

INVESTOR DECK



MAISON
MARCEL



EXECUTIVE SUMMARY

COMPANY

Maison Marcel is a Delaware C-Corp founded in March 2015 by Albert Dahan. The company is based in NYC and was launched in March 2016

MISSION

Become the rosé brand of choice for multicultural consumers

PRODUCT

Maison Marcel is a unique semi-sweet rosé made in Aix-en-Provence by a top winemaker with a \$14.99 SRP.

We will soon extend our product line to other wine SKUs

STRATEGY

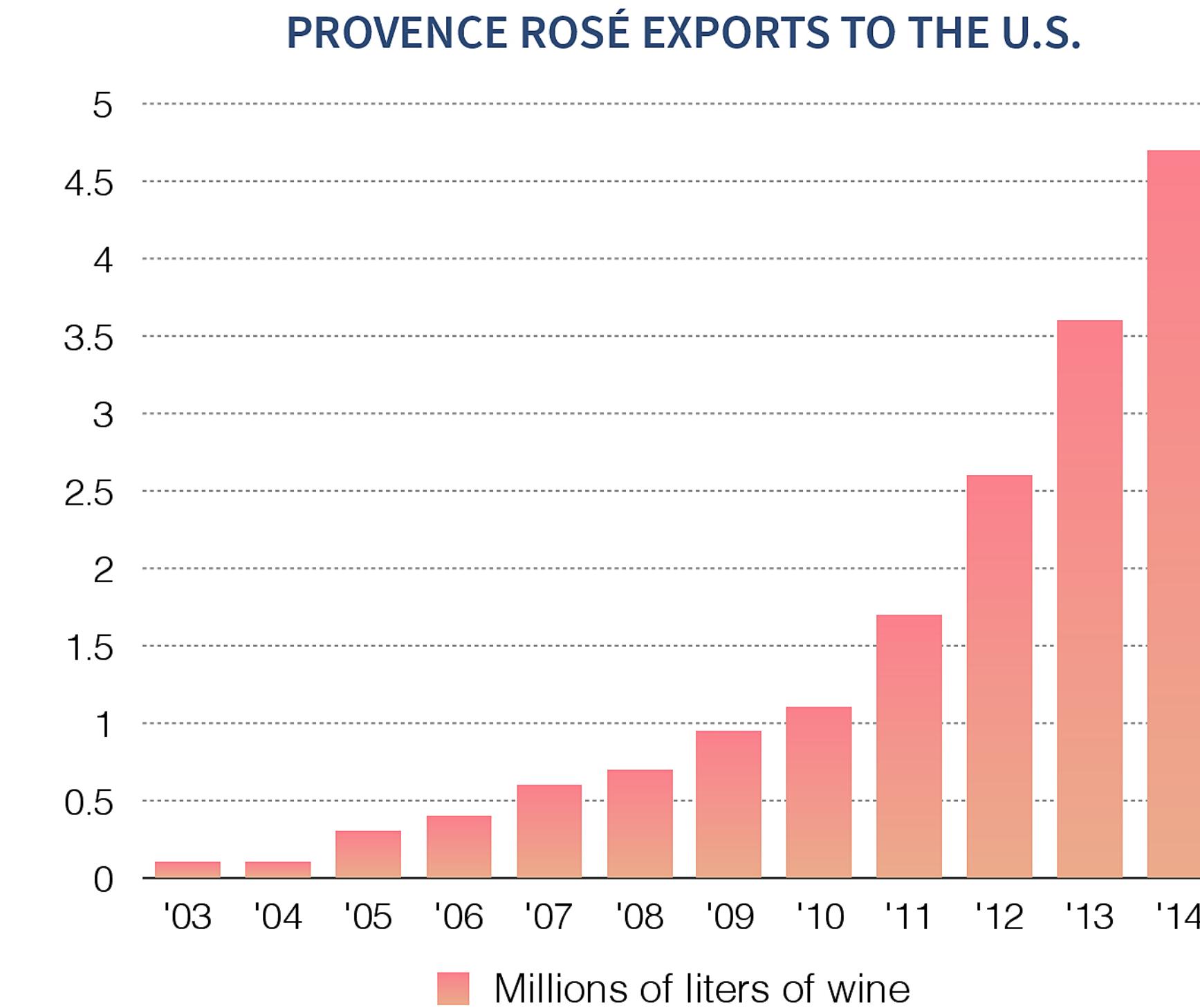
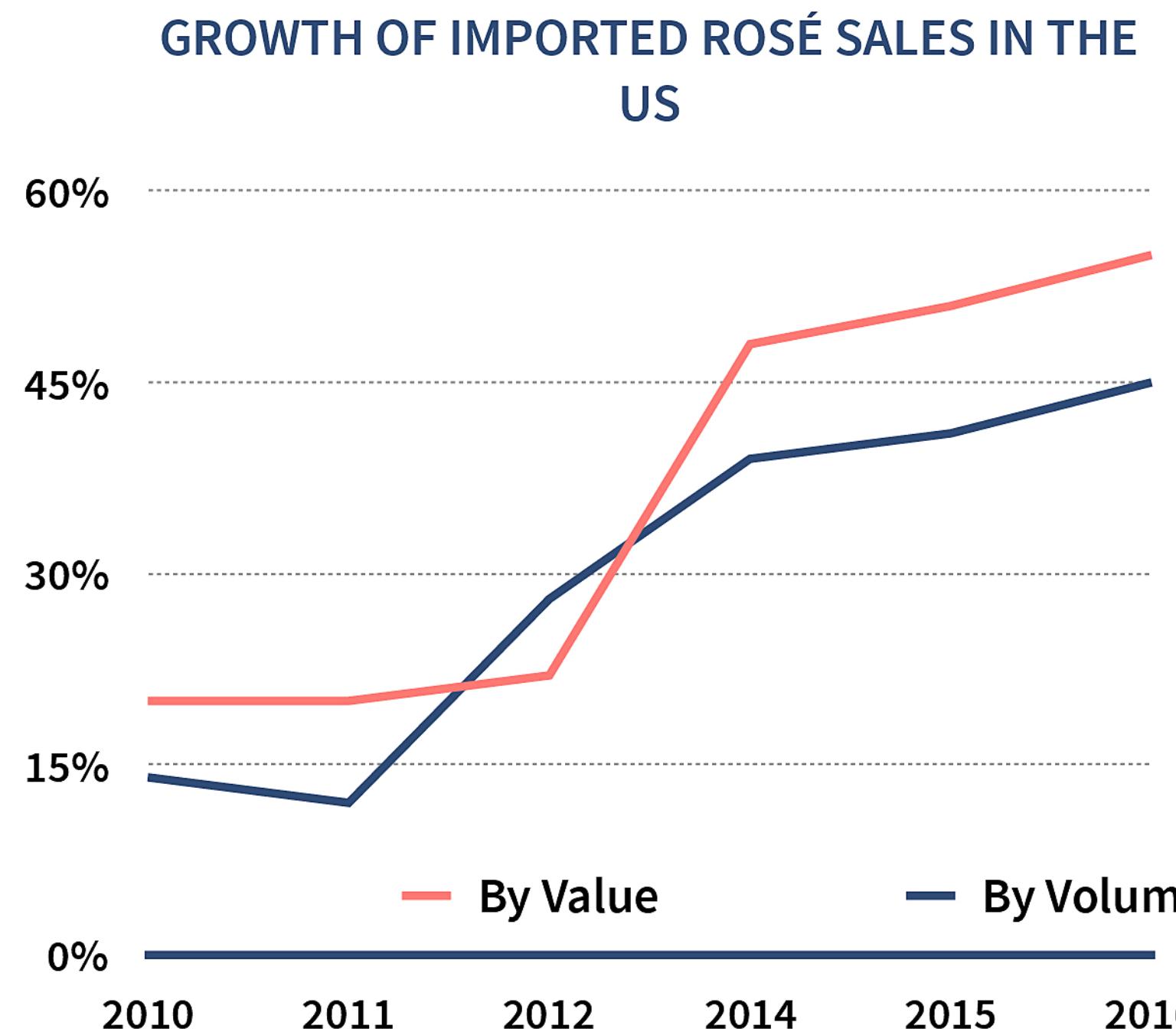
We will continue to drive sales and traction in both the on and the off-premise channels

