

EQUITY FOR THE PEOPLE



HARD JUICE NATION

NOVEMBER 1ST, 2020
DISCLAIMER DOCUMENT

READER ADVISORY

Forward-looking Statements

Certain statements contained in this presentation may constitute forward-looking information and statements. All statements in this presentation, other than statements of historical fact that address events or developments concerning Crafty Elk Distillery Limited (hereinafter referred to as the “Company”) that the Company expects to occur are “forward-looking information and statements”. Forward-looking information and statements are often, but not always, identified by the use of words such as “seek”, “anticipate”, “plan”, “continue”, “estimate”, “expect”, “may”, “will”, “project”, “predict”, “propose”, “potential”, “targeting”, “intend”, “could”, “might”, “should”, “believe”, “budget”, “schedule” and “forecast”, and similar expressions and variations (including negative variations).

In particular, but without limiting the foregoing, this presentation may contain forward-looking information and statements pertaining to the following: the Company’s ability to complete its current offering of up to CAD\$10,000,000 non-brokered private placement of Class A common shares (the “Offering”), the Company’s ability to solidify existing distribution channels in Canada and expand into the United States of America, the intended use of the net proceeds of the Offering; the Company’s projected production and sales volumes and distillery size and capacity; the Company’s business prospects or opportunities, including information concerning potential new products and strategies the Company is pursuing, market trends; obtaining all of the required governmental and board approvals and any other additional approvals in connection with the Offering and the proposed expansion strategy; the performance of the Company’s business and operations; the intention to grow the business and operations of the Company; future liquidity and financial capacity; expectations regarding the Company’s ability to raise capital; projected costs associated with equipment and real estate property; the Company’s marketing plans; the Company’s anticipated growth plans into different product lines and geographic markets; treatment under government, regulatory and taxation regimes and potential dividends or shareholder returns.

The forward-looking statements and information are based on certain key expectations and assumptions made by the Company, including expectations and assumptions concerning

the Company’s ability to: operate in certain target markets (including obtaining required regulatory and/or governmental approvals), acquire equipment and property, future outlook of the operations, complete its capital raising activities by way or one or more private placement Offering(s) and to maintain its projected growth in the future. Although the Company believes that the expectations and assumptions on which such forward-looking statements and information are based to be reasonable, readers are cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties.

Actual results could differ materially from those currently anticipated due to a number of factors and risks. Such factors may include the private placement Offering(s) not being completed, the Company not being able to maintain its current growth plan, the Company not being able to obtain required regulatory and/or governmental approvals for any desired operational activities, changes in industry conditions, changes in economic conditions in and around target market areas, market demand for the Company’s products, labour and/or equipment shortages, delays or changes in plans with respect to planned capital expenditures, fluctuations in input prices, fluctuations in relationships with potential partners, ability to secure relationships with certain targeted parties, fluctuations in product development, distribution and supply chain, fluctuations in foreign currency exchange rates, fluctuations in interest rates, reliance on industry partners and other factors that may be beyond the Company’s control, including any impact, directly or indirectly, as a result of the COVID-19 pandemic on a local and global scale. Should one or more of the above noted risks or uncertainties materialize, or should any underlying assumptions provide incorrect or materially differ, actual results, performance or achievements of the Company or industry results, may vary materially from those described in this presentation. Readers are cautioned that the foregoing list of factors is not exhaustive.

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**We are because you are.
And since you are,
Definitely I am.**

**We are on a mission to share our passion
In developing the cleanest, high quality
and sustainable Craft cocktails.**

And we want you to join our community of shareholders
as we roll out what we like to call **“Hard Juice Nation”** in Canada.

This is your front row seat to ‘Equity for the People’ and your chance to OWN part of
Crafty Elk. An independent craft cocktail brand...

“Owned by the People for the People!”

The DNA of a Once-in-a-Lifetime Investment

WE'RE AIMING TO RAISE UP TO \$10M CAD

- The offer opened November 1st, with multiple closings.
- Shares are available for CAD\$1.25 each, with the minimum subscription being \$250 for 200 shares.
- Accredited investors may apply for shares via paper application form and you can apply more than once.

WHAT SHOULD I DO BEFORE INVESTING?

