

**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**

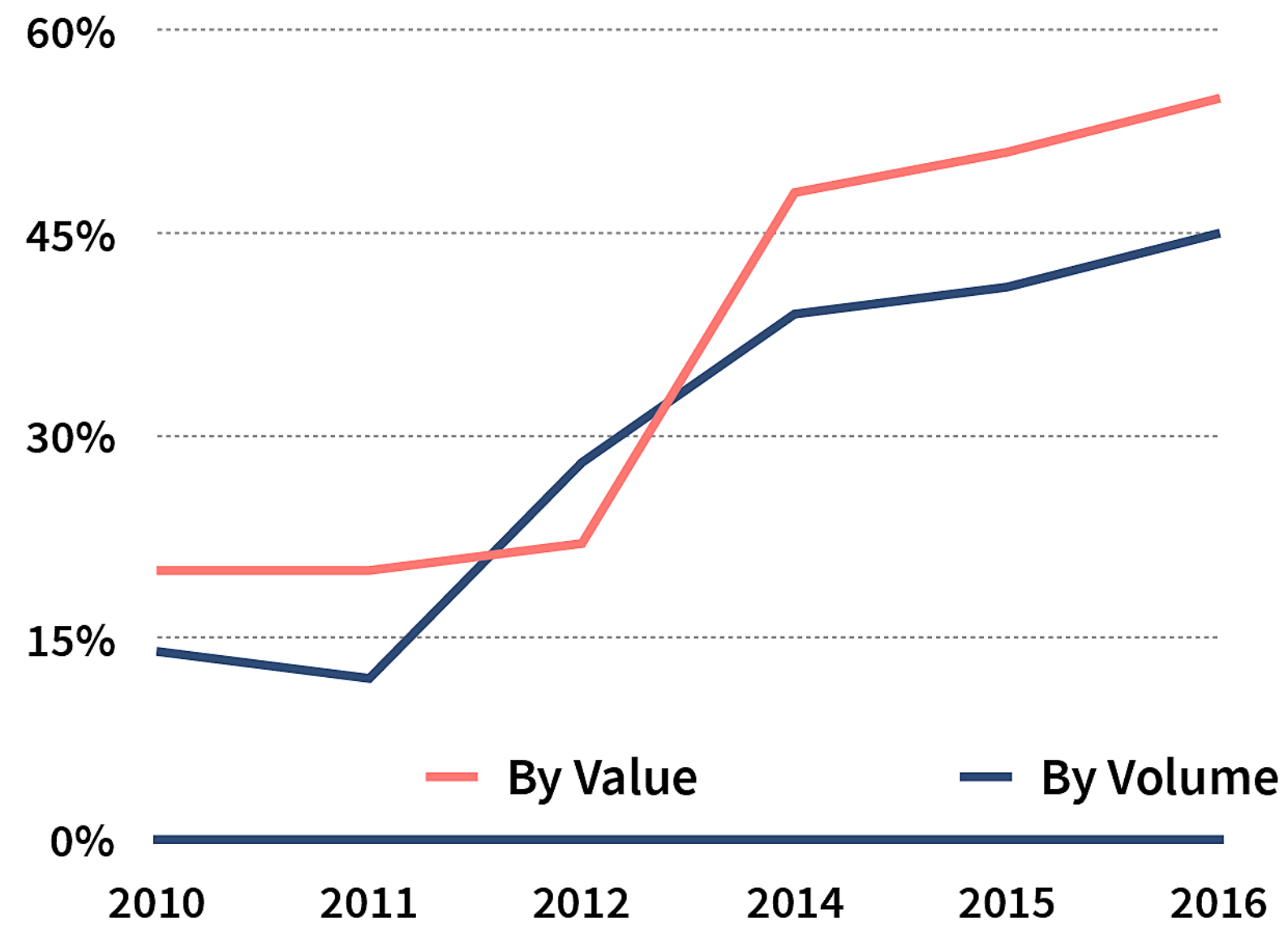
In the off-premise, our sampling strategy will be intensified and scaled up as our in-store “taste-to-buy” conversion rate is high and has proved itself a winning strategy

