

ISOKYRÖ
KYRÖ
DISTILLERY
COMPANY
FINLAND



A black and white photograph of five men in a sauna. They are shirtless and appear to be laughing and relaxing. The sauna is filled with bundles of birch branches, which are used for whisking. The lighting is warm and focused on the men, creating a cozy atmosphere.

STORY BEGINS IN THE SAUNA
...FINNISH VERSION OF THE
IRISH PUB

THE YEAR IS 2011, THE PLACE: VINOPOLIS, LONDON

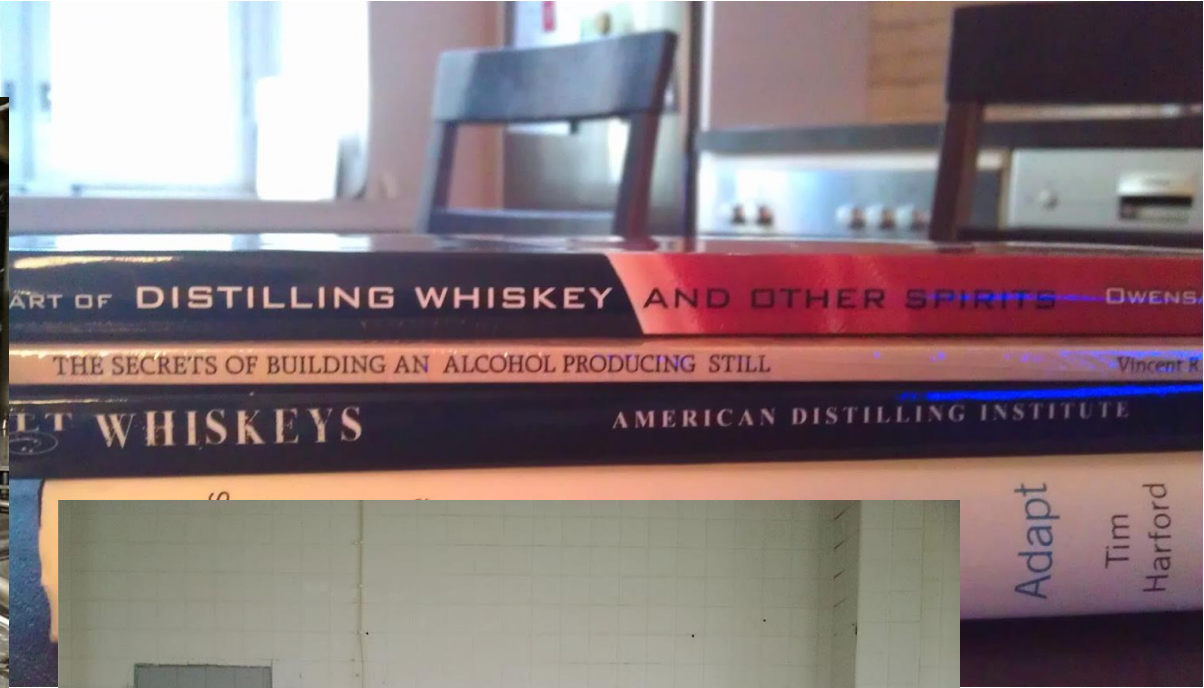


THE BUILD



KYRÖ DISTILLERY COMPANY

COMPANY CONFIDENTIAL



OUR STEPS IN BUILDING OUT A SPIRITS BUSINESS

- 1. RUDIMENTARY UNDERSTANDING**
- 2. CONTEXTUALIZING THE BRAND**
- 3. BUILDING OUT THE PRODUCT**
- 4. LEARNING THE INDUSTRY**

