



COCO NOIR  
WINE SHOP & BAR

# The Woman Behind Noir

Alicia  
Kidd

- 6+ years experience as a Wine Industry Professional, specializing in Diversity and Inclusion & Wine Business Development.
- Owner of The Wine Noire - Licensed Wine Brokerage
- Seasoned Wine Educator
- Licensed as Wine Distributor, Wine Wholesaler, Wine Importer/Exporter, and Wine Grower.

Retail Opportunities for  
Women,  
BIPOC, and POC Wine

Founder  
and Owner



CN  
COCO NOIR  
WINE SHOP & BAR



# The Team Behind CoCo Noir



**Alfonso  
Dominguez**

*General Contractor*

20 years of  
Restaurant  
Design  
20 years of  
Experience  
Restaurant  
ownership  
experience

Retail Opportunities for  
Women,  
BIPOC, and POC Wine



**Carla Titus**

*Chief Finance  
Officer*

Owner of Wealth &  
Worth Within 10+  
years of CFO  
experience working  
Start-up companies



**Aminah Robinson**

*Food & Wine  
Consultant*

Owner of Black Food  
and Wine  
Experience  
20 years Food and  
Wine  
advisor



**Robbie  
Terry**

*Washington  
CPA*

Owner of RTW  
Accounting  
Enterprises  
20 years of CPA for  
small  
and mid-size  
businesses.

# About CoCo Noir

CoCo Noir is an E-commerce and Brick & Mortar wine shop that provides retail opportunities for Women, BIPOC, and POC wine brands.



