



William Price Distilling Co._Case Study

Background

William Price Distilling Co. is a Houston-based craft distillery redefining the coffee cocktail category. The company blends award-winning spirits with specialty coffee culture to create premium coffee liqueurs and ready-to-serve cocktails for retail, on-premise, and direct-to-consumer channels.

Built around a proprietary, in-house coffee liqueur recipe and multiple national awards, William Price is establishing a lifestyle brand at the intersection of craft spirits, premium coffee, and modern consumer culture. With proven traction in Texas and a scalable product roadmap, the company is positioned to modernize a legacy category dominated by outdated incumbents.

The Challenge

The company wanted to raise funding to scale distribution across Texas, expand production capacity, and accelerate the launch of its wine-based ready-to-serve espresso martini.

In addition, the raise was intended to support sales and marketing initiatives, strengthen brand awareness, deepen investor relationships, and position the company for long-term growth and a potential strategic acquisition in the premium spirits category.

Campaign Overview

William Price Distilling partnered with TEN Capital to execute a targeted investor engagement and fundraising campaign focused on early-stage consumer, beverage, and lifestyle investors.

TEN designed a structured outreach strategy leveraging its national investor network, curated introductions, investor education events, and hands-on advisory support to help the company build momentum toward its \$2–3M seed round.

What TEN Did

TEN Capital collaborated closely with the William Price leadership team to refine investor messaging, positioning, and outreach materials. The engagement included:

- Refinement of pitch materials and investor narrative
- Targeted investor outreach to angels, family offices, and consumer-focused investors
- Curated one-on-one investor introductions aligned with the company's stage and sector
- Featured email distribution and direct investor communications
- Exposure through TEN Capital investor events and education sessions
- Ongoing advisory support throughout the fundraising process

By leveraging its investor network and structured campaign execution, TEN helped William Price Distilling efficiently engage qualified investors while maintaining a disciplined fundraising process.

Key Campaign Metrics

- **145 investors engaged**
 - **\$800,000 in investor introduction value**
 - Multiple one-on-one investor meetings facilitated
 - Active participation in TEN Capital investor outreach and events
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Results

The campaign generated strong investor interest and measurable fundraising momentum. William Price Distilling expanded its investor pipeline, secured follow-up discussions with qualified angels and family offices, and made meaningful progress toward its \$2–3M seed raise.

Investor feedback reinforced the company's differentiated positioning, award-winning product portfolio, and scalable growth strategy within the premium coffee and spirits category. The campaign also enhanced overall investor readiness and visibility within TEN Capital's consumer and lifestyle investor network.

Strategic Positioning

Through its partnership with TEN Capital, William Price Distilling strengthened its investor narrative, clarified its capital deployment strategy, and positioned the brand as an acquisition-ready platform in a high-growth segment.

The campaign supported long-term scalability by aligning the company with investors experienced in consumer brands, beverage distribution, and strategic exits, while reinforcing William Price's credibility as a premium, category-defining brand.

How TEN Helps Startups

TEN Capital partners with growth-stage companies to refine fundraising strategy, strengthen investor positioning, and execute targeted investor outreach. By leveraging its global network of over 25,000 investors, TEN delivers curated introductions, strategic guidance, and event exposure designed to accelerate capital formation and long-term value creation.

Through hands-on collaboration and disciplined execution, TEN helps founders connect with the right investors at the right time—while building durable momentum beyond the current raise.

You can see more about TEN Capital at <https://tencapital.group/> or email us at sales@tencapital.group