



Offshore
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Distributors Presentation

The world's only Premium Alkaline Vodka™
produced and bottled in Australia

Contents

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Brand

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Offshore Vodka™ is an independent and privately-owned Australian company founded in 2021 by a forward-thinking entrepreneur with a vision to make a 100% natural, high alkaline, premium vodka that redefines the standards for quality and value, and bring unique Australian ingredients to the world.

We make the world's only **Premium Alkaline Vodka TM.**

Offshore Vodka is an authentic, innovative, award-winning, 100% natural, high alkaline, premium vodka that is produced and bottled in the Southern Highlands of New South Wales, Australia. The vodka brings an unparalleled smoothness thanks to our patented process and finest quality Australian raw materials – 100% Australian grown wheat and unique Alkaline Water.

Offshore Vodka is a game-changer. By combining premium spirits with premium high alkaline water, we have created a new vodka category!

In our home Australian market, the brand is delighting consumers, leading retail chains, wholesalers and on-trade establishments across a variety of channels, and is differentiating Offshore Vodka from competitors.

Offshore Vodka meets changing consumer behaviour and preference demands. We strive to bring this winning brand experience to consumers around the world.

Story Behind the Brand



There's an inspirational story beyond the liquid itself.

It all started in 2019, when Steven Gavanas (founder) discovered Alkaline Water during an Australian summer road trip. He'd never heard of alkaline water before. To his surprise, one bottle satisfied his hydration needs for an entire day.

The alkaline water tasted better, it was smooth and crisp – there was a noticeable difference compared to regular mineral water. This experience was his inspiration to start researching alkaline water and how it hydrates the body.

Despite being a loyal premium vodka brand drinker, he had a eureka moment – *“What would happen if I made vodka using alkaline water? Would it be smooth? What would it taste like? Would there be no hangover??”*

Starting from a blank canvas, and driven by a passion for innovation and experimentation, his idea quickly became reality. From creating small test vodka batches, with various types of alkaline waters, as well as natural mineral waters; Through to in-house tastings and pH level comparisons with other vodkas; Followed by independent side-by-side tastings with well-known premium vodka brands by other people – he received the same feedback every single time *“Wow, this is different, it's really smooth AND there was **no hangover!**”*

The high alkaline vodka was exceptional. One day while out on the water, his love of boating led naturally to the brand name – and so **Offshore Vodka** was born.

The rest as they say is history.....

The Product

Offshore Vodka is an authentic, innovative, patented, award-winning, 100% natural, high alkaline, premium vodka made from 100% Australian grown wheat (5 times distilled to the highest quality) and uniquely infused with alkaline water that is raised naturally through a marine mineral filtration system to a stable and high pH 9-10 for superior smoothness and unique alkaline benefits.

Offshore Vodka has pioneered the world's only Premium Alkaline Vodka, a top-quality, super smooth, clean and crisp tasting vodka with a pleasing mouthfeel.

Offshore Vodka is easy to drink and enjoyable neat, on the rocks or mixed in a cocktail.

Quality Characteristics

- 100% natural, no artificial colours, no artificial flavours, no sweeteners or sugars, no preservatives
- High alkaline pH 8-9
- 40% ABV 750ml bottle

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Award Winning

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Just over a year in existence and Offshore Vodka achieved a stunning accolade by winning the coveted **Double Gold** medal at the 2023 San Francisco World Spirits Competition (SFWSC).

The SFWSC is the pinnacle of spirits competitions – 70 judges from around the globe blind tasted and evaluated approximately 5,500 spirits over 3 days in April 2023. A Double Gold medal is only awarded to products that receive a gold rating from every member of the judging panel (comprising the most respected, experienced experts in the spirits industry) and are considered amongst the finest spirits in the world. The SFWSC medal is a testament to our hard work and a universally recognised indicator of exceptional quality and craftsmanship.

We were also mentioned in a Forbes article (29 April 2023): The World's Best Vodkas, According to the 2023 San Francisco World Spirits Competition.