In the off-premise, our sampling strategy will be intensified and scaled up as our in-store “taste-to-buy” conversion rate is high and has proved itself a winning strategy

In the on-premise, staff contests will be run at a larger scale. We will keep on pushing the Piscine (rosé on ice), and the product’s versatility for cocktails and sangria as well as cater to sweeter wine drinkers

THE MARKET

Rosé in the US is now a **51M case/\$3 billion market**
with imported wines leading the category



THE SWEETNESS GAP

We have identified a white space for a premium branded French rosé with a sweeter and distinctive flavor profile



TARGET DEMOGRAPHIC

In-store tastings, sponsored and mega-consumer events have lead us to pour over **20,000 consumers** and allowed us to meet our core demographic

Multicultural



Source: Nielsen

Multicultural consumers are the fastest growing segment of the population and the growth engine of the future in the U.S.

- Over **120 million**
- increasing by **2.3 million per year**
- 38% of the U.S. population

COMPETITIVE ENVIRONMENT

There are only 2 wine brands targeting the multicultural demographic



Bartenura Moscato

400k cases sold in 2015

Est. revenue: \$32M

Pro: Cult like following

Con : High sugar content



Luc Belaire Sparkling Rosé

160k cases sold in 2015

Est. revenue: \$35M

Pro: Celebrity endorsement

Con: Higher price point

OUR ROSE

Crafted with Love in
Aix-en-Provence

Perfectly balanced with
a touch of Black Muscat



Vibrant tasting notes of white peach,
litchi and elderflower

6 times less sugar than a Moscato

**Maison Marcel can be the rosé wine
brand of multicultural consumers**

GO-TO MARKET STRATEGY

Our focus is to build strong distribution and online presence

I. Distributor support

Incentive programs
(Extra fee per-case)

Depletion allowance
(discount support)

Local brand ambassadors

II. Retail support

OFF-PREMISE
Maximize in-store tastings

ON-PREMISE
Staff contests

Brunch positioning
Focus on specific *Cuisine* types:
Southern inspired, Chicken & Waffle,
BBQ, Thai, etc

III. Social media & PR

Instagram content
Influencer programs
PR stunts

STRATEGY FOCUS: TASTINGS

TASTINGS IS THE ULTIMATE GROWTH ACCELERATOR AND MARKETING STRATEGY

Over 60 tastings have been conducted in NYC which led to traction and repeat orders.

