

STILL SPIRITS

OUR TEAM TODAY

Bevie Portfolio & Strategy Manager: **Aaron Hyde**

Still Spirits Brand Manager: **Cameron Botica**

Industrial Designer: **Nick Eaton**

Bevie Global Sales Manager: **Mike Harrison**

Bevie Trade Marketing Manager: **Kim Lee**

*Use the chat function for questions as we go
Q&A at the end as well as a quiz*



A GROWING MARKET

Despite legal challenges, general online interest in home distilling is slightly up globally



CRAFT DISTILLING INCREASE.

Social media suggests many were sparked to take 'the next step' in their hobby with time available. Has led to more craft distillers, and less neutral flavour distillers. There is also a trend for brewers taking up distilling.



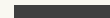
NEW AUDIENCES EMERGING.

Home crafters, cocktail making, millennials and the wider appeal of distilling in general: the rise of gin and craft spirits making distilling 'sexy'.



COVID IMPACTS.

Consumption shifting from on-site to at home. The increase in consumers drinking at home might have been forced by the pandemic, but it marked the growth of consumers exploring new drinks and flavours, creating a 'home bar' and distilling their own spirits.



OUR PURPOSE

WE'RE PASSIONATE ABOUT MAKING SPIRITS, AND WE WANT YOU TO BE TOO. WHETHER YOU'RE STARTING TODAY OR ARE ON YOUR WAY TO MASTERING THE ART, WE'RE HERE TO INSPIRE YOU TO MAKE GREAT SPIRITS.

EVERYTHING WE CREATE IS DESIGNED TO HELP YOU DISTILL WITH CREATIVITY AND CONFIDENCE AS YOU HONE YOUR CRAFT.

ENJOY THE PROCESS. ENJOY THE JOURNEY AND (OF COURSE)
ENJOY THE END RESULT.





OUR MAKERS

Current Distillers

Mostly males

88% aged 41+

Emerging Distillers

More females (70/30 split)

Aged 25 – 34



OUR PRODUCTS

We want our makers to discover and succeed. That's why we're constantly innovating and improving the art of home distilling. We design the best precision tools and equipment for them, and make the finest ingredients, pioneer yeasts and flavourings.

"Connecting with our distillers, developing products that bring them value, and ensuring they're aware of our offering is at the forefront of our activities."

