

OVER  
SPIRITS



# BUSINESS PLAN

Community Shares

June/July 2025

# Executive Summary

## Help Us Build the World's First LGBTQ+ Community Distillery

As a co-operative society, Queer Spirits is a drinks brand like no other — proudly owned and operated by our members, for the benefit of the LGBTQ+ community.

### Our Vision

We're building more than a drinks brand — we're creating good jobs, sustaining queer spaces, and reinvesting profits where they matter most.

With global potential and a purpose-led model, Queer Spirits is ready to disrupt the industry — delivering bold products and long-term value for both community and investors.

### The Opportunity

After a successful pilot of Queer Gin, we're raising £100k–£300k to launch Queer Spirits Distillery — scaling production, expanding our range, and growing our reach with lasting impact.

## Invest from just £50 and become a co-owner of Queer Spirits.

- One member, one vote — no matter how much you invest
- Earn up to 6% interest per year from Year 3
- Access exclusive perks and member-only discounts
- Claim SEIS and EIS tax relief

### The Raise

- Minimum (£100k): Gets us up and running
- Optimum (£200k): Accelerates production and reach
- Maximum (£300k): Hires staff to scale and grow

# Our Community Share Offer

## 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 join 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 help shape our future, support queer spaces, and share in our success.

## Why Community Shares?

Community Shares give everyone the opportunity to be more than just a customer — to become a co-owner. This model puts ownership, voice, and value into the hands of the community we serve. It's how we build a business that's truly by us, for us.

## What are Community Shares?

Community Shares are a special 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- Can be withdrawn (subject to terms)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
- Allow you to share in our success

### **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.

**ABOUT 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 Mission

**We're on a mission to craft exceptional spirits that celebrate queer identity, empower community, and spark positive change.**

We create high-quality drinks that foster inclusivity and uplift the LGBTQ+ community — but our commitment goes far beyond what's in the bottle.

From ethical production to meaningful partnerships, we champion community engagement and lasting social impact.

We believe in the power of unity and aim to inspire, uplift, and bring people together — one spirit at a time.





# Our Purpose

Despite progress, the drinks industry is still dominated by traditional norms — where queer visibility is limited and authentic representation is rare.

Queer spaces are closing. LGBTQ+ businesses like ours face disproportionate challenges just to be seen and heard.

But consumer expectations are shifting. People increasingly want brands that reflect their values — socially, ethically, and environmentally.

Right now, no mainstream drinks brand truly represents our community all year round. We're here to change that — not just by offering choice, but by championing authenticity, visibility, and meaningful representation.

## What makes us different?

We're proudly queer-owned and operated, with social impact and community accountability embedded in everything we do.





# Our Vision

**Queer Spirits is our vision of 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 foster a more inclusive drinking culture.

By co-creating a diverse product range shaped by our community, we ensure everyone can find something they love.

With authentic representation at its core, Queer Spirits isn't just disrupting the market — we're reshaping the future of beverages, one proudly queer product at a time.





# Our Solution



## Choice

A diverse range of distinctive products that ensure everyone can find something they enjoy — whether they drink alcohol or not.



## Community

By supporting and uplifting others, we contribute to meaningful social change and champion LGBTQ+ visibility all year round.



## Culture

By building trust and affinity with our community, we foster long-term loyalty and co-create a brand that reflects our shared values.

# Our Business Model

**Community-powered. Values-led. Ready to grow.**

## Community-Owned Distillery

- Producing alcohol and alcohol-free spirits
- Structured as a co-operative, reinvesting profits into the LGBTQ+ community.
- Owned and governed by our members.

## Purpose-Driven Brand

- We create with purpose, not just for profit.
- Championing LGBTQ+ visibility and social impact.
- Profits support grassroots groups and projects.
- We lead with authenticity in everything we do.

## Multi-Channel Sales Strategy

- Direct sales through our online store and events.
- B2B venues, festivals, and wholesalers.
- In-person sales at our distillery shop and bar.
- Future growth through international partners.

## Smart, Sustainable Growth

- Small-batch production, built for growth.
- Investment funds equipment, stock, and marketing to scale efficiently.
- Targeting a 6% annual return from Year 2.



# Our Commitment

**Queer Spirits exists for the queer community – not just in name, but in action.**

We're building a circular economy of queer joy, visibility, and support – and we're just getting started.

## **We will continue to:**

- Reinvest profits into queer-led projects, people and platforms
- Create opportunities for artists, performers and grassroots initiatives
- Uplift queer collectives and community groups
- Champion inclusive spaces where creativity, identity and self-expression thrive

**Everything we do is designed to give back to the community that inspires us.**





# Our Distillery

**Queer Distillery is the foundation of our socially responsible business model.**

Building a production facility will enable us to freely innovate, reduce long-term costs and increase profit margins to enable us to give back.

By maintaining the highest quality with complete manufacturing control ensures our products truly reflect our ethos and commitment to our community.

Queer Distillery will also serve as a platform for community engagement and educational programs to uphold our social mission.





# Community Hub

## We're creating more than a production space.

Our distillery will be a place for connection, learning, and pride, and will start our journey in creating spaces for our community to thrive.

### Our distillery will provide:

- **Education & Training**  
For Skill-building, Internships and Mentorships
- **Regular Events**  
For tastings, community socials, queer storytelling nights
- **Community Space**  
Open to queer creators, grassroots organisers, and charities





# Looking Ahead

**The future of hospitality is queer, co-operative, and community-powered.**

If Queer Spirits thrives, our vision extends far beyond the bottle. In the long term, we aim to build a network of dedicated queer spaces — bars, cafés, and venues — in key UK cities.

Starting in London via our distillery, with plans to expand with outposts in Manchester, Brighton, Glasgow and beyond, designed with safety, visibility, and inclusion at their core.

**These spaces will serve as:**

- Retail and tasting hubs for Queer Spirits
- Event and fundraising venues
- Platforms for queer talent, nightlife and culture





# Queer Spaces

**The Cafes & Bars market in the UK is returning to a healthy rate of growth, and expected to reach £32 billion by 2029.**

With the closure of traditional LGBTQ+ venues and a growing demand for more inclusive spaces, there's a real opportunity to bring change to our high streets.

By creating spaces that reflect and serve the diversity of our community, Queer Spirits has the potential to create pioneering venues that can nurture consumer loyalty and trust, and promote the brand as a beacon of inclusivity.



MARKET  
**£25 BN**  
SIZE

CAGR  
**5.01%**  
2024-29



# Global Growth

## Strategic expansion to strengthen our mission and diversify revenue

We can't ignore the challenges we face — environmentally, socially, and economically. In times like these, building partnerships with our allies, both in the UK and abroad, is how we strengthen our community and build resilience.

International expansion offers a powerful opportunity to diversify our revenue, reduce reliance on any single market, and broaden our community impact.

By fostering global collaborations—such as our plans to co-develop spirits like Tequila—we open the door to innovative product development and greater cultural exchange.

Promoting our values of quality, inclusivity, and sustainability on a global stage allows us not only to grow the business, but to drive meaningful change and support LGBTQ+ communities worldwide.