Make sure you are cool with the risks of investment. Read the Offering Memorandum below, and check out the Frequently Asked Questions (FAQs) on our website at www.craftyelk.com/equityforthepeople

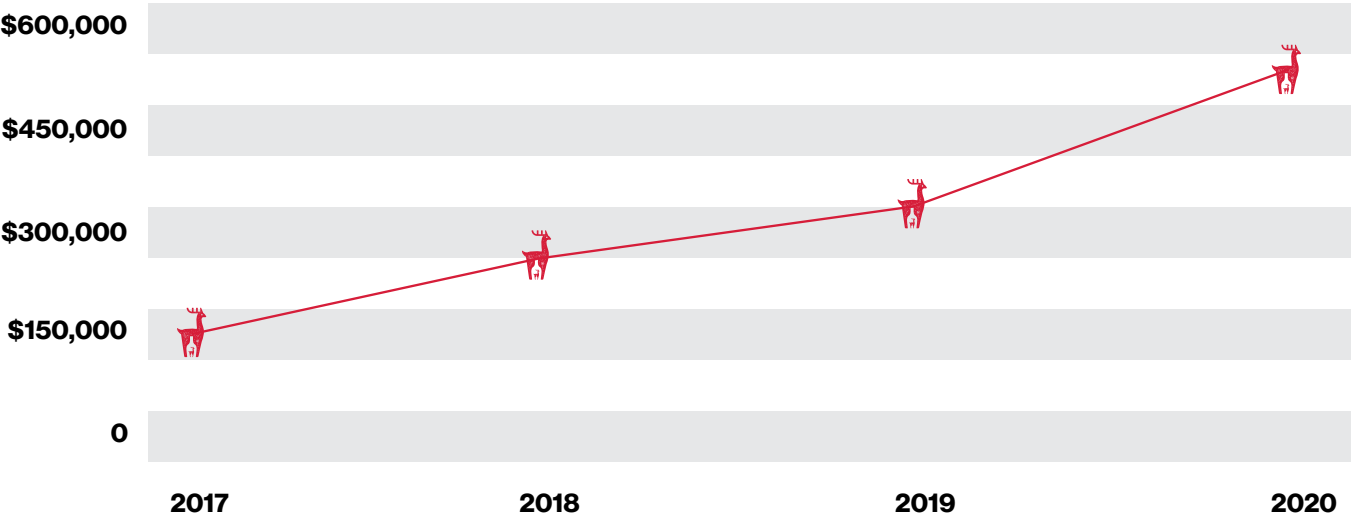
HOW DO I INVEST?

You can visit www.craftyelk.com



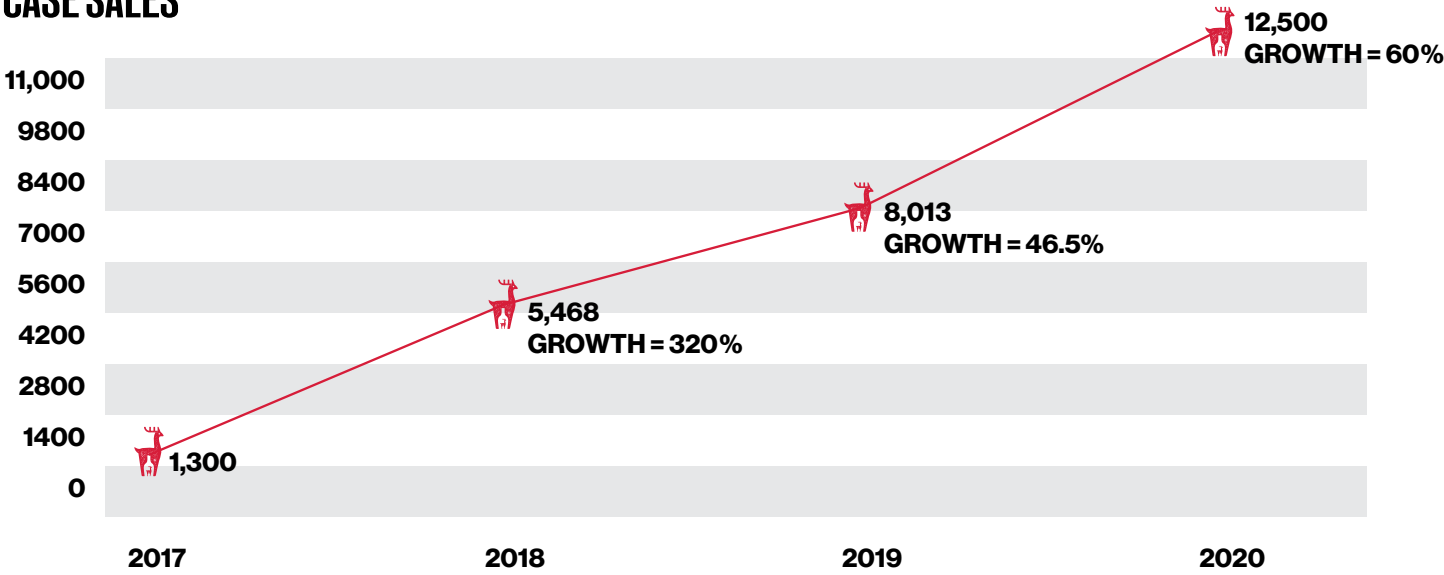
Right time. Better business. Positive growth.

