

THE ORIGINAL
Long Island
BRAND

FEBRUARY
2016





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THIS PRESENTATION CONTAINS "FORWARD-LOOKING STATEMENTS." THESE FORWARD-LOOKING STATEMENTS INVOLVE SIGNIFICANT RISKS AND UNCERTAINTIES THAT COULD CAUSE THE ACTUAL RESULTS TO DIFFER MATERIALLY FROM THE EXPECTED RESULTS. ACTUAL RESULTS MAY DIFFER FROM EXPECTATIONS, ESTIMATES AND PROJECTIONS AND, CONSEQUENTLY, YOU SHOULD NOT RELY ON THESE FORWARD LOOKING STATEMENTS AS PREDICTIONS OF FUTURE EVENTS. WORDS SUCH AS "EXPECT," "ESTIMATE," "PROJECT," "BUDGET," "FORECAST," "ANTICIPATE," "INTEND," "PLAN," "MAY," "WILL," "COULD," "SHOULD," "BELIEVES," "PREDICTS," "POTENTIAL," "CONTINUE," AND SIMILAR EXPRESSIONS ARE INTENDED TO IDENTIFY SUCH FORWARD-LOOKING STATEMENTS.

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THE PATH TO SUCCESS

INVESTMENT THESIS

TAKE ADVANTAGE OF MARKET SHIFT AWAY FROM CARBONATED SOFT DRINKS

- \$5.3bn non-alcohol RTD tea growing at 10% annually over the next five years

TAKE ADVANTAGE OF MARKET SHIFT AWAY FROM BEER

- Alcohol growth from consumers switching from beer to premixed drinks

Who are we...

- Unique beverage company with significant brand equity and early distribution success
- Strong and experienced management team preparing the company to capitalize on the significant growth in the RTD tea and alcohol markets

How we intend to grow...

- Attack distribution, share, scale and pricing opportunities available in the \$5.3bn RTD tea market
- Transform to a multi-beverage alcohol and non-alcohol company - large opportunity for a strong brand position in highly fragmented market
- Expand internationally





SOLID INVESTMENT THESIS

Non-alcohol and alcohol

- Globally recognized brand tapping into latent consumer awareness for alcoholic and non-alcoholic beverages

Non-Alcohol

- Premium liquid brewed from real tea, using cane sugar and non-GMO
- Hard yards done, significant capital invested to date, distribution expanding rapidly, company at inflexion point
- 2015E net sales of \$1.9mm, up 50% on 2014
- Entering gallons market - Arizona only competitor
- Distributed in only 10 states - 40 to go
- LIIT had a 4.6% market share in a leading northeast supermarket chain with over 200 locations throughout PA, NJ, NY and CT
- A 2% national market share = \$106mm annual revenue
- Bai Brands received \$500mm valuation, with \$50mn 2014 revenue and \$125mm 2015E revenue

Alcohol

- \$215bn alcohol market (3.6% CAGR growth) is 9.4bn gallons, compared to tea, which is 2.2bn gallons – 5X increment
- Alcohol extensions planned – Long Island Iced Tea, RTD, RTP, Beer, Cider, Wines
- 8.7% recent CAGR growth in RTD and RTP categories
- Craft beer and cider high growth categories

Corporate

- High quality management – entrepreneur, consumer brand distribution, int'l alcohol, public accounting
- Potential name change to 'The Original Long Island Company' to reflect heritage position, and provide umbrella for alcoholic and non-alcoholic brands
- Publicly listed on OTC (OTCBB:LTEA), potential NASDAQ up-listing in 2H 2016
- Experienced Advisory Board to help execute strategy



NON-ALCOHOL

ALCOHOL

CAPITAL DEPLOYMENT & UP-LISTING

APPENDIX





BUSINESS HISTORY

SPRING 2011

Test pilot in New York Metro area

JULY 4, 2011

Official launch

2012 – 2013

Partnerships with major distributors such as: Phoenix, High Grade, Canada Dry, Full Circle, etc.

SPRING 2014

Brand investment: revitalization of logo and packaging

SUMMER 2014

Roadshows in Costco and Sam's Club locations
Northeast marketing campaign and PR Blitz

SEPTEMBER 2014

Rollout of 60 calorie bottle to schools

DECEMBER 2014

Merger agreement with public company

SPRING 2015

Expansion into Florida, Virginia, Massachusetts, New Hampshire and Rhode Island

APRIL 2015

Marketing partnership with ESPN

MAY 2015

Closing of merger; distribution of gallon bottles

**JUNE –
SEPTEMBER 2015**

Established gallon placement in A&P and all banners, ShopRites, Best Yet Markets, Keyfoods, Food Bazaar, Western Beef and more

JULY 2015

Launched Sam's Club Roadshows and supermarket chains in Florida

SEPTEMBER 2015

New flavor introduction - Sweet Tea

NOVEMBER 2015

Rollout of gallons bottles in ShopRite



THE BRAND



BEVERAGE
Made-in-America,
premium iced tea offered
at an affordable price;
cane sugar and Non-GMO

BRAND
Globally recognized
name 'Long Island',
potential to expand into
other product offerings



CONSUMER
Inspires refreshment,
sunny days and relaxation
associated with summer
and the beach

MARKETING
Drawing upon the equity
of the legendary cocktail and
geographic region



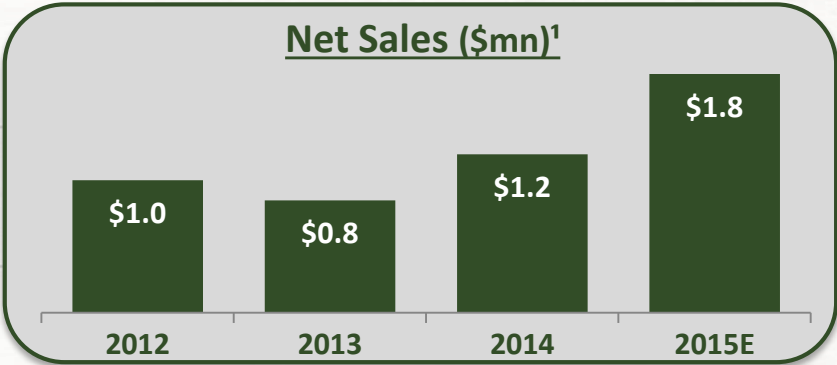
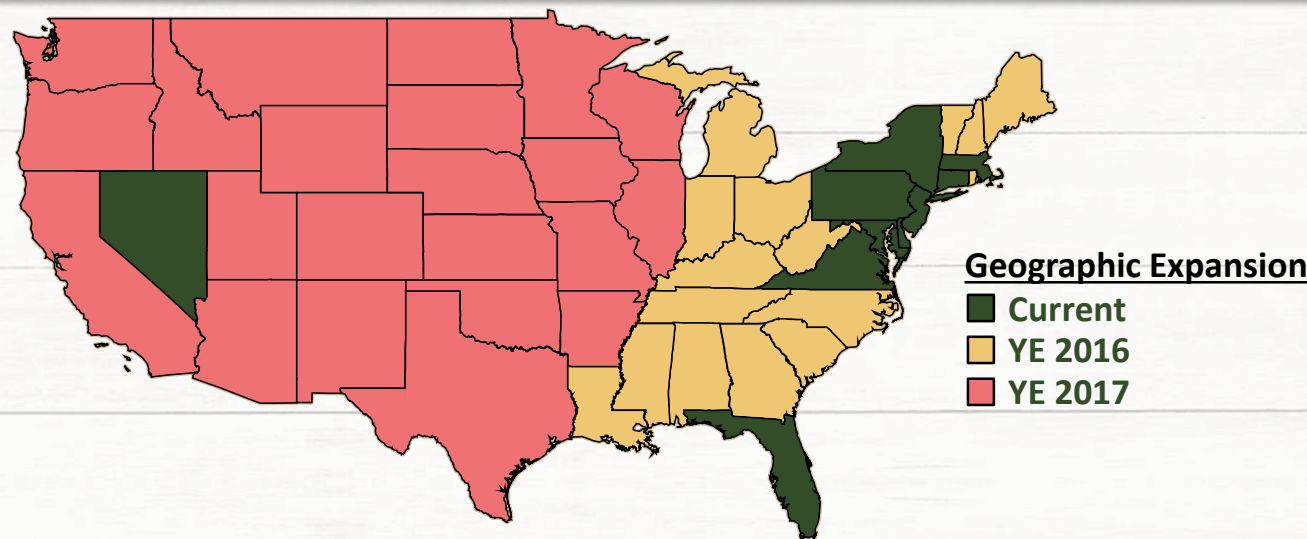
Lemon / Diet Lemon
Peach / Diet Peach
Green Tea & Honey
Raspberry
Half & Half
Guava
Mango
Sweet Tea

