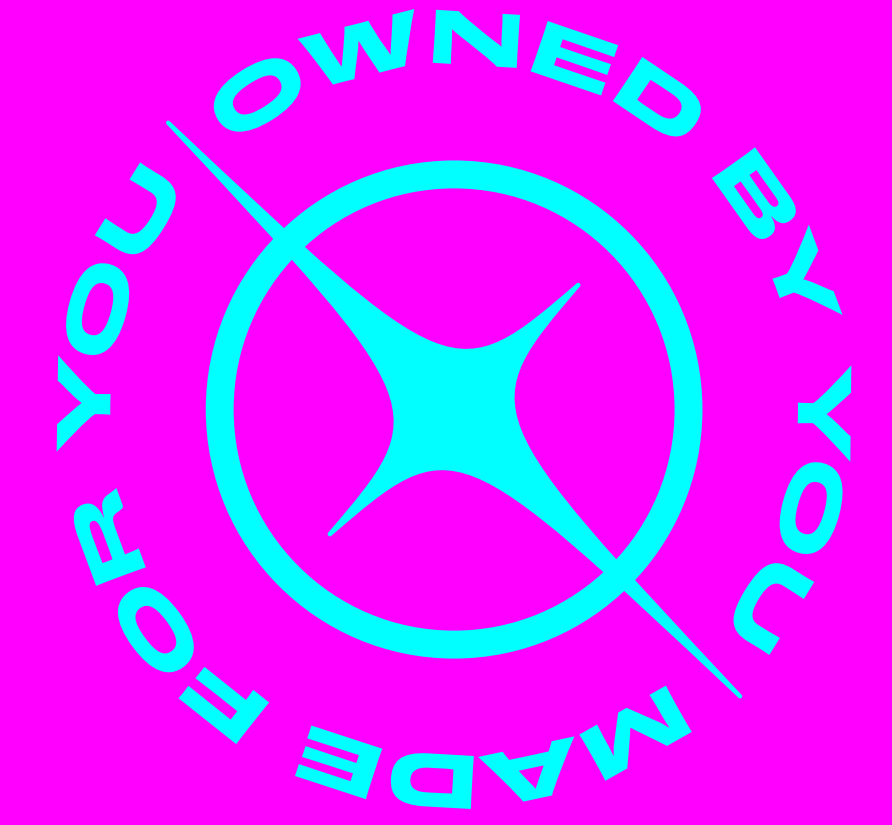


**OVER
SPIRITS**



SHARE OFFER

Community Shares

June/July 2025

Offer Summary

Own a Piece of the World's First LGBTQ+ Community Distillery

Queer Spirits Limited is raising capital through a community share offer to build the world's first LGBTQ+ community-owned distillery, scale production, and grow a premium drinks brand rooted in queer ownership and pride.

This share offer is made by Queer Spirits Limited, a Co-operative Society registered on 15 August 2024 under the Co-operative and Community Benefit Societies Act, with the Financial Conduct Authority (registration number 5230).

The registered address is 124 City Road, London EC1V 2NX. By subscribing to shares in this offer, you will become a member and co-owner of the Society and its assets, alongside other members.

Share Offer Details

- Opening date: 15 June 2025
- Closing date: 27 July 2025
- Offer duration: 6 weeks
- Minimum raise: £100,000
- Optimum raise: £200,000
- Maximum raise: £300,000
- Minimum investment (per person): £50
- Maximum investment (per person): £30,000
- Maximum investment (per organisation): £100,000
- Return on Investment: 6% annual interest from year 3
- Capital withdrawal: Targeted from year 3 onwards

The Board of the Society reserves the right to extend the offer period by up to 6 weeks if it believes this will improve the likelihood of reaching the fundraising targets.

Community shares are fully at risk

As with all investments, your capital is at risk. You could lose some or all of the money you invest. There is no protection from the Financial Services Compensation Scheme or access to the Financial Ombudsman. Please don't invest more than you can afford to lose.

Community Shares

Your invitation to invest in Queer Spirits — and help shape our future

We're issuing withdrawable Community Shares: your chance to co-own the UK's first LGBTQ+ co-operative distillery. By investing, you'll become part of a movement rooted in pride, purpose, and community power — where every member has a voice, not just a stake.

Open to our LGBTQ+ family and allies, this is more than a financial opportunity. It's a chance to support queer spaces, shape a fairer future, and share in our success.

What are Community Shares?

Community Shares are a unique form of equity, only available through co-operatives and community benefit societies. They:

- Can be withdrawn (subject to terms)
- Are non-transferable
- Give you a real say in how we're run
- Let you share in our success

Why Community Shares?

Because ownership matters.

Community Shares let you be more than just a customer — they make you a co-owner. This model puts voice, value, and control into the hands of the community it serves. It's how we build a business that's truly by us, for us.

Queer By Nature

Hello, we're Oli & Jon, founders of Queer Spirits.

