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Introduction





North Spirit Vodka

Introduction

Opening Statement:

Welcome to North Spirit Vodka, where quality meets the untamed spirit of nature. We're not just introducing another vodka; we're inviting you to experience a brand that embodies boldness, authenticity, and premium craftsmanship.

Brand Philosophy:

- At North Spirit Vodka, we believe in the power of the wild. Our brand is inspired by the untamed landscapes of the North—vast, pristine, and powerful. This natural inspiration guides everything we do, from the purity of our ingredients to the clarity of our vision.
- Our mission is to create a premium vodka that isn't just a drink but a statement of individuality and boldness. North Spirit Vodka stands out not only for its quality but also for the story it tells with every sip.

Craftsmanship and Quality:

- Crafted with passion and precision, North Spirit Vodka uses the finest ingredients sourced from the heart of nature. We distill our vodka using advanced techniques that preserve the essence of the raw materials, resulting in an exceptionally smooth and refined spirit.
- Our production process is a blend of tradition and innovation, ensuring that each bottle of North Spirit Vodka reflects the highest standards of quality and taste.

Our Vision for the Future:

- We aim to establish North Spirit Vodka as a leader in the premium spirits market, recognized for its distinctive flavor, brand identity, and commitment to excellence.
- With a strategic approach to market entry and growth, we're poised to capture the attention of discerning consumers worldwide who appreciate the finer things in life.

As we embark on this exciting journey, we invite you to join us and be part of a brand that's set to redefine the premium vodka experience. Together, we can create something extraordinary.



Investment Opportunity





Investment Opportunity

Why Invest in North Spirit Vodka?

Market Potential:

- The global premium spirits market is expanding rapidly, driven by consumer demand for high-quality, unique alcoholic beverages. North Spirit Vodka is perfectly positioned to tap into this growing market with a product that offers both superior taste and a compelling brand narrative.
- Our entry into the market comes at a time when consumers are increasingly seeking authenticity and craftsmanship in their choices. North Spirit Vodka meets this demand with a product that is both genuine and exceptional.

Competitive Advantage:

- North Spirit Vodka stands out from competitors due to its unique blend of purity, flavor, and branding. We've identified a niche in the premium vodka market that values not just the drink, but the story behind it.
- Our partnership with a leading manufacturer with decades of experience, ensures that our production capabilities can scale quickly to meet growing demand without compromising on quality."
- The brand's distinctive identity, inspired by the wild and untamed, resonates with consumers looking for more than just a drink—they want an experience.

Strategic Vision and Growth:

- Our business plan outlines a clear path to becoming a dominant player in the premium vodka market. We've set realistic yet ambitious targets for the first three years, focusing on market penetration, brand building, and sales growth.
- With a strong focus on marketing and distribution, we plan to expand rapidly into key markets, securing partnerships with top distributors and retailers who share our vision for the brand.
- Our growth strategy includes not only expanding our product line but also exploring new markets and innovative marketing approaches to build a loyal customer base.

Investor Benefits:

- Investors in North Spirit Vodka will not only be part of a brand with significant growth potential but will also benefit from attractive returns. We offer a robust investment structure with options that cater to both equity investors and those interested in revenue-sharing models.
- Our commitment to transparency, efficiency, and profitability ensures that investors can expect a solid return on investment. We project a 27,25% profit margin in the second year, with increasing returns as the brand grows.
- Additionally, investors will have the opportunity to be part of a brand that's more than just a product—it's a movement toward a new standard of premium vodka.

"North Spirit Vodka is at the beginning of an exciting journey. By investing in our brand, you're not just funding a business—you're contributing to the creation of a new legacy in the world of premium spirits. Join us as we take North Spirit Vodka from a bold idea to a global phenomenon."



Manufacturer Partner





Manufacturer Partner

Manufacturing Capacity

Manufacturer Overview:

• North Spirit Vodka is produced in collaboration with AWW, a company with over 50 years of experience in producing high-quality alcoholic beverages. AWW is renowned for its excellence in distillation and commitment to innovation and sustainability in production.

