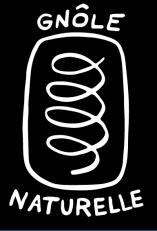


GENERAL PRESENTATION

The distillery













The project team and the advisory board

#### Mr NICOLAS ANGENIEUX:

Former Sales and Technical Director Co-founder of an innovative start-up in 2014, sold in 2018

#### **STUDIES:**

- Master's degree in Biology/Geology, Life and Earth Sciences
- Bac+5 Computer Science
- 40 years of family distillation practices as "Bouilleurs de crus".



#### **Experiences and training:**



#### Distillerie Baptiste.

distillerie Siège social: 2 rte des Séquoias - Chavaillac - 15400 ST ETIENNE DE CHOMEIL FR Tél.: 06 14 60 46 07 - SIRET 824623383 00026 - APE 1101Z - EA FR019 003 E2753 Organisme de Formation: 84150327215 - Certifié QUALIOPI à partir du 19/10/2021

#### Training followed as part of the project:

- 2021: CREA01 TRAINING: Creation of a forecast and a craft distillery business plan. Baptiste FRANCOIS
- 2021: TRAINING: Legal and customs aspects of distillation and the spirit drinks market with Jennifer FRAIR ROSKIS. Baptiste FRANCOIS and Jennifer FRAIR-ROSKIS
- 2022: SPI01 TRAINING: Iron distillation and design of a plant brandy (Gin, Absinthe, etc.) with Martial BERTHAUD MB2202
- April 2022: IMMERSION/LEARNING with a professional distiller. Baptiste FRANCOIS



Other training courses planned at the International Spirits Center (CIDS –SEGONZAC) are planned for 2023: P1W - Perfection and production of whiskeys







#### THE ADVISORY TEAM

In order to put every chance of success on his side, the President wishes to surround himself with a governance advisory board and the opinions and know-how of specialists in the spirits sector and entrepreneurs.



#### Mr TANNEGUY DE BOURMONT

Entrepreneur, conseil.

Président DOBAXO: Conditionnement, négoce, importation/exportation de vins et Spiritueux.



#### Mr MARC AGUILERA

Expert-Comptable et Commissaire aux Comptes Notre Expert-Comptable, Validation des comptes, Conseil Business plan et prévisionnel Financier.



#### Maître BEATRICE DIJEAU

Avocat au Barreau de Lyon: Droit des affaires, Droit des sociétés, Droit des nouvelles technologies, de l'informatique et de la communication, Droit commercial, et de la concurrence.



#### Mr BAPTISTE FRANCOIS:

Président et distillateur à distillerie-baptiste.com Fondateur et responsable de centre-formation-distillerie.com Coaching et conseils techniques pour la distillation de spiritueux et la gestion d'une entreprise



#### **Mme JENNIFER FRAIR-ROSKIS**

Juriste-Conseil | Vin & Spiritueux | Secteur public Coaching et conseils juridique



#### Mr PHILIPPE JUGE

Philippe JUGE nous suit et nous a conseillé par sa connaissance du secteur du Whisky et des spiritueux. Directeur AMUSE-BOUCHE EVENT – Salon des spiritueux Français, FRANCE QUINTESSENCE exDirecteur FÉDÉRATION DU WHISKY DE FRANCE ex Responsable communication LA MAISON DU WHISKY - LMDW







# The distillery

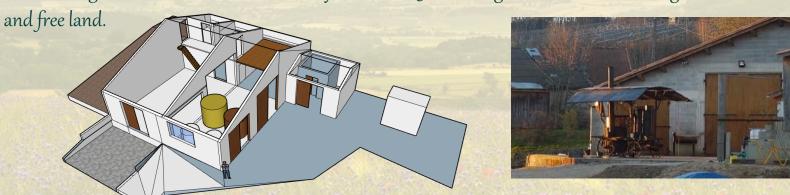
The distillery is located in the Monts d'Ardèche Natural Park on our farm.

The distillery is located in the Mountain Zone and Rural Revitalization Zone.

5 ha of agricultural land (Mirabelle plums, raspberries, chestnut trees) are certified Organic Agriculture.

