

## **Lucky D Distilling Co.**

### **Where classic cocktails meet modern convenience**

For those who love the ritual of a well-made cocktail but not the hassle of creating it at home, Lucky D offers the perfect solution with refined, ready-to-drink bourbon recipes that are approachable, elevated, and effortless.

### **The Founding of Lucky D Distilling Co.**

Meet Amanda and John Haddaway and their ready-to-drink cocktail company Lucky D Distilling Co.

As the founder of HR Answerbox, a training and consulting company, Amanda built her career helping organizations thrive by putting people first. Now, she's bringing that passion to raising spirits in an entirely new way.

And John, after 25 years of service as a police officer, wanted to do something where people were genuinely excited to see him. What better way to make people smile than with a great drink?

Building on a shared love of bourbon-based drinks, Amanda and John enrolled in a whirlwind week to learn all things distilling at the Moonshine University program in Louisville, Kentucky. When they realized that trying to tackle a full distillery operation—while keeping their day jobs—was going to be a bit too much to swallow, they discovered another path: ready-to-drink canned cocktails.

Choosing canned cocktails wasn't just about making things easier, it was about keeping up with how people actually want to drink today.

Ready-to-drink cocktails is one of the few segments in the alcohol industry that's growing, thanks to consumers who crave convenience without sacrificing quality. These drinkers tend to be younger, with only 16% over the age of 55, and they have higher-than-average household incomes, averaging around \$83,000 a year. For Lucky D, that means cocktails that are perfectly aligned with a new generation of discerning, on-the-go consumers who want an elevated cocktail experience that fits seamlessly into their lifestyle.

By partnering with expert beverage architects like Flavorman and high-quality distillery partners, Amanda and John knew they could transform their beloved home recipes into refined and straightforward drinks. Their mission became clear: deliver a cocktail bar experience in a can for people who love great bourbon drinks but don't always want to play bartender at home.

### **What Makes Lucky D Stand Out?**

The name Lucky D is a heartfelt tribute to Amanda's father, Dave. Known for his uncanny streak of good fortune and always being in the right place at the right time, Dave's spirit of luck and lightheartedness is present in every can.

What truly sets Lucky D apart is a commitment to making cocktails the way they're meant to be enjoyed. Even as overall alcohol consumption declines, certain categories (including minimalist

cocktails, where less truly is more) are thriving. Each Lucky D recipe is simple, balanced, and timeless, and is built around three to four key ingredients that let the quality of the bourbon shine.

While many canned drinks on the market are diluted with malt liquor or low-proof blends in the 5–15% ABV range, Lucky D uses real spirits to deliver a true cocktail strength of 30–35% ABV. These aren't "almost" cocktails—they're the real deal.

And because the ritual matters, every can comes with serving and garnish suggestions. Pour it into a glass over a whiskey rock and you've got something that feels polished and memorable—no bartender required (though we still recommend tipping yourself generously).

### **From Idea to Can**

Bringing Lucky D to life wasn't as simple as mixing a drink and canning it. At home, cocktails rely on fresh juices and ingredients, but scaling that experience requires stable flavorings, and not all of them measure up.

Amanda and John spent two years in research and development with Flavorman, the renowned beverage architects, perfecting recipes that could hold their integrity. Achieving the right balance meant countless rounds of testing, including on-site trials, until every sip met their exacting standards.

The results tap into the premiumization trend shaping the future of spirits.

Next-gen drinkers are embracing a 'less but better' approach, seeking quality over quantity and favoring experiences that feel intentional. Bourbon continues to shine, not only among long-time enthusiasts but also with Gen Z, where it's gaining just as much affinity as more established categories. By pairing real bourbon with minimalist recipes, Lucky D offers a premium cocktail experience that resonates with this shift toward elevated, better-made choices.

### **Who Will Enjoy Lucky D?**

Whether cocktail-curious or a connoisseur, Lucky D's ready-to-enjoy canned cocktails are for everyone—anytime and anywhere.

Lucky D was created to bring people a cocktail experience that feels classic and elevated, but without the fuss. Whether you're at home after work, at a tailgate, or gathered with friends, each can delivers the quality of a craft cocktail without having to track down hard-to-find ingredients, experimenting to find the best recipes, or spending \$15+ per drink at a bar. At \$5-6 per cocktail, Lucky D makes treating yourself convenient, affordable, and most importantly, delicious.

A Lucky D drinker is someone who appreciates the craft of a well-made cocktail. Bourbon lovers will feel right at home, indulging in the smooth, layered flavors of the classic Old Fashioned or the zip and zest of the Gold Rush. Those who don't typically gravitate toward whiskey will enjoy the Peach Smash, which offers a sweeter, more approachable flavor profile that's winning over both bourbon diehards and newcomers alike.

### **Looking Ahead**

The next chapter for Lucky D is all about growth. With a strong start in the DelMarVa area, Amanda and John are laying the foundation for something bigger, with a plan to expand region by region on the way to becoming a national brand.

Their ambition is clear: to make Lucky D the name people think of when they want a bourbon-based cocktail at home, at a party, or wherever life takes them. More than just a drink, Lucky D aims to be the elevated, ready-to-drink cocktail that you reach for when you want a luxurious libation.