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

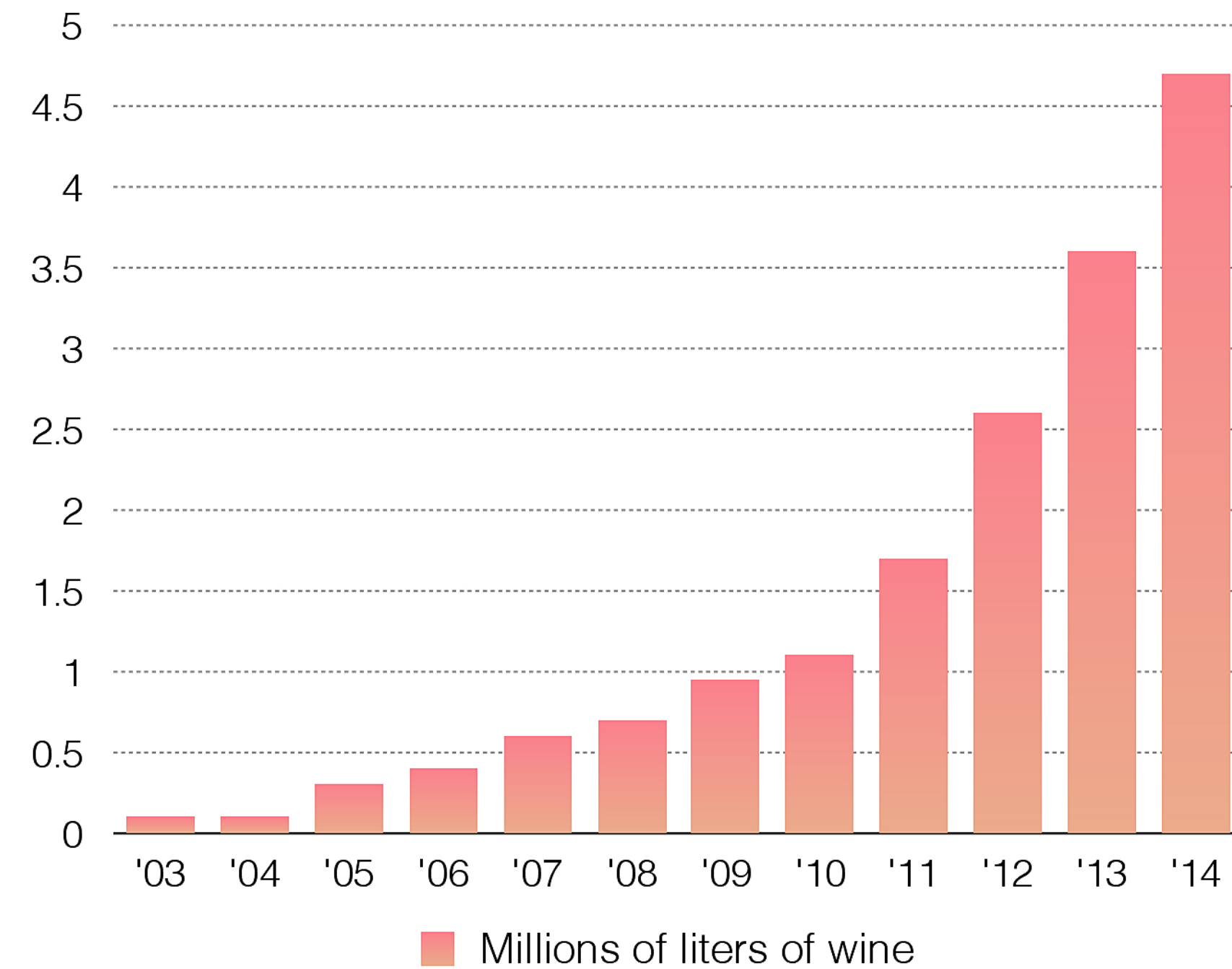
# THE MARKET

**Rosé** in the US is now a **3M case market**  
*with imported wines leading the category*

### GROWTH OF IMPORTED ROSÉ SALES IN THE US



### PROVENCE ROSÉ EXPORTS TO THE U.S.



# 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**

**2017/2018**

**2019/2020**

## Self-distribution launch

## Wholesaler partnerships

## National expansion

Proof of concept and traction

Large distributors

Focus on large retail chains

Maximized in-store tastings and event sponsorship for brand awareness

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

National sales director

Sparkling and dry SKU

Local Brand Ambassador

Distribution agreement in Texas

Regional sales managers hire

