

THE FUTURE



Promise. Hope. Opportunity.

Charting a sustainable course forward requires reflection, and retention of our past experiences and shortcomings. Becoming better is a process of learning; a process of critically evaluating the past.

A year in reflection. We rolled out two new products, our first in five years, and continued our mission to produce hyperlocal spirits with provenance, intention and passion. We built our first ever barrel warehouse, with your continued support, and the help of a Michigan Department of Agriculture (MDARD) grant. We continued to invest in our communities and our staff. We purchased more hyperlocal grain, fruit and honey than ever. We are more focused, passionate, and proud than ever.

Looking back. We made mistakes. We can do better. For 2024 we will be implementing community centric policies aimed at responsible consumption and education. We will continue working diligently to reach our environmental and sustainability targets. We are maintaining our Benefit Corporation (BCorp) certification, and will continue to look at our products and processes for improvement. We have built a team of compassionate, competent, and professional human beings, and last year's staff will be the foundation, and benchmark for years to come.

Looking forward. We feel it. Inflationary pressures around every corner. We are rolling out a legit "Happy Hour" menu with nine cocktails for \$9, plus a Sunday Special: \$5 off the entire menu and 20% off all flagship spirits. We have two brand new spirits coming out in Q1 and Q2 that are \$65+. We are doing everything we can to keep product costs down, while maintaining quality and consistency. Conversely we will continue to provide industry best compensation, benefits, and community outreach.

Looking in. We have some truly creative events coming up this winter. From learning how to tie flies, searching for that rare vinyl record, stopping in for some belly laughing stand up, live music or some ethnic food- we have you covered this winter. In addition, dry January doesn't have to be dull! We are rolling out a stellar zero-proof cocktail menu for the month.

Looking out. We are working on a relationship that will bring our spirits to your door in most of the contiguous United States. In January, we will be hitting the road in Northwest Michigan visiting the finest hospitality establishments and purveyors, to bring our products to the larger market. We hope to be in Grand Rapids by the summer and the metro Detroit area by fall. Recommendations on where you would love to find us? We will have a link live on our website soon.

Strategically Geri and I are focused on creating a structural framework, mechanism and methodology to protect the agricultural diversity of our region for generations to come. What will our region look like in 300 years? How do we protect our environment, our agricultural diversity, and our natural resources? We aim to provide sound, pragmatic solutions to these questions over the remainder of lives, and after.

From the bottom of our hearts, thank you for another amazing year. Every day when that door opens and you walk through it, we are still amazed. Without you, none of this is possible.

Be good.

Nick & Geri