



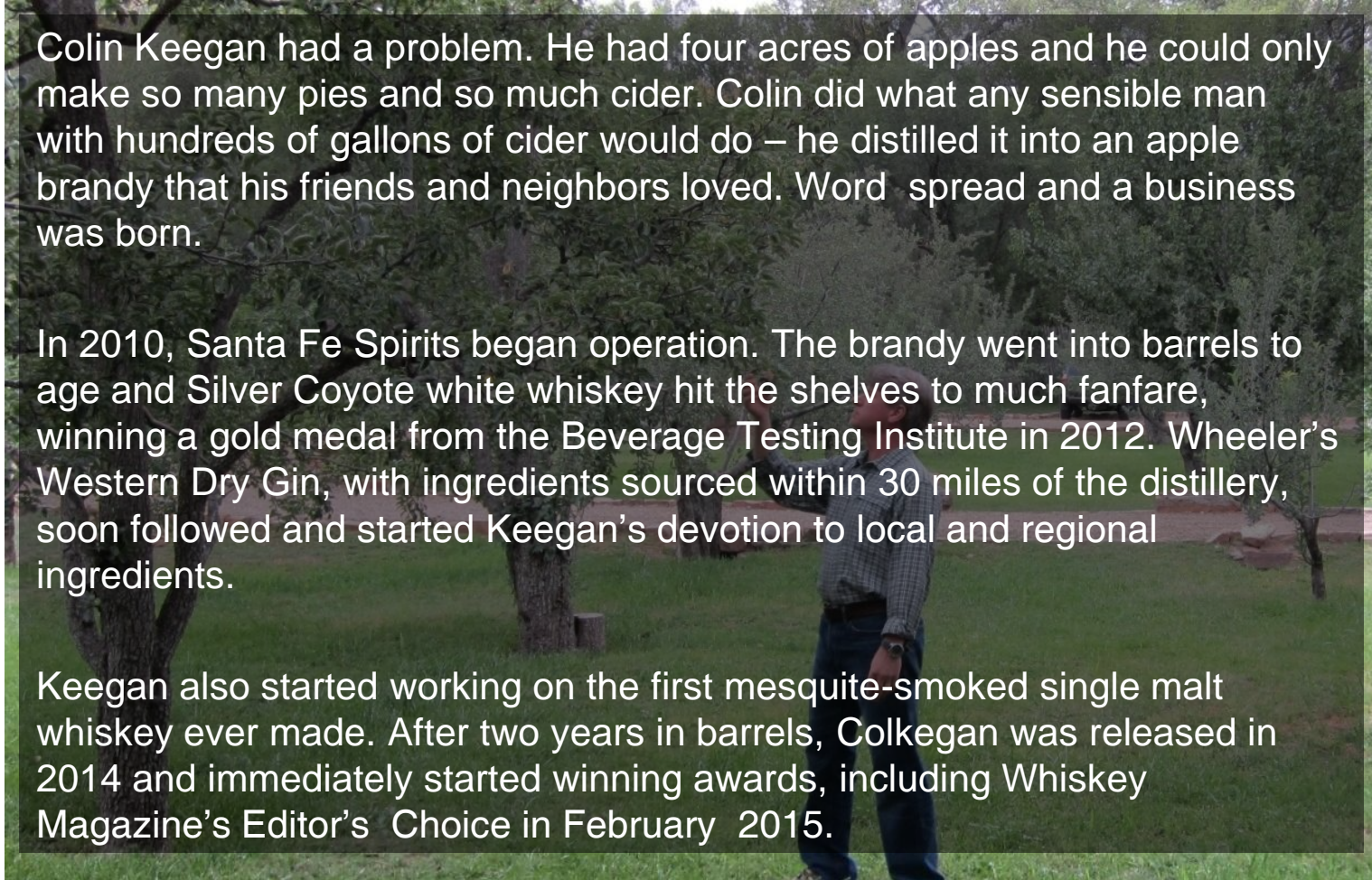
2015

THE LEGEND BEGINS

Colin Keegan had a problem. He had four acres of apples and he could only make so many pies and so much cider. Colin did what any sensible man with hundreds of gallons of cider would do – he distilled it into an apple brandy that his friends and neighbors loved. Word spread and a business was born.

In 2010, Santa Fe Spirits began operation. The brandy went into barrels to age and Silver Coyote white whiskey hit the shelves to much fanfare, winning a gold medal from the Beverage Testing Institute in 2012. Wheeler's Western Dry Gin, with ingredients sourced within 30 miles of the distillery, soon followed and started Keegan's devotion to local and regional ingredients.

Keegan also started working on the first mesquite-smoked single malt whiskey ever made. After two years in barrels, Colkegan was released in 2014 and immediately started winning awards, including Whiskey Magazine's Editor's Choice in February 2015.



