

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
SRP \$14.99/17.99

Our goal is to extend our product line to other SKUs, potentially sparkling and dry rosé

STRATEGY

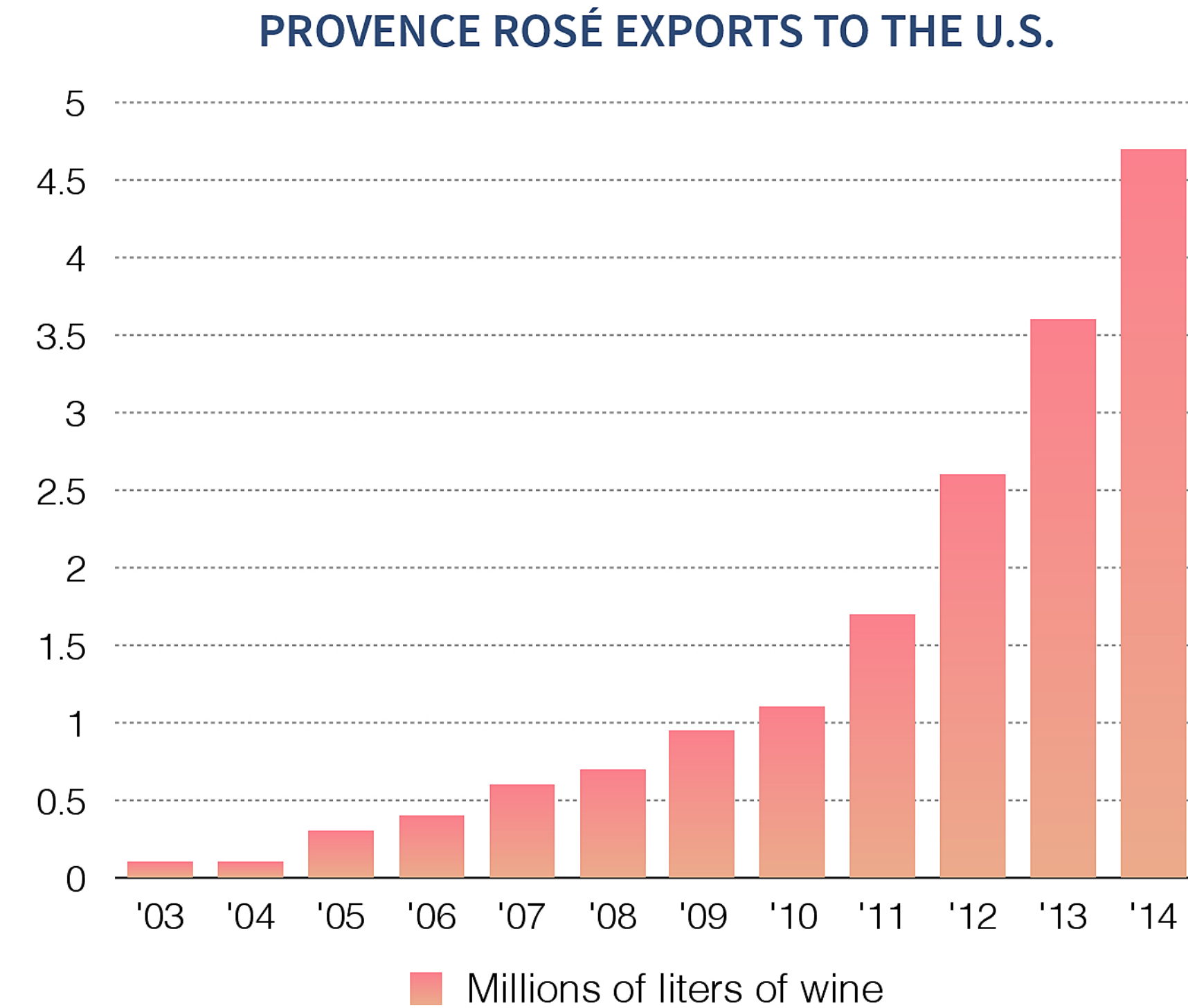
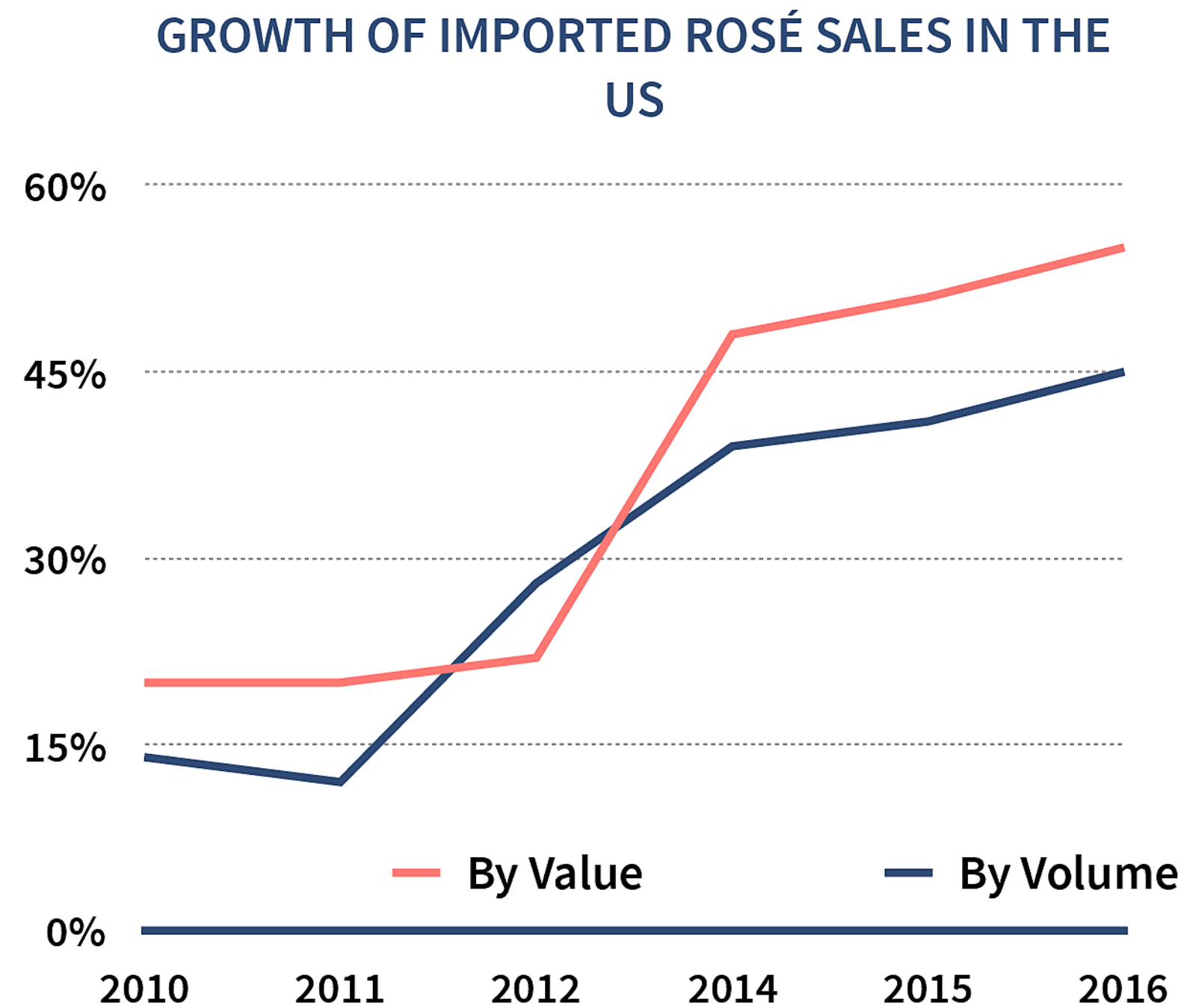
We will continue to drive sales and traction in both the on and the off-premise channels