# CoCo Noir Wine Shop & BAR - E-Commerce

## Platforms

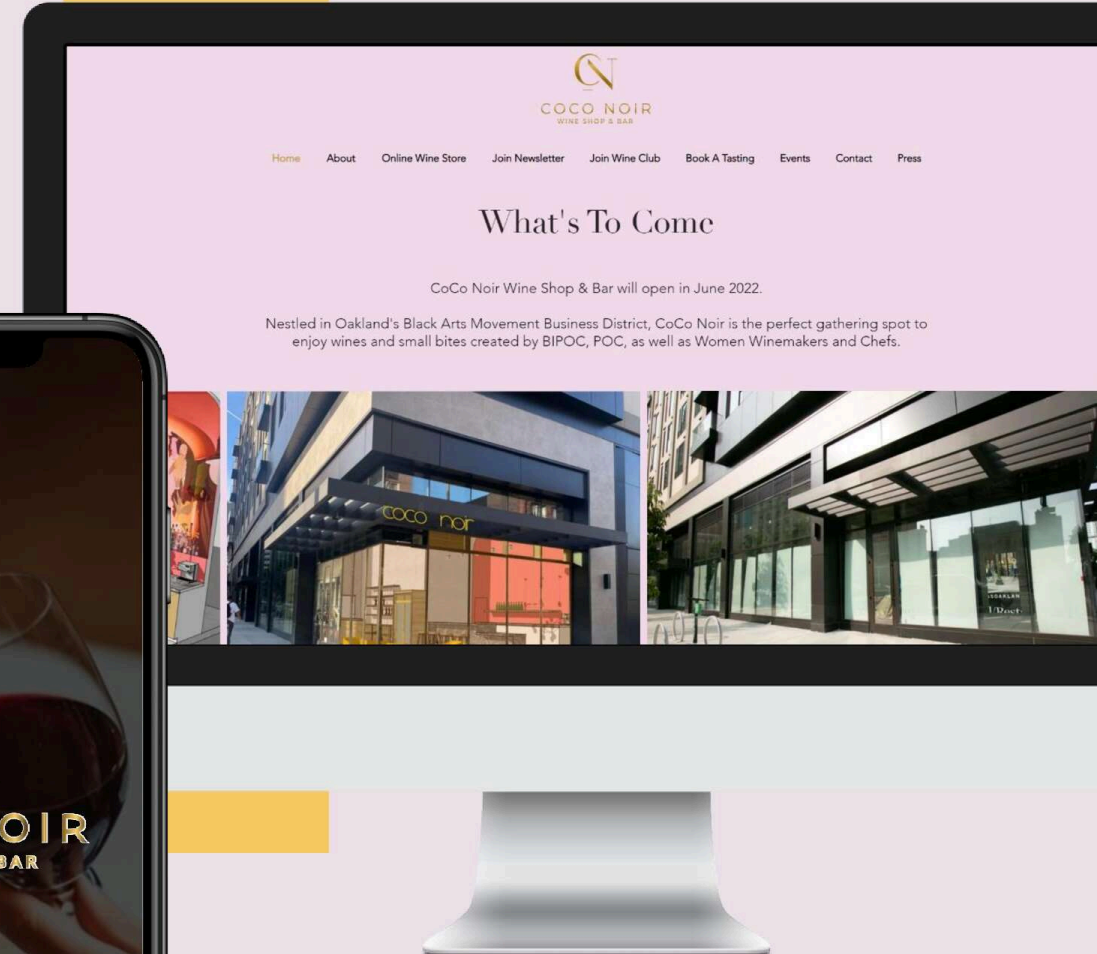
### *CoCo Noir Wine Shop Online Store*

- Selling diverse wine brands by Women, POC, BIPOC winemakers.
- Online Wine Shop Revenue 2020 to Present Date is **\$125,000**.

### *CoCo Noir Mobile App*

- Pre-Launch December 2022.
- App Features include winemaker director, social community, a personalized “wine cellar” & more.
- Pricing **9.99** Customer & **29.99** Business.

Retail Opportunities for  
Women,  
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# CoCo Noir Wine Shop & Bar - Physical Location

  
COCO NOIR  
WINE SHOP & BAR







# Our Partnership



MEXICAN-AMERICAN  
VINTNERS ASSOCIATION



Connect Us to  
New Customers



Retail Opportunities for  
Women, BIPOC, and POC  
Wine Brands.



