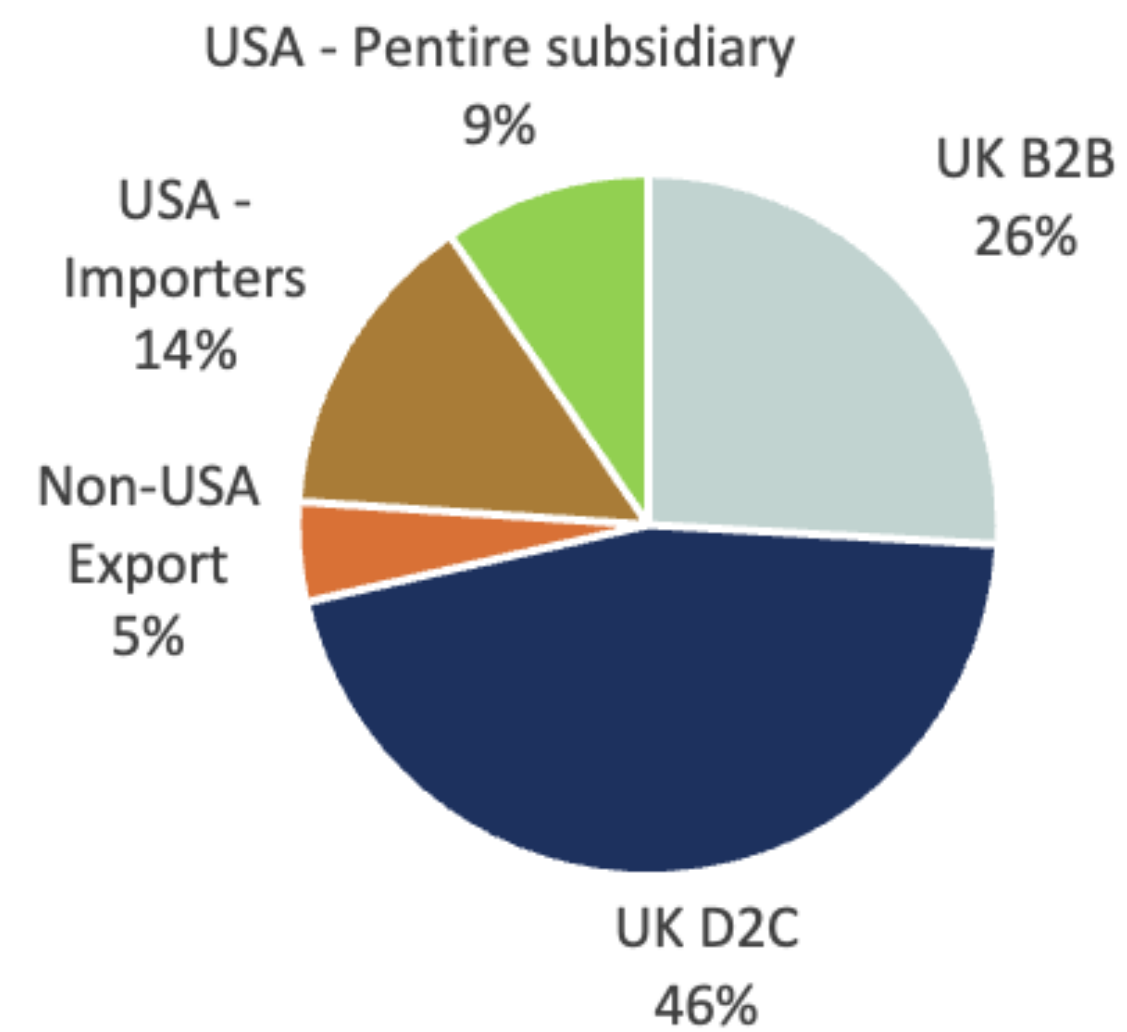
**PLANT-BASED  
NATURALLY DISTILLED  
SUSTAINABLY SOURCED  
LOW CALORIE**





## Our Omni channel business model allows us to learn, grow and progress.

- On trade
- Retail
- Direct-to-consumer





## Pentire is served and chosen by the best in the trade.

Our obsession with flavour has enabled us to create the most loved coastal liquids in the world.

