



INVEST IN **FRANZESE WINE**

A rapidly growing wine from the world's first vineyards with a compelling story of transformation

franzesewine.com

Roseville, CA



Alcohol & Vice

Distillery & Vineyards

Highlights

1

Unique wine from the World's First Vineyards

2

Big online and social media reach with over 2 million followers

3

Solid potential exit based on forecast growth in the wine and spirits category (not guaranteed)

Featured Investor



Elliot Burton

Invested \$50,000 

Follow

Syndicate Lead

Golf enthusiast

"The uniqueness of Franzese Wine from Mount Ararat, Armenia, the worlds oldest vineyard, has been developed to be customer centric and importantly, reflective of a story, resonates with myself & purchasers, this is not the only part of their success to this point however, with Mr Michael and Sam's commercial acumen, combined with the product itself, creates a strong synergy, it is very hard to find such a powerful synergy and is the perfect recipe for a successful venture. Mr Michael & Sam have strategic vision, entrepreneurialism and continuous eye for growth which is attractive for investors & is evidenced in their expansion over the past 18 months. I feel honoured to be involved with this and be part of the journey and am very excited for what the future holds."

Our Team



Samvel Hakobyan Co-Founder and CEO

Entrepreneur, Marketer, and Operator. Creating a Movement Beyond the Bottle



Michael Franzese Co-Founder

2nd biggest money maker in mob history after Al Capone, making \$8M a week. Found God and turned life around, and now shares the story of Transformation across the world

Franzese Wine - A Sip You Can't Refuse

From Mobster to Winemaker: A Story of Second Chances

Michael Franzese was once one of the most powerful mob bosses in America — a made man in the notorious Colombo crime family, generating tens of millions per week. Today, he's a transformed man: a faith-driven entrepreneur, bestselling author, and motivational leader who traded a life of crime for a life of purpose.

Franzese Wine isn't just about pouring great wine. It's about pouring meaning into every bottle. It's about legacy, redemption, and rewriting your story.



**MOST WANTED WINE FROM
THE MOST WANTED MAN**

Michael Franzese

- FORMER MAFIA BOSS
- WORLD RENOWN SPEAKER
- A TESTAMENT FOR TRANSFORMATION

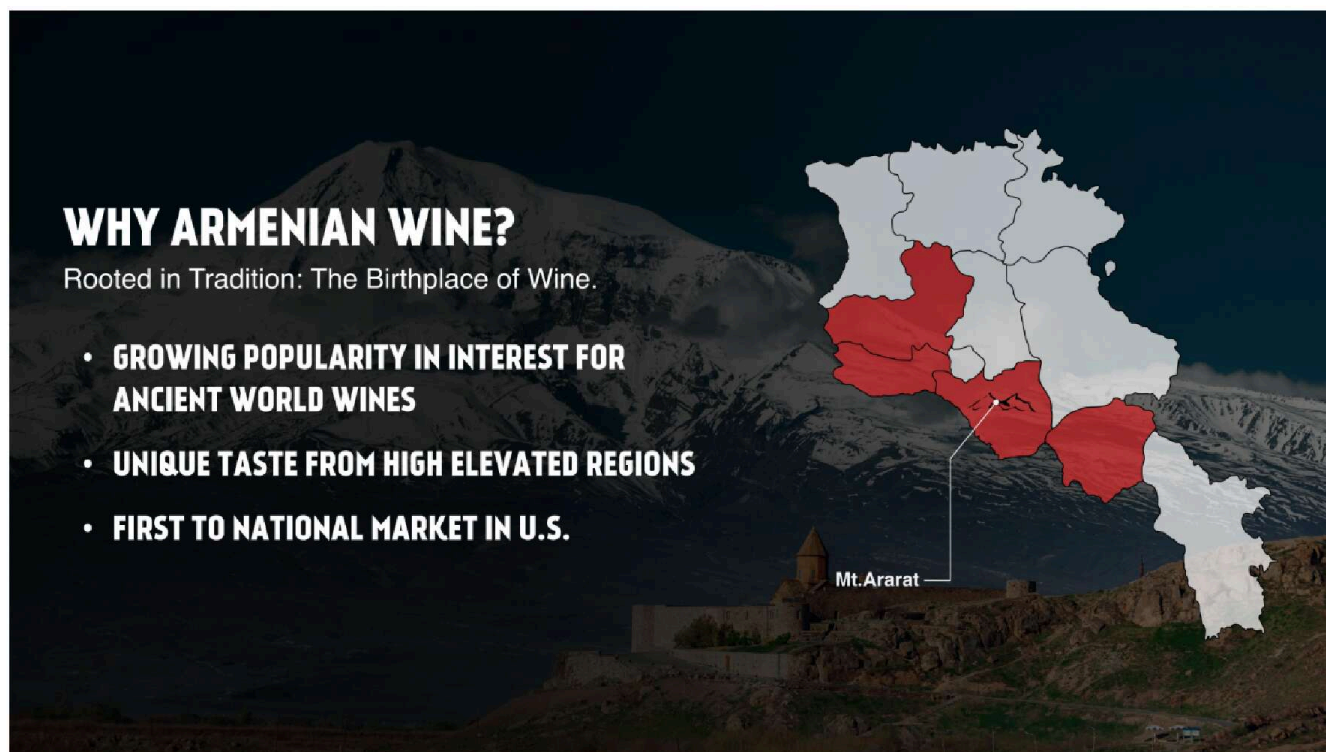
Our Wine Comes From the Birthplace of Wine Itself