When we launched Queer Gin in 2022, it began as a simple idea: to support our community through a shared love of raising a glass together — and as a response to the lack of LGBTQ+ visibility and authentic queer representation in the drinks industry.

Queer Spirits is our pride and joy. We've built it in our spare time, but we can't take the next step without you.

Queer Gin was just the beginning.

Now, we're seeking investment to supercharge Queer Spirits, shake up the industry, and create a lasting legacy for our community.



Our Vision

Queer Spirits is our vision for a community-powered brand that challenges industry norms.

We're redefining what a drinks company can be — offering both alcoholic and alcohol-free spirits in equal measure to build a more inclusive drinking culture.

By co-creating a diverse product range with our community, we make sure everyone can find something they love.

Rooted in authentic representation, Queer Spirits isn't just disrupting the drinks industry — we're reshaping its future, one proudly queer bottle at a time.

The Future is Queer.



We Need Your Help

We're at a crossroads.

Without fresh capital, we'll have to keep juggling Queer Spirits with our day jobs — and that means we can't give this business the full-time focus it needs to thrive.

It's go hard or go home. Your support will decide which path we take.

To supercharge Queer Spirits, we need investment to scale up production, grow our marketing, and pay ourselves a fair wage — so we can go all-in on shaking up the drinks industry.

This share offer won't last forever. Once the money runs out, the business will need to stand on its own. The more we raise now, the more time and traction we'll have to build a self-sustaining, community-owned brand.



A Queer Investment

This isn't business as usual.

Most investments work like this: you put in money, and if the company succeeds, a few shareholders profit — often with little say in how the business is run.

Co-operatives flip that model. When you invest in Queer Spirits, you become a member — a co-owner — with a real voice in how we operate. Every member has one vote, no matter how much they invest.

Instead of chasing short-term profit for a few, we reinvest earnings to grow the business, support our community, and share any surplus fairly among our members.

This is collective ownership in action — a model built for long-term impact, not just financial return. It's investment with values, and it puts people before profit.



The Opportunity

The drinks industry is overdue for change.

The market is worth billions — but LGBTQ+ representation remains surface-level and seasonal.

Consumers are demanding brands that reflect their values. Queer Spirits delivers.

We're building a scalable, queer-owned drinks company serving a loyal, under-served market. Our range of alcoholic and alcohol-free spirits meets growing demand for inclusive, value-led brands.

Every sale helps fund LGBTQ+ spaces and powers a business owned by the community it serves — creating long-term impact and customer loyalty.

With your investment, we'll scale production, expand distribution, and open the world's first LGBTQ+ community distillery right here in the UK.



Queer Spaces Matter

We didn't start Queer Spirits just to make drinks—we started it to make a difference.

Our mission is to celebrate queer culture, support our people, and help build a better future.

But we're still navigating a system that wasn't built for us. Despite progress, queer businesses face barriers to growth, funding, and visibility. In London alone, over half of LGBTQ+ venues have closed since 2006—iconic spaces like G-A-Y lost to economic pressures hitting our community hardest.

These venues aren't just nightlife—they're sanctuaries for connection, identity, and well-being.

That's why Queer Spirits is more than a brand. We're community-owned, creating inclusive products, supporting queer venues, and investing in spaces that help us thrive.

It's more than business—it's proudly, radically queer.



Community Focus

Our primary focus is the LGBTQ+ community, guided by an inclusive ethos that welcomes participation from allies and the wider community. We aim to foster a shared sense of pride, belonging, and ownership for everyone involved.

Governance

We're building a business where members have real, ongoing decision-making power. Our governance model will enable community members—particularly those from the LGBTQ+ community—to become affordable shareholders in *Queen Spirits*. These members will help shape key decisions, from new product development to the community projects we support and how we reinvest profits.

Our goal is to create a genuinely community-run business—one where the direction of *Queen Spirits* reflects the needs and aspirations of its members.



