



Haus



Transaction Overview

On August 3, 2022, Haus Beverage Inc. (“Haus”) voluntarily entered into a General Assignment for the Benefit of Creditors under California law (“ABC”) after determining that it was unable to financially and operationally meet the exceptionally strong national demand received following significant positive press in the industry space and consumer publications.

The ABC Assignee has retained Onyx Asset Advisors, LLC (“ONYX”) as exclusive sales agent to market the Haus assets as an operating / going concern. The offering includes Haus’s intellectual property (formulations, trademarks, consumer website and brands), operating facilities, machinery & equipment, and inventory located at the company’s Healdsburg, CA facilities. ONYX is currently seeking interested parties who would like to entertain a stalking horse role and envisions the stalking horse to be chosen by September end, after which continued overbidder solicitation and due diligence will occur until an auction is held on November 11, 2022.

Once a stalking horse has been identified, qualifications to be an overbidder and bid procedures will be confirmed and communicated to qualified, interested parties.

Process Timeline *(all dates are tentative until approved by the Assignee)*

1. Due Diligence period –September 1, 2022, to November 4, 2022
2. Stalking Horse Selection –TBD
3. Overbidder Qualified Bid Due – 5:00 p.m. (PT), November 4, 2022
4. Auction – November 11, 2022
5. Bid acceptance – November 15, 2022

Timing and details of the auction will be added to the Data Room once confirmed.

Company Overview

Haus is a modern apéritif made with all natural ingredients and crafted by a third-generation winemaking family committed to product quality and transparency. To make Haus, they extract the flavors of whole fruits, herbs, and botanicals (sourced from farmers and purveyors across the globe), in a blend of Chardonnay wine, grape brandy, and a small amount of raw cane sugar and made in a proprietary, custom extraction system that allows for a start to finish production time of about 36 hours.

All the Haus brand releases pass through a cellulose fining filtration system and are bottled at the company facility in Healdsburg, California. Haus is proud to power its production process with 100% clean, renewable energy, and compost the ingredients used in its infusions to keep its production process as sustainable as possible.

Launched in 2019, Haus quickly received \$4.5 million of funding and powered through the pandemic with a digitally savvy direct-to-consumer (“DTC”) campaign, a rarity given the complications of shipping alcohol across state lines. Apéritifs can be sold DTC in most US states if they are under 24% alcohol and made predominately of grapes. A forerunner in the low- and no-alcohol movement, a category predicted to grow 31% by 2024, Haus’s bottles have an 18% ABV that sits cozily above wine and well below spirits.

Haus Branding



Haus’s unique marketing approach —such as calling itself an apéritif instead of a vermouth—has influenced others in the space. The brand was launched on-line through social media and has maintained a presence cultivating a direct relationship with its customers (the majority of whom are millennials), who primarily purchase Haus products on-line directly from the company’s website.

With continued DTC growth, Haus was in the process of unlocking distribution and expanding the channel as quickly as inventory allowed prior to the ABC.

Haus In the Press

bon appétit

"Cleaner, responsibly sourced, and lower in alcohol. Haus's low-ABV spirits check all those boxes, plus they taste really good."

BuzzFeed

"Haus is a winning choice for hosting, treating yourself, or as a gift."

Better Homes & Gardens

"You can't go wrong gifting Haus apéritifs to the friend who's always behind the bar."

THE CUT

"I'm obsessed with Haus. They taste just as luxe as they look and have never failed to get my parties started."

FAST COMPANY

"Haus's fresh, fruity, low-alcohol aperitifs are great for one-step cocktails when it's far too hot to fuss with the bar cart."

FOOD & WINE

"What makes Haus so special is its incredible flavors."

GLAMOUR

"A stunning adventure of the senses, inspiring me to savor every last drop with intention."

GO

"Pairs beautifully with whiskey or gin, but is equally delicious on its own with ice or seltzer."

MEN'S JOURNAL

"The versatility of Haus' apéritif flavors is only paralleled by its chic packaging."

The New York Times

"For the wine or cocktail lover who's tried it all and wants something new and refreshing."

People

"Perfect for drinking throughout leisurely evenings without getting too tipsy or hungover."

HEALTHY LIFESTYLE

"After trying a selection of flavors, I know I'll want this light beverage stocked on my bar cart for the foreseeable future."



REFINERY29

"The ingredients that Haus uses are as good as they sound, with that brand's fruits, roots, herbs, and botanicals sourced directly from farmers."

Sunset

"The cool new drink to sip at every California dinner party."

THRILLIST

"It hits that all-natural, better-for-you sweet spot."

VINEPAIR

"Haus is reinventing how to build successful alcohol brands."

