



Top Shelf International Holdings Ltd

Principal Place of Business:
16-18 National Boulevard
Campbellfield
Victoria
Australia 3061

27 January 2021

ASX ANNOUNCEMENT (ASX:TSI)

Top Shelf International becomes an Official Partner to the Australian Open

Top Shelf advises that it has signed a Supply Rights and Partnership Agreement for its Grainshaker Australian Vodka to become an Official Partner of the Australian Open (AO) tennis tournament from 2021-23.

The three-year agreement provides Grainshaker Australian Vodka with exclusive rights for the sale of vodka at the event for its premium straight bottled spirits and convenient ready-to-drink, health conscious (low calorie and low sugar) products, along with a range of brand promotion, digital, ticketing and activation benefits.

Grainshaker joins global alcohol brands including Canadian Club, Peroni and Piper Heidsieck as a Partner of the event.

Key highlights of the arrangements for 2021 include:

- Grainshaker as Official Partner and exclusive supplier of vodka (free pour & ready-to-drink products) throughout the AO precinct
- Grainshaker available for sale in selected bars, including Rod Laver Arena and John Cain Arena
- Grainshaker dedicated bars on Grand Slam Oval and Western Courts
- Activation in the Atrium Bar, to showcase the premium Grainshaker bottled vodka varieties in bespoke cocktails. Furthermore the Atrium will also feature exclusive Grainshaker Masterclasses on 12 and 13 February with TSI Master Distiller Sebastian Reaburn for 20 invited VIP guests each night
- Digital marketing, merchandise and other promotional benefits.

In 2022 and 2023, Grainshaker will have an expanded range of activation opportunities, including a bespoke bar and activation space on Grand Slam Oval and an increased level of other associated benefits.

The Partnership will also leverage a range of other on-premise and off-premise brand opportunities outside the event.

Top Shelf's Chief Executive Drew Fairchild stated:

"As one of Australia's globally recognised prestigious sporting events for the quality of its customer-focussed experience, AO provides a significant opportunity to accelerate activation of the Grainshaker brand as well as broadening the Company's on-premise and off-premise distribution base."

"The Partnership with Tennis Australia and the AO tournament is an ideal match as part of the platform being built by Top Shelf to become an Australian international multi-branded spirits company."

End

This announcement was approved by the Company's Chief Executive Officer Drew Fairchild, on behalf of the Top Shelf Board.

For more information (investors and media):

For further information, please visit our investor website <https://www.topshelfgroup.com.au/investors> or contact investor relations at info@topshelfgroup.com.au or on (03) 8317 9990.

About Top Shelf

Top Shelf is a Melbourne based producer and marketer of high-quality Australian premium spirit-based beverage brands, including NED Australian Whisky and Grainshaker Australian Vodka, with an ambition to create high quality, authentic Aussie spirit brands, where each brand in its own distinctive way embodies an unmistakably Aussie taste, attitude and social experience.

Top Shelf has expertise in the development and production of distilled spirits, access to research and development expertise and modern, fully commissioned and operational fermentation, distillation and packaging facilities in Campbellfield, Victoria. In addition to distilling and manufacturing its own range of spirituous products, Top Shelf also provides canning, bottling and packaging services to a range of customers. Top Shelf operates a farm near Bowen in Queensland where it is planting agave plants to support an Australian Agave spirits business at scale.

About Grainshaker Australian Vodka

Grainshaker Australian Vodka is a premium spirit that takes the best of local produce and process – the unique character of Australian grains combined with TSI's distilling expertise and an Australian attitude – to create a range of premium, hand-crafted, health conscious vodka products that are inclusive, fun and fit perfectly into the Australian way of life. From silo to the serve, Grainshaker is vodka the Australian way.