



## GOOD SPIRITS DISTILLING (GSD)

AN END-TO-END PLATFORM FOR BRAND CREATION,  
BOTTLING & DISTRIBUTION





## FOUNDER INTRODUCTION

# HARRY LUKAS

Six years ago, I sold my Kansas City retail stores - with annual turnover exceeding \$100 million - to two long-time employees. In 2024, I helped negotiate their sale to Total Wine & More, the nation's largest alcohol retailer - a milestone that closed a meaningful chapter in my 36-year journey in beverage retail.

I then redirected my decades of experience towards building Good Spirits Distilling (GSD) - a federally registered, vertically integrated spirits platform headquartered in Olathe, Kansas. I've personally funded the operation, expanded it into a 100,000+ sq. ft. production and bottling facility, and created a portfolio of more than 80 beverage trademarks.

My vision remains clear: to build businesses that control every stage of brand development - from concept to retail shelf.

Today, I'm leveraging my experience, resources, and network to unlock new opportunities for expansion and scale. My track record speaks to my ability to create value, and I remain committed to building the next chapter of growth in the global spirits and beverage industry.

## HARRY LUKAS

President and Founder

A handwritten signature in orange ink that reads "Harry Lukas".

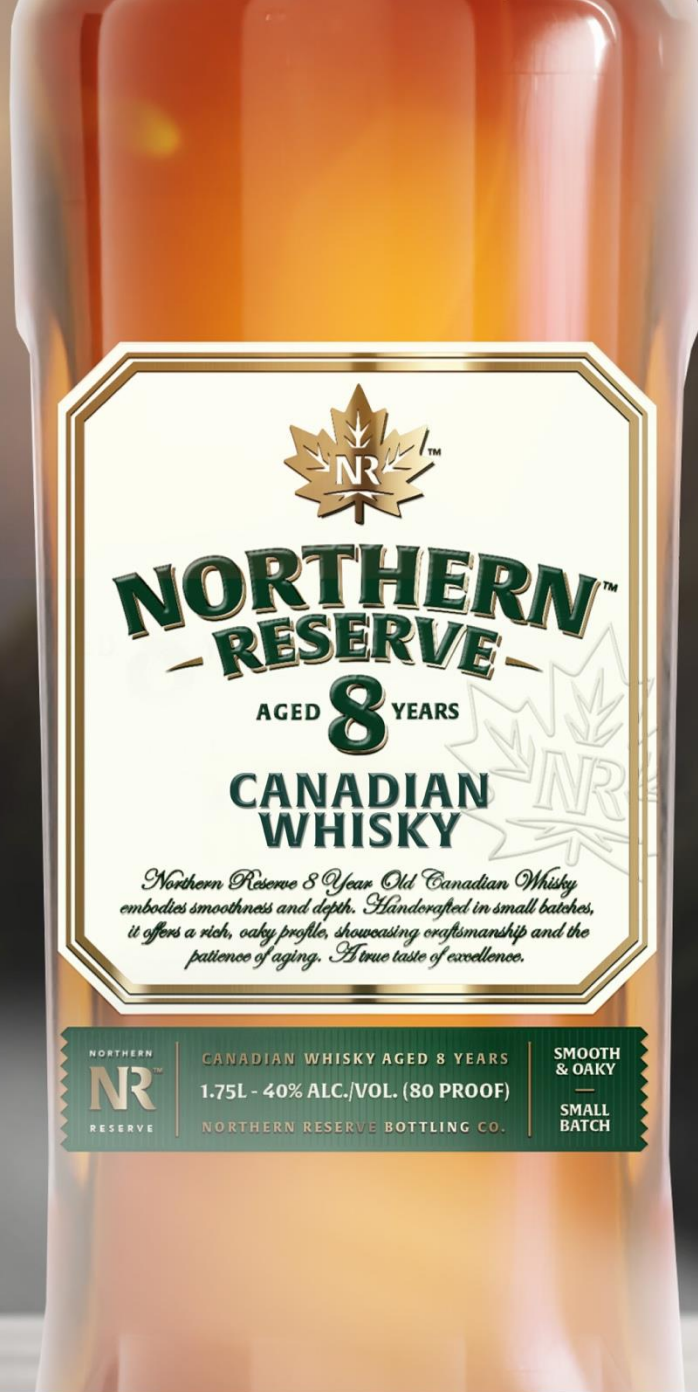


# NR



**BOLDLY  
REFINED.  
TIMELESS  
BY  
NATURE.**

NORTHERN-RESERVE.COM





# GOOD SPIRITS DISTILLING, LLC

## OUR VISION

At Good Spirits Distilling, our mission is to be the go-to partner for developing premium, scalable spirits brands.

