

BALDWIN SALOON REVISION

Historic Revitalization and Preservation of Oregon's first saloon meets craft industrialization.

A multi-phase destination and vertically integrated Spirits brand.



The Asset (Foundation)



A Turnkey Historical Landmark

\$700,000 acquisition of a historic masonry building with existing "back-of-house" infrastructure, a museum of painted works by Englehardt, an original 18 foot mahogany bar and a large lower lot with incredible potential for brand expansion.

The Catalyst (Timing)



Existing



Proposed

Strategic Alignment with a \$7M Public Investment

Municipal alignment is “priming” the property for a high-end reopening as our phase 1 concludes. This in conjunction with our development and remodeling raises the value of the property itself.

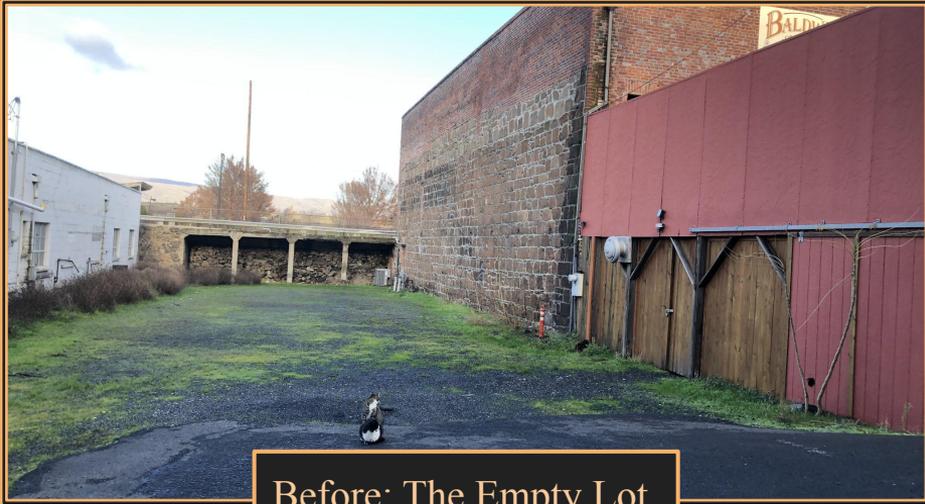
Phase 1: Remodel, Expansion and Development



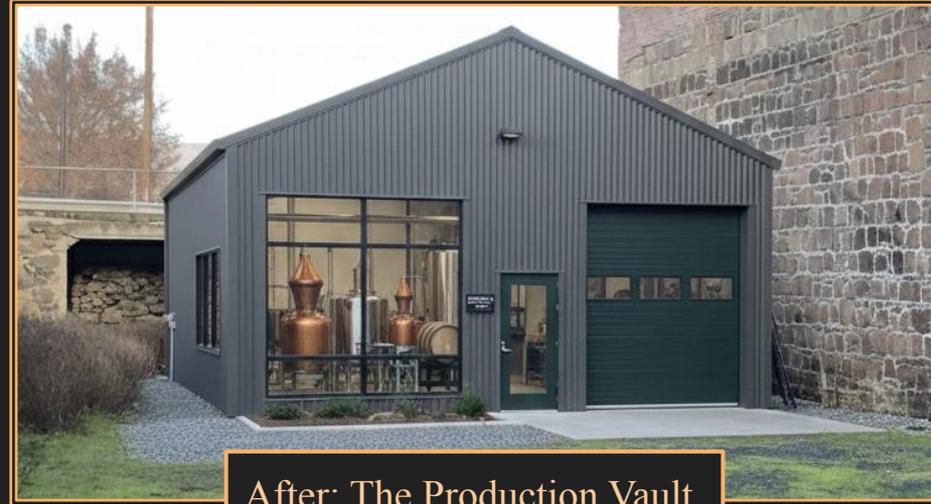
Unlocking Latent Value

\$1.1M Phase 1 Raise covers property acquisition (\$700k) and total transformation CapEx (\$400k) to provide an entirely new environment and event space, minor changes to the primary saloon and the addition of a micro-distillery producing both alcoholic and non-alcoholic spirits.