CONSUMER TRIAL



CONSUMER PURCHASE

*in-store conversion rate
over 50%*

PRODUCT ADOPTION



STORE DEPLETION

average of 4 reorder per store

MILESTONES

2016

Self-distribution launch

Proof of concept and traction

Maximized in-store tastings and event sponsorship for brand awareness

Distribution agreement in Texas

RESULTS

1500 cases sold by end of 2016

Interest from large wholesalers

Amongst top wine brands on Social Media

2017/2019

Wholesaler partnerships

Large distributors

Extend to 6 new markets in 2017 and 12 markets in 2018

Sparkling and dry SKU

Regional sales managers hire

GOALS

4,000/12,000 cases

1,000 tastings

PR Campaign

2020/2022

National expansion

Focus on large retail chains

National sales director

Local Brand Ambassador

Multiple # of SKU

GOALS

31,500/72,000 cases

Roll out in 16 then 30 states

TRACTION & AWARDS

20k+

consumer poured

2500

cases sold as of May 2017
through self-distribution

\$210k

Revenue:
82k in 2016
105k for Jan-May 2017 period



Corporate Approved
and sold by Kroger Texas



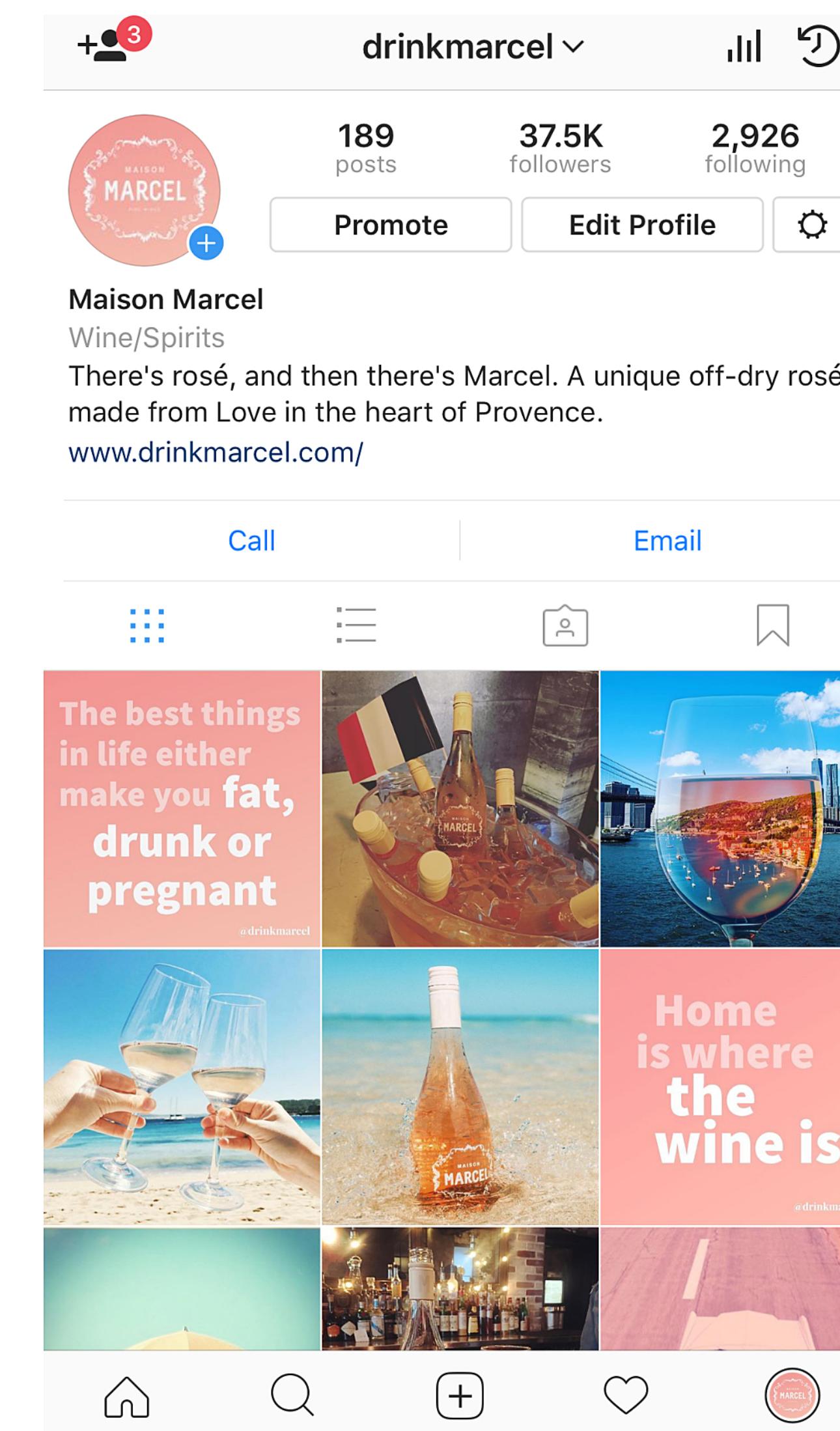
Gold medal and Class Champion
in Texas' #1 wine competition

VOTED #1 WINE TWICE AT
WINE RIOT
2016
BY 6,000+ CONSUMERS!