BUSINESS GROWTH



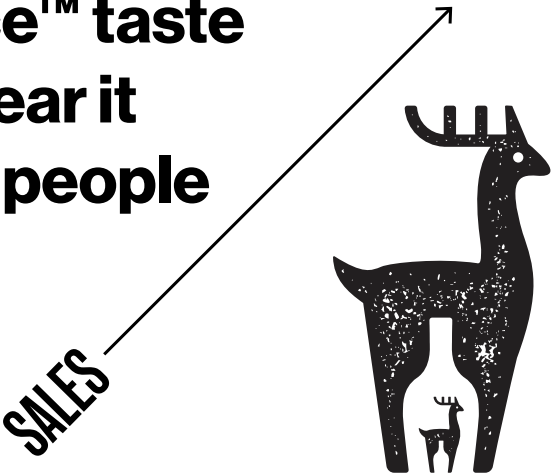
Revenue projections are year over year sales. These are actual sales sourced via Crafty Elk audited financial statements June 2018-2020

CASE SALES



Growth projections are year over year comparisons. These are actual sales sourced via Crafty Elk audited financial statements June 2018-2020

Hard juice™ taste
factor. Hear it
from the people



	#1 craft cocktail in sales at the Canadian National Exhibition 2019 - 1.5M visitors		Silver medal winner in Alberta for best taste - Cranberry, Blueberry & Acai
	Gold medal winner for best tasting beverages at the Gourmet Food & Wine show		Pioneer of Hard Juice™ trend
	Gold medal winner in Alberta for best taste - Mango & Honey		Organic, non-GMO, gluten free

CRAFTY ELK IS LOVED BY

TORONTO STAR "These new canned cocktails and coolers will kick off your summer"	THE HUFFINGTON POST "Smart alcohol has arrived"
FOOD&BEVERAGE MAGAZINE "Fortified beverages on the rise"	The London Free Press "Organic taste like no other!"
Cottage Life "A Must Have Beverage For Your Summer Holidays"	NATIONAL POST "The Democracy of Equity, and a Brand Built for the People"

Craft Innovations

Our friendly Elk has been back in the laboratory crafting TWO NEW Green Tea infused flavours.

- + Lemon Mint & Green Tea
- + Peach & Green Tea



The Sunset Limited Time Offer!

This signature cocktail is a delicious taste sensation and exotic feeling of utter utopia. Sit back and enjoy our limited edition Sunset cocktail on ice.

As the Beatles once sang...
‘Here comes the sun’



Our Crafty Hard Juice™ Vodka Beverage Lineup

We're on a mission to make the best tasting craft cocktails in the world. We hope you'll come join our community of loving shareholders and fans, as we share with the world our passion for Hard Juice™ taste sensations.

Green Tea. Naturally light and fresh taste.



We expect to use **\$3 MILLION CAD** for the following projects:

British Columbia

Estimated Cost: **\$1M CAD**

Approximate Timeline: **March - December 2021**

Projected Case Sales: **50,000 Cases**

Anticipated Revenue: **\$1,500,000 CAD**



#1 organic province in Canada at 66%



Warmer weather



Lifestyle that demands convenience

Alberta

Estimated Cost: **\$485,000 CAD**

Approximate Timeline: **March - December 2021**

Projected Case Sales: **25,000 Cases**

Anticipated Revenue: **\$814,500 CAD**



Private alcohol market with 1600 plus retail accounts



Outdoor living and activities with high demand for ready to drink products

Ontario

Estimated Cost: **\$450,000 CAD**

Approximate Timeline: **March - December 2021**

Projected Case Sales: **20,000 Cases**

Anticipated Revenue: **\$714,000 CAD**



Strong brand following in South Western Ontario, Cottage country & beach towns



Secured contact for home delivery across Ontario (except for Thunderbay & Sudbury)



Over 400 golf courses with alcohol licensing

Organic Small Batch Hard Juice™ Crafty Elk™ Distillery

The sound of blues and jazz emanating in the city streets, fresh aromas of exotic fruit, raw coffee beans and a signature selection of our rare and limited edition series of vodkas, gins & juice. 30% ABV. For those who prefer no alcohol, our non-alcoholic cocktails and fresh pressed juices are for you.