*- Loren Astridge, GM
Bevie*





BRAND PRIORITIES

Strengthen

- Brand Identity
- New Packaging

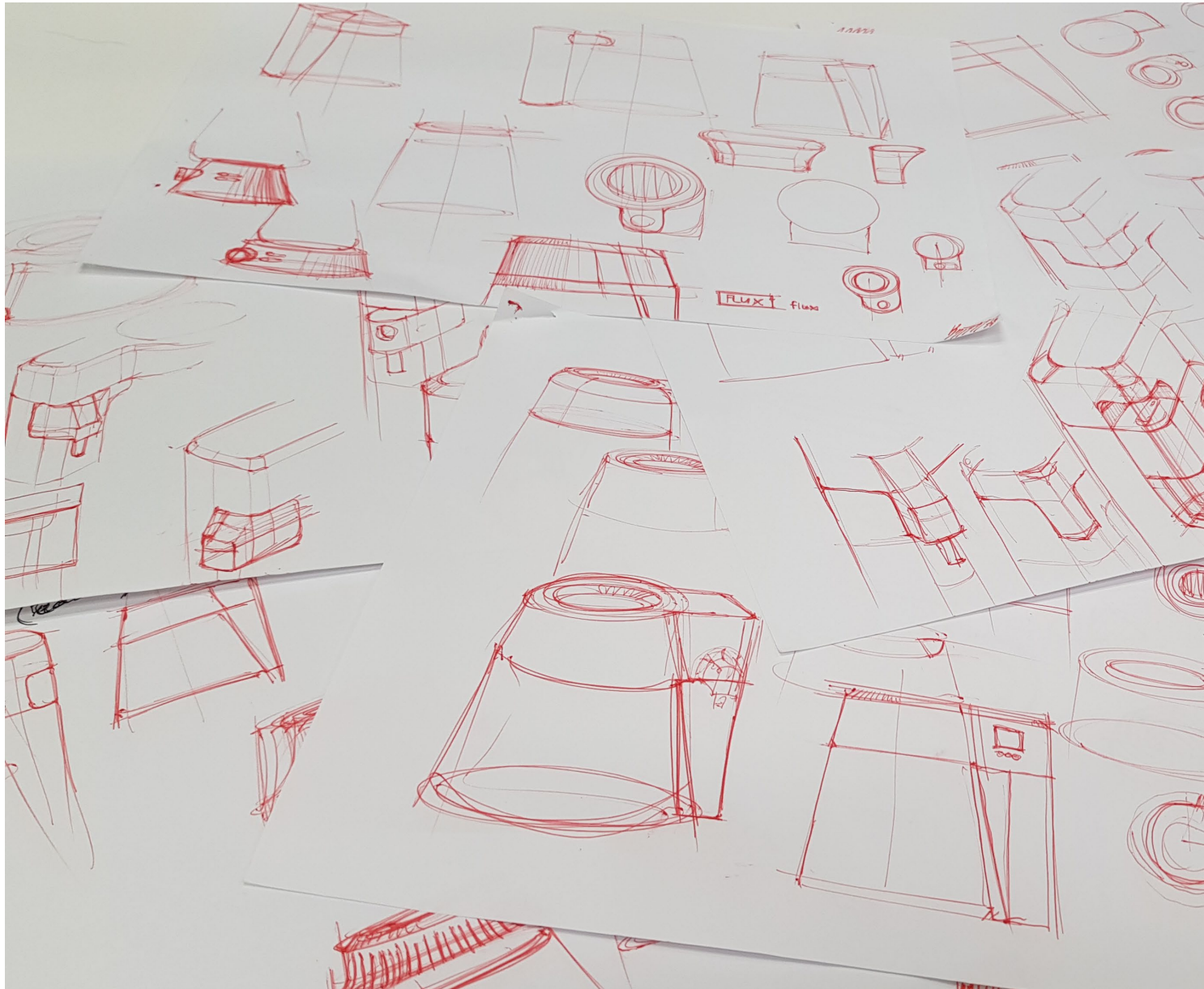
Expand

- Invest in Targeted Comms
- Increased events exposure
- Influencer partnerships
- Distillery endorsements