Multiple # of SKU

## RESULTS

## GOALS

## GOALS

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

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

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

# TRACTION & AWARDS



consumer poured



cases sold by the end of 2016  
through self-distribution



Gross revenue as of Sep 1st



20 Kroger stores  
in Texas

VOTED #1 WINE TWICE AT

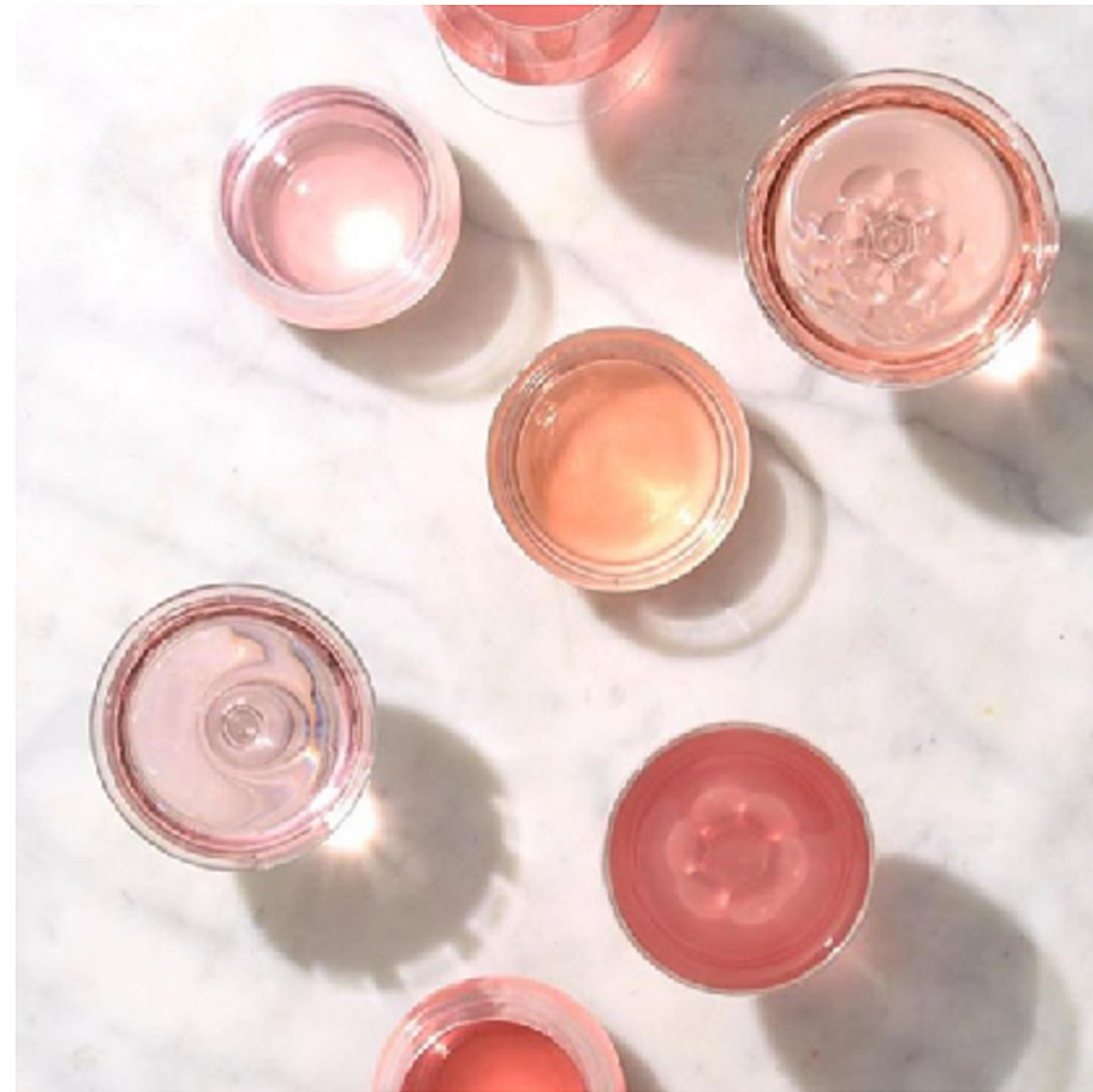


2016

BY 6,000+ CONSUMERS!

# SOCIAL MEDIA

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



drinkmarcel

162 posts   28.4K followers   2,092 following

CONTACT   Edit Profile

**Maison Marcel**  
Wine/Spirits

There's rosé, and then there's Marcel. Must be +21 to follow. Available on Fresh Direct, drinkmarcel.com and selected stores!

