



SPIRIT WATER LLC.

Timothy A. Kovac



Changing the Beer Industry

Kovac's breakthrough came in **2011** with the launch of **Not Your Father's Root Beer**, a bold creation blending nostalgic flavors with craft brewing techniques.

Initially a local sensation, its popularity skyrocketed after a partnership with **Pabst Brewing Company** in 2015, which took the brand national and eventually global.



This success created a new category in the industry—**Hard Soda**—and made Not Your Father's Root Beer the best-selling craft beer in the U.S.

In 2015, and went Global. Also, in 2015 Not Your Father's Bourbon went Global, beating all other craft spirits in the industry, Makers Mark didn't even hit Global status until July of 2016.



Under Kovac's leadership, Small Town Brewery expanded its lineup with flavors like Ginger Ale, Vanilla Cream Ale, and seasonal specialties.

Over eight years, Kovac's creations generated **over \$320 million in sales worldwide**, cementing his reputation as an innovator who reshaped the craft beer landscape.

The Visionary Behind Small Town Brewery And **Now Spirit Water**

The beginning

Tim kovac's journey started humbly in **1985**, while in college and when he began homebrewing as a passion project. Inspired by family brewing traditions and a love for unique flavors, kovac spent decades perfecting his craft. In **2009**, he co-founded **small town brewery** in wauconda, illinois, introducing the world to gruit-inspired beers—brews flavored with herbs, spices, and botanicals instead of traditional hops.





A New Chapter: Spirit Water - In 2019

After Small Town Brewery ceased operations (Divorce from Pabst), Kovac launched **Spirit Water Brewery & Distillery** in Cary, Illinois. This new venture marked his evolution from beer and spirit pioneer to **Master Distiller**, aiming to disrupt the hard liquor industry just as he had transformed craft beer. Spirit Water combines artisanal brewing with premium spirits, offering unique experiences and introducing new brands like **ICONIC Beers**. Spirit Water makes handcrafted liquors, whiskeys and bourbons with over 100 skews of hard spirits.



Global Vision

Kovac's story is one of relentless creativity and bold ambition. From a homebrewer in Illinois to a global trendsetter, he has proven that innovation and authenticity can change entire industries. Today, Spirit Water stands as a testament to his vision—bringing world-class beer and spirits to enthusiasts everywhere while making—Long Grove a destination for craft beverage and tourism.

Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion



Spirit Water wants to change the hard liquor industry and make a difference in quality and the tasting experience that everyone will enjoy.



GENTELMANS BOURBON

This is the Bourbon that went Global in 2015 before Makers Mark - which didn't even go global until July of 2016. This bourbon is smooth and everyone loves it's finish - it's the bourbon you want all the time.



CAFÉ NOIR

Hints of Coffee, Cherries, Almonds, Cinnamon, Vanilla, and Honey notes. It's a Vodka that will enhance your experience.



GRAND AMMANDE

It's an Amaretto Style that is very pleasing from the moment the bottle is opened. The aroma of barreled aged cherries and almond is very distinctive as a premium liqueur with hints of cinnamon and honey.

We have crafted over 100 ways to raise your Spirits.



MANGO AND PASSIONFRUIT

Spirit Water Vodka is one of the cleanest vodka in the world today. Mangos and Passionfruit has been a big hit with our customers and they are always wanting more.



SPRIT WATER SELECT GIN

A Gin made with Juniper Berries & other Botanicals. Super clean like an old world Gin and easy tasting - possibly the best Gin ever made.



SPRIT WATER BLUE AGAVA

Crafted through over nine meticulous distillations, this is tequila refined to its smoothest expression - A taste of history. A finish like no other - silk. Raise your glass to the spirit perfected.

Bring back your childhood and experience the difference.



SPIRIT WATER MOOO

This is Moo a smooth and creamy liqueur with hints of vanilla, cinnamon and cream. Great with mix drinks or by itself - It's also at 35 Proof without any after taste and you can't taste any alcohol.



SEA SALT & CARAMEL CHEESECAKE

An American Classic Combination now in the form of a creamy liqueur - It's also at 35 Proof.



COOKIES & CREAM

The Original American Classic Cookie - now available in liquid form. Fun to taste and enjoy - It's also at 35 Proof.

Coming Soon In 2026 In Long Grove, Illinois.

No one else makes or has the knowledge to make so many styles of spirits.



World-renowned brewmaster and master distiller Tim Kovac is bringing his craft, his legacy, and his passion to Long Grove, IL—making this historic village his new home. Known for pushing boundaries in brewing and distillation, Tim has spent decades perfecting the art of flavor, balance, and innovation. His arrival marks more than a move; it signals the beginning of a new chapter where world-class craftsmanship meets small-town charm.

With Tim at the helm, Spirit Water is poised to become a transformative force in the community. Residents and visitors alike will experience the difference that true dedication to the craft can make—from exceptional spirits to local partnerships, events, and a renewed sense of pride in Long Grove's heritage. This isn't just about making spirits; it's about elevating the entire community through creativity, authenticity, and a shared passion for excellence.





Economic & Cultural Impact

Spirit Water's presence will boost tourism, support local businesses, and create new jobs—strengthening Long Grove's reputation as a premier destination for craft lovers.

Join the Movement

Spirit Water Brewery & Distillery invites you to **taste the legacy and experience the future** in Long Grove, Illinois. For more information, visit www.spiritwaterllc.com or follow us on social media.





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