
SAN DIEGO, CALIFORNIA
AWARD WINNING
CUTWATER®
SPIRITS

REAL DISTILLERY
REAL PEOPLE
REAL SPIRITS











CUTWATER SPIRITS | WHO WE ARE

- **San Diego Spirits:** We're a distillery based in San Diego, CA (the first since prohibition). Operating from a 50,000 sq. ft foot facility where real people make our real spirits. Relentless in our pursuit of quality, we've developed an award-winning portfolio and are successfully pioneering a category.

- **Real People + Big Ideas:** Yuseff Cherney (Co-Founder and Master Distiller) began distilling as side project in the back of his brewery. He started canning cocktails because he wanted to make the drinks he could enjoy while doing the things he likes to do. His idea took off…

- **Disrupting with Canned Cocktails:**
  - We are revolutionizing canned cocktails, focused on innovation and flavor with 19 RTE options (and counting).
  - Each cocktail features our own premium distilled spirits & high-quality ingredients. The kind of cocktail you would expect to find in a bar, only in a can. Convenient right?

- **Award-Winning + Premium Spirits:**
  - Our award-winning portfolio of bottled spirits includes: gins, whiskeys, bourbons, vodkas, rums, tequilas, and liqueurs. They are the liquid that make our canned cocktails taste phenomenal.
  - Our non-alcoholic mixers are also made in-house and featured in some of our RTEs.

REAL PLACE: TASTING ROOM & KITCHEN

- **Destination:** Our home-base is the Cutwater Distillery, Tasting Room & Kitchen in Miramar. The building design is inspired by a ship, and nautical details can be found throughout the space.
- **Production:** Built from the ground-up in 2017, this 50,000 sq. ft. facility is where we distill our spirits, create canned cocktails, and welcome guests into our lively Tasting Room & Kitchen.
- **Connection:** Our bar is the heart of the space. Behind it, we have a talented team of bartenders who are passionate about their craft, constantly innovating with cocktails made from our bottled spirits.
- **R & D:** The tasting room is ground zero for our R&D program. All Cutwater RTE cocktails are introduced here and we have a loyal fan base of regulars who provide feedback.
- **Food Pairings**: We serve seasonally-inspired lunch, dinner, happy hour bites, and weekend brunch. We are passionate about the sensory experience of pairing spirits & cocktails with food.
- **Behind-the-scenes:** Visitors can also explore the production facility and learn about our spirits making process through public tours and premium tastings.









REAL PEOPLE: FOUNDER & MASTER DISTILLER

- Yuseff Cherney is a Cutwater Founder and our Master Distiller - an avid fisherman, adventurer, and innovator.
- Tracking towards a law degree, 22-year-old Yuseff picked up a hobby that became much more: homebrewing.
- While shopping for supplies at San Diego's legendary Homebrew Mart, Yuseff met then owner, Jack White who offered him a job because of his knowledge and passion for the craft.
- Yuseff turned Homebrew Mart's backroom into his own test-kitchen, which became the birthplace of Ballast Point Brewery. Here, Yuseff started making iconic recipes which led to one of the biggest success stories in craft beer history.
- As head brewer of Ballast, Yuseff began to explore spirit distillation as as side project in the brewery's break room, making his first still out of an upside-down beer fermenter.
- These first spirits were so high-quality they started getting attention and awards and Ballast Point Spirits became official in 2007.
- Yuseff always made cocktails with his spirits and home-made mixers. As a brewer with a canning line, it just seemed natural to put these cocktails into cans so he could share them with his friends and drink them in the places they wanted to be — like fishing boats and mountain tops.





