

Haus



# What is Haus?

Farm-to-bottle Californian aperitifs.

Made with all-natural ingredients and 80% less sugar than Aperol, Haus was designed for the drinker looking for a low-ABV alternative to hard liquor, without the artificial flavors and ingredients of corporate brands.

“For the wine or cocktail lover who’s tried it all and wants something new and refreshing.” - [New York Times](#)

# Current Product Lineup



## Grapefruit Jalapeño

Light and refreshing, this aperitif is a bright blend of citrus with a subtle kick of fresh jalapeño.



## Citrus Flower

A fresh Californian take on the apéritif. Made with crisp lemon and subtle elderflower.



## Pomegranate Raspberry

Bright and earthy with punchy notes of pomegranate, berries, and woody herbs.



## Rose Rose

Rose Rose is juicy and floral with notes of raspberry, rose, and strawberry.



We built our brand going direct-to-consumer.

Because we're classed as a wine, we can bypass traditional restrictions on spirits. We can be served in accounts without a liquor license. We can sell online.

Our ability to go direct-to-consumer helps us build awareness in wholesale markets, creating more sales for our wholesale partners.



Our approach is working.  
In 2.5 years, we have sold:

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*\$10M+ of aperitifs*

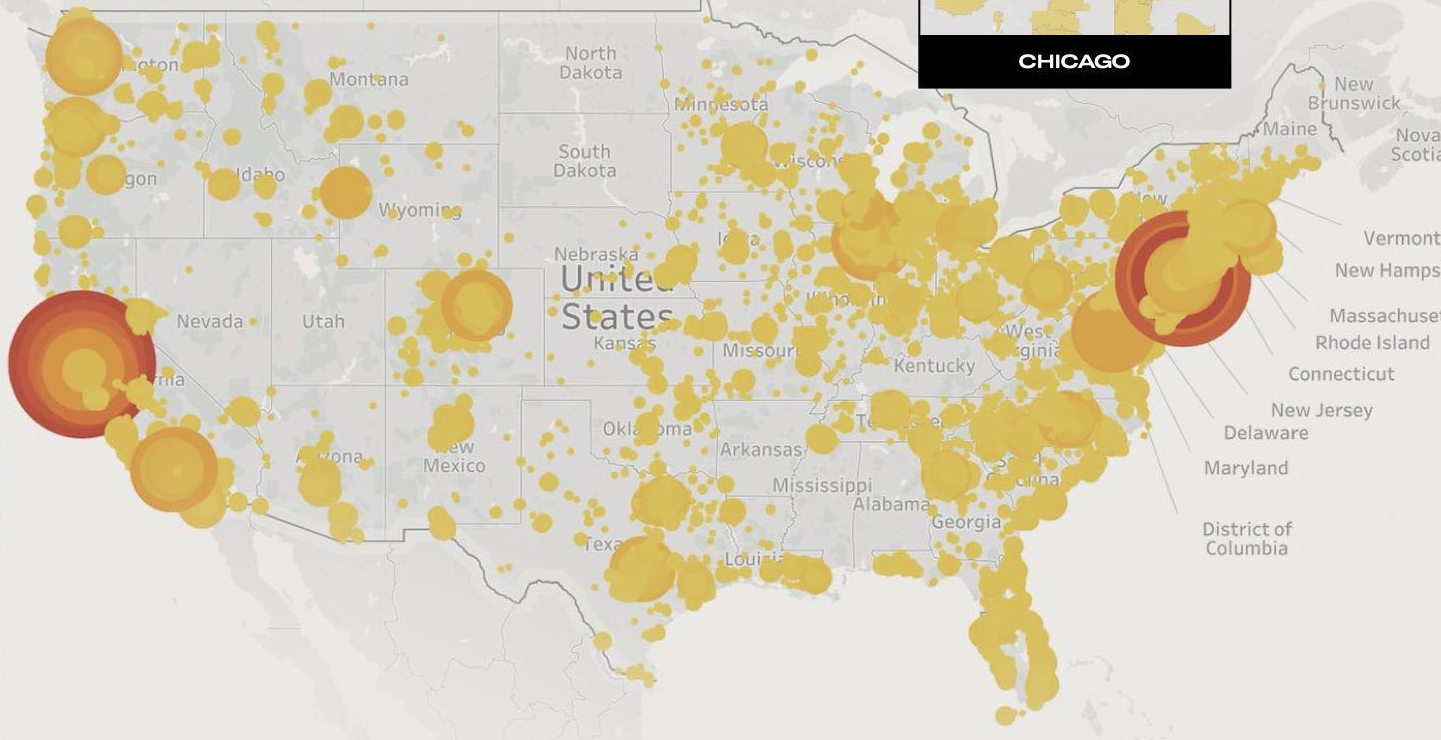
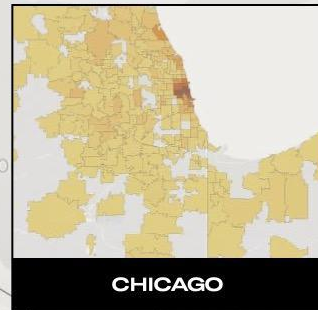
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*500K+ bottles sold*