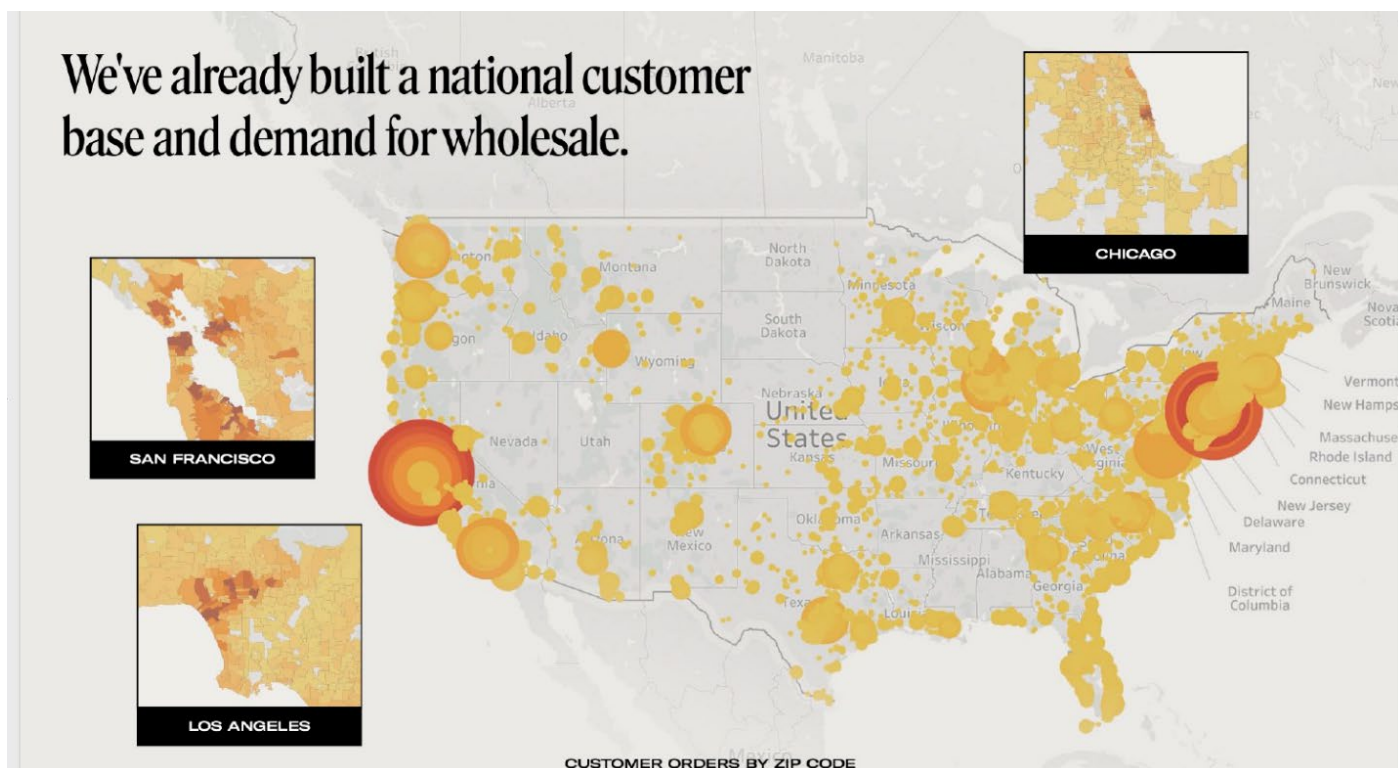
VOGUE

"The brand occupies a category all their own."

Women's Health

"It'll seriously impress the alcohol snobs in your life."

Since the company's launch, Haus's reach has expanded to 37 states and, with the significant positive press it has received, the brand has permeated throughout the country. Haus has 11 flavors ranging from citrus flower to grapefruit jalapeno, as well as mixed kits for spritzers and cocktails. Detailed financial information is available in the data room.



Low-ABV industry is on the rise:

“According to the IWSR, the no- and low-alcohol category has reached almost \$10 billion in value across key global markets. The research firm forecasts that no- and low-alcohol volumes will grow by more than 8% CAGR between 2021 and 2025.” – FORBES

“From 2020 to 2021, the no or low alcohol spirits category increased sales by volume 33% according to IWST. Furthermore, IWST predicts it will be the fastest-growing segment in the spirits category from 2020 to 2024.” – MODERN RETAIL

“Nearly 40% of global consumers want to decrease their alcohol consumption. A golden opportunity for brands like Ghia, Everleaf and Aecorn who are disrupting the category with their takes on alcohol-free aperitifs, reaching a growing audience of sober-curious drinkers who don't want to miss out on the social aspect of drinking.” – THIRSTCRAFT

“The global vermouth market will be worth \$15.7 billion by 2027, up from \$8.7 billion in 2019.” – GRAND VIEW RESEARCH

“What we’re seeing is a moderation trend that’s sweeping across key global markets, and that’s bringing with it increased demand for reduced alcohol, or alcohol-free drinks,’ says Mark Meek, CEO of IWSR Drinks Market Analysis.” – THE DRINKS BUSINESS

Due Diligence / On-site Tours

1337 Grove Street – Suite C – Healdsburg, CA – Bottling Facility

1337 Grove Street – Suite D – Healdsburg, CA – Production Facility

1434 Grove Street – Healdsburg, CA – Warehouse / Fulfillment Facility

Available Dates*: Dates TBD

**ONYX requires at least 48 hours’ notice in scheduling facility inspections. Facility and inspection details will be provided upon confirmation.*

For more information or to schedule an inspection please contact:

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