VENENU TEQUILA

2021 INVESTOR DECK

THE MYTH BEHIND THE LEGEND

A group of Texan investors saw an opportunity in the tequila industry and created a relationship with a boutique distiller. They found a taste unique to their pallets and wanted to share it with the world. There, the inspiration was created - Veneno.



VENENO

[vEh-nEH-no] noun

1. The essential element for living a prosperous life.



As legend has it, the people of ancient Mexico cultivated civilizations around a mythical deity known as Quetzalcoatl the "Plumed Serpent" — the god of wind, air, & learning — bridging Earth and sky through myth and magic and offering fortune, health, and wisdom to his believers through enchanting powers.



QUETZALCOATL

[ket-zal-co-alt] noun

1. the feathered serpent God of the Aztec and Toltec cultures.



Today, the legend is referred to as Veneno, the poisonous venom of his bite so sought after that people are willing to die in return for its luxurious rewards. We're pretty sure you don't have to die for it. But you will want to possess it. Hand-crafted and aged in the heart of Mexico, Single Estate, Veneno Tequila is a small batch, tequila company that has turned into a lifestyle - develop a drink for today but pick your poison wisely.

VENENO TODAY

Super Premium Tequila launched September 13, 2019 with a focus on Millennials in Texas



BLANCO 09.13.19





REPOSADO 06.01.21





7-YEAR EXTRA AÑEJO 09.13.19





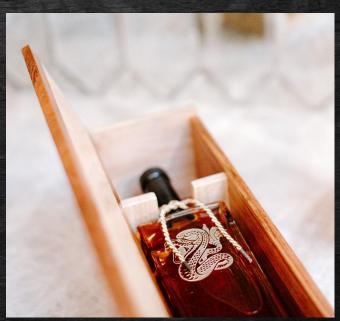
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COMING SOON

AWARD-WINNING PACKAGING

At the San Francisco World Spirits Competition, Venenos' 7 Year Extra Añejo took home gold for the packaging design





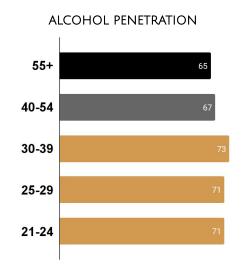




MILLENNIAL SPIRIT PREFERENCES SET THE STAGE

MILLENNIALS HAVE HIGHEST SEGMENT ALCOHOL CONSUMPTION, PARTICULARLY SPIRITS

- Millennials report highest levels of alcohol usage.
- Overall, more millennials report driving vs. any other demographic.
- Liquor/spirits, in particular, have highest usage over beer and wine.



LIQUOR	BEER	WINE
46%	47%	43%
47%	47%	39%
53%	53%	42%
55%	52%	35%
51%	49%	33%

OPPORTUNITY SALES & TARGET FOCUS

MILLENNIALS ARE DRIVING TEQUILA CATEGORY GROWTH & HAVE GREAT INTEREST IN ULTRA-PREMIUM TEQUILA

- The strongest growth was seen in high-end premium tequila - luxury tequila sales account close to 3MM cases.
- Millennials are 25% of 21+ population, but account for 32% of all tequila sales
- Seek authentic, own-able experiences, memorable group events
- Prefer "handcrafted", "artisanal", "small batch"
- ❖ Value rare, unknown, taste discoveries

US TOP % LUXURY-PRICED TEQUILA BRANDS (THOUSANDS OF NINE-LITER CASE DEPLETIONS)

Rank	Brand	Importer	2016	2017	% Change
1	Patron	Patron Spirits (Bacardi)	2,321	2,498	7.6%
2	Don Julio	Diageo	420	539	28.4%
3	Herradura	Brown-Forman	158	179	13.3%
4	Casamigos	Diageo	110	170	54.5%
5	Avion	Pernod Richard	116	120	3.9%
Total Top 5		3,124	3,506	12.2%	
		Total Luxury Tequila	3,315	3,695	11.5%

PRODUCT POSITIONING



ELEVATED EXPERIENCE MILLENNIALS CAN OWN

To discriminating millennial adventurers seeking ownable experiences that set them apart, Veneno is the undiscovered super premium tequila that delivers a rare taste experience. Because Veneno is the only bespoke brand uniquely crafted for the millennial mindset.