SOCIAL MEDIA

Maison Marcel is one of the top **rosé** brands on Instagram with **37k+ followers**



drinkmarcel

189 posts 37.5K followers 2,926 following

Promote Edit Profile

Maison Marcel
Wine/Spirits
There's rosé, and then there's Marcel. A unique off-dry rosé made from Love in the heart of Provence.
www.drinkmarcel.com/

Call Email

The best things in life either make you fat, drunk or pregnant

Home is where the wine is.



TEAM



Eric Saignes
Technical director

After spending 15 years in the region of Cognac with the prestigious Maison Laubade and Chasse-Spleen, this senior winemaker and Maitre de chaix won the 2013 gold medal for best rosé with Chateau Font DuBroc. His extensive technical knowledge and vast network of producers make Eric the ideal liaison with the Motherland.



Albert Dahan
Founder/CEO

Albert is a serial entrepreneur at the crossroads of innovation and niche markets in various industries and regions. He grew his previous fashion business from scratch to \$2.5M in less than 18 months. Albert's skill set is business development, to combine talented teams to bring ideas to life with a result-driven approach.



Vincent Biscaye
Financial Advisor

High-performing team leader and entrepreneur at heart, with background of 10+ years in financial services (Commodity Derivatives Trading) and 3+ years in Food & Beverage startups (Partner and CFO of a NY Based Organic beverage company). After a successful career in commodity trading, moved to a local juice operation and helped doubled its sales, store count and staff in 1.5 years.



Matthew Rodwick
Strategic Advisor

Director of Sales at Southern Glazer's for Pernod Ricard. Having Matt's comprehensive analysis and expertise of the market coupled with his vast industry network is a tremendous asset for the company.

