

GHOSTWOOD
DISTILLING CO.

Sales Training

2026 Confidential



The Roots

**GHOSTWOOD
DISTILLING CO.**

At the beginning of 2015...

Lucas began distilling on his own, with the express goal to simply create a whiskey he, himself, enjoyed. Dedicating himself to learning the distillation process through Books, Distillery Visits and Classes, and after several rejected Mash recipes, he finally achieved his goal.

A Four-Grain Bourbon he called **Ghostwood**.

During this time, Lucas was influenced by the aged Oak forests and corn fields of Northern Illinois where his family's ranch is located. Just beyond the Tack room where he was experimenting on a copper 5-gallon still and a hot plate, lay the old woods of his youth. Always filled with mystery and adventure.

And so, the dream of a new family-Run legacy was born.



The Brand

GHOSTWOOD
DISTILLING CO.

It was Recipe No. 57...

After finding the right whiskey, Lucas began work on developing the look and feel of the Ghostwood Experience. Being influenced by those dark woods, he wanted to invoke the foreboding feeling of that darkness **BEYOND** the firelight.

A white oak tree (based on an actual tree on the Ranch) on black was both a simple and effective start. The tree is being lit by the fire and the bottle is the darkness beyond. The look of the brand invites you to explore that darkness.

Unlike most whiskey's you would see on a shelf, Ghostwood is shrouded in a black bottle. The customer must take that step into the **Unknown** in order to enjoy it.



G H O S T W O O D

GO BEYOND THE FIRELIGHT

GHOSTWOOD
DISTILLING CO.

We Invite you on our Journey...

To **Go Beyond the Firelight** is to face your fears and embrace the adventure. The Ghostwood “Why” invokes the same adventure Lucas took himself to create this company and its vision. Going Beyond the Firelight is to challenge yourself to take a risk. Fortune Favors the Bold.

The soul purpose of the Ghostwood Distilling Co., is to challenge ourselves to create a new and exciting experience for our customers. But we also challenge our customers to explore that darkness with us.

We make a promise to every Ghostwood customer that if you are brave enough join us on this journey, you will be rewarded with an excellent product every time.

The Go To Market Strategy

GHOSTWOOD
DISTILLING CO.

It's not just about "Making Money"...

The Go to Market strategy is not necessarily that complex, however in this business, it is still somewhat unusual.

"Family First"

Family First refers not only to the mission of the company. But also, how we select our partners and approach the market. We consider the people we work with as family and will look for that relationship.

How Can We Help?

Since we are working with family and establishing long lasting connections. Ghostwood also has a vested interest in the growth of our partners. If there is something we can do to ensure our partners continued success, we will make every effort.

Welcome to the Family

- Brand Advocates
- Dedicated Distributors
- Loyal customers
- Engaged Stores and Bars

Our Products

GHOSTWOOD
DISTILLING CO.

We Launched with a single product...

With a singular focus on developing Brand Equity through dedicated commitments, quality product, and “fan building”, we have added several new products. We now feature three products:

-  **1. Ghostwood Bourbon Original 90 Proof:** Now a Double Gold Award Winner at the 2023 and 2024 San Francisco World Spirits Competition (only 14 out of 5500 were selected)
-  **2. Ghostwood “Black” Barrel Proof 114 Proof:** Now a Silver Award Winner at the 2023 and 2024 San Francisco World Spirits Competition.
-  **3. Ghostwood “Gold” Blended Bourbon Finished in Chardonnay Casks:** Claiming silver at the 2024 San Francisco World Spirits Competition in its launching year.

Coming Soon

- **Ghostwood Straight Rye: Coming in the 4th quarter of 2026!** The Ghostwood Straight Rye is a 4-grain offering we’ve been waiting to release for some time because it’s just that good.
- **Ghostwood Foundation Bourbon: Coming in Fall 2026!** This is a traditional 3-Grain Bourbon with corn, rye and barley that forms the “Foundation” of our award winning original bourbon.

GO BEYOND THE FIRELIGHT

BLACK BARREL PROOF —PREMIUM 4 GRAIN— BLENDED BOURBON

750mL | 114Proof | 57% Alc./Vol.



SILVER
SFWSC 2024



TASTING NOTES:

COLOR: Dark Amber
AROMA: Oak with hints of
Toffee & Spice
PALATE: Wood, Nutty, slightly
Buttery & Earthy
FLAVOR: Oak, Almond, Toffee &
Spice
FINISH: Warm - dry & uniquely
smooth

PREMIUM 4 GRAIN BLENDED BOURBON WHISKEY —90 PROOF LIMITED RESERVE—

750mL | 90Proof | 45% Alc./Vol.