NON-ALCOHOL



SOLID DISTRIBUTION PROGRESS

Distributed in approximately 30 Northeast regional chains that include leading supermarkets, grocery and convenience stores, as well as wholesalers



- 2015E net sales of \$1.8mn¹
- 2015E case volume of 313,000¹
- YOY volume growth of 168% in Q4 15 and 4% in Q3 15¹

(1) Excludes all Costco sales; Financial data estimated for Q4 2015; case figures calculated from typical selling price using 12 pack 20 ounce bottle equivalents

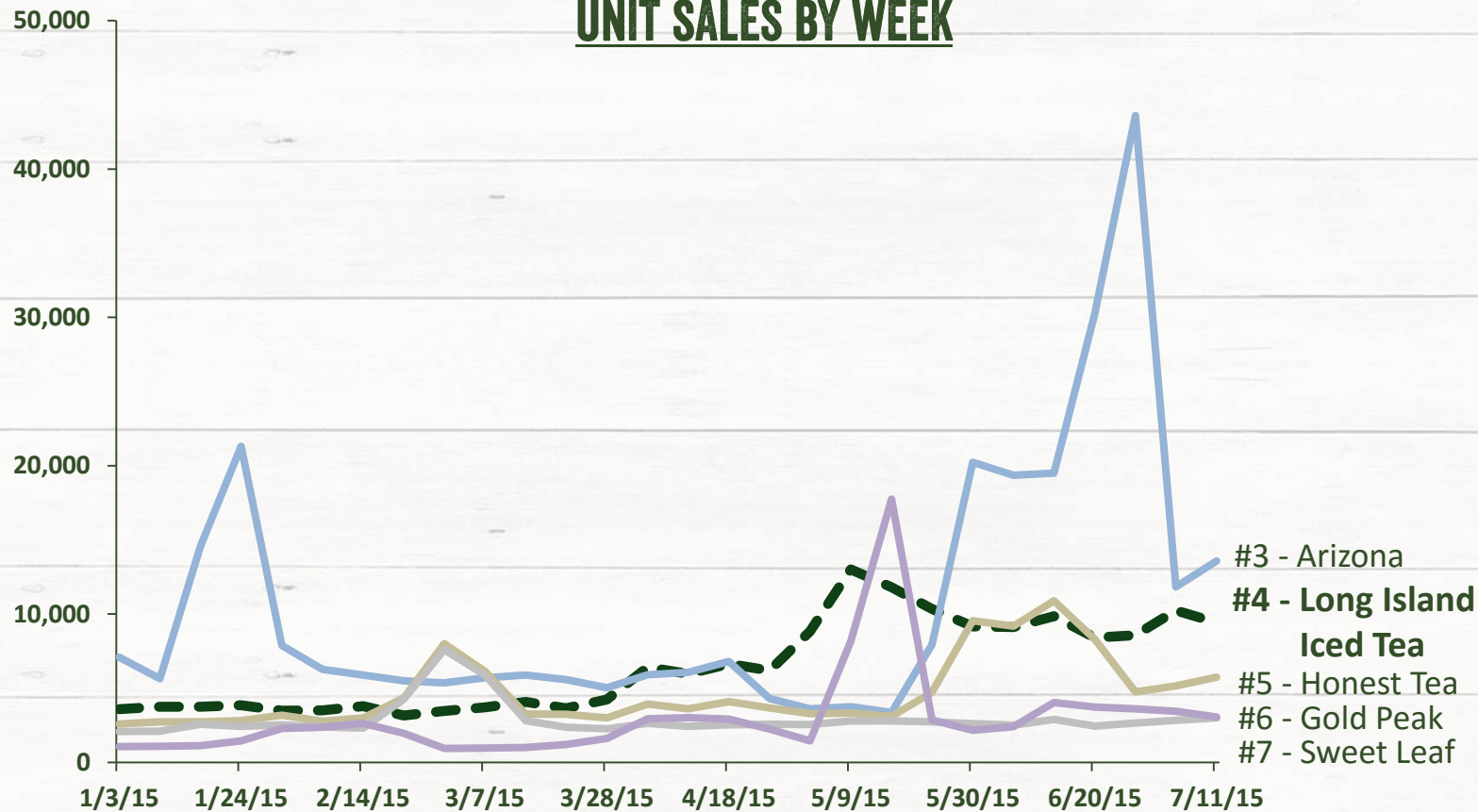


LEADING METRO NY SUPERMARKET CHAIN SALES FOR 2015

The 4th most popular iced tea brand (4.6% ppts market share), only behind
Snapple (#1), Lipton Pure Leaf (#2) and Arizona (#3)

METRO NY SUPERMARKET CHAIN (OVER 200 LOCATIONS IN PA, NY, NJ & NY)

UNIT SALES BY WEEK



- #3 - Arizona
- #4 - Long Island Iced Tea
- #5 - Honest Tea
- #6 - Gold Peak
- #7 - Sweet Leaf



GROWTH OPPORTUNITIES

- U.S. Ready-to-Drink (“RTD”) tea market generated 2014 revenue of \$5.3bn with expected growth of +10% annually over the next five years
- LIIT continues to expand distribution throughout the eastern seaboard, advancing shelf presence in stores such as ShopRite, Stop & Shop, Duane Reade (Walgreens), Rite Aid, Key Food and Western Beef
- A 2% LIIT market share would equate to revenue of \$106mn
- Distributed in 10 states (pop. of 90mn); additional 40 states for growth (pop. of 231mn)
- Market dominated by Arizona, Lipton, Snapple and Nestle (combined share of 47%)
 - after that massively fragmented

Brand	Market Share ¹
Arizona	17.3%
Lipton	15.6%
Snapple	7.3%
Nestle	6.7%
Coca Cola Brands	3.8%