APPENDIX

U.S. MULTICULTURAL CONSUMERS ARE 120 MILLION STRONG



YEAR

2,303,185

EVERY
YEAR

MONTH

191,932

EVERY
MONTH

DAY

6,310

EVERY
DAY

TIME

263

EVERY
HOUR



MULTICULTURAL AMERICANS ARE A LARGE,
YOUNG, AND GROWING SEGMENT

MULTICULTURAL GROWTH IS A PRODUCT OF
BOTH IMMIGRATION AND BIRTH RATES

PRESS & PARTNERSHIP



Hollywood Life

RESIDENT

GUEST of a GUEST



The Daily Meal
All Things Food & Drink



REFINERY29

the FASHION SPOT

BEST
PRODUCTS
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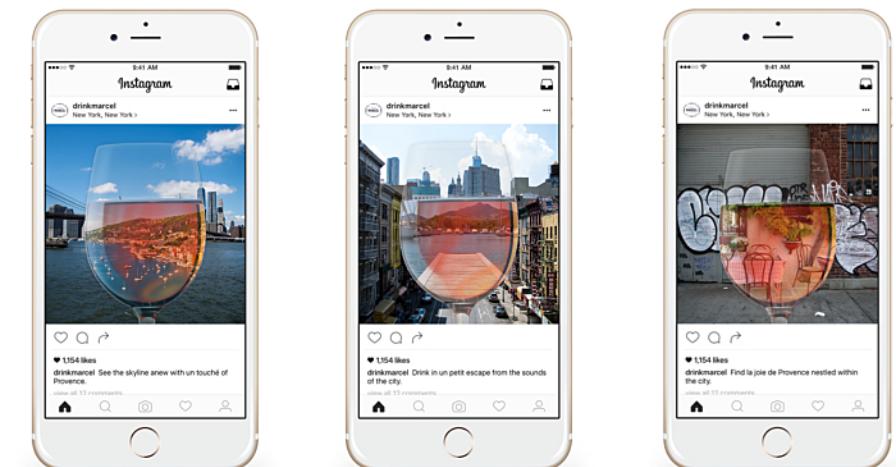
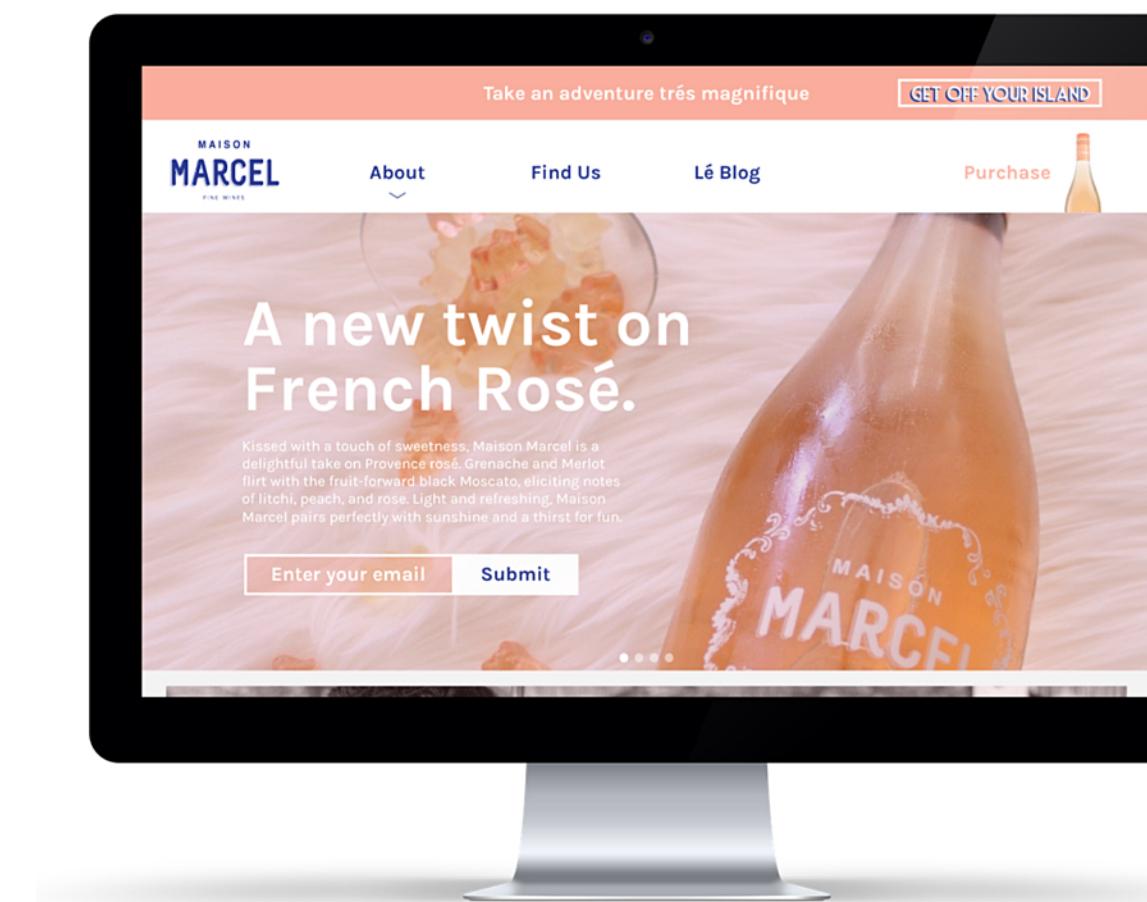
COSMOPOLITAN

BEAUTY NEWS NYC
The First Online Beauty Magazine

The logo for examiner.com, featuring a blue circular icon with a stylized human figure inside. To the right of the icon, the word 'examiner.com' is written in a grey, lowercase, sans-serif font.