DOUBLE GOLD
SFWSC 2023



DOUBLE GOLD
SFWSC 2024



TASTING NOTES:

COLOR: Dark Amber
AROMA: Oak with hints of
Toffee & Spice
PALATE: Wood, Nutty, slightly
Buttery & Earthy
FLAVOR: Oak, Almond, Toffee &
Spice
FINISH: Warm - dry & uniquely
smooth

BLENDED BOURBON WHISKEY FINISHED IN CHARDONNAY CASKS

750mL | 90Proof | 45% Alc./Vol.



SILVER
SFWSC 2024

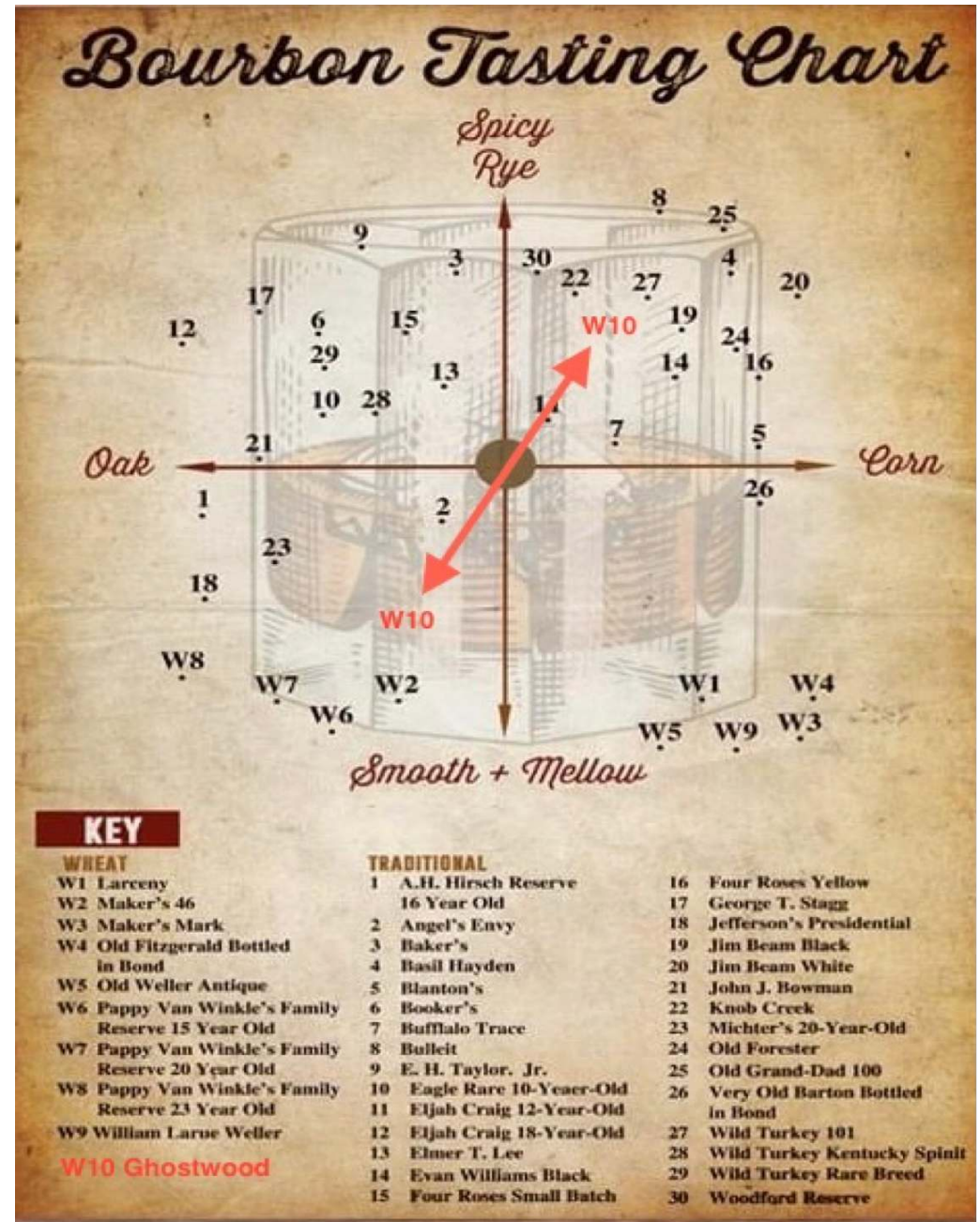


TASTING NOTES:

COLOR: Gold Amber
AROMA: Fruity with hints
of oak and spices
PALATE: Floral and juicy, with
buttery and dry texture
FLAVOR: Notes of oak and tannins,
complemented by almond
and warm spices
FINISH: Warm spices with a dry
and smooth aftertaste



- Due to our unique 4-grain blend of Corn, Rye, Wheat and Barley the flavors move across your pallet.
 - First you are struck by its smoothness
 - Then you taste the Illinois corn
 - You finish with a delicious spiciness that sinks to your first shirt button down from the top.



