

UNICORN DISTILLERY

Unicorn Distillery

The only all-natural, color-changing vodka and tequila



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Call Your Shot!

Have fun while making extra money

Our spirits are produced in small batches at our family-owned distillery in Seattle, WA. Our values of trust, shared success, innovation, sustainability and equality guide our actions, and we want you to become part of our community by creating your own online business.

The liquor industry has proven to be recession-proof. New liquor laws that have been recently passed as a result of the pandemic have paved the way for direct-to-consumer spirit sales. Spirits gained share in the American beverage alcohol market in 2021, rising 1.7% in sales — that's 41.3% of the entire market. That means 2021 was the 12th year in a row with share gains for spirits.

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Requirements

To become a Unicorn Affiliate, you must become a member to operate your own online business. You will not be required to create a formal business entity. We will be responsible for all operations. Our e-commerce team will work with you to set up your customer webpage. And while not required, we encourage you to organize or incorporate a business.

Unicorn Affiliates must be 25 years old or over and currently reside in one of these states : AZ, CA, CO, DE, FL, IA, ID, IN, KY, LA, MS, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, TX, VA, WA, WV, WI, WY.

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Join a Community of Movers & Shakers

We are disrupting the spirits industry with our all-natural, color-changing vodka and tequila. Become a Unicorn Affiliate, help us share the news and earn money and other incentives for your efforts.

Unicorn Distillery is America's first producer of all-natural, color-changing spirits, and we are inspiring the next generation of innovators, creators and Affiliates like you to stand out from the crowd by participating in our Affiliate Program. Join our team and take advantage of the exciting opportunities that our color-changing spirits will create.

Made from premium spirits infused with butterfly pea flower, our vodka and tequila contain nothing but plant-powered magic.

After discovering the unique qualities of the butterfly pea flower, conducting two (2) years of extensive research and patiently waiting for liquor laws to evolve, the use of butterfly pea flower in spirits was approved by the FDA on October 5, 2021. Now is the time to capitalize on this opportunity and establish a brand new spirits category – we need your help!

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Winner of the 2021 SIP Innovation Award, including Double Gold (Brand) and Gold (Vodka) Medals, our spirits are unlike any other product in the market.

Unicorn Affiliates

Unicorn Affiliates are the tastemakers behind your favorite Unicorn cocktails – follow them to learn more about color-changing vodka and tequila cocktails.

Unicorn is about daring to do something different, pursuing a singular passion, and driving unrelentingly toward a lofty goal. Our name comes from the professional visionaries and business teams who inspire us: The start-ups who reach a \$1B valuation – the unicorns.

And Unicorn takes crafting cocktails to new heights of creativity and passion. Whether you substitute Unicorn Vodka for basic vodka in your gimlet or soda, or use Unicorn Tequila to make a margarita, your favorite drinks will never be the same thanks to the Unicorn Affiliates.

EXPERIENCE SOMETHING NEW. CELEBRATE CHANGE.