*Hawksmoor NYC*

*Erewhon*

*Malibu Farm*

*Selfridges*

*Soho House Group*

*Fortnum & Mason*

*Restaurant Nathan Outlaw*

*Rick Stein*

*Abel & Cole*

*Butchers Daughter LA*

*Paul Ainsworth Group*

*Daylesford Organics*

*The Pig*

*Hauser & Wirth*

*Harrods*

*Fenwick*

*The Newt*

*Ocado*



“Pentire is the most delicious non-alcoholic drink.”

**GORDON RAMSAY**



**Partnered with Soho House as the house and exclusive non-alc spirit globally.**

In January the Pentire Picante outsold every alcoholic and non-alc cocktail across the UK group.

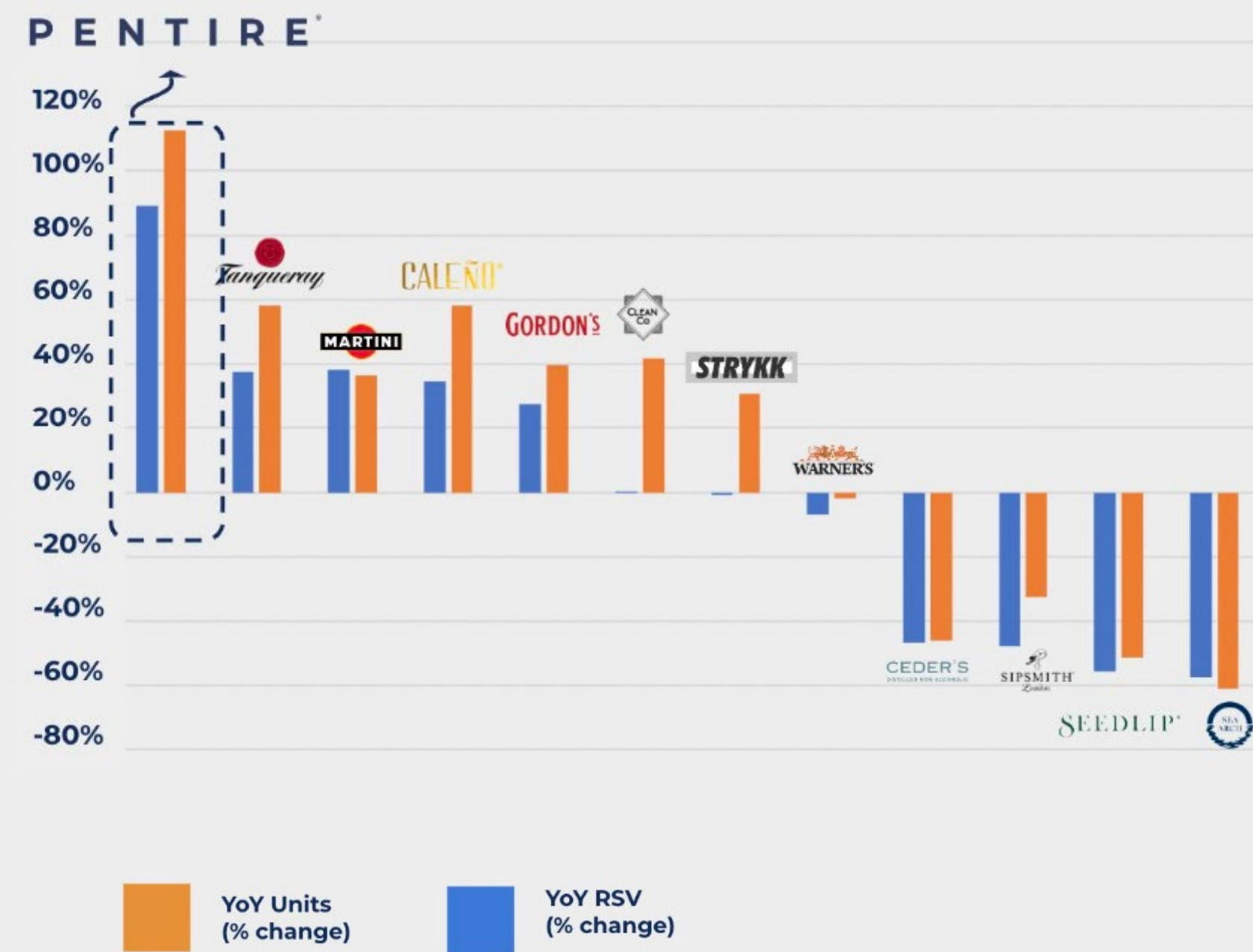




## Retail Insight | Ocado

(Source: Ocado. Nov 22 - Jan 23.)