Product Positioning

**GHOSTWOOD
DISTILLING CO.**

Class

High-End
Premium

Ghostwood Blended
Bourbon Whiskey



Class

Super
Premium

COMPERABLE WHISKEYS



COMPERABLE WHISKEYS



Product Positioning

GHOSTWOOD
DISTILLING CO.

	Proof	2026
Knob Creek 12 Yr	106	\$66.31
Basil Hayden 10 yr*	80	\$72.60
Toast	80	\$46.28
Straight	80	\$56.83
Small Batch	80	
Four Roses Small Batch	90	\$42.07
High West American Prairie		\$37.99
Campfire	92	\$62.73
Weller Special Reserve	90	\$57.99
Garrison Bros. Small Batch	94	\$73.67
Makers/Old Fashion		
Woodford/Old Fashion		

Ghostwood Blended
Bourbon Whiskey



\$59.99

Single Barrel Select Program

GHOSTWOOD
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Customer Select Single Barrel (90 Proof)

The customer will be sent 5 samples, each from a different barrel from Ghostwood to choose from. They can choose their favorite from the samples in a virtual meeting with either Lucas Perks or Lachlan Perks as scheduled. Once a barrel is chosen the customer will be invoiced 25% of the order value to initiate the bottling and delivery of their personal choice. Ghostwood will place a designated special “neck ring” that designates the customers name along with the barrel designation. The customer has the option to have their barrel shipped to them FOB Distillery in Bozeman, MT. Once the shipment is made to our distributor the invoice will be produced and the balance of the amount due will be expected Net 30 days from shipping day. We typically get 240 bottles, or 40 cases, from each barrel. The target retail price is **\$85.58 per bottle**.

Customer Select Barrel Proof “Black” Single Barrel (114 Proof)

This is based on the customer going through a selection process based on random samples from 5 different barrels. We will send the samples to you. The customer will select their favorite and purchase the entire contents. Delivery, however, can be staged as well as invoice/payments. Each bottle will carry a special “neck ring” that identifies the owner and the barrel #. Pricing targeted at **\$97.49 retail per bottle**. The owner will also acquire the barrel itself (FOB Bozeman) or simply the top as a personal memento. Typically, we get about 180+/- bottles (30 cases) in each barrel.

Single Barrel Select Program (cont.)

**GHOSTWOOD
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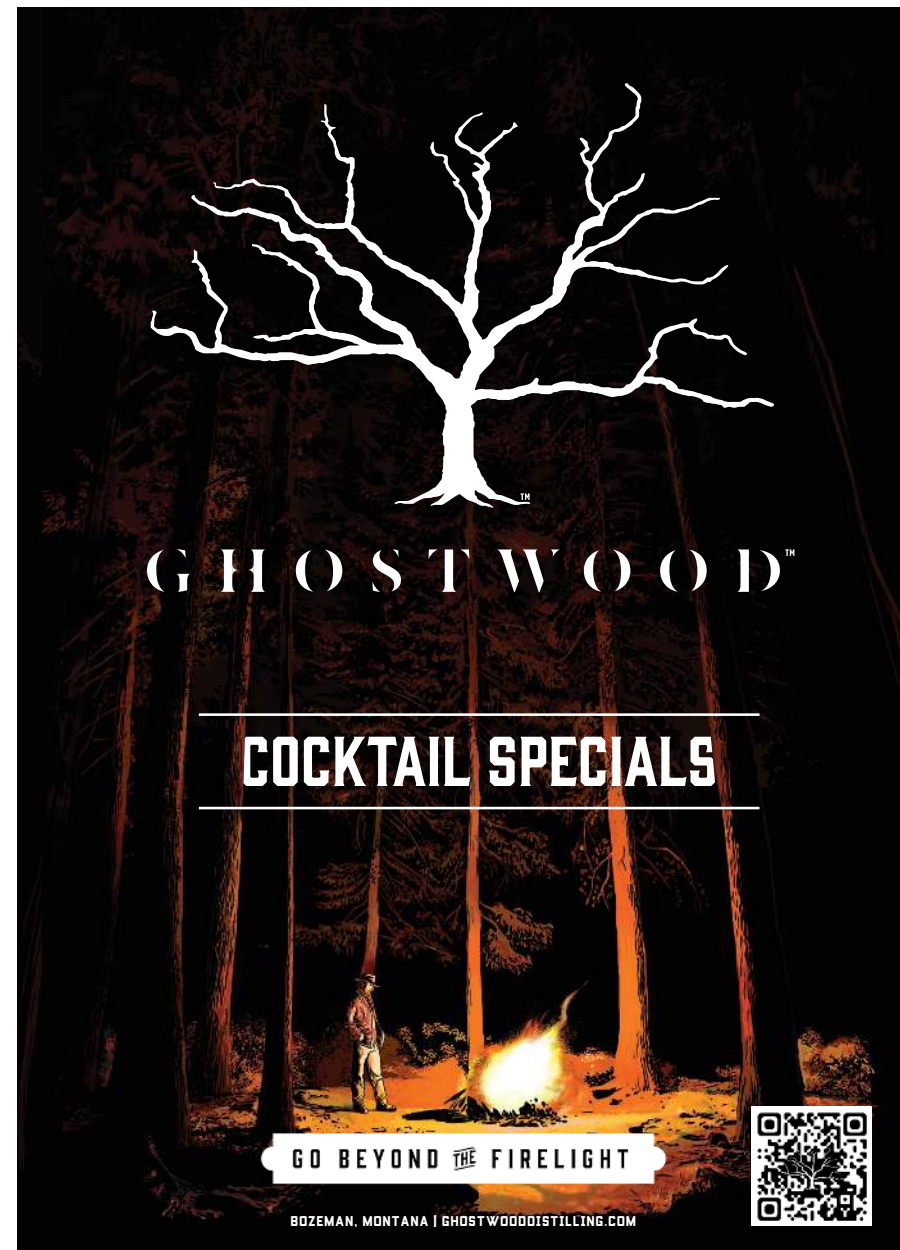
Distiller Select Single Barrel (90 Proof)