The Drinks Market

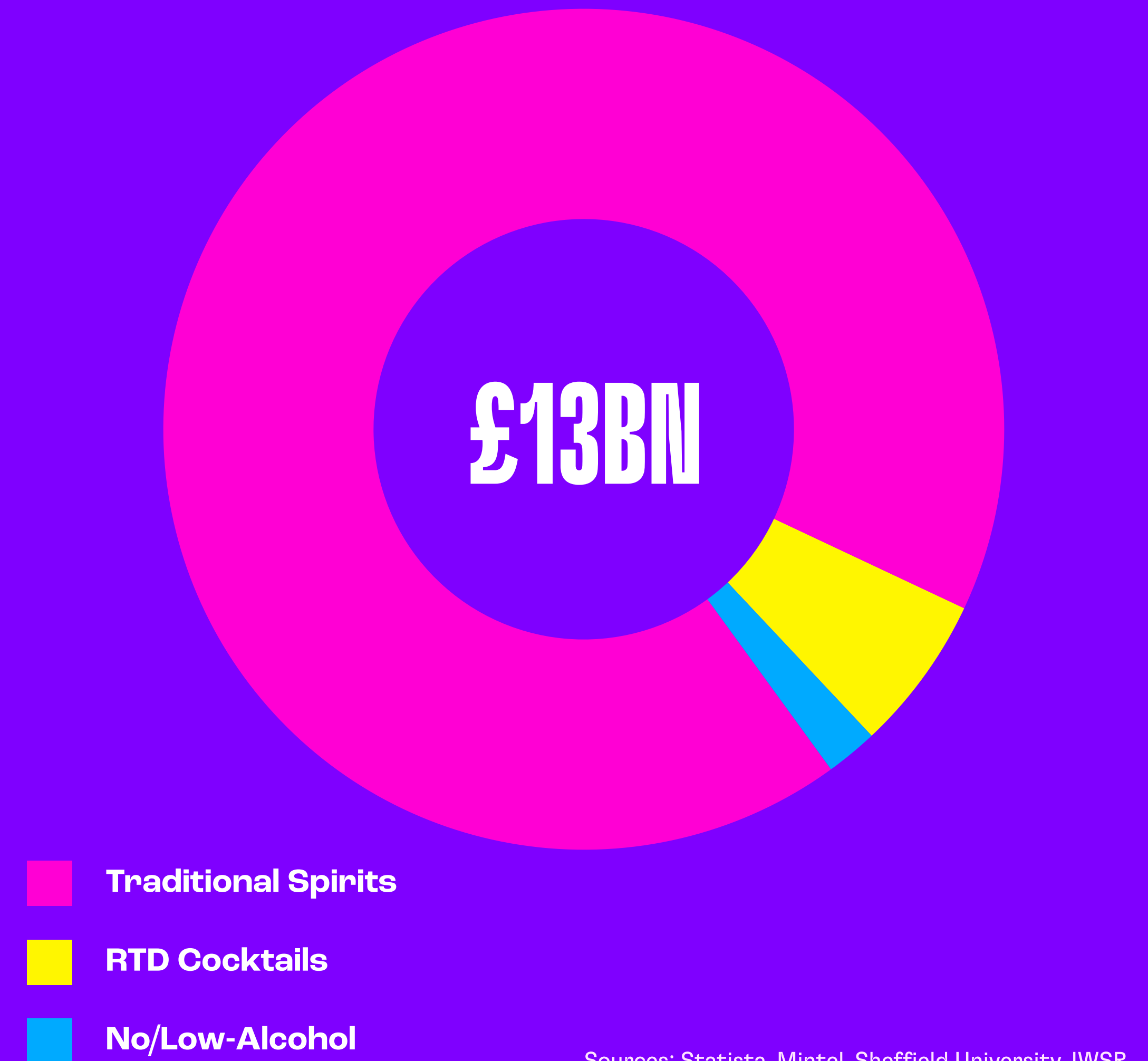
Gin still reigns, but the future is alcohol-flexible

The UK remains the largest market for gin globally, and the wider spirits industry contributes over £13 billion to the national economy — driving innovation, job creation, and export opportunities that benefit new entrants like Queen Spirits.

Traditional spirits still dominate, making up approximately 92% of the market. But change is stirring.

Customers are becoming more adventurous — exploring diverse spirits, ready-to-drink cocktails, and premium no and low-alcohol alternatives. These emerging segments represent a vital opportunity for growth, especially as drinkers seek out more inclusive, ethical, and modern brands.

UK Spirits Market Composition, 2023



Sources: Statista, Mintel, Sheffield University, IWSR

The Pink Pound

From bars to festivals, the queer community is loud, proud and ready to spend.

In 2022, the global LGBTQ+ community held an estimated annual spending power of \$4.7 trillion, up from \$3.9 trillion in 2019.

As of 2022, the 'pink pound'—the purchasing power of the UK's LGBTQ+ community—is estimated to be worth over £7 billion annually, reflecting a significant and growing contribution to the national economy.

Bars and clubs are vital spaces for our community — where we gather, express identity, and find joy. That's why raising a glass together is more than tradition — it's a celebration of progress and pride, and a chance for Queer Spirits to help fuel the vibrant, growing force of the queer economy.



The Sound Of Music

Harnessing the UK's £8 Billion Music Tourism Boom to Amplify Brand Visibility

Music tourism generated over £8 billion for the UK economy in 2023, according to UK Music — a booming sector that offers Queen Spirits a powerful platform for growth.

We plan to forge partnerships with Pride events, queer-led festivals, and inclusive music venues across the UK. These are more than just marketing opportunities — they're cultural touch points where Queen Spirits can celebrate identity, build deep community connections, and expand our reach in front of engaged, values-led audiences.

In a space dominated by mainstream brands, Queen Spirits offers something different: an authentic, community-powered alternative built on visibility, impact, and joy.



