
Virunga Mountain Spirits Presentation Deck



KARI
V O D K A

Musanze, Rwanda

Our Story

Virunga Mountain Spirits Ltd is a woman-led, first mover company based in the foothills of the Virunga Mountains whose mission is to create premium craft spirits and an unforgettable farm-to-bottle experience.

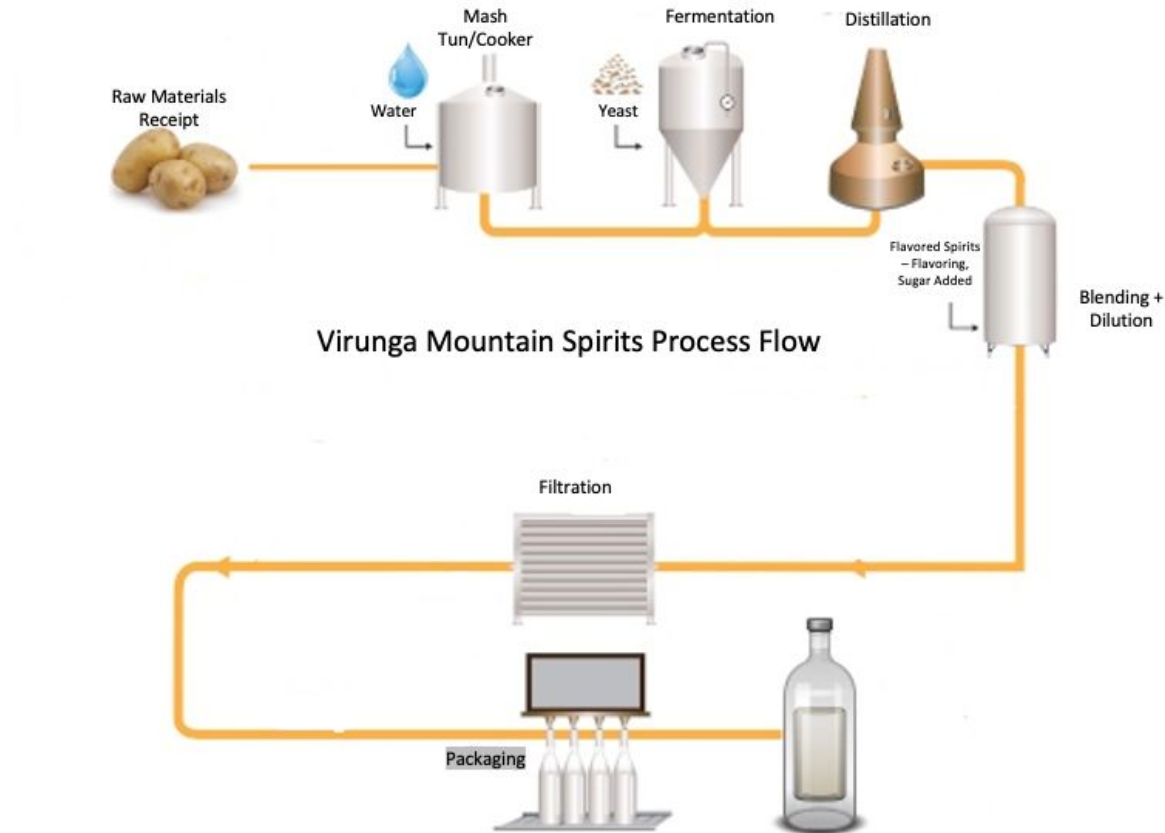
Two Americans whose love for the beauty, people and story of Rwanda led them to launch this small batch artisan distillery. They bring more than 30 years of experience to the venture.



Introducing KARI VODKA



Transforming Potatoes into Vodka



Why Rwanda?

- Enabling environment to promote local producers
- Secondary city promotion
- Link to potato value chain and the local economy
- Incentives and support from Musanze District and Government in line with Made in Rwanda policy

“The Irish potato gives opportunity of activities to engage visitors, exploring local cuisines and beverages to potential on culinary tourism for high-end tourism.”

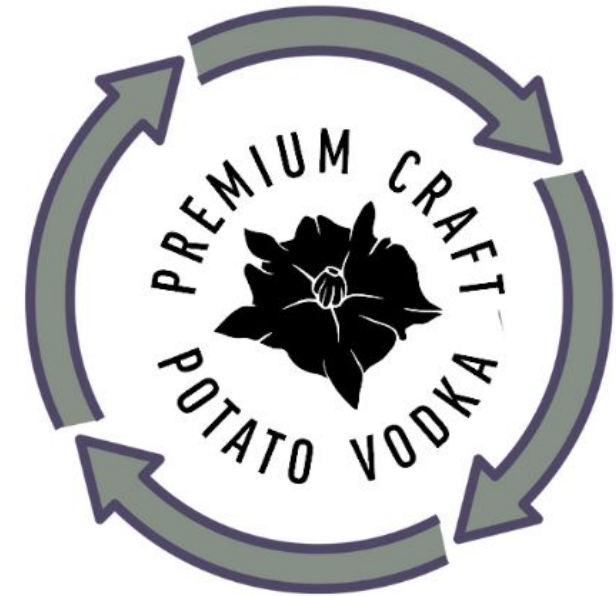
-Rwanda Agro-Tourism Strategy, 2020





Zero Waste Sustainable Production

- **Waste:** Unloved potatoes and by-products sourced from nearby Winnaz factory to produce premium vodka. Potato slurry and water can be reused for compost or animal feed.
- **Noise:** Distilling is almost silent, generating as much sound as a boiling pot of water.
- **Fumes/Pollution:** Distilleries do not generate fumes or pollution. All processes are driven by water and steam only.



