

# O'DONNELL MOONSHINE



# Key Facts



Team:  
+100 employees



Bottles sold:  
+1,2 M



Total revenue in  
2021:  
+17 M net



Offices in 4 countries:  
NL, UK, AT & GER



Ebitda:  
+3,5 M



Goal for 2022:  
+50%

# Our Global Mission

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“We strive to make Moonshine a household drink in Europe, while staying rebels, walking off-the-beaten-track and creating the best liqueurs known.”

Since the market is growing, our premium products have been meeting the consumers desires.

The forecast for the total revenue of spirits in Germany in 2022 is EUR 8.97 B, with liqueur being the most popular spirit among Germans at 26.3%.



# History

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The illegal alcohol that was produced during the American Prohibition was called Moonshine.

In 1919, the production and sale of alcohol was banned in the United States but both continued to take place in secret. Liquor was distilled illegally on farms and bottled in inconspicuous mason jars. The sale of the moonshine was mainly in the hands of notorious smuggler gangs. Our namesake Spike O'Donnell was one of the most famous leaders of the South Side O'Donnell Gang at the time.

We bring back the taste of the old days but to the 21st century.

# Bootlegger Equipment

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In addition to the standard size (700ml), we also offer other sizes (20ml, 50ml, 350ml) and sets. All sizes are bottled in our iconic mason jar.

But it goes beyond drinking. We're taking our Moonshine to a whole new level with seasonal products like the original O'Donnell BBQ Sauce.

The moonshine lifestyle would not be complete without high-quality shot glasses, leather coasters, the iconic pouring lid, hip flasks, etc.

Sustainability is an important aspect of our philosophy and thanks to products like the Upcycling Set, empty glasses can be easily reused. We also provide upcycling ideas and instructions.



# Our Moonshine

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Our schnapps combines tradition with a new world of taste. The stylish Mason Jars in which we fill all our spirits are reminiscent of the Prohibition era.

Our liqueurs are carefully bottled in four sizes directly in Berlin. We only use the best ingredients and do not use artificial colors or preservatives. Our bestseller is the "tough nut", which accounts for 32% of our sales.

All our flavours are vegan, gluten-free and are shipped in plastic-free, unlined recycled cardboard boxes.



**"Harte Nuss" 25% ABV**

**O'DONNELL**  
MOONSHINE

[www.odonnell.de](http://www.odonnell.de)  
[info@odonnell.de](mailto:info@odonnell.de)

# Our Varieties



**Toffee**  
25% ABV

**High Proof**  
50% ABV

**Wilde Beere**  
25% ABV

**Bratapfel**  
20% ABV

**Blutorange**  
20% ABV

**Sauer**  
25% ABV

**Macadamia**  
20% ABV

**High High Proof**  
72% ABV

**Cookie**  
20% ABV

The selection of our flavours is varied so that there is something for everyone. In addition to a fixed core range consisting of our most popular Moonshines, new seasonal varieties are added in summer and winter.

# Multichannel Strategy

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## ONLINE

113,386 orders on  
odonnell.de in 2021

Constant further  
development of your own  
online presence

Over 90,000 fans on our  
social media channels

## B2B

Available in + 1,500  
stores in Germany

Focus on owner-managed  
retail shops

Targeted brand development  
in food retail

## STORES

Eleven permanent stores in  
three countries

Opening of around ten  
pop-up stores in Q3 & Q4

Complete O'Donnell world  
experience

## Markets & Events

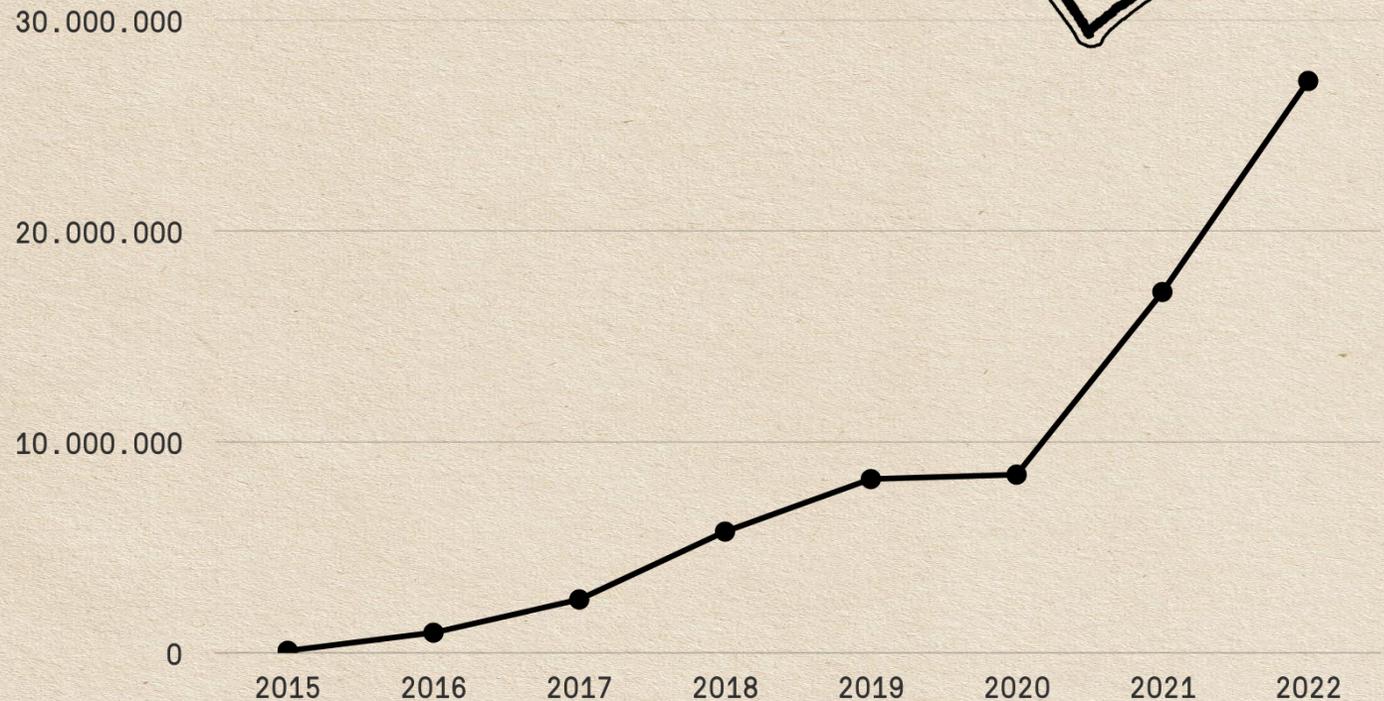
Participation in over 600  
weekend market