150+
PARADES

500+
FESTIVALS

OUR PLAN

Sealing with Purpose

What began as a small idea—a bottle of gin created to give back to our community—has grown into a bold opportunity to build something lasting.

A thriving, values-led business that celebrates diversity all year round and puts community at the heart of everything it does.

This share offer will fund the next stage of our journey: establishing a community-owned distillery, expanding our product range, increasing our production capacity, and building the infrastructure to scale. It's how we'll meet growing demand, reach new markets, and create a space where our community can come together, connect, and flourish.

The capital raised will fund key operational roles, secure a production site, and invest in the tools and systems needed to grow efficiently and sustainably—ensuring this remains a business by and for the LGBTQ+ community, now and in the future.



What We Need

To bring our vision to life, we've modelled three funding scenarios that align with different stages of operational readiness. Each level enables us to deliver on our mission—at increasing levels of scale, sustainability, and impact.

£100,000 – The Essentials

This gives us the equipment and a production space large enough to make our products for a year. It's our minimum viable setup—enough to launch, but not enough to scale.

£200,000 – Building Momentum

This enables us to implement our wider plan. It covers the cost of goods, supports key operational roles, and gives us the capacity to start growing with intent.

£300,000 – Scaling with Confidence

This funds three years of core operations. If we outperform our forecasts, any surplus capital will be reinvested into growth—through additional marketing, staff, and increased production capacity.



What You Get

Becoming an Investor Member means more than just supporting a business—you're becoming a co-owner of a queer, values-driven venture with a long-term vision for community impact. Here's what that means in practice:

Voting Rights

As an Investor Member, you'll help shape the future of Queer Spirits. You'll be invited to vote on big decisions at our Annual General Meeting (AGM), and any other key resolutions. Every member has one vote—regardless of how much you invest or how many member categories you belong to. It's one member, one vote. Always.

Perks & Rewards

As a thank you for supporting this share offer, we've created a range of exclusive rewards. The more you invest, the more you receive—without ever affecting your voting power. These perks are only available through this share offer.

Investor Reward Tiers

£50 / 50 Shares

Members Edition Queer Gin or Queer AF (Alcohol Free)

£100 / 100 Shares

Members Goblet

£1,000 / 1,000 Shares

- SEIS eligibility (50% tax relief)
- Distillery tour & tasting (when open)
- Limited edition cocktail kit

£2,500 / 2,500 Shares

- EIS eligibility (30% tax relief)
- 1-year Queer House subscription (our loyalty programme)

£5,000 / 5,000 Shares

Private tasting for you + 5 guests

£10,000 / 10,000 Shares

- 10% lifetime discount
- Invitation to the Founders Table (exclusive dinner & cocktail event)

Tax Relief For Eligible UK Investors

We've received advance assurance for SEIS (50%) and EIS (30%) tax relief, and are currently re-confirming eligibility following our conversion to a co-operative.

SEIS Benefits

- 50% of your investment back as income tax relief
- 50% Capital Gains Tax reduction when reinvesting gains

EIS Benefits

- 30% of your investment back as income tax relief

Both schemes offer loss relief — meaning you can offset losses against tax if the business were to fail.

Who qualifies?

UK taxpayers with enough tax due to match the relief. You can claim in the year you invest or the previous year.

How?

Via PAYE (submit SEIS3/EIS3 to HMRC) or through self-assessment.

We cannot give tax advice, and can only vouch that the investment is a valid investment for tax relief. Anyone considering investing with tax relief in mind should contact a financial advisor to establish whether they would be eligible.