Production Capabilities:

- AWW's factory, located in Poland, features highly automated production lines that ensure an annual production capacity of millions of liters of vodka and liqueurs. This allows us to rapidly scale the production of North Spirit Vodka to meet growing demand.
- The distillation process, using continuous column distillation, ensures exceptional purity and consistency in every batch of vodka produced."

Quality and Control:

- AWW implements a strict quality control at every stage of production, from ingredient selection to final bottling. This includes internal laboratory testing and quality certification according to international standards such as ISO 22000 and HACCP."
- Bottling is done in premium glass bottles, with customization options including direct bottle
 printing and high-quality labeling, ensuring that each bottle of North Spirit Vodka is as visually
 appealing as it is delicious."

Advanced Technology:

• AWW employs state-of-the-art technology in filtration and distillation, using processes like activated carbon filtration and other innovative techniques to ensure maximum smoothness and purity of the vodka."



Manufacturer Partner

Detailed Production Process

Distillation:

North Spirit Vodka undergoes a multi-stage distillation process, supervised by distillation experts at AWW, ensuring the removal of all impurities and retaining only the purest alcohol.

Filtration:

After distillation, the vodka undergoes an intensive filtration process, including filtration through activated carbon to enhance its smoothness and clarity.

Packaging and Bottling:

The bottling process at AWW uses state-of-the-art equipment that allows precise filling and sealing, ensuring that each bottle retains the vodka's freshness and quality until consumption."

The final packaging includes customized labels and decoration options such as direct bottle printing, reflecting the product's premium character.

Logistics and Distribution:

Thanks to the strategic location of the plant in Poland, AWW offers efficient and timely distribution across Europe and beyond, ensuring the product reaches its destination markets in perfect condition.

The packaging process includes careful loading into boxes and the transportation trucks to ensure the safety and integrity of each shipment.



Manufacturer Partner

Cetifications and sustainability

Quality Certifications:

AWW holds international certifications such as **ISO 22000 and HACCP**, which support its commitment to safe and high-quality production.

The vodka produced meets all European and global quality standards, ensuring a final product that satisfies the most demanding expectations of premium consumers.

Commitment to Sustainability:

AWW has implemented sustainable practices in its production process, including efficient resource use and waste reduction, ensuring that North Spirit Vodka is not only a high-quality product but also environmentally responsible.







Clients & Distributors





Clients and Distributors

First Major Client: Partnership with Noho Partners

Client Overview:

- We are proud to announce that our first major client is NoHo Partners, one of the leading restaurant groups in Northern Europe. With a portfolio of over 250 restaurants, bars, and nightclubs across Finland, Denmark, and Norway, NoHo Partners is a significant player in the hospitality industry.
- NoHo Partners is renowned for their commitment to quality and innovation, making them an ideal partner for North Spirit Vodka as we enter the market.

Initial Order Details:

- NoHo Partners has committed to an initial order of 100,000 bottles of North Spirit Vodka. This substantial order not only validates the market demand for our product but also provides us with a strong revenue base as we launch."
- The order will be distributed across NoHo's extensive network of establishments, ensuring high visibility and immediate consumer access to our brand.

Strategic Importance:

- This partnership with NoHo Partners is a key strategic win for North Spirit Vodka. It positions us in some of the most prestigious and high-traffic venues in Northern Europe, giving our brand exposure to a wide and diverse audience.
- The partnership also serves as a testament to the quality and market appeal of North Spirit Vodka. Being chosen by a company with NoHo's reputation speaks volumes about the potential of our product.

Long-Term Potential:

- This initial order lays the foundation for a long-term relationship with NoHo Partners. As our brand gains traction, we anticipate further orders and expanded distribution within their network, including potential collaborations on exclusive events and promotions.
- Our successful entry into the market through NoHo
 Partners sets a strong precedent as we approach
 other major clients and distributors. It demonstrates
 our capability to meet large-scale demand while
 maintaining premium quality.

Impact on Growth Strategy:

- The revenue from this order significantly boosts our first-year financial projections, helping us achieve our targeted profit margins and providing the cash flow needed to support our expansion plans.
- With NoHo Partners as a marquee client, we have a compelling case to present to other high-profile clients, accelerating our market penetration and brand recognition.