# Our Journey So Far

2022



## Launch & Validation

- Oli & Jon founded Queer Spirits to support the LGBTQ+ community
- Developed Queer Gin recipe with distillery partner, producing a small-batch of 150 bottles.
- Launched eCommerce store, marketing channels, and began direct sales
- Sold out first batch with strong early customer demand



## Brand Momentum

- Won Adobe's Small Business Goes Big competition (Oxford Street activation)
- Runners-up in Outernet's London's Greatest Advertising Competition
- Built community visibility through grassroots pop-ups and queer events
- Grew B2B relationships with LGBTQ+ venues and partners



## Business Foundations

- Secured government-backed Start-Up Loan for stock and marketing
- Registered Queer Spirits and Naturally Different trademarks with Intellectual Property Office
- Obtained AWRS license enabling us to sell directly to businesses
- Developed network of local suppliers ready for production and distribution



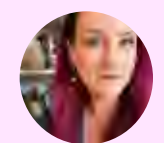
## Co-op & Community

- Converted to a co-operative Society; adopted FairShares Rules
- Registered with the Financial Conduct Authority (FCA)
- Sponsored grassroots queer initiatives like Hells Bells FC
- Donated to Not A Phase, Kaleidoscope Trust, and supported queer-led businesses and events such as Blackstage

2024

# The Response So Far

From our LGBTQ+ family and our allies



**georginadoodles** 🌟 5.5k Followers

Have to tell you this. My husband hates Gin 🙄 but I made a Queer G&T one night and I was raving about it to him. Next thing I know he's making himself one. So there you go, Queer Gin converts the gin haters amongst us 💕



**jaxonfeeley** 🌟 12.9k Followers

Thank you so much for getting involved with Live Your Truth concert, I can't thank you enough 🇬🇧



**heartthrobrob** 🌟 860k Followers

I'm obsessed! Thanks Queer Gin 🔥



**cutiewhippingham** 🌟 15k Followers

Ordered another bottle today 🥰 So amazing to see what Queer Gin has been up to, I love everything you are doing.



**daisydorismay** 🌟 16.5k Followers

Yaasss Queer Gin! This is genuinely SO delicious and your branding is spot on 🥰



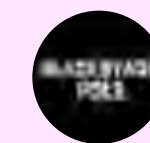
**danharrypr** 🌟 32.6k Followers

Will keep sharing the brand in the future because I love what you're doing. It's a beautiful product and it needs to be everywhere.



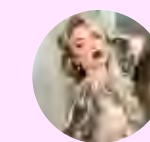
**doubledutchdrinks** 🌟 80k Followers

A match made in heaven 🥰



**blxstage** 🌟 10.5k Followers

So grateful for you guys ❤️  
Love your work and we're so deeply appreciative of everything you have done for Blackstage 🙏



**rhibrai** 🌟 157k Followers

Hey! OMG we just stumbled across your brand and are DYING. Your brand is EVERYTHING. Do you offer wholesale? We would love to stock a big gay drink in our studio.



# Our Community





# Award Winning

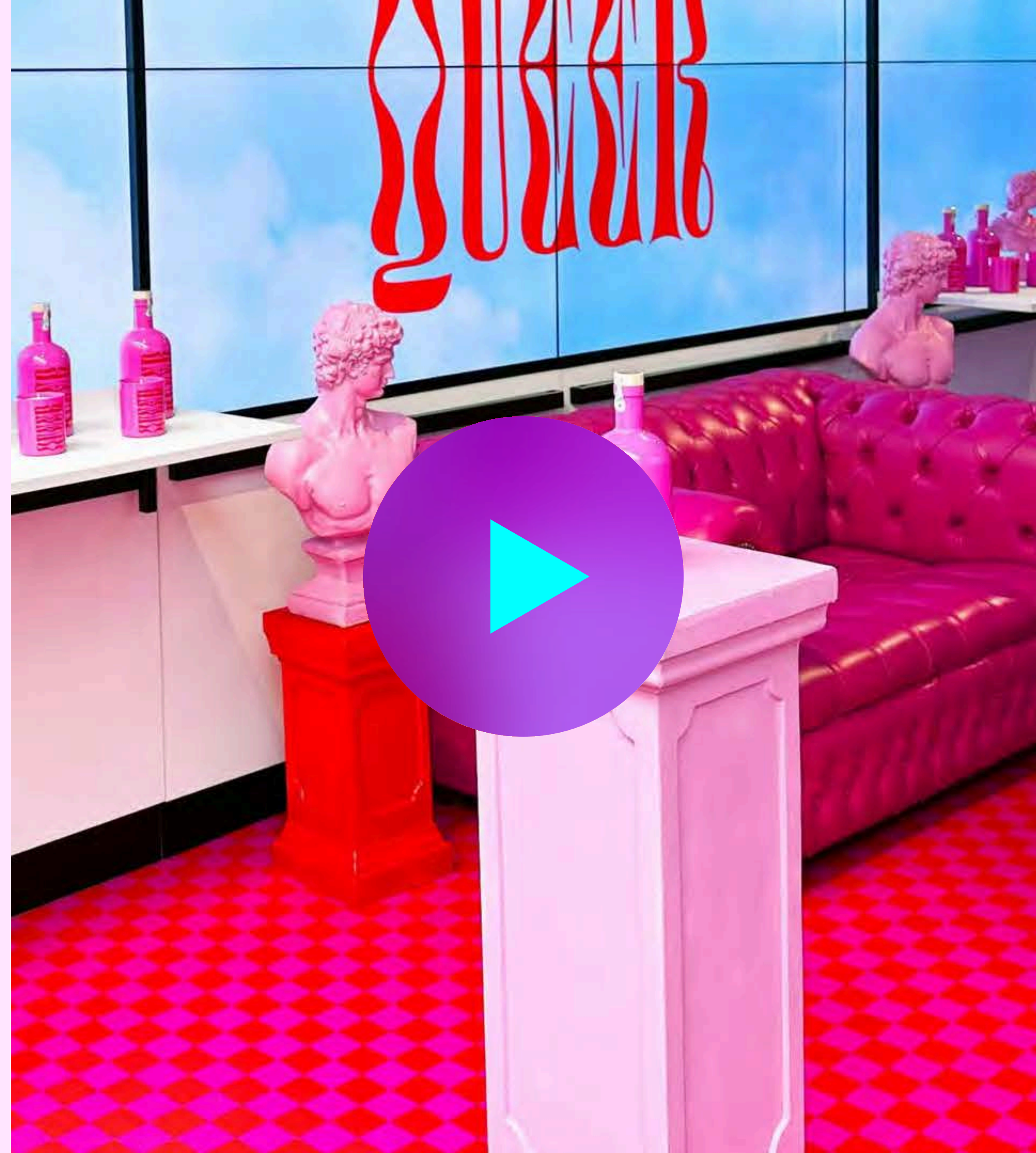
Winners of the 'Small Business Goes Big' competition. Awarding us 2 days to trade on Oxford Street



Hey Oli & Jon. Congratulations, your submission for Queer Spirits has been chosen as a winner for the Small Business Goes Big competition in association with Adobe UK. You have won two days of trading space on Oxford Street, London.



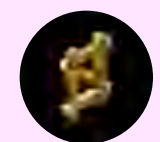
Congratulations Queer Spirits 🎉 Your entry was absolutely fantastic. We're all looking forward to seeing what you do with the space on Oxford Street. See you there!





# Brand Momentum

Runners up in 'London's Greatest Advertising Competition' awarding us discounted rate cards and partnership opportunities



outernetglobal 82.6k Followers

Hello Queen Spirits. Thank you so much for entering our competition in partnership with the Evening Standard. The other judges and I were absolutely blown away.

As a runner up we feel there is an amazing opportunity to collaborate with you in June / over Pride weekend and would love to work with you on something really impactful.

We can also support with significant pro bono marketing across all our channels and with our media agency to drive PR in earned channels.