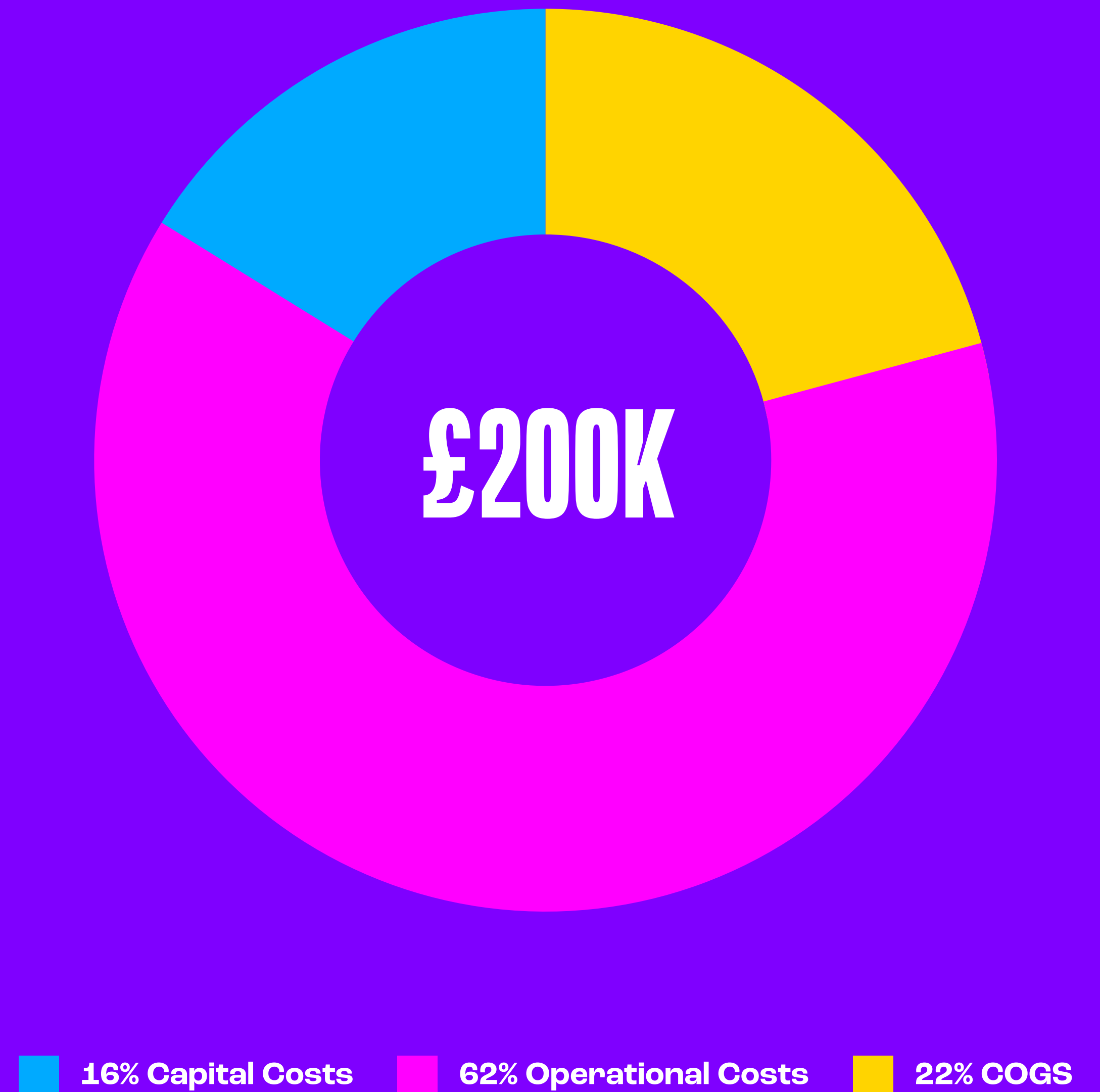
Raising £200K To Scale

How we'll use your investment to drive significant growth

With a £200,000 investment, our spending plan will be strategically allocated to ensure robust growth and operational stability.

