

The first Pisco brand for the USA, by the first Chilean Woman Founder in history.



catanpisco.com Forest Park, IL [in](#) [▶](#) [f](#) [@](#)

Female Founder

Food & Beverage

Highlights

- 1 ❤️ First pisco brand for the US Market, by the first Chilean woman founder in history
- 2 📈 Since market launch, we have had 100% growth from year 1 to present
- 3 🏆 After entering first spirits competition, CATAN PISCO took home Best in Show & Double Gold Medals
- 4 ✨ Currently distributed in 4 markets. Consumer reach of 32 states and Cayman Islands coming soon
- 5 🇨🇱 Recently launched in the Chilean Market as the first Female Owned & US pisco brand 🍷👏
- 6 🏆 WBENC certified, Female minority owned, LGBTQIA+ brand, and Fair Trade Certified Vineyard
- 7 🏆 Currently #1 pisco brand sold in Binny's, the largest beverage retailer in Illinois
- 8 🍷 1% of sales goes towards CATAN H2O, our philanthropic arm, to help fight the water scarcity crisis

Featured Investors



Carol Faith
Syndicate Lead

Follow

Invested \$20,000

"From the moment I met Catalina, I knew she was extremely passionate with incredible grit. Her big business plan was just an idea at the time, and now 5 years later, she is making it happen! I never doubted her and knew she would bring CATAN PISCO to the Market just as she planned. I truly believe the spirits world is now finally ready for CATAN PISCO and if there was any woman to break open this category in the US Market, it is 110% Catalina. Not only is her PISCO an exceptional spirit (awarded BEST IN SHOW with multiple gold winning medals), but her vision and unwavering determination is a force not to be reckoned with. Investing in CATAN is a true testament that the Jockey is just as important as the Horse."

Other investors include [Brian Michael Stack](#), [Robert Paul](#), [Greg Russell](#), [Roxanna Gaete](#) & 30 more

Featured Investors

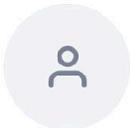
Brian Michael Stack

Robert Paul

Greg Russell

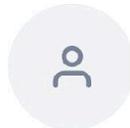
Roxanna Gaete

Carol Faith



Brian Michael Stack

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Robert Paul

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Our Team



Catalina Gaete-Bentz Founder & CEO

First Chilean Female Founder of America's First Pisco Brand, Catan Pisco. Current valuation \$2.1M. Hospitality industry expert. MPA from CSULB.



Brian S Advisory Board Member/Investor

VP of Engineering. 25 years of startup and enterprise experience and holder of several US patents. The multi-awarding winning Catan Pisco will become a must have premium brand in every establishment.



Greg Russell Advisory Board Member/Investor

Technology entrepreneur and 20+ year CEO of a five time Inc. 5000 software company serving Fortune 500 clients. Catan is a game-changer in the world of Pisco, with a quality and authenticity that is unmatched by any other product in the market space.



Robert Paul Advisory Board Member/Investor

Over 45 years of practicing law. Successful restaurant & bar owner. Spirits enthusiast with worldly knowledge and enjoys the unconventional in the spirits market. Sought out Catan Pisco as one of the next upcoming brands in the US Market.

Pitch



BRIEF OVERVIEW

Description

The first pisco brand for USA by the first Chilean woman founder in the history of Chile. First pisco recipe to be distilled from 100% the PX grape.

Expression

Catan Pisco Reserve, 40% Alc. by Vol. 750 ML, 6 Bottle Per Case Format

Origin

Ovalle, Chile. Denomination of Origin (D.O). Coquimbo



MISSION, VISION & PURPOSE

Mission

To satisfy the world's curious palate through a quality product, cultural connectedness and social consciousness, one meaningful toast at a time.



Vision

To connect the spirit of the South with our neighbors of the North.



Purpose

Pisco with a Purpose: 1% of our sales is being dedicated to help fight water scarcity, as water is currently privatized in Chile.



INDUSTRY PROBLEM



Subjective Problem

While the cocktail culture has become more and more pervasive, pisco has yet to emerge as an essential spirit. The prohibition is partly to blame for the lack of pisco presence and knowledge in the US market, as well as the absence of a brand made for the USA...until now.