Offshore Vodka gained enormous recognition and credibility winning this prestigious international award, which helped garner a flood of attention in our home Australian market from consumers and Australia's largest retailers. They now stock Offshore Vodka in their stores nationally – boosting sales:

- Liquorland (liquor store chain, 700+ liquor stores, owned by Coles Group, ASX listed company)
- First Choice Liquor (liquor store chain, 100+ liquor superstores, owned by Coles Group, ASX listed company)
- Dan Murphy's (liquor store chain, 270+ liquor stores, owned by Endeavour Group, ASX listed company)



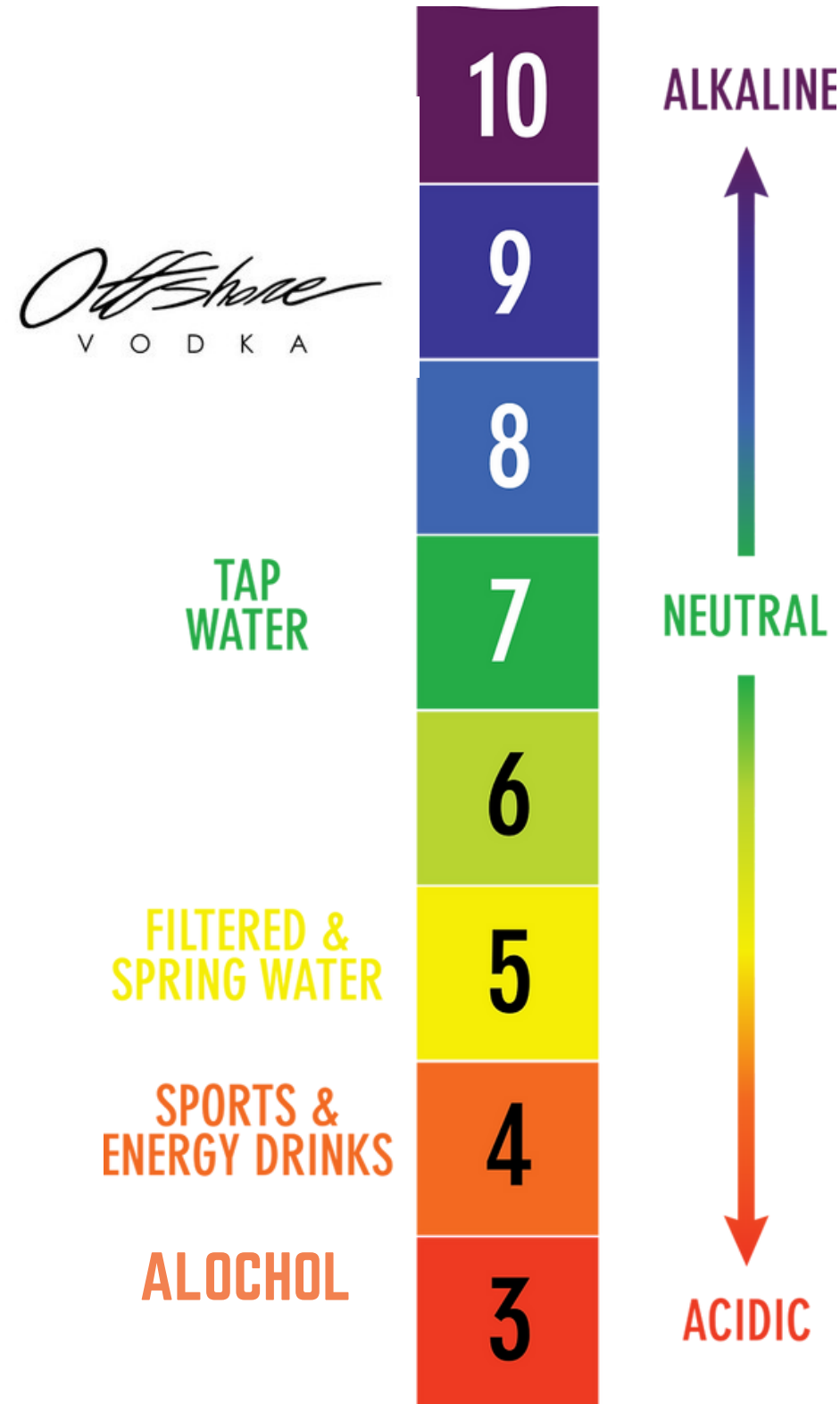
Additionally, this international distinction helped to open doors and unlock new business opportunities in the massive United States market. The first shipment of Offshore Vodka was shipped in early 2024!