- Outpacing the No & Low spirits category growth by 10x in those 12 weeks.
- Fastest growing brand in all of no & low, including beer.
- 4th biggest brand in the category (2nd biggest independent)
- Growing 70% on the previous year and tripled our market share

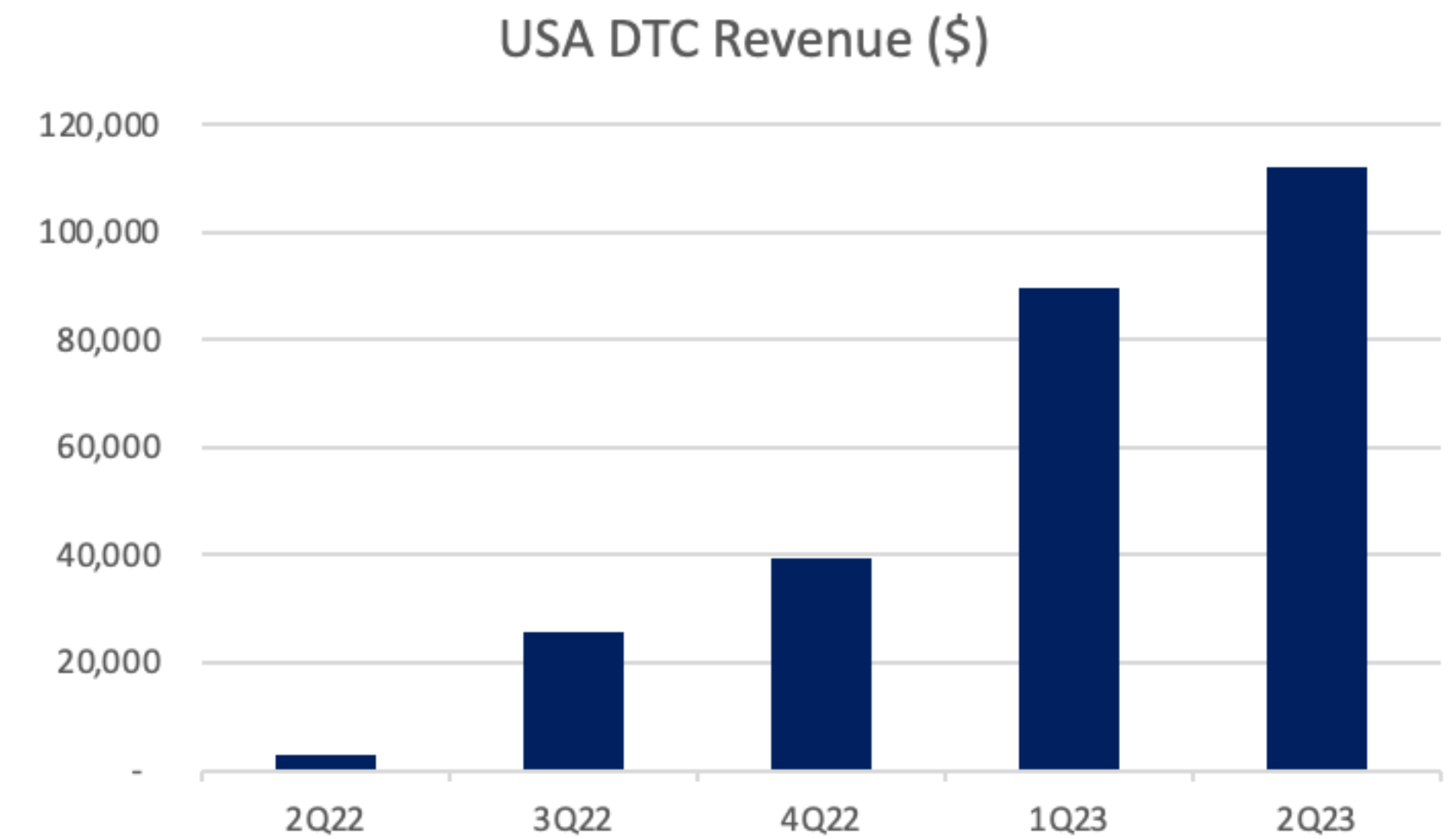






## Our direct to consumer channel is a key flywheel for company growth.

- Acquiring customers and building loyalty.
- Test and learn.
- Expanding territories and building audiences.
- Brand building and identity.
- Driving growth into other channels.