[bit.ly/2bW5QMH](https://bit.ly/2bW5QMH)  
833 Broadway, New York, New York



"I don't even believe myself when I say I'll be ready in five minutes"

"All I care about is pasta and like three people"

"After reviewing all my other options, we should totally hang out tonight"



# 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

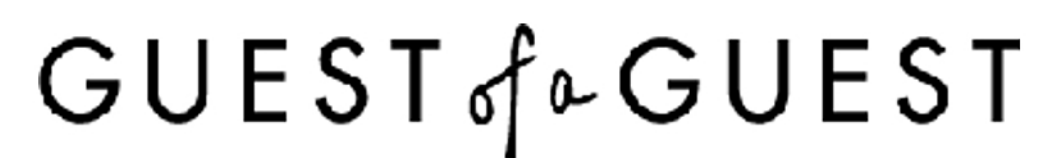


**MULTICULTURAL AMERICANS ARE A LARGE,  
YOUNG, AND GROWING SEGMENT**

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



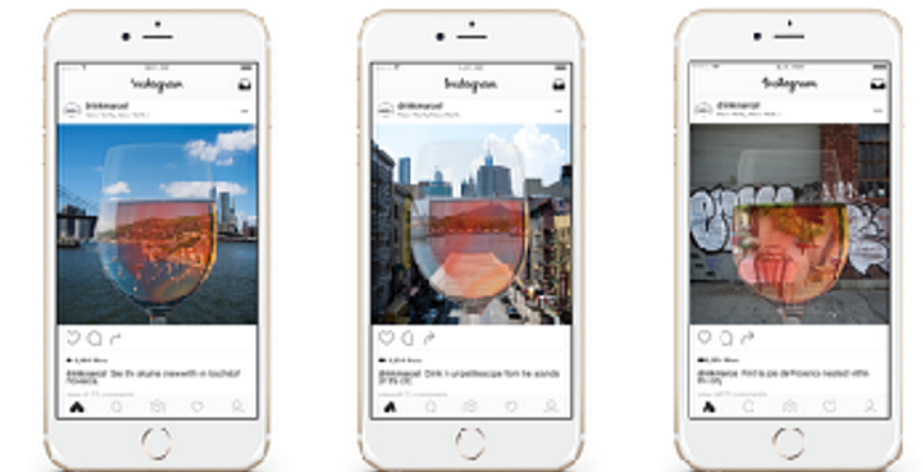
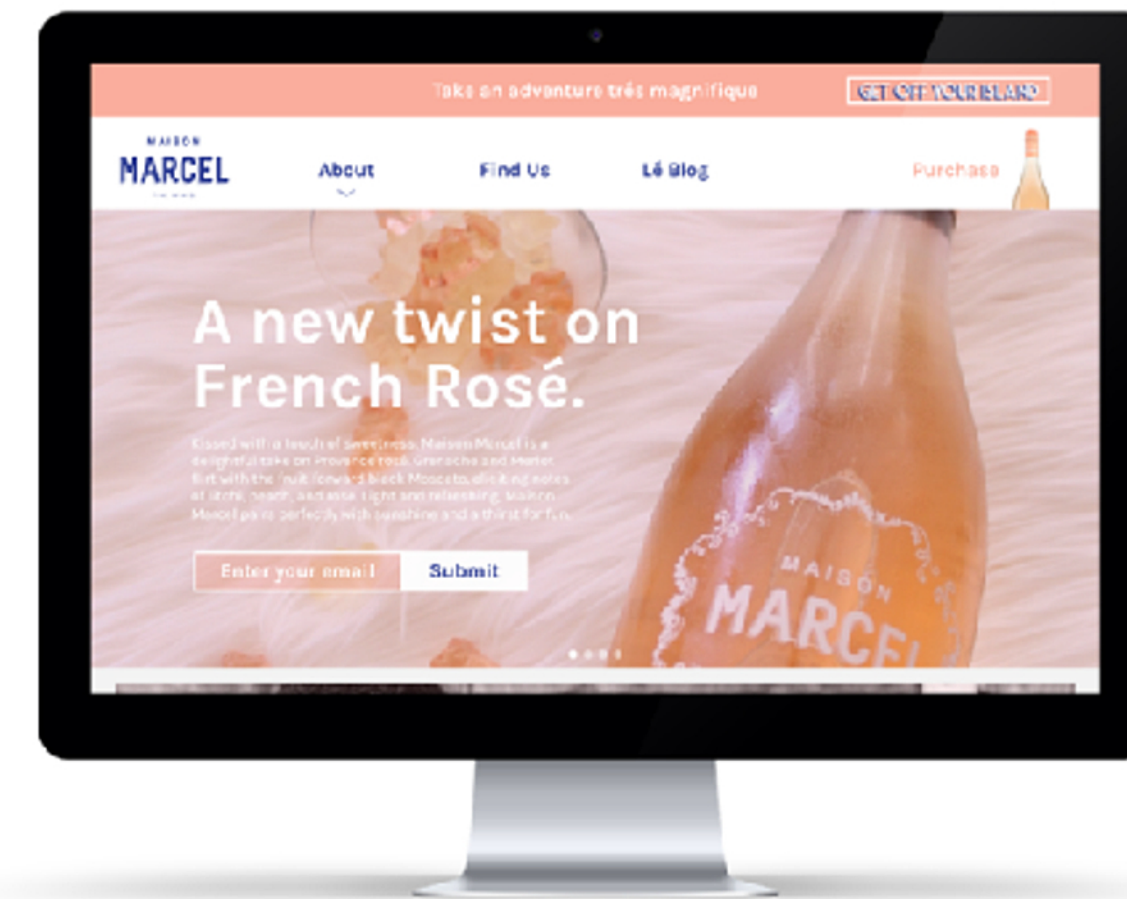
# PRESS & PARTNERSHIP