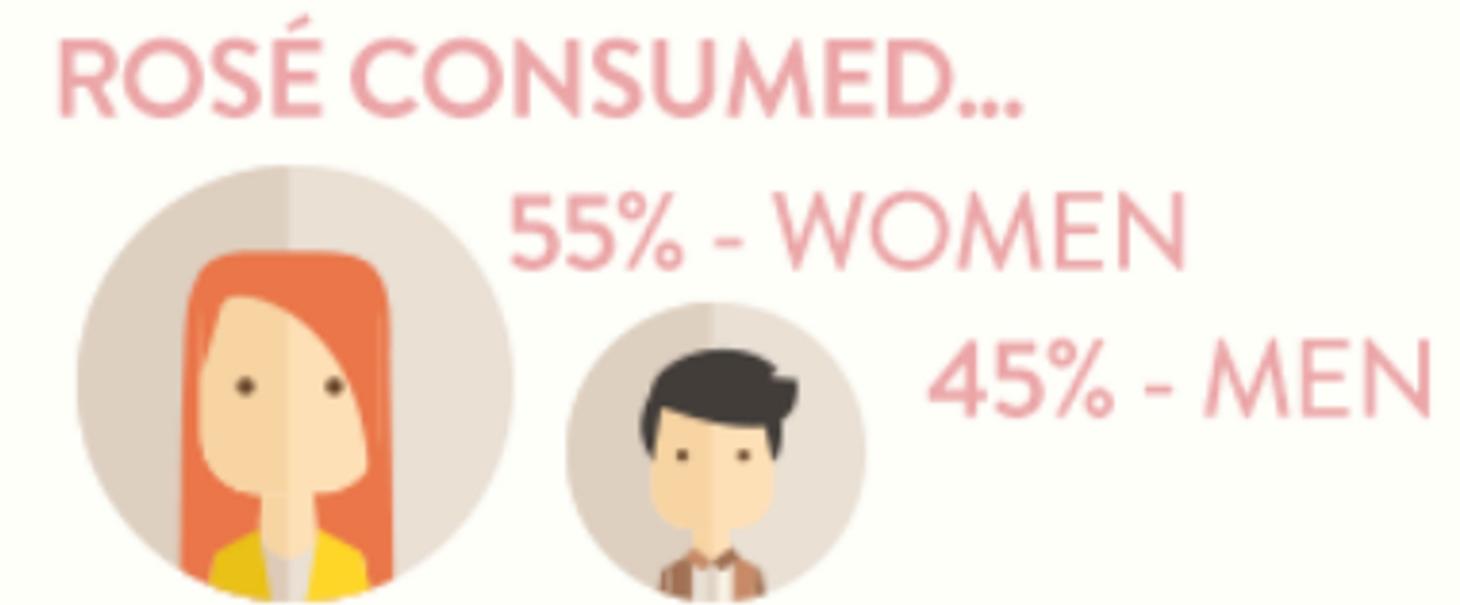
“GET OFF YOUR ISLAND”

Maison Marcel has been selected by WPP/Young & Rubicam amongst hundreds of other companies for the creation of a campaign Pro-bono