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 **3M case 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



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

Source: Nielsen

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 ROSÉ

Crafted with Love in
Aix-en-Provence

Vibrant tasting notes of white peach,
litchi and elderflower

Perfectly balanced with
a touch of Black Muscat

6 times less sugar than a Moscato



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

GO-TO MARKET STRATEGY

Our focus is to build strong distribution

I. Distributor support

*Incentive programs
(Extra fee per-case)*

*Depletion allowance
(bill backs)*

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*

Local brand ambassadors hire

III. Social media & PR

*Instagram content
Influencer programs
PR stunts*

STRATEGY FOCUS: TASTINGS

TASTINGS IS THE ULTIMATE GROWTH ACCELERATOR STRATEGY

Over 60 tastings have been conducted in NYC which led to traction and repeat orders.
Our plan for 2017 is to conduct 1,000+ tastings.

CONSUMER TRIAL



CONSUMER PURCHASE

*In-store conversion rate
over 60%*

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

2017/2018

Wholesaler partnerships

Large distributors

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

Sparkling and dry SKU

Regional sales managers hire

2019/2020

National expansion

Focus on large retail chains

National sales director

Local Brand Ambassador

Multiple # of SKU

RESULTS

1500 cases sold by end of 2016
Interest from large wholesalers
Amongst top wine brands on Social
Media