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*100K+ customers*

# We've already built a national customer base and demand for wholesale.



CUSTOMER ORDERS BY ZIP CODE

# History of Brand

2019

## Launch

Thanks to our successful launch tactics and focus on customer experience, we spent \$0 on marketing and grew entirely through word of mouth.

2020

## Growth

We made the most of a year where everyone was online, launching over 20 products and growing revenue 900%.

2021-2022

## Economics

We have improved economic profile of the product to make the business sustainable on a go forward basis

2023+

## Re-Launch

Our DTC growth has allowed us to unlock distribution, and we are expanding this channel as quickly as inventory allows.

# Recent Press

## Forbes

### Haus, The Once Shining Star Of The Low-Alch Movement, Is Being Relunched



Less than a year after announcing that it would be ceasing operations due to losing funding, Haus, the low-alcohol spirits company that was a social media darling, has been acquired and is being relunched. At its heyday, the startup beverage company, founded in 2019 in Sonoma County, was held up as the poster child for a fresh new way to launch an alcohol brand.

Using approximately \$17 million in funds from venture capitalists and other investors, Haus quickly grabbed headlines. Its 18% ABV low-alcoholic beverage lineup, packaged in elegant containers with its name blazed across its front, started appearing on various social media feeds, often with fresh-faced millennials sipping drinks made with the aperitif in appropriately attractive settings.

## FOOD & WINE

### A Beloved Low-Alcohol Aperitif Is Back After Going Out of Business

Instagram mourned the loss of its favorite low-alcohol aperitif, but the brand is returning to shelves.



Fans of beloved [low-alcohol](#) aperitif Haus, rejoice! Founder Helena Price Hambrecht announced the brand would be shutting down production last August, citing a [lack of investor funding](#) as the primary cause. As a darling of the rapidly evolving no- and low-alcohol space (with eye-catching, Instagram-friendly branding and sleek white bottles to boot) the news took many drinkers by surprise, especially given that the first batch [sold out within a month of launching](#). Now, The Naked Market, which owns brands like Flock Foods, Avocrazy, and Rob's Backstage Popcorn, announced it has acquired Haus and will be relaunching four hero flavors – Citrus Flower, Pomegranate Rosemary, and Grapefruit Jalapeño – in collaboration with Sonoma winemaker Micah Wirth.

## BEVNET

### Low-Alc Haus Relaunches Under New Ownership



Before the no/low alcohol category grew into a \$11 billion business, Haus, a low-ABV Sonoma-based aperitif brand launched to much buzz in 2019. But amidst the rise of mindful drinking trends, Haus abruptly shut down last August after its lead Series A round investor dropped out during the closing process. Now, its story continues under new ownership by The Naked Market, a San Francisco-based CPG food and beverage platform with an eclectic portfolio.

Haus, founded by Helena Price Hambrecht and Woody Hambrecht, launched as a direct-to-consumer brand, taking advantage of its position as a wine-based, 15% ABV beverage which allowed it to circumvent the three-tier distribution system. Its chic branding and social media presence bolstered the brand's popularity: according to the company it cleared eight figures in annual online revenue and had expanded into brick-and-mortar retail in 24 states before closing. Despite its initial success, the costs of expansion led the company to run out of cash at a key moment.