WINE TASTE

We chose Armenia because it's the **birthplace of wine**. Over 6,000 years ago, in the Areni-1 Cave, the world's oldest winery was discovered — complete with ancient fermentation vats and grape residue.

The indigenous **Areni grape** has survived centuries of change, growing in volcanic soil and producing bold, expressive wines with deep historical roots.

By sourcing from Armenia, we're not just making wine — we're reviving the **original winemaking tradition** and honoring a land where the story of wine began.



A Movement of Transformation, Legacy, and Redemption

Franzese Wine is more than just a wine company. It's a **mission-driven lifestyle brand** with a story that resonates. Michael's personal transformation is central to everything we do — because we believe everyone deserves a second chance. Our community is growing fast — wine lovers, fans of Michael, and people seeking purpose are rallying

...the story, that's why, with \$0 marketing spend, we've reached 2 billion people behind this message.

With \$0 marketing spend, Michael Franzese has reached over 2 billion people — thanks to his captivating life story and magnetic presence. His rare perspective and authenticity make him an ideal podcast host and a powerful storyteller, drawing in millions organically. This widespread interest in his journey creates built-in visibility and free promotion for Franzese Wine, making it a brand people are naturally drawn to and curious about.

BEFORE AND AFTER OUR LAST WEFUNDER CAMPAIGN

MEDIA AND ONLINE REACH

Michael's compelling story of fame, prestige, love and fear has been featured throughout the country on high profile media, as well as youtube and other social media platforms.

MICHAEL HAS BEEN FEATURED ON THE FOLLOWING NETWORKS:



PODCASTS AND ONLINE APPEARANCES



Insider
13M+ Views



Mike Tyson
12M+ Views



BuzzFeed
40M+ Views Combined



DJ Vlad
20M+ Views Combined



Valuetainment
20M+ Views Combined



Soft White Underbelly
5M+ Views

and many more...

Michael Franzese
(managed by Franzese Wine)