The farm has quality, fresh and abundant spring water: a stream, 2 hill lakes and 3 springs

The buildings made available to the distillery include a 250 m2 hangar on two levels, loading docks, an external storage area, a covered hangar







N°92 : La Seule distillerie « Whisky » d'Ardèche https://www.peatdream.com/whisky-français/

#### MEANS AND METHODS OF PRODUCTION

With the exception of barley cultivation, we work with spirits from raw material to bottling.

We source the best raw materials locally and work with the Organic Agriculture and Regional Natural Park Values Labels. Our partner and supplier of malted barley "Art Malt Bio" is only 9 km from the distillery.

We have our grain room, a professional crusher to produce Grist, a mashing unit (Mashtun) and Filtration with a capacity of 5hl to produce our Wash. The Whiskey musts are fermented in a 34 hl French oak barrel having contained a great Burgundy wine (Pommard) for several days.



# Rhums

We produce molasses rums called "High Esters/Grand Arômes", Jamaican style.

After several tests and sourcing of raw materials, our choice fell on pure organic cane molasses from Cuba.

Our rum must fermentations are carried out in 60 hl French oak barrels having contained great Bordeaux wines, so that the different selected yeasts can fully express their potential and complex aromas for more than a month.





# Distillerie Les Feux de Saint-Jean



## MEANS AND METHODS OF PRODUCTION



Our fermentation vats: capacity 94 hl 60 hl Rum 34 hl Whiskey

Our brewing unit: 5hl





#### MEANS AND METHODS OF PRODUCTION

# Distillation

We distill in a traditional and artisanal way (batch distillation, open flame, wood fire)

For environmental reasons, I chose to give up from the start the simplicity of heating gas and electricity for distillation in favor of wood fire and biomass. We work of course, with wood from the estate.

First Pass: A beautiful 2500 I Charentais still from Chalvignac (COGNAC) and biomass heater has come to join the distillery to ensure our consumers a regularity of production and a significant production capacity.

**Second Pass**: I patiently restored a **500l Guillaume-Fils (Clermont-Ferrand -1923)** still with open flame and wood heater.

Although complex to master, the wood fire brings a certain and sought-after character to our distillates. The quest for quality is at the heart of our craft as stated in the distillery's credo "With conviction and without concession".





#### MEANS AND METHODS OF PRODUCTION

# Aging and barrels

We called on Tonnellerie de Jarnac (COGNAC) to produce our barrels intended for aging.

https://www.tonnelleriedejarnac.com/

Different species of wood (French oak, Accacia) are used for our barrels. Likewise, different types, durations and powers of "Heating" are applied to our barrels depending on the spirits and their destinations.

#### We work with 3 sizes of new barrels:

- **55I** for rapid aging and immediate marketing of our spirits
- 110I for medium-term aging followed by marketing
- 220I for long-term aging Our aging spirits are then transferred to "used" barrels having contained "great Cognacs".







# Chai

The barrels are stored directly in the distillery premises, in a dry cellar (under the roof) or in a humid cellar (semi-buried) for the aging phase.

A second hangar on the farm's land is planned to support our growth



## KEY FIGURES / DISTILLERY DISTRIBUTOR SEARCH

#### Realized

300 000 € invested

Investments already made in the production tool and in the industrial process of the Distillery to date

# 20 products

We currently have around 20 product references spread over 5 product families (spirits, delicatessen)



Wine merchants **Delicatessen shops Direct sales** €50k turnover

### Projected 2024

+1 new Hiring

Hiring in production of a fulltime equivalent

5000 **Bottles** in 2024

Number of bottles of Spirits marketed for 2024 with the Distillery's current production tools.

4000 **Bottles** for aging

Equivalent number of bottles of Spirits produced and stored for long aging (Whiskey and Rums)

150 000€ **Turnover** projected

Figure A projected for 2024 with a distributor.

#### Our axes of Development Medium term

50000 **Bottles** projected

Increase in production linked to hiring and investment in production equipment. Currently we are only using 20% of our production capacity.