**Distribution, share, scale and pricing opportunities
available in a \$5.3bn market**

(1) Company market share of 2014 RTD tea market



NON-ALCOHOL

ALCOHOL

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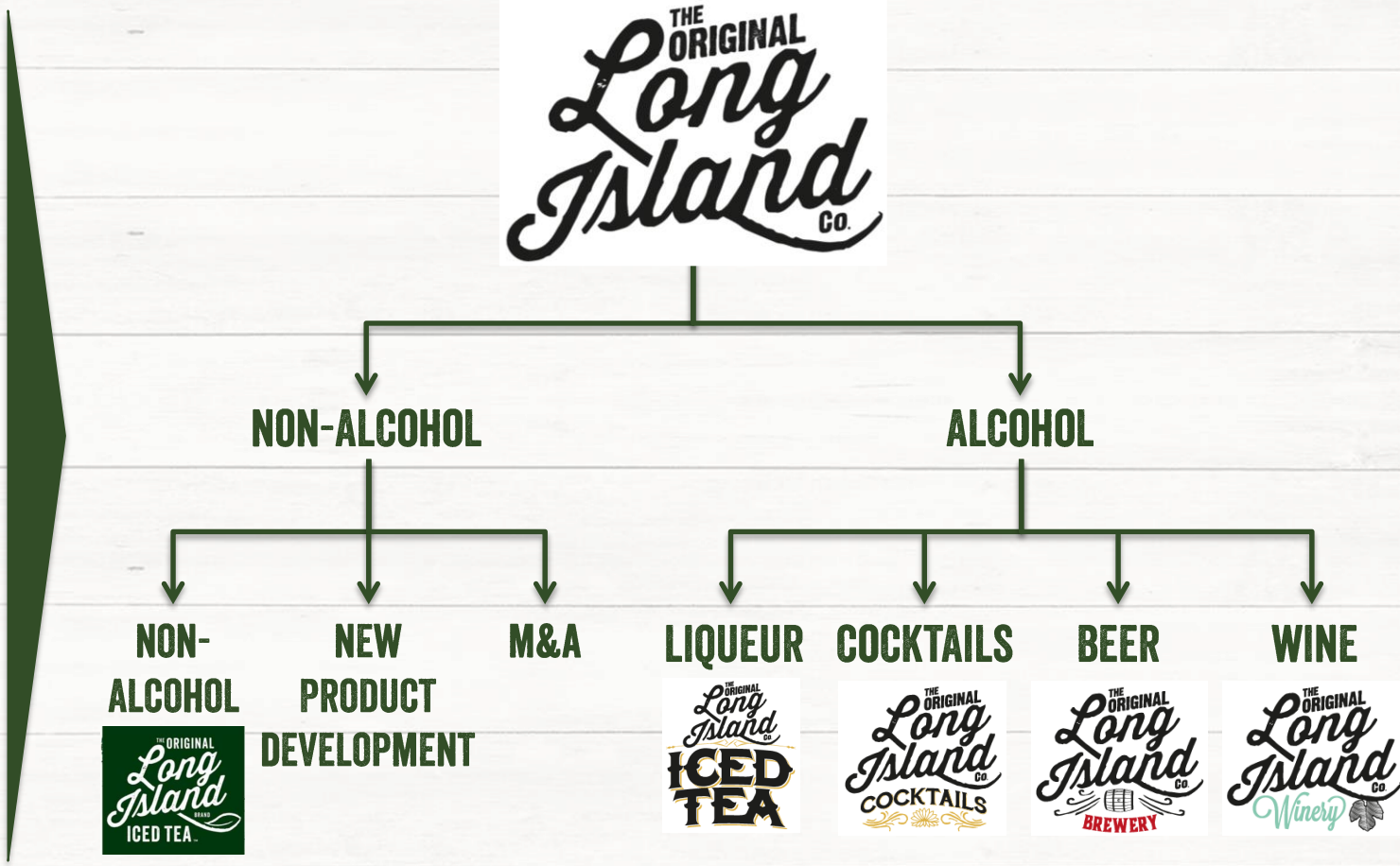




THE ORIGINAL LONG ISLAND COMPANY

Transformation to a multi-beverage alcohol and non-alcohol company, building from the history and storied reputation of Long Island

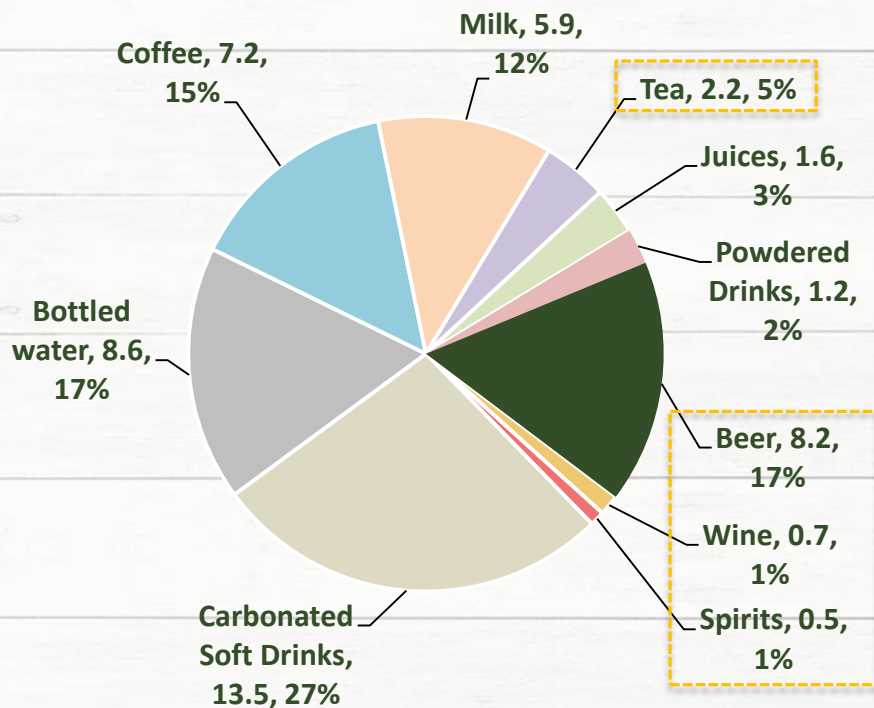
2011-2015





CURRENT ALCOHOL MARKET

U.S. BEVERAGE MARKET (BILLIONS OF GALLONS)



TOTAL U.S. SALES OF ALCOHOLIC DRINKS (\$BN)



Existing reach of non-alcohol iced tea	2.2bn gallons
Additional reach with alcohol	9.4bn gallons
Combined potential reach	11.6bn gallons

- U.S. alcohol market growing at 3.6% CAGR over past 4 years
- Market reached \$215bn in 2014