BRAND PROMISE

DIFFERENTIATES, SUPPORTS BRAND DIFFERENTIATION

Veneno is committed to delivering the ultimate tequila experience, rewarding millennial drinkers by transporting them to a luxurious state of mind, rich with hope, wonder and the promise of endless prosperity.

VALUES

Quality Tradition Craftsmanship

EMOTIONAL

Transformative Sophistication Opulence

PERSONALITY

Cultured Refined Nostalgic Magical

SYMBOLS

Rattlesnake
Serpent
Elegance
History/Tradition (Mex)

Veneno provides a unique authentic spirit, superior in quality and focused on fine craftsmanship:

Triple-distillation & aging in French oak barrels

The perfect combination of genuine agave ingredients

Delivered in engraved bottles with options for personalization

BRAND AFFINITY & MARKETING

MADAK AGENCY

Executive Strategic Support

- **❖** Guidance on new markets
- Distributor & Investor Decks

Marketing Collateral

- Brand Identity & Storytelling
- Photos & Videos
 - Focus Media 360
- Sales & Distribution Collateral

Customer Acquisition

- Email Marketing
- Website
- Digital Advertising

Product Design

Bottle & Packaging



SINCE 2019

3x
WEBSITE TRAFFIC

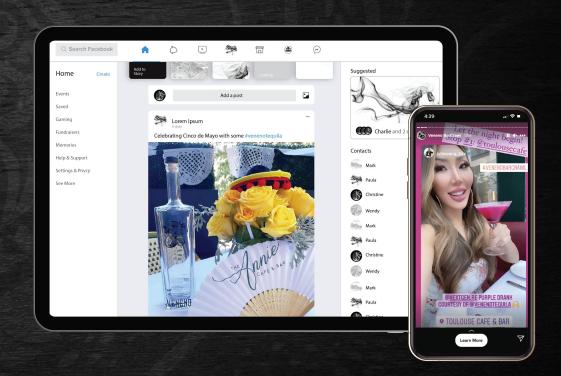
8X Instagram Followers 128%

EMAIL SUBSCRIPTION
GROWTH

BRAND INFLUENCERS

INFLUENCERS

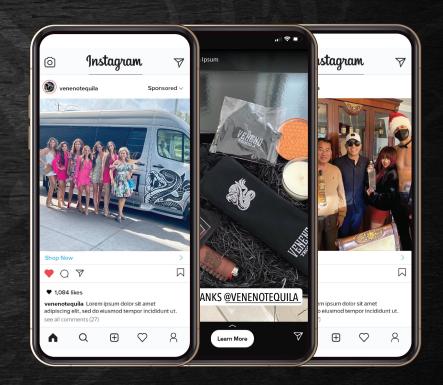
- Julia Wang NextGEN Agency
- Logan Lester Miss Texas USA
- Cast of HBO's "House of Ho"
- Vanessa Agudelo Director of Houston Business Women Association



BRAND AMBASSADOR PROGRAM

PARTNERSHIPS

- Coordinate bi-monthly deliveries of Ambassador "PR Box"
- Unique drop-off in Veneno Van
- Partners with tequila-centered events including Cinco De Mayo
- Host & Sponsors Houston SaberCats games, Texas's Taco and Tequila Festival, Houston Latin week etc.



WHERE TO PURCHASE VENENO

Veneno's focus in on Houston as well as leveraging relationships in other Texas cities with connections to over 150 different locations

ONLINE

VENENOTEQUILA.COM





Coming Soon...