## Trustpilot's highest rated non-alcoholic spirit

Adored by our growing global customer base.



4.9 / 5



**It's all about the quality and the taste**

*Great local product and great non-alcoholic alternative to gin. We really bought into the ethos of the company, it's all about the quality and the taste.*

**Jenny**



**The perfect non-alcoholic alternative**

*Pentire is delicious - the perfect non-alcoholic alternative for a grown-up drink. We're hooked! Great service too, parcel arrived very quickly. Thank you!*

**Emma**





**Wellness, sustainability and protecting our oceans is naturally ingrained in our DNA.**

We are committed to sourcing responsibly, we use Fair Trade & Organically certified ingredients accredited by the soil association. We also offer fully tracked carbon neutral next-day delivery, with plastic free packaging.

B Corp

---

**Certified**  
  
**Corporation**

This company meets the highest standards of social and environmental impact

---

Donating to Blue Marine

---



**BLUE MARINE FOUNDATION**



# Building our long-term vision as a local global brand.

Inspiring both healthy drinking and active outdoor living.

- Community
- Adventurous
- Independent
- Authentic
- Craft
- Sustainable
- Ambitious





## Our founders are supported by a talented team and network



**Alistair Frost** *Founder*  
*Sales & Marketing*



**Ed Grieg-Gran** *Co-Founder*  
*Operations & Finance*

Pentire is a full time team of twelve ambitious, experienced and driven people with a range of experience from leading consumer brands. Such as Beavertown, Hippeas, Harry's, Barking Heads (Piper backed), Lemonaid - CharīTea, Berry Bros. & Rudd,

### *Board & Advisor Network*

#### **Shilen Patel (Board Advisor)**

Founder of Distill Ventures who launched & sold Seedlip.

#### **Richard Singh & Ben Betancourt of Rianta Capital**

Valuable mentors and exceptional sounding boards to the company.

#### **Rob Grieg-Gran (Director)**

Founder of Mindful Chef, the healthy recipe box company backed by Piper, now majority owned by Nestlé.

#### **Edition Capital**

Experienced consumer fund.

#### **Ralph Singleton of FSE | CIOSIF**

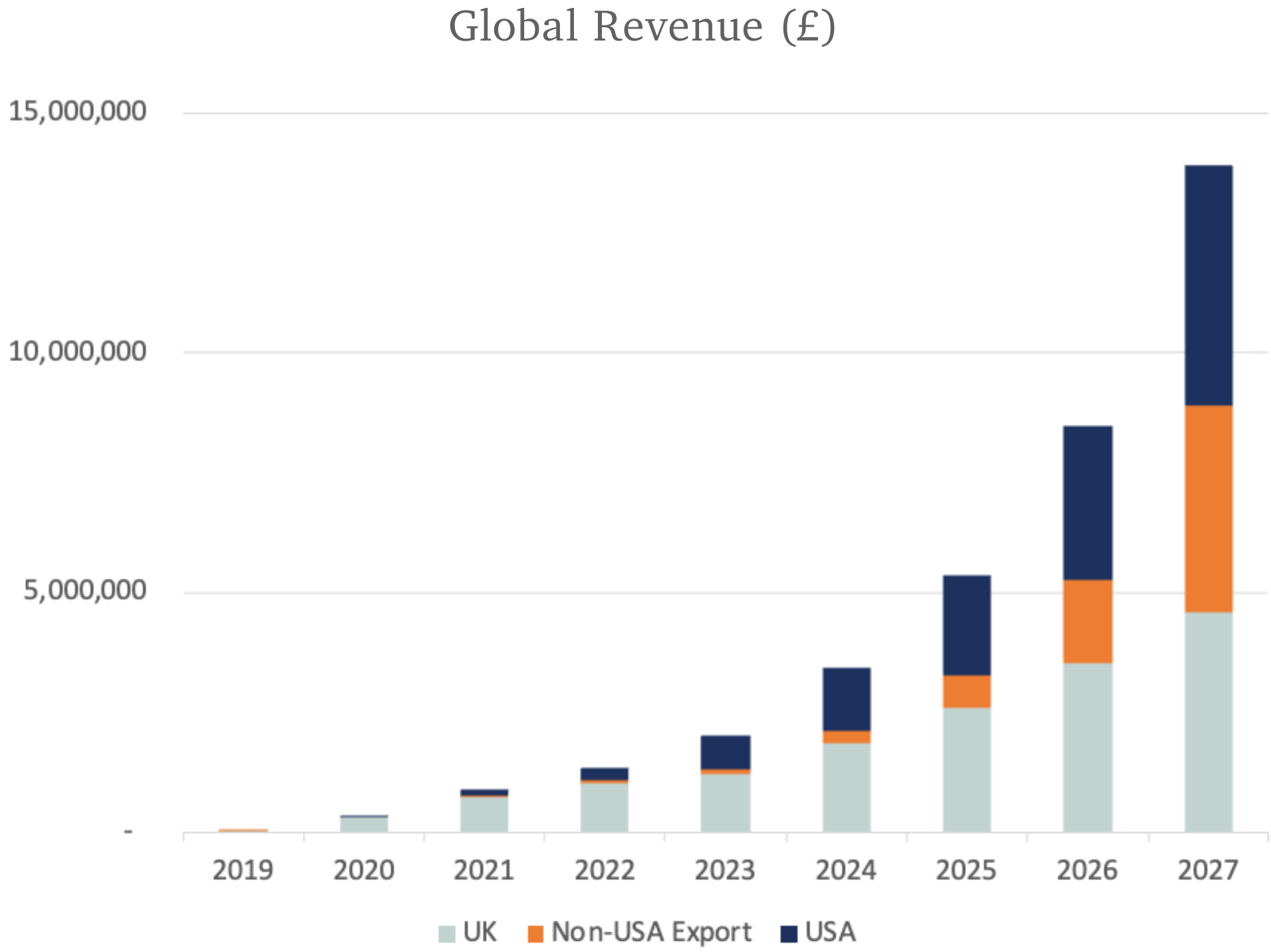
Funding and advising early stage scale-ups.