Pick up, home delivery & patio summertime vibes.

Estimated Cost: **\$500,000CAD**
Approximate Timeline: **July 2021**



Organic, Gluten Free Crafty Elk™ Vodka & Gin Distilled in House!

A chill hub where people can try small batch cocktails, fresh pressed juices, gourmet coffees, learn about sustainability, and purchase Crafty Elk™ merch and ready to drink beverages.



Hard Juice Menu	
Organic Gluten Free Vodka 30% ABV	
Watermelon Mint 26oz	\$29.95
Mangosteen Green Tea 26oz (limited batch)	\$39.95
Crafty Elk™ Vodka 40% 26oz	\$29.95
Organic Gluten Free Gin 30% ABV	
Blackberry, Passionfruit & Green Tea 26oz	\$36.95
Peach, Lemonade 26oz	\$36.95
Crafty Elk™ Gin 40% 26oz	\$36.95
Fresh Pressed Juice	
Mango & Orange 355ml	\$4.50
Snapdragon Fruit 355ml	\$4.75
Coffee	
Latte	\$4.25
Cappuccino	\$4.25
Flat White	\$4.25
Probiotic Green Tea/Soda	
Raspberry, Lemon 355ml	\$4.75
Cranberry, Ginger 355ml	\$4.75
Home Made bagels	\$3.25



Crafty Elk™ Tasting Mobile Popup Bar

Estimated Cost: **\$65,000.00 CAD**
Approximate Timeline: **April 2021**

1. Mobile tastings at beaches, golf courses, camping sites
2. Farmers Market: Crafty Elk™ cocktail tastings building brand awareness in British Columbia
3. Feature local artists to come play music outside local bars & patios in the summer
4. Tradeshow