Clients and Distributors

First Major Client: Partnership with Noho Partners

Customer Feedback: Positive Reception:

• Feedback from NoHo Partners' team during the initial sampling phase has been overwhelmingly positive. They have praised North Spirit Vodka for its smooth, refined taste and its distinctive branding, which aligns well with their upscale venues.

• This positive feedback reinforces our confidence in North Spirit Vodka's appeal and its potential to become a preferred choice in premium spirits across their establishments.

Future Collaborations: Exclusive Launch Events:

- We are in discussions with NoHo Partners to host exclusive launch events at some of their flagship locations. These events will provide us with an opportunity to introduce North Spirit Vodka to key influencers and customers in a premium setting.
- These collaborations will not only drive initial sales but also enhance brand visibility and consumer engagement in our target markets.



Clients & Distributors

Background and Global Reach: A Legacy of Success

As we venture into the distribution strategy for North Spirit Vodka, our extensive background in the spirits industry becomes a cornerstone of our success. With a track record spanning over 15 years, our team boasts profound relationships with key spirits distributors worldwide.

Key Points:

- 1. **Global Network:** Our longstanding presence in the industry has cultivated a global network of distributors, positioning North Spirit Vodka for international success from the onset.
- 2. **Experiential Marketing Collaborations:** Our journey includes experiential marketing campaigns with nearly all major spirits distributors. These collaborations have not only strengthened our relationships but have also provided valuable insights into consumer preferences and market dynamics.
- 3. **Proven Success Stories:** Previous campaigns with leading distributors have yielded remarkable success stories, establishing North Spirit Vodka as a brand with the potential for global resonance.

The Path Ahead:

"As we embark on the distribution phase for North Spirit Vodka, we are confident that our robust relationships and past collaborations will pave the way for unparalleled success in every market we enter".













Investment Options





Investment Options

Detailed Production Process

Presenting diverse investment options designed to align with varying investor goals and capacities while ensuring attractive returns and growth potential in the premium vodka market

Investments Options Summary

1. Bottle Packages with Profit Per Sale:

- Investors can purchase vodka bottles at preferential rates.
- Receive a guaranteed profit per bottle sold.
- Options for investment range from 1,000 to 10,000 bottles.

2. Financial Investment Packages with Annual Returns:

- Choose from multiple packages offering annual returns between 5% to 20%.
- Investment amounts range from €2,500 to €250,000.
- Additional profits per bottle sold in select packages.

3. Purchase of Company Shares:

- Direct investment in company equity.
- Ownership rights and proportional profits.
- Supports operational costs and distribution expansion.



1

Bottle Packages with profit per sale

Investors can purchase vodka bottles at preferential prices and receive an additional profit for each bottle sold. The total available is 100,000 bottles, distributed as follows:

• Package 1: Investment of 1,000 bottles, profit of €0.30 per bottle.

Total Available: 10,000 bottles.

• Package 2: Investment of 2,500 bottles, profit of €0.40 per bottle.

Total Available: 15,000 bottles.

• Package 3: Investment of 5,000 bottles, profit of €0.50 per bottle.

Total Available: 25,000 bottles.

• Package 4: Investment of 10,000 bottles, profit of €0.60 per bottle.

Total Available: 50,000 bottles.

Return on Investment: Investors receive their profit once the product is sold.

Guarantee: If the bottles are not sold, investors can keep them and sell them on their own.

Total Bottles Offered: 100,000 bottles.

2

Financial Investment Packages with Annual Returns

Investors can choose from different investment packages with annual returns and additional benefits:

- Package A: Investment of €2,500 to €25,000, with a 5% annual return.
- Limit: Maximum of 40 investors or €100,000 in total.
- Package B: Investment of €25,001 to €50,000, with a 10% annual return.
- Limit: Maximum of 6 investors or €150,000 in total.
- Package C: Investment of €50,001 to €100,000, with a 15% annual return.
- Limit: Maximum of 5 investors or €250,000 in total.
- Package D: Investment of €100,001 to €250,000, with a 20% annual return and an additional profit of €0.30 per bottle sold.

