



FUEGO FINO

The New Spirit of the Alcohol Industry

Fuego Fino, Inc.

A Progressive Wine & Spirits House



WHAT'S THE NITTY GRITTY?

“Let’s get to the point, here.”

THIS IS OUR ANGLE

WE CUT OUT THE MIDDLEMEN.

No need to search for a deal; our products hit stores immediately.

WE ADD THAT SPLASH.

We take good brands and match them with great marketing.

THIS IS OUR EDGE

OUR EDGE IS QUICKNESS.

We get there faster than anyone.

OUR ADVANTAGE IS QUALITY.

That first taste becomes your new favorite.



FUEGO FINO

**WHAT DID WE
ACCOMPLISH?**



WE GAINED CONTROL OVER OUR COMPETITION

“We saw an opening, and we took it.”

BUY OUT

We purchased the assets of our former distributor

Fuego Fino Finalizes A Deal To Buyout The Assets Of Its Former Distributor

Jessica Contreras · 9 min ago · 1 min read



We added 100+ accounts
And brands in
all categories
Expansion

OUR 1/3

As Distributors we can lock-in profit margins



As a distributor
Part of that bottle
now comes to us
1/3 of all sales



SALES SOARING DURING LOCKDOWNS

“Despite 1/2 of our customers closed by quarantine, sales boomed!”

HUGE SALES GROWTH DURING QUARANTINE



Year-over-year results
**Sales Boomed During
Pandemic:
400% Increase**

AS RESTRICTIONS LIFT, SALES CONTINUE TO GROW



Current Quarterly Growth
**SALES THIS QUARTER
SURPASS LAST YEAR:
200% Increase**



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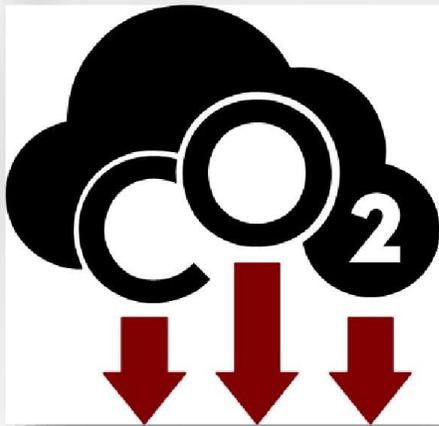
**WHAT ARE WE GOING
TO DO **NEXT?****



THE FUTURE IS US

“If given a choice, consumers will choose responsible brands.”

WE OFFSET 200,000 lbs. OF EMISSIONS



We sponsored projects
Which removed
carbon from the
Atmosphere

WE INVESTED BUILDING THE FUTURE OF DELIVERY



We are building the future
**Solar powered
Distribution
ESG 100%**



FUEGO FINO

**WHAT'S THE FULL
PICTURE?**



WHAT'S WITH THIS 'PROGRESSIVE' THING?

“Because good is not better.”

A PROGRESSIVE APPROACH

Fuego Fino (Fine Fire Company) is a planet and community- friendly wine and spirits house that specializes in developing the next high-growth product segment.

We maximize our revenue potential by cutting out middlemen and leveraging the power of great marketing to build brands in new product segments, while increasing employment in America's qualified opportunity zones and taking steps to become carbon neutral.



WHAT DID WE DO WITH THE LAST MONEY RAISED?

“Always under-promise and over-deliver.”

WE INVESTED THE MONEY IN ASSETS!

WE ACHIEVED EXPLOSIVE REVENUE GROWTH!

■ Sales Growth



WE ARE BUILDING THE AREA'S FIRST ECO-DISTRIBUTION CENTER!



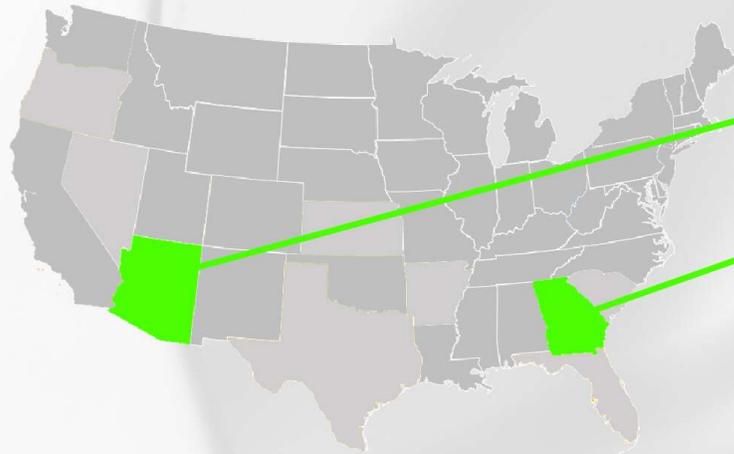


WHAT'S DIFFERENT ABOUT STRATEGY?