MILLENNIALS TRENDING AWAY FROM BEER

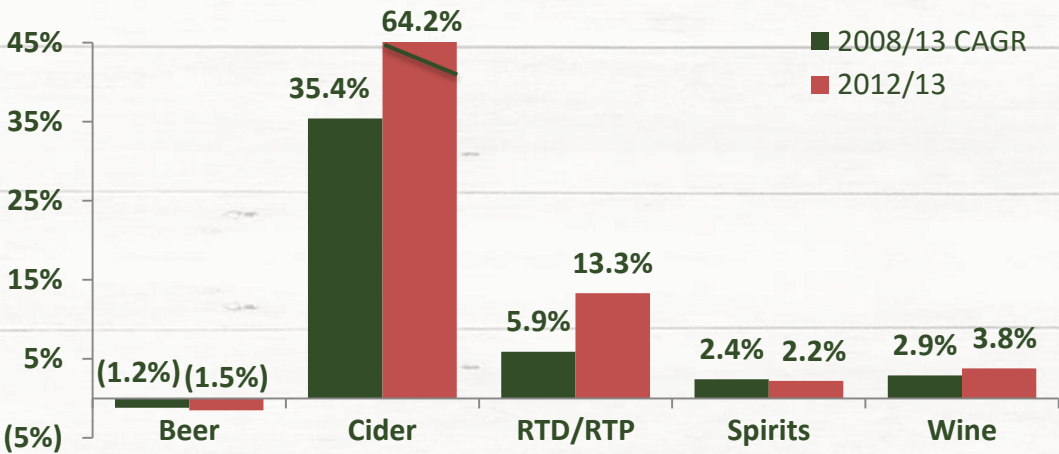
Results of Recent Morgan Stanley U.S. Beer Alphawise Survey:

Millennials are increasingly moving away from beer
in favor of wine and spirits

Beer Cited as “Favorite Alcoholic Beverage” is Falling Among the General
Population and With Millennials

Beer Volume Loss Has Predominantly Benefited Wine and Spirits

TOTAL U.S. ALCOHOLIC VOLUME GROWTH 2008-2013 (%)



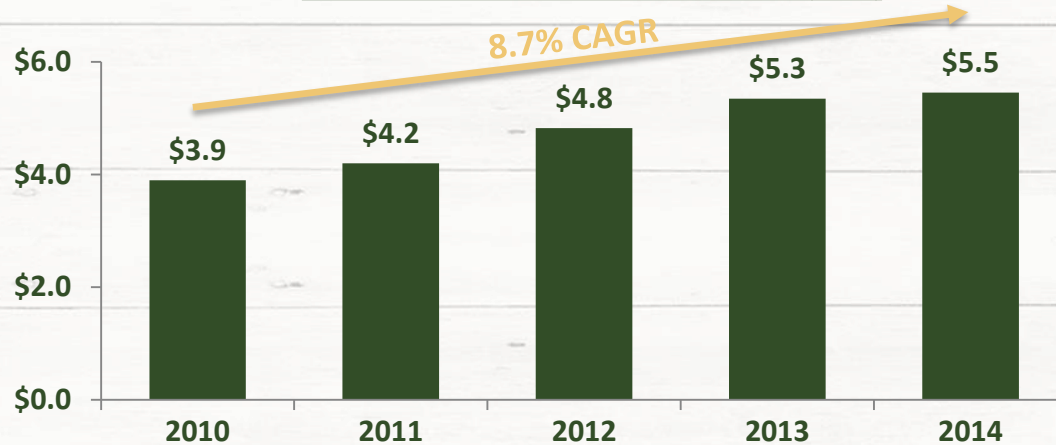
- RTD/RTP growing through innovation
- Cider repositioning itself globally as an apple-based flavored RTD
- Craft/premium beer is 22% of the beer category
- Wine and spirits stable

Source: Morgan Stanley Research “Global Beverages: US Beer Alphawise Survey” May 17, 2015; Euromonitor “Beer in the US” June 2015



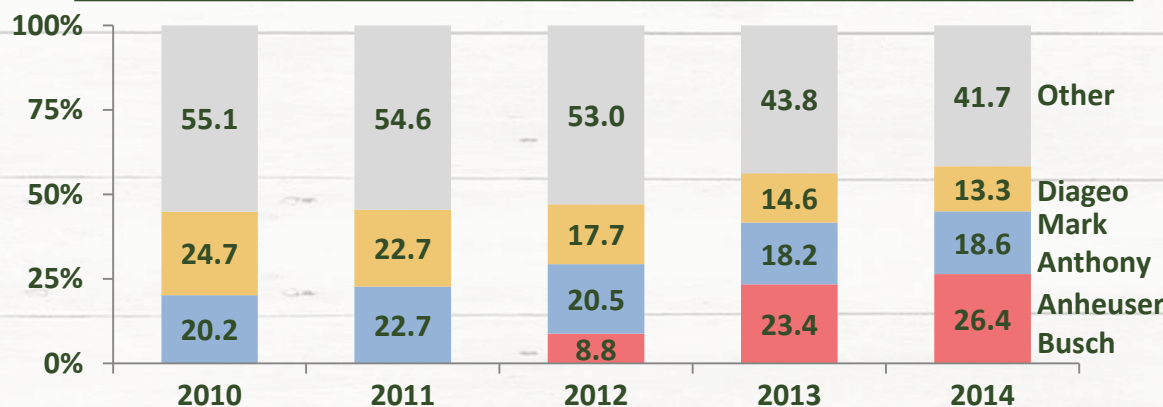
READY-TO-DRINK & READY-TO-POUR MARKETS

TOTAL U.S. SALES OF RTD & RTP (\$BN)



- U.S. RTD and RTP market growing at 8.7% CAGR over past 4 years
- Market of \$5.5bn and over 2.5% of total alcohol market
- In developed markets, RTD category share of total alcohol is up to 12%

COMPANY SHARE OF RTD/HIGH-STRENGTH PREMIXES BY VOLUME (%)



- Big 3 have over 58% of the market and growing
- Opportunity for a strong brand position in a highly fragmented market

Source: Euromonitor "Alcoholic Drinks in the US" June 2015; Euromonitor "RTDs/High-Strength Premixes in the US" June 2015; Independent Liquor NZ website (www.independentliquor.co.nz)



LONG ISLAND BRAND EXTENSIONS



Robert “Rosebud” Butt claims to have invented ‘Long Island Iced Tea’ in 1972, while he worked at the Oak Beach Inn on Long Island

- Gin
- Tequila
- Vodka
- Rum
- Triple Sec

40% ABV



LONG ISLAND BRAND EXTENSIONS



14-15% ABV Ready-to-Pour (RTP) cocktails served over ice; classic cocktail blends such as Long Island Iced Tea, Cosmopolitans, Mojitos, etc.