We believe in owning the full process - from idea to bottle - and delivering exceptional products that meet modern consumer tastes and evolving retailer requirements.

### WE AIM TO:

- Eliminate third-party delays
- Reduce costs and lead times
- Deliver trend-driven, market-ready products
- Offer full-service brand development and production

With full operational control and creative depth, we are uniquely positioned to build brands for ourselves and our partners





# GOOD SPIRITS DISTILLING, LLC

## OUR VALUES

### 1 INDEPENDENCE

We make decisions with full autonomy, allowing us to pursue long-term growth on our terms.

### 2 RESPONSIBILITY

We promote responsible consumption and implement sustainable practices in energy use, waste management, water conservation, and packaging.

### 3 EXPERTISE & PASSION

Our award-winning team is driven by a shared passion for branding, liquid development, and executional excellence.

### 4 LISTENING & AGILITY

We remain closely connected to customers and consumers - reacting quickly to shifts in market preferences.

### 5 INCLUSIVITY

We value diversity and cultural openness - integrating global ideas into every brand we build.





# MARKET OPPORTUNITY

## & STRATEGIC LOCATION

The global spirits market is expected to exceed **\$600 billion by 2030**, with the **U.S. contributing over \$120 billion annually**. Growth is driven by consumer demand for premium, craft, and innovative spirit brands - especially among Gen Y and Gen Z.

However, many new entrants struggle with fragmented supply chains.

## OUR ADVANTAGE

### STRATEGIC U.S. LOCATION

Good Spirits Distilling is based in Olathe, Kansas - a centrally located logistics hub that places us within two-day ground access to most major U.S. cities.

### THIS ALLOWS US TO:

- Fulfil orders nationwide with efficiency
- Lower distribution and freight costs
- Respond quickly to market demand coast-to-coast

Our location gives us a geographic and cost edge for scalable national supply.



# 4.56%

**CAGR 2025-2030**  
(GLOBAL SPIRITS MARKET)

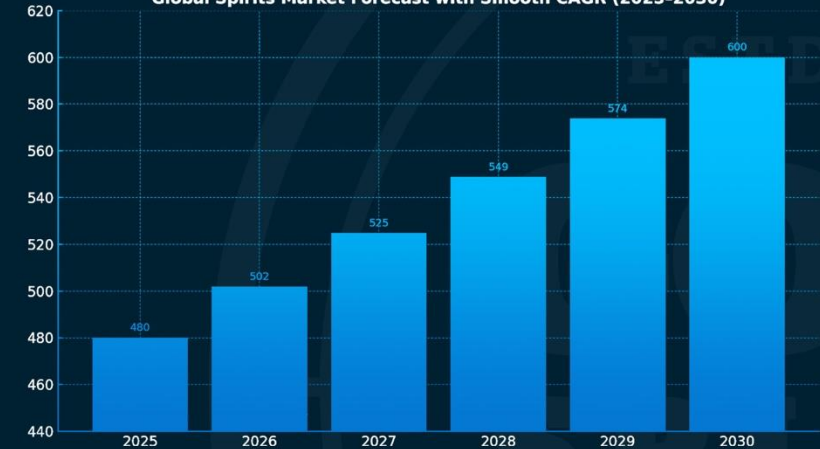


# 4.04%

**CAGR 2025-2030**  
(U.S. SPIRITS MARKET)



Global Spirits Market Forecast with Smooth CAGR (2025-2030)



U.S. Spirits Market Forecast with Smooth CAGR (2025-2030)



# MADE IN AMERICA

## ADVANTAGE

There is increasing demand for premium, domestically produced spirits - driven by consumer trust, retailer preference, and supply chain reliability.