Limit: Maximum of 5 investors or €500,000 in total. Return on Investment: Returns are provided annually.

Guarantee: Investments in this package can be exchanged for shares. Up to 10,000 shares (equivalent to 10% of the company) will be distributed among investors, according to the package and amount invested.
Global Investment Limit: Total investments must not exceed €1,000,000.

3

Purchase of company shares

Investors can purchase company shares with the following details

- Available Shares: Investment of 1,000 bottles, profit of €0.30 per bottle.

 Total Available: 10,000 bottles.
- **Price per share:** Investment of 2,500 bottles, profit of €0.40 per bottle.

 Total Available: 15,000 bottles.
- **Total Investment:** Investment of 5,000 bottles, profit of €0.50 per bottle..

Guarantee: Investors will have proportional ownership in the company, with rights associated with share ownership..

Note: The total investment objective is to raise **€1,000,000** to purchase vodka bottles, cover the operational costs for the first year, and support sales and distribution activities. This amount can be raised through any single investment option or through a combination of the three options.

Calculator

Bottle Packages with profit per sale

Package	Bottles	Revenue x Bottle €	Revenue	Total Return
Package 1	1.000	0,30€	300,00€	1.300,00€
Package 2	2.500	0,40 €	1.000,00€	3.500,00€
Package 3	5.000	0,50€	2.500,00€	7.500,00€
Package 4	10.000	0,60€	6.000,00€	16.000,00€

Financial Investment Packages with Annual Returns

Package	Investment	% Revenue	Revenue	Total Return
Package A	25.000,00€	5 %	1.250,00€	26.250,00€
Package B	50.000,00€	10 %	5.000,00€	55.000,00€
Package C	100.000,00€	15 %	15.000,00€	115.000,00€
Package D	250.000,00€	20 %	50.000,00€	300.000,00€

Referral Program





Calculator

Referral Program

Package	Investment	Base Comission %	Base Comission €	Tired Comission %	Tired Comission €	Total	
Client 1	1.000,00€	2 %	20,00€	0 %	0,00€	20,00€	
Client 2	2.500,00€	2 %	50,00€	0 %	0,00€	50,00€	
Client 3	5.000,00€	2 %	100,00€	0 %	0,00€	100,00€	
Client 4	10.000,00€	2 %	200,00€	0 %	0,00€	200,00€	
Client 5	15.000,00€	2 %	300,00€	0 %	0,00€	300,00€	
Client 6	50.000,00€	2 %	1.000,00€	3 %	1.500,00€	2.500,00€	
Client 7	60.000,00€	2 %	1.200,00€	3 %	1.800,00€	3.000,00€	
Client 8	75.000,00€	2 %	1.500,00€	3 %	2.250,00€	3.750,00€	
Client 9	100.000,00€	2 %	2.000,00€	4 %	4.000,00€	6.000,00€	
Client 10	150.000,00€	2 %	3.000,00€	4 %	6.000,00€	9.000,00€	
Total	468.500,00€		9.370,00€		15.550,00€	24.920,00€	





Financial Projections & Profitability

Introduction:

- **Focus:** Highlighting our strong financial projections and profitability over the next five years, showcathe sustainable growth and return on investment North Spirit Vodka offers.
- Overview: Our detailed financial forecast underscores our commitment to delivering value to our investors while maintaining a strategic approach to cost management and revenue growth.

