

# A Wine Brand Incubator





# Vision

**We Create, Incubate, Build and Sell Wine Brands**

**Next – A Wine Brand Incubator founded and operated by wine industry experts.**

**We quickly create quality wine brands based on consumer data, market opportunities, and cultural moments.**

- ❖ NEXT starts with a base of business that historically generated more than \$3 million dollars of annual sales.
  - ❖ NEXT is a sales company that took over all sales, marketing and distribution of the Winery that produces of all NEXT wine brands.
- ❖ **2020 Brand Launches** **Beating Expectations**
  - ❖ Everyday Wines– National launch September 2020. In the first 60 days:
    - ❖ Distribution in 20 new states, Major iconic account placements, agreements for 2021 business that will solidify market presence.
  - ❖ Alexis-George and Reach – diversity “Partner Brands”
    - ❖ Commitments and orders from: Trader Joes, Club Corp, Hyatt Hotels, Walmart and others
  - ❖ The Ugly (sweater) – a holiday brand that remained relevant during 2020 COVID, but positioned for exponential growth in 2021
  - ❖ More brands currently in development or repositioning

- ❖ 2020 – COVID Year, a challenging but highlighted the opportunities
- ❖ Wine has proven over the years to be virtually recession proof
  - ❖ Consumers still buy wine, but they spend less during recessions
  - ❖ Since COVID wine sales are up 27.6% <sup>2</sup>
- ❖ Nielsen Wine Market Data:
  - ❖ Highest volume selling wine is the red blend priced at \$8-10. <sup>1</sup>
  - ❖ Red blends under \$8 are declining almost 9%. <sup>1</sup>
  - ❖ Second highest selling wine is Cabernet Sauvignon priced at \$8-10. <sup>1</sup>
  - ❖ Cabernets priced at \$11-\$15 are the 5th best-selling wine. <sup>1</sup>
  - ❖ Since consumers want safe exploration. Opportunity for familiar appellations, and varietals. <sup>2</sup>

<sup>1</sup> Nielsen Multi-Outlet & Convenience Store sales data 52 weeks ending 5/17/2020

<sup>2</sup> Navigating the Covid Impact - Nielsen, May 29, 2020

# The Problem

- ❖ Lack of creative and innovative brands that connect with consumers
- ❖ Slow industry response to cultural moments, “Zeitgeist”
- ❖ Large brands account for most of the wine sold, but both distributors and retailers need new brands to keep the excitement among consumers
- ❖ Wine consumers like to discover new brands
- ❖ Underserved demographics (i.e. African Americans, Latinos, LBGT)
- ❖ Large wineries cost structures makes brand experimentation cost prohibitive
  - ❖ Time to market
  - ❖ Production difficulties for small tests
  - ❖ Expense of large-scale distribution

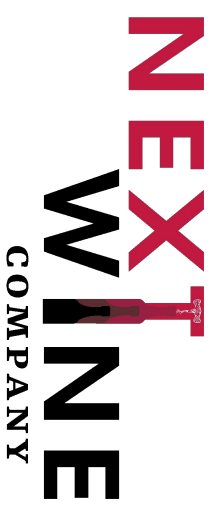
## NEXT Wine Company – The Solution

- ❖ Create brands that “speak” to the buyer in one of many ways..
  - ❖ Demographically
  - ❖ Value (Price – Quality)
  - ❖ Impactful branding – give consumers something to talk about and share with friends
- ❖ Fast tracking “*Proof of Concept*”
  - ❖ Smaller, innovative companies can create, pivot, adapt to changing conditions quickly
  - ❖ With consumers short attention span, gaining fast market acceptance is critical
- ❖ Become the retailers “vendor of choice” for:
  - ❖ Consistent high quality
  - ❖ Creative new brands
  - ❖ Wines that fill price and varietal gaps