Optimise

- **Product Innovation**
- Website Refresh



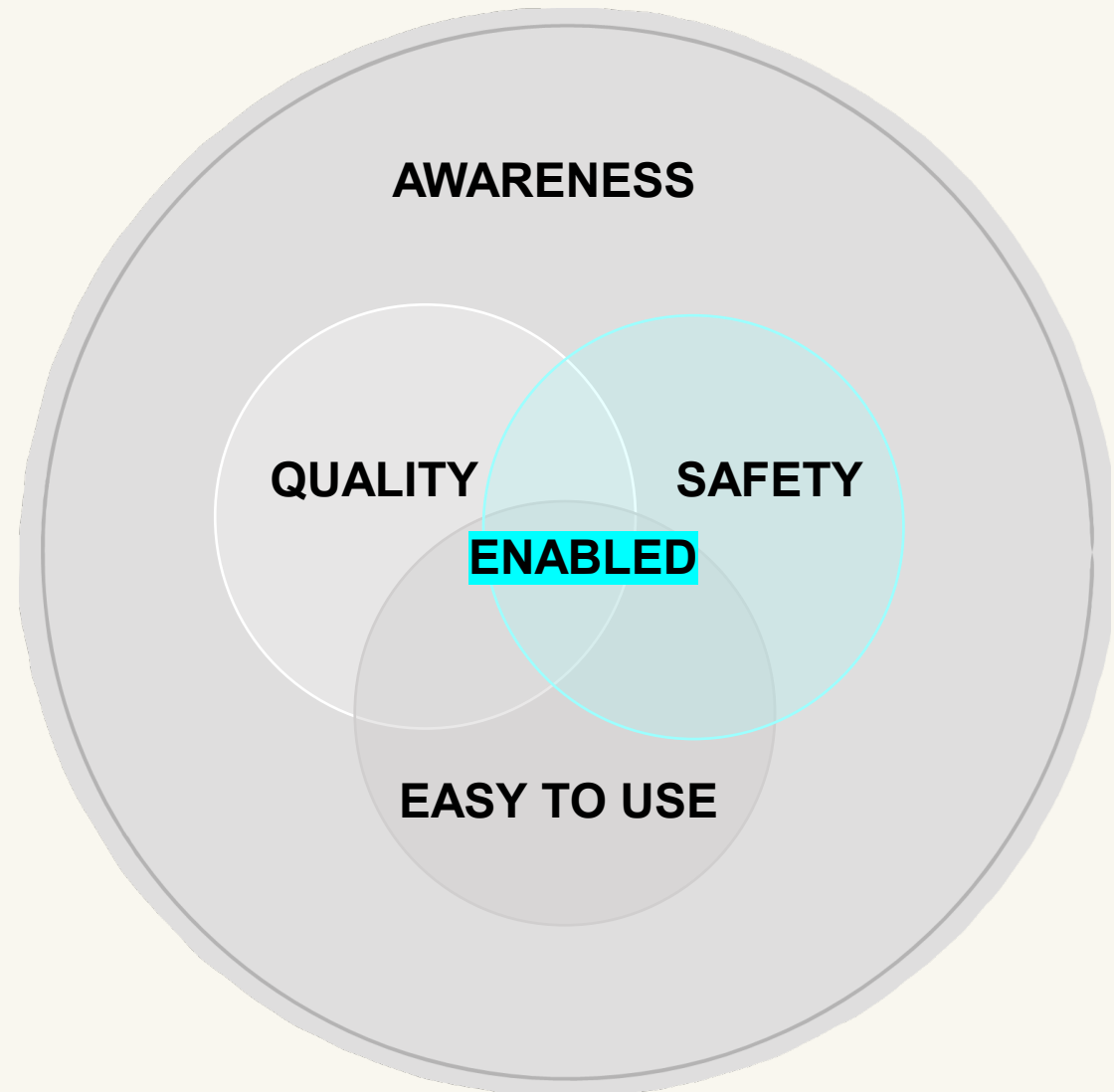


“Innovation is not about market timing. It is about creating something that fulfils an unmet need.”

Jeremy Gutsche



ENABLERS & BARRIERS FOR NEW DISTILLERS



AND FOR CURRENT DISTILLERS, FURTHER OPPORTUNITIES FOR AIR STILL



100% of users purchased an Air Still mainly because it was **EASY TO USE**



However, 47% would upgrade their Air Still to produce **BETTER QUALITY**

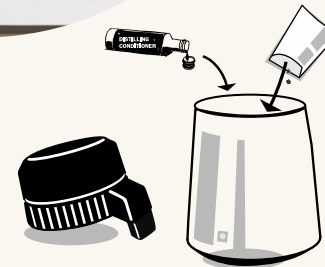


While aware of the T500, there is **HESITATION TO SHIFT** as it is deemed more intimidating or too big a step



RESEARCH UNCOVERED A GAP IN THE MARKET

What if we ***reimagined*** the Air Still?



If we improved the quality produced from our Air Still and added additional safety features – we could enable new and current users into a life-long hobby and journey.

A QUESTION THAT LED TO...