# “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

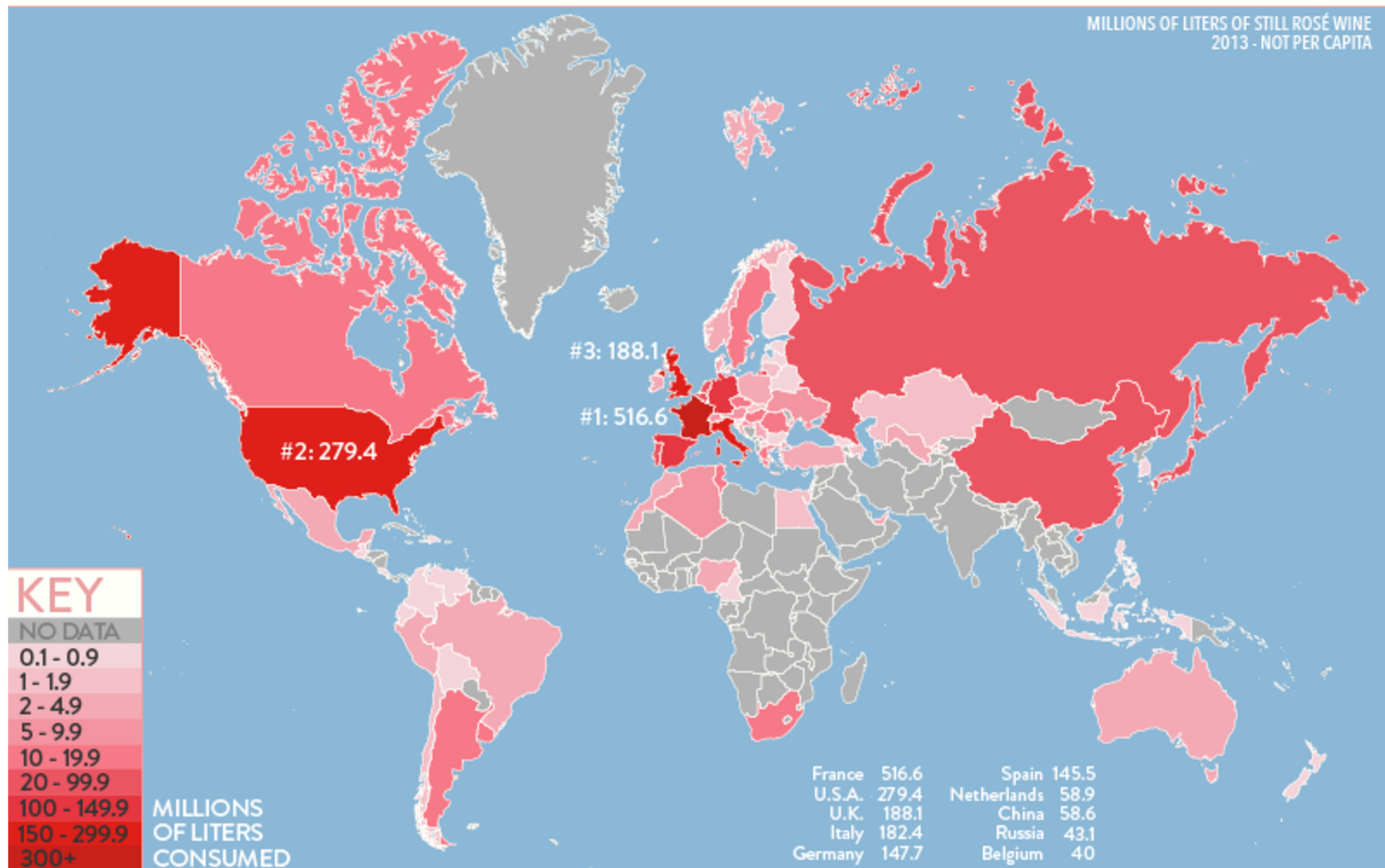


45% - MEN

# 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