## 2020 Successes

- ❖ National launch of Everyday brand in September 2020 - Launch inventory sold out in less than four weeks!
  - ❖ Strong acceptance by leading 2<sup>nd</sup> tier distributors
  - ❖ Early adoption by key retailers around the U.S.
  - ❖ Suggested retail prices:
    - ❖ NAPA - Red Blend @ \$9.99 ; Cabernet Sauvignon @ \$19.99
    - ❖ SONOMA – Dry Creek Chard @ \$14.99; Russian River P. Noir @ \$18.99
  - ❖ Seasonal brands, SRP \$9.99:
    - ❖ The Ugly – despite COVID, good sales achieved for 2020 Holiday season
      - ❖ Three varieties added to the portfolio: Chardonnay, Rosé, Pinot Grigio
- ❖ Certified Diversity: Alexis-George portfolio
  - ❖ Partner brands – NEXT owns 49%, produces the wines, and manages all sales and distribution
  - ❖ October launch
  - ❖ Major placements/commitments: Trade Joes, Hyatt Hotels, Club Corp, Walmart, and others
  - ❖ Explosive acceptance of the brands based on quality, value and cultural focus





# 2020 Successes: *Only the Beginning*





# 2020 Successes

## NATIONAL & INTERNATIONAL BRANDS

### Everyday NAPA

Revolutionary,  
Overdeliver,  
Disruptive,  
Affordable

### Everyday SONOMA

Revolutionary,  
Overdeliver,  
Disruptive,  
Affordable

### The Ugly

Holiday,  
Fun,  
HOT BRAND

### REACH

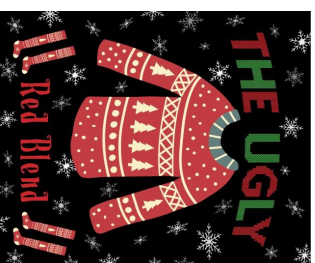
Partner  
Brand,  
Timely,  
Diversity  
Give-back  
(Launch 2021)

### Alexis-Ge orge

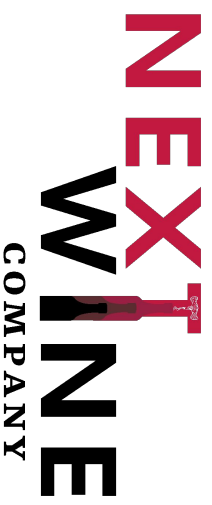
Partner  
Brand,  
Family,  
Diversity  
Give-back

### Raffaele Garbarino

Estate,  
World Class  
Limited  
Production



- ❖ Everyday Napa and Sonoma brand
  - ❖ 85 – 90% domestic wholesale distribution will be reached in 2021
  - ❖ Global launch – Asia, Europe, Latin America and Canada
- ❖ The Seasonal portfolio will be expanded
  - ❖ The Ugly – with the expanded sales network and portfolio of wines we are targeting are expecting a big jump in 2021 sales
  - ❖ Beach Blanket Rosé and Pinot Grigio is a projected roll out for Summer 2021
  - ❖ A Harvest brand is currently being developed for Fall 2021 roll out
  - ❖ Secret Crush brand is targeted for 1<sup>st</sup> Quarter 2022 launch
- ❖ Reach – African American owned and targeted brand
  - ❖ Black History Month will help bring attention and add momentum to this brand
  - ❖ Reach will be in test market Q-1 2021
- ❖ We have other brands at various stages of development:
  - ❖ Mustache Vineyards
  - ❖ Rock Lobster – Zinfandel
  - ❖ Black Bear Red Chair – Petite Sirah
  - ❖ California Dreaming – Planned Export and Domestic Regions



# Management Team

**Jeff Hansen** – Co-Founder, CEO. 35 years of selling, producing and building wine brands. He has put more than 12 million cases of wine into distribution in over 50 countries. Hansen will focus on the Company's strategic growth plan as well as manage all international distribution.

