

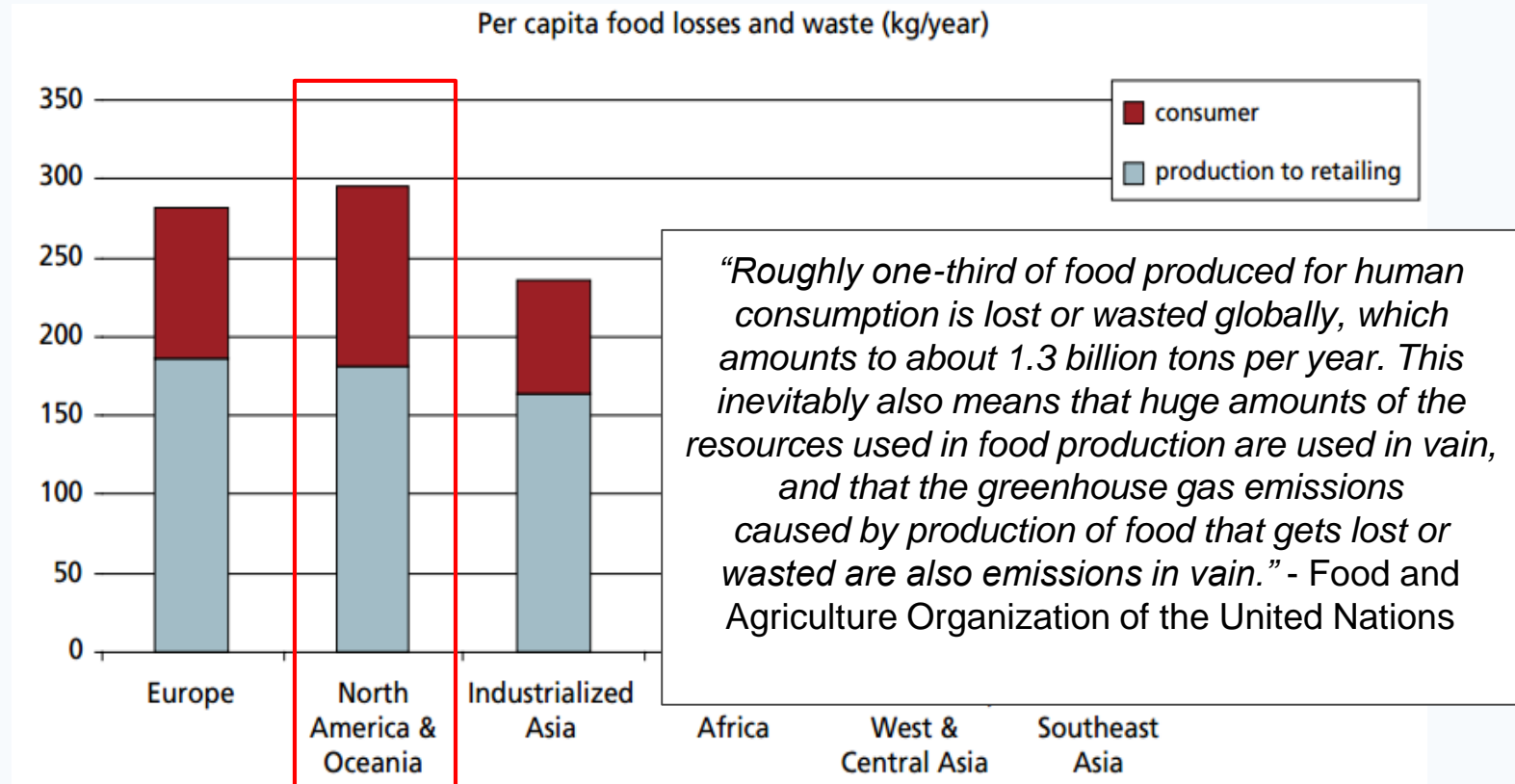
Reclaim, Refine,

ReVodka

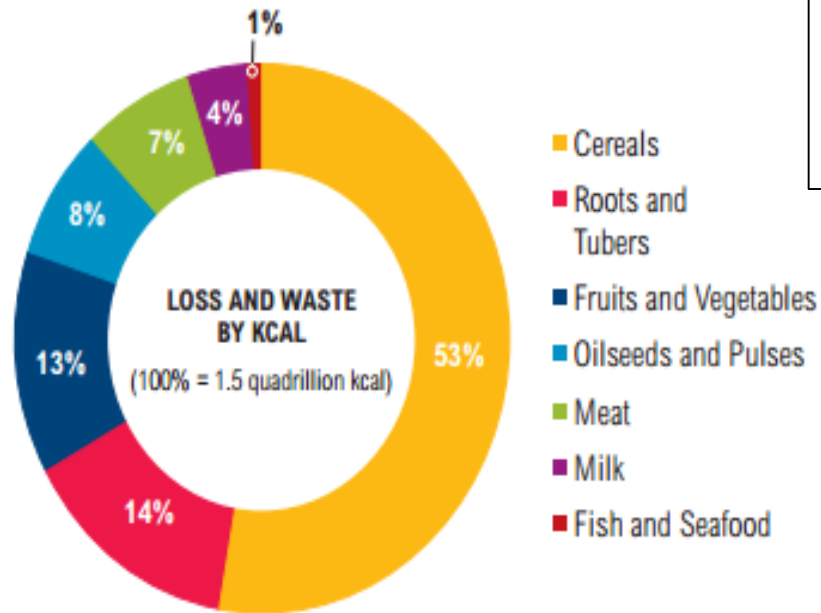


Kristin, Becca, Chris, Severin, Garrett

Nearly 660 pounds of food/person are lost per year in North America & Oceania



Most food waste comes from grain



“Essentially, one out of every four food calories produced for humans is not being consumed.” - Brian Lipinski (author of “Reducing Food Loss and Waste”. 2013.

Source: WRI analysis based on FAO. 2011. *Global food losses and food waste—extent, causes and prevention*. Rome: UN FAO.

We recycle grain factory byproducts into vodka



Byproduct is a natural result of the production of grain foods