Our Partners

BE Designs/REV, Architectural Design/Build Services

Cooperative Twizamure Cyuve, Demonstration Farm Management

Garnet Partners, Accounting & Tax

High-Proof Creative, Branding & Label Design

Winnaz, Raw Materials & Distribution Support

Food & Stuff/Ellen DeGeneres Campus - Market Partner

Karim Momin - Partner, Morrison Cohen, U.S. Corporate Counsel

Isaac Bizumuremyi - Partner, Lex Chambers, Rwanda Corporate Counsel and VMS Board Member

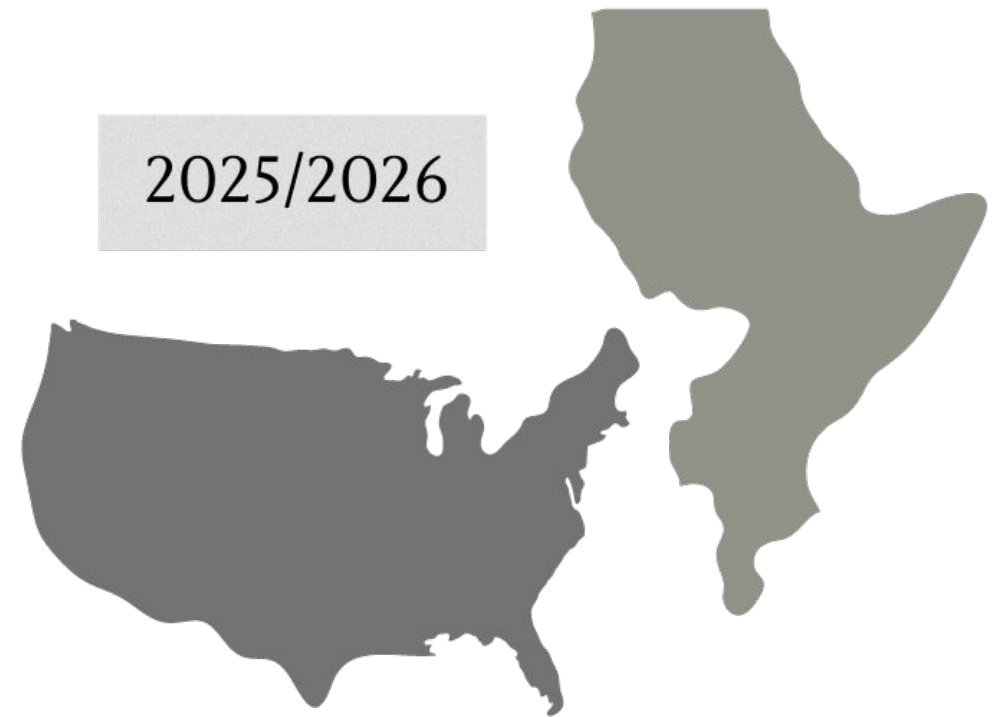
Target Consumers and Market Overview

- Upwardly mobile
Rwandans, MICE visitors
and tourists are primary
consumers
- The vodka will be sold at the
distillery site, top lodges &
MICE events



Target Consumers and Market Overview

- One&Only Gorilla's Nest and Singita Kwitanda Lodge will carry Kari Vodka
- Exports to East Africa and the United States in 2025/2026



One&Only Singita
GORILLA'S NEST

Financial Targets

- Gross sales year 1 = \$1mm
- Gross sales year 5 = \$4.3mm
- 1,000 visitors to the site expected per month, increasing by 10% from year 2
- The excise tax on locally manufactured spirits currently stands at 70%. A meaningful reduction would allow the company to grow faster, increase volumes, hire more people and source larger amounts of local materials



Economic and Social ROI

Agro-Tourism Promotion: VMS offers visitors a unique farm-to-bottle experience that elevates Rwanda as the place to go for agro-tourism. Tours and tastings, a cafe/grill and gift shop make it an exceptional destination.

Female Employment: At capacity, VMS expects to employ 20 people, with approximately 50 additional value-chain jobs. The company will upskill Rwandans at every level of operations, with an emphasis on creating opportunities for women.

Sustainability: The business will support the potato value chain and increase incomes of local farmers.

Made In Rwanda, for the world: #SpiritofVirunga



Timeline of Activities to Date

- Purchased close to one hectare of land on Kinigi Road
- Land titles, IC, EIA, Construction Permit secured; participation in MBRP program
- Local, women-led cooperative of 200 plus members to manage on-site demonstration farm
- Capital raise of \$1.5 million to date from 25 investors and owners; 400,000 in equipment purchased
- Master distiller hired to carry out skills development and transfer to Rwandan team
- Label and bottle branding; trademark secured for Kari Vodka

