



COCO NOIR

WINE SHOP & BAR

COCO NOIR WINE SHOP & BAR FOUNDERS



Alicia Kidd

Professional Experience

- Wine Entrepreneur – The Wine Noire LLC
- Wine Distribution/Wholesale
- Wine Importing/Exporting
- Wine Diversity and Inclusion Consultant
- Wine Technology Strategist



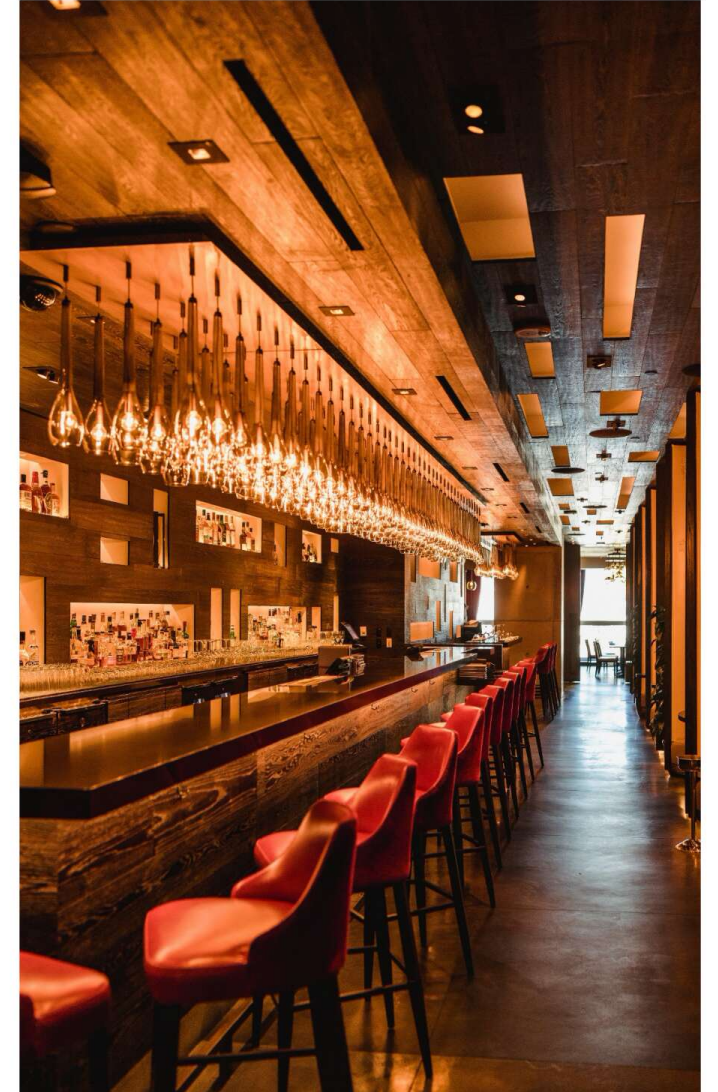
Mari Kemp

Professional Experience

- Investor/Entrepreneur
- Executive Leader Strategist
- Technologist
- Human Resource Leader – Diversity and Inclusion

OUR VALUE PROPOSITION

- We're offering a new approach to the wine industry, with in-store retail access and online platform for women and minority winemakers.
- We're offering an integrated approach to the local food economy by working with women and minority chefs.
- We will be the first wine shop establishment in Oakland, CA that sells women and minority winemakers exclusively.





TARGET AUDIENCE

- Ages 25 to 55
- Generation X and Millennials
- Local Downtown Oakland Residents: 4,600
- Atlas Residents: 100+ and growing – By the end of 2021 access to 1000 residents.
- CoCo Noir Wine Shop & Bar Customers: 200+ and growing

OUR SOLUTION

 Benefit	 How Our Solution Is Better
Women & Minority Winemakers	Our wine portfolio, both in store and online, will sell a variety of wines produced by women and minority winemakers.
Women & Minority Chefs	With on premise finishing kitchen, we will partner with local women and chefs of color to curate tapas dishes.
Technology Model	Our integrated technology model will include a mobile app, online store, and cashless point of sale.
Diversity and Inclusive Initiative	Our social impact mission is to hire diverse talent from the local community, that includes women and people of color.
Social Impact Initiative	As CoCo Noir grows and becomes profitable, we want partner with Historically Black College & Universities and create an internship pipeline program.

COCO NOIR WINE SHOP & BAR BUSINESS MODEL



**On-Premise
Wine & Food Sales**



**Exclusive
Wine Tasting**



Wine Club



Private Events



**E-Commerce
Sales**



Mobile App Technology



Local Delivery



Wine Distribution

OUR COMMERCIAL LOCATION





COCO NOIR WINE SHOP & BAR PARTNERSHIPS



INVEST IN COCO NOIR WINE SHOP & BAR

Bringing culture and community to the wine industry!

COCONOIRWINE.COM OAKLAND CALIFORNIA





INVESTMENT CROWDFUND OFFERING

- CoCo Noir Wine Shop & Bar has partnered with Wefunder and launched our campaign on 9/8 and raised \$70K
- In our seed round we are seeking to raise up to \$1.07M max, with a minimum of \$50K.
- Offering Revenue Share Term
- Revenue Share Percentage 4%
- Revenue payments are Quarterly 4-times a year
- Revenue payments starts in 2nd or 3rd of Quarter 2022
- 2.0x multiple payback
- Estimate Repayment Schedule | Min 6.25 years at \$250K Raise, - the repayment terms could change based on a higher raise amount. The repayment terms could extend beyond 6.25 years, as we get closer to our maximum raise of \$1.07M. Please refer to the revenue share document for repayment terms.



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