## AXIOS

### The Naked Market acquires aperitif brand Haus

Kimberly Chen, author of [Beer: The Next Great Drink](#)  
45 min ago



Illustration: Sarah Orlowski

The Naked Market, the food company behind [Rob's Backstage Popcorn](#) and Flock Foods, is acquiring low-alcohol by-volume aperitif brand Haus, CEO Harrison Fugman tells Axios.

**Driving the news:** This is the latest acquisition in The Naked Market's growing portfolio, and the company says it will remain opportunistic.

**Details:** Haus [put itself up for sale](#) last year following a setback when its Series A fell through.

**What's happening:** The aperitif startup went through an assignment for the benefit of creditors, a bankruptcy alternative allowing an insolvent company to transfer its assets from a debtor to a trust so that it can be put on the auction block.

## Other Press

San Francisco Chronicle

VINEPAIR

ModernRetail

TechCrunch

FOOD DIVE



# How we stack up to competition:



## HAUS

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Launched Summer 2019

Low-ABV

Low amounts of natural cane sugar

Farm-to-bottle

Available DTC + distributor

Made in California

Transparent recipe/process

Made by millennials

SRP 39.99

FOB: \$20.00 (direct)



## APEROL

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Fastest-growing drink in America

Low-ABV

7X the sugar of Haus

Artificial colors/flavors

Only available via distributor

Made overseas

No transparency

Made by a corporation

SRP 30.99



## LILLET

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Growing in America

Low-ABV

2X the sugar of Haus

Artificial colors/flavors

Only available via distributor

Made overseas

No transparency

Made by a corporation

SRP 26.99



NO-ABV COCKTAIL REPLACEMENTS



OPPORTUNITY



HIGH-PROOF SPIRITS/COCKTAILS

There is an emerging market of “alcohol replacements” that are addressing Millennials’ and Gen-Z’s needs for drinking alternatives — like Ghia, Kin and Recess. Liquor is innovating, but still focused on traditional cocktail formats and ABV.

We believe the biggest opportunity is in low-ABV.

# RTD - SPRITZ

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Move into higher frequency RTD category with Haus Spritz, helping to increase brand awareness.

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Rose Rose



L'Orange



Jalapeno Grapefruit

# Product Extensions

Additional extensions include; Oysters, Caviar, Nuts & Olives

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## Frozen Oysters Rockefeller

(Size of Frozen Snack Market: 3.4bn)



## Caviar

(Size of US Caviar Market: 500m)



## Nuts & Olives

Size of Snack Nuts: 4.6bn

Size of Olives 6.5bn

# Appendices

# People are talking.

“For the wine and cocktail lover  
who’s tried it all and wants  
something  
new and refreshing.”

THE NEW YORK TIMES

“You can really tell the  
difference in the ingredient  
choices.”

THRILLIST

“Haus is poised to lead the  
comeback of the apéritif.”

FORBES

“Cleaner, responsibly sourced,  
and lower in alcohol.”

BON APPETIT

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

GLAMOUR

# The way people drink is changing.

Today's drinkers are more focused on health, image, and career. When it comes to alcohol, they're looking for natural, low-ABV options.

At the same time, buying behavior is shifting and consumers are increasingly purchasing food and beverage online.





# Our big bet? Apéritifs.

## **LEGACY**

Apéritifs are the original “better for you” alcohol. They are already a core part of international drinking culture, beloved for their sophistication, complexity, and lower alcohol.

## **OPPORTUNITY**

Apéritifs hit the intersection between the next big trends in American drinking: premium craft spirits, low-ABV and RTD.

## **ACCESSIBILITY**

Apéritifs can be sold DTC in most US states if they are under 24% alcohol and made mostly of grapes.