Alkaline Explained

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In today's modern world, the standard busy lifestyle increases the body's exposure to high levels of acid accumulation. Dietary intake of sugars, meats, dairy, alcohol and processed foods, as well as external influences of stress increase acid within the body.

The pH scale measures how acidic or alkaline a liquid is. The pH scale ranges from 0-14 and the pH value is classified as:

- Acidic (pH < 7)
- Neutral (pH = 7)
- Alkaline (pH > 7)

The human body naturally maintains a slightly alkaline pH level of around 7.4 to support various cellular functions and metabolic processes.

Most alcoholic beverages are acidic, and in many cases have a pH level as low as 3. Offshore Vodka has a high pH level of between 8-9. This higher alkalinity offers multiple benefits for the body.

Offshore Vodka makes no health claims. However, customer feedback comes in advising of how our Premium Alkaline Vodka has helped reduce dehydration, harsh burn and hangover effects encountered while consuming alcohol.

The Alkaline Difference

During initial product development, we tested many different alkaline water types in the Offshore Vodka recipe.

Most alkaline water brands use electrolysis and calcium carbonate additives as a cheaper and more efficient process to artificially raise the alkaline level of the water. This is not stable, and the pH level drops back to its natural pH state within 3-6 months. These waters tend to have chalky or metallic after taste.

We infuse our water with marine minerals which is by far the superior method and aligns with our strategic objective of creating a 100% natural product.

Offshore Vodka is 100% natural and contains no additives. The alkaline level is raised naturally by infusing the water with a marine mineral filtration process. This natural process results in a stable pH level of between 9-10 and the clean crisp taste that Offshore Vodka is renowned for.

Offshore Vodka benefits from this base water's unique quality characteristics, and is the secret behind the stable and high alkaline pH level 8-9 that is unique to our Premium Alkaline Vodka.

Most vodka producers add sugar to their recipes to reduce the harsh burn. Offshore Vodka is a 100% natural product – no artificial colours, no artificial flavours, no sweeteners or sugars, no preservatives.

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Design and Package

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Most consumers will try a new spirit brand just because it looks good. To match the high quality and great value for money of Offshore Vodka, we have stylish packaging with the right personality to differentiate the brand experience, attract consumers and keep their attention.

Our 750ml bottle design looks good, truly stands out on the store shelf and on the back bar, and increases the brand's perceived value:

- Frosted 750ml glass bottle
- Matte finish printed labels
- BVS LUX 30 x 60 twist cap top
- LED light

Each bottle comes with a self-adhesive blue LED light that is fitted to the punt at the bottom of the bottle. This unique feature quickly transforms the bottle into a blue LED light up party bottle!

The LED light battery life is 8 hours when in continuous use mode. Different LED light colours (eg: green and red) can be supplied to support specific in-market promotional campaigns.

Production

The production facility consists of a sophisticated bottle filling and packing line featuring modern equipment with a capacity of 3,000 bottles per hour to ensure the highest quality, reduce production lead times, maintain optimal inventory levels and meet customer specific demands for smaller or larger shipments.

Our warehouse is equipped with bulk pallet storage, B double truck access and shipping container loading facilities to ensure the timely delivery of the Offshore Vodka to customers.

The finished product is placed on pallets for easy loading and unloading in 20ft containers. For export markets, each 20ft container contains 1,680 cases (6 pack) of Offshore Vodka in a 10-pallet configuration.

We partner with leading and reliable freight companies to help our customers reduce the cost and time for shipping around the world.

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Marketing

Marketing is a vital activity for Offshore Vodka to promote the brand. We are committed to supporting our distribution partners to bring Offshore Vodka to market, create brand awareness (so more and more people learn about Offshore Vodka and wish to experience its super smooth, clean and crisp taste first-hand), and establish the brand's presence in the market.

Offshore Vodka manages all online marketing campaigns. We develop marketing strategies focused on delivering "consistent" messaging and visuals that resonate with consumers – to increase brand awareness, create a strong emotional connection and build long-term brand loyalty.