More than 100 Christmas  
markets already planned  
for 2022

Over 500 employees at our  
market stalls at Christmas  
time

# Sales Growth (net)

Thanks to the constant expansion of all sales channels, the strong brand character and the extraordinary D2C orientation in the spirits area, sales have increased over the past years and a growth of 53% is forecast for 2022.



# Community



The satisfaction of our customers is our top priority. Therefore, in addition to the quality of the product, we want to convey a feeling that adds value to being part of the largest moonshine community in Europe.

## Das sagen unsere Kund\*innen

**HERVORRAGEND** ★★★★★ 4.87 basierend auf 16,800 Bewertungen

**Anonym** ★★★★★

☑ Verifizierter Kunde

*Blutorange Geschenkset 700ml*

Hervorragender Geschmack.

**Michele** ★★★★★

☑ Verifizierter Kunde

*Toffee 700ml*

Auch dieser ist einfach super lecker. Auch hier wurden wir überzeugt

**Anke** ★★★★★

☑ Verifizierter Kunde

Schöne Internetseite-  
übersichtlich. Schnelle  
Lieferung und super Produkte.  
O'Donnell schmeckt...

# Press

Almost like self-made.

- Business Punk

In my opinion, this nut liqueur is a real connoisseur's tip for everyone who likes hazelnut schnapps.

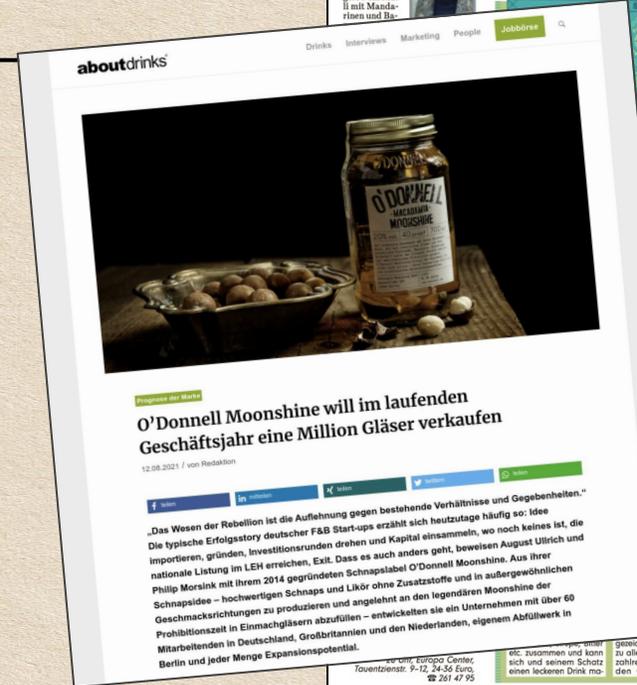
- gala.de

Perfect for hand luggage: liqueurs from Berlin for great long drinks.

- 11 Freunde

At first it sounds like a crazy idea: high-proof out of the mason jar. But the idea seems to be working.

- markenartikel



www.odonnell.de  
info@odonnell.de

# Locations and Team

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O'Donnell Moonshine has set up all the relevant departments internally without having to outsource anything . IT, marketing, design, finance, sales and much more – everything takes place in-house. Our production, bottling and logistics are particularly noteworthy, since every glass of schnapps is filled, packed and shipped by us.



Headquarter in Berlin-Neukölln



Production Team in Berlin-Spandau

# The Goal

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O'Donnell Moonshine is set to become the largest liqueur brand in Europe. That is why we are constantly focusing on the internationalization of the brand.

There are already successful subsidiaries in: Manchester, Rotterdam, Vienna. In addition, the "3rd party" export market is also increasingly used.

In the picture from left to right: Christopher Lewis ( NL), Philip Morsink (founder), Max Rüther (UK) and August Ullrich (founder)



# Summary

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O'Donnell Moonshine stands for premium quality, absolute enjoyment and a unique design. We capture the essence of the prohibition within the look of all our products and have built a unique community around it.

We not only offer very special taste experiences but a world that goes far beyond just drinking the liqueurs and brandies.





Thank you!

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**MOONSHINE**