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@queenbeemixology

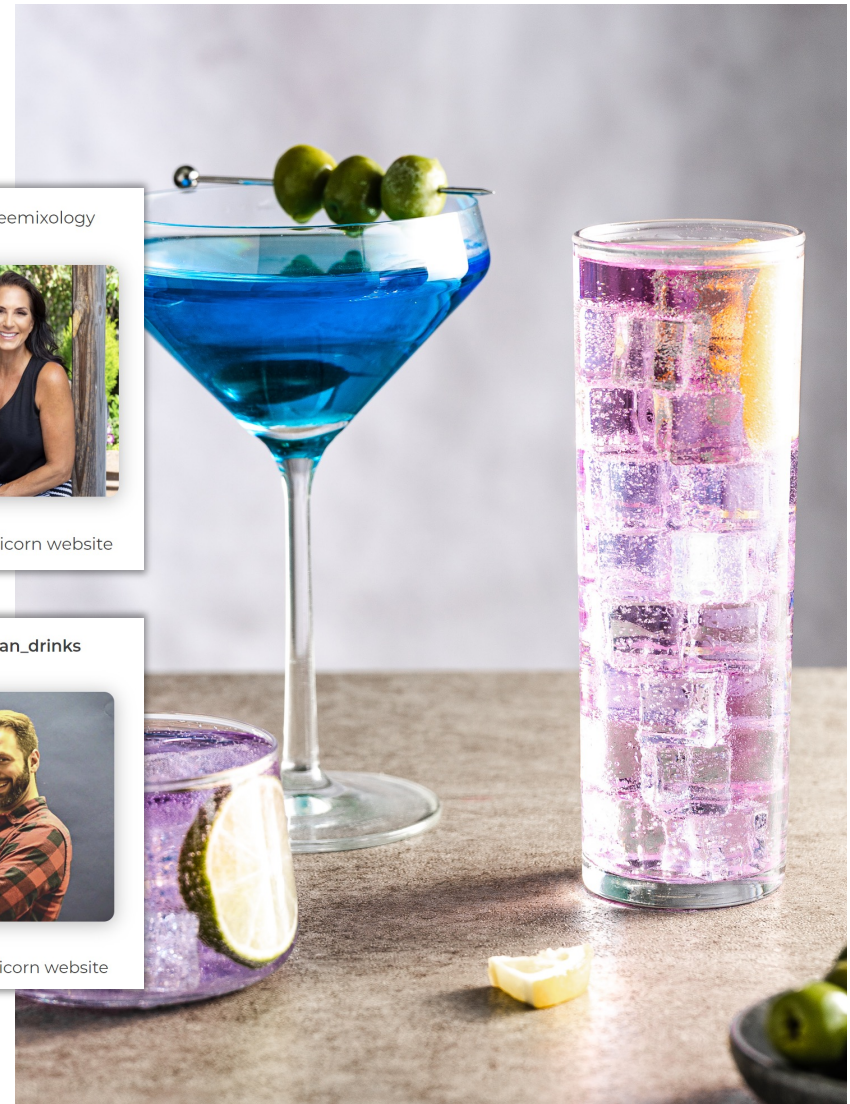


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@martigan_drinks



Shop my Unicorn website





Our Unicorn Affiliate Program is an effective, risk-free opportunity for entrepreneurs like yourself who are seeking success without having to manage a full-time business. Our Unicorn Affiliates have no monthly sales quotas, are not involved in legal aspects of the actual sale of alcohol and have the flexibility to work when you want, where you want, and how you want.

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GETTING STARTED

ONBOARDING FOR SUCCESS

A program by which new Consultants may receive Tasting Sets and Cash Bonuses based on their achievements within their enrollment month plus first 3 full months in the business. If you do not meet the requirements to earn during any given month of the Program, you are still eligible to earn in the following month.

ONBOARDING REWARDS

Time Period	Tasting PV Goal	Reward Earned
Enrollment Month	\$600*	4-Bottle Set
1 st Full Month	\$600*	4-Bottle Set
2 nd Full Month	\$600*	4-Bottle Set
3 rd Full Month	\$600*	4-Bottle Set

\$50

ONBOARDING COMMUNITY BUILDING REWARDS

CASH BONUS | For every person that joins your team during your Fast Start and reaches \$600 in PV during any month of their Fast Start, you'll earn a \$50 bonus! There is no limit to the number of bonuses you are eligible to earn.

PERSONAL VOLUME (PV)

The total Qualifying Volume from the Consultant's orders and those placed by their personally sponsored Customers. All personal purchases are counted towards PV for commission calculations. The Consultant must have \$300 in PV on a rolling 12-month basis to maintain Consultant status.

PERSONAL VOLUME COMMISSIONS

Total Personal Volume (of QV)	Personal Volume Commissions
\$1-599	8%
\$600-2,999	10%
\$3,000+	12%

QUALIFYING VOLUME (QV)

The retail price of a product, minus discounts.