We run consumer awareness campaigns, particularly through our social media channels (Instagram, Facebook and YouTube) and website, as well as events and brand activations to connect with target audiences and promote Offshore Vodka.

Offshore Vodka has the tools to drive sales and maximise product visibility for the off-trade and on-trade channels:

- Digital marketing (Facebook ads, Instagram ads, Google AdWords)
- Point-of-sale materials (counter posters, wobblers, neck tags)
- Promotional gifts (Offshore Vodka bikini, hat, unisex T-shirt)
- Product samples
- Brand activations (exclusive launch, tasting events)
- Sponsorships (media, sporting events)

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Social Media

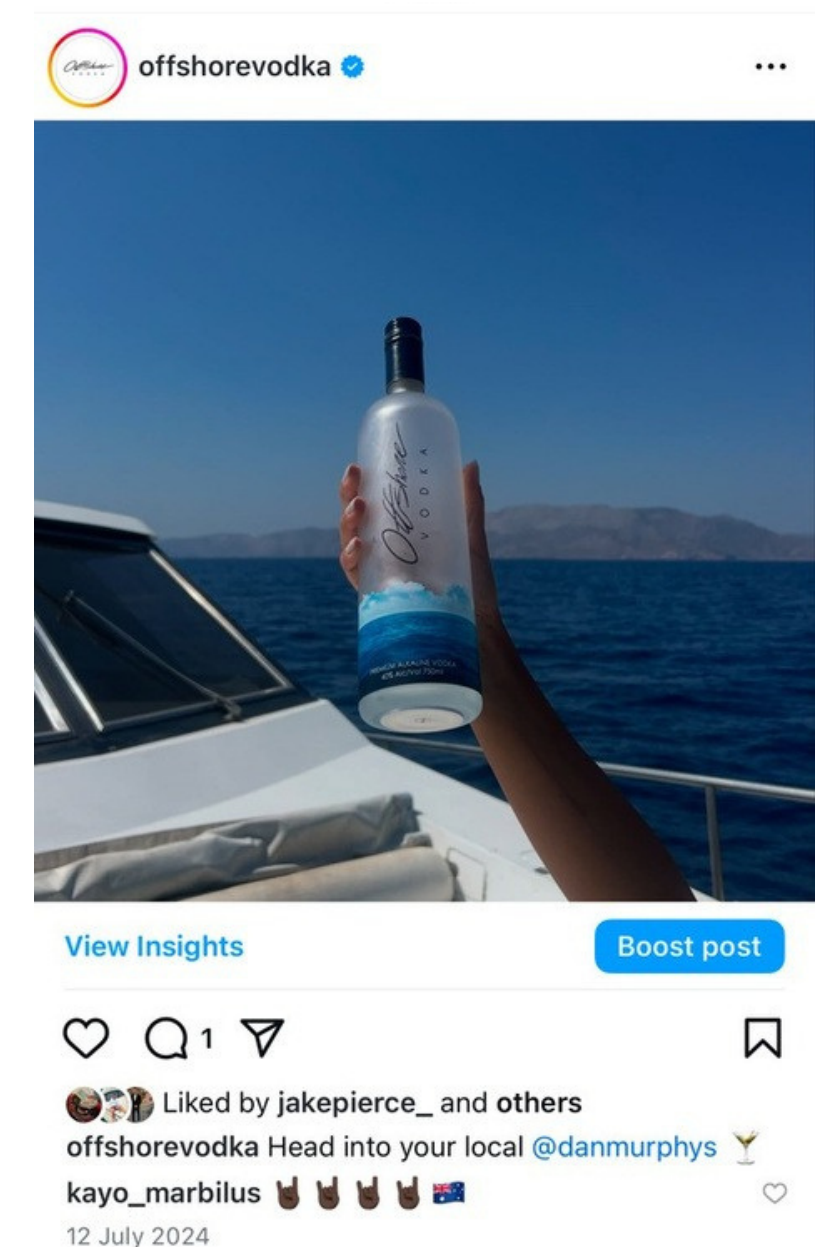
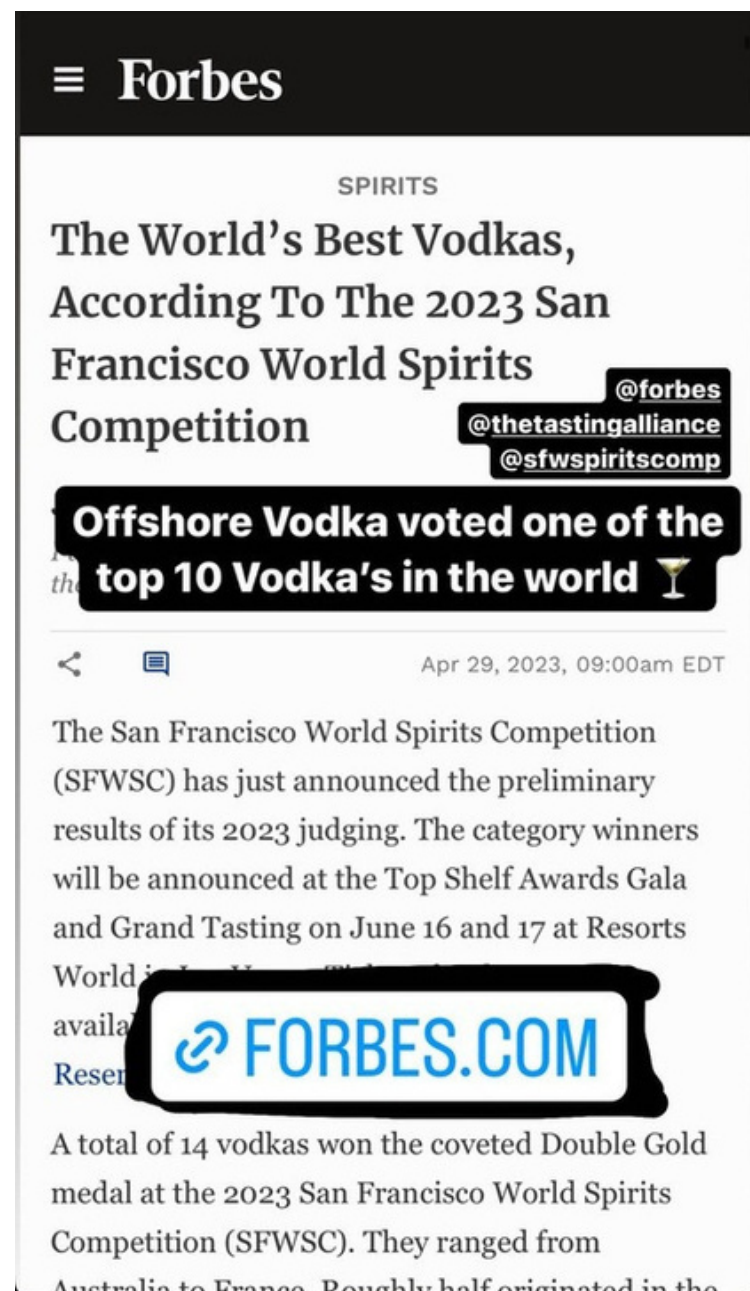
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Offshore Vodka leverages social media to engage with consumers, create brand awareness and build brand loyalty.