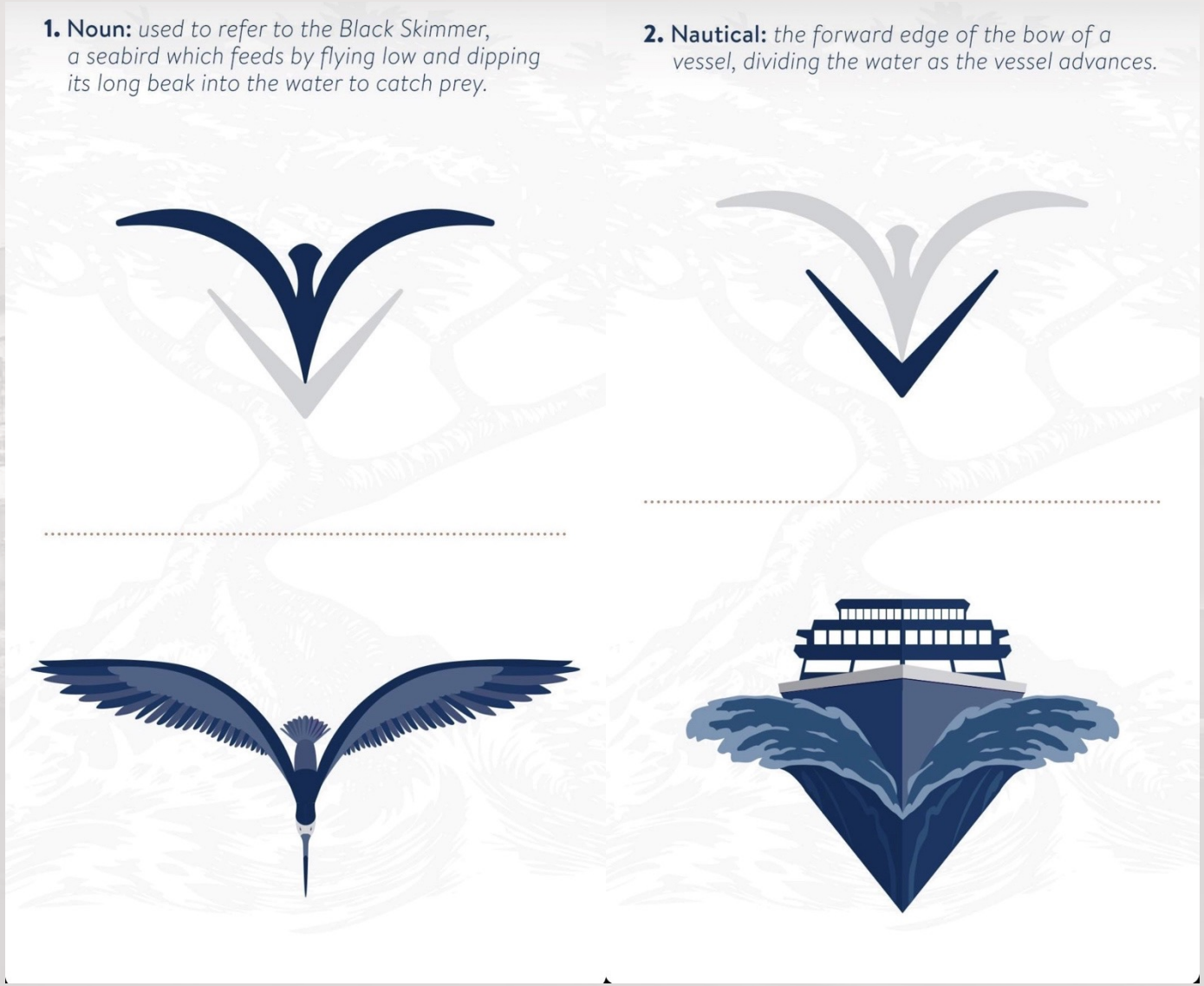
REAL INSPIRATION: AND THEN CAME CUTWATER

- **Evolution:** When Ballast Point Brewing sold in 2016, Yuseff and his partners maintained ownership of the spirits arm of the business. They had already broken ground on the distillery. It was time to rebrand.

- **Authentic Inspiration:** Driven by Yuseff's obsession with the the sea and fishing, the name Cutwater is a reference to the Black Skimmer seabird, known for flying low and "cutting" into the water with it's long beak. The name also ties back to the distillation process – as most spirits are cut with water during the proofing process.

- **Our Logo:** The Cutwater logo illustrates these nautical origins merging the bow of a ship with the shape of a Black Skimmer bird in flight.

- **A New Era:** As its own separate company, Cutwater builds on the tradition with their minds wide open to the unconventional, the crew is committed to bringing quality, ingenuity and integrity to the world of spirits innovation.



REAL TEAMWORK











REAL SPIRITS: OUR AWARD-WINNING PORTFOLIO



PREMIUM
BOTTLED SPIRITS



NON-ALC
MIXERS



CANNED
COCKTAILS



AND
POPS!