- ✓ 5 years of in-house product design and development.
- ✓ 4 years of consumer research & user testing.
- ✓ Hundreds of internal & external testing hours.
- ✓ Bevie engineers, designers, programmers & distillers.



- ✓ **A New Generation of Hybrid Still**
 - ✓ **Advanced Reflux Distilling Innovation**
 - ✓ **Smart Sensing Automation**
-

STILL SPIRITS

INTRODUCING

**A REVOLUTIONARY
2-IN-1**

**TABLE-TOP
DISTILLATION SYSTEM.**



AIR STILL -PRO-

**CRAFT HIGH QUALITY
LIGHT & DARK SPIRITS**



AIR STILL
-PRO-

ADVANCED FEATURES

- Pot Still & Reflux modes
 - Pot Still – flavoursome spirits
 - Reflux – high ABV neutral spirits
- Revolutionary air-cooled reflux technology
- Capacity 4L (1 US Gal)
- High yields*
 - Reflux up to 90% ABV / 180 US proof, 2.25L / 2.4 US qt
 - Pot Still up to 80% ABV / 160 US proof, 2.0 L / 2.1 US qt
- Automatic 30ml Foreshots Collection
- Botanical Basket inclusion
- Option to upgrade existing Air Still with Head Unit only
- 220V & 3 Year Warranty



* based on 8L (2 US Gal) Still Spirits Air Still Fermentation Pack wash



HEAD UNIT UPGRADE

All the benefits of the Air Still outputs with the addition of;

- Reflux Mode
- Automatic shut off (reflux mode)
- Reflux column compatible botanicals basket included
- Up to 90% ABV in reflux mode (180 proof)
- Automatic 30ml foreshots collection





WHAT DOES THIS MEAN FOR THE AIR STILL?



- Same product and remains a great cost effective table-top still.
- Repositioned slightly as a pot still than an all-round still.
- Repackaged for alignment
- Remains an appealing entry product at lower entry price than Air Still Pro.

AIR STILL PORTFOLIO



Air Still

A compact distillation system ideal for creating rich and full flavoured spirits for ageing or botanical infusion.



Air Still Pro

A revolutionary 2-in-1 compact distillation system ideal for creating a wide variety of high-quality spirits, from neutral to full flavoured for ageing, botanical infusion, or flavouring.



Essentials Kit

All the ingredients and accessories needed to make and flavour a neutral spirit with the Air Still Pro or Air Still.

AIR STILL
-PRO-

MULTI-CHANNEL MARKET LAUNCH



PRINT

Point of Sale collateral to draw attention and assist you to sell the Air Still Pro



DIGITAL

Wide ranging social media reach with targeted advertising



COMMERCIAL CONNECTIONS

Range of activities for launch and ongoing via influencer and commercial distillery connections



EVENTS

Air Still Pro will be making headlines at key homebrew events globally from March 2023 onwards

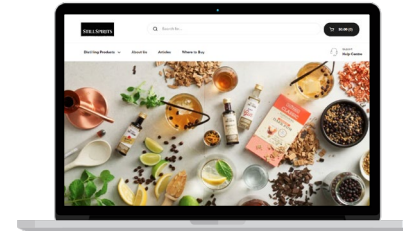


AND MORE..



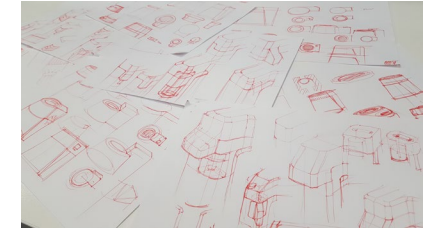
BRAND REFRESH

This launch is the first of packaging and update of brand asset changes across the whole Still Spirits brand.



WEBSITE REFRESH

New website coming soon – watch this space!



CONTINUING INNOVATION

More new products in equipment and consumables rolling out over the coming years.

STILL SPIRITS

**AIR STILL-PRO-
LAUNCHING
15TH FEBRUARY
2023**