5-6% Ready-to-Drink (RTD) beverages, made from malt or spirits



LONG ISLAND BRAND EXTENSIONS



Craft beer and cider –
launched in multiple
variants (IPA, Pilsner, etc.)
capturing the heritage
and essence of long Island
– to enter the rapidly
growing cider and craft
beer market



LONG ISLAND BRAND EXTENSIONS



Wines of the World by
Long Island

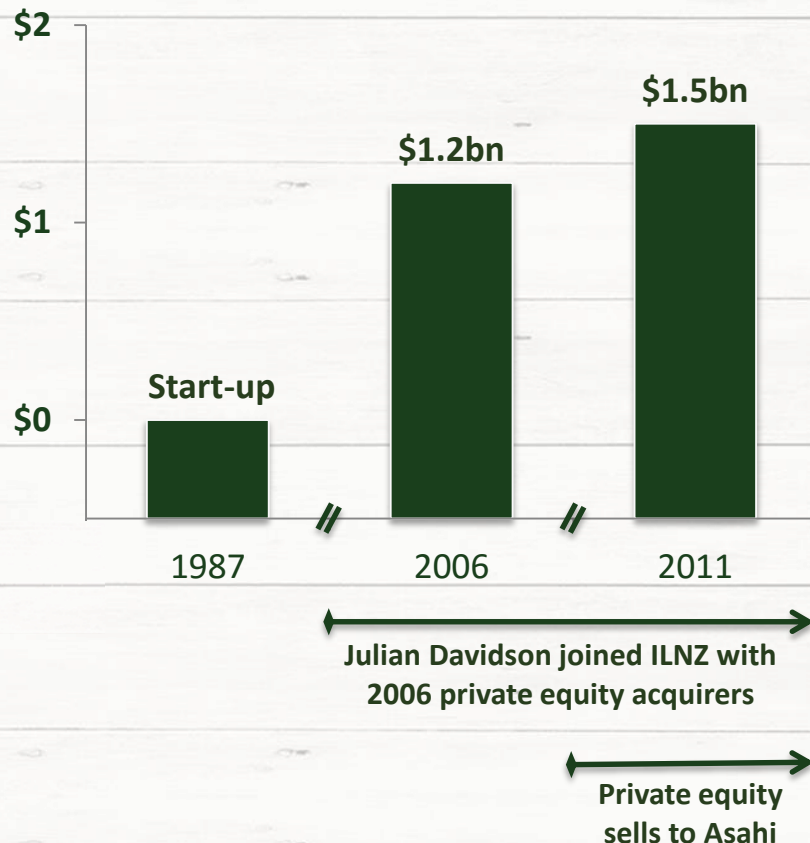
- NZ Sauvignon
- Australia Pinot Grigio
- California Chardonnay
- South Africa Riesling
- French Pinot Gris



CASE STUDY - INDEPENDENT LIQUOR NZ

KEY SUCCESS FACTORS

ILNZ ENTERPRISE VALUE (\$NZ)



1. RTDs (NZ)

- (1) Improved brand equity,
- (2) Maintenance of dominant 50%+ share
- (3) Price realization
- (4) Premiumization
- (5) constant innovation



2. Beer (NZ)

- (1) Doubling of market share
- (2) On-premise / keg launch
- (3) Innovation/development of craft beers
- (4) broadening of portfolio via agency deals



3. Spirits (NZ)

- (1) Broadening of portfolio via agency deals
- (2) Innovation



4. Cider (NZ)

- (1) Launch of domestic competition to Rekorderlig



5. U.S. / Canada

- (1) Restructure of 'Twisted Shottz' business from distributors to in-house
- (2) Roll out to all U.S. states
- (3) Regional and national chain penetration
- (4) Constant innovation





NON-ALCOHOL

ALCOHOL

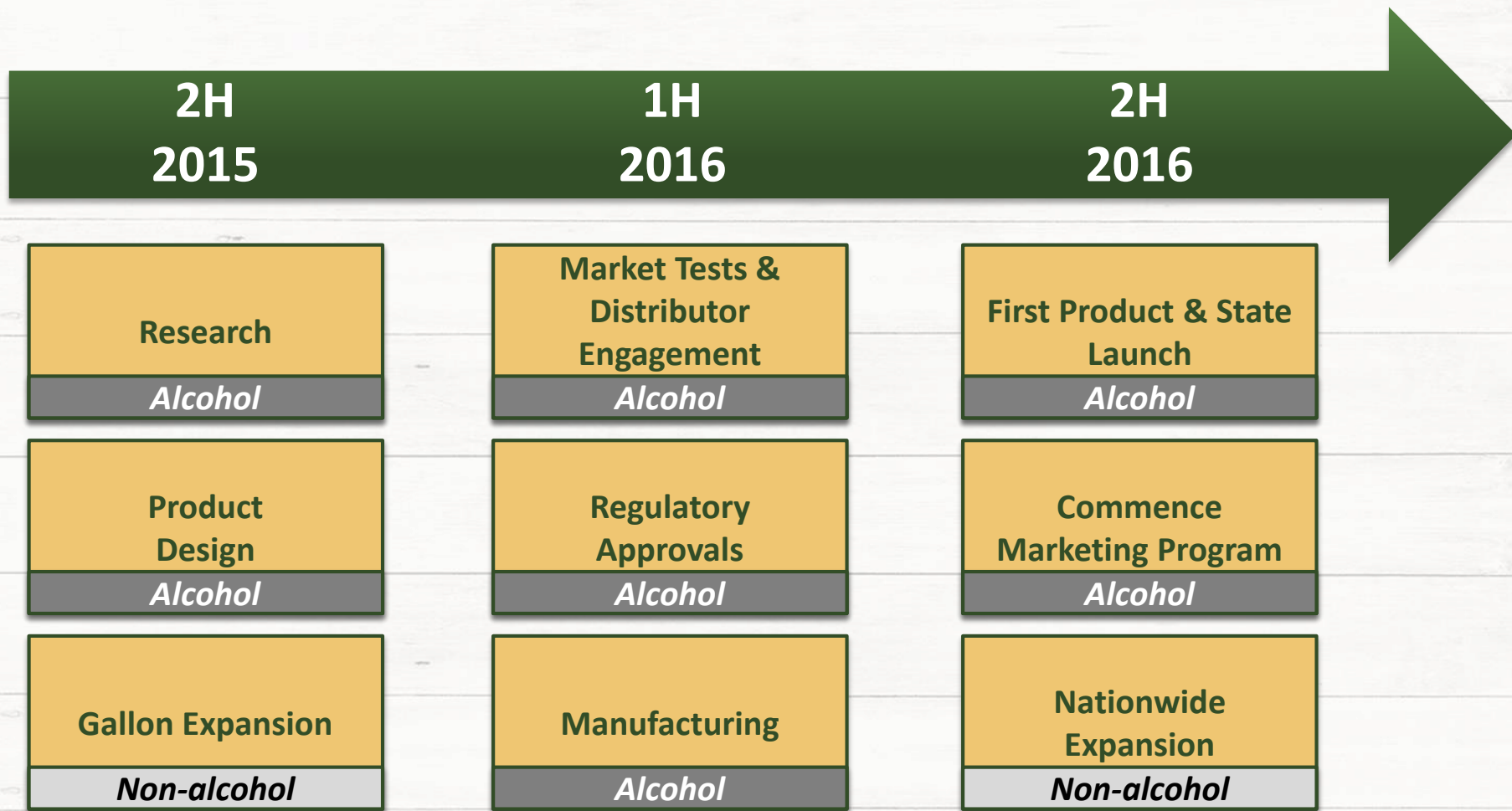
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PROPOSED CAPITAL DEPLOYMENT





INVESTOR UPDATE - INTERNATIONAL BUSINESS

LIIT is taking preliminary steps forward to prepare itself for global expansion



- LIIT is in discussion with distributor partners in Australia and New Zealand, with three objectives:
 - To develop global brand management and distributor relationship capability
 - To test the product and supply chain capability in non-US markets
 - To network with global distributors to allow meaningful expansion beyond initial test markets