GOALS

5,000/18,800 cases
1,000 tastings
PR Campaign

GOALS

31,500/72,000 cases
Roll out in 16 then 30 states

TRACTION & AWARDS

20k+

consumer poured

1500

cases sold by the end of 2016
through self-distribution

\$100

Gross revenue as of Sep 1st



20 Kroger stores
in Texas

VOTED #1 WINE TWICE AT

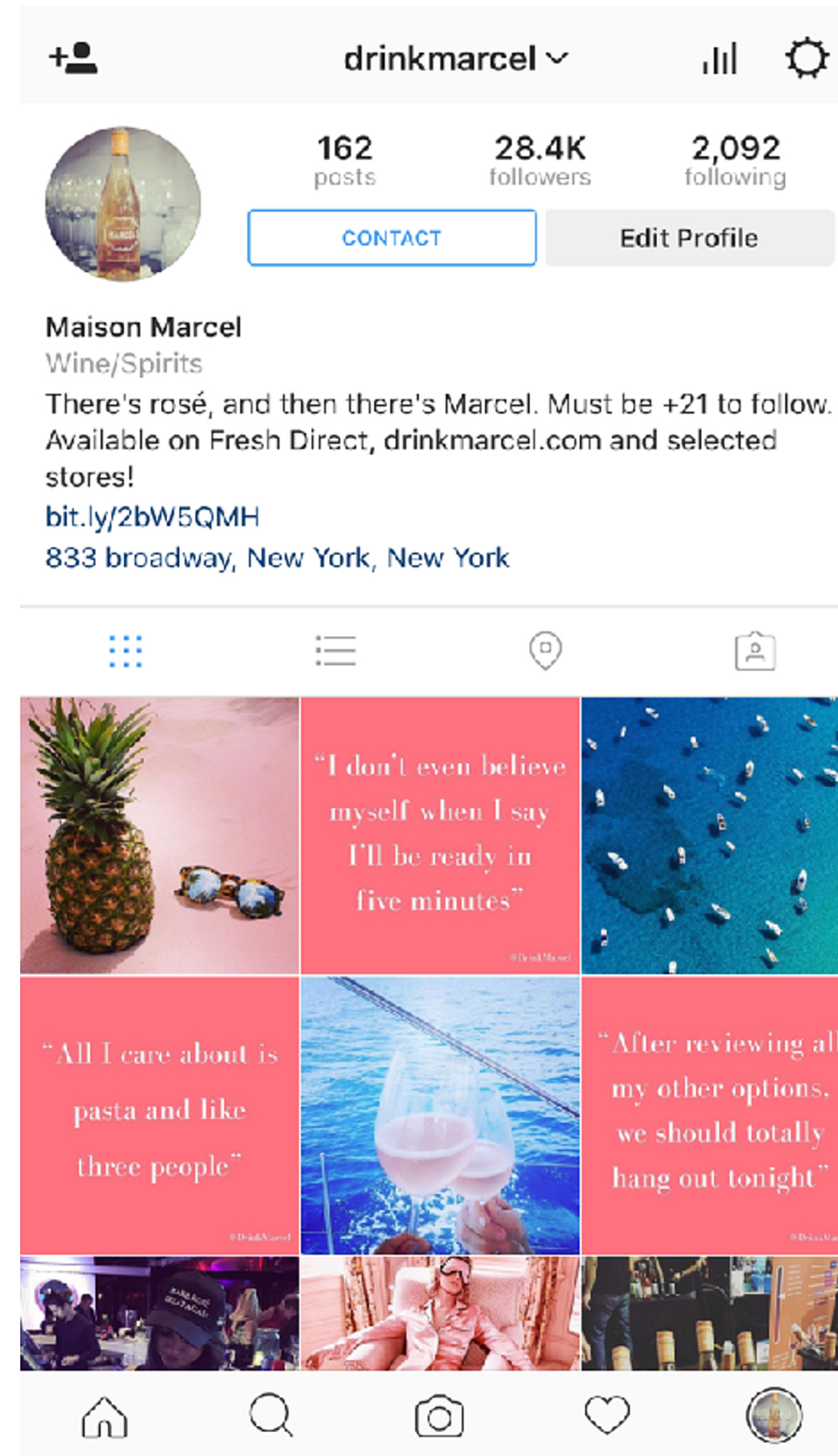


2016

BY 6,000+ CONSUMERS!

SOCIAL MEDIA

Maison Marcel is one of the top **rosé** brands on Instagram with 28k+ followers



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.



Simon Giuliani
Co-founder/COO

Fresh out of College with two degrees in the US and in France, Simon is an entrepreneur in the making. With experience in event management, graphic design and business development, together with a good understanding of the wine industry through his involvement in the family business.



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.



Matthew Rodwick
Strategic Advisor

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



Vincent Biscaye
Financial Advisor

High-performing team leader and entrepreneur at heart, with background of 10+ years in financial services (Commodity Derivatives Trading) and 2+ 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.

