

EST. 6666 1870
FOUR SIXES

GRIT & GLORY



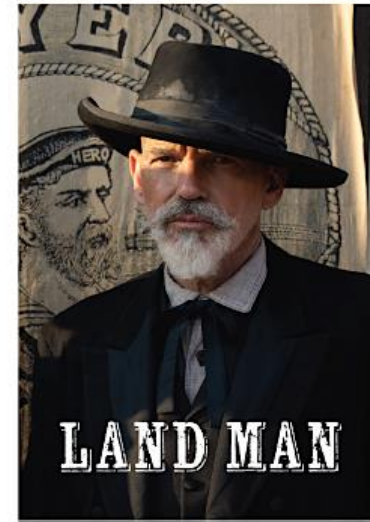
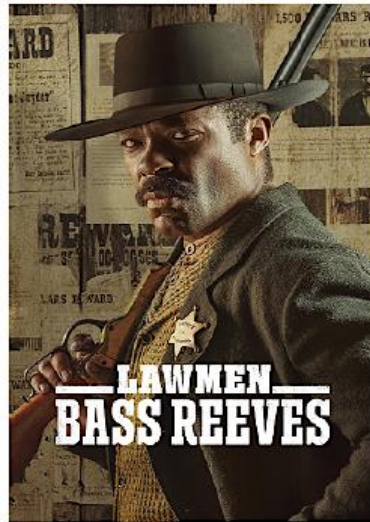
THE LEGENDARY 6666s RANCH IN TX



Our brand is built upon 150 years of heritage. The 6666 ranch is not just a location on the top-rated show on television. It is a real working ranch, famous for quarter horses and angus beef.

Taylor Sheridan Content Universe

- Sheridan's recent series have garnered hundreds of millions of views, carving a unique niche in pop culture.
- The Four Sixes was featured prominently in Season 4 of the #1 series "Yellowstone"



BOARD OF DIRECTORS



Taylor Sheridan—Writer/Director/Executive Producer of Yellowstone

Taylor Sheridan is an Academy Award®-nominated writer as well as a member of the Texas Cowboy Hall of Fame. He also owns and operates two Texas ranches including the legendary 6666 or Four Sixes Ranch, a 2015 Environmental Stewardship Award Program regional winner, and Bosque Ranch. While the Dutton family continues their personal and business struggles in Season 5 of “Yellowstone,” Sheridan has brought prequels “1883” and “1923” to life with many other projects in the works.

David Glasser, CEO of 101 Studios

Led production of Yellowstone, the #1 series of 2022, in addition to an ever-increasing slate for television that includes the P+ hit Mayor of Kingstown, and the Yellowstone origin-stories, 1883 and 1923. He has overseen production for films, garnering a total of 195 Academy Award and Golden Globe nominations, and 40 wins for titles as well as Best Picture nominations seven years in a row.



Tom Larsen—Chief Executive Officer, 6666’s Grit & Glory Brewing Co.

35 Year Executive Leader at the Coca-Cola company. Led European Juice operations as well as GM Global JV with illy Spa International and President Global Zico Bev, LLC.

Doug Bippert—COO, 6666’s Grit & Glory Brewing Co.

Following 29 years in global leadership and executive positions within The Coca-Cola Company, Doug now leads Homestead Libations. He brings unprecedented experience, expertise, and beverage industry relationships.



Danny Stepper—CEO, LA Libations and BOD, 6666’s Grit & Glory Brewing Co.

Danny is the CEO of LA Libations, 49% owned by Molson Coors. He has been involved in many of the largest beverage brand deals of the past 10 years include: ZOA, Body Armor, Zen Wtr, Don’t Quit, Orro, and Zico Coconut Water.