***"Made in America" now represents more than patriotism***

- it means traceability, consistency, and speed.

## AS A U.S.-BASED FEDERAL SPIRITS PLANT

### WE OFFER:

- Fulfill orders nationwide with efficiency
- Lower distribution and freight costs
- Respond quickly to market demand coast-to-coast

This makes us an ideal supplier for national retailers and distributors looking to de-risk their portfolios.





# OPERATIONAL STRENGTH

## & DIFFERENTIATORS

GSD is not a traditional spirits company - we are a vertically integrated platform built for end-to-end brand creation, production, and bottling, delivering unmatched speed, flexibility, and control.



### END-TO-END INTEGRATION

Brand creation, formulation, packaging, bottling, and logistics all in one place



### IN-HOUSE DESIGN & DEVELOPMENT

All trademarks, labels, and marketing assets are built by our internal creative team



### MULTI-LINE PRODUCTION

14 bottling lines and 2 canning lines, plus specialty lines for creams, cocktails, and freeze pops



### AGILITY & SPEED TO MARKET

We can launch a fully developed brand in under 60 days - compared to 6 - 12 months for typical producers



### RELIABLE GLOBAL SOURCING

Our supply network ensures competitive pricing, compliance, and uninterrupted delivery



### CERTIFIED CAPABILITIES

Kosher approved, CRT - approved to bottle Mixtos Tequila, and undergoing approval to bottle Scotch Whisky via UK Customs and Excise





# OUR BRANDS

SCALABLE. RECOGNIZED. PROVEN.



AMERICAN  
**BULL & BEAR**  
TENNESSEE  
SOUR MASH  
WHISKEY



**BARREL  
& CROW**



**NORTHERN  
RESERVE**  
BLENDED  
CANADIAN  
WHISKY  
OAK CASK AGED



THE ORIGINAL  
**CUDA CAY**  
CARIBBEAN STYLE  
SPICED RUM



**VODKA**



**CLEAR<sub>10</sub>**  
VODKA



**JORVIK**  
VODKA

THE ORIGINAL  
**DOS BURROS**



TEQUILA



ORIGINAL RECIPE  
**COW WRECK**



CARIBBEAN DARK RUM

*Taste the Spirit of the Caribbean*

THE AWARDED WINNING RUM PORTFOLIO





GOOD SPIRITS DISTILLING, LLC

# PRODUCT CATEGORIES PRODUCED



- Vodka
- Whiskey & Bourbon
- Liqueurs & Creams
- Tequila
- Rum
- Gin
- RTDs (Vodka & Whiskey based)
- Soju & Specialty Spirits
- Private Label & Co-Pack Partnerships





# OUR BRANDS

SCALABLE. RECOGNIZED. PROVEN.



## AMERICAN BULL AND BEAR

TENNESSEE SOUR MASH WHISKEY

American Bull & Bear Tennessee Sour Mash Whiskey is a premium, heritage-driven spirit crafted for today's discerning consumer. Rooted in tradition and positioned for growth, it offers strong market appeal and long-term brand equity.



## BARREL & CROW

KENTUCKY STRAIGHT BOURBON WHISKEY

Barrel & Crow Kentucky Bourbon is a distinctive small-batch bourbon built on authenticity, craftsmanship, and heritage. With a smooth, oak-forward profile and premium positioning, it's primed for strong shelf presence and investor return.



## NORTHERN RESERVE

CANADIAN WHISKY AGED 8 YEARS

Northern Reserve 8 Year Old Canadian Whisky delivers a refined, mellow character aged for depth and distinction. Crafted for premium placement, it blends tradition with strong consumer appeal in a fast-growing segment.



## CUDA CAY

CARIBBEAN STYLE SPICED RUM

Cuda Cay Rum captures the spirit of the islands with a smooth, tropical finish and bold flavor profile. Designed for lifestyle-driven consumers, it stands out in the premium rum space with strong branding and growth potential.