# CoCo Noir Wine Shop

**& BAR**  
Only wine shop of its kind in downtown  
Oakland.



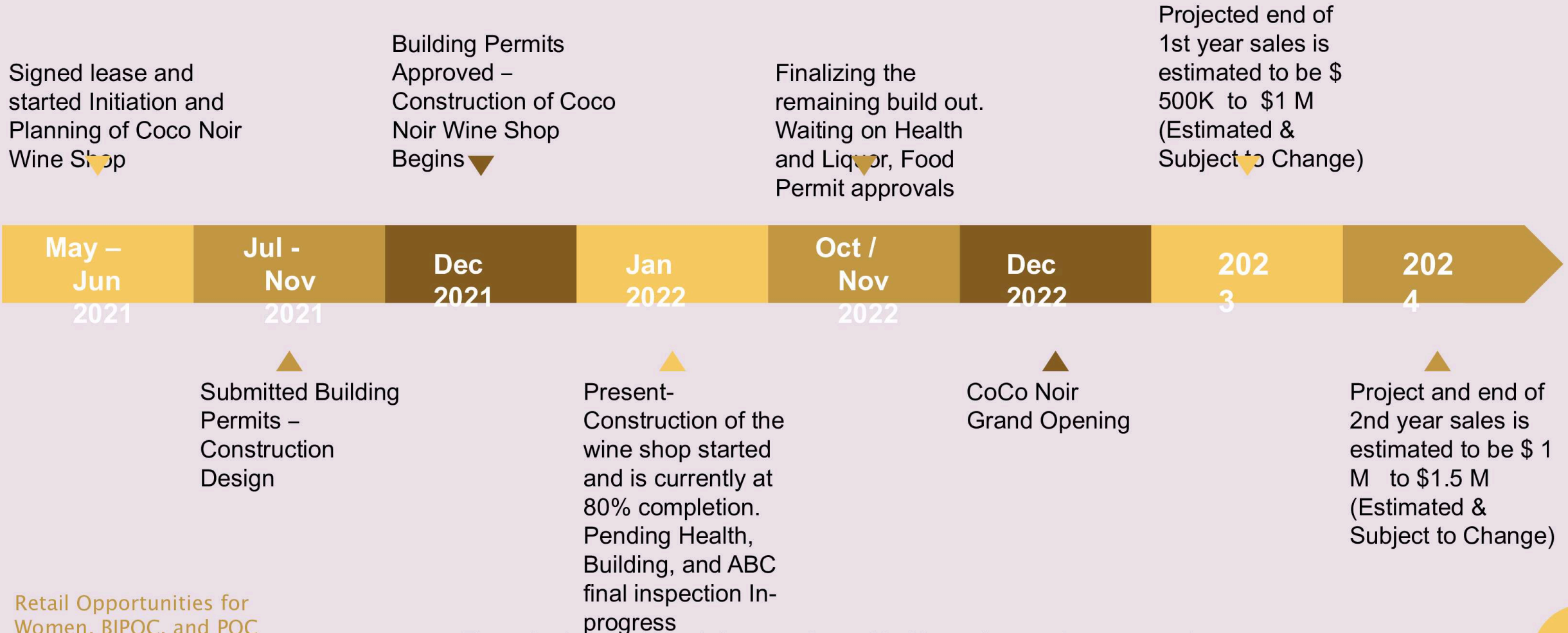
*Downtown*

	Minimo	Bay Grape	CoCo Noir	Wine Merchants	Ordinaire
Focus on wines produced by women & people of color	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Woman and minority owned	--	--	<input checked="" type="checkbox"/>	--	<input type="checkbox"/>
Showcase diverse local talent (chefs, beermakers, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Private event space available	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Online store with shipping across U.S.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	--	<input type="checkbox"/>

# CoCo Noir Wine Shop - Timeline



Winter, Spring, and Summer 2021 Initiation and Planning phase of CoCo Noir Wine shop



Retail Opportunities for Women, BIPOC, and POC Wine Brands.

The projections mentioned above are forward-looking and cannot be guaranteed.



# Financial Needs

We are seeking

**\$250,000**



to grow the business

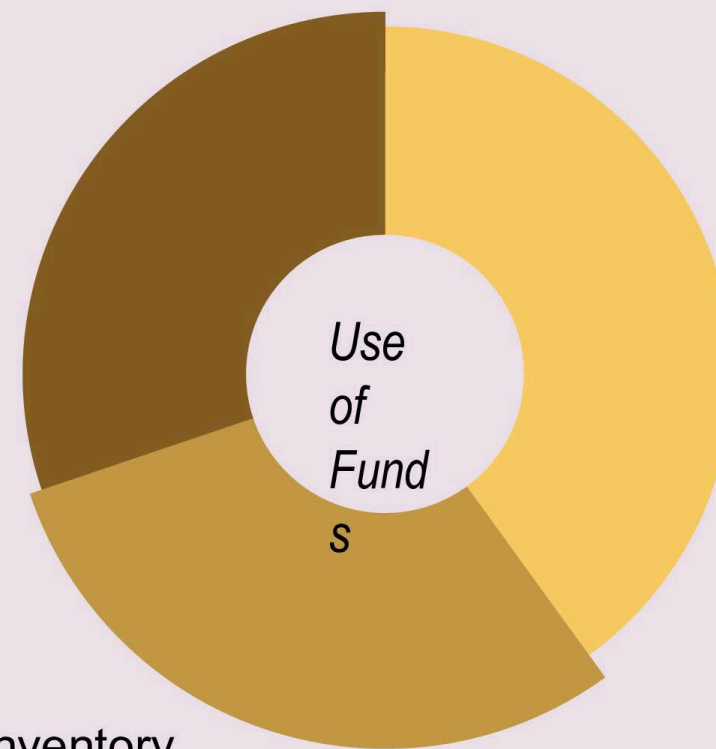
## Structure

- Debt offering
- 4% of revenue for 2X payback paid quarterly
- Perks for investments of \$250 + (details on Wefunder)

## Use of Funds

Working Capital - \$75,000

Inventory Expenses - \$75,000



Operating Expenses - \$100,000



**Please Contact  
Us At:**

*Alicia Kidd, Founder and  
Owner*

- [aliciakidd@coconoirwine.com](mailto:aliciakidd@coconoirwine.com)
- [coconoirwine.com](http://coconoirwine.com)

*Thank  
you*