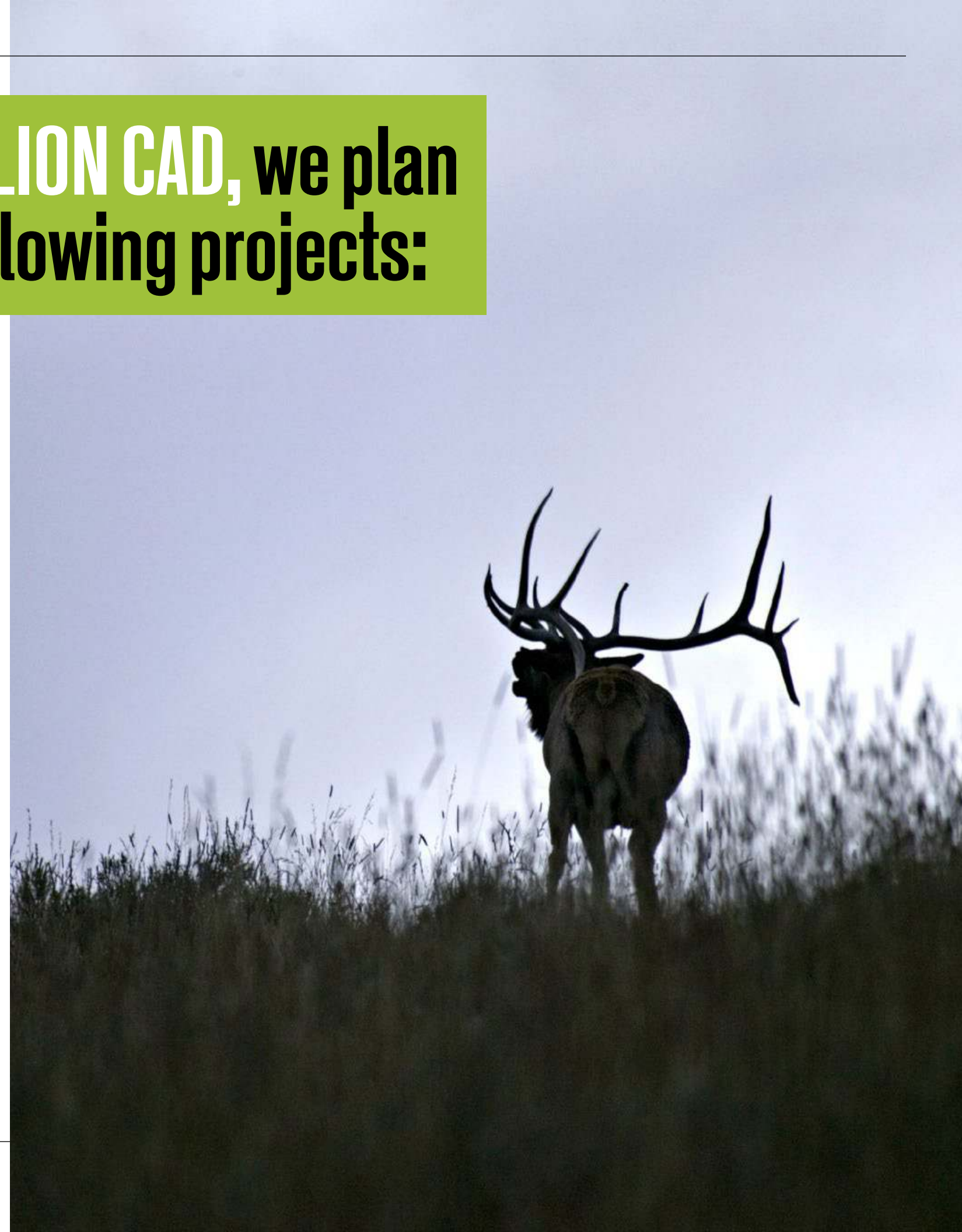
Research & Development

Early 2020 our company developed an organic, gluten free alcohol, favourable for a USA launch. We intend to purchase a filtration system to mass produce this tax friendly alcohol.

Estimated Cost: **\$500,000CAD**
Approximate Timeline: **February 2021**

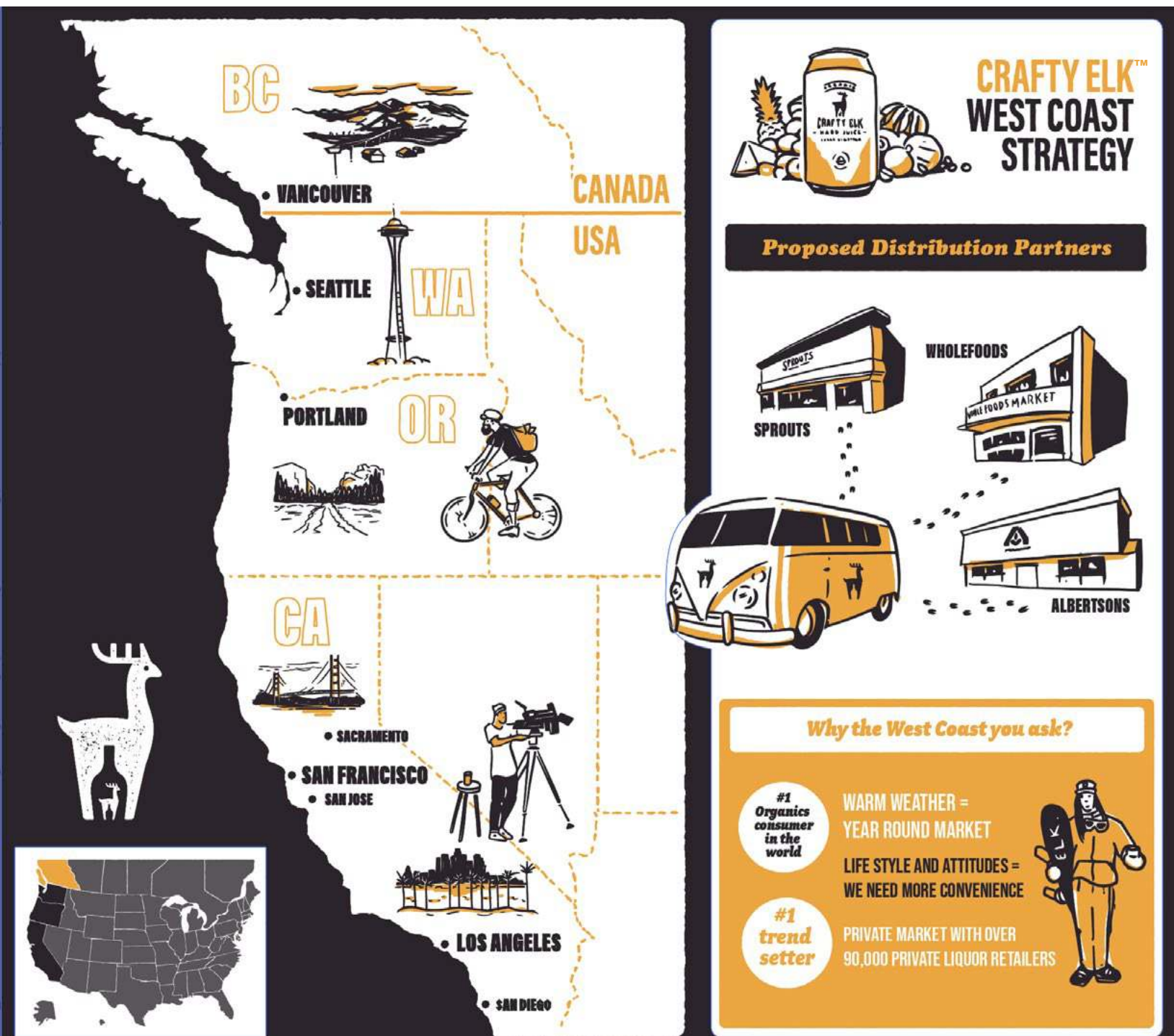
If we successfully raise \$10 MILLION CAD, we plan to use \$7 MILLION CAD for the following projects:

We are passionate about securing BC and expanding to California, Oregon and Washington.



Proposed West Coast Strategy

We plan to take Crafty Elk™ Hard Juice™ Vodka beverages right down the west coast if we hit our goal of \$10M CAD.

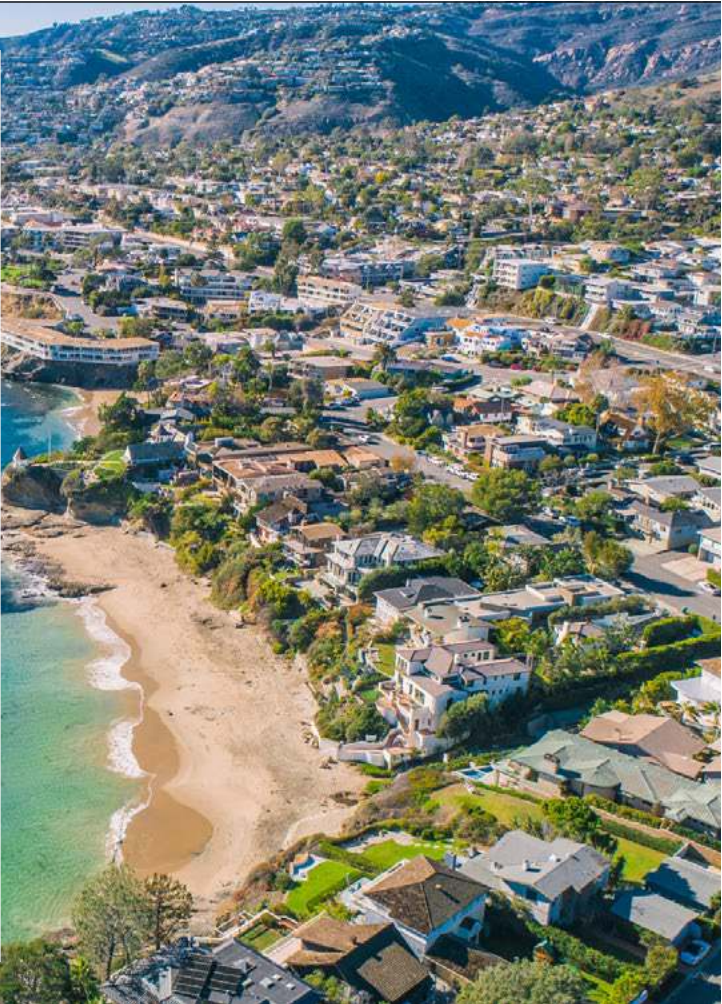


California Targeted Launch

Introducing our Organic Hard Juice™ alcohol Beverages into the number one organic state California. The USA is a natural fit due to the warm weather, private alcohol market, lifestyle & attitudes and the 33,000 plus account stores.

We plan to target niche retail chain stores such as: Whole Foods, Sprouts, Safeway and regional convenience store. Tight distribution points - (i.e. the company will only distribute Crafty Elk™ to stores they can service with their sales force on a weekly basis) and provide proper in store merchandising on an equilateral premium brand positioning strategy.

Estimated Cost: **\$3.5M CAD**
Approximate Timeline: **April 2021**
Anticipated Accounts: **3,000**



Hard Juice™ launches Washington and Oregon states.