## **OUR SPECIALTY**

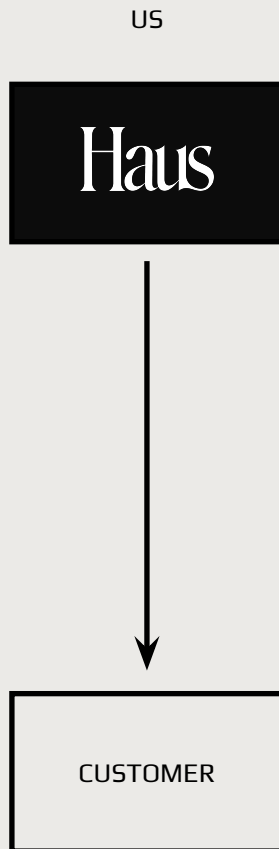
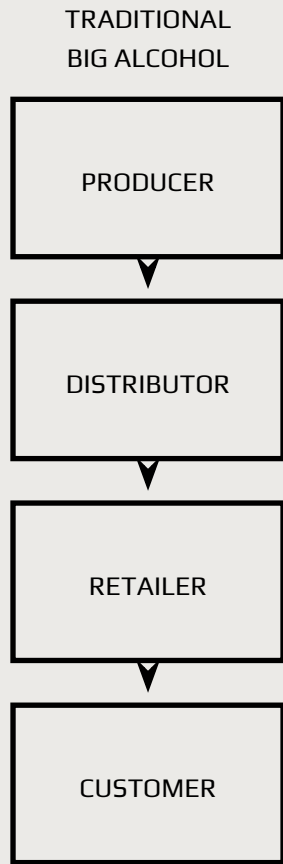
Apéritifs are what we’re good at — we created modern, delicious recipes and our team hand-makes every bottle in Sonoma County.



# Our other big bet? The Internet.

**WE WERE THE FIRST BRAND OF OUR KIND TO LAUNCH DTC. THIS ALLOWED US TO:**

- Bypass gatekeepers to distribution
- Meet millennials where they shop
- Pair education with our products to help ease of adoption
- Tap our customers to inform product development
- Acquire data that informs expansion



# We know our customer at a level unheard of in the alcohol industry.

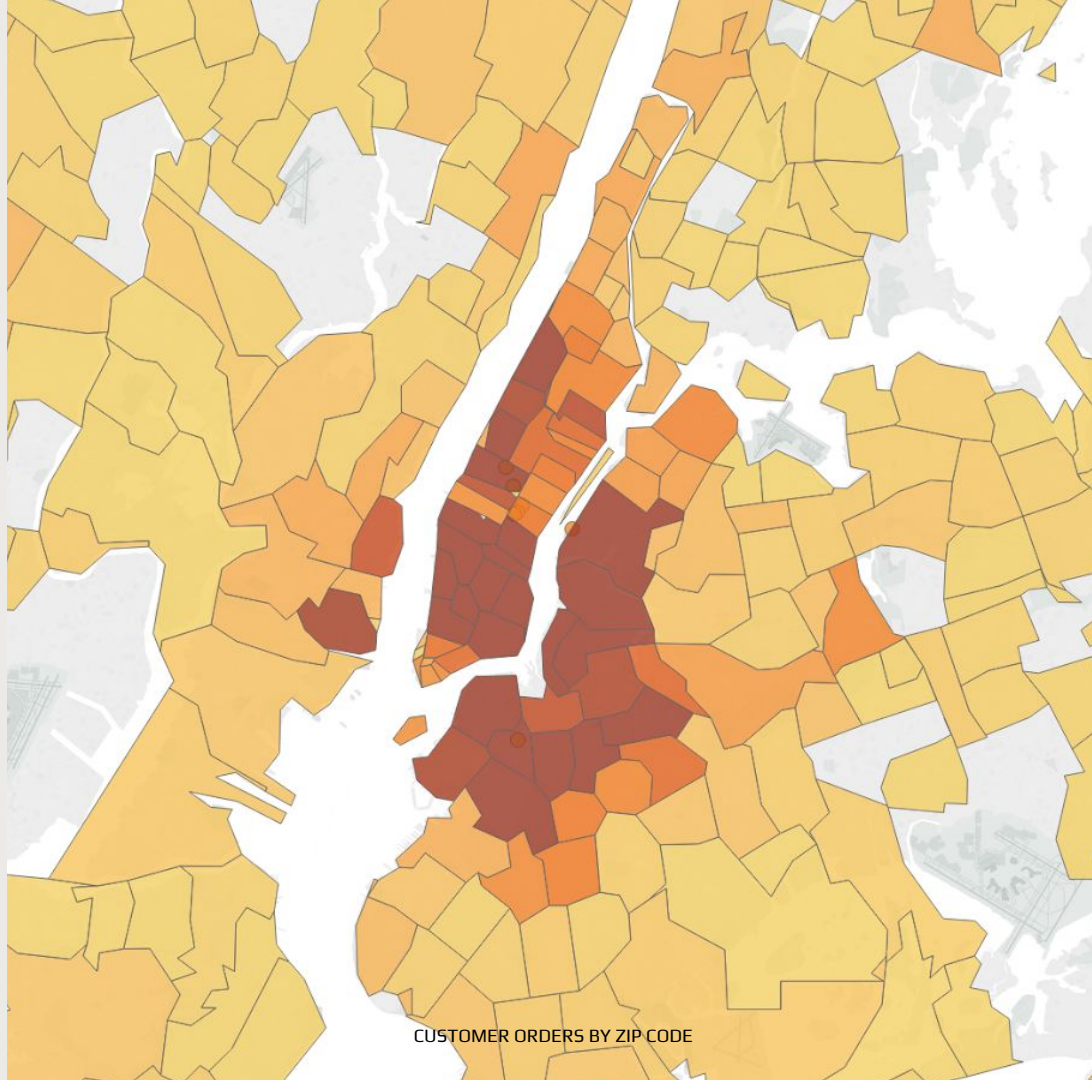
>60% of our customers are millennials — and we know which neighborhoods they live in.