Increase our margin and diversify distribution



First whiskies in 2025



**Search for Export partners** Marketing effort



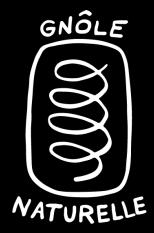


Whiskeys, Rums,
Eaux de vie
& Gourmet spirits



















The distillery produces its Whiskeys according to the traditional Scottish method with iron distillation using "Charentais" type stills allowing perfect control of the quality of the distillates produced. We are thus part of a qualitative production where we will ensure the complete production cycle of Whiskey with the exception of the cultivation and malting of cereals:



- √ Smoking (Alder/Heather Essences) of already malted barley.
- √ Mashing
- √ Fermentation
- ✓ Distillation
- ✓ Aging
- √ Filtration/Reduction/assembly
- √ Bottling/ Labeling

# Single Malt Whisky

A part of the production is stored for maturation and obtaining the Single Malt Whiskey appellation after three years under wood.

## Pure Malt (young grain brandy not yet bearing the Whiskey appellation)

Part of the production will be marketed after three to six months under the name "Pure Malt" grain brandy.

In this case, European regulations do not allow you to benefit from the Whiskey designation if the brandy has not spent three years in barrels.

Although expensive, we practice aging in small capacity French oak barrels (551) heavily burned (roasted), to accelerate the Wood/Eau de vie transfers while maintaining the quality of the spirits.









## Pure Malt classic and Peated Spirit - 46%:

A New Make Organic "Pure Malt" which magnifies cereals and foreshadows our next Ardéchois Whiskey.

Working on the seasons with the Summer Solstice and Winter barley expressions.

Traditional slow distillation and traditional way within two wood fire potstills. Although complex to control, the wood fire brings a unique character to our natural spirits.

A New Make Organic Peated Pure Malt which highlights the typicality of peated malts and the smoky character of scotches.

The malted and peated barley (45 ppm) is also cold smoked by us with local wood species (heather and alder).

A traditional slow iron distillation over a wood fire gives it the assertive character of the great Single Malts.



Our spirits are aged in barrels specially toasted for our whiskeys by Tonnellerie de Jarnac (Cognac).

French oak and a deep experimental toasting give it unique and complex aromas. Our Pure Malts are bottled without coloring or filtration in order to preserve their originality.





















# PUR MALT ARDÉCHOIS – 56% or 46% abv SINGLE CASK or CLASSIC PURE MALT



SOLSTICE PUR MALT ORGANIC is our New Make Spirit and foreshadows our next Ardéchois WHISKY.

The barley comes from the Monts d'Ardèche maltings company, only 9 km away.

A traditional slow distillation over a wood fire gives it the assertive character of the great Single Malts.

Our spirit are aged in barrels specially toasted for our whiskeys by Tonnellerie de Jarnac (Cognac). Our Pure Malt are bottled without coloring or filtration in order to preserve its authentic character.

An extremely powerful nose of fields and cereals which leaves no one indifferent.

An explosion of malt on the palate and a herbaceous and lively side.

Length in the mouth, slightly smoky, notes of tobacco and dried fruits.













## PEATED PURE MALT - 46% abv



SOLSTICE PEATED PURE MALT is our New Make Spirit and foreshadows our next Ardéchois WHISKEY.

The malted and peated barley (45 ppm) is also cold smoked by us with local wood species (heather and alder).

A traditional slow distillation over a wood fire gives it the assertive character of the great Single Malts.

Our spirits are aged in barrels specially toasted for our whiskeys by Tonnellerie de Jarnac (Cognac).

Our Pure Malts are bottled without coloring or filtration in order to preserve its authentic character.

A powerful smoky nose where peat predominates for amateurs. An explosion of roasted cereals on the palate, body and a little sweetness.

Length in the mouth, strongly smoky with notes of liquorice.





# Soststice Organic Rums







# Dark organic Grand-Arôme Rum 56% ou 46% abv.:

Selection of organic molasses from CUBA.

Long fermentation (4 weeks) in French Oak tuns (several types of yeast).

Traditional slow distillation using copper and direct flame (wood fire).