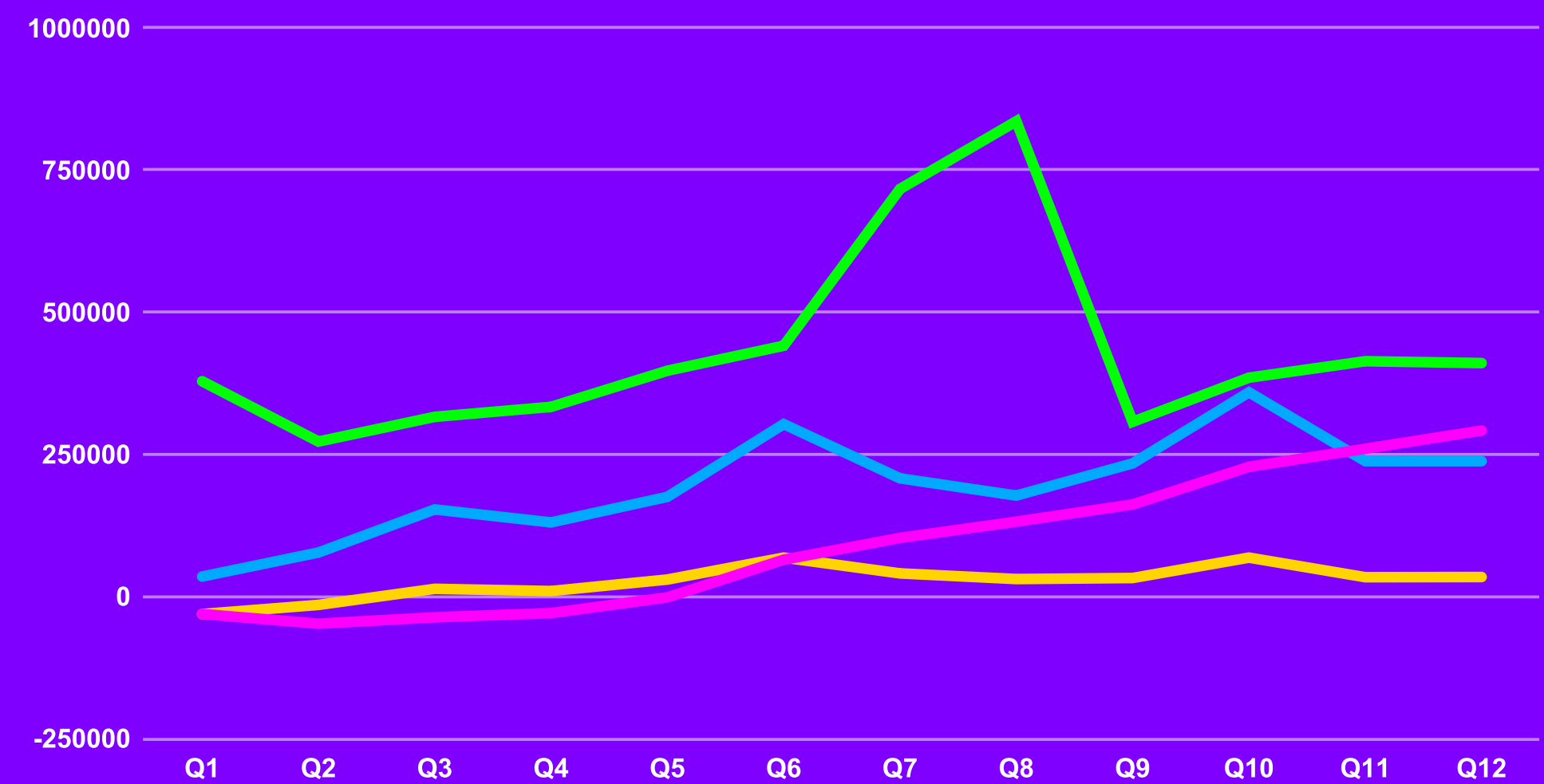
This allocation will provide us with a runway of 12 months, giving us the time to achieve key business milestones and progress towards sustained profitability.