# THE MARKET

# Market Analysis

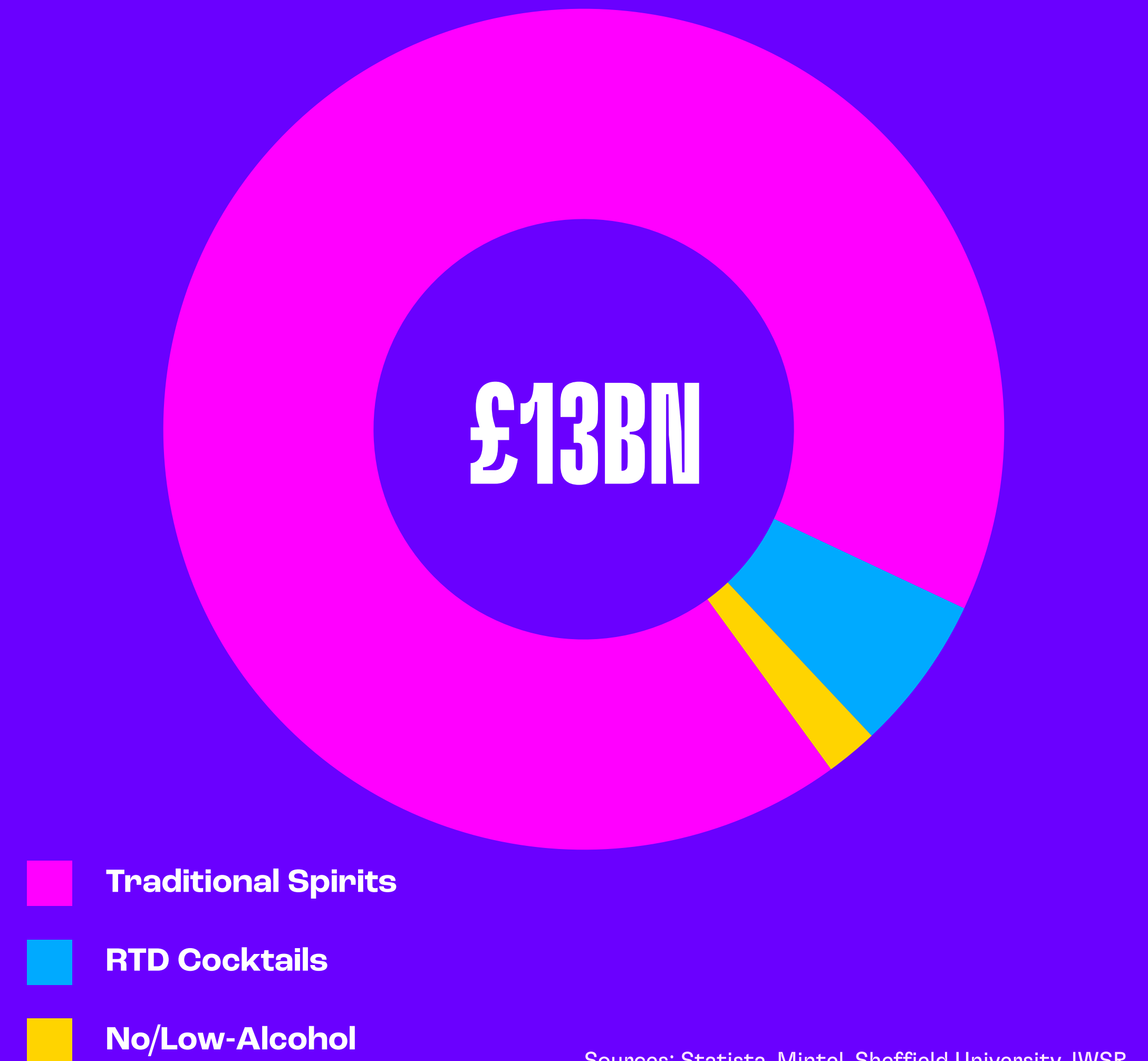
## Gin still reigns, but the future is alcohol-flexible

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

# Emerging Trends

## Demand is rising for quality, convenience and moderation

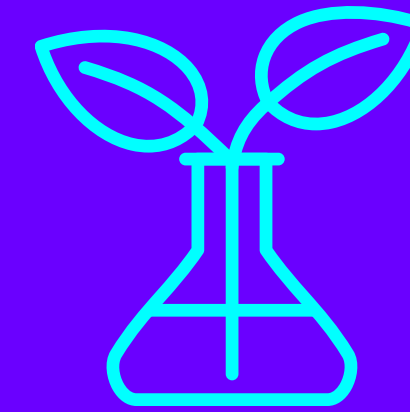
The UK drinks landscape is shifting fast — and we're ready to meet it. Key trends reshaping the market include:

**No/Low-Alcohol Boom:** This segment grew 47% in volume from 2022 to 2023, with a projected 19% CAGR through 2028.

**Premium Alcohol-Free Demand:** 41% of buyers now seek more premium alcohol-free options.

**RTD Popularity:** Ready-to-drink cocktails are outperforming other categories, with sales reaching £1.61 billion in 2023 and projected to keep growing.

**Purpose-Driven Purchasing:** Customers are prioritising ethical, inclusive brands — especially younger and LGBTQ+ audiences seeking to align values with purchases.



**47% Growth**

No/Low Alcohol Sales



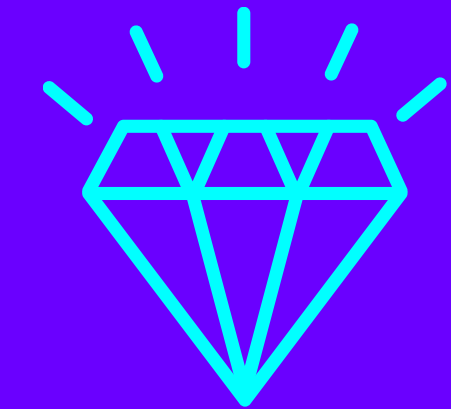
**19% CAGR**

No/Low-Alcohol market  
projected annual growth



**1.6BN  
RTD Market**

Ready-to-Drink Cocktails  
Market Value (2023)



**41% Premium  
AF Demand**

Buyers seeking more  
premium alcohol-free options



# 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.



GLOBAL  
**\$4.7 TN**  
SPEND

UK  
**£7 BN**  
SPEND



# 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.





# Target Audience

## Who We're Here For

Rooted in queer culture, open to all, **Queer Spirits** is built for those who value identity, integrity, and social impact.

### Primary Audience

LGBTQ+ individuals (ages 21–45) who actively support queer-owned brands, attend LGBTQ+ venues, and champion businesses rooted in equity and community. This group values authenticity, ethical production, and visibility—and they're looking for brands that truly reflect their identity and values.

### Secondary Audience

Socially conscious Millennials and Gen Z consumers who seek premium, purpose-driven products. While they may not identify as LGBTQ+, they are strong allies who value inclusion, sustainability, and innovation in the brands they support. They're drawn to bold storytelling, ethical practices, and brands with a mission.





# Competitor Analysis



Mainstream



Craft Brands



LGBTQ+ Brands

## Strengths

High recognition, strong marketing, wide distribution

Premium quality, traditional appeal

Authentic identity, strong community ties

## Weaknesses

Can lack authenticity or genuine impact

Limited LGBTQ+ engagement, lower visibility

Risk of niche appeal, limited scale

## Opportunities

Rebuild trust through genuine, year-round inclusivity

Engage queer audiences, form strategic partnerships

Fill void left by mainstream brands, deepen community engagement

## Threats

Consumer backlash over perceived inauthenticity

Larger brands mimicking craft appeal

Reduced corporate allyship, limited resources to scale

# Our Co-operative Advantage

**A trusted business model, powered by community.**

As a queer-led co-operative, Queen Spirits is more than a business—we're part of a movement rooted in shared ownership, transparency, and long-term impact.

Our community-first model gives us a clear edge. We produce high-quality spirits while creating space for empowerment, representation, and reinvestment. By prioritising ethical production and authentic partnerships, we build lasting loyalty and long-term resilience.

Unlike startups focused solely on profit, our success is measured by the value we return to the communities we serve. That's what makes us different—and why we're built to last.



**Co-operatives are more than twice as likely to survive the early years of trading compared to other businesses, with 81.2% still operating.**

**Co-operative and Mutual Economy 2024 report**

# Why We're Different

Queer Spirits combines purpose and product, meeting consumer needs while championing change in the LGBTQ+ community.



## Authenticity

Queer-owned and operated, we're deeply embedded in the LGBTQ+ community — not just speaking to it, but part of it.



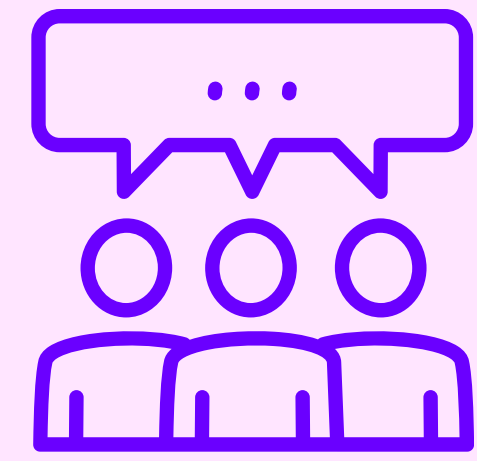
## Inclusivity

We embed inclusivity into everything we do — from the way we craft our products to the way we represent our community in the world.