Strategic Impact:

- Sustainable Growth: The financial projections demonstrate our ability to scale the business while
 optimizing costs, ensuring a healthy profit margin that benefits both the company and our investors.
- Investor Returns: The projected profitability ensures that our investors can expect substantial returns their investment, with consistent growth and strong financial health



Company Fixed Costs

Departments	Year 1	Year 2	Year 3	Year 4	Year 5
General Management	60.000,00€	78.000,00€	124.999,92€	124.999,92€	124.999,92€
Finance	66.999,96€	66.999,96€	95.000,04€	120.000,00€	165.000,00€
Sales and Marketing	222.250,05€	342.500,04€	455.000,28€	565.000,32€	700.000,32€
Trade Marketing	0,00€	39.999,96€	69.999,96€	119.999,88€	169.999,80€
Retail Marketing	0,00€	45.000,00€	75.000,00€	120.000,00€	165.000,00€
Logistics and Warehouse	86.666,64€	104.666,64€	135.666,60€	180.333,24€	224.999,88€
Human Resources	0,00€	42.000,00€	60.000,00€	109.999,92€	109.999,92€
Legal and Compliance	42.000,00€	42.000,00€	79.999,92€	79.999,92€	124.999,92€
Administration and Support	24.999,96€	45.999,96€	49.999,92€	74.999,88€	99.999,84€
Other Costs	87.000,00€	87.000,00€	135.000,00€	180.000,00€	180.000,00€
	589.916,61€	894.166,56€	1.280.666,64€	1.675.333,08€	2.064.999,60€

Detail company costs

Sales

To create the business plan, we are going to take in consideration that we take the option of investment number 2, with 1.000.000€ investment from investors. So:

1. Calculation of Returns for Investors and Commissions

Package A: Maximum investment: €100,000 Return: 5% Total amount to be returned: 100,000 × 1.05 = **105,000** Package B: Maximum investment: €150,000 Return: 10% Total amount to be returned: 150,000 × 1.10 = **165,000** Package C: Maximum investment: €250,000 Return: 15% Total amount to be returned: 250,000 × 1.15 = 287,500 Package D: Maximum investment: €500,000 Return: 20% Total amount to be returned: 500,000 × 1.20 = **600,000**

Additional per bottle: €0.30 per bottle

2. Referral Commissions

Commissions are calculated based on the amount invested by referrals. For the calculation, we assume:

Package C: €50,001 - €100,000 => 3% commission
Package D: > €100,000 => 4% commission

Commissions per package: Package A: €100,000 × 2% = €2,000 Package B: €150,000 × 2% = €3,000 Package C: €250,000 × 3% = €7,500 Package D: €500,000 × 4% = €20,000

3. Total Amount to be Returned to Investors Including Commissions

We add the total amount to be returned to investors along with the commissions:

Total to return = 105,000 + 165,000 + 287,500 + 600,000 + 2,000 + 3,000 + 7,500 + 20,000 = €1,190,000

4. Determination of Profit Margin per Bottle

The profit margin per bottle remains:

Margin per bottle = €8.00 - €5.37 - €0.30 = **€2.33**

5. Number of Bottles Needed to Cover Fixed Costs, Commissions, and Returns

We sum the fixed costs and the total amount to be returned to investors:

Total costs = Fixed costs + Amount to be returned to investors and commissions

Total costs = €589,916.61 + €1,190,000 = €1,779,916.61

Now, we calculate the number of bottles needed:

Number of bottles needed = €1,779,916.61 / €2.33 ≈ 764,670 bottles

764,670 bottles first year



Business Plan: Revenues

Year	Number of Bottles	Selling Price	% Reduction Selling Price	Cost per Bottle	% Reduction Cost per Bottle	Margin per Bottle	Total Revenue (€)	Fixed Costs (€)	Repayment to Investors and Commissions (€)	Gross Profit (€)	Additional Tax (25%) (€)	Profit After Additional Tax (€)	Corporate Tax (20%) (€)	Net Profit After All Taxes (€)	Profit Percentage (%)
1	764,670	8.00	-	5.37	-	2.33	1,782,012.10	589,916.61	1,190,000	2,095.49	523.87	1,571.62	314.32	1,257.29	70.5%
2	850,000	7.75	3.13%	5.10	5.02%	2.65	1,637,500.00	894,166.56	0	743,333.44	185,833.36	557,500.08	111,500.02	446,000.06	27.25%
3	930,000	7.50	6.25%	4.80	10.69%	2.70	6,975,000.00	1,280,666.64	0	5,694,333.36	1,423,583.34	4,270,750.02	854,150.00	3,416,600.02	49.00%
4	1,020,000	7.25	9.38%	4.50	16.22%	2.75	7,425,000.00	1,675,333.08	0	5,749,666.92	1,437,416.73	4,312,250.19	862,450.04	3,449,800.15	46.46%
5	1,120,000	7.00	12.50%	4.20	21.83%	2.80	7,840,000.00	2,064,999.60	0	5,775,000.00	1,443,750.00	4,331,250.00	866,250.00	3,465,000.00	44,19 %