- Distillery Equipment & Installation
- Product Development
- Stock Acceleration
- Proven Trade & Marketing activities

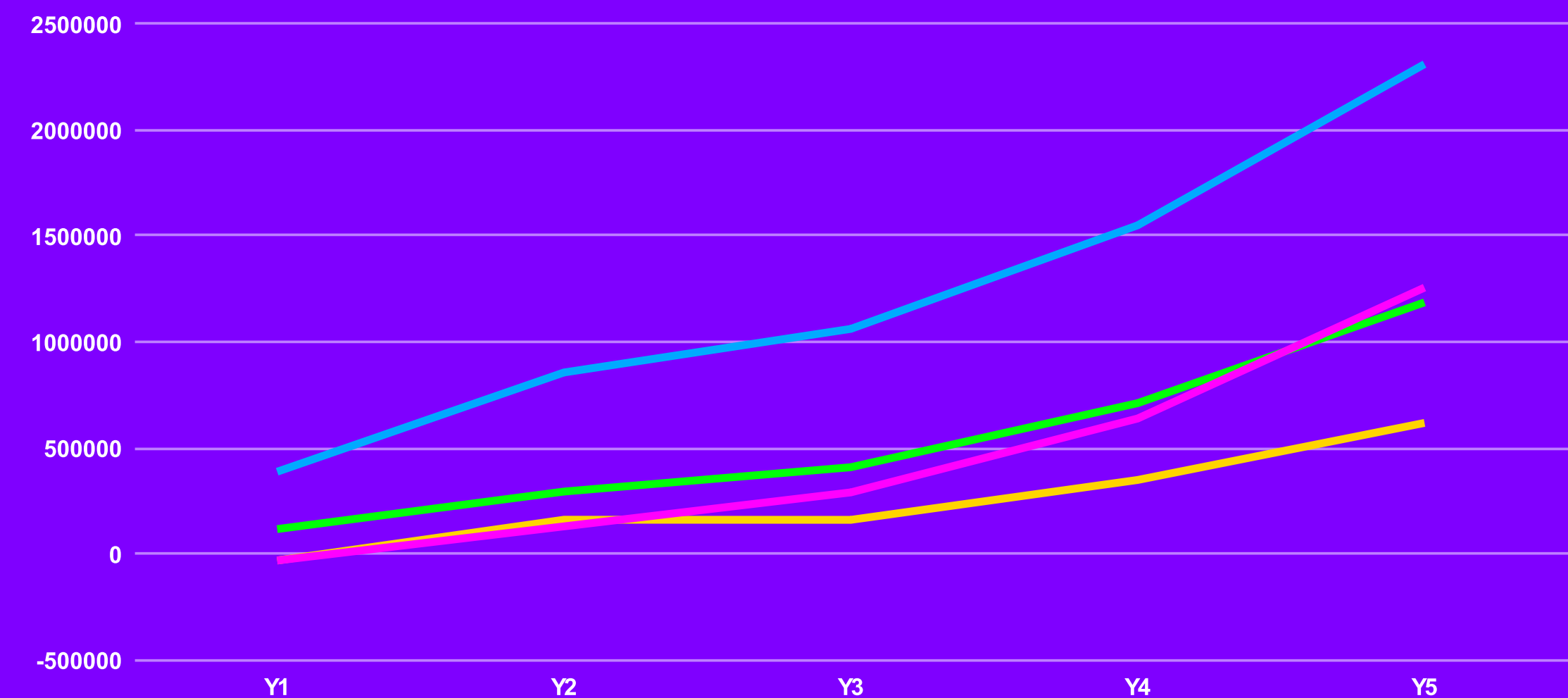


Cash, Turnover & Profit

Y1 - Y3 by Quarter



Y1 - Y5



Cash



Turnover



Profit



Cumulative profit

Use Of Funds

Investment Area	Allocated Use	Minimum Raise	Optimum Raise	Maximum Raise
Capital Costs	Equipment	£15,000	£15,000	£25,000
Capital Costs	Installation & Maintenance	£6,000	£6,000	£6,000
Capital Costs	Fit-Out & Signage	£6,000	£6,000	£6,000
Operational Costs	Admin & Overheads	£60,884	£60,884	£60,884
Operational Costs	Marketing	-	£35,340	£35,340
Operational Costs	Payroll	-	£10,000	£20,000
Operational Costs	Repayment of Director's Loans	-	£30,000	£30,000
Cost Of Goods Sold	Stock Production	£8,481	£25,743	£81,743
Cost Of Goods Sold	Fulfilment & Postage	£3,634	£11,032	£35,032
Total Investment		£100,000	£200,000	£300,000



OWNERSHIP

Member Classes

We have 4 types of members in our co-operative; Founder, Investor, Employee, Customer.

All class members, no matter how much they invest, will receive 1 vote to help us make business decisions collectively and democratically. So when you invest via Crowdfunder, you will receive voting privileges along with your shares as an Investor.

After our Crowdfunder has ended you can also earn shares as a Customer and an Employee. The only class you can't receive shares from is Founder.

Each membership has its own set of criteria for qualifying. For example; to receive Customer shares, you accumulate points in our customer membership program and convert them into shares. Our customer membership program will be launched after the success of our share offer with more details to follow.



Founders

Built with love, led with purpose

We're Oli and Jon — husbands, co-founders, and the creative minds behind Queer Spirits. For the past three years, we've built this business from the ground up, investing our own time and talent to bring it to life.

Oli brings the flair. As a design director at the BBC, he's spent years captivating audiences through bold branding and visual storytelling. At Queer Spirits, he crafts every detail of our identity — proudly queer, always unconventional, and impossible to ignore.

Jon brings the function. With a background in systems thinking and data strategy, he's the one who makes sure everything works — from supply chains to operations — keeping us scalable, sustainable, and sharp.

We're not just here to launch a drinks brand — we're here to shake up an industry, create space for our community, and prove that business can be done differently.



Oli Powell

Brand & Marketing



Design Director

Oli currently leads the creative vision and multi-platform design strategy for one of the world's most trusted and influential news organisations.



Jon Gronow

Sales & Operations



Analysis Manager

Jon is a seasoned team leader, specialising in tactical and strategic analysis that optimises performance that impacts the lives of millions.

Investors

We've all seen so-called ethical brands claim they're "on a mission"—only to end up transforming their founder's bank balance more than the world.

Time and time again, when values clash with profit, profit wins.

We wanted to make that impossible.

That's why Queen Spirits is a co-operative: owned by the people who believe in it. Our mission isn't just written in a pitch deck—it's built into our structure.

We exist to serve our members. That means balancing the interests of our workers, customers, and you—our investors—so the business benefits everyone it touches.



Investor Benefits

We're offering a generous 6% interest rate on your capital, paid in cash — or in product vouchers if you prefer — starting from year 3. From year 4, we aim to allow investors to withdraw capital, with up to 20% of total investment available each year.

Here's how our profit-sharing works:

Profits are split into four equal parts:

- One quarter goes to paying interest to investors (you)
- One quarter is shared among non-investor members
- The remaining half is reinvested or used to repay capital

Each year, the Board sets the interest rate based on performance and capital needs. Legally, it must be no more than what's needed to attract and retain investment.

The Board also reviews withdrawal requests annually. Withdrawals are only possible if the business has a net-positive trading record — meaning total profits in good years exceed any losses.



Profit Distribution

We're not a not-for-profit — we're here to build a thriving business that shares financial rewards with its members.

Any profits we make will be distributed equitably between our Founders, Investors, Employees, and Customers.

Here's how it breaks down:

- 15% to our Founders (Oli and Jon)
- 25% to our Investors (that's you)
- 30% to our Customers (that could be you too)
- 30% to our Employees (yes — you again!)

If the business does well, we all benefit.