Use byproduct from production of cereal and grain manufacturing



Reduce Waste



ReVodka

Process



Sort, Process

Homogenize

Recipe
Refinement

Ferment and
Distill

ReVodka 



Key in-house business processes

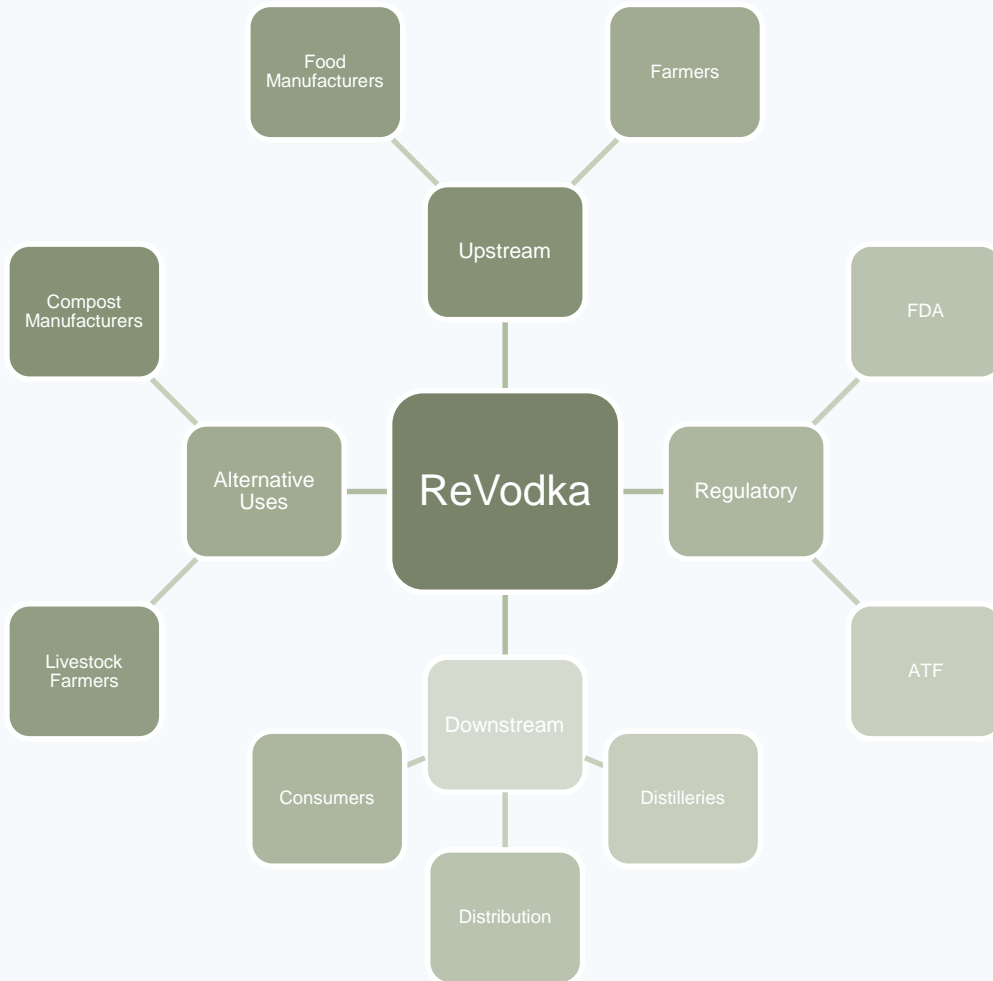
- Source cereal byproducts
- Sort mixed cereal byproducts
- Process into homogenous mash
- Product attributes/recipe
- Quality control

Key external ecosystem processes

- Distillation
- Bottling
- Distribution
- Branding/Marketing



Ecosystem



ReVodka Adding value



For sustainable consumers, ReVodka produces recycled vodka from reclaimed grain-manufacturing byproducts.