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

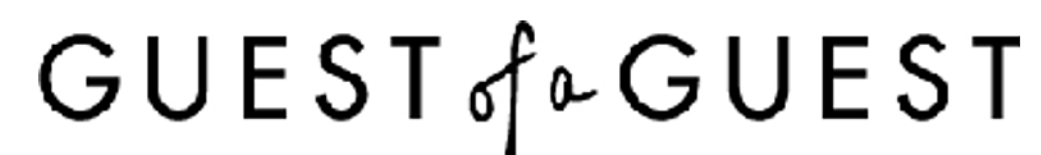
TIME
263
EVERY
HOUR



**MULTICULTURAL AMERICANS ARE A LARGE,
YOUNG, AND GROWING SEGMENT**

**MULTICULTURAL GROWTH IS A PRODUCT OF
BOTH IMMIGRATION AND BIRTH RATES**

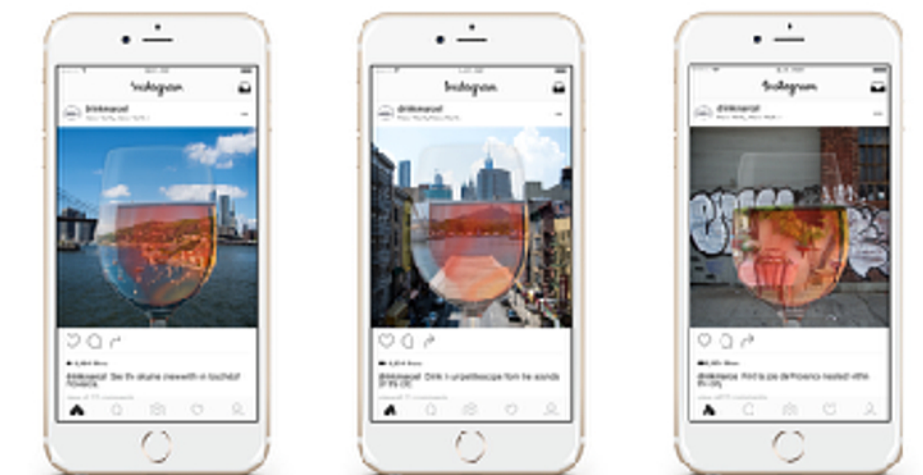
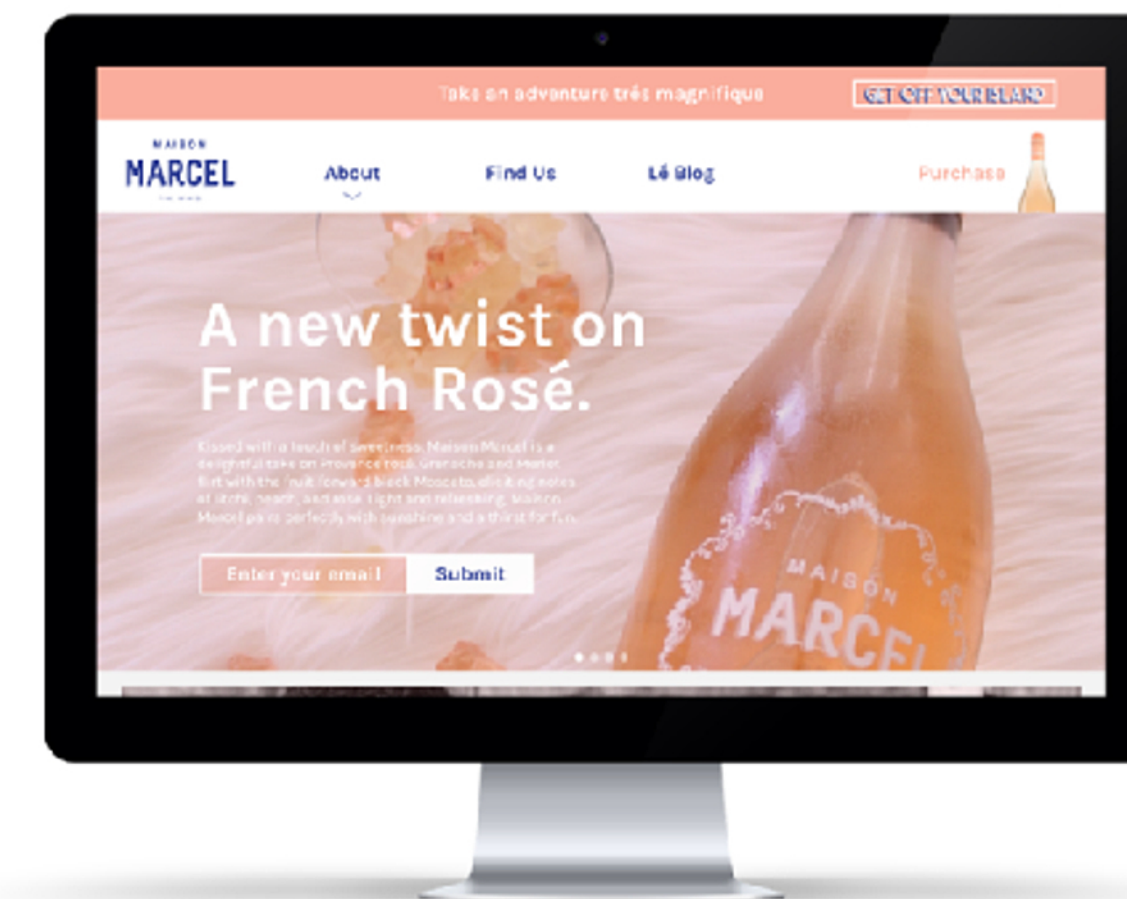
PRESS & PARTNERSHIP



“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

[Click here to discover the fully executable campaign](#)





METRO NYC
DRINKS 20%
OF ALL ROSÉ
IMPORTED

MIAMI
DRINKS 15%
OF ALL ROSÉ
IMPORTED

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

ROSÉ CONSUMED...



