



■ 2020

investor

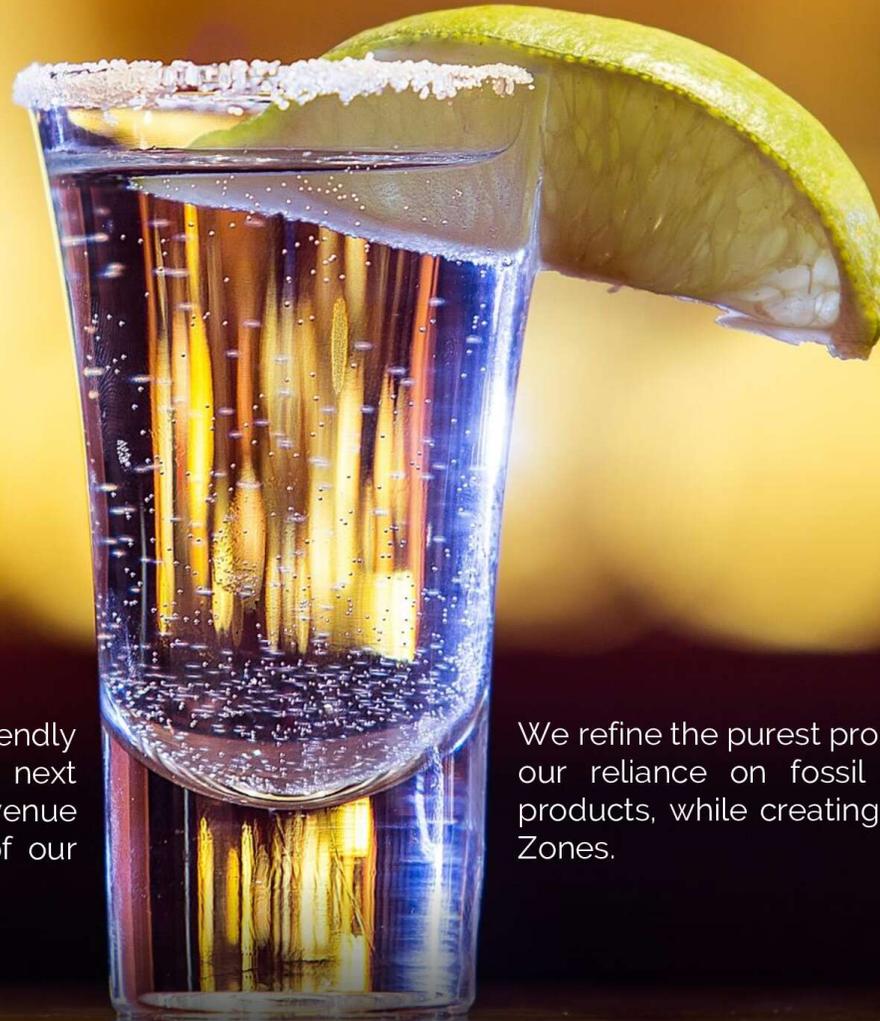
presentation

www.FgFino.com



EXECUTIVE SUMMARY

"Don't wait for opportunity.
Create it."



Fuego Fino (Fine Fire Company) is a planet & community friendly wine and spirits house who specializes in developing the next high-growth product segment. We maximize our revenue potential by minimizing waste and owning the majority of our supply and distribution network

We refine the purest products, reuse our alcohol waste, reduce our reliance on fossil fuels and recycle glass and other products, while creating jobs within U.S. Qualified Opportunity Zones.

BUSINESS MODEL

" Set goals that scare you and
excite you at the same time."



PRODUCTS



Higher Proofs 80 & 100



Higher Distillation --Triple Distilled



Cold-Filtered



Higher Growth Segments: Mezcal & Bacanora

SHORT TERM STRATEGY

DISTRIBUTION EXPANSION

- Expansion of distribution network in U.S. cash on delivery (COD) markets

SUPPLY CHAIN EXPANSION

- Expansion into bottling and packaging

EXPANSION OF PRODUCTS

- Expansion of product categories through partnerships

REVENUE TARGETS REACHED

- Achievement of revenue 500% growth targets

LONG TERM STRATEGY

Develop In House
Brands (US &
International)

