



BUSINESS UPDATES

Spiritrade - Revolutionising the Drinks Trading Industry

Welcome to the second edition of our quarterly Spiritrade newsletter! Stay updated on the transformative changes and trends that can be seen happening in the drinks trading industry and at Spiritrade, our latest platform developments, career opportunities, plans for 2024 and more!

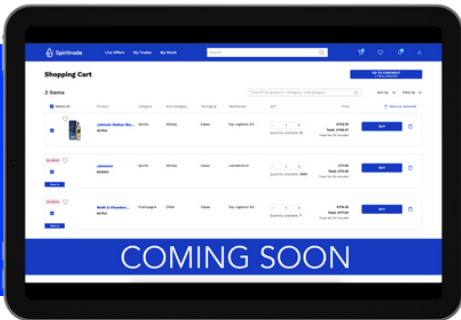
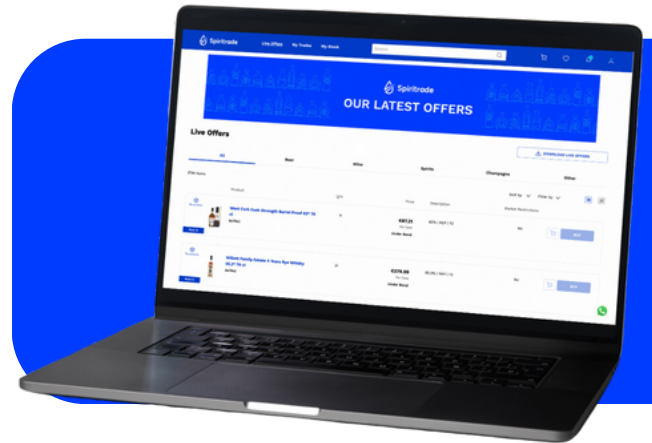


UPCOMING PLANS FOR 2024

✔ What will be new in 2024?

We have lots of exciting ideas in the pipeline at Spiritrade ahead of the new year

Members can look forward to further platform enhancements, such as a shopping cart feature that will be rolled out in January, and will allow users to purchase multiple products through a Secure Single Web Page. Additionally, keep an eye out for a revamped website, a more streamlined registration process, and more career opportunities!



As we come to the end of a particularly busy 2023, we would like to take this opportunity to thank all our members for their support!

We wish you all a very Merry Christmas and a prosperous New Year. Thank you once again for your continued support, we look forward to continuing working with you in 2024!



JIMMY METTA
CEO & FOUNDER

“This company was founded with a single, ambitious goal: to revolutionise the drinks industry and navigate its complex challenges.

Our vision is to create an innovative platform where beverage businesses can engage in seamless and secure transactions, backed by instant access to crucial market data.

Utilising cutting-edge, tailor-made technology, we support drinks enterprises globally, ensuring unparalleled service excellence.

Since its launch in 2019, Spiritrade has rapidly evolved into a pivotal hub for the beverage trade. The significant growth observed, particularly in the past year, mirrors the strength of our distinctive offering and underscores the immense potential of the industry.

I am immensely grateful to our dedicated team, whose relentless commitment and collective efforts are instrumental in realising our shared vision.”



WE ARE HIRING

BEER AND WINE SPECIALIST

Sales Specialists

We are looking for a Trade Specialist to spearhead the growth and development of our Beer or Wine trading network. This will entail facilitating transactions and bringing on new members to support the wider business in its time of expansion. Its an opportunity for a candidate to be a part of a very exciting startup that is set to disrupt the drinks industry.

APPLY NOW!

Join Our Team!



SPIRITRADE STORY 2023

Watch the Spiritrade Story 2023 now on YouTube, our social channels or on our website and see all of our milestones from the past year!

After another successful year, we take a look back and see what has enabled our growth and the future of the B2B digital drinks industry.

We have enhanced our B2B online drinks exchange platform with new features and a sleeker home page, opened new warehouse locations, grown our team, moved to a larger office, launched a new website, developed an API integration and completed our Series A round of funding .



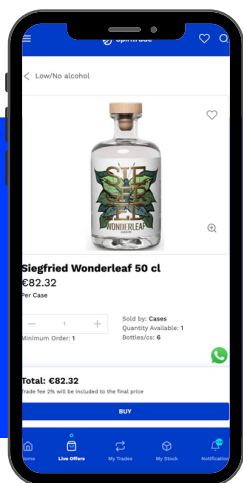
INDUSTRY NEWS

The rise of no/low alcohol categories

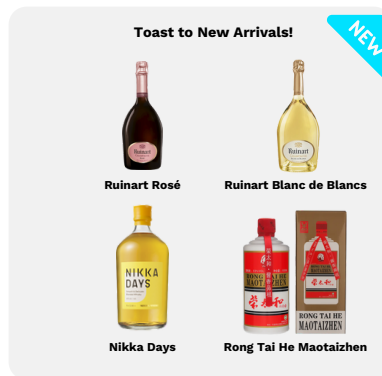
The low and no alcohol market has seen a continual growth in the drinks industry over the last few years. IWSR expects no-alcohol volumes to grow at a compound annual growth rate (CAGR) of +9% between 2022 and 2026. Beer, in particular, has pioneered the growth in the low/no category, contributing nearly 70% of the overall growth between 2022 and 2026, due to its early innovation and investment in quality.

Whilst health and wellness concerns have motivated this trend, a rise of major alcohol companies including Coca-Cola, Captain Morgan, Heineken and Molson Coors joining in on the no- and low-alcohol drinks craze also boosted this market.

Non-alcoholic beverages continue to see strong growth, and here at Spiritrade we have now launched our new no/low alcohol categories due to high demand from our members. The need for these categories is seemingly inevitable as Fortune Business Insights says that the global market size was valued at USD 919.13 billion in 2019 and is projected to reach USD 1257.77 billion by 2027. Spiritrade looks forward to supporting this growth on our B2B Drinks Exchange!



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