THE FOUR SIXES GRIT & GLORY BRAND

RTD Spirit Craft
Cocktails – 6pk

15 -
26%
ABV



RTD Vodka
Cocktails – 8pk

5.9%
ABV



Ranch Water
Variety 12pk

5.0%
ABV



Marzen Style
Amber Lager &
Light Craft Beer

4.2 -
5.6%
ABV



Our brand is built upon the 150 years of heritage of the 6666 Ranch. A heritage forged from hard work, dedication, and excellence. This brand celebrates the time-honored traditions of the cowboy lifestyle.

It is this uniqueness that sets us apart and attracts people to the 6666 Grit & Glory brand. We put the same passion from the ranch into everything we do and make.

6666 Grit & Glory is creating products made from the highest quality ingredients to produce our absolutely best in class *Ready-to-Drink Cocktails, Ranch Water and Craft Beer.*

Driving Sales Through Variety Packs and Winning Flavors



CRAFT BEER



Authentic Craft Beer

Craft Beer is the only growth segment within the beer category & has been growing at nearly 20% per year since 2014

Skews slightly male, but female consumption has seen a sharp increase to become an integral component of our target consumer

Competing Brands: Yuengling, Sierra Nevada, Shiner, Regional Craft

Craft Beer Pricing 6pk : \$9.99 to \$11.99,
19.2oz - \$2.49-\$3.49

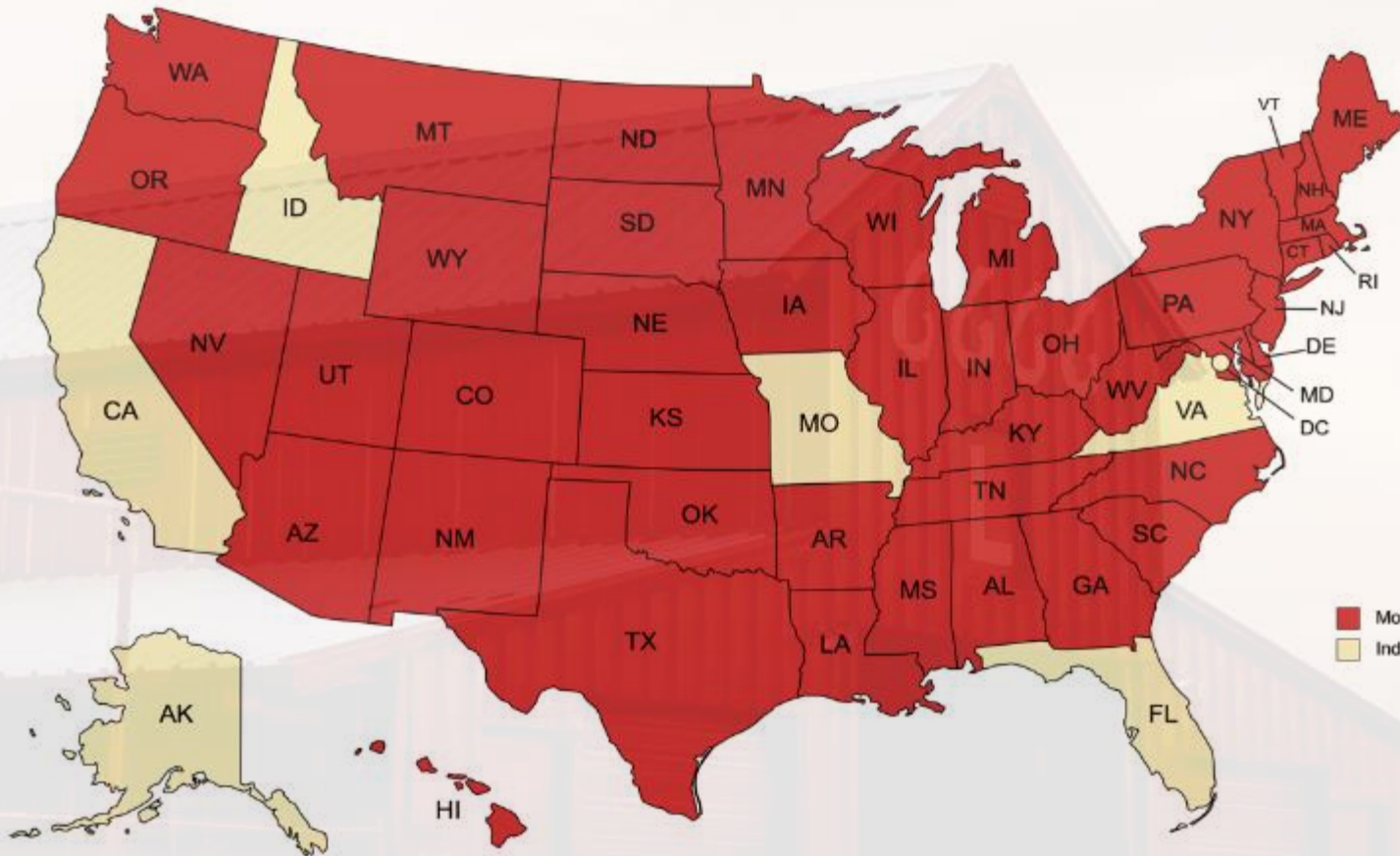


12 oz



19.2oz

National Distribution Network Led By Molson Coors



- **42 States**
- **182 distributors nationwide.**
- **Independents in CA, ID, AK, MO, VA, DC and FL.**

By The Numbers....

States	42
Distributors	182
Co-Man's	5
CE's Sold	210,000
Accounts	10,500
On Premise	26%
Off Premise	74%

Key Accounts



On-Premise Expansion Built Around Large National Accounts



2024 approval for 2024 beverage program in 600 Locations, including four airport locations pouring draft handles (#1 beer sold at Love Field Dallas).



35 Texas current mandate with nationwide expected 2024



Major menu success in 12 TX locations led to NV and CA joining, with 50 additional national locations on 2024 menu.