Yearly Break Down

- 1. Year 1: Initial Market Penetration
- **Number of Bottles Sold:** 764,670
- Selling Price per Bottle: €8.00
- **Cost per Bottle:** €5.37
- **Total Revenue:** €1,782,012.10
- Fixed Costs: €589,916.61
- **Gross Profit:** €2,095.49
- Net Profit After All Taxes: €1,257.29
- **Profit Percentage:** 70.5%
- **Key Insight:** In our first year, we focus on establishing our brand presence and begin to build a solid customer base with a high profit margin despite initial setup costs.

- 2. Year 2: Scaling and Cost Optimization
- Number of Bottles Sold: 850,000
- Selling Price per Bottle: €7.75 (3.13% reduction)
- *Cost per Bottle*: €5.10 (5.02% reduction)
- **Total Revenue:** €1,637,500.00
- **Fixed Costs:** €894,166.56
- **Gross Profit:** €743,333.44
- Net Profit After All Taxes: €446,000.06
- **Profit Percentage:** 27.25%
- **Key Insight:** Year two sees a focus on scaling our operations while slightly reducing costs, which allows us to maintain strong profitability as we expand our market reach.

- 3. Year 3: Significant Revenue Growth
- Number of Bottles Sold: 930,000
- Selling Price per Bottle: €7.50 (6.25% reduction)
- *Cost per Bottle:* €4.80 (10.69% reduction)
- **Total Revenue:** €6,975,000.00
- **Fixed Costs:** €1,280,666.64
- **Gross Profit:** €5,694,333.36
- Net Profit After All Taxes: €3,416,600.02
- **Profit Percentage:** 49.00%
- **Key Insight:** With an optimized cost structure, we achieve significant revenue growth in year three, driving a nearly 50% profit margin, reflecting our operational efficiency.

- 4. Year 4: Continued Optimization and Expansion
- Number of Bottles Sold: 1,020,000
- Selling Price per Bottle: €7.25 (9.38% reduction)
- *Cost per Bottle*: €4.50 (16.22% reduction)
- **Total Revenue:** €7,425,000.00
- **Fixed Costs:** €1,675,333.08
- **Gross Profit:** €5,749,666.92
- **Net Profit After All Taxes:** €3,449,800.15
- **Profit Percentage:** 46.46%
- **Key Insight:** In the fourth year, we continue to refine our processes and expand our market presence, resulting in strong, sustainable profitability and increased bottle sales.

- 5. Year 5: Maximizing Efficiency and Market Presence
- Number of Bottles Sold: 1,120,000
- Selling Price per Bottle: €7.00 (12.50% reduction)
- Cost per Bottle: €4.20 (21.83% reduction)
- Total Revenue: €7,840,000.00
- Fixed Costs: €2,064,999.60
- Gross Profit: €5,775,000.00
- Net Profit After All Taxes:€3,465,000.69
- Profit Percentage: 44.19%
- **Key Insight:** By year five, North Spirit Vodka has solidified its market position, maximizing both efficiency and profitability while maintaining a robust market presence.

Investor Confidence: These projections highlight the solid foundation upon which North Spirit Vodka is built, offering a compelling case for investment with clear paths to profitability and growth.

Conclusion





Conclusion

Join us on this journey

Final Thoughts:

North Spirit Vodka is more than just a premium spirit—it's a brand with a story, a vision, and the potential to redefine the vodka market. We invite you to join us on this exciting journey and become part of a brand that's poised for greatness.

Next Steps:

For more information on how to invest or to schedule a meeting with our team, please contact us. We're eager to discuss how you can be a part of North Spirit Vodka's success story.