55% - WOMEN

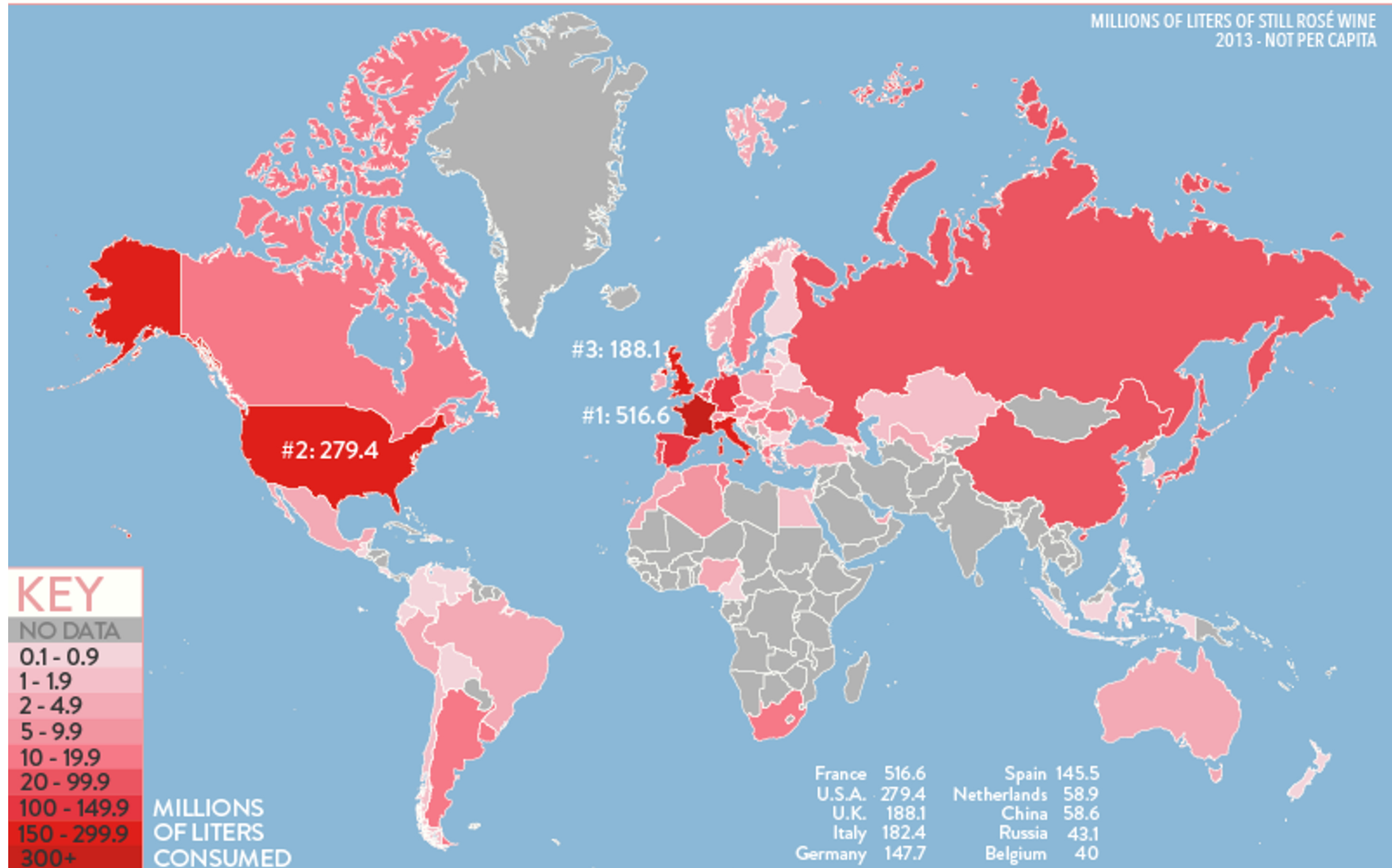


45% - MEN

THE COUNTRIES THAT DRINK THE MOST ROSÉ

VINEPAIR

MILLIONS OF LITERS OF STILL ROSÉ WINE
2013 - NOT PER CAPITA



MAP: VINEPAIR

DATA: EUROMONITOR INTERNATIONAL

VINEPAIR.COM

DELIGHTFUL DROPS OF DRINKING KNOWLEDGE