## Social Impact

We champion queer causes year-round — through funding, partnerships, and platforming voices that deserve to be heard.



## Cultural Relevance

We blend queer authenticity with wide cultural appeal — creating products that are both meaningful and marketable.



# Made With Pride

Our new distillery unlocks the next phase of Queer Spirits — a platform for agile development, quality control, and brand differentiation in a fast-moving market.

With in-house production, we can:

- Launch new spirits and RTDs without third-party constraints  
Produce small-batch, seasonal, and collaborative editions with ease
- Control quality, reduce unit costs, and protect margins
- Respond quickly to market trends and community demand
- Our initial roadmap includes the continued production of our gin recipe, followed by our first alcohol-free spirt and ready-to-drink cocktails — all developed in line with our brand values and tailored to the tastes of our audience.





# Meet The Family



Products in R&D. For illustrative purposes only



# Queer AF

We're listening to our community and will invest in the development of alcohol-free spirits that taste great, look great, and feel inclusive.

## Why this matters:

- The alcohol-free market is growing 20% YoY
- Many people are choosing to drink less or not at all
- Sober spaces are part of a safer, more inclusive nightlife

## What we're doing:

- Partnering with expert flavourists to develop our range of alcohol-free spirits
- Starting with Gin alternatives and RTD mocktails
- Ensuring everyone is part of the party





# The Perfect Pairing

**We're building partnerships with independent, queer-friendly producers around the world to bring you exclusive, authentic spirits.**

## **Why this matters:**

- Support marginalised producers in global markets
- Diversify our product range without losing quality
- Honour cultural heritage while celebrating queer innovation

## **Global collaborations include:**

- A female-led distillery in Jalisco, Mexico to create Queen Tequila
- Working towards partnerships with Scotch whisky distilleries and other geographically protected spirit producers







# MARKETING



# Our Plan

**Our marketing strategy is rooted in community, visibility, and impact.**

We aim to build a bold, recognisable brand that resonates with LGBTQ+ audiences and allies through a combination of grassroots engagement, digital marketing, and strategic partnerships.

From launching our crowdfunding campaign to securing high-profile venue listings and national press, our goals are designed to raise awareness, grow sales, and establish *Queer Spirits* as a symbol of queer pride and entrepreneurship.





# Brand Positioning

**Queer Spirits is a premium drinks brand that celebrates LGBTQ+ culture and community — not as a seasonal gesture, but as our core purpose.**

Our identity is bold, inclusive, and vibrant. It shows up in everything we do — from standout packaging and community-first campaigns to meaningful partnerships that champion queer joy and visibility.

We're not here to follow convention. We're here to build a brand that speaks with, not at, our audience — rooted in authenticity, year-round pride, and a genuine commitment to the people we serve.





# Naturally Different™

**We're proud to be different — we wear it as a badge of honour.**

As a queer-led co-operative, our approach to marketing reflects our values. We don't chase profit at any cost — we prioritise impact. That means reinvesting in grassroots initiatives, uplifting LGBTQ+ voices, and sharing success with our members.

This purpose-driven mindset shapes how we show up in the world. Our marketing is honest, people-first, and unapologetically queer — helping us build trust, foster loyalty, and stand out in a crowded spirits market.

In a time when trust is in short supply, putting people first might seem unconventional — but maybe that's exactly what the world needs.

We're not just another drinks brand. We're a movement for change — proving that business can be bold, inclusive, and built to benefit everyone.





# Brand New

**Our brand is more than just a look — it's designed to build awareness, drive engagement, and fuel growth.**

Carefully developed to give Queer Spirits a head start, our identity is fluid, recognisable, and built to scale — from our first bottle to future product lines, campaigns, and experiences.

Whether it's packaging, promotions, or partnerships, our brand is proudly queer and creatively unconventional.

All assets are protected by registered Intellectual Property, safeguarding it from misuse or appropriation.





# Brand Expressions

We have three core brand expressions, each with its own personality and distinct role.

## Product Mark

Our bold, typographic wordmark that leads every product with pride and instant shelf recognition.

## Company Mark

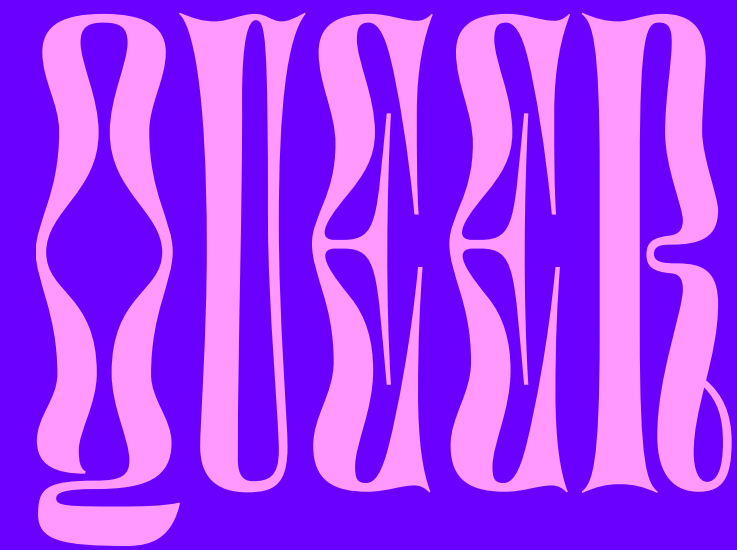
A playful custom mark that reflects our quirky personality and unconventional spirit.

## Community Mark

The emblem of our co-operative — representing solidarity, shared ownership, and queer pride.

The ‘Q’ is formed from a circle — a symbol of unity — and a star to honour the spirits of our community. Its compass-like form reflects how we navigate the world and find each other.

### Product



### Company



### Community





# From Launch to Loyalty

**Queer Spirits is primed to disrupt the spirits market with a community-owned, values-driven brand.**

With your investment, we will launch a national campaign that not only grows sales — but builds a movement.

Through strategic marketing and deep community roots, Queer Spirits will become the toast of the LGBTQ+ community and beyond.





# Marketing Goals

## Crowdfunding

Launch a successful crowdfunding campaign, raising investment through a community share offer.

## Community

Secure partnerships with LGBTQ+ businesses, venues, and key events.

## Brand

Establish brand awareness across the UK, starting with LGBTQ+ hubs like London, Manchester, and Brighton.

## Growth

Drive sales growth via our e-commerce platform and key retail and venue distribution.