Washington state USA #3 love for organics. Oregon state USA #4 love for organics. Sales Force - 'Team Elk' will launch Crafty Elk™ beverages on the west coast. Crafty Elk™ - Hard Juice™ Vodka Beverages company anticipates to distribute down the Interstate 5 from Washington, Oregon and into Northern California. There are an estimated 70,000 plus retail accounts, market opportunity.

Estimated Cost: **\$3M CAD**
Approximate Timeline: **April 2021**
Anticipated Accounts: **4,000**

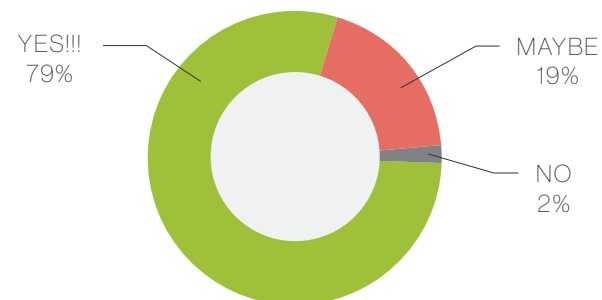




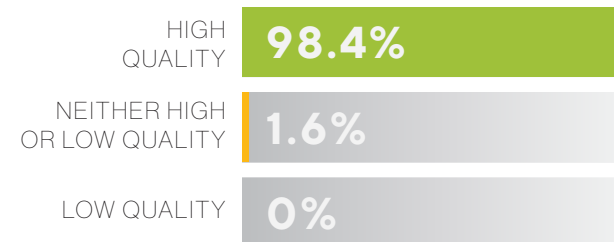
The votes are in. People LOVE Crafty Elk™ Hard Juice™

In september 2020, Crafty Elk™ asked customers to participate in a Survey Monkey survey. The following charts were provided via Survey Monkey.

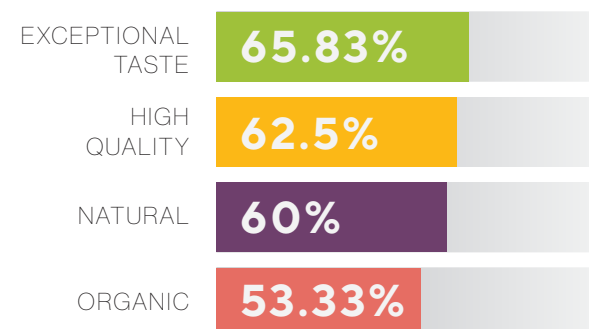
Q How likely is it that you'd recommend Crafty Elk to a friend or colleague?



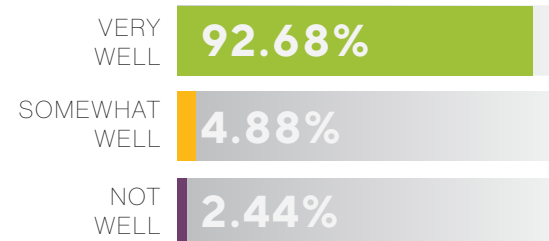
Q How would you rate the quality of Crafty Elk?



Q Which of the following would you use to describe Craft Elk?



Q How well does Crafty Elk meet your needs?



Let's break it down Crafty Elk™ Hard Juice™ naturally appealing

- ✓ Natural ingredients, unique botanicals: turmeric, ginger, prickly pear, and goji berries
- ✓ ZERO Preservatives
- ✓ ZERO Artificial Sweeteners
- ✓ Great Taste
- ✓ Lower in sugar, lower calories
- ✓ All-natural colours from sources such as carrots, apples and black currant juices



* CERTIFIED ORGANIC BY PRO-CERT

THE CRAFTY ELK SUSTAINABLE PLAN

LET'S ENSURE WE HAVE A PLANET TO ENJOY ORGANIC CRAFT COCKTAILS ON

BUILDING A BETTER WORLD FOR ALL OF US TO ENJOY TOGETHER.

No Faustian bargain. Powering our brand and vision is equality and people, not just profits. You can dismiss us as mavericks, or join us as believers, in a cause we think transcends the differences that divide us by bringing us together in the right ways.

**CHANGE IS
INEVIATABLE.
THE TIME IS
NOW!**



NOW IS THE TIME TO BE RADICAL IN EVERYTHING WE DO.

Our mission is to share our passion for delicious organic cocktails with the world, and set a new standard for sustainability. And we want you to join us, and our community of amazing people on this journey.