Objective Problem

Industry inequality: In our current economy, the US spirits & alcohol industry continues to be male dominated. Women founded and owned businesses only represent:

- 4% of revenue
- 3% of having received venture-funded opportunities
- 2% of reaching 1 Million in Revenue



THE SOLUTION CATAN PISCO

THE FIRST PISCO BRAND FOR THE USA, FROM THE FIRST CHILEAN WOMAN FOUNDER...IN HISTORY.

"The absence of pisco in the US market was the answer to my sought out opportunity...and so, I sold my house and invested in turning my deepest dream into this reality."

-Catalina



WHAT IS PISCO?



SPIRIT

Pisco is the National spirit of both Chile & Peru. Pisco is made from distilled grapes. Pisco is an organic, gluten-free, carb-free, & naturally vegan spirit with antioxidants produced and farmed from our Fair Trade Certified partners in Chile.

FLAVOR

Pisco is made (distilled) from grapes, but do not be mistaken: pisco is **not wine**, (fermented). A common comparison is: "If Vodka and Tequila had a baby." Pisco has the versatility of a vodka, yet the upscale aromas and vast complexity of a premium tequila.

PROFILE

CATAN guides you through a sensory ride, first with notes of peaches in honey, berries, tangerine and ripe melon, then balanced by the softness of floral aromas like magnolia, orange blossom and rose water, before a silky-smooth and gentle finish.



OUR TEAM



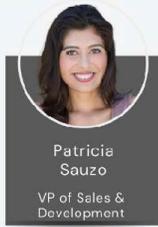
Catalina Gaete-Bentz
Founder & CEO
"The Pisco Girl"

- MBA, CSUEB
- CEO/Chief Everything Officer
- 10+ Sales and Marketing in startups and corporate
- 20 Years in Hospitality, Industry Business Development
- *Unwavering Entrepreneur For Life*



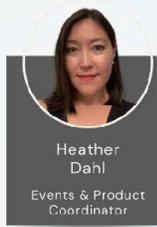
Julio Pedro Gaete
Director of Operations

- Engineering Degree, University of Santiago de Chile
- Operations and relationship management in Chile
- 10+ Years, Santander bank
- Conflict resolution specialist
- *The Pisco Girl's Uncle and Indispensable*



Patricia Sauzo
VP of Sales & Development

- MBA, University of Phoenix
- Sales and product development
- Business transaction
- 3+ Year in IT project and products management
- *Natural Chilean Saleswoman*



Heather Dahl
Events & Product Coordinator

- MFA, Manhattan School of music
- 15 year career as a professional clarinetist
- Event and brand activations
- Products sales and placements
- *Catán Pisco Devotee*

OUR TEAM



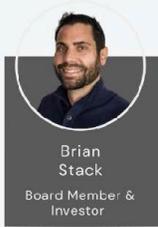
John Alverardo
Chairman

- MBA, University of Notre Dame
- 20+ years of industry experience
- SVP Brand Marketing Keurig Dr Pepper Inc.
- 14 years SVP Marketing Constellation Brands
- *Beverage Brand Guru*



Bob Paul
Board Member & Investor

- JD, Chicago Kent College of Law
- Risk Etcetera Tax Attorney
- Restaurant and Bar owner
- Active investor and brand activist
- *Spirits and Beer Aficionado*



Brian Stack
Board Member & Investor

- MS, Computer Engineering UC Irvine
- 25 years startup and enterprise experience
- Experian Consumer Services
- 3X Experian Investor
- *The Catán thought-leadership man*



Greg Russell
Board Member & Investor

- MS, Roskilde Polytechnic Institute
- 20 year CEO & Co-Founder of MAIANCE, a five time Inc. 5000
- Technology entrepreneur
- Global Media Rights Management
- *Pisco enthusiast and optimist*



Roxanna Gaete
Investor

- BA, Universidad Católica de Chile
- 30 Years Kaiser Permanente, Physical Therapist
- 7 Years Sales for Philips-Medical
- *Ultimate motivator, muse and influencer.*

CURRENT DISTRIBUTION & REACH



AWARDS & ACCOLADES



FORBES FEATURES

Forbes



Meet the Woman who Launched Americas First Pisco Brand

[Link for full article](#)