Our social media channels include Instagram, Facebook and YouTube – which help us to connect with target audiences. We put up content, run ads, share our latest product promotions and events, while also receiving feedback from consumers.



Brand Positioning

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Offshore Vodka is a premium quality vodka, and its brand and price positioning shall be parity to other premium category imported vodkas – with high margins available for distributors.

Winning the coveted Double Gold medal at the 2023 San Francisco World Spirits Competition, a universally recognised indicator of exceptional quality and craftsmanship, differentiates Offshore Vodka from competitors – giving the brand opportunities to position in the premium category.

The super smooth, clean and crisp taste of Offshore Vodka's Premium Alkaline Vodka helps tremendously in brand loyalty. With increasing brand awareness, Offshore Vodka has the potential to be an aspirational choice as consumers will keep buying the product once they taste it – resulting in steadily increasing sales.

Examples of Offshore Vodka's price positioning on the selves of Australia's largest liquor store chains. All prices in AUD\$.



Home Australian Market

Offshore Vodka entered the home Australian vodka market dynamically at the beginning of 2022.

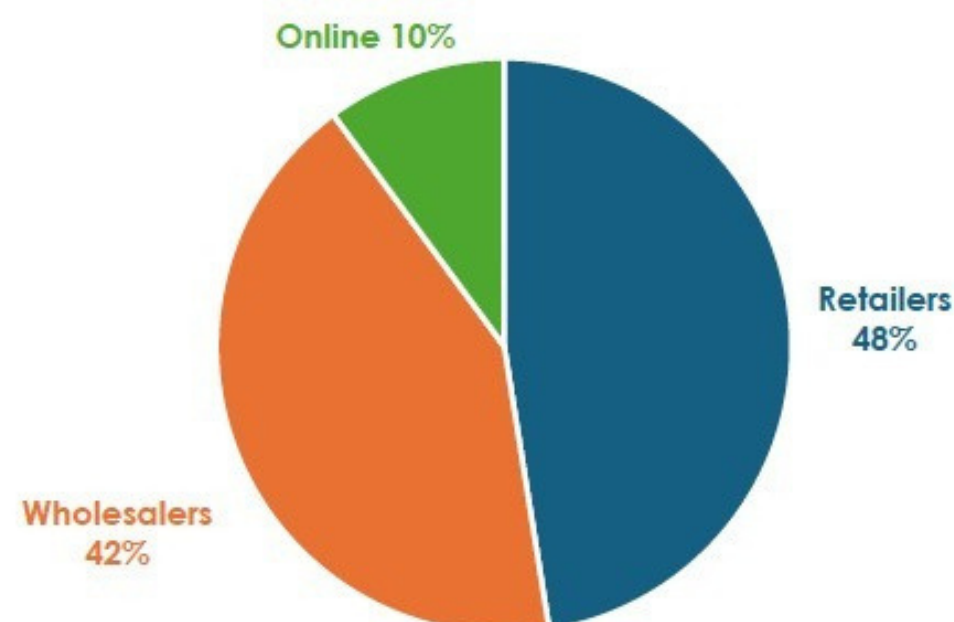
We currently serve a diverse customer base which includes retailers, wholesalers, on-trade establishments and direct-to-consumer (who purchase directly from our online store) segments across a variety of channels.

We have established a sound business footprint and achieved exceptional sales growth success particularly in the retailers segment, where consumers make choices from amongst a diverse range of established vodka brands.

Highlights within 3 years of operation 2022 – 2024:

- Presence in Australia's largest liquor store chains
- Expanding market share
- 10X volume growth in 2024

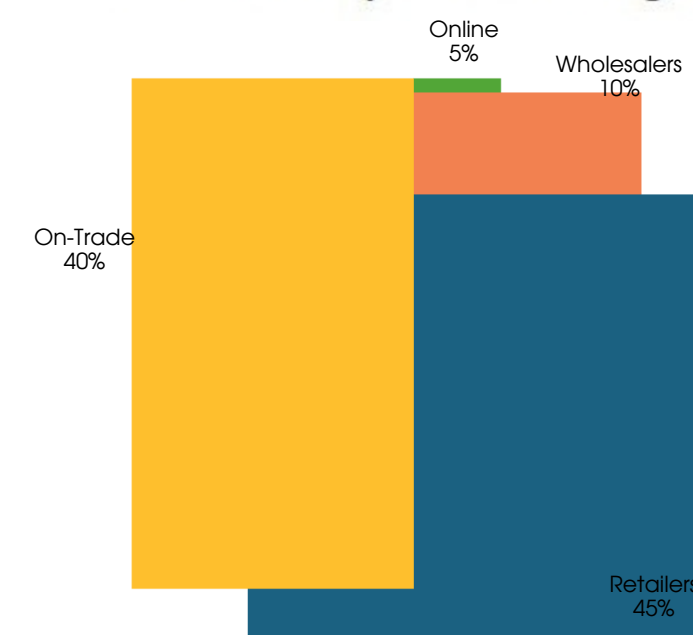
2022 Volume by Customer Segment



2023 Volume by Customer Segment



2024 Volume by Customer Segment



Customer Feedback

Offshore Vodka understands the importance of creating positive customer experiences to retain their loyalty and attract new customers. We encourage customers to share their experiences, feedback and suggestions. Customer feedback is taken seriously and used to improve our product and services.

