



vin social

THE GRAPE TO GLASS EXPERIENCE

hey, hi, how are ya?

MEET SARA MOLL, FOUNDER & CEO

- Former Creative Director in fashion
- 8 years in the wine industry
- Certified Sommelier
- Certified Specialist of Wine
- WSET Level 3 with Distinction
- Valedictorian International Culinary Center



Hospitality at Scale

Vin Social scales the human touch of hospitality in the virtual world.

Cultivating important business relationships has taken a big hit.

Dinners, box seats, and intimate gatherings are the second language of commerce.

Companies are failing to solve for it.

Zoom fatigue has led to a sharp drop-off in attendance to most virtual gatherings.

We deliver a 89% average attendance rate.

Our unique virtual hospitality experience drives curiosity about the event and delivers a premium experience to guests.

“Software companies are experimenting with virtual events with one goal, to create digital networking opportunities that rival physical events.”

- trends.exchange



Let's have a Vin Social



Small Batch, Diverse
Wineries & Distilleries

A customizable and beautiful gift box

We source sustainable products from small-batch makers.

We leverage the maker's DTC license to deliver a gift box directly to attendees' homes prior to the event.



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A stimulating experience for the top 10% of consumers

We deliver a premium digital edu-tainment experience to "warm up & wine up" the audience, positioning our clients for success.



Expert Talent
Our Sommelier Hosts

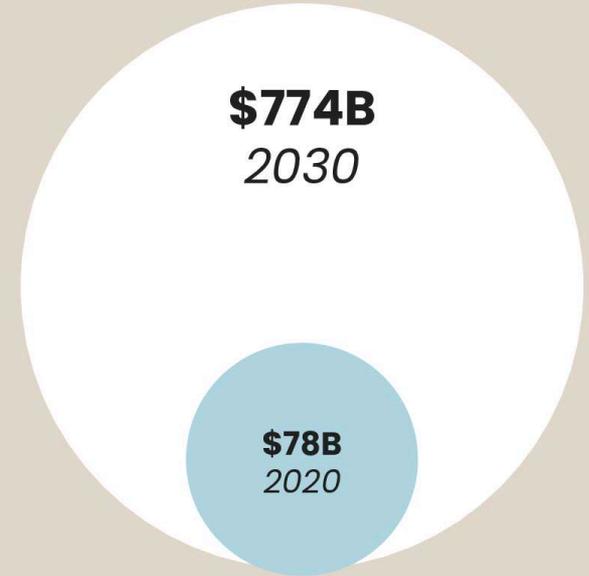
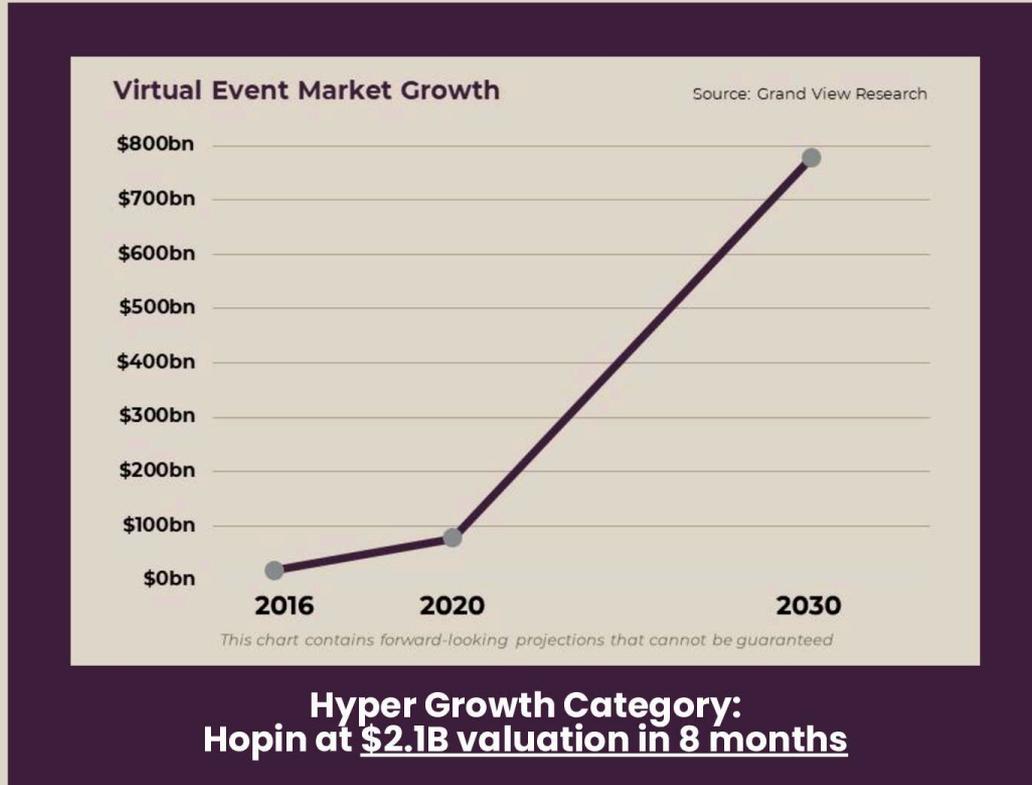
An entertaining expert host

Each Vin Social is hosted by one of our own wine educators (only 20% of applicants are selected).

Hosts are skilled on-camera storytellers who move the audience from passive participant to interaction.

A New Category: Virtual Corporate Hospitality

All virtual events categories are directly served by Vin Social's current business model.



B2B2C business model



Virtual Hospitality

\$650K+

in revenue since July 2020 launch

#1 source of revenue

Renewals & upsells

#1 source of client acquisition

attendees of our events



Corporate Gifting

Attendees want more.

After the event, attendees can make personal purchases of the products we provide directly from us.

This strengthens our #1 acquisition channel: bringing us to their own companies to host a Vin Social.



Product Subscriptions

"Vin Social is like pushing the Easy Button."

- Client, VP of Sales

"There wasn't one dull moment (that never happens!!)"

- Attendee

"An amazing experience."

-Client, Field Marketer

We are an alternative & innovative online DTC channel for small-batch makers.

Higher margins. Brand amplification. Direct access to customers.



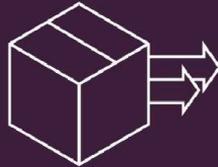
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Vin Social creates event registration page and Client invites their guests



2

Vin Social provides wines and spirits, expert talent, and virtual event production expertise



3

Vin Social ships products and educational materials to all attendees in advance



4

Attendees join the experience from their computer, tablet, or phone



5

Attendees have a collective experience no matter where they are located (US only).



6

Small batch makers form relationships with premium consumers via Vin Social

Our mission is to support sustainable, small-batch wineries.



Together, we can support 10,000+ small businesses:

- Traditional sales channels require a 50% to 80% margin hit.
- Up to 50% of revenues lost due to tasting rooms closures
- 11% of revenues lost due to restaurant closures

Our makers are

- Diverse
- Passionate
- Purpose-driven
- Small business owners
- Sustainable/Organic/Biodynamic

cheers.
let's raise a glass.

Give a gift box or **host** a Vin Social with us!
sara@vinsocial.co

