



# REINVENTING A CATEGORY

## OUR MISSION

- **Build a global brand** that combines the highest quality product available with an aspiration brand that has been embraced by opinion leaders in NYC, San Fran and Paris.

## GLOBAL, MACRO TRENDS

- **Draft off of the craft movement** – globally consumers are embracing high quality, unique products with history and integrity – first beer and now spirits

## A KNOWN PATH

- **Follow the path of tequila before us** in leading cachaça to a consumer category leveraging the strength of the Brazilian brand and major global events such as the Rio Olympics in 2016.

## MASSIVE OPPORTUNITY

- **To revolutionize cachaça**, a \$4B global category\* – the 3rd most consumed spirit in the world while taking advantage of open space in the competitive landscape.

## EXIT OBJECTIVE

- **Become category leader** and seek strategic investment, providing strong returns to our investors

\*Extrapolated from Just Drinks 2012



# WE WILL REDEFINE A 500 YEAR OLD CATEGORY



Cachaça first distilled – 100 years before rum

1523

Cachaça ban lifted becomes spirit of Brazil

1660's



Industrial Cachaca comes to the US

1984



Leblon launches – venture capital era

2006



Cachaça approved category & Avua launched

2013



World Cup takes place in Brazil

2014



Rio Summer Olympics

2016



# COMPETITION HAS LEFT OPEN SPACE



**MASS/CHEAP**



**FLASHY &  
MODERN**



**SIMPLE LOCAL  
BRANDS**



# OUR PROPOSITION: QUALITY & ASPIRATION



**CATEGORY LEADING  
PRODUCT**



**ASPIRATIONAL  
BRAND**



## UNIQUE, MARKET LEADING PRODUCT

Visited and tasted over 400 cachaças in 2011 when we fell in love with our producer at Da Quinta in Carmo, RJ – a 3-generation family producer led by Katia the master distiller.