“We cut out the middleman!”

GOODBYE MIDDLEMAN!

WE GOT THERE FIRST: DIRECT DISTRIBUTION STRATEGY



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

POSITIONED FOR DIRECT DISTRIBUTION IN C.O.D. STATES

Fuego Fino is positioned as a fully-licensed distributor in Arizona’s cash-on-delivery market, and we are working on state licensing in Georgia.

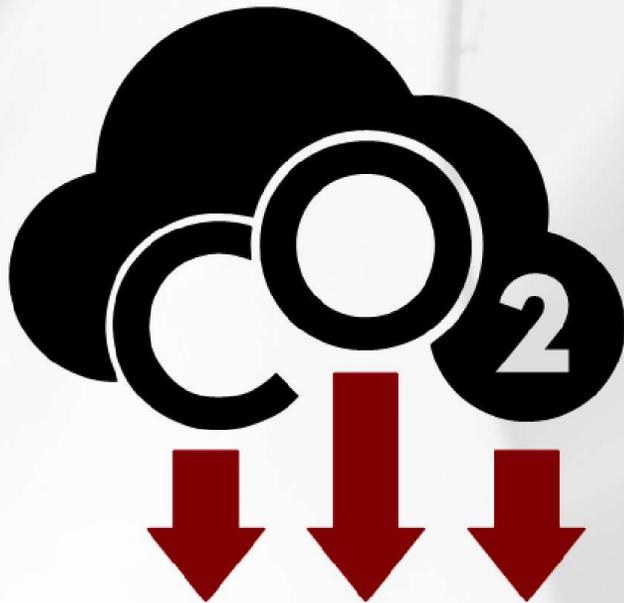


WHAT'S DIFFERENT ABOUT OUR OPERATIONS?

“We respect the environment.”

GOODBYE CARBON EMISSIONS!

200,000 POUNDS OF CARBON EMISSIONS OFFSET



“AND WE ARE COMMITTED TO DOING MORE!”



HOW DO WE PLAN TO SCALE UPWARDS?

“Be wise enough to see it, and persistent enough to achieve it.”

THE SHORT-TERM STRATEGY

INTERNATIONAL EXPANSION

Expansion of exporting capacity outside of the U.S. for bottling and packaging.

PRODUCT EXPANSION

Expansion of product categories for direct-importing clients.

PROFIT MARGIN EXPANSION

Expansion of in-house brands which have higher profit margins.

THE LONG-TERM STRATEGY

SELL OWNERSHIP STAKE

We will sell a percentage of our endorsed in-house brands to larger industry players.

EXPAND EXPORTING

International expansion of exporting capacity to other nations.

EXPAND DISTRIBUTION

Push into the remaining seven cash-on-demand markets.



WHAT ARE OUR RESULTS?

“Stop talking and let the results speak.”

WHAT WE ACCOMPLISHED

FOUNDING

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

FOCUS ON CASH

Fuego Fino focuses on Arizona’s and Georgia’s C.O.D. (cash on delivery) markets.

EXPANDING INTO WHOLESALE

Obtained Federal Wholesaler and Distributor permits in Arizona and Georgia.

2009

2011

2017

2018

2019

2020

BECOMING AN IMPORTER

The company obtains its federal license to import alcohol.

FIRST PRODUCT SHIPPED

Started shipment of products into first cash-for-delivery market – Arizona.

FUNDRAISING

Successful fundraising establishes company valuation at \$1.7 million.



WHAT'S THE COMPETITION LIKE?

“Carve out your own lane and step forward with speed.”

SWOT

● STRENGTHS

- **PRODUCT:** Established alcohol production and exportation network within Mexico.
- **LICENSING:** Fully licensed alcohol importation for U.S. and distribution for Arizona.
- **BRANDING:** Established brand management and marketing network within the U.S.
- **SALES:** Established relationships with retailers who move products directly to shelves.
- **OFFERING:** Legal and professional network in place to roll out Reg A+ offering.

● WEAKNESS

- **PRODUCT:** Lack of diversification into larger alcohol portfolio, including non-alcohol products.
- **DISTRIBUTION:** Lack of diversification to states where alcohol is on shelves. Currently have seven main states on the offering map.
- **SALES:** Need for infrastructure of corporation to grow as quickly as brands while sales are scaling.

● OPPORTUNITIES

- **BRANDING:** Ability to tap into the growth of sales related to brand influencers.
- **ACQUISITIONS:** Ability to scale upwards via acquisition.
- **PRODUCT:** Diversification into Mezcal and Bacanora products which have more room to grow.
- **SALES:** International expansion into Canada, Europe, and China.