## Loyalty

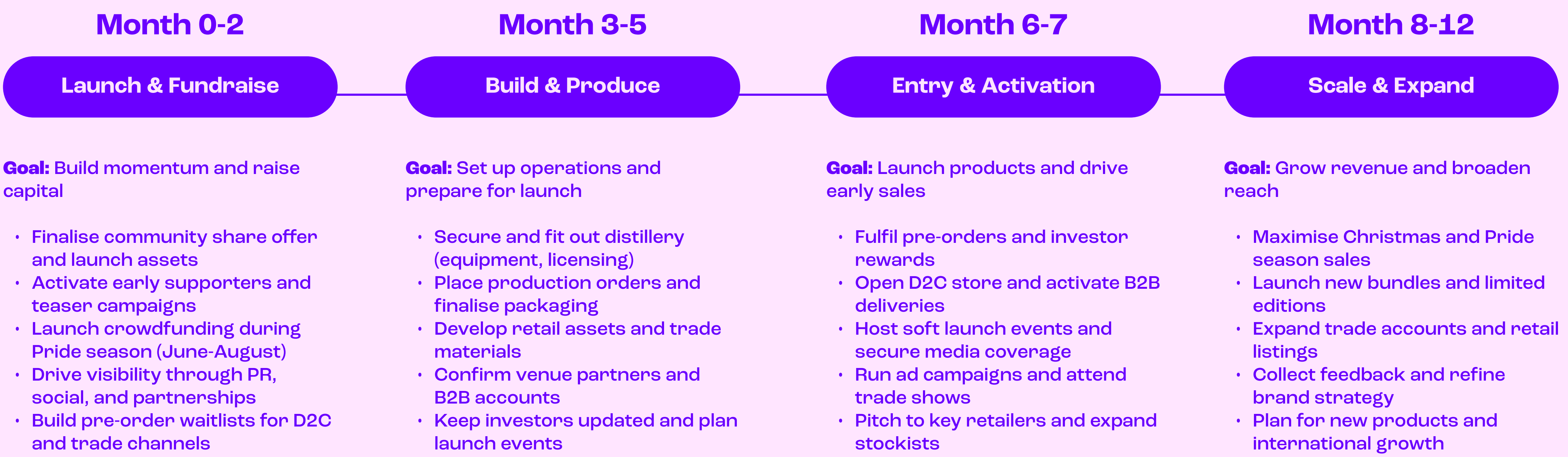
Build a loyal customer base and develop Queen Spirits into a symbol of community pride.





# Go-To-Market Strategy

Our go-to-market plan is designed to create momentum from day one — building brand awareness, securing strategic partnerships, and generating early sales through a mix of digital, physical, and community-led activations.





# Partnerships

To grow a values-led business, we're building relationships with partners who share our mission. From queer venues and cultural events to grassroots groups and retail allies, these collaborations help us scale impact while staying rooted in community.

## LGBTQ+ Businesses

Partner with queer-owned bars and clubs to bring Queen Spirits to the heart of the community.

## Festivals & Events

Collaborate with year-round festivals and events to activate bold, inclusive experiences.

## Community Organisations

Team up with LGBTQ+ charities and grassroots groups to uplift and invest in our communities.

## Retail & Hospitality Allies

Connect with inclusive shops, bars, and venues to grow our reach and champion ethical trade.





# Marketing Budget

Our Year 1 marketing budget is £30,000, designed to build brand awareness, drive sales, and activate our community across multiple channels:

- **Digital Advertising & Influencers – £12,000**  
Targeted social and search campaigns, plus creator partnerships
- **PR & Media – £5,000**  
Outreach to press, trade publications, and media placements
- **Events & Sponsorships – £8,000**  
Presence at LGBTQ+ festivals, sampling events, and trade shows
- **Crowdfunding Launch – £5,000**  
Campaign film, design assets, and paid ads to support raise

**Note:** Final allocation will flex based on fundraising outcome and seasonal opportunities.





# Evaluation & KPIs

To ensure we stay on track, we'll monitor a mix of financial, brand, and community-driven metrics:

- **Funds Raised via Crowdfunding**  
Core success metric for launch phase (Target: £300,000)
- **Website Traffic & Conversion Rates**  
Track brand awareness, ad performance, and D2C sales efficiency
- **Social Media Engagement & Growth**  
Monitor community activation, campaign reach, and brand sentiment
- **Secured B2B Partnerships**  
Number of LGBTQ+ venues, retailers, and hospitality partners onboarded
- **Press Coverage & Brand Mentions**  
Measure earned media impact and visibility within key markets
- **Customer Satisfaction & Reviews**  
Gather feedback via post-purchase surveys, product reviews, and social





**OPERATIONS**



# Location & Facilities

## Accessible & Strategic

Our distillery will be based in London, where LGBTQ+ culture, creative industry, and hospitality intersect. As a global city with a vibrant queer scene and strong local networks, it offers the ideal launchpad for our brand — connecting us directly with our audience, investors, and early customers.

**Following a successful share offer, we will secure a strategically located, fully accessible premises that includes:**

- 100L still for small-batch production
- Packaging, storage, and fulfilment area
- Community space for events and co-op activity
- Fitted with 3-phase power, water, and drainage
- Inclusive design with disabled access as a priority

**The more we raise, the more we can scale.**





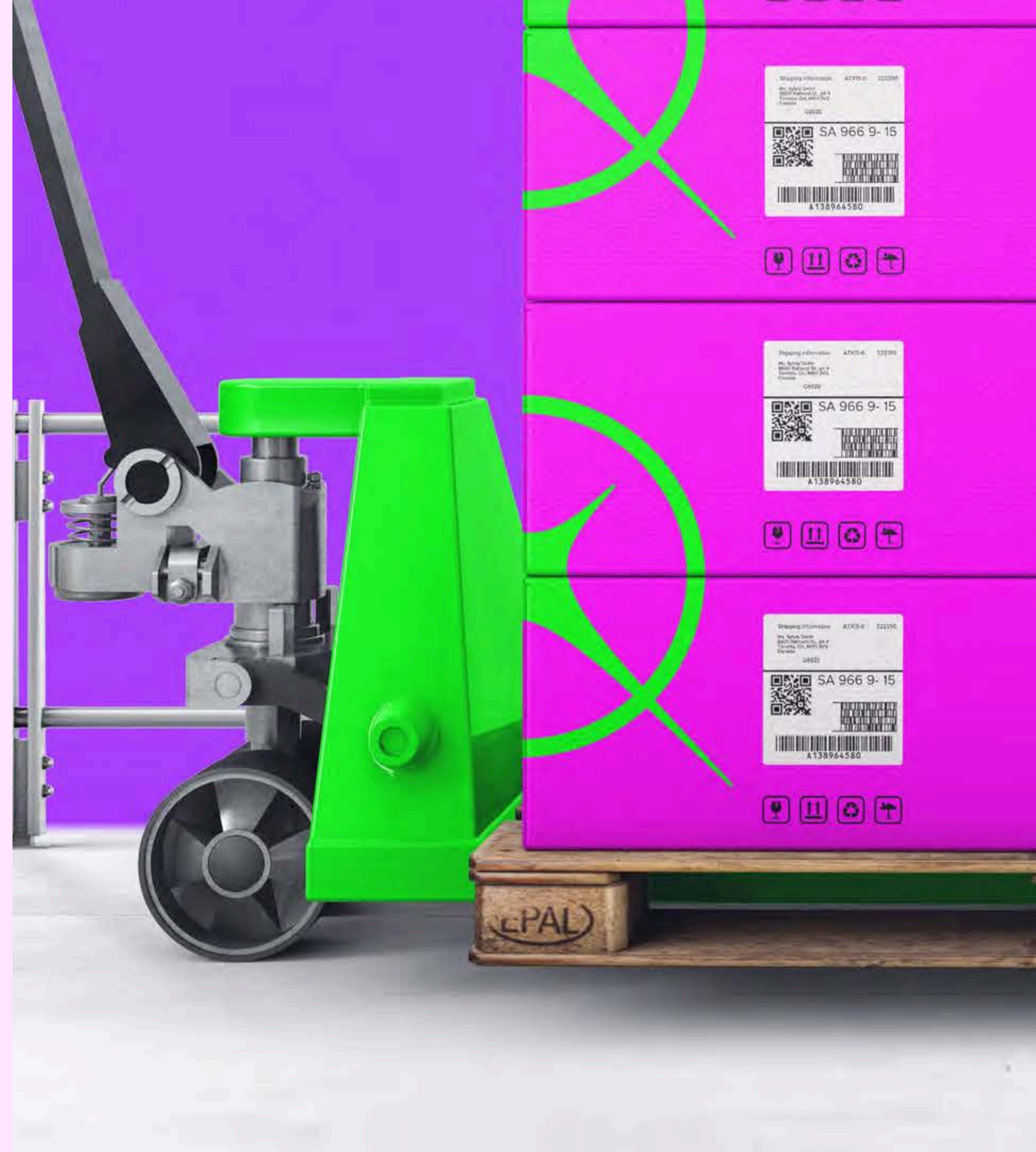
# Production Process

## Efficient & Flexible

Our production is centred around a 100L hybrid still, allowing us to create premium-quality spirits with flexibility and consistency. This setup is ideal for our launch phase — balancing artisanal control with commercial output.