COMMISSIONABLE VOLUME (CV)

70% of QV. Use in calculation of Leadership Bonuses

PERSONAL VOLUME COMMISSIONS

The percentage the Consultant receives on Personal Volume, calculated using QV and beginning at 8%.

PAID-AS TITLE

The title for which the Consultant qualifies to be paid during any given period. It may vary month-to-month, depending on the Consultant's performance and that of their team.

CAREER TITLE

A recognition title, which is the highest title the Consultant has achieved. Career Title does not vary month-to-month like Paid-As Title. The Consultant must requalify for their Career Title once every 6 months.

RENEWAL

An annual fee of \$125, automatically charged on the anniversary of the Consultant Join Date, that is required to maintain Independent Consultant status. A Consultant who does not wish to renew may opt out by providing written notice.

TITLE QUALIFICATIONS

PAID-AS TITLE	CONSULTANT (C)	SENIOR CONSULTANT (SC)	EXECUTIVE CONSULTANT (EC)	ASSOCIATE MANAGER (AM)	SENIOR MANAGER (SM)	EXECUTIVE MANAGER (EM)	ASSOCIATE DIRECTOR (AD)	DIRECTOR (D)	SENIOR DIRECTOR (SD)	EXECUTIVE DIRECTOR (ED)	MANAGING DIRECTOR (MD)
PERSONAL VOLUME	-	200	300	400	500	600	600	600	700	700	700
DOWNLINE VOLUME	-	500	800	1,500	3,000	6,000	12,000	25,000	60,000	150,000	500,000
MAX DOWLINE/ PRSONAL VOLUME RULE	-	-	-	750	1,500	3,000	6,000	12,500	30,000	75,000	250,000
STRUCTURE REQUIREMENTS	-	-	-	1 Builder Leg	2 Builder Leg	3 Builder Leg	2 Builder Legs; 1 EM+ Leg	1 builder Leg; 1 EM+ Legs	3 EM+ Legs	3 AD+ Legs; NextGen	3D+ Legs; NextGen
LEVEL BONUSES (OF CV)	LEVEL 1 PAYOUT	-	3%	3%	3%	3%	4%	4%	4%	4%	4%
	LEVEL 2 PAYOUT	-	-	-	2%	2%	2%	2%	2%	2%	2%

QUALIFICATIONS

The benchmarks the Consultant must achieve to earn each of the titles within the Compensation Plan.

DOWNLINE

All the Consultants beneath a Consultant are considered to be that Consultant's downline.

DOWNLINE VOLUME

The Consultant's PV and that of their downline.

ACTIVE

A Consultant that maintains at least \$200 in PV for any given period and is, therefore, eligible to receive a Downline Bonus in accordance with their Paid-As Title.

LEVELS

The position that a Consultant has in a downline relative to another upline or downline Consultant. Consultants personally sponsored by you are Level One. Those Consultants sponsored by Level One Consultants are Level Two, relative to you. Customers are not considered when counting levels and do not occupy a position in genealogy.

STRUCTURE REQUIREMENT

The total number and types of legs required to reach certain Paid-As/Career Titles.

BUILDER LEG

Any leg where at least one Consultant is considered to be Active and, within the leg, there is at least a total of \$600 QV.

EM+ LEG

Any leg where at least one Consultant is Paid-As an Executive Manager or higher. When more than one EM+ Leg is required for title promotion, each EM+ must come from a different leg.

AD+ LEG

Any leg where at least one Consultant is Paid-As an Associate Director or higher. When more than one AD+ Leg is required for title promotion, each AD+ must come from a different leg.

D+ LEG

Any leg where at least one Consultant is Paid-As a director or higher. When more than one D+ Leg is required for title promotion, each D+ must come from a different leg.

MAX DOWNLINE/ PERSONAL VOLUME RULE (MDVR)

For title qualifications only, a maximum DV amount has been established where no more than a specified amount will be counted towards the DV requirement from either the Consultant's total QV (including their customers) or the total QV from any single leg. (A leg begins with a Level One Consultant and includes all Consultants beneath them).