Current Subscribers

1.6 MILLION+

Total Views

1BILLION+

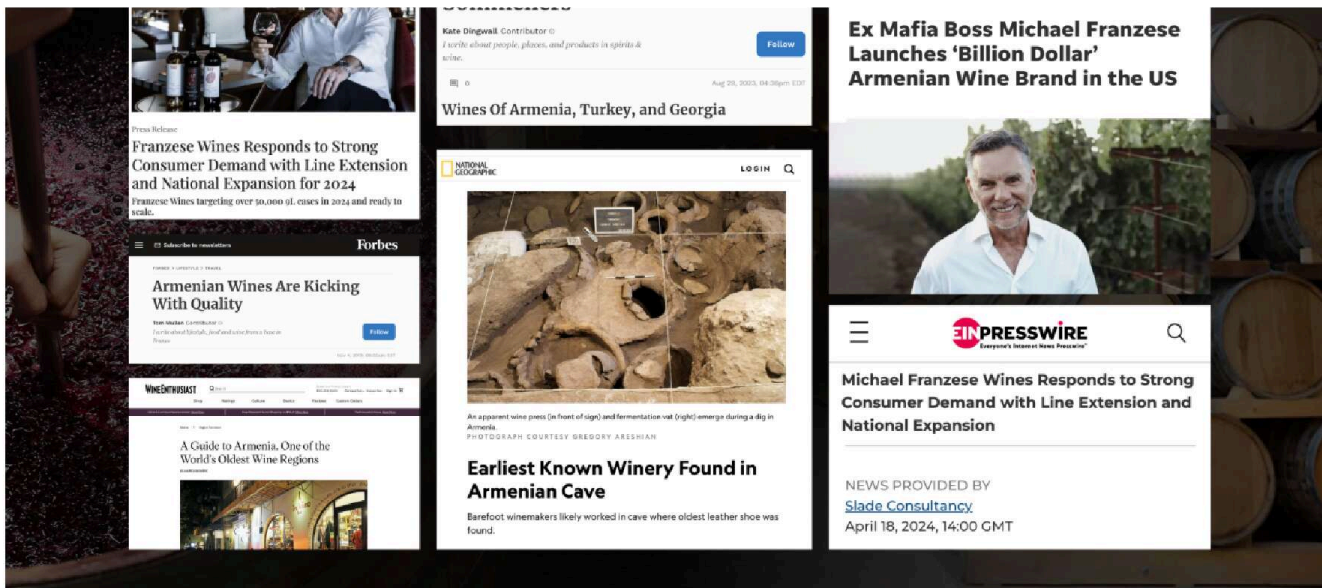
Social Media Followers

900K+

Impressions:

2BILLION+







A Huge Growth in Just One Year

We've already launched nationally acclaimed wines, built a thriving DTC (direct-to-consumer) channel, and are now expanding into retail placements and events, including virtual wine tastings with Michael himself.