- 200L of 96% ABV spirit yields 480L of 40% ABV gin (~684 bottles)
- Run 3–5 times per week by one operator, who also supports fulfilment
- Bottling on-site; mobile canning used for G&T cans

Our setup also supports future product lines, including alcohol-free spirits and ready-to-drink cocktails.



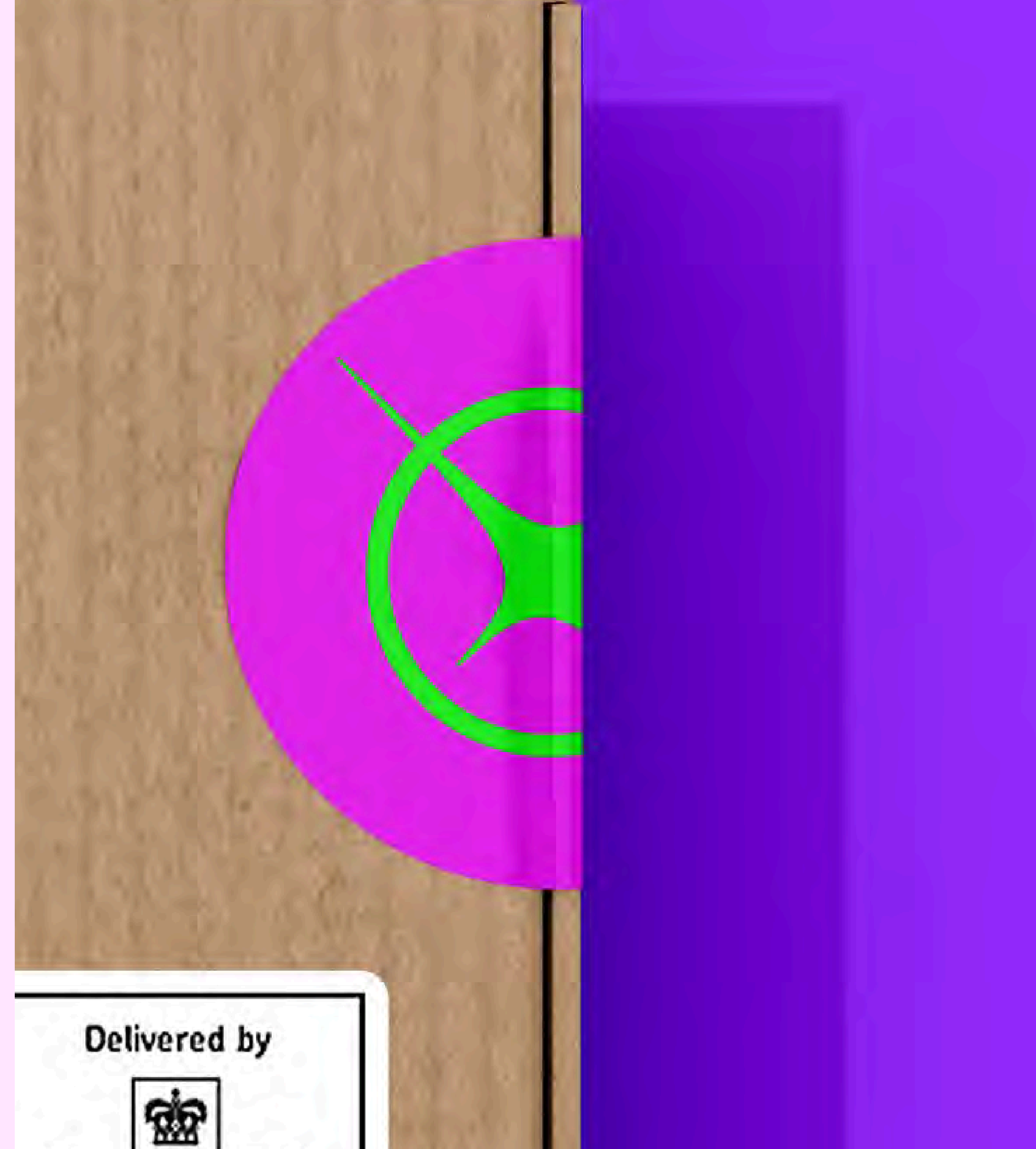


# Supply Chain & Logistics

## Local & Trusted

Our supply chain is designed for reliability and growth, using trusted UK-based partners wherever possible.

- Botanicals from specialist suppliers; grain-neutral spirit (GNS) in 205L drums
- Bottles, labels, and cans sourced from UK vendors with competitive MOQs
- D2C orders handled via Shopify and courier integration; B2B via bulk delivery or collection
- On-site to start, with capacity to expand to offsite warehousing as volume grows





# Licensing & Compliance

## Registered & Ready

We are progressing through all required licensing to operate legally and responsibly as a spirits producer.

- Operating under AWRS and a HMRC duty-approved premises licence
- Supported by experienced distilling consultants managing applications
- Estimated 12-week approval timeline already underway
- All products will be duty-stamped and tracked for full compliance

This ensures we meet all legal standards from day one — with systems in place to scale responsibly.





# Business Objectives

## Mission-led & built for growth

We're building a sustainable, values-driven business that balances commercial success with community impact. As a queer-led co-operative, our focus is long-term resilience, ownership, and inclusion.

### Year 1 Objectives:

- **Raise investment** through a successful share offer
- **Set up the distillery** and begin production
- **Launch planned spirits and RTDs** via D2C & B2B channels
- **Grow brand awareness** via PR, partnerships, and ads
- **Secure listings** with LGBTQ+ venues and retailers
- **Build loyalty** through product quality and co-op membership

These goals position Queer Spirits as the UK's first LGBTQ+ community-owned distillery, setting the stage for national growth and long-term impact.





# Operational Roadmap



Year 1

Establishment

- Secure distillery premises
- Obtain licenses & install equipment
- Launch Queer Gin + RTD
- Hire core team & set up operations



Year 2

Development

- Launch alcohol-free range
- Build retail, D2C & B2B partnerships
- Strengthen supply & distribution



Year 3

Expansion

- Introduce Vodka & Rum
- Scale national reach & production
- Boost brand visibility via events



Year 4

Growth

- Open second UK site
- Deepen community engagement
- Prepare for international scale-up



Year 5

Global

- Enter global markets
- Implement sustainability initiatives
- Explore co-op member benefits & investor returns



# 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.

CONDÉ NAST



**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.





# 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 — remain embedded in every decision.

Our Board of Directors provides strategic leadership, safeguarding the co-op's mission and overseeing our long-term growth.

### 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 leads the day-to-day running of Queen Spirits, delivering our business strategy, managing teams, and driving performance across all functions.

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

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



# Operations & Community

## People-Powered and Purpose-Led

From crafting spirits to building relationships, our operational teams bring Queer Spirits to life.

These roles reflect our commitment to high-quality production and deep community engagement.

### Production & Fulfillment

#### Distiller

Responsible for crafting our small-batch spirits

#### Production Assistant

Supporting blending, bottling, and packaging

#### Warehouse & Fulfilment Lead

Managing stock, logistics, and dispatch

### Community & Membership

#### Member & Community Manager

Growing our co-op membership and engagement

#### Events & Engagement Coordinator

Activating our brand in the real world

#### Customer Support

Ensuring every customer and member feels heard and valued



**FINANCE**



# Revenue Model

We project a blended income from two core revenue streams, reflecting our early-stage business strategy and market entry approach:

## Projected Revenue Breakdown Year 1

### Direct-to-Consumer (D2C): 75%

- Primary sales through our Shopify store
- Products: Queen Gin, Queen AF (Alcohol-Free), and RTD (Ready-to-Drink) cans
- Higher margins and direct community engagement

### Business-to-Business (B2B): 25%

- Wholesale to LGBTQ+ bars, venues, festivals, and hospitality partners
- Focused on growing recurring sales and visibility in queer spaces

## Product Profit Margins Estimated per unit

Product	Channel	Retail	Cost	Profit
Gin	D2C	£34.00	£13.83	£15.98
Gin	B2B	£20.00 +VAT	£13.83	£7.34
RTD 12-Pack	D2C	£40.00	£14.74	£17.40
RTD 12-Pack	B2B	£24.00 +VAT	£14.74	£7.32

**Note:** These figures are projections based on industry benchmarks and our current pricing and cost structure. Actual performance will depend on factors such as sales volume, supply chain dynamics, platform fees, and fulfilment costs. We will refine these estimates as we scale production, negotiate bulk pricing, and optimise operations.