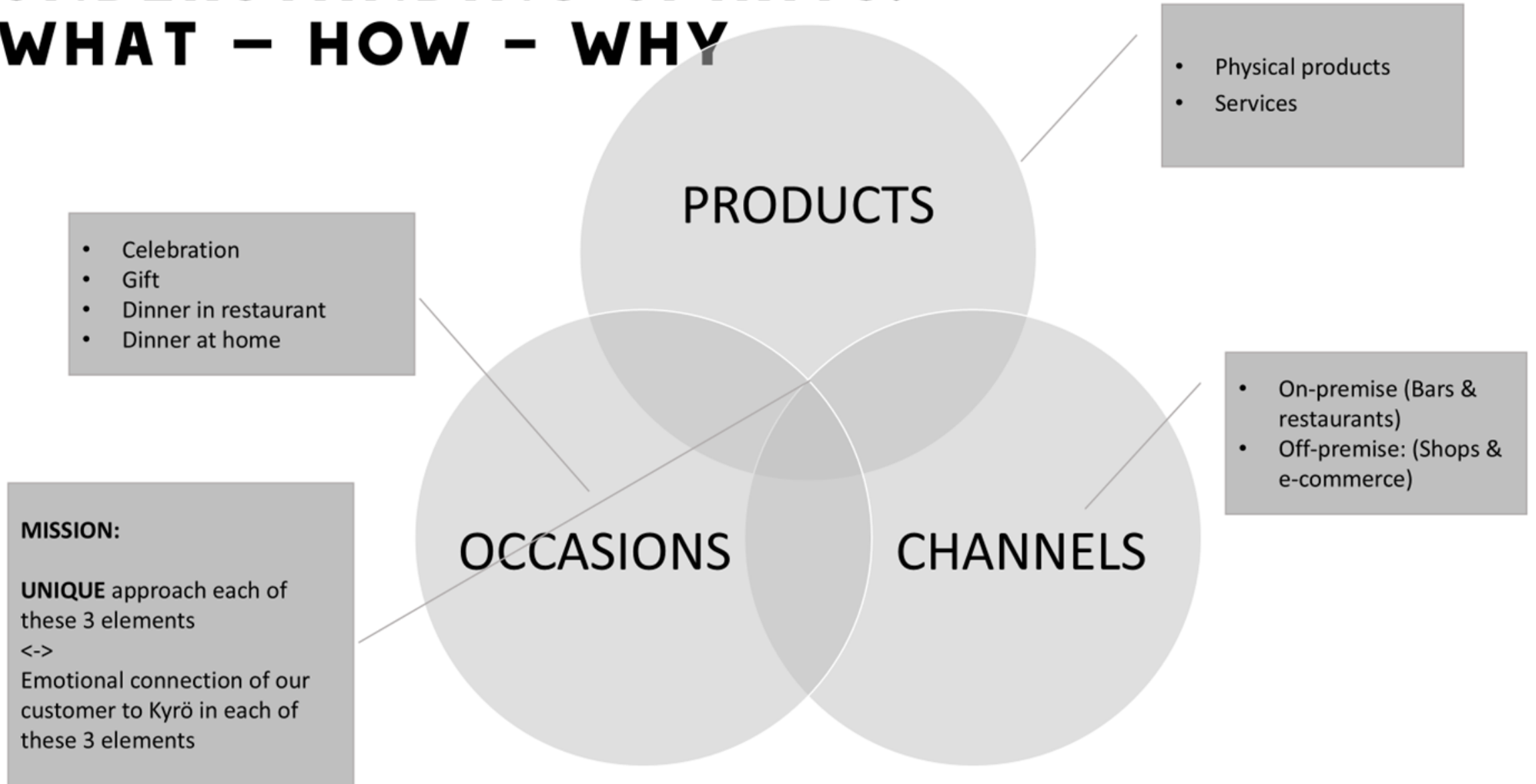


EROTU SIELLÄ, MISSÄ MUUT EIVÄT

FOUNDING TEAM

01	RISK TOLERANCE	<ul style="list-style-type: none">• How do I view growth?• To loan or not to loan?
02	PERSONALITY	<ul style="list-style-type: none">• We are never just one thing (“brilliant”, “idiot”, “kind”)• Complementary vs. Likeness
03	TIME HORIZON	<ul style="list-style-type: none">• Ownership strategy• Growth strategy• Exit considerations
04	COMMITMENT LEVEL	<ul style="list-style-type: none">• Effort levels• Lifestyle considerations
05	VALUE SYSTEM	<ul style="list-style-type: none">• Avoid the Milkshake Duck -effect

UNDERSTANDING SPIRITS: WHAT – HOW – WHY



KYRÖ 3.0 STRATEGY

THREE
PILLARS
OF KYRÖ
STRATEGY

LOCAL WHEREVER
WE ARE

FROM CRAFT
TO CONSUMER

KYRÖ
CITIZENSHIP

GLOBAL
TRENDS

LOCALITY AND DESTINATION TRAVEL CRAFT AND IT'S CHANGING MEANING SUSTAINABILITY + HEALTHIFICATION
ACCESSIBILITY AND CONVENIENCE EQUALITY AND CODE-MIXING

STRATEGIC
TARGET
CONSUMER

CULTURAL EXPLORERS AND EXPLORATIVE CONNOISSEURS

BRAND
STRATEGY

WORLD CLASS SPIRITS UNDER ONE, UNIFIED KYRÖ BRAND

MISSION

“DREAM AND DARE”

KYRÖ UNITES SPIRITS, TO DREAM AND DARE TOGETHER. THESE MEANINGFUL MOMENTS OF TOGETHERNESS
ARE WHAT MAKES A TEAM, A FAMILY OR A DISTILLERY GREATER THAN THE SUM OF THEIR PARTS.

VALUES

TRUSTING HUMOUROUS UNPRETENTIOUS ENJOYMENT SOCIAL DARING



**1. RE-CATEGORIZATION IS TOUGH, BUT
DOABLE**

**2. ...SO IS ENGAGING BOTH OLD AND
NEW CUSTOMER GROUPS**

**...BUT IF YOU DON'T DO BOTH YOU'RE
EITHER ACQUIRED (BETTER) OR DEAD
(LESS BETTER) IN THE LONG RUN**

KYRÖ DISTILLERY COMPANY



A black and white photograph capturing a moment of joy and spontaneity at what appears to be a public event or festival. In the foreground, a man with a full beard and a small crown or headband is running towards the camera. He is wearing a white tutu and has his arms outstretched. Behind him, another person in a tutu is also running. To the right, a crowd of people is watching, some holding up phones to capture the moment. The background is slightly blurred, suggesting a large gathering of people and possibly a stage or performance area. The overall mood is festive and carefree.

DREAM AND DARE