+1500 AWARDS…
AND COUNTING!

CUTWATER PREMIUM BOTTLED SPIRITS

SPIRITS, aka liquor: an alcoholic beverage that can be made from grains, fruits or other plants (agave, sugar cane, etc.) that are fermented and distilled and sometimes aged.

Our portfolio includes **20 different bottled spirits** with multiple variations of: whiskeys, vodkas, rums, gins, tequilas, and liqueurs.







BOTTLED SPIRITS PRIORITY | CUTWATER VODKAS

- **Vodka** can be made with anything that can be distilled - i.e., corn, wheat, rye, potatoes, fruit, etc.
- **Cutwater Vodka** is distilled from 100% corn and is naturally gluten free. All of our flavored vodkas are made with 100% natural ingredients.
- **Cutwater offers four Vodkas** with three unique flavored offerings: Horchata, Habanero and Hibiscus. These flavored Vodkas reflect our SoCal roots, drawing south-of-the-border inspiration.

NOTABLE CUTWATER VODKA FACTS

- Made from 100% corn
- 6 times distilled
- Filtered 15 times
- No additives!
- 84 awards across this category
- Each flavored Vodka is made with real ingredients



BOTTLED SPIRITS PRIORITY | CUTWATER RUMS

- **Rum –** Unlike some other spirit categories, the guidelines are fairly loose when it come to Rum. It's unregimented nature is part of its appeal - Rum is notoriously fun! The only category rule is that Rum has to be produced from sugar cane or a byproduct of sugar cane (like molasses).

- At Cutwater, we produce **5 different rum variations**: White Rum, Barrel Aged Rum, Cask Strength Rum, as well as our Bali Hai Tiki Gold and Tiki Dark Rums.

NOTABLE CUTWATER RUM FACTS

- All our rums are made from evaporated organic cane sugar, rather than molasses
- The flavored rums are made with 100% all-natural flavorin and additional cane sugar making them ideal for Tiki-style cocktails
- Our aged rums rest in brand new American oak barrels
- 100 awards combined across the category



BOTTLED SPIRITS PRIORITY | CUTWATER TEQUILAS

- **Real Tequila** is distilled from the blue agave plant and can only be authentically produced in the state of Jalisco in Mexico and limited areas in the state of Guanajuato, Michoacan, Nayarit, and Tamaulipas.

- **Cutwater Tequila** - made from 100% Blue Agave in Jalisco. We formed a partnership with a family owned distillery that has been making tequila in the region for nearly 100 years. Yuseff oversees every step of the process. They hand select the finest agaves, exclusively use traditional oven cooking methods, and we have even built our own custom still used solely for our tequilas. The result is traditional, agave-forward tequilas made according to Cutwater's exacting standards.

- Cutwater introduced **Cutwater Tequila Blanco** late 2019 and **Cutwater Tequila Reposado** in early 2020.

NOTABLE CUTWATER TEQUILA FACTS

- 100% Blue Agave made in Jalisco
- Slow cooked in traditional brick ovens
- No additives (no added color or flavoring)!
- Cutwater Whiskey Barrels are sent to Jalisco for aging
- Bottled in Jalisco



CUTWATER CANNED COCKTAILS | 21 RTEs + COUNTING

Our portfolio of ready-to-enjoy canned portfolio includes **21 different cocktails.**
All are made with our own award-winning spirits and quality, house-made ingredients.

Cutwater Canned cocktails are a game changer: convenient for quick-service, require no prep or clean up, offer a controlled ABV, and taste delicious – consistently.



RTE PRIORITY | CUTWATER SPIRITS & SODA

Positioned as the “real cocktail” trade-up counter to the “hard seltzer” competitive set, Cutwater’s “Spirits & Soda” offerings are also a distinct entry-point to the Cutwater RTE portfolio with a competitive SRP of $9.99

- **Vodka Soda** | Cutwater offers three flavorful variations of the classic **Vodka Soda** cocktail – lime, grapefruit, and cucumber. All are made with our award-winning Cutwater Vodka, house made soda water, with a hint of natural flavor.
- Each Cutwater Vodka **Soda** RTE is 5% ABV, 99 calories, with no sugar, zero carbs, no gluten.
- **Tequila Soda** joins the spirits & soda lineup in March 2020. Made with real Cutwater Tequila, house-made soda water, and a hint of lime. It’s 7% ABV, 130 calories, with no sugar, zero carbs, and no gluten. Based on the popular Southwestern call drink, Texas Ranch Water.