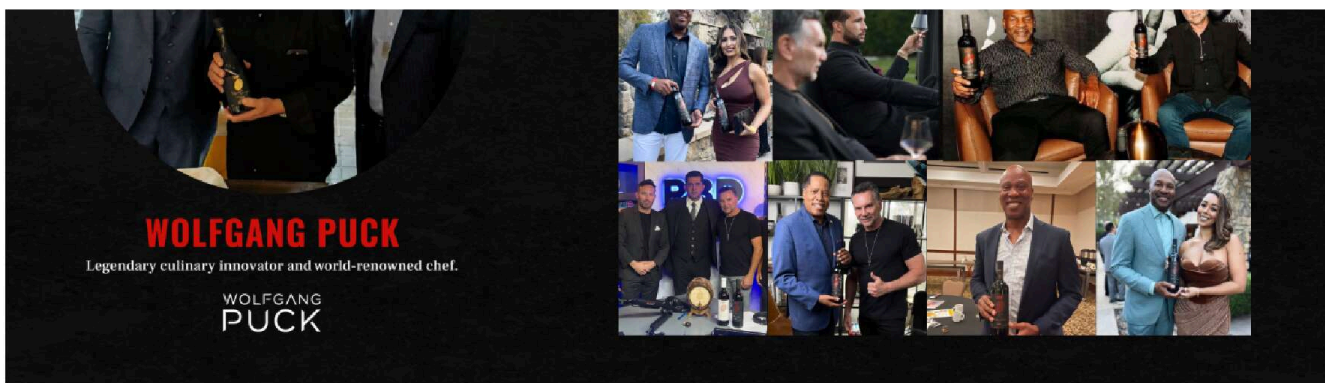
MORE THAN WINE - IT'S A MOVEMENT

- RAPID SOCIAL MEDIA GROWTH
- DEVOTED FANS AND CUSTOMERS
- GROWING AFFILIATE PROGRAM



PRAISED BY TITANS



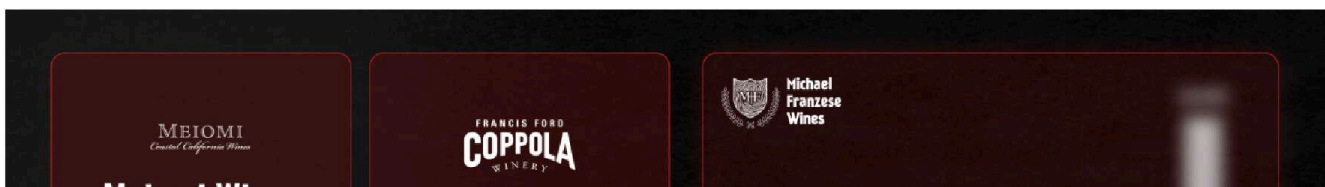


Other successful exits and valuations similar to us

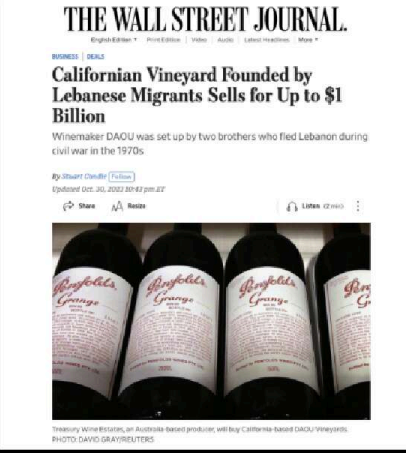
The wine and spirits industry has seen massive exits and valuations, especially when backed by powerful storytelling and strong personal brands. **Meiomi Wines** exited for \$315M just seven years after reaching \$5.6M in revenue. **Francis Ford Coppola Winery** reached a \$500M exit over a decade. **Empathy Wines**, co-founded by Gary Vaynerchuk, hit a \$100M acquisition in only three years. Meanwhile, **Robert Mondavi Winery** reached a \$1B exit, proving that legacy and craftsmanship still dominate.

In the spirits world, **Teremana Tequila**, founded by Dwayne "The Rock" Johnson, reached a valuation as high as \$4B, while **Aviation Gin**, partially owned by Ryan Reynolds, sold for \$610M at ~24x revenue. Even niche wine brands like **DAOU Vineyards** have seen billion-dollar headlines. These exits show the explosive potential in the space when you combine **authenticity, brand power, and cultural relevance** — a combination **Franzese Wine** is uniquely positioned to capitalize on.

Disclaimer: These examples are for industry context only. Any projections or comparisons are forward-looking and not guarantees of Franzese Wine's future performance.



Metolmi Wines Revenue: \$5.6M Exit: \$315M in 7 years	Francis Ford Coppola Revenue: \$23.9M Exit: \$500M in 10 years	JOIN THE WEBINAR TO SEE OUR NUMBERS INVEST.FRANZESEWINE.COM
EMPATHY^W Empathy Wines Revenue: \$5M Exit: \$100M in 3 years	ROBERT MONDAVI Robert Mondavi Winery Revenue: \$66M Exit: \$1B	

