



**“A BOUTIQUE WHISKEY BRAND
BORN FROM THE HEART OF THE
AMERICAN METAL CUSTOM SHOP”**

MARCH 2024 CONFIDENTIAL



THE AMERICAN METAL BRAND

MISSION STATEMENT

Connect with custom car and motorcycle enthusiasts by leveraging the authenticity of our award-winning custom shop and delivering a premium whiskey created specifically for that lifestyle, at an accessible price.

AUTHENTICITY AND CRAFTSMANSHIP

American Metal Customs is an award-winning custom shop that builds and restores classic cars and motorcycles showcasing the glamour and elegance of vintage design coupled with the raw grit and pride of hand-made American craftsmanship.

American Metal Whiskey is an award-winning small-batch, boutique whiskey that embodies the same values of craftsmanship, creativity, and attention to detail that goes into every car and bike built by American Metal Customs.

American Metal exemplifies the spirit of American ingenuity and excellence with a commitment to world-class craftsmanship, an unwavering dedication to pushing the boundaries of what's possible, and a passion for creating custom cars, motorcycles, and insanely good whiskey.



PRODUCTS DELIVER ON BRAND PROMISE

PACKAGING

Elegant, high quality, substantial.
Iconic branding elements. Visually striking.

PRODUCT

Born in Tennessee, matured in Vermont.
Aged for at least 4 years, brought to proof with pure distilled water.

TASTING NOTES (90 PROOF)

The slightly sweet, toasted oak nose is confirmed on initial taste, with subtle vanilla and light caramel flavors accompanying a pleasing heat that follows. The high corn mash bill is apparent at the finish as the sweetness returns along with a lingering warmth that invites another taste.

AWARDS

2023 Ultimate Spirits Challenge

- Chairmans Award Finalist
- 92 Points -Excellent" and "Highly Recommended"



2023 Wausau Coated Products Label Award

- People's Choice Award



\$49.99
90 PROOF

\$229.99
96 PROOF

WHY AMERICAN METAL?

A TRUE LIFESTYLE BRAND

- Our award-winning custom shop gives the whiskey real authenticity and provides a deeper connection with audiences engaged in the custom car and motorcycle lifestyle.

CONNECTED TO A HUGE GLOBAL AUDIENCE

- Josh Allison and our custom shop team already access highly engaged enthusiasts.
- The US has 13MM motorcycle, 10MM hot rod, and ~69MM car enthusiasts*.

LEGIT WORLD-CLASS WHISKEY

- Audience response has been overwhelmingly positive among tens of thousands of 'tasters' since 2022.

TARGETED CONSUMER MARKETING

- Sampling events, lifestyle event activation and 'liquid to lips' tastings are core to our campaign.
- Targeted digital, print, OOH supported by social media and select industry influencer collaborations.

ROBUST TRADE SUPPORT

- We will support the trade with staff education, tastings, drive-to-retail messaging at every location stocking American Metal Whiskey.
- Local Sales and Activation Teams made up of custom car and motorcycle enthusiasts

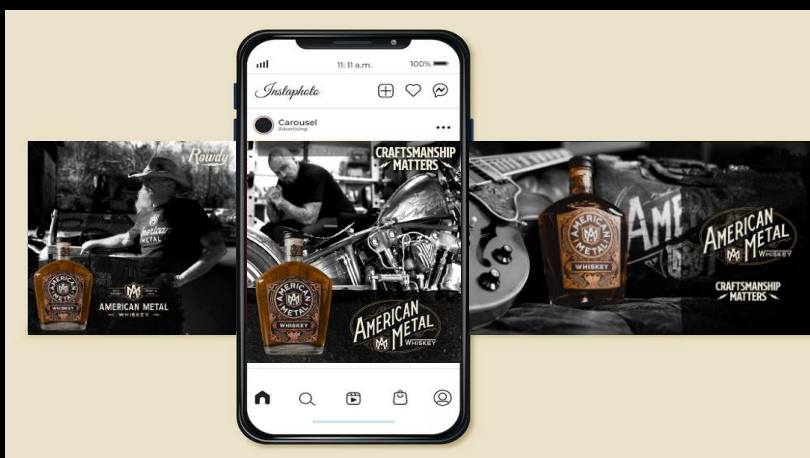


*Fact.MR 2023 Motorcycle Market Report

*MMR Car Modification Market report – Global Industry Analysis and Forecast (2023-2029)

BRAND MARKETING

A curated mix of traditional, programmatic geo-fenced digital and social media marketing around accounts and core lifestyle events



BRAND ACTIVATION

MAJOR LIFESTYLE EVENTS

- In Person Activation
- Before + After Parties
- Industry Engagement

TASTINGS + HAND SELLING

- On-Premise
- Off-Premise

GIFTING



The background of the slide features two bottles of American Metal Whiskey in the foreground. The bottle on the left is labeled 'WHISKEY' and 'PRECISION DISTILLER'. The bottle on the right is labeled 'SINGLE BARREL WHISKEY' and '10 YEAR'. Behind the bottles is a large, dark, out-of-focus image of a wagon wheel. The entire scene is set against a dark, textured background with decorative corner elements in the top-left and bottom-right corners.

STAY
Rowdy

THANK YOU!

AMERICANMETALWHISKEY.COM
AMERICANMETALCUSTOMS.COM