# Key Assumptions

These assumptions underpin our revenue and operational forecasts. While based on real-world data and industry norms, they remain projections and may evolve as the business scales.

## Sales & Seasonality

### 10% Monthly Growth in D2C Sales

Based on typical early-stage growth for consumer brands with strong community engagement.  
Growth driven by organic reach, targeted marketing, and word-of-mouth.

### 50% Sales Uplift in June-August & December

Pride Season (June-August): high relevance to LGBTQ+ events and venues.  
Festive Season (December): increased gifting and celebration-related sales.

## Production & Capacity

### Initial Capacity: 3 Batches per Week

- Aligned to our startup distillery setup.
- Scalable to 5 batches per week with additional investment in equipment and staffing.

### Cost of Goods Sold (COGS) Decreases Over Time

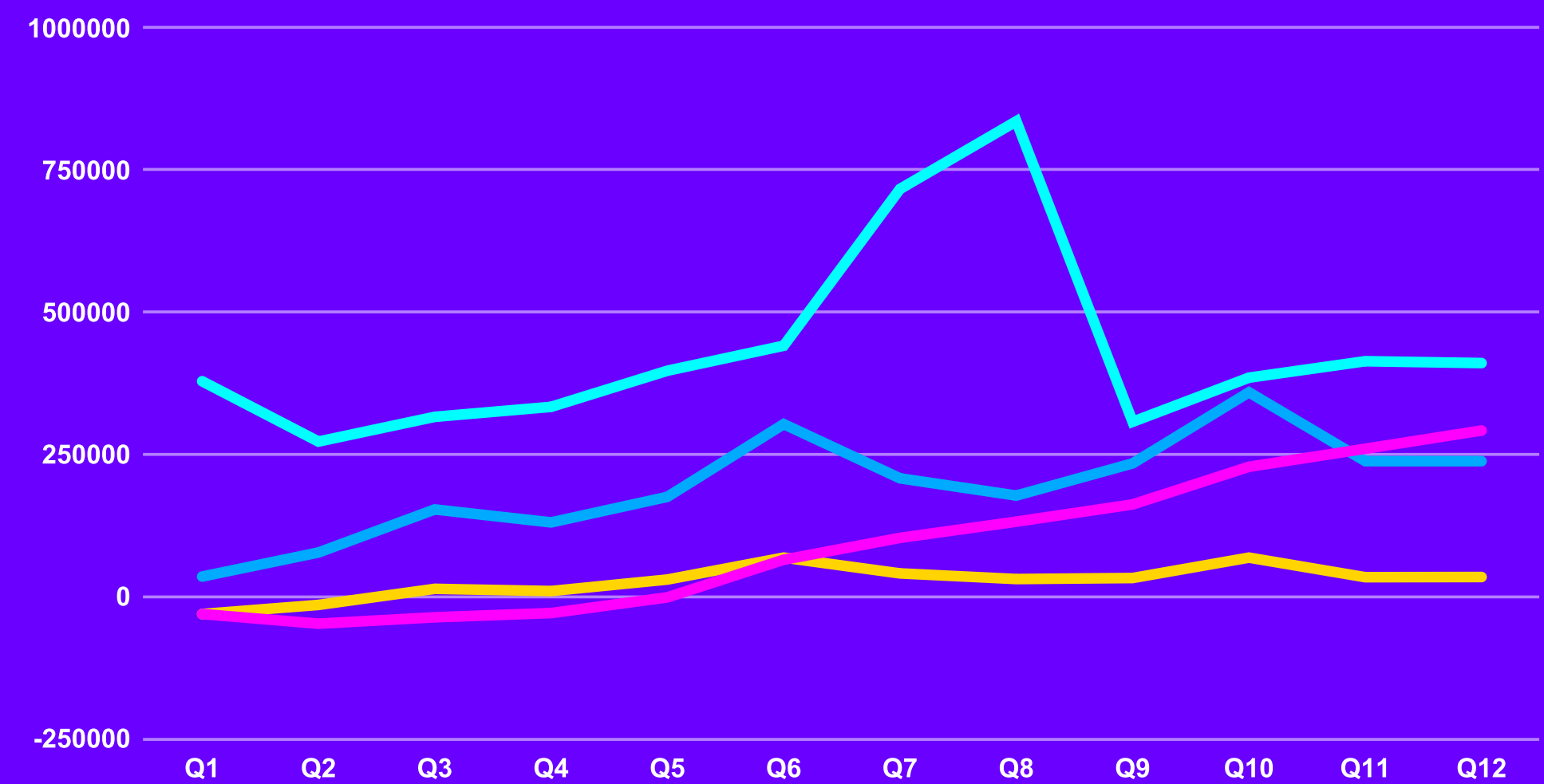
- Volume-based purchasing and supplier negotiations will drive down per-unit costs.
- Optimisation expected from year 2 onward.

**Note:** These projections are designed to illustrate the potential of our business model. As with any early-stage venture, flexibility is essential — we are prepared to adapt to real-time data, market conditions, and scaling opportunities as they arise.