National Menu Mandate in all 175 US locations from Feb 2024. Includes Hazy IPA draft at steakhouse resort locations.



Secured 2 beers and 1 Ranch Water on board all three Texas based ships! Opportunity for all 28 ships in 2025 based on incredible success.



120 locations on in TX, OK, FL, CA to date. Working through national program for Spring 2024



california PIZZA KITCHEN

Launched 115 locations with Hazy IPA draft throughout the US.



Stadiums (current) – Texas A&M Kyle Field, Rose Bowl, LA Coliseum, Texas Tech University, State Farm (Phoenix).

Additional Mandates: Coyote Ugly (25 US), Red Robin (110 US), Walk Ons (25 TX), Hooters (30 TX), Twin Peaks (70 TX, FL)



iHeart Media \$10M Spend Through Key Platforms



- With a quarter of a billion monthly listeners, iHeart Media reaches 9 of 10 Americans every month
- \$10M spend over 3 years
- +\$3M per year to drive consumer awareness
- Across 5 Platforms:
 - Radio
 - Podcast
 - Digital
 - Social
 - Events



99%+
COMMUTER COVERAGE

6K+
AFFILIATE STATIONS

856
LOCAL STATIONS

160+
MARKETS

112
SYNDICATED PROPERTIES



455M
PODCAST DOWNLOADS PER MONTH

2K
ORIGINAL, ON-DEMAND & BRANDED PODCASTS



2.9B
APP DOWNLOADS & UPDATES

143M
REGISTERED USERS

2.7K+
LIVE STATIONS & CUSTOM RADIO

960+
PERSONALITY & LOCAL STATION SITES



223M
SOCIAL MEDIA FANS

16M
MONTHLY UNIQUES ON YOUTUBE

11M
MONTHLY UNIQUES ON SNAPCHAT DISCOVER



20K+
LOCAL MARKET FESTIVALS & CONCERTS A YEAR

6666 Grit & Glory Integration into Taylor Sheridan Television Universe



Yellowstone
Release: November 2024
Filmed on the 6666
Ranch



Land Man
Release: late 2024
Product Placement
and Integration

Driving Awareness and Customer Activations through Strategic Partnership's



Partnering with Frito Lay for a one-of-a-kind opportunity to win a walk-on acting role and be seen on one of the next Taylor Sheridan television shows.