We maintain several communication channels open with customers such as social media, trade events, sponsored events, reviews and comments on our website.

Examples of customer feedback:

"Incredibly Smooth! *Never heard of alkaline vodka before so I thought I'd give it a try. I was blown away! It's so smooth and doesn't burn! Will definitely be back for more.*" – Jim

"I Know Drink Offshore Vodka. *I was given a bottle of this and decided to try one night mixing it with some soda water. I have to say that it was amazingly smooth. This stuff is really good. No hangover at all.*" – Daniel

"Sensational Vodka. *Amazing vodka. Not the typical harsh vodka taste and smell. Alka Power is an amazing water and to see this collaboration into vodka is awesome. Reduced my hangover significantly. Recommend.*" – Leah

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Value Proposition 1



Offshore Vodka's aim is serving as a committed and trusted supplier to our distribution partners. We are focused on helping our distribution partners significantly and rapidly maximise competitive differentiation, generate revenue, increase profit margin, and grow market share.

Brand – Offshore Vodka makes the world's only Premium Alkaline Vodka. A premium Australian brand with an international character, allowing Offshore Vodka to leverage brand recognition and customer loyalties, and giving the brand an edge over the competition in new markets and channels.

Innovative Product – Authentic, innovative, **patented**, award-winning, 100% natural, high alkaline, premium vodka made from 100% Australian grown wheat and uniquely infused with Alkaline Water for superior smoothness and unique alkaline benefits. By combining premium spirits with premium high alkaline water, Offshore Vodka has pioneered the world's only Premium Alkaline Vodka.

Commercially Relevant – Tapping into growing consumer trends of craft spirits and better-for-you drinks. In a rapidly changing global alcoholic beverages market, Offshore Vodka is marketable and consumer-driven, enabling the brand to be prominently featured on retail shelves and on-trade establishment spirits lists. A brand consumers really want to buy that has a clear market value for trade spirits buyers – offering high margins and high turnover.

International Distinction – Double Gold medal at the 2023 San Francisco World Spirits Competition – only awarded to products that receive a gold rating from every member of the judging panel and are considered amongst the finest spirits in the world. In a saturated marketplace, it sets Offshore Vodka apart from competitors, and gives trade spirits buyers the reassurance that Offshore Vodka is a brand their customers want to buy.

Superior Taste – Super smooth, clean and crisp tasting vodka that is easy to drink – enjoyable neat, on the rocks or mixed in a cocktail.

Unique Quality Characteristics – 100% natural (no artificial colours, no artificial flavours, no sweeteners or sugars, no preservatives), high alkaline pH 8–9 and 40% ABV 750ml.

Value for Money – Offering great value for money to consumers and trade spirits buyers. Offshore Vodka delivers the right quality and taste, at a competitive price, for the premium category that the brand is operating in.

Value Proposition 2



Design and Package – Stylish packaging with the right personality to differentiate the brand experience, attract consumers and keep their attention. The 750ml bottle design truly stands out on the store shelf and on the back bar. Each bottle comes with a self-adhesive blue LED light that is fitted to the punt at the bottom of the bottle, quickly transforming the bottle into a blue LED light up party bottle.

Home Australian Market Success – Delighting consumers, leading retail chains, wholesalers and on-trade establishments across a variety of channels, and differentiating Offshore Vodka from competitors.

Marketing Support – Offshore Vodka provides ongoing marketing funds and support to help our distribution partners develop the business in the off-trade and on-trade channels including digital marketing, point-of-sale materials, promotional gifts, product samples, brand activations and event sponsorships.

Patented Product – Offshore Vodka holds valuable intellectual property in the form of product formulation, trademarks and innovation patent covering alkaline vodka. This allows Offshore Vodka to protect its brand identity and gain a competitive advantage.

Expertise – Offshore Vodka has the production capacity, resources, commitment, experience, know-how, and business processes in place to establish and support international supply partnerships with distributors.

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