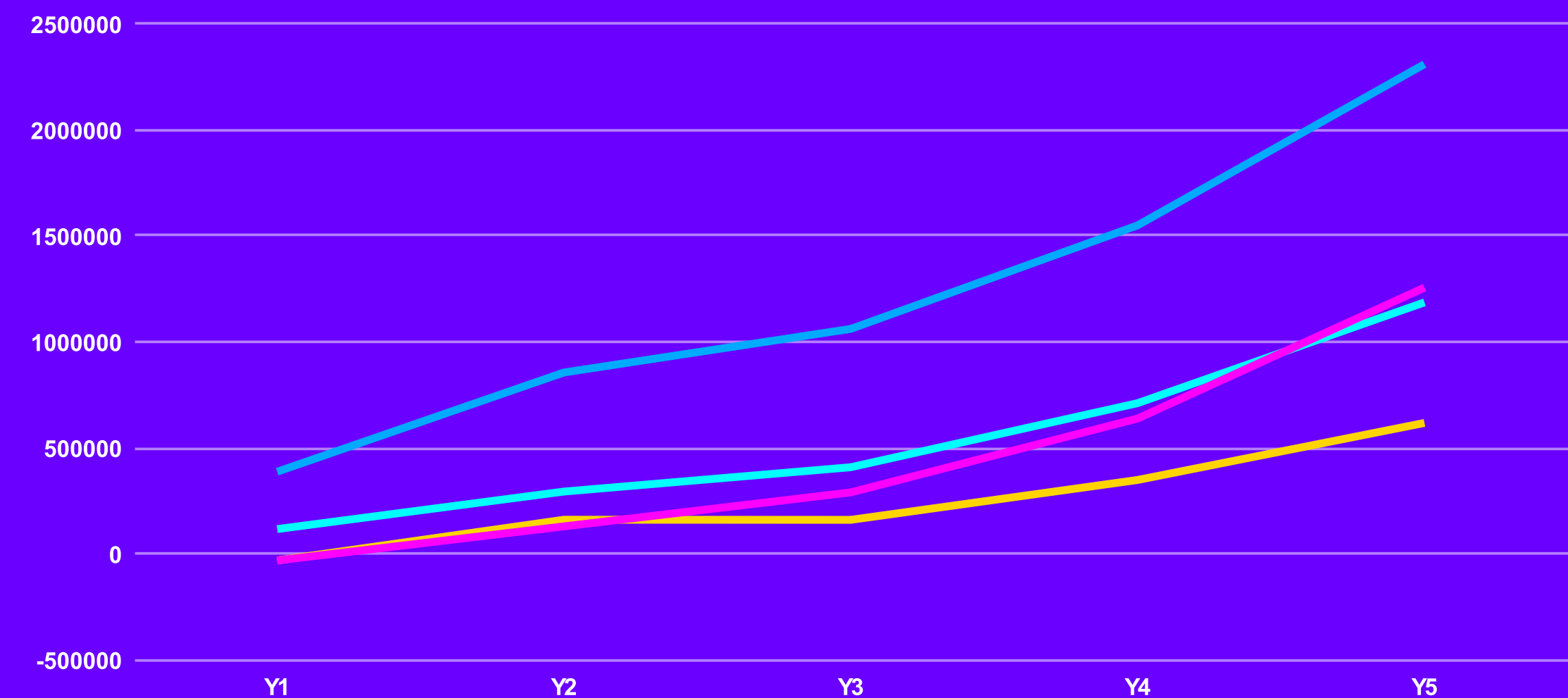


# Cash, Turnover & Profit

Y1 - Y3 by Quarter



Y1 - Y5



Cash



Turnover



Profit



Cumulative profit



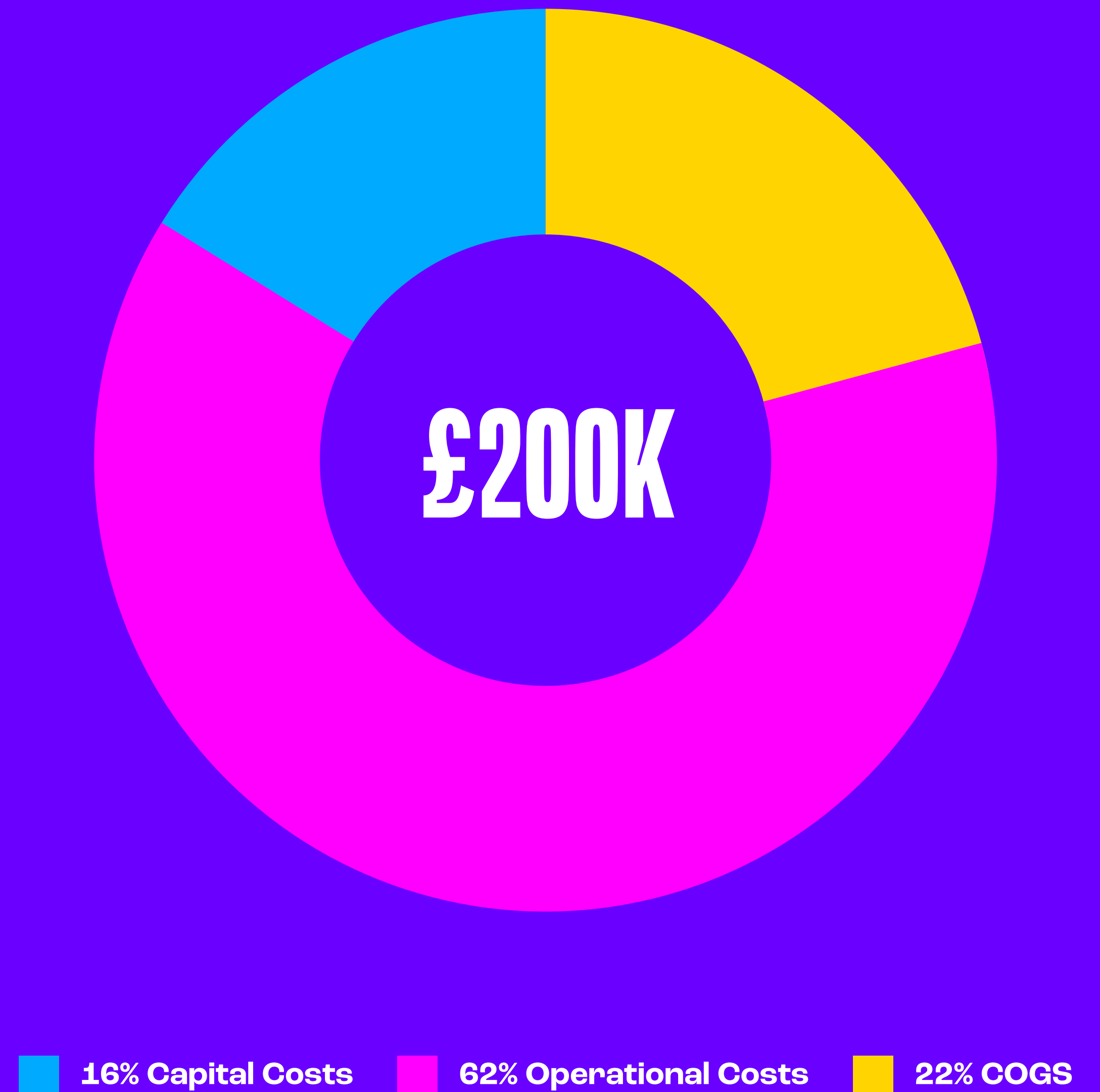
# Raising £200K To Scale

## 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





# 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



# Return Expectations

We’re not just offering a return—we’re inviting you to grow with us.

As a member-owner of Queer Spirits, your investment helps build something bigger than a balance sheet.

We’re planning to offer investors a 6% annual return from the third year onward, and from 2028, you’ll have the option to begin withdrawing your investment—starting with 20% of the total capital made available each year.

We’ll always prioritise fairness and sustainability, making sure we grow responsibly while rewarding the people who believed in us from the start.

Return Type	Details
Target Interest	6% per annum from Year 3
Capital Withdrawal	Permitted from Year 4 (target: 20% per annum)
Profit Distribution	Equitably shared among:  15% Founders 25% Investors 30% Employees 30% Customers
Alternative Returns	Option to receive returns as product vouchers to boost investor engagement

**Note:** The actual rate of interest we can pay is set by the Board on an annual basis, looking at the business’ performance and the amount of capital we’re carrying, and under legal guidelines, can be no more than the level needed to attract and retain the capital.



# SEIS/EIS Eligibility

We have received Advance Assurance for both SEIS (Seed Enterprise Investment Scheme) and EIS (Enterprise Investment Scheme), and are in the process of re-confirming eligibility following our conversion to a co-operative society.

Eligible investors will receive SEIS or EIS certificates (SEIS3/EIS3) upon the successful close of the share offer and final share allocation.

## SEIS—for early investors

- 50% income tax relief on investments up to £100,000
- 50% Capital Gains Tax exemption on reinvested SEIS gains
- Loss relief available on remaining capital at risk
- Potential for tax-free gains if shares are held for 3+ years

## EIS—for larger investments

- 30% income tax relief on investments up to £1,000,000
- Capital Gains Tax deferral while the investment is held
- Loss relief available against income or capital gains
- Tax-free gains after 3 years if shares are held



# Sensitivity & Risk Analysis

We’ve identified four key risks that could impact Queen Spirits in its early stages. Each is assessed by its likelihood and potential impact, with clear mitigations in place.

**High Likelihood / High Impact**

**Revenue Sensitivity**  
Slower D2C growth or missed peak-season sales could limit cash flow.  
**Mitigation**  
Boost marketing, diversify products, deepen community loyalty.

**Low Likelihood / High Impact**

**Community or Market Sensitivities**  
Cultural shifts or reputational risk could affect brand partnerships.  
**Mitigation**  
Deepen community ties, grow D2C, and expand into values-aligned retail.

**High Likelihood / Low Impact**

**Cost of Goods & Inflation**  
Rising packaging or material costs may reduce margins.  
**Mitigation**  
Negotiate supplier terms, improve efficiency, and review pricing regularly.

**Low Likelihood / Low Impact**

**Production Constraints**  
Delays in setup or supply may impact short-term output.  
**Mitigation**  
Build time buffers and maintain outsourced backup production.



# Time For Change

Queer 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 Queer 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 Queer Spirits today.**





# CHEERS QUEERS

*Oli x Jon*



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