Phase 1.2: The Production Vault



Before: The Empty Lot



After: The Production Vault

Distillation and Bottling Capability

Utilizing the lower, empty lot to develop a proprietary brand of alcoholic and non-alcoholic Spirits and generate an entirely new manufacturing revenue stream.

Baldwin Spirits™ (The Multiplier)



Vertically Integrated Manufacturing

Capturing an average \$28.70 net profit per bottle (across a weighted 6-tier product mix) and a 9% margin swing on all house cocktails.

Strategic Proof of Sales: House cocktails utilize Baldwin Spirits to build the "Proof of Sales" and NOI required for strategic spirits conglomerate acquisition.

High-Margin Equity: Every pour drives immediate profitability while building the brand equity necessary for a high-value exit.

Features 'Zero-Lag' non-alcoholic (NA) Spirits production for immediate cash flow during TTB licensing.

ABlaze Atmospherics (Beautification Standard)



Atmospheric and Value Engineering

Proprietary sensory design (Lighting/Sound) engineered to increase guest "dwell time" and check averages. In-house fabrication and development - delivering a premium custom aesthetic for a fraction of the capital.

The I-84 Intercept (The Funnel)



Capturing 20,000+ Daily Travelers.

Repositioning the Baldwin as a "Must-See" destination; the "first saloon in Oregon" featuring "Baldwin Spirits" tasting room, fine dining and a museum of painted works, converting transit volume into a predictable customer pipeline.

Phase 2: Built-in Scalability.



The Potential of Footprint Expansion in the Lower Lot.

Data-Driven Optionality: A \$400,000 Capital Reserve designated for Year 2. Deploying expansion capital strictly based on Year 1 data—pivoting toward fine dining to increase check averages, or distillery expansion to maximize high-margin wholesale.

Phase 1 Financial Milestones

The Target: Stabilizing Phase 1 at \$1,298,800 in Annual Gross Revenue.

The Mix: \$1.15M from Hospitality/Patio + \$148k from retail spirits.

The Manufacturing Model: Small-batch focus targeting 4,000 hand-numbered bottles annually at a \$37.20 weighted average retail price.

The Result: Projected Phase 1 Net Operating Income (NOI) of \$389,640.

The "Maker" Partnership & Equity

The Split: 60% Investor (Capital Partner) / 40% Investee (Ablaze Atmospherics: Design, Production, & Operations).

The Investor Waterfall:

Preferred Return: 8% Annualized Yield paid to Investor first.

Capital Recovery: 100% of Net Cash Flow paid to Investor until principal is returned.

Stabilized Split: Ongoing monthly profits shared 60/40.

Exit: 60/40 split of final sale proceeds.

The Exit Strategy (3–5 Year Horizon)

Maximizing Value Across Three Distinct Verticals

The Baldwin Saloon Revision is engineered for a high-value exit by maturing three separate, yet integrated, assets simultaneously.

1. Strategic Brand Acquisition:

As “Baldwin Spirits” achieves regional scale and vertical integration, the brand becomes a prime target for acquisition by global spirits conglomerates (e.g., Diageo, Pernod Ricard) looking to add authentic, historic craft labels to their portfolios.

2. **The Unified Asset Sale:** Selling the 'World of Baldwin' as one piece—the historic real estate, the manufacturing license, and the established cash flow—offering a turnkey, vertically integrated business to private equity.

3. **Structured Buy-Back or Refinance:** Utilizing the significant property appreciation following the city's \$6.92M streetscape revitalization, remodelling and expansion to buy out initial equity investors at a pre-negotiated Preferred Return.

The Baldwin Saloon: Preserving the Past, Distilling the Future.

The Partnership

Investing in the Future of History

The Ask: \$1.1M for property acquisition, Phase 1 expansion and spirits development and launch.
Phase 2 supported by a separate \$400k data-driven capital reserve.

The Use of Funds:

Property Acquisition (\$700,000)
Historic Facade & Interior Restoration
Equipment Procurement & Production Setup
Initial Operating Capital & Brand Marketing

Join us in redefining a landmark and scaling an authentic spirits brand from the ground up.

Contact Information

Katherine Greenhoot, Founder/Partner/Project Lead

Email: contact@ablazeatmospherics.com

Website: baldwinsaloonrevision.com