We're independently owned and backed by successful FMCG entrepreneurs and founders of the likes of Beavertown, Mindful Chef and Aspall. We're also invested in by some of our trade customers such as Boisson USA, Soho House and more.





# Financial Snapshot



Grown at over 100%  
per year CAGR







WE'RE ON A MISSION TO BECOME THE PATAGONIA OF DRINKS.

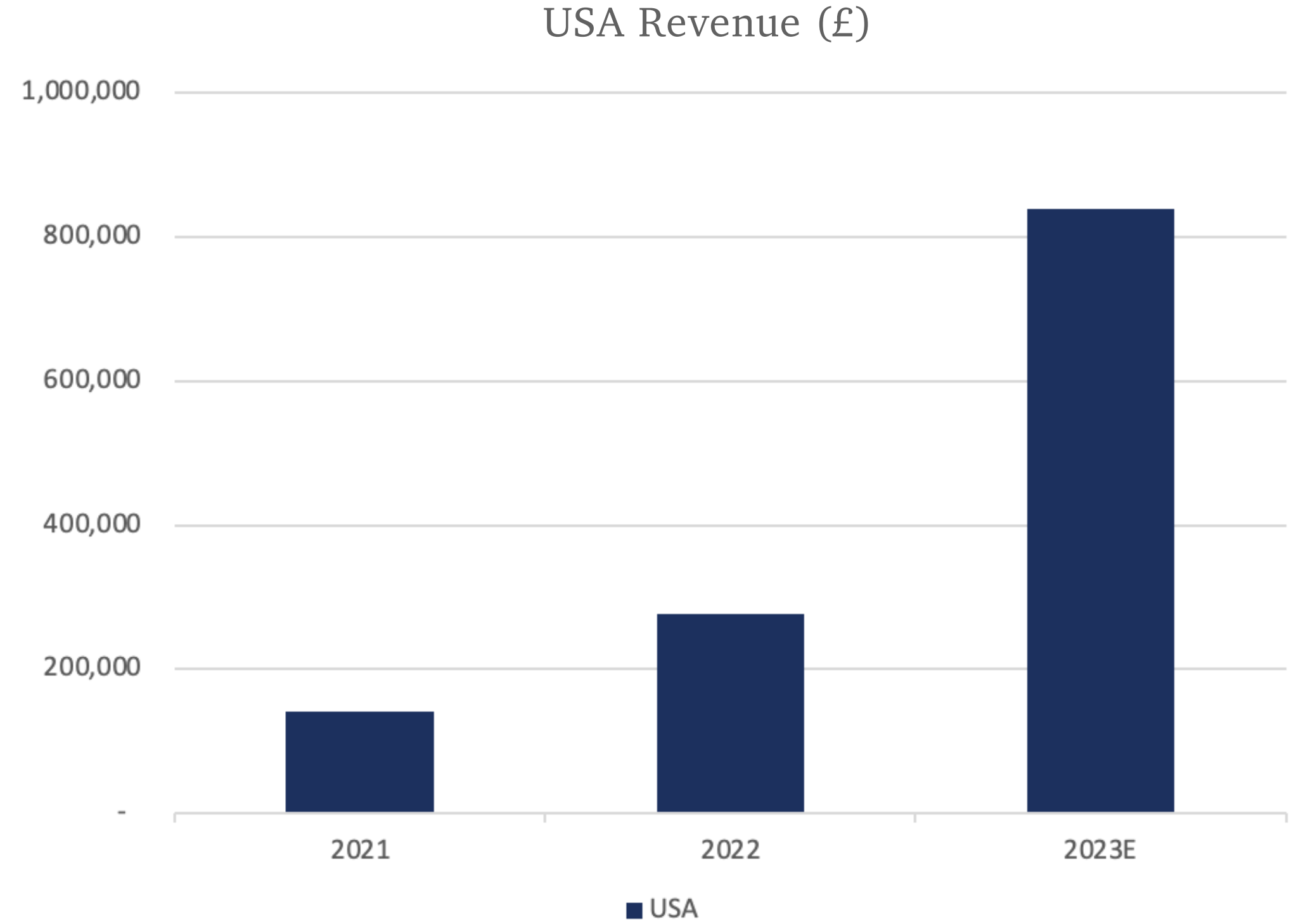






## Our USA business is performing ahead of plan

We're keen to move things even faster, using our omni channel model following its success in the UK.





## What we're proving

Pentire is resonating with the USA consumer. We're achieving:

- ORGANIC PR
- DREAM GROCERY LISTINGS
- ABLE TO TARGET, WIN AND GROW RATE OF SALE.

Data:

*ON TRADE*

- CECCONI'S WEST HOLLYWOOD RATE OF SALE 40 BOTTLES/ MONTH.

*ACTIVE OUTDOOR*

- HUCKBERRY'S BEST SELLING NON-ALC SPIRIT.

*RETAIL*

- FOOD52 TOP PERFORMER.



*NY Times Wirecutter names Pentire*  
**“MOST DRINKABLE”**  
*Non-Alcoholic Spirit*

**The New York Times**





## Where we're investing

### USA ACCELERATION

Due to moving faster than expected, we would like to deploy more investment into sales and marketing in direct to consumer, on-trade, and flagship retail launches such as Erewhon.

### SALES & MARKETING

Due to the 22/23 November - January key trading period over-performing, we would like to invest in resources and marketing for both UK and USA to ramp up even more for this year.