Equity for the people is your chance to own a part of Crafty Elk, and your chance to help create a new benchmark in sustainability to help drive the change that we all need.

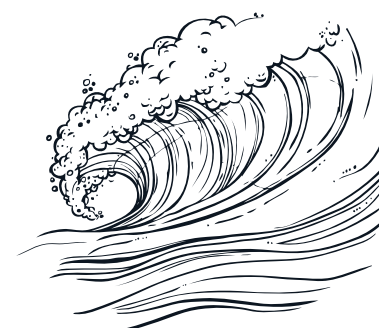
CARING FOR THE PLANET, EQUALITY AND PEOPLE IS AT THE HEART OF WHAT WE DO. AND WITH YOUR HELP, TWENTY FIVE CENTS OF EVERY CASE SOLD WILL GO TOWARDS...

CLEANING UP THE OCEANS

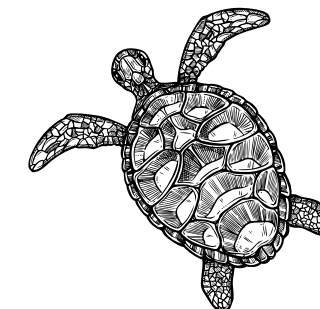


EQUITY FOR THE PEOPLE WILL HELP FUND 'THE OCEAN CLEANUP'

OCEAN CLEANUP



MARINE LIFE



REUSING PLASTICS



THE BENEFITS OF INVESTING

1) Own part of Crafty Elk™

You can benefit in the projected commercial success of our prospective growth through a potential increase in the value of your share owning.

2) Annual General Meeting Invite for You and a Friend or Family member

Crafty Elk shareholders receive annual invites for you and friend or family member to our annual meeting of Elks. Delicious craft cocktails, live music, meet and greet with our team and crafty insights on all Crafty Elk™ movements.

3) A lifetime 10% discount on all Crafty Elk merchandise

Club Elk shareholders receive access to new sustainable clothing lines and cool merchandise. Each year Crafty Elk™ tries to bring out new offerings and Club Elk members are the first in the know.

4) Front Row Ticket to Crafty Elk™ Hard Juice™ Distillery

If we raise sufficient capital, our Company intends to open up a small batch Hard Juice™ pop up distillery and You will be first to know. Not only that, we will send out an exclusive ticket for you to come down and enjoy some craft cocktails with our team.



CLUB ELK INVESTMENT PERKS

Not only will your investment buy you shares in our company, but you will enjoy boosted perks. You can choose one perk per investment level.

INVESTMENT	CHOOSE ONE PERK	
\$25,000 CAD+	ONE mixed case of Crafty Elk™ delivered to your door where available, every month for one year	OR Receive TEN cases of our limited edition batch of our 'Sunset Cocktail' production run
\$15,000 CAD	ONE Chilly Moose + Crafty Elk™ - Ice Box and a mixed case of Crafty Elk™	OR One Green Tea mixed case + ONE case of Sunset Cocktail + Australia's Grown Sustainable sunglasses (Tallow or Lennox)
\$10,000 CAD	Vintage Crafty Elk™ - Red Cooler, Snapback Hat & T-shirt	OR Plaid Hoodie, Snap Back Hat, T-shirt and one case of limited edition 'Sunset Cocktails'
\$5000 CAD	Vintage Crafty Elk™ - Red Cooler, Snapback Hat & T-shirt	
\$1000 CAD	Crafty Elk™ Snap Back Hat	OR Crafty Elk™ T-shirt
\$750 CAD	Crafty Elk™ T-shirt	



Chilly Moose - A truly Canadian company and family owned. Premium outdoor stainless steel coolers, durable, functional and with a true outdoor feel. Holds ONE full case of Crafty Elk™ Hard Juice™



Crafty Elk is a transformational brand, it's truly ahead of its time. When I read the slogan on the way out of the Hard Juice™ Distillery, I knew it was a true love mark set out to change the world. 'Let the next day, be the best day' for me, is the title of a poem deeply connected to the ever-infinite life changing facets of life. Let the next day be the best day for the love of life, passion, family, health, travel, experience, gratitude, discovery, the aromatics of life, earth and the wildly ever star gazing questions pondering in everyone's mind from time to time... "Who am I, where am I going, and why am I here?"

Greg Gililand, Founder

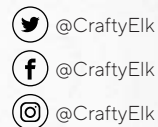


ORGANIC



CRAFTY ELK

THANK YOU



DRINK RESPONSIBLY:
YOUR HEALTH IS IMPORTANT TO US
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