Lucas will pick, on behalf of the customer, a barrel of what he believes to be of excellent quality and aging. Upon an order the customer will be invoiced 25% of the order value to initiate the bottling and delivery of their Distiller choice. Ghostwood will place a designated special “neck ring” that designates the customers name along with the barrel designation. If the customer wishes to have the barrel as well there is an additional charge of \$245 plus the cost of shipping. Once the shipment is made to our distributor the invoice will be produced and the balance of the amount due will be expected Net 30 days from shipping day. We typically get 240 bottles, or 40 cases, from each barrel. The target retail price is **\$78.78 per bottle.**



Selling Tips

- Weller Special Reserve 12 yr Bourbon. It's a "wheated" whiskey whereby they actually substitute wheat for Rye
 - Every time we have tasted and been compared to Weller Special Reserve the taster has preferred Ghostwood because of the finish...color and front end are the very similar (Wheat) but the middle and finish are vastly different and provide more sophistication and complexity (High Rye).
- We have also frequently been tasted against Colonel EH Taylor. Their common reaction is that the Ghostwood is so good and the price point is 50% of the Taylor that they see the Ghostwood as their "go-to" every day drinking Bourbon.
- Blanton's patrons love Ghostwood....they proudly announce their favorite then fall in love with Ghostwood..
- If you are tasting for a restaurant try to get the head Chef to be part of the tasting....you will never lose..Chef's and the bartenders that are really mixologists will always prefer Ghostwood! Find them...
- We are 100% favored against TX...universally TX customers say its too sweet! Thanks to the Montana red wheat Ghostwood is not too sweet...
- Many key restaurants like the exclusivity of Ghostwood 15,000 bottles...it gives them something unique...we don't want all restaurants or bars, we want the ones that will be part of the team...that embrace what we represent and will push our brand over others.



Selling Tips

1. Warm, dry and uniquely smooth with a wonderful spicy finish

Ghostwood Blended Bourbon was designed to be approachable for a beginner, while having the depth of character to be appreciated by experts.

This bourbon will land on the tongue gently and easily with a crisp peppery finish as the flavors develop in the mouth. Our grains are very specifically we utilize #2 Hardy Spring Red wheat grown 50 miles west of our company. Plus Barley and Rye from Montana and our Corn is from Illinois.

2. Aged 5 Years in the barrel

3. Mash of 4 grains, 52% Corn, 30% Rye, 10% Wheat, 8% Barley

4. Flavor: Oak, Almond, Toffee and Spice

5. Born in the back of a barn at a Northern Illinois ranch.

6. Double Gold Award winner twice!

7. Only 15,000 Bottles each year, unique and exclusive...we don't sell to everyone, only those who want to be part of the journey....

Ghostwood Edge

GHOSTWOOD
DISTILLING CO.

It's all in the Heart and the Story

The Ghostwood Edge, as we define it, is simply how we go to market. How we treat our customers and fans, and how we approach the industry. We aim to gain “brain-share” in this market by being a fascinating diversion for those who engage.

The factors working in our favor here is:

1. Limited reach for our product. We will emphasize our exclusivity while we have it.
2. The Story of our creation is personal, but also very relatable to the correct people.
3. The Whiskey is Great! It routinely tastes as good as a Super-Premium offering.
4. We have a great relationship with the Partners we have established.
5. Double Gold!

Cheers!



Lachlan Perks
Partner



Lucas Perks
Founder