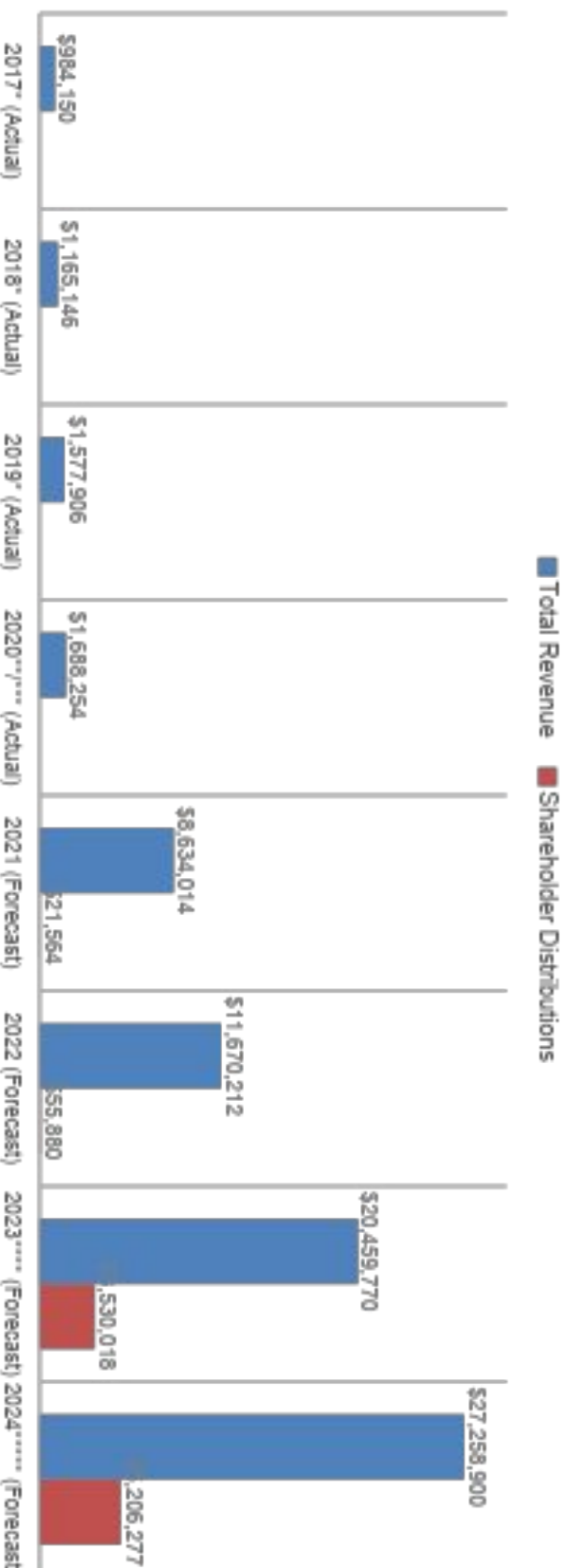
**Matt Sinclair** – Co-Founder, President. Over 35 years in brand development and expansion, with nearly 20 years of Senior Management at E&J Gallo Winery. Led the Louis Martini Winery acquisition and integration. Sinclair will serve as the Company's General Manager, while directly overseeing the expansion and growth of the domestic distribution network as well as managing the sales team.

**Christine DeMont** – Chief Marketing Officer. 25 years Strategy and Marketing experience. Created several brands for E&J Gallo Winery. DeMont will focus on domestic as well as global wine brands.

**Ruggero Mastroserio** – Director of Winemaking. Starting from Italy, Ruggero has been an award-winning winemaker in the California for over 20 years

## Financial Overview

### 2017 – 2014: Historical and Forecasted Results



#### ❖ ACTUAL Sales

- ❖ “\*\*” These are historical sales in 2017-2019 that were created under the winery, before the establishment of NEXT
- ❖ “\*\*\*” The 2020 represent NEXT taking over the sales management from the Winery.
- ❖ “\*\*\*\*” Due to COVID, results represent <7 months of operations

#### ❖ FORECASTED Sales

- ❖ Large increase in 2021 represents the launch and growth of new wine brands
- ❖ “\*\*\*\*\*” 2023 includes proceeds from the 1<sup>st</sup> wine brand sold by NEXT.
- ❖ “\*\*\*\*\*” 2024 includes proceeds from the 2<sup>nd</sup> wine brand sold by NEXT