Putting in wood -> Partnership with Tonnellerie de Jarnac for the choice of heating for our special Rum barrels.

White organic Grand-Arôme Rum 46% abv.

Selection of organic molasses.

Long fermentation (3-4 weeks) in French Oak tuns (2 types of yeast)

Traditional slow distillation using iron and open flame (wood fire).

Welcome in Ardèche!

SOLSTICE is our Grand Arôme pure cane molasses rum from organic Farming. Its powerful and distinctive taste reflects its CUBAN origins as well as our long fermentation method in French oak barrels.

It is traditionally distilled twice with conviction and without concession in our wood-fired still. This gives it an exceptional aroma and great length on the

palate.







# Solstice Rums













SAINT-JEAN DARK RUM - CLASSIC 46% abv.

or SINGLE CASK - 56% abv.



Saint-Jean Dark RUM is our organic Grand Arôme Rum aged for several months.

Our rum is aged in barrels specially designed and toasted for our rums by Tonnellerie de Jarnac (Cognac).

French oak and acacia base combined with our toasting guidelines give unique and complex aromas to this exceptional rum.

Its powerful and distinctive taste reflects its CUBAN origins as well as our long fermentation method in French oak barrels.

A golden color, a delicate nose of rose and spices, for an explosion of intense Caribbean flavors

# Solstice Rums



















SOLSTICE is our Grand Arôme pure cane molasses rum from organic farming. Its powerful and distinctive taste reflects its CUBAN origins as well as our long fermentation method in French oak barrels.

It is traditionally distilled twice with conviction and without concession in our wood-fired still. This gives it an exceptional aroma and great length on the palate.

We have selected organic molasses from Cuba for its intense aromas.

Fermentation lasts more than a month with different types of yeasts in a French oak barrel having contained a great Bordeaux wine.

The distillate is neither filtered nor colored.



# Solstice Arranged Rums











## LOCAL ARRANGED RUMS

- 46% abv.

Available this summer 2024



#### Welcome to Ardèche!

We are working on developing several recipes for arranged rums intended to delight your taste buds very soon.

Filtered rums to preserve the spirit from fruit degradation.



Organic Ardèche raspberries, ginger, cane sugar

Solstice Blueberry Rum

Organic Ardèche blueberries, Madagascar vanilla, cane sugar

Solstice Spicy Mirabelles Rum

Organic Ardèche Mirabelle plums, pepper-cinnamon, rosemary, cane sugar

Solstice Caraïbean Rum

Organic Pineapple-Mango-Passion Fruit, cane sugar







# Gourmet spirits for kitchening centuries-old tradition in gastronomy.







France does not have a long tradition of Whiskey production - although the pioneering houses in the field now have a good reputation - however we can justify a

Our strategy mainly consists of making the link between gourmet cuisine and the use of spirits specially designed for this purpose.



Indeed, classic spirits used for cooking are often, like cooking wines, spirits of mediocre quality and low alcohol abv%. which have the defect of bringing a lot of water to culinary preparations and little flavor. We have thus defined the qualitative characteristics of several spirits intended for gastronomy and usable for a large number of recipes.

## We have developed a range of spirits for cooking

These preparations intended for culinary purposes have the particularity of being strongly characterized in terms of their (accentuated) organoleptic characteristics and of having a higher alcohol content than spirits generally intended for drinking.

For Chefs – Pure Malt 56% abv.: a special variation for peated or non-peated cuisine

For Chefs – Amber and White Rum 56% abv. : a special kitchen expression









# Gourmet spirits for kitchening











# SMART BOX x3 20cl. GASTRONOMIC SPIRITS



## For all foodies and "Chefs"

The bon vivants at the Distillerie Les Feux de Saint-Jean present you exclusively with a range of spirits for cooking.

With this box, we offer you the opportunity to make the link between gourmet cuisine from diverse backgrounds and the use of spirits specially designed for this purpose.

We have therefore developed a range of spirits with enhanced organoleptic characteristics which will allow you to enhance your savory and sweet preparations.

This box brings together 3 expressions intended for a unique culinary experience: Cocktails, Terre-Mer, Pastries...

