

**V** a Victory Spirits Development platform

THE VISION - 2026

# Barrel Lab

The integrated online **barrel-to-bar** platform.

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Inventory · AI Matching · Compliance · Route to Market

Confidential

# The lifecycle gap

A barrel owner today juggles five or more disconnected vendors to turn aging stock into a shelf-ready brand — brokers, co-packers, glass, label, compliance counsel, and distributors.

Every hand-off is slow, opaque, and expensive. Capital sits idle in warehouses while the window to sell moves.

01

## Fragmented sourcing

Bulk inventory trades through informal broker networks with little price transparency.

02

## Opaque valuation

Owners rarely know what a lot is truly worth — or the right moment to sell.

03

## Compliance maze

TTB, COLA, and 50-state licensing turn launches into month-long projects.

04

## Costly advisory

Legacy players charge heavy monthly retainers for guidance owners can't easily shop.

# A market at its entry point

**\$8.3B** → **\$11.3B**

American whiskey market, 2024 → 2029

**6.5%**

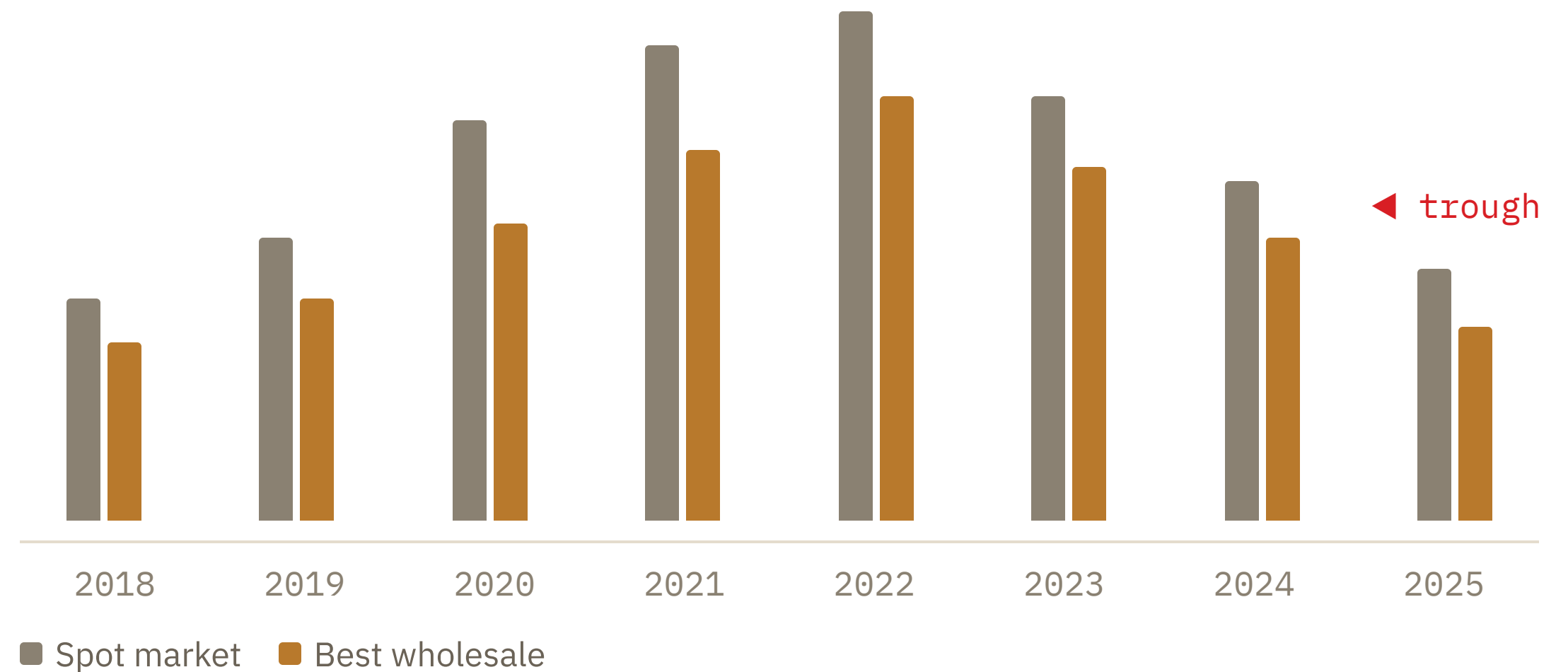
Category CAGR through 2029

**14M+**

Barrels aging in Kentucky alone

## 4-year bourbon value per barrel

2018–2025 · \$ / bbl



Last year, our focus was acquiring as much below-market inventory as possible. We continue to do that — but the bigger opportunity now is helping get **more juice from barrels into bottles**: the fastest way to clear distressed, heavily discounted stock and draw down the oversupply.