Nearly a third switched to healthier types of alcohol in 2021.

Flavor profile, price, natural flavors, transparency around ingredients, and bottle design are driving their alcohol purchasing decisions.

And we aren't just taking share from apéritifs. We're taking it from wine, spirits and mixed drinks.

*Findings based on direct surveys of our customers and unconverted leads.*



# We designed the brand with the values of today's drinker.

## QUALITY

We focus on clean, refreshing flavors made of real ingredients, without the additives found in our competition.



## TRANSPARENCY

We share all of our ingredients and nutrition facts, instead of hiding our recipes from the customer.



## AUTHENTICITY

We're millennials who care about the problem we are solving. You can't replicate our passion.



## CONVENIENCE

Our generation is online, and the alcohol industry was not. We delivered.



# WHAT PEOPLE ARE SAYING

JENNA P. Verified Buyer

★★★★★

01/13/20

## Instant fan-favorite

I purchased this gift for my sister-in-law who is a cocktail enthusiast. It was a massive hit over the holidays! People used it in mixed drinks, with wine, and solo. It was light, refreshing, and fragrant. Highly recommend!!

DONNA V. Verified Buyer

★★★★★

05/11/20

## Perfect aperitif

Citrus flower mixed with club soda makes a great aperitif - the balance of sweet and herbaceous is perfect.

DYLAN G. Verified Buyer

★★★★★

02/21/20

## The ideal beverage for 2020

The Citrus Flower aperitif is transcendent. On the rocks it is clean and refreshing and fits any moment just right. It also works as an excellent base for a wide variety of cocktails, and is unique without being too loud.

CHAR L. Verified Reviewer

★★★★★

05/15/20

## One of the best I've had & my first Haus experience

Wow, incredible! Enjoyed on the rocks. Perfect for spring/summer. Thank you!

*“In many ways, Haus has been a gateway into this drink category for new generations.”*

– THRILLIST

***“2021 was the year that many of us became familiar with the apéritif, a blended alcoholic beverage that boasts the multi-layered taste of a cocktail with less potent intoxicating power than your average spirit. This is in no small part thanks to Haus.”***



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REFINERY29

AWARENESS DRIVES DTC

DTC DRIVES RETAIL



RETAIL DRIVES AWARENESS

As we expand into retail, our DTC growth aids efficiencies in omnichannel.

Already seeing proof — hundreds of inbounds for wholesale across the country.

We've built national awareness ourselves — takes the burden off distributors and retailers.

Granular location targeting — we can focus on neighborhoods while traditional alcohol focuses on states.

Direct line to our buyer — we can find out where they shop simply by asking.

# New Products



RTD Spritzes



Caviar



Olives





# What is Haus?

Haus is a line of aperitifs designed for modern drinkers looking for sessionable, high quality, better-for-you alcohol options.

Haus aperitifs are made with real fruits, herbs and botanicals, and created with authenticity and transparency.

Our products have been ordered online by hundreds of thousands of drinkers across America, and have received love from publications like Vogue, GQ, The New York Times, and Glamour.

THANK YOU!

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