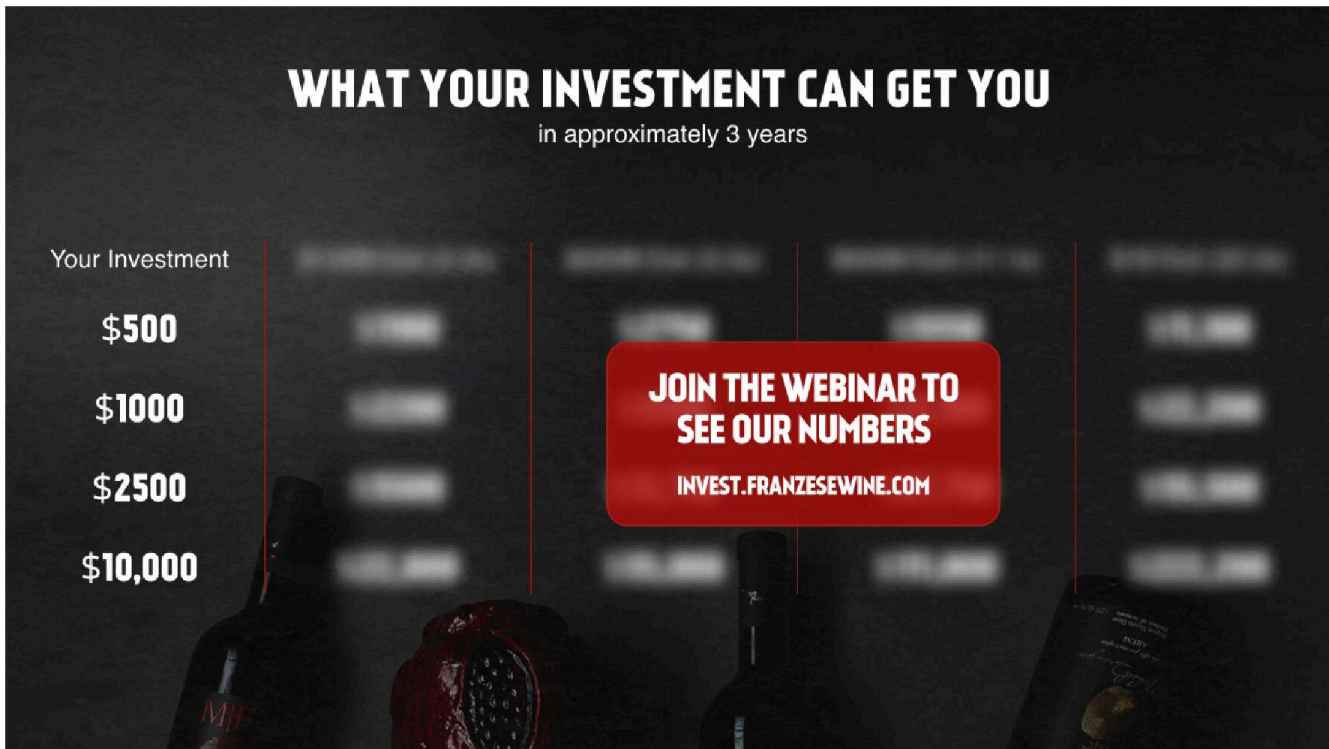
 <i>Founded by Dwayne "The Rock" Johnson</i> Teremana Tequila Stake Buyer: Jägermeister Year: 2022 Estimated Valuation: As high as \$4 billion Valuation Multiple: 25x estimated revenue	 <i>Owned in part by Ryan Reynolds</i> Aviation Gin Acquired By: Diageo Year: 2020 Acquisition Price: \$610 million Valuation Multiple: ~24x revenue	 
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Why We're Raising Now

We're opening up this round of investment to build a business with our community, not behind closed doors. Your investment will:

- Support retail expansion and get Franzese Wine into more stores and restaurants across the U.S.
- Accelerate our content-driven marketing, capitalizing on Michael's massive online presence and story.

- Launch new products, including non-alcoholic whiskey, brandy, and new wines.
- Host more intimate, high-impact tasting experiences, online and in person.



SPECIAL PERKS FOR HIGH TICKET INVESTORS

\$10,000+ Signed Bottle of 30-Year Old Brandy + Franzese Wine Merch

\$50,000+ Closed In-Person Investor Dinner With Michael Franzese

Join the Legacy

Franzese Wine is where ancient tradition, modern excellence, and a powerful story of transformation meet in a glass. When you invest, you're not just backing a bottle — you're backing a legacy.

This is your chance to be a part of something rare:

A brand born from the world's oldest vineyard...

Led by a man with one of the most remarkable redemption stories in America...

Poised to shake up the wine world with soul, class, and purpose.



FRANZESE WINES

**DON'T JUST TASTE THE LEGACY,
JOIN THE LEGACY.**

This might be your last chance
to be my partner, and own a
piece of our success.