## 7 VODKA

PREMIUM VODKA 7 TIMES FILTERED

7 Vodka is a clean, ultra-premium spirit distilled for clarity, smoothness, and versatility. With modern appeal and high-end positioning, it's built for strong margin performance and standout shelf presence in a competitive category.



## CLEAR10

PREMIUM VODKA 10 TIMES FILTERED

Clear10 Vodka is a meticulously crafted spirit, distilled ten times for exceptional purity and a crisp, clean finish. Positioned for premium value, it delivers quality, clarity, and strong appeal in both on- and off-premise channels.





# OUR BRANDS

SCALABLE. RECOGNIZED. PROVEN.



## HARTWALKER VODKA

HANDMADE PREMIUM VODKA

Hartwalker Vodka blends traditional craftsmanship with a modern edge - distilled for smoothness and character. Positioned as a premium lifestyle brand, it offers strong differentiation and aspirational appeal in a crowded market.



## JORVIK VODKA

5X DISTILLED  
DIAMOND QUALITY

Jorvik Vodka is a value-driven spirit with a clean, approachable profile and broad consumer appeal. With strong price positioning and bold branding, it's built for high-volume potential in both domestic and export markets.



## DOS BURROS TEQUILA

HANDCRAFTED  
FROM AGAVE AZUL

Dos Burros Tequila is a bold, irreverent take on tequila culture - crafted for a new generation of drinkers seeking flavor, fun, and affordability. With playful branding and wide appeal, it's positioned to thrive in trend-led, youth-driven markets.



## CHATEAU ST. NICHOLAS

PEPPERMINT LIQUEUR  
WITH EDIBLE GOLD FLAKES

Chateau St. Nicholas is a festive, seasonal spirits brand that blends nostalgia with gifting appeal. Known for its signature peppermint liqueur, it captures holiday magic with standout packaging, strong margins, and repeat annual demand.



## COW WRECK

ORIGINAL RECIPE  
CREAM

Cow Wreck is a fun, island-inspired spirits brand built for easy enjoyment and bold shelf impact. With playful branding and accessible flavor profiles, it targets the laid-back, flavor-forward consumer across rum, cream, and RTD categories.



## CROOKED EYE RUM

CARIBBEAN RUM

Crooked Eye Rum delivers a rebellious twist on tradition - crafted for character, not convention. With bold branding and rich, approachable flavor, it appeals to adventurous spirits and stands out in the emerging craft rum space.





# OUR EXPERTISE

FULL CONTROL. END-TO-END EXECUTION.

Our competitive advantage is built on full operational control - we don't outsource. We do it all in-house, enabling quality, speed, and adaptability.

## OUR CORE CAPABILITIES:

- **BRANDING & DESIGN** - 15+ years of expertise creating visual identities that sell
- **LIQUID FORMULATION** - Every blend is developed and tested by our internal R&D team
- **FLEXIBLE BOTTLING** - 50ml to 1.75L in glass, PET, aluminum; cork, ROPP, or custom closures
- **ECO-CONSCIOUS INNOVATION** - Sustainable packaging formats like aluminum bottles and reduced-plastic options
- **INTEGRATED SOURCING** - Long-standing relationships with global suppliers keep costs stable and timelines short

This integration is what allows us to build brands that succeed - faster, smarter, and more profitably.





# NORTHERN RESERVE 8-YEAR-OLD

## A CASE STUDY IN VERTICAL INTEGRATION & RETAIL SUCCESS



Northern Reserve 8-Year-Old Canadian Whisky exemplifies our end-to-end approach to brand creation, seamlessly aligning product development, packaging design, and retailer strategy.

### OUR E2E (END 2 END) PROCESS:

- 1** We designed a custom glass bottle to evoke heritage and quality.
- 2** Developed a bespoke closure with embossed detailing - color - matched and integrated with the label to create a cohesive, premium shelf presence.
- 3** While packaging was in development, we worked closely with SASMA BV to formulate a smooth, aged Canadian whisky that would appeal to the U.S. consumer palate.
- 4** The full concept - including branding, narrative, and packaging - was presented to Total Wine & More, who approved the product and launched it chainwide.
- 5** Within the first month, we secured a repeat order, validating both the product and brand proposition.