# One platform for the entire barrel-to-bar lifecycle

From bulk inventory to a brand on the shelf — Barrel Lab replaces five siloed vendors with one connected system.

## PILLAR 01

### Inventory, Valuation & Marketplace

List, value, and sell bulk barrels — while identifying the strongest opportunities to launch new Bourbon Bond Funds.

## PILLAR 02

### AI Partner Matching

Match owners to the best co-packer, glass, label, and brand-development partners.

## PILLAR 03

### Compliance Engine

Automate TTB, COLA, and state licensing to clear the path to market.

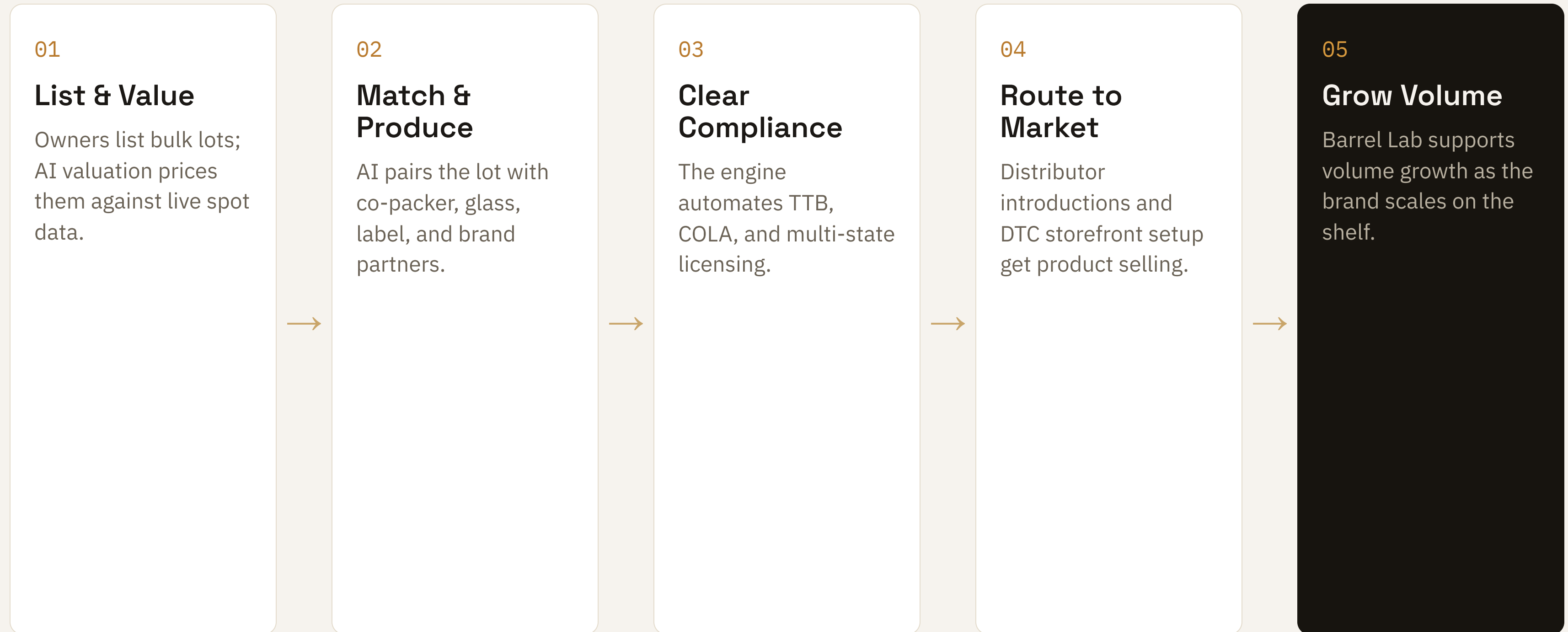
## PILLAR 04

### Route to Market & DTC

Distributor introductions, three-tier navigation, and DTC storefront setup.