Forbes



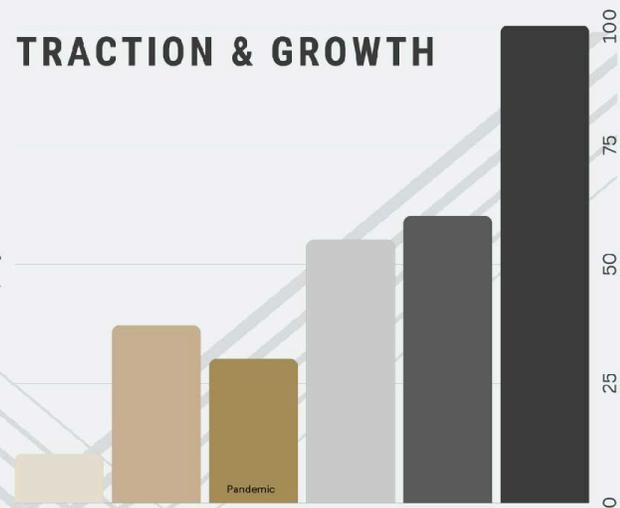
9 Women In Spirits Share Their Biggest Challenges, Future Goals And Role Models Ahead Of International Women's Day

[Link for full article](#)

OUR TRACTION & GROWTH

CATAN PISCO's Founder continues to be the **ONLY** full-time employee. Revenue numbers represent a steady growth with a fully validated product and market entrance concept with her sole efforts in balancing sales and running the company.

■ 2022
■ 2021
■ 2020
■ 2019
■ 2018
■ 2023 (projection)



Forward-looking projections are not guaranteed. Y-axis is growth compared to first year in market.

PISCO PLACEMENTS

KEY ACCOUNTS



COMING SOON



IN THE WORKS



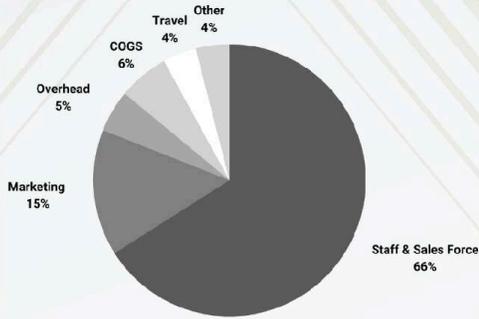
HOW WE COMPARE

Brand	Price
Pisco Blanco in Market	
Pisco Capri	\$19.99
Pisco Control	\$22.99
CATAN PISCO	\$25.99 - \$37.99
Kappa Pisco	\$30.99
Pisco Porton	\$44.50

On Shelves in Walmart	X	X	✓	X	X
WBE Certified/Woman Owned	X	X	✓	X	X
U.S Based Business	X	X	✓	X	X
Entrance in U.S.A. Strategy	X	X	✓	X	X
Fair Trade & Organic Certified Vineyard	✓	X	✓	X	X

HOW WILL WE INVEST OUR CAPITAL?

A hyper focus on sales force expansion to increase our national and international brand footprint for aggressive revenue growth



STRATEGIC PRODUCTS & PARTNERS



CATAN PISCO COCKTAIL KITS

The worlds first pisco sour kits are officialy live in the market, as we have teamed up with FEE BROTHERS to make this possible for annual gifting.



CATAN PISCO PRIDE BOTTLE

PISCO 4 PRIDE is our official annual pride campaign and we will be releasing limited edition PRIDE bottles in 2024 (with pre-orders coming soon!)



SETTLERS OF CATAN COLLAB

This very strategic partnership was 3 years in the making. Settlers of Catan and Catan Pisco have teamed up for cross marketing and future products that are currently in the works.



CATAN PISCO GRAND RESERVE

Our big secret is coming out and we are currently aging our next SKU. Catan Pisco's Grand Reserve is currently aging in French Oak Barrels and that's all we can say for now...



HIRE DRAGONS FOR CATAN

As we continue to expand our distribution in the US, we have teamed up with Dragon Spirits for on-premises tastings and activations with their industry sales experts team.

COMMUNITY

Before we seek funding through traditional VC opportunities, our Founder wanted to first invite her community to officially join her CATAN FAMILY.



CHAMPIONS

Not only will the investment grow our brand vision, but having each investor as a CATAN BRAND CHAMPION will be a powerful strategy in growing our segment together.

THANK YOU & SALUD!

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