- Grain Manufacturers are paid more money for byproducts that are usually sold for a pittance or thrown away
- Ecosystem
 - Saves raw materials
 - No direct competition
- Consumers can purchase a sustainable reclaimed alternative to current spirit options

Adding value: Target Customer



- Sustainable consumer shops at restore/goodwill looks for recycled/reclaimed goods.
- Educated, environmentally conscious, urban, cocktail drinker.
- Middle to upper middle class:
 - Moderately priced: ~\$18
 - Good quality (Targeted rating above 85pts)



Alternative Coalitions that could Compete with ReVodka



Grain food manufacturer: could do this on their own and produce an ethanol product in house



Large distilleries: could obtain the byproducts from the factories themselves and use this material in their own products



Sustainable distillers: who minimize and/or recycle their own waste already

LOVE



VODKA

hate waste

ReVodka



The Team



Garrett Halls

VP of Business Dev
MBA/Home brewer



Chris Ramsay

VP of Operations
MBA



Severin Wandji

VP of Process Engineering
MBA/Engineer



Kristin Mussar

VP of Supply Management
PhC in Pharmacology

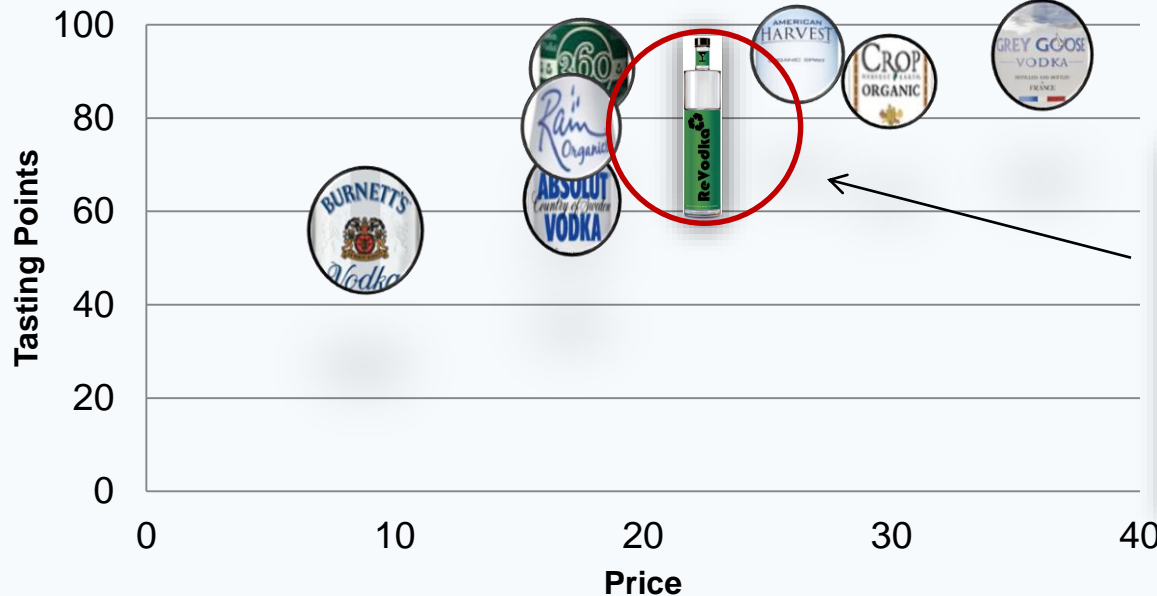


Rebecca Minich

VP of Quality Control
PhC in Pharmacology
Food cert. background

ReVodka Adding value

Nearest Competition



360 organic vodka website:
 "Vodka evolved: 360 vodka is doing everything it can to have the smallest carbon footprint possible. We have the product, packaging, and an environmental benefits statement to prove it."

Burnett's – \$8.99 (\$) 
 360 organic – \$16.99 
 Rain organic – \$16.99 
 Absolut – \$16.99 (\$\$)
 Harvest organic – \$25.99 
 Crop organic – \$29.99 
 Grey goose – \$35.99 (\$\$\$)