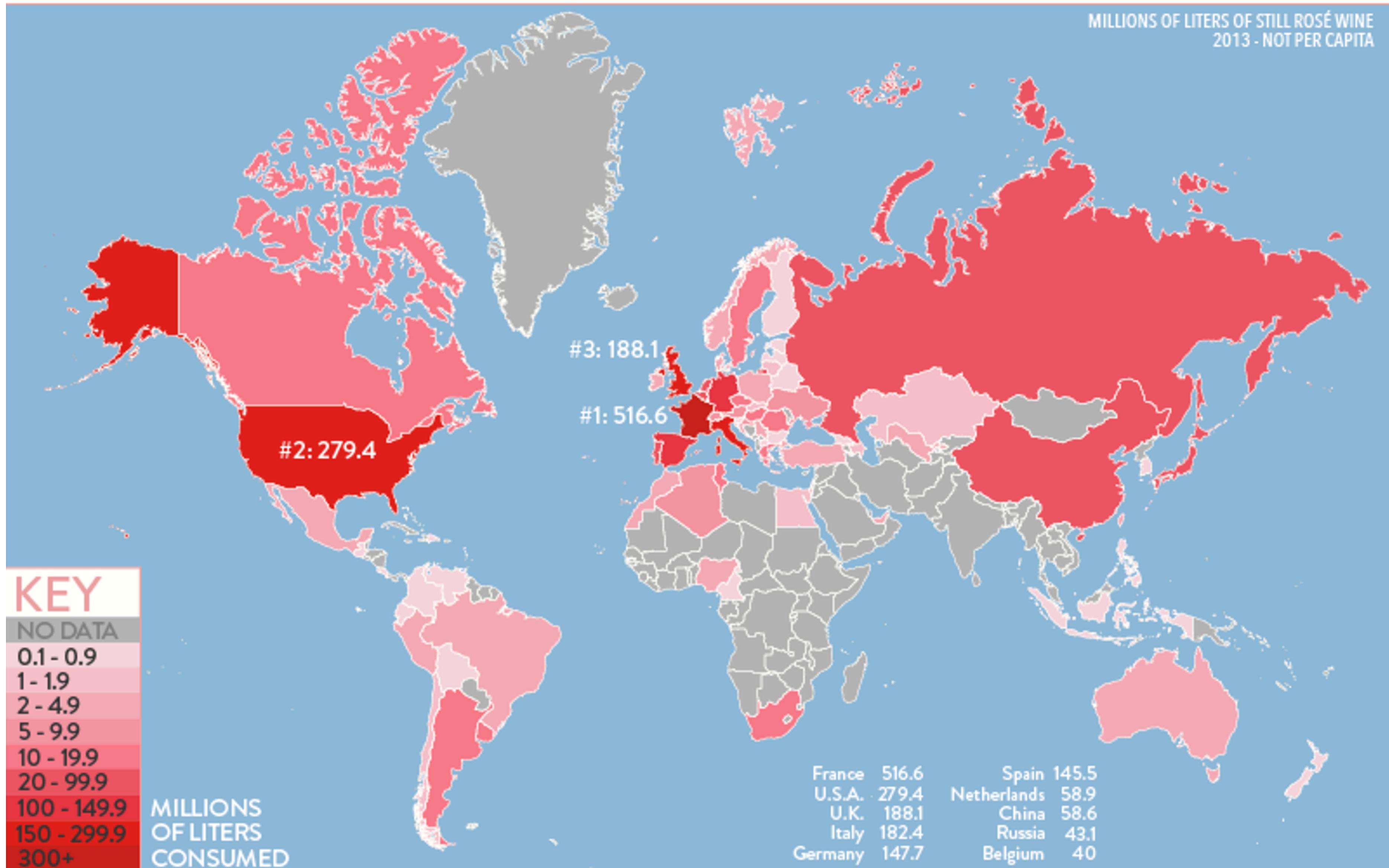


AMERICA DRINKS 13%
OF THE WORLD'S ROSÉ,
SECOND TO FRANCE!



THE COUNTRIES THAT DRINK THE MOST ROSÉ

VINEPAIR



MAP: VINEPAIR

DATA:  EUROMONITOR
INTERNATIONAL

VINEPAIR.COM

DELIGHTFUL DROPS OF
DRINKING KNOWLEDGE