RTE PRIORITY | CLASSIC COCKTAILS

Inspired by classic cocktails and bar favorites, our priority RTE cocktails are all award-winning crowd-pleasers. Made with our own spirits, they are easy to enjoy anywhere for any occasion. $12.99 SRP per 4-pk

- **Vodka Mule: 7% ABV** | Award-winning Vodka, ginger, a splash of bitters and hint of lime, makes for an unforgettable Moscow Mule. Enjoy it straight from our copper colored can.
- **Tropical Tiki Rum Mai Tai: 12.5% ABV |** Featuring a blend of our award-winning rums with notes of pineapple, coconut and citrus, our Mai Tai is a Tiki inspired cocktail escape.
- **Tequila Margarita: 12.5% ABV |** Known as the most popular cocktail in America, the margarita is a San Diego favorite. Featuring a bold Tequila aroma with bright notes of lime and splash of orange in the mix. Refreshing and balanced.







CUTWATER COCKTAIL POPS

CUTWATER SPIRITS

Inspired by our premium line of ready-to-enjoy canned cocktails, our adult-only frozen pops are a new way to enjoy our award-winning spirits.





Our classic cocktail pops are gluten-free, feature all-natural flavors, contain no artificial sweeteners, and have less than 80 calories per pop.

These flavored margarita pops feature our own real tequila, are less than 80 calories per serving, contain no artificial sweeteners and are gluten free.





To view all our awards visit
cutwaterspirits.com/awards

Mild Bloody Mary Mix
1L Single



Mild Bloody Mary Mix
1L 6-Pack



CUTWATER BLOODY MARY MIX

- *Made with tomatoes and signature spice blend*
- *Spicy or mild options available*
- *Vegan*
- *Award-winning*
- *Featured in our Bloody Mary RTEs*

AVAILABILITY || 1L Bottles





To view all our awards visit
cutwaterspirits.com/awards

Spicy Bloody Mary Mix
1L Single



Spicy Bloody Mary Mix
1L 6-Pack



CUTWATER SPICY BLOODY MARY MIX

- *Made with tomatoes and signature spice blend*
- *Spicy or mild options available*
- *Vegan*
- *Award-winning*
- *Featured in our Bloody Mary RTEs*

AVAILABILITY || 1L Bottles





To view all our awards visit
cutwaterspirits.com/awards

Classic Margarita Mix
1L Single



Classic Margarita Mix
Master Case



CUTWATER CLASSIC MARGARITA MIX

- *Made with real cane sugar*
- *Natural lime*
- *Featured in Margarita RTE*
- *Award-wining*

AVAILABILITY || 1L Bottles



Ginger Beer
Single



Ginger Beer
4 Pack



Ginger Beer
Master Case



CUTWATER GINGER BEER

- *Made with real cane sugar*
- *Natural ginger*
- *Featured in Vodka Mule RTE*
- *Award-winning*

AVAILABILITY || 12oz cans

AND PEOPLE ARE NOTICING

"Meet The Distiller At The Forefront Of The Canned Cocktail Revolution" Forbes

"We predict this is a trend just beginning it's ascent."
WINE ENTHUSIAST

"Canned cocktails aren't a new offering, but they are typically loaded with syrupy gunk… Cutwater Spirits, however, has a much more grown-up variation that would be put to good use this summer." MAXIM

"We Tried 7 Different Canned Cocktails—Here Are Our Favorites Who knew a canned Bloody Mary would work so well?" FOOD&WINE

"The Best Canned Cocktails, Ranked By Bartenders" HUFFPOST

"The canned cocktail craze is in full swing and Cutwater is helping to lead the charge." MANOFMANY

"23 Canned Cocktails That Prove Booze Is Better In A Can" delish

"Making a good margarita is incredibly easy. Making a great one is tougher than you'd think. Making great canned margarita is another thing entirely. It's all about balance, and Cutwater's floral-forward, house tequila, cane sugar, lime juice, and barely noticeable touch of orange flavor run in perfect harmony." bon appétit