RECENT BEVERAGE M&A

NON-ALCOHOL

Sunny Delight sale to Brynwood Partners

BodyArmor investment from DPS

American Beverage Corporation sale to
Harvest Hill Beverage

Muscle Milk sale to Hormel Foods

ZICO sale to Coca-Cola

Honest Tea sale to Coca-Cola

Vitamin Water sale to Coca-Cola

ALCOHOL

Ballast Point Brewing sale to Constellation

Banks Rum sale to Bacardi

Angel's Envy sale to Bacardi

Beam sale to Suntory

Whyte & Mackay sale to Emperador

Skinnygirl sale to Beam

Jenn's Cocktail Company sale to Constellation

BODY ARMOR CASE STUDY

- Received \$20mn equity investment from Dr Pepper Snapple Group ("DPS") in August 2015 at a \$171mn valuation
- Revenues of \$30mn in 2014 and 180% YoY growth through August 2015

BAI BRANDS CASE STUDY

- Received \$15mn equity investment from DPS in April 2015 at a \$500mn valuation
- Revenues of \$5mn in 2012, \$17mn in 2013, \$50mn in 2014E and \$125mn in 2015E

VITA COCO CASE STUDY

- Sold 25% stake to Reignwood Group in July 2014 at a \$665mn valuation
- Global retail sales rose 31% to \$421mn in 2014

Sources: Wall Street Journal ("Coconut Water Maker Vita Coco Broadens Overseas Footprint"); BevNet ("Bai-Popping Number: DPS Investment Based on \$500M Valuation"); Foodnavigator-usa.com (Dr Pepper invests \$15m in minority stake in Bai Brands")



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THE BEVERAGE

Made-in-America, premium iced tea offered at an affordable price compared to leading competitors

- Immediate brand name recognition via “Long Island” and “Long Island Iced Tea”
- Locally Brewed - NY-based local brand distributed nationally
- Non-alcoholic and hot-filled using black and green tea leaves
- Healthier Alternative:
 - 100% cane sugar or sucralose (generic version of Splenda) as a sweetener
 - Gluten-free, non-GMO and no artificial colorings or flavorings
 - Also available in gallons and 60 calorie healthier version
- Affordable Mass Market Price:
 - Suggested Retail Price for 20oz bottle: LIIT of \$1.00 vs. \$1.25 of leading competitors



TEN FLAVORS:
LEMON / DIET LEMON
PEACH / DIET PEACH
GREEN TEA & HONEY
RASPBERRY
HALF & HALF
GUAVA
MANGO
SWEET TEA (NEW)



THE BRAND

Brand Goal

Capitalize on globally recognized name “Long Island”, while expanding into other product offerings



from
**MOTHER
NATURE'S
TOP SHELF™**



REFRESHINGLY SIMPLE ONLY 60 CALORIES PER BOTTLE





EXPERIENCED MANAGEMENT TEAM

PHILIP THOMAS (FOUNDER & CEO)

- Over 20 years of beverage experience
- Revitalized a 45 year old family owned food and beverage distribution business, **Magnum Enterprises**, in 2003 by creating strategic partnerships with **Coca-Cola** and **Vitamin Water**
- Founded **Capital Link** in 2005, involved in a nationally recognized ATM processing network that funds over 13,000 ATMs in all 50 states

PETER DYDENSBORG (COO)

- Over 30 years of experience in the distribution and building of brands within large corporations, including **Kellogg's**, **Keebler**, **Coca Cola** and **Thomas English Muffins**
- Previously the Director of Sales for **Phoenix Beverages**, from 2004 until joining LIBB in 2014
- Senior Zone Manager at **The Keebler Company** (which was later acquired by the Kellogg Company) from 1994 to 2004

JULIAN DAVIDSON (SENIOR CONSULTANT-ALCOHOL)

- Nearly 25 years in the alcoholic beverage industry, primarily Australia and New Zealand
- CEO of **Independent Liquor NZ** (7 years - NZ/US/CAN) - sold to **Asahi** in 2011 for \$1.5bn
- Transitioned Independent Liquor NZ from a single focus RTD business to a multi-beverage business (RTD's / Beer / Cider / Spirits)
- Previously spent 15 years at **Lion Nathan**, an Australasian brewery subsidiary of **Kirin Holdings**

JOSEPH CAMELE (VP, NATIONAL SALES & MARKETING - NON-ALCOHOL)

- Nearly ten years of iced tea experience with **Arizona Beverages USA**, most recently as Executive National Sales Director
- Managed a team of 85 individuals and a portfolio of over 100 accounts totaling nearly \$750 million in sales

JAMES MEEHAN (CAO)

- Over ten years of public company accounting and auditing experience
- Manager at **Marcum, LLP**, a nationally recognized public accounting firm, prior to joining LIBB in 2014



INDUSTRY FOCUSED ADVISORY BOARD

Tom Cardella

Mr. Cardella was president and CEO of Tenth and Blake Beer Company, an independent division of **MillerCoors** focused on craft and import beers. The company's brands include **Blue Moon**, Pilsner Urquell, **Leinenkugel's**, Peroni Nastro Azzurro, Batch 19 and Colorado Native. He also served as Chairman of the Board of Directors for the **Jacob Leinenkugel Brewing Company**. Mr. Cardella is a 30-year veteran of the global beer industry. Previously he served as eastern division president for MillerCoors, where he was responsible for driving the business in the MillerCoors eastern division, including its sales volume, profit contribution and share growth. Prior to that, he was executive vice president of sales and distribution for Miller Brewing Company, a position he took in August 2006. Mr. Cardella serves on the Board of Directors for the **Green Bay Packers**, United Way of Greater Milwaukee and Metropolitan Milwaukee Association of Commerce.

John Carson

Mr. Carson is the former President, CEO and Chairman of several leading beverage companies including **Marbo** and **Triarc Beverages**, both private equity backed corporations. He led the expansion of the **Tampico** brand throughout new markets. Mr. Carson also led the acquisition and integration of **Snapple Beverages** as Chairman of Triarc Beverages (RC Cola). He expanded Triarc's business internationally by leading negotiations in China, Japan, Mexico, South America, Russia and Poland. Mr. Carson sold the entire beverage portfolio of Triarc to Cadbury Schweppes. He is the former President of **Cadbury Schweppes** North America where he led the expansion of the Schweppes brand beyond mixers and into Adult Soft Drinks.



INDUSTRY FOCUSED ADVISORY BOARD (CONT'D)

Dan Holland

Mr. Holland is the former CEO of **XXIV Karat Wines**, which was founded in 2012 and offers the first gold infused sparkling wine. He is the former President and CEO of **The Rising Beverage Co** (Los Angeles, CA) and prior to that served as an adviser for First Beverage Group (Los Angeles, CA). Mr. Holland began his career at **Mission Beverage**, also based in Los Angeles, where he served as president for 15 years. During his tenure as president of Mission Beverage, Mr. Holland served on many distributor/supplier councils for companies including Coors Brewing Co., **Heineken**, Guinness, **Anheuser-Busch InBev** and **Glaceau**.