**Total Wine**  
& MORE

# EXPERIENCED LEADERSHIP

## OPERATIONAL STRENGTH.

At Good Spirits Distilling, execution is driven by a seasoned leadership team with deep expertise in distillation, operations, compliance, and brand development. Our fully integrated platform is led by proven operators who understand how to scale efficiently and deliver with precision in a regulated environment.



### **HARRY LUKAS** PRESIDENT & FOUNDER

With over 52 years in the spirits industry and a legacy as the former owner of one of the largest independent liquor store chains in the U.S., Harry provides strategic oversight and long-term vision.

### **JOHN ANDERSON** INTERNATIONAL SALES DIRECTOR

John leads brand development, packaging execution, and manages the global supply chain for all GSD projects. He plays a pivotal role in bringing brands from concept to shelf - overseeing everything from visual identity and packaging to format development and production readiness. His expertise ensures GSD delivers commercially viable, design-led products with operational efficiency for both domestic and future international markets.expansion.

### **JOE GIANCHINO** GENERAL MANAGER

Manages end-to-end production, including blending, bottling, and regulatory compliance. Joe ensures operational excellence and strict adherence to federal and state regulations.

### **DAVID COCHRAN** OPERATIONS MANAGER

Leads daily plant operations, logistics, and production planning across all lines, driving throughput, efficiency, and capacity management.

Together, this leadership team delivers the operational depth, brand-building expertise, and executional discipline required to scale GSD's portfolio across the U.S. spirits landscape.



# STRATEGIC PARTNERSHIP

WITH SASMA BV

We've secured a bulk spirit's supply agreement with Sasma BV, one of the world's leading independent suppliers of premium, organic, and bulk spirits.

## WHY THIS MATTERS:

- **DIVERSE PORTFOLIO** - Sasma supplies Irish whiskey, Scotch, Canadian whisky, tequila, bourbon, and more.
- **STRATEGIC STORAGE** - U.S. based bonded storage in Louisville, KY (1M-gallon facility) enables fast, compliant fulfilment.
- **SHIPPING EFFICIENCY** - Smaller orders consolidated into full containers, reducing cost and transit time.
- **IN-HOUSE LAB TESTING** - Ensures consistent liquid quality and regulatory compliance.
- **TURNKEY LOGISTICS** - Provides end-to-end logistics solutions, including bonded storage, compliance management, minimizing delays, and simplifying supply chain execution.

This partnership gives us unmatched sourcing strength and positions GSD to scale brands without production bottlenecks.





# RETAIL VALIDATION

## TOTAL WINE & MORE

Our brands are more than just concept-ready - they're retail-tested.

GSD has multiple products listed in

***Total Wine & More, the largest alcohol retailer in the U.S., with 282+ locations across 29 states.***

### CURRENT SKUS IN TOTAL WINE & MORE:

- Northern Reserve 8-Year-Old Canadian Whisky
- Bull & Bear Tennessee Whiskey
- Barrel & Crow Kentucky Bourbon
- Cuda Cay Rum
- 7 Vodka
- Chateau St. Nicholas

### WHY IT MATTERS:

- Confirms shelf-readiness and consumer acceptance
- Demonstrates retailer trust and execution capability
- Validates packaging, pricing, and go-to-market model
- Provides a launchpad for future brands or exclusives

Our success with Total Wine & More is now fueling broader national retail and distribution conversations.





# EXPANSION

## & CONSOLIDATION OPPORTUNITY

With increasing demand, we're preparing to consolidate into a larger 100,000 - 150,000 sq. ft. facility to streamline operations and unlock greater capacity.

### WHY IT'S STRATEGIC:

- Unifies warehousing, bottling, labeling, and logistics in one location
- Improves operational flow and reduces external reliance
- Expands automation and throughput for high-volume growth
- Reduces per-unit costs through scale and systemization

Over \$5 million has already been invested in automation, systems, and infrastructure. This next phase will create true enterprise-scale operations with national and international reach.





# GOOD SPIRITS DISTILLING, LLC CONTACT US

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*Let's build something  
exceptional together.*





# THANK YOU FOR YOUR TIME

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