Making Decisions

We'll hold two General Meetings each year, including our legally required Annual General Meeting (AGM). These meetings are used to:

- Approve accounts
- Appoint auditors
- Vote on key resolutions
- Update members on our progress
- Gather input on future plans

Everyone gets one vote, no matter how much they've invested or how many classes they belong to. Votes are cast within specific membership classes, and each class carries a different weight:

- Founders: 15% of total votes
- Investors: 25%
- Employees: 30%
- Customers: 30%

If you belong to more than one class, your vote counts in the class that comes earliest in the list above.



The Board

Until we reach 1,000 members, our Board will consist of the founders, Oli and Jon, plus up to five additional people they choose to bring in — for a maximum of seven Board members.

Once we hit 1,000 members, the Board must include at least five people, with one elected representative from each member class.

If, before then, we take on grant funding from a public body, charity, or not-for-profit, the Board must include a representative elected by at least two member classes.

In both cases, if there's no financial expert on the Board already, we'll appoint one.



Governance Structure

Democratic by Design

As a co-operative, Queen Spirits is governed by a Board elected by — and accountable to — our members. This structure ensures that our values — community ownership, transparency, and social purpose — guide every decision.

Our Board provides strategic leadership, safeguards the co-op's mission, and steers our long-term growth.

Members can shape our direction by:

- Standing for election to the Board
- Voting in General Meetings
- Proposing resolutions and providing input on key decisions
-

This isn't just investment — it's shared leadership.

Board of Directors

Chair

Guiding board governance and accountability

Finance & Governance Lead

Responsible for financial oversight and compliance

Marketing & Engagement Lead

Championing brand integrity and public engagement

Member Representative(s)

Ensuring our diverse community has a voice at the highest level

Leadership Team

Operational Leadership responsible for Impact and Growth

Our Executive Team is responsible for the day-to-day running of Queer Spirits — delivering our strategy, managing teams, and driving performance across all areas of the business.

It’s a lean but scalable structure, designed to grow with us as we expand production, distribution, and community impact.

Executive Team
<div>Managing Director</div> <div>Currently shared by co-founders, overseeing overall strategy</div>
<div>Head of Production & Distillery Operations</div> <div>Leading product development, quality, and compliance</div>
<div>Head of Marketing & Brand</div> <div>Managing all customer-facing channels and campaigns</div>
<div>Head of Sales & Partnerships</div> <div>Focused on wholesale, retail, and B2B growth</div>
<div>Finance & Operations Manager</div> <div>Ensuring smooth financial and business operations</div>

Time For Change

Queen Spirits has proven demand, a bold vision, and a clear roadmap to scale — all while championing community ownership and queer representation in an industry that too often lacks both. In a climate of growing social and economic uncertainty, our model offers something rare: resilience, impact, and joy.

What We're Offering

We're inviting you to be part of something bigger than a business. By investing in Queen Spirits, you're backing the UK's first LGBTQ+ co-operative distillery — with the potential for meaningful returns, long-term growth, and lasting community impact.

Help us build a future that's proudly queer and radically inclusive.

Invest In Queen Spirits today.



FAQs

How do I invest?

We're running the share offer on Crowdfunder. Your card payment is held securely by Stripe. If we hit our target, the funds come to us. If not, it's refunded within two weeks of closing.

Do I need to be LGBTQ+ to invest?

No — everyone's welcome! If you believe in equality, community, and great spirits, we'd love to have you. Allies included.

How old do I need to be?

You must be 18+, as we're an alcohol business.

Can I get Gift Aid?

No — we're not a charity.

Will I get a share certificate?

Yes, every investor gets one.

What if I can't get my money back?

Community shares aren't protected by the Financial Services Compensation Scheme, and you can't appeal to the Financial Ombudsman. As with any investment, your money is at risk and you could lose some or all of it. If you're investing a large amount, consider getting independent financial advice. You may be able to claim the loss (minus tax relief received) as a tax-deductible expense.

Can my shares increase in value?

No. Community shares don't gain value or generate capital gains. If the society is dissolved and the brand is sold for a large sum, you might get more than you invested — but this is very unlikely.

Can organisations invest?

Yes. Businesses, clubs and societies can invest by nominating one person to hold the shares. Unincorporated groups must name one individual as the shareholder.

Can I sell or transfer my shares?

No. Shares can't be sold, traded, or given away — except upon your death or bankruptcy, and even then only under specific rules. You can nominate someone to inherit up to £5,000 of shares without probate. Anything above must follow your will. These shares are exempt from Inheritance Tax.

What if *Queer Spirits* fails?

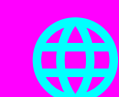
If the business became insolvent, remaining assets would first pay creditors. Any surplus would be shared between members and charitable causes, as set out in our rules. You might not get back the full amount you invested.

What happens to my personal data?

We'll store your details securely and use them only in line with our rules and data protection laws. We will never sell or share your data and comply fully with GDPR.

CHEERS QUEERS

Oli x Jon



queerspirits.co.uk



invest@queerspirits.co.uk

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