The box is sold with a recipe book which specifically presents the use of our gourmet alcohols in original culinary experiences.

The book can be virtual or paper depending on the cooks' choice.

# Gourmet Spirits for kitchening











Poulet curry coco au rhum, pousses de bambou épicées



Ingrédients - 500 g de blancs de poulet, coupés

- en morceaux
- 2 cuillères à soupe d'huile de coco
- 1 oignon, haché
- 2 gousses d'ail, émincées
- 2 cuillères à soupe de pâte de curry rouge - 400 ml de lait de coco
- 50 ml de rhum Solstice Saint-Jean Ambré - 200 g de pousses de bambou, égouttées et
- 1 cuillère à soupe de sauce soja
- 1 cuillère à soupe de sucre de palme (ou de sucre brun)
- Sel et poivre, selon votre goût
- Coriandre fraîche, pour garnir



Gâteau antillais renversé à l'ananas et au rhum Saint-Jean



#### Ingrédients

- 200 g de farine
- 150 g de sucre
- 4 œufs
- 120 g de beurre fondu
- 1 sachet de levure chimique
- 1 pincée de sel
- 1 boîte d'ananas en tranches (environ 400 g)
- 100 g de sucre roux
- 50 ml de rhum Saint-Jean Ambré
- Cerises confites (facultatif)



63

Free download of our recipe book.

We are the owner and editor of the work which can be easily translated into different languages. <a href="https://distillerie-ardeche.fr/spiritueux-gourmet/">https://distillerie-ardeche.fr/spiritueux-gourmet/</a>

# A former small red fruits farm the agricultural estate of the distillery located in the Mountain area preserves its own







A former small red fruits farm, the agricultural estate of the distillery located in the Mountain area, preserves its own 2 hectares of organic Mirabelliers, raspberries and chestnut trees which are picked by hand at perfect maturity to obtain a delicate and fragrant brandy.

We ferment our fruits ourselves and quickly carry out traditional distillation using copper and wood fire so that the must retains all its qualities.

## Mirabelle Spirit

We give pride of place to the queen of plums, stripped of leaves, stemmed, pitted, etc.









Several kilos of these little scarlet nuggets are necessary to make a vibrant eau de vie with delicate flavor.

At the request of Bar Tenders we also offered a delicately smoke raspberry brandy to create unique cocktails.









# Solstice traditional fruit Spirits







Local Raspberries Eau de vie

50cl - 46% abv.

Fruits, fruits,... only local fruits in an organic way





# Solstice traditional fruit Spirits







Toçal Plum Mirabelles Eau de vie

50cl - 46%abv.

Fruits, fruits,... only local fruits in an organic way

























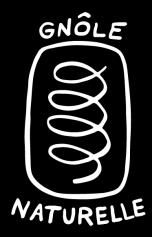


Whiskeys, Rums,
Eaux de vie
& Gourmet spirits















# PUBLIC PRICES (Direct sales in France)

AGRICULTURE BIOLOGIQUE

59,00 € VAT included





Average public prices observed applied at the Distillery and on our online store. All taxes included

## Whiskies and Pure Malt

Pure Malt -70cl/46% abv.	55,00 € VAT included
<ul><li>Pure Malt Single Cask + box -70cl/56% abv.</li></ul>	65,00 € VAT included

Peated Pure Malt -70cl/46%abv.

# Rums and Arranged Rums

<ul> <li>Aged Rum Saint-Jean -70cl/46%abv.</li> </ul>	49,00 € VAT included
<ul> <li>Aged Rum Saint-Jean - Single Cask + box -70cl/56%abv.</li> </ul>	59,00 € VAT included
■ Grand Arôme White Rum -70cl/46%abv.	45,00 € VAT included
<ul> <li>VRAC-5 liters-Rum Aged Rum Saint-Jean -70cl/46%abv.</li> </ul>	280,00 € VAT included
■ VRAC-5 liters-Rum Grand Arôme White Rum -70cl/46%abv	230,00 € VAT included