● THREATS

- **SUPPLY:** Large producers cornering the market for agave and other spirits.
- **SUPPLY:** Lack of quality control on the part of competitors, affecting the overall Wine and Spirits market.
- **SUPPLY:** Need for wider producer relationships in order to be sure that supply lines remain open.



WHO IS LEADING THE WAY?

“We are women-led and founded, and we are not playing any games.”

MANAGEMENT TEAM



JESSICA G. CONTRERAS

Chief Executive Officer

With 10 years of experience in the industry, she has connections with both producers in Mexico and the legal team that pushed through licensing in 90 days and label approval in three weeks.



KANISHA DENNIS

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.

KEY ADVISORS



BARBARA BICKHAM

Chief Investment Advisor

Barbara represents the company to investors, key clients, and strategic partners. She also has over four years of experience in preparing and evaluating companies for private equity or venture capital financing.



SHAHID CHISHTY

Chief Strategy Advisor

Shahid has 30 years of experience with business development, finance, investment banking, strategic advisory, and venture capital/private equity. He has held positions at Deutsche Bank and Merrill Lynch.

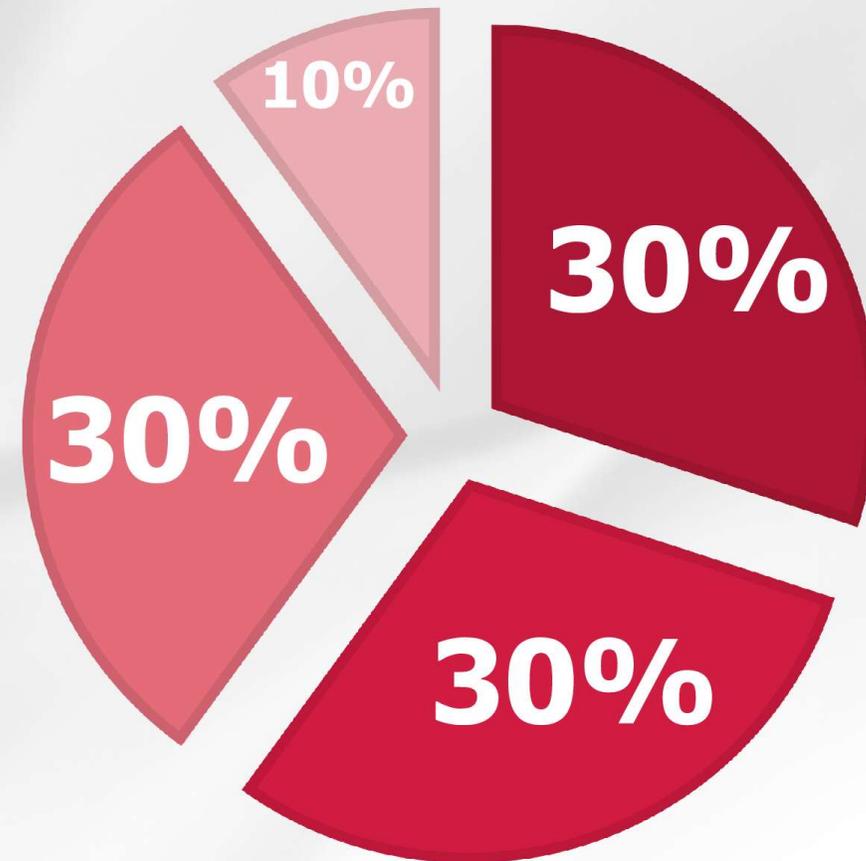


HOW WILL BE USE THE PROCEEDS?

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

USE OF NET PROCEEDS

- MARKETING
- SUPPLYCHAIN
- PRODUCTION
- ADMINISTRATION





WHAT'S OUR OFFER?

“Giving you the opportunity to join a hungry young company with an edge.”

FUNDING SUMMARY

INVESTMENT STAGE

PRE-IPO

TYPE OF SHARES OFFERED

PREFERRED A

TARGETED CROWD PORTAL

WEFUNDER

TARGETED SHARE PRICES

\$.50 | \$1.00

GEOGRAPHIC INVESTOR FOCUS

U.S.

TARGETED INITIAL INVESTMENT

\$500

PRE-MONEY EARLY-BIRD VALUATION

\$2,945,736

POST-MONEY VALUATION

\$6,628,580

USE OF PROCEED MILESTONES



Expansion of in-house product suite



Expansion of marketing partnerships with public figures



Expansion of in-house product sales' organic growth



Expansion of eco-friendly supply chain assets and infrastructure



FUEGO FINO

INVESTOR PRESENTATION 2021

221 West Hallandale Beach Blvd, Suite 336 Hallandale Beach, FL 33009

<https://www.FgFino.com>

For a full business plan and a detailed presentation please contact:

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