6666 Grit & Glory is the official Vodka RTD Cocktail of the Texas A&M Aggies with activation at Kyle Field and special retail packaging.



World Series of Poker legend Jamie Gold will bring 6666 Grit & Glory to the poker table, casinos, and beyond as our newest brand ambassador



WSOP Legend Jamie Gold, the Poker Philanthropist

- Jamie Gold has established himself as a prominent figure in the global poker and gaming industry, with multiple final tables and a World Series of Poker Main Event championship title to his name. He is the holder of multiple WSOP records.
- As an ambassador he has hosted, emceed or worked closely with 360 major charity events involving thousands of celebrities, helping to raise and donate over 600 million dollars for causes worldwide with a special commitment to ALS in memory of his father Dr Robert Gold who died from the disease.
- Jamie has appeared on the highest rated poker television shows to date. He has been featured in over 150 original hours of poker and documentary shows on GSN, MTV, ABC, FOX, NBC, CBS and ESPN.



6666 Grit & Glory and Jamie Gold...A Winning Hand

Legend has it that rancher Samuel Burk Burnett won the ranch in a high stakes poker game and that another player, out of money, had bet his ranch on his poker hand, only to lose to Burk Burnett's hand of four sixes.



Full 360 Marketing campaign featuring:

- Content that will reach over 100m
- Branded apparel and awareness
- Launching at the 2024 WSOP Main Event
- Live Poker Events Year-around
- Sweepstakes/contests (examples):
 - Win a seat at WSOP Main Event and WSOPC
 - Win \$106,666 with 6666 in a certified poker game
- Super Bowl and other Celebrity Charity Events
- Co branded Poker Sets, Tables and more
- TV/Live Stream Appearances
- Commercials connecting the 6666 poker legend
- Hosting 6666 sponsored poker games



6666 Grit & Glory Co-Branded Poker Equipment

- Reach growing gaming market with branded tables and customizable designs
- Partnership with Jamie Gold and BBO Poker Tables, the largest and highest rated poker table brand in the US
- BBO provides professional poker tables to the premier facilities, casinos and names in poker
- Develop co-branded hoodies, apparel, swag, and bar accessories

*“The global casino gaming equipment market size was valued at USD 11.64 billion in 2021. It is projected to reach USD 18.53 billion by 2030, growing at a CAGR of 5.3% during the forecast period (2022–2030).” **

**according to Straits Research via Yahoo Finance*



The Global Poker Boom

- The global online poker market is expected to reach \$18.9 billion, with a CAGR of 12.7% through 2028.
- Poker continues to break participation records daily as on-line and live poker event entries surge.



2023 WSOP Summer
Event Prize Pool, up
from \$346.3 million
in 2022.



Poker Players
Globally



Online Poker
Players



Jamie Gold YouTube
clips combined views

6666 Master Brand Racing Partnership with NASCAR and INDYCAR



- Indianapolis 500
- Nashville Super Speedway
- Talladega Super Speedway
- Charlotte Motor Speedway
- Las Vegas Motor Speedway
- Marketing rights to Jimmie Johnson and Richard Petty

INDYCAR – THE INDIANAPOLIS 500

The largest single-day sporting event in the world

350K+

fans attend each year

20M+

fans watch or listen in more than 100 countries

USA TODAY

#1 on USA Today's "Bucket List" sporting events to attend



New E-Commerce Capability Will Increase Brand Visibility

Merchandise – E-Commerce

- DTC
- Retail Customers
- On-Premise Partners
- 6666 Brand Partnerships



Product - E-Commerce



- DTC through retail partner
- National Availability
- 6666 Brand Partner Bundles



Reserve Striploin Steak



Grit & Glory Craft Beer Pack