# The barrel-to-bar lifecycle

One continuous flow — every stage handled inside a single connected platform.



# Inventory, valuation & marketplace

- **Live listings.** Owners post bulk lots by age, mash bill, and volume.
- **Data-driven valuation.** AI prices each lot against live spot and wholesale benchmarks.
- **Buyer matching.** Verified brands and funds transact directly on-platform.
- **Bourbon Bond Funds.** Accredited investors hold aging barrels as a managed asset.


MARKETPLACE Lot #4821

## 4Y0 Kentucky Bourbon

500 barrels · 53 gal · rickhouse-aged

SPOT EST. <b>\$1,700</b>	LAB VALUATION <b>\$1,940</b>
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BUYER INTEREST 7 verified bids



# AI partner matching

Describe the finished product you want to bring to market. The AI agent matches your barrels to the best partners for the job — and books them in a few clicks.

- Co-packers matched by capacity, lead time, and cost
- Glass, closure, and label suppliers
- Brand development by Victory and digital partners

## • AI CO-PACKER MATCH

Top matches for Lot #4821 · 500 bbIs → 750ml

96

**Partner A — Bardstown, KY**

6-wk lead · full bottling · best fit

89

**Partner B — Louisville, KY**

8-wk lead · glass included

84

**Partner C — Lexington, KY**

5-wk lead · lowest cost

# The compliance engine

The step that stalls most launches becomes a tracked, automated workflow — turning weeks of legal back-and-forth into a guided checklist.

- Federal TTB permits & COLA label approval
- 50-state registration & distributor licensing
- Guided by rules that update as regulations change

COMPLIANCE STATUS		12 / 15 cleared
<input checked="" type="checkbox"/>	Federal Basic Permit (TTB)	Cleared
<input checked="" type="checkbox"/>	COLA label approval	Cleared
<input checked="" type="checkbox"/>	Formula approval	Cleared
<input type="checkbox"/>	State registrations — 38 / 50	In progress
<input type="checkbox"/>	Distributor licensing	Queued

## Route to market & DTC

The last mile — from a bottled brand to steady sales. Barrel Lab opens the right doors and sets up direct channels, then supports volume growth.

- Distributor introductions across our network
- Three-tier navigation & market planning
- Turnkey DTC storefront & fulfillment setup

### DISTRIBUTOR PIPELINE

4 states live

**12**  
Intros

**6**  
In talks

**4**  
Signed

### DTC STOREFRONT

**Live in 9 days**

Age-gated · compliant shipping · 41 states

### VOLUME TREND



# Save time and money — without the retainer

A self-serve, AI-driven alternative to high-priced consulting and advisory firms.

## TRADITIONAL ADVISORY

### Legacy players, not innovators

- × Heavy monthly retainers, paid regardless of outcome
- × Siloed services stitched across separate firms
- × Weeks of back-and-forth for every decision
- × Insight stays locked inside the consultant

## THE BARREL LAB WAY

### One platform, aligned incentives

- ✓ Success-based platform fees that scale with your revenue
- ✓ End-to-end lifecycle in a single system
- ✓ AI insights and valuations on demand
- ✓ Benchmarks and data the owner keeps

# Strategic relationships

More than a decade of relationships across the value chain — the liquidity and supply Barrel Lab activates on day one.

To name a few whose inventory we have traded.

## BROKERS & CAPITAL

**IJW Whiskey**

**Whiskey Capital**

**Brindiamo Group**

**Independent Broker Network**

beyond Victory Spirits

## PRODUCERS & BRANDS

**Lofted**

Bardstown & Green River

**Campari**

**Pernod Ricard**

**MGP**

## SUPPLY CHAIN & SERVICES

**Lofted Custom Spirits**

**Middle West Spirits**

**Southern Distilling**

**Regional Craft Network**

producers curated by Victory  
Spirits