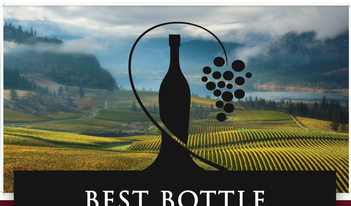


BEST BOTTLE

WINE KNOWS NO BORDERS

I.
INTRODUCTION

II.
WINERY CHALLENGES

III.
BEST BOTTLE SOLUTIONS

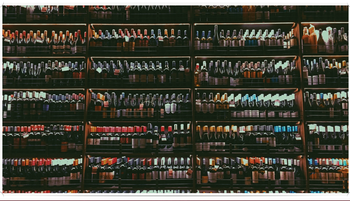
IV.
MEDIA & ENTERTAINMENT

I. INTRODUCTION

BEST BOTTLE IS A **WINE-CENTRIC LUXURY LIFESTYLE** BRAND BUILT AROUND A GLOBAL WINE COMMUNITY, A MARKETPLACE DESIGNED TO MAKE WINE MORE APPROACHABLE, ENGAGING AND ACCESSIBLE FOR CONSUMERS AROUND THE WORLD.

THROUGH THE BEST BOTTLE MARKETPLACE, WE UNLOCK PREVIOUSLY CLOSED MARKETS TO SERVE AN **INTERNATIONAL CUSTOMER BASE**. WE BRING SOLUTIONS SPECIFICALLY TAILORED TO LOCAL MARKETS WITH THE BEST IN WINE AND TRAVEL FOR AFFLUENT CONSUMERS WORLDWIDE.

MEDIA ELEMENTS THAT ARE INTEGRAL TO THE BRAND ALLOW US TO DIRECTLY ENGAGE MILLIONS OF CUSTOMERS. OUR MESSAGE? **BEST BOTTLE OFFERS UNPRECEDENTED ACCESS TO WORLD CLASS WINES AND WINE COUNTRY EXPERIENCES.**



II. WINERY CHALLENGES

IN TODAY'S COMPETITIVE MARKET, WINERIES HAVE A NUMBER OF CHALLENGES WITH TRADITIONAL SALES CHANNELS.

VISIBILITY
ALWAYS COMPETING FOR CUSTOMER ATTENTION

AUTONOMY
LESS CONTROL WITH DISTRIBUTORS

MARKETING
EXPENSIVE MARKETING SERVICES

HOW YOU GET PAID
MULTIPLE STEPS REQUIRED: MANAGING ORDERS
PROCESSING PAYMENTS & FULFILLING ORDERS

WINE PRICING
NO GUARANTEE TO SELL AT FULL SRP

BRAND VALUE
DIFFICULT TO INCREASE & MAINTAIN BOTTLE PRICE

III. BEST BOTTLE SOLUTIONS

BEST BOTTLE PROVIDES SOLUTIONS FOR WINERIES TO BENEFIT WITH INCREASED DTC SALES & GREATER BRAND REACH

INTERNATIONAL VISIBILITY
BEST BOTTLE ENABLES WINERIES TO REACH GLOBAL AUDIENCE
BEST BOTTLE SUPPORT ITS OWN WINERY TASTING ROOM

AUTONOMY
NO DISTRIBUTOR CONTROL

MARKETING
CO-MARKETING AND CROSS PROMOTION FOR SELECT WINERIES IN THE BEST BOTTLE MARKETPLACE

HOW YOU GET PAID
BEST BOTTLE TAKES ORDERS AND PAYS FOR WINE
WINERY ONLY NEED TO FULFILL ORDERS

WINE PRICING
ALL WINES LISTED AND SOLD AT FULL SRP

BRAND VALUE
NO UNDERPRICING OR FLASH SALES

ADDITIONAL MARKETING AVENUES
BEST BOTTLE PROVIDES ADDITIONAL MARKETING AVENUES, INCLUDING LEAPS LOYALTY PROGRAM WITH ACCESS TO 150+ MILLION MEMBERS.

IV. MEDIA & ENTERTAINMENT

THE MOST UNIQUE AND EXCITING PART OF THE BEST BOTTLE BRAND IS OUR GLOBAL TV SHOW.

BEST BOTTLE IS A WINEMAKING COMPETITION SERIES WHERE REGIONS COMPETE TO FIND OUT WHO MAKES THE BEST BOTTLE OF WINE. SEASON ONE FEATURES OREGON VS. CALIFORNIA, COMPETING TO MAKE THE BEST BOTTLE OF PINOT NOIR. FUTURE SEASONS TAKE PLACE IN OTHER STATES & WINE GROWING REGIONS AROUND THE WORLD.

THE **BEST BOTTLE** TV SHOW LEADS THE MARKETING OF OUR BRAND. WE HAVE IRON-CLAD SUPPORT FROM THE GLOBAL WINE COMMUNITY WITH UNPRECEDENTED ACCESS TO SHOOT AT LOCATIONS MOST CAN ONLY DREAM OF.

BEST BOTTLE IS A STORYTELLING PLATFORM. OUR MEDIA ENGAGES PEOPLE AROUND THE WORLD WITH STORIES TOLD FROM BEHIND THE BOTTLE. THROUGH SOCIAL MEDIA, TRAVEL PUBLICATIONS, PAIRING BOOKS, A LIFESTYLE MAGAZINE, AND TV CONTENT WE ENTERTAIN AND EDUCATE BY GIVING VIEWERS A GLIMPSE BEHIND THE CURTAIN.

BEST BOTTLE CONNECTS WINE LOVERS TO EXCLUSIVE WINE COUNTRY ITINERARIES AND CURATED EXPERIENCES AROUND THE GLOBE AND INTO YOUR TASTING ROOM. OUR TRAVEL PLATFORM ALLOWS US TO SUPPLY CUSTOMERS WITH UNPRECEDENTED LUXURY EXPERIENCES AT LUXURY HOTELS, RESTAURANTS, EVENTS, AND OF COURSE YOUR WINERY. WE ENHANCE THE TRAVEL EXPERIENCE WITH ACCESS TO THE PRIVATE WORLD OF WINE ONLY TRUE INSIDERS KNOW EXISTS. WE LOVE TO HEAR CUSTOMERS TELL US "YOU'VE GIVEN US SOMETHING THAT MONEY CAN'T BUY."

THANK YOU.

CONTACT US NOW
TO MAKE YOUR WINE
THE NEXT BEST BOTTLE.

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