Bump Williams

Mr. Williams is the President and CEO of The BWC Company, a consulting company that works across the entire 6-tier network of beverages. Mr. Williams began his career at **Procter & Gamble** where he developed a National Sales Program (Publishers Clearing House) that incorporated all P&G brands being merchandised across the United States with key national retailers. In 1986 he left P&G to head up Analytics and National Accounts at the **A.C. Nielsen Company** where he developed the industry's first Beverage Vertical servicing a multitude of manufacturers, retailers and distributors. In 1994 he joined Information Resources, Inc. as the President of Global Consulting where he was responsible for the use of store-level data and consumer segmentation analyses that allowed the beverage industry to develop specific advertising, point of sale and new product launches at targeted consumers and specific demographic audiences. In 2008, Mr. Williams resigned his post at IRI and retired but has continued to provide consulting to several retailers to conduct analyses on the health of their beverage business and determine business plans and strategies designed to capitalize on changing consumer purchase behavior. He works with **brewers, distillers, vintners, retailers, importers, private equity, Wall St. and investment companies, large and small from around the globe** on new product launches, pricing and promotion analytics, mergers and acquisitions, market expansion and strategic business planning. Mr. Williams serves on several boards of directors and advisors across the beverage alcohol and non-alcoholic beverage community.



MOOD & TARGET CONSUMERS

LIIT's brand image inspires refreshment, sunny days and the relaxation associated with summer and the beach

KEY CONSUMER COMMUNICATIONS INCLUDE:

ORIGINAL

AMERICANA

QUIRKY

FRESH

SIMPLE

SURPRISING

CLASSIC





PR & MARKETING INITIATIVES

Legacy & Wit - Drawing upon the equity of a legendary cocktail and geographic region

"Craft Brewed"

"Just Add Rocks"

"Buy Your Family A Round"

"No ID Required"

"There's No Such Thing As One Too Many"

"Put It On Your (Grocery) Tab"

BILLBOARDS & PRINT



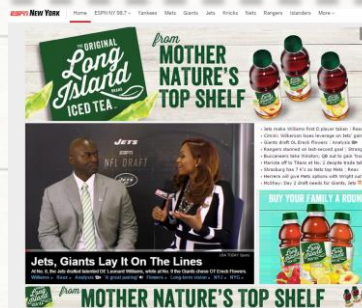
IN THE FIELD



PR & OTHER



Partnered with **ESPN** for an under the cap promotion with prizes in conjunction with radio and internet advertising beginning in April 2015





GROWING NON-ALCOHOL SALES CHANNELS

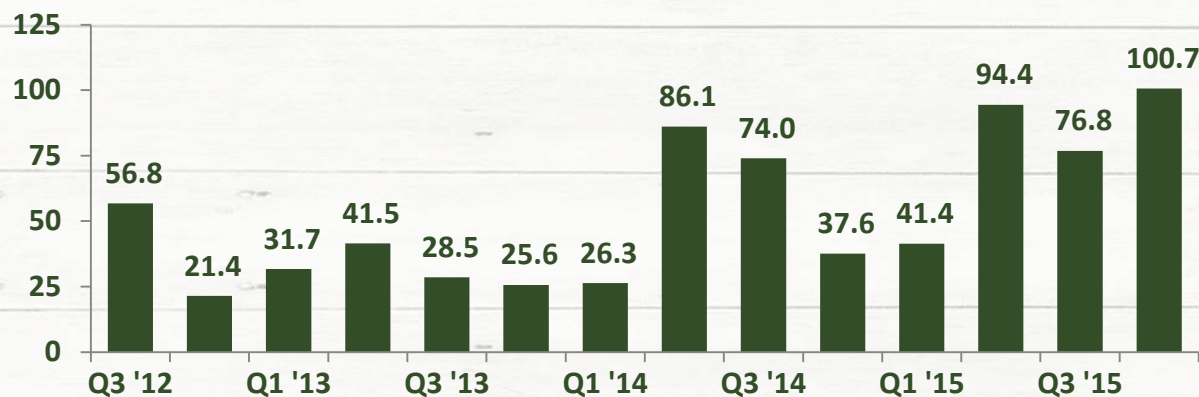
SELECT CURRENT DISTRIBUTION POINTS

7-11	GRISTEDES
ACME	H MART
ASSOCIATED SUPERMARKETS	HANDY PANTRY
BEST YET	KEY FOOD
C-TOWN	KING KULLEN
COMPARE FOODS	NORTH SHORE FARMS
DUANE READE (WALGREENS)	PIONEER SUPERMARKET
FAIRWAY	RITE AID
FINE FARE	SHOPRITE
FOOD BAZAAR	STOP & SHOP
FOOD DYNASTY	TRADE FAIR
FOOD EMPORIUM	WALGREENS
FOODTOWN	WESTERN BEEF
GRACE'S MARKETPLACE	WILD BY NATURE



FINANCIAL PERFORMANCE

12-Pack Cases, Excluding Costco (000)¹



2012

- Launched using independent distributors

2013

- Major regional distributors secured

2014

- Sam's Club showcases, Costco rollout and 1,200 retail doors
- Northeast ad campaign

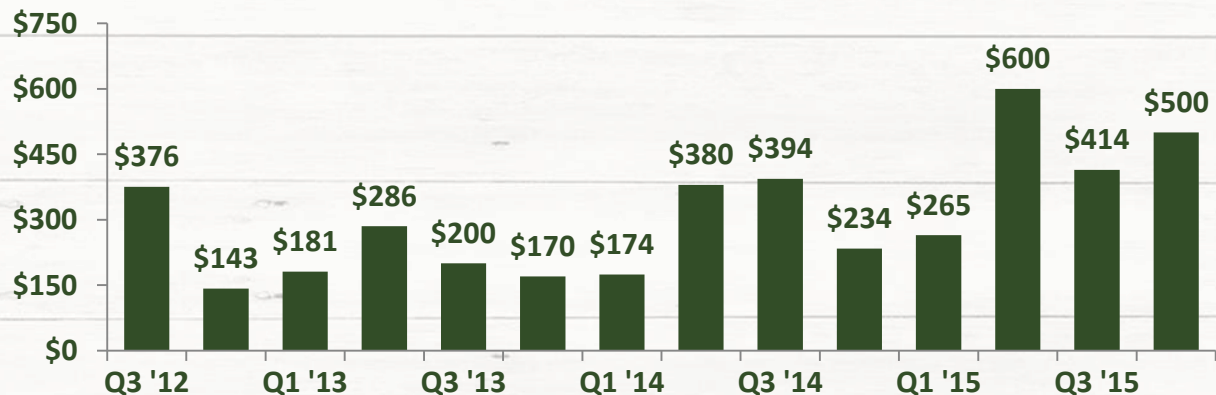
2015

- Developing Top 10 Markets
- Southeast expansion

2016/2017

- Midwest expansion (2016)
- Nationwide expansion
- National ad campaign
- Global expansion

Net Sales, Excluding Costco (\$000)¹



(1) Financial data estimated for Q4 2015; case figures calculated from typical selling price using 12 pack 20 ounce bottle equivalents