LEADERSHIP REWARDS

PAYOUTS (OF CV)

PAID-AS TITLE	EXECUTIVE MANAGER (EM)	ASSOCIATE DIRECTOR (AD)	DIRECTOR (D)	SENIOR DIRECTOR (SD)	EXECUTIVE DIRECTOR (ED)	MANAGING DIRECTOR (MD)
PERSONAL GROUP BONUS	.5%	1%	1%	1.5%	1.5%	1.5%
GENERATION 1	.5%	1%	1%	1%	1.5%	1.5%
GENERATION 2	-	-	1%	1%	1%	1.5%
GENERATION 3	-	-	-	.5%	.5%	1%
INFINITY BONUS	-	-	-	-	0.5%	0.5%

PERSONAL GROUP

The Consultant and everyone beneath them, up to, but not including, the next Executive Manager or higher in their downline. Personal Groups are determined in reference to Career Title.

GENERATION

The relationship between one EM or higher and another, based on Career Titles. If a Career EM or higher is not paid as such, they are still considered the start of a Generation to their upline.

NEXTGEN

An additional requirement for Executive Directors and higher for both promotion and to be paid as their title. Specifically, Executive Directors and higher must have at least one first-time Executive Manager promotion from their personal group every 12-month rolling period (current period and previous 11 months).

PERSONAL VOLUME SAMPLE CREDITS

\$50

Earn 5% in PV Sample credits each month when you:

- Achieve Paid-As Title of AD+
- Market \$3,000+ in Personal Volume

BONUSES

Triggered by a Consultant's Active status and Paid-As Title, calculated using CV.

PERSONAL GROUP BONUS

A bonus to Paid-As Executive Managers and higher, calculated as a percentage of the CV of the sales of their Personal Group, including their own PV.

GENERATION BONUS

A bonus to Paid-As Executive Managers and higher, calculated as a percentage of the CV from their Downline Generations.

INFINITY BONUS

A bonus to Paid-As Executive Directors and higher, calculated as a percentage of the CV from their downline, beginning with their 4th Downline Generation. This bonus is subject to a cap not to exceed 1% of total Company Commissionable Volume.

ADVANCEMENT REWARDS
(UPON CAREER TITLE PROMOTION)

EM

\$500 One Time Cash Bonus
\$500 Upline Matching bonus

MD

Invitation to a Spirit Tasting Hosted by the CEO

EM ADVANCEMENT BONUS

A one-time bonus that is awarded when a Consultant promotes to EM or higher for the first time. Their first upline Career EM or higher is eligible to receive a Matching Advancement Bonus, as long as they are Paid-As EM or higher at the time of the Consultant's promotion. If not, the bonus will roll up to the next EM or higher in the leg.

MD SPIRIT TASTING

A Spirit Tasting hosted by Founder & CEO Rick Hewitt. The invitation is earned upon Career Title Promotion to Managing Director. The event takes place once annually, and the newly promoted MD is invited to the first annual Benchmark Tasting to take place after their promotion.



How it works

Annual membership fee for new members: \$250 (**50% discount, you pay \$125**)

When we receive your annual fee, you'll get a Business Starter Kit:

- Annual membership (\$125 value)
- Tequila Tastemaker Kit + Two Vodka Bottle Box (a \$125 value)

WAYS TO EARN:

MAKE BETWEEN 8% TO 12% OF ALL SALES DERIVED FROM YOUR CUSTOMER WEBPAGE

Your customer website will be linked to Unicorn Distillery's main webpage so that customers can complete their orders using Unicorn's online shopping cart.

WIN A ROUND-TRIP VACATION FOR TWO (2), PRIVATE PARTY HOSTED BY UNICORN

Invite at least three (3) friends to become Affiliates and qualify to win a round-trip vacation for two (2), private party hosted by Unicorn, merchandise and other cash prizes

EARN YOU A \$50 REFERRAL BONUS

If any new Affiliate you refer sells \$500 of Unicorn spirits within the first sixty (60) days after enrollment.