### PRODUCT AVAILABILITY & WORKING CAPITAL

Due to successful new product launches and taking on larger trade customers around the world, our focus on 'availability' demands more working capital to deliver excellent customer service.



## WAITROSE LAUNCH

We're about to begin our dream journey into UK grocery.

### WHY THIS IS INCREDIBLY EXCITING AND AS PER OUR STRATEGY:

- Grocery is all about rate of sale, and we have spent 4 years building our business and demand in other channels so we launch with high awareness and a large customer base.
- 50% of our customers shop at Waitrose.
- In our sector grocery is typically the largest channel by far, we have performed over forecast to date without it.





**Pentire Drinks is now over-raising to accelerate our next stage of growth.**

Pentire is privately owned and has completed oversubscribed funding rounds to date. Share type is ordinary, EIS eligible.

**£1m Target reached  
(now over-raising)**

**5.9% Equity**

**£16 Million  
Pre-money  
valuation**





255401



PLANT-BASED  
LOW CALORIE  
NON-ALCOHOLIC

Certified



Corporation

# PENTIRE



**BOTANICAL NON-ALCOHOLIC SPIRITS**  
Crafted for active living.



## **FOUNDERS COMMENTARY & FAQ'S**

### **MANUFACTURING & SUPPLY CHAIN**

Dual UK manufacturing sites.

Manufacturing in the USA is currently a 2024 project.

Supply chain has an experienced team running it who work closely with all key suppliers to scale and handle increased demand short and long-term.

### **FINANCE**

Previous round was a pre-money valuation of £12.5m (12x sales), this one is at £16m (7.3x sales), next will be at circa £22m+. Independently funded through oversubscribed EIS rounds to date, with two carefully selected institutions and some of our hero industry and country's best entrepreneurs.

Margins range from 45% - 60% which all increase with economies of scale (any acquirer would add at least 10% to that).

Financial plan is around sustainable growth.

### **SALES**

Current strategy largely based around 'availability' of both our original products and new products that are in our core range as a result of being successful limited editions. Key focus area for the UK is using our data points from Ocado etc to win national retail. We have a warm pipeline and conversations with Waitrose, M&S, Sainsburys, Co-op etc. USA Grocery: Food52 category top performer, Erewhon Market launching late April. Pro-active territories are the UK, California, and New York. Rest of the world is currently reactive, although UAE and Europe are becoming higher up the list.

### **PROOF POINTS**

We're now proving we can outsell alcohol: Wahaca this January Pentire was the second best-selling drink to Coca Cola. Soho House this January the Pentire Picante outsold every cocktail. Great Cornish Food Store (Waitrose Building) No.1 selling Spirit,

Cecconis West Hollywood 40 bottles / month vs a usual on-trade rate of sale of 6. Ocado Fastest growing out of all non-alc spirits and beer. Proving other channels in active-outdoor audiences such as Huckberry online where we are the best-selling non-alc spirit.

### **USA BASE INFRASTRUCTURE**

Shopify plus allowing a trade ordering portal for more streamlined operations.

Our own West Coast warehouse now allows us to progress sales and support our other distributors.

Pentire Drinks Inc is incorporated in Delaware.

Visa's approved for the company and employees.

### **HOW DO YOU FEEL ABOUT THE COMPETITIVE LANDSCAPE?**

We're learning more and more over time that our aspirational brand and natural liquid will win long term in this space. Both moderators and non-drinkers aren't excited to drink a bland non-alc brand with a liquid that's a mimic of the alcoholic version in spirits. It's about delivering an exciting and delicious drink experience, and that's showing in our rate of sale.

### **WHERE ARE YOU LOOKING TO TAKE THIS BUSINESS TO?**

We're building a company with solid foundations and great rate of sale metrics and revenue in the right places, at the right time. Although we've had drinks companies attempt to invest our whole rounds in the past we've valued our independence, and are building a company that will one day be valuable to a Pernod Ricard or Diageo, whilst also thinking bigger as a healthy consumer product for a Unilever, Coca Cola etc. In the meantime, we're head down enjoying going through the growth stages, putting each penny to work and enjoying every step.

### **WHAT WILL YOU DO IF YOU OVER-RAISE?**

Invest more in sales and marketing. Plus starting by pulling forward key hires from the capital of next year's plan, starting with salespeople in New York and California, also funding the working capital associated with the growth.





#DRINKFORTOMORROW



## LEGAL DISCLAIMER

WARNING This document is published by Pentire Drinks Ltd and constitutes a financial promotion pursuant to section 21 of Financial Services and Markets Act 2000 (as amended) ("FSMA"). It has not been approved by any party authorised and regulated under FSMA. Reliance on this document for the purpose of engaging in any investment activity may expose an individual to a significant risk of losing all of the property or other assets invested.

Potential investors should be aware of the risks associated with an investment in the Company especially at an early stage in its development and if any doubt regarding the contents of any Pitch, must consult their own professional advisers. Investment in the Company carries substantial risk and may involve special risks that could lead to a loss of all, or a substantial amount, of such investment. Unless prospective applicants for shares fully understand and accept the nature of the Company and the potential risks inherent in the Company they should not invest in the Company. A prospective investor should consider carefully whether an investment in the Company is suitable for themselves in light of their personal circumstances, the economic climate, and the financial resources available to them. There can be no assurance that the Company's objectives will be achieved. As such, an investor's capital may be at risk.

ANY INVESTMENT IN PRIVATE LIMITED COMPANIES, ESPECIALLY AT AN EARLY STAGE IN THEIR DEVELOPMENT, IS AN INHERENTLY RISKY INVESTMENT. IF YOU ARE IN ANY DOUBT ABOUT INVESTING, THE COMPANY RECOMMENDS YOU CONSULT WITH YOUR FINANCIAL ADVISOR.