TALKING POINTS

- Santa Fe Spirits aims to capture the spirit of the Southwest with local ingredients and regional flavors – we have true Terroir
- New Mexico's premier artisan distillery
- Truly handmade, artisanal products
- Distilled, bottled and labeled in Santa Fe, NM
- Colkegan is barrel aged for two years in 53-gallon barrels for a mature tasting whiskey that isn't over-oaked like many aged in smaller barrels
- Sophisticated products for sophisticated drinkers
- Each spirit has several awards from nationally acclaimed judging panels
- Frequent reviews in national and regional publications
- Priced competitively for the national marketplace



TALKING POINTS, cont

- Santa Fe Spirits has been recognized in national publications like The Wall Street Journal, Forbes, Whiskey Advocate, The New York Times, Edible Magazine, Toronto Star and more.
- In-house marketing team
- In-house sales team
- Nationally recognized, head distiller John Jeffrey taught the course on distilling at Michigan State University
- 5 years in the industry, we're no fly-by-night operation
- Capacity to distill 36,000 gallons a year
- Distributed in 7 states, from East Coast to West Coast



COLKEGAN SINGLE MALT

Colkegan Single Malt is mesquite smoked to give it a distinctly Southwestern flavor that is reminiscent of a fine scotch. Aged a minimum of 2 years in new American oak and used bourbon barrels, Colkegan has a mature flavor not found in many American craft whiskies. Hand crafted and hand bottled in small numbered batches.

TASTING NOTES:

Whisky Magazine says, “A nose of white chocolate, orchids... summer berry fruits, and marzipan...this is a real delight of a nose.” The palate is...charming in the mouth with white chocolate... warm hickory wood, rosehip syrup, black currant... some bitter cherry stones, a hint of Mozart chocolate bitters and a bit of raw rhubarb.” Finish is “chewy and soothing.”



Editor's Choice – 2015 Whisky Magazine
Gold – 2014 Telluride Distillery Tasting
Silver – 2014 San Francisco World Spirits Competition
Silver – Breckenridge Craft Spirits Festival

APPLE BRANDY

Santa Fe Spirits Apple Brandy is an unsweetened brandy made in the Calvados style. It uses Jonathan and Gala apples from Colin Keegan's own orchard, as well as apples from Southern Colorado. It is aged almost a year in new American oak barrels then bottled by hand in Santa Fe, NM.

TASTING NOTES:

Serious Eats says, "is an oak-laced homage to the classic Calvados brandies from France. It's medium-bodied with bursts of honey and allspice from the time spent in new American oak barrels, and a crisp closing bite from the use of Jonathan and Gala apples. Mix a few ounces in a hot toddy with a ribbon of honey to counteract the brandy's dryness."



Gold – 2013 Denver International
Spirits Competition
Silver – 2012 San Francisco World
Spirits Competition
Silver – 2012 Beverage Testing Institute

WHEELER'S GIN

Wheeler's Western Dry Gin is a true expression of the high desert of New Mexico. All of the botanicals – juniper, cholla cactus blossoms, white desert sage, osha root and cascade hops – are sourced within 30 miles of the distillery. This truly unique and regional gin is an excellent sipper but stands up well in a variety of cocktails.

TASTING NOTES:

The Gin Is In says, "Vividly and powerfully aromatic, bright sage...after a spring rain aroma, leading you into some deeper juniper notes, with earthy depth in the lower notes...At first, a touch of a floral lift, with a stab of sage oil, the mid-notes are richly complex with at first vegetal, crisp, green notes, then some sweeter, spicier hints...recognizable juniper here, before a hint of citrusy sweetness giving way to a long sage note that dominates the finish. Crisp and bright. "



Gold – 2013 The Fifty Best
Silver – 2013 San Francisco World
Spirits Competition
Silver – 2013 Beverage Testing Institute

SILVER COYOTE

Silver Coyote is twice distilled and bottled in Santa Fe using only 2-row barley to create a well-balanced white whiskey that pairs well in a variety of mixed drinks, from margaritas to manhattans.



TASTING NOTES:

The Beverage Testing Institute says: "Attractive aromas of crusty raisin bread and macadamia nut praline with a silky, fruity-yet-dry medium body and a delicate honeyed granola, limestone, and spice finish."



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POINTS

Exceptional

BY THE BEVERAGE TESTING INSTITUTE
www.tastings.com | 30 Years Of Trusted Reviews

Gold – 2012 Beverage Testing Institute
Gold – 2014 Telluride Distillery Tasting
Silver – 2012 San Francisco World Spirits Competition
Silver – 2013 Denver Int. Spirits Comp.

EXPEDITION VODKA

Expedition is a premium vodka distilled six times from corn for a smooth, award winning vodka that is competitively priced for a craft spirit. Proofed with Sangre de Cristo mountain water and hand bottled in Santa Fe, NM.

TASTING NOTES:

Tastings.com says: "Mild aromas of candy corn and toasted nut bread with a supple, dryish medium body and a... frosted fruit pastry, and pepper accented finish. Nicely styled for sipping or mixing."



Double Gold – 2014 Fifty Best
Silver – 2013 San Francisco World
Spirits Competition
Silver – 2013 Beverage Testing Institute
Double Gold – 2013 Fifty Best

SALES INFORMATION

**Contact Santa Fe Spirits for FOB pricing.
505-467-8892 or info@santafespirits.com**

CLOSING THOUGHTS

- Spirits portfolio that appeals to traditional spirits enthusiasts, craft spirits devotees and adventurous drinkers looking for something unique
- More innovative (and tasty) products on the horizon
- Devotion to truly hand-made, artisanal spirits with a focus on local ingredients means we have a great story to tell about the brand
- Continued growth of 50-100% annually
- Positioned for future growth