RESERVEBAR

IN STORES







RESTAURANTS & BARS













LEADERSHIP TEAM

JAVIER LOYA Founder

Javier is the Chairman & CEO of a commodities brokerage firm with over 250 millennial employees with expense accounts. He has successfully launched several businesses & has been widely recognized with honors including Ernst and Young "Entrepreneur of the Year" His strength is in startups and services business & will look to leverage sports entertainment investments in the Houston Texans & Houston SaberCats.

KIKI DIKMEN Founder

Kiki Is Managing Partner of Choice Energy Services, a leading energy advisory & utility software company. In addition to managing Choice!, Kiki has been a strategic investor in several start up service related businesses. Prior to Choice, Kiki has 10 plus years of experience in the hospitality industry.

PAUL HERNANDEZ Founder, Master of Expressions

Paul is a director of customer integration at Choice Energy Services. Paul was an entrepreneur in Guadalajara, Mexico. For the past three years Paul has worked with various master distillers in the highlands of Jalisco in perfecting the taste of Veneno.

MIGUEL ALANIS Brand Manager

Miguel has over 7 years of experience in the beverage industry, from startups to fortune 500 companies. Miguel has great relationships in the Texas market having worked for the 2nd largest distributor in the Nation-Republic National Distributing Company. He has experience in both the Distributor side and supplier world. Miguel strengths are building and maintaining relationships with not only customers but clients as well.

CORE TEAM

RAUL MARQUEZ Investor

Raul is the President and CEO of Bliss Holdings, RM2, and Display Services Inc. the leading sign manufacturing company in West Texas. Raul is also active in private commercial real estate, largest salons and spas in El Paso, and has fostered many contacts in the greater El Paso community. He heads all strategy and sales for Veneno in West Texas and proudly sits on the foundation board for SISD education.

ADAM KOPP Marketing Director

Adam is CEO of Madak, a strategic marketing agency, and family of brands focusing on brand development, storytelling, and education. Adam has been with Veneno from the beginning, developing the brand identity and marketing positioning strategy as Veneno entered the market and now growing each year.

SABRA NELKIN Social Media Director

Sabra has a background in multi-unit operations, marketing, and social media management. She specializes in Texas-owned startups by disrupting the company's specific markets with elaborate event coordination, influencer outreach/management, and growing their social media presence across all platforms. She is responsible for customer relations, brand ambassador/partnership programs, and media outreach.

NATHALIA VIZCAINO Regional Tasting Director

Nathalia has three years experience in Houston market for spirits and wine. She worked as an ambassador and marketing specialist for several leading brands. Nathalia heads all Texas tastings for Veneno in partnership with Specs, Total Wine and liquor stores. She also manages the Latin market in Houston.

STRATEGIC OWNERS IN TEXAS

TIM DUNCAN

President Talos

KATHY LEHNE

CEO Suncoast Resources

BILL PERKINS

Entrepreneur in energy trading and film

RAPHAEL & FELICIA STONE

GM Houston Rockets, Entrepreneurs

BRUCE EAMES

Founder of Quantlab

JAVIER LOYA

CEO OTCGH Holdings

JAMEY ROOTES

Former President Houston Texans

SHELLEY WRIGHT

CEO Optimus

Toby Hamilton

Entrepreneur in Health care

RAUL MARQUEZ

CEO DSI Graphics

BRUCE SMITH

Entrepreneur, Founder of Safety vision

KIKI DIKMEN

CEO, Choice! Energy Management

RICK PEREZ

CEO Avangard

NICK STEFANAKIS

President of Womble

ANDREA YOUNG

Entrepreneur; former President of Houston Comets and Sam Houston Race Track

Only 22% of equity is controlled by non-Veneno management. Given the sports and entertainment contacts of Veneno investors, it is a strategic plan to partner with a celebrity when Veneno has established nationwide distribution.

Veneno is considering crowdfunding with individual investments of \$250 minimum to \$5000 maximum to create a B Share Class of Veneno aficionados.