MILLENNIALS TREND AWAY FROM BEER

Millennials are increasingly moving away from beer
in favor of wine and spirits

Results of Recent Morgan Stanley U.S. Beer Alphawise Survey

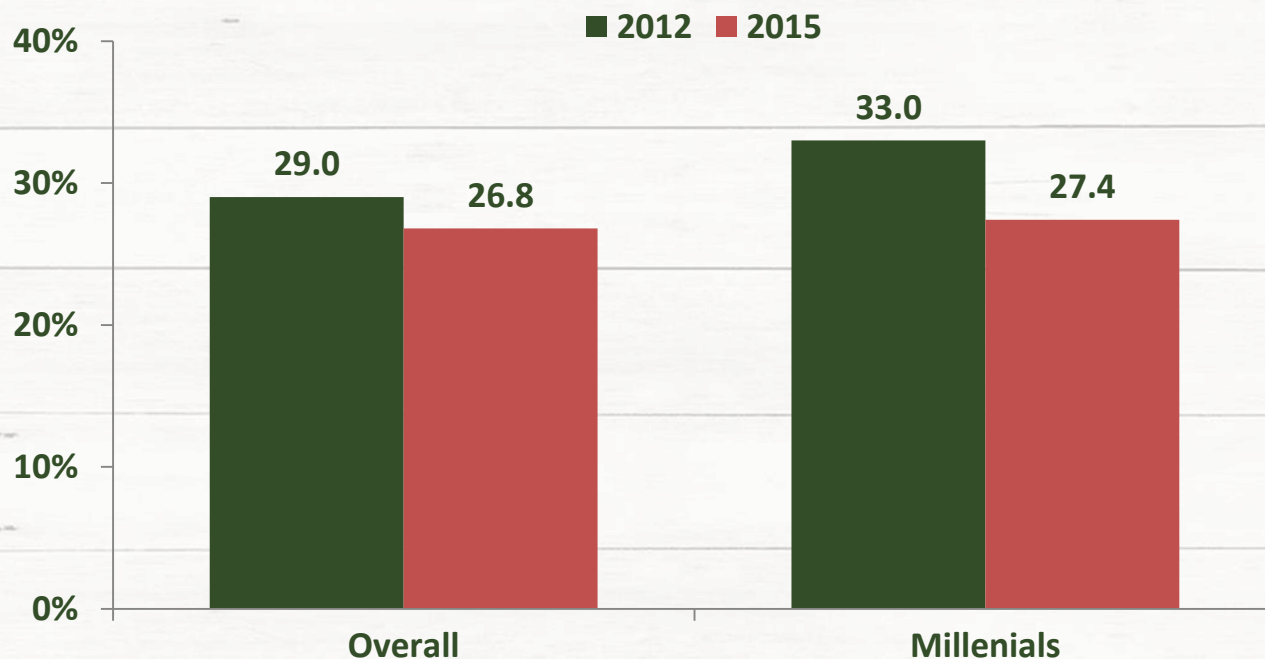
- *“Overall beer consumption trends remain weak...and it appears millennials are increasingly turning to other alcoholic [beverages]”*
- *Identified two encouraging trends:*
 - *“As expected, Bud Light’s flavor extensions with high level of alcohol have limited cannibalization with only 35% of volume coming from the beer category specifically”*
 - *“Brand awareness is still limited, but it is much higher with Millennials which shows that ABI digital marketing targeted at this age group is efficient”*



MILLENNIALS TREND AWAY FROM BEER

Beer Cited as “Favorite Alcoholic Beverage” is Falling Among the General Population and With Millennials

% Who Answered Beer as Their Favorite Alcoholic Beverage

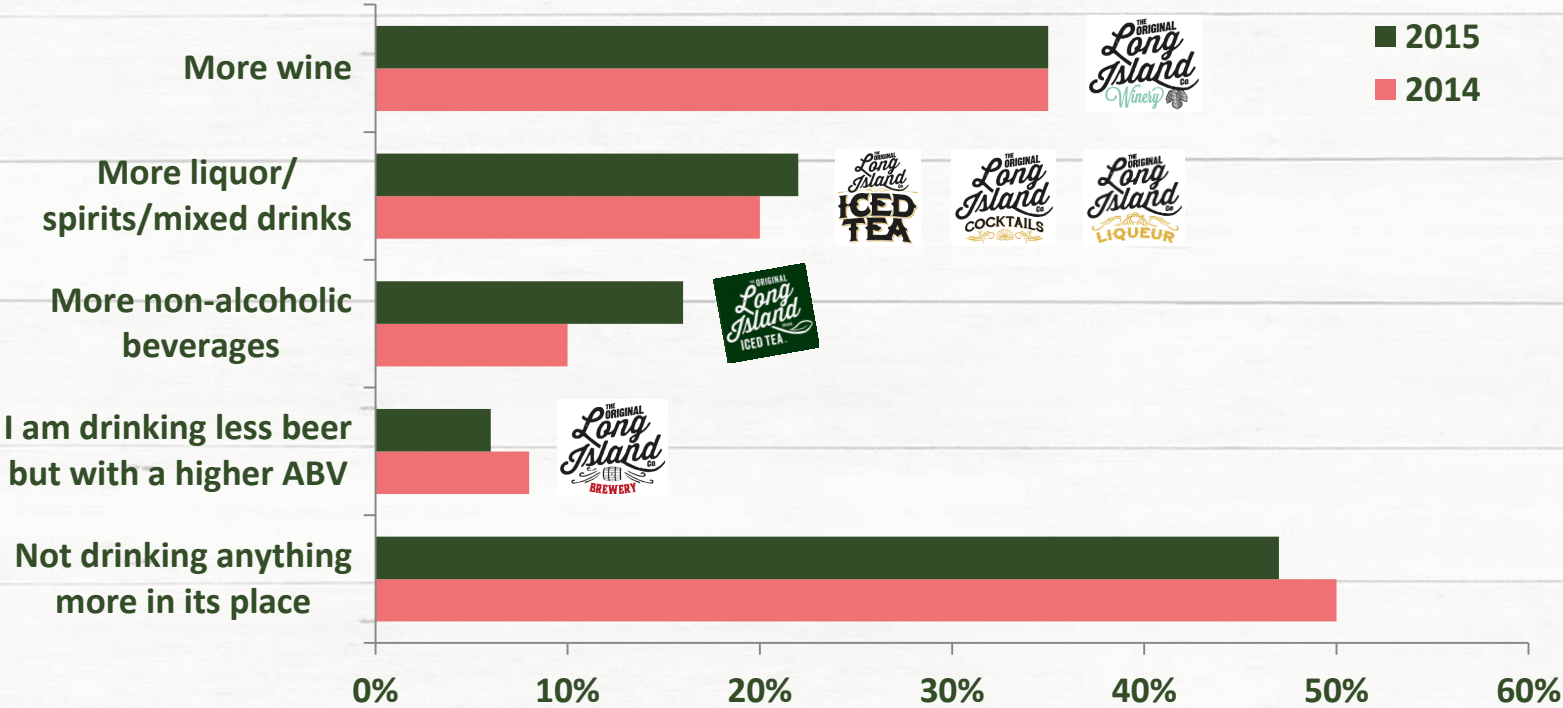




MILLENNIALS TREND AWAY FROM BEER

Beer Volume Loss Has Predominantly Benefited Wine and Spirits

Which of the following applies to you as a result of drinking less beer overall?
I am drinking...





WHAT DOES LONG ISLAND STAND FOR?

THE ORIGINAL
Long Island
Co.
AMERICAN
MODERNISM