Leverage Supply and
Distribution Chain Into
Increased Market
Share

Expand into
Emerging Parallel
Markets

Refine and Streamline
Product Suite

TRACTION

PRODUCTION

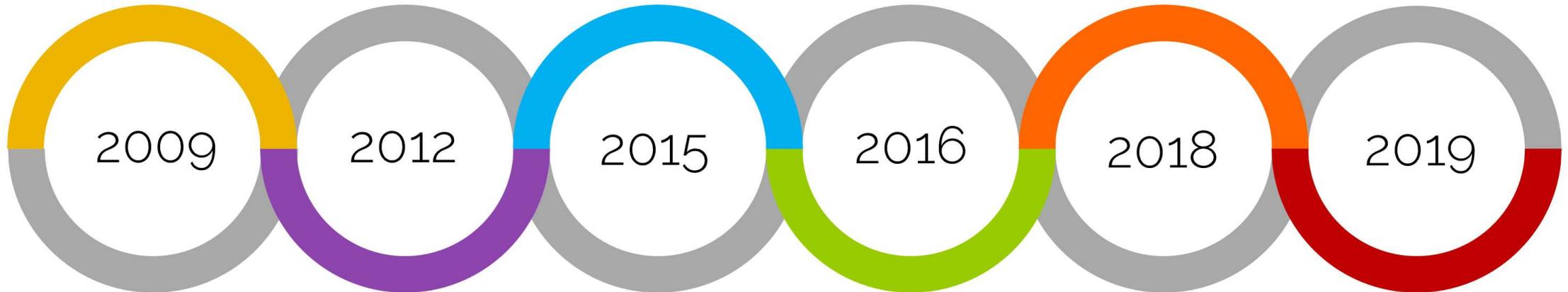
Production of Tequila established in Tequila Mexico

DISTRIBUTION PARTNER

Fuego Fino and MHW LTD enter into a distribution agreement.

PERMITS

Obtained Federal Wholesaler & Distributor Permits in Arizona & Georgia



FOUNDING

Fuego Fino Inc. was founded – Jessica travels throughout Mexico seeking ideal distillery

TRADEMARK

Fuego Fino registers S Tequila Trademark

PRODUCT SHIPS

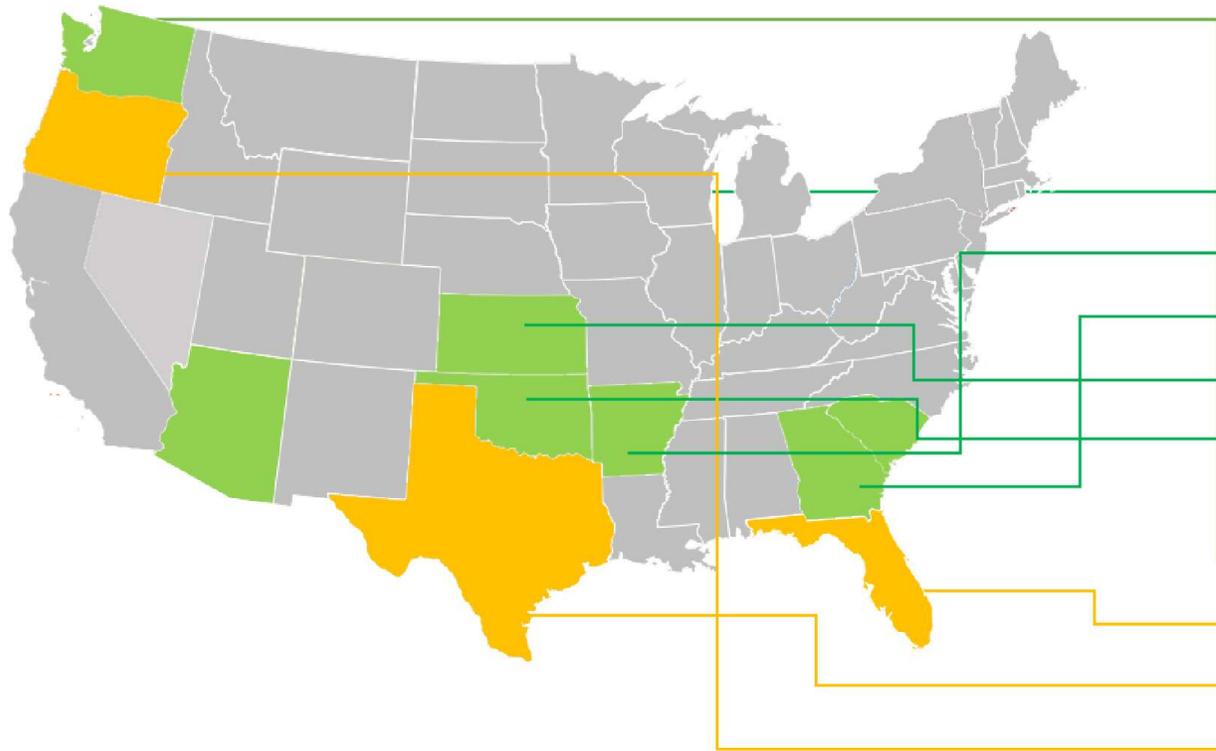
Start shipment of products: into first cash for delivery market – Arizona.



