



**chateau**  
ALOE LIQUEUR

WINE ENTHUSIAST  
TOP 100  
**SPIRITS**  
2018

**96** POINTS

*"Highest Rated Liqueur of the Year"*







# We're One-of-a-Kind

*Delicious and versatile. You can taste the freshness of the ingredients, because Chareau has NO Artificial Flavors, Coloring, Preservatives or Sweeteners.*

## **We use Natural Ingredients**

And not just because it's trendy. Fresh ingredients produce a higher quality product and provides the transparency that people crave. We're one of the only spirits on the market that lists all of our ingredients on the bottle.

## **Used for Cocktails AND Sipped Neat**

Unlike our competition, Chareau has the versatility to not only be used in hundreds of different cocktails, but is perfectly balanced to be enjoyed straight out of the bottle. Wonderful cocktail usage for any bar and simplicity for the home consumer.

**1/2** The sugar and calories of the competition &

**100%** Gluten Free





# Handmade in California



Chareau is produced in-house on an Arnold Holstein German Copper Pot Still using fresh ingredients from local California farms

**Having our own Distilled Spirits Plant allows us to produce the Best Quality Spirit, AND**



Production, bottling, and labeling are done by hand in Camarillo, CA

- **Increase gross margins** from 36.67% up to over 70%
- **Decrease our shelf price** to be in line with our competition
- **Scale immediately**

# Milestones & Next Steps

*Chareau is rapidly growing with a focus on longevity. Our goal when launching Chareau was to build the brand in the bar community before launching retail sales. We wanted to build recognition for the brand, see high volume per account, repeat orders, and a sustainable gross margin before hitting the liquor and grocery stores.*

## 2013

**GOAL:** Launch in one market and prove the demand for a product that was the first of its kind in the world.

**RESULT:** Our first batch was only 100 cases and we sold out in 15 bars in the first 3 months

## 2014

**GOAL:** Expand beyond one city and move from self-distribution to 3rd party distributors.

**RESULT:** Young's Market Company began distributing Chareau in California and Arizona, while Tenzing picked up Chareau in Illinois.

## 2015-2016

**GOAL:** Build our own distillery and continue to grow Chareau into a bar staple in the cocktail community.

**RESULT:** We opened our distillery in Camarillo, CA, and hired a team of some of the best and most respected bartenders in the country as our Brand Ambassadors.

## 2017

**GOAL:** Hire our first full-time employee and start to build out a sales team.

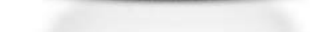
**RESULT:** over the course of the year, hired on 4 Regional Market Managers and setup the infrastructure for 100% growth in 2018.

## 2018

**GOAL:** Launch our first Consumer Marketing Campaign, shift retail sales from 10% to 20% of total sales, and see overall sales grow 100%.

## 2019

**GOAL:** Achieve economies of scale with 70%+ Gross Margins, expand distribution in current U.S. Markets, increase revenue 100% and start to see profitability.



**THE**  
**Winebow**  
**GROUP**



# Now Available at the Best Bars & Restaurants

## BAR/RESTAURANT



Hakkasan

GORDON RAMSAY  
PUB & GRILL

Border  
Grill



PATINA RESTAURANT GROUP



Death & Co

## HOTEL/RESORT

The Standard

ACE HOTEL

THE  
Hollywood  
Roosevelt



THE RITZ-CARLTON®

Wynn LAS VEGAS

## RETAIL

Total Wine  
& MORE



Binny's  
BEVERAGE DEPOT



Over 2000+  
accounts in  
30 states!

Chareau has been featured on the cocktail menu at some of the best bars & restaurants in the country from the pairing at **Alinea** in Chicago, a top 20 restaurant in the world, to the *Spa Cocktail* at **Mastro's Steakhouses** nationwide and the *Ramsay Gin & Tonic* at **Gordon Ramsay Caesars Palace**, named after their celebrity chef.



# The Word is Spreading Fast

The New York Times

Wine & Spirits **7** SAN FRANCISCO 

**FOOD & WINE**  
INSPIRATION SERVED DAILY

InStyle **SOMA**

THE **HASTING** PANEL

Los Angeles **EATER** MAGAZINE

OBSERVER **imbibe** LIQUID CULTURE

Los Angeles Times

MICHIGAN AVENUE **WEEKLY** LAS VEGAS

**CHILLED**  **ZAGAT** RAISE YOUR SPIRITS

*“Perfectly Impressive”*

*Kurt Soller (Bon Appetit)*

*“96 Points”*

*Kara Newman (Wine Enthusiast)*

*“Has bartenders falling head over heels”*

*Garrett Snyder (Tasting Table)*

*“Chateau is already being touted as  
potentially the next St. Germain”*

*Simon Difford (Difford's Guide)*

*“It could easily be the next big thing”*

*Leslie Ventura (Las Vegas Weekly)*



# Team

## Kurt Charron



**FOUNDER & DISTILLER:** 12 years in the beverage industry, as well as, 6 years in hospitality. Kurt is a graduate of USC and the Lloyd Greif Center for Entrepreneurial Studies with a B.S. in Business, and also a graduate of The Ethanol Technology Institute in Montreal, QC and the Kothe Distillation Program.

**BRAND AMBASSADORS:** We have a team of some of the best and most award-winning bartenders in the country spreading the word.



Liz Pearce  
*Chicago*



Samantha Casuga  
*New York*



Karen Grill  
*Los Angeles*



Helen Diaz  
*San Francisco*



Lauren Darnell  
*Seattle*

Property of Charron Favreau LLC – Private and Confidential

## park street

**BACK OFFICE:** Park Street Imports has experience working with hundreds of successful wine and spirits brands like Aviation Gin, Domaine de Canton, and Fortaleza Tequila.

They handle all back office, compliance and logistics for Chareau.

## SANDSTROM PARTNERS

**BRANDING:** Sandstrom Partners is located in Portland, OR with past credits that include St. Germain, Bulleit Bourbon, Aviation Gin, and Tazo Teas.

For Chareau, they have developed a beautiful and cohesive brand narrative based on a California farm-to-table product that is unique to the spirits market. They continue to create brand collateral and aid in the brand's direction.

A person is standing in a field of green bushes, looking towards a range of mountains in the distance. The scene is bathed in the warm, golden light of the setting or rising sun, creating a serene and natural atmosphere.

**Kurt Charron**

*Founder & Distiller*

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A circular logo with the words "LOCAL CALIFORNIA FARMS" arranged in a circle around a central point.

**chareau**  
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