

# SPIRITLESS

Distilled, full of flavor, non-alcoholic spirits. Spiritless is the perfect substitute or pairing for a range of full proof spirits.

## CONSUMPTION IS SHIFTING DRAMATICALLY

Consumers are drinking differently. The space is up for grabs.

**21%**

of U.S. consumers participated in the alcohol-free January challenge in 2019

**600%**

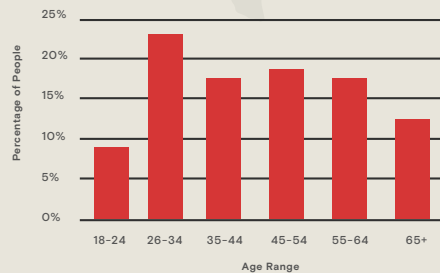
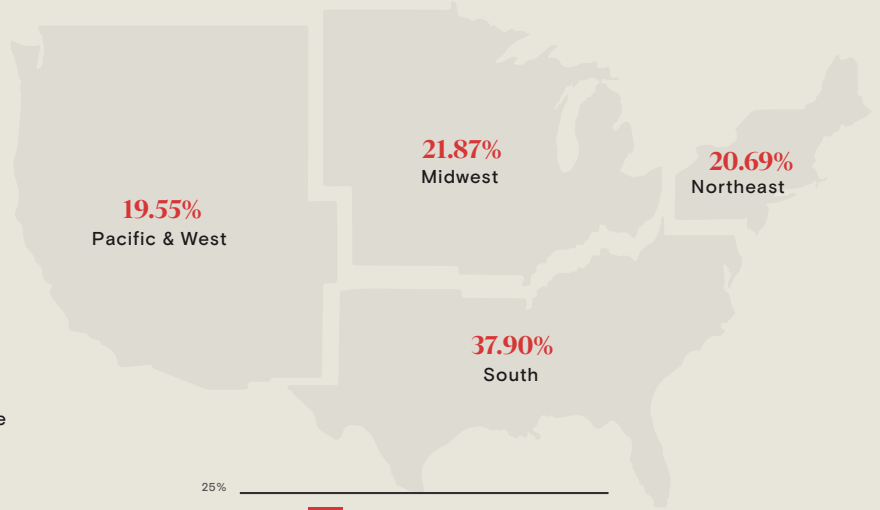
increase in MONEY SPENT on mocktails both on and off premise

**130%**

increase in number of businesses selling mocktails or nonalcoholic cocktails in the U.S.

**66%**

of MILLENNIALS AND GEN Z are making focused efforts to curb their alcohol consumption in America; that is 100 MILLION CONSUMERS looking for a solution.



**44.3%** Women  
**55.7%** Men

Spiritless can be found in key on and off premise retailers including and not limited to:



## EARLY TRACTION

**801%**

growth rate in our eCommerce store in January.

**14%**

of customers purchased again within 7 days of receiving their first delivery.

**20,000**

pre-paid, pre-order bottles sold to all 50 states via earned media! **SOLD OUT!**



## GO FULLY SPIRITLESS, OR GO HALFSIES™

Combining Spiritless with a full proof spirit in a cocktail to lower the calories and ABV.

### Kentucky 74

15 Calories, Vegan, Non GMO, Keto Friendly, and Gluten Free. Women Owned Business



750ml / MSRP \$35.99

## CAPTURE THE MOVEMENT

Dry January / July  
Sober September / October  
Sober Curious  
Mocktails  
Low ABV  
Zero Proof  
Alcohol Free  
Virgin

Spiritless can own the whole thing, and DEFINE THE CATEGORY.

Learn more at [spiritless.com](http://spiritless.com) or contact: [wholesale@spiritless.com](mailto:wholesale@spiritless.com) / Abbey Ferguson, 502-264-3213