GO-TO-MARKET

"Always deliver more than expected."

CASH STATE STRATEGY



DISTRIBUTION AT LAUNCH

Distribution Strategy Sheet	
State/Country	Alcohol Payment Regulations
● Arizona	Cash Payment -(COD) State
● Arkansas	Cash Payment (COD) State
● Georgia	Cash Payment (COD) State
● Kansas	Cash Payment (COD) State
● Oklahoma	Cash Payment (COD) State
● South Carolina	Cash Payment (COD) State
● Washington	Cash Payment (COD) State
● Florida	Cash Payment -- Beer Only
● Texas	Cash Payment -- Beer Only
● Oregon	Cash Payment -- Beer Only

COMPETITIVE ANALYSIS

"It always seem impossible until it's done."





STRENGTHS

- Fully licensed alcohol production, with distribution channel established.
- Legal & professional network in place to roll-out Reg A+ offering.
- Vision & Knowledge of alcohol production, distribution, brand management, and Mexican laws and culture.
- Relationship with retailers who provided insight into sales methods such as Board Member Mr. Hammad.
- Ability to leverage legal network in Mexico to gain efficiencies and fuel M&A.



WEAKNESSES

- Lack of diversification into larger alcohol portfolio which includes non-alcohol products
- Lack of diversification of states where alcohol is on shelves, current 7 main states on the offering map.
- Need for infrastructure of corporation to grow as quickly as brands while sales are scaling up.



OPPORTUNITIES

- Ability to scale upwards via acquisition
- Diversification into Mezcal and Bacanora
- International expansion into Canada, Europe and China



THREATS

- Large producers cornering the market for agave.
- Lack of quality control on the part of competitors affecting the overall tequila market.
- Need for wider producer relationships in order to be sure that supply lines remain open.

MANAGEMENT TEAM



Jessica G. Contreras – *CEO (Chief Executive Officer)*

7 years of experience in the industry brings connections with both producers in Mexico, as well as the legal team that pushed through licensing in 90 days, and label approval in 3 weeks.



Kanisha Dennis – *CMO (Chief Marketing Officer)*

Kanisha obtained her MBA from Boston University, graduating summa cum laude. She has handled large marketing budgets for various companies and her expertise was invaluable in creating our brand image.



Claudia Alvarez – *Communications Director*

Claudia has 5-years of experience as a communication executive.



KEY ADVISORS



Barbara Bickham – *Chief Investment Advisor*

Barbara represents a company to investors, key clients and strategic partners. She also has over 4 years experience preparing and evaluating companies for private equity or venture capital financing. Founded an investment association connecting Southern California businesses with venture funding.



Shahid Chishty – *Chief Strategy Advisor*

Shahid is a German citizen (US Permanent Resident) with 30 years of global corporate and business development, finance, investment banking, strategic advisory, venture capital / private equity, investment, entrepreneurial and not-for-profit experience, including at Deutsche Bank, Merrill Lynch and WestLB.



Jillian Sidoti – *Attorney, Author, Public Speaker*

Teacher Jillian Sidoti is one of the country's leading experts on Regulation A+. Since 2008, Jillian has submitted multiple Regulation A Offering Circulars to the Securities Exchange Commission for approval making her one of the few attorneys familiar with the law prior to the changes under the JOBS Act.

Ben Hammad

Board Member

32 years retail alcohol experience.

Claudia Alvarez

Communications Director

5 years managing communications.



USE OF PROCEEDS

The background of the slide features three glasses of water. Water is being poured into each glass from above, creating dynamic splashes and numerous bubbles. The scene is set against a dark blue background, and the lighting highlights the clarity and movement of the water.

“Be wise enough to know, and strong enough to handle it.”

USE OF NET PROCEEDS





Investor Presentation 2020

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