# Traditional fruits Spirits

<ul> <li>Mirabelles Eau de vie -50cl/46%abv.</li> </ul>	49,00 € VAT included
■ Raspberries Eau de vie -50cl/46%abv.	59,00 € VAT included

## Gourmet Spirits

•	Gastronomic Smart Box Spirits x3 20cl + online receipes book	59,00 € VAT included
•	Paper Receipes Book	15,00 € VAT included

## Delicatessen

•	Chestnut Delight with Rum - 390g.net	9,90 € VAT included
	Chestnut Delight with Pure Malt - 390g.net	9,90 € VAT included



## Purchase Prices for Wine Merchant in France

30% discount on the Public Price excluding VAT. Final prices integrate all French alcohol taxes and duties.







## Whiskies and Pure Malt

Pure Malt -70cl/	′46% abv.	33,00 € VAT excluded

- Pure Malt Single Cask + box -70cl/56% abv.
- Peated Pure Malt -70cl/46%abv.

# Rums and Arranged Rums

<ul><li>Aged Rum Saint-Jea</li></ul>	1 -70cl/46%abv.
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- Aged Rum Saint-Jean Single Cask + box -70cl/56%abv.
- Grand Arôme White Rum -70cl/46%abv.
- VRAC-5 liters-Rum Aged Rum Saint-Jean -70cl/46%abv.
- VRAC-5 liters-Rum Grand Arôme White Rum -70cl/46%abv

## Traditional fruits Spirits

- Mirabelles Eau de vie -50cl/46%abv.
- Raspberries Eau de vie -50cl/46%abv.

## Gourmet Spirits

- Gastronomic Smart Box Spirits x3 20cl + online receipes book
- Paper Receipes Book

## Delicatessen

- Chestnut Delight with Rum 390g.net
- Chestnut Delight with Pure Malt 390g.net

38,00 € VAT excluded

35,00 € VAT excluded

29,00 € VAT excluded 35,00 € VAT excluded

27,00 € VAT excluded

165,00 € VAT excluded

135,00 € VAT excluded

29,00 € VAT excluded 35,00 € VAT excluded

35,00 € VAT excluded 13,00 € VAT excluded

6,50 € VAT excluded 6,50 € VAT excluded



# Purchase Prices for DISTIBUTORS in France



5,50 € VAT excluded





<sup>20%</sup> discount more on the Merchant Prices excluding VAT. Final prices integrate all French alcohol taxes and duties.

## Whiskies and Pure Malt

Chestnut Delight with Pure Malt - 390g.net

. Whiseles and Crure Made	
■ Pure Malt -70cl/46% abv.	26,00 € VAT excluded
<ul> <li>Pure Malt Single Cask + box -70cl/56% abv.</li> <li>Peated Pure Malt -70cl/46%abv.</li> <li>Rums and Arranged Rums</li> </ul>	31,00 € VAT excluded 28,00 € VAT excluded
<ul> <li>Aged Rum Saint-Jean -70cl/46%abv.</li> <li>Aged Rum Saint-Jean - Single Cask + box -70cl/56%abv.</li> <li>Grand Arôme White Rum -70cl/46%abv.</li> <li>VRAC-5 liters-Rum Aged Rum Saint-Jean -70cl/46%abv.</li> <li>VRAC-5 liters-Rum Grand Arôme White Rum -70cl/46%abv</li> <li>Traditional fruits Spirits</li> </ul>	23,00 € VAT excluded 28,00 € VAT excluded 21,00 € VATexcluded 130,00 € VAT excluded 110,00 € VAT excluded
<ul> <li>Mirabelles Eau de vie -50cl/46%abv.</li> <li>Raspberries Eau de vie -50cl/46%abv.</li> <li>Gourmet Spirits</li> </ul>	23,00 € VAT excluded 28,00 € VAT excluded
<ul> <li>Gastronomic Smart Box Spirits x3 20cl + online receipes book</li> <li>Paper Receipes Book</li> <li>Delicatessen</li> </ul>	28,00 € VAT excluded 13,00 € VAT excluded
<ul><li>Chestnut Delight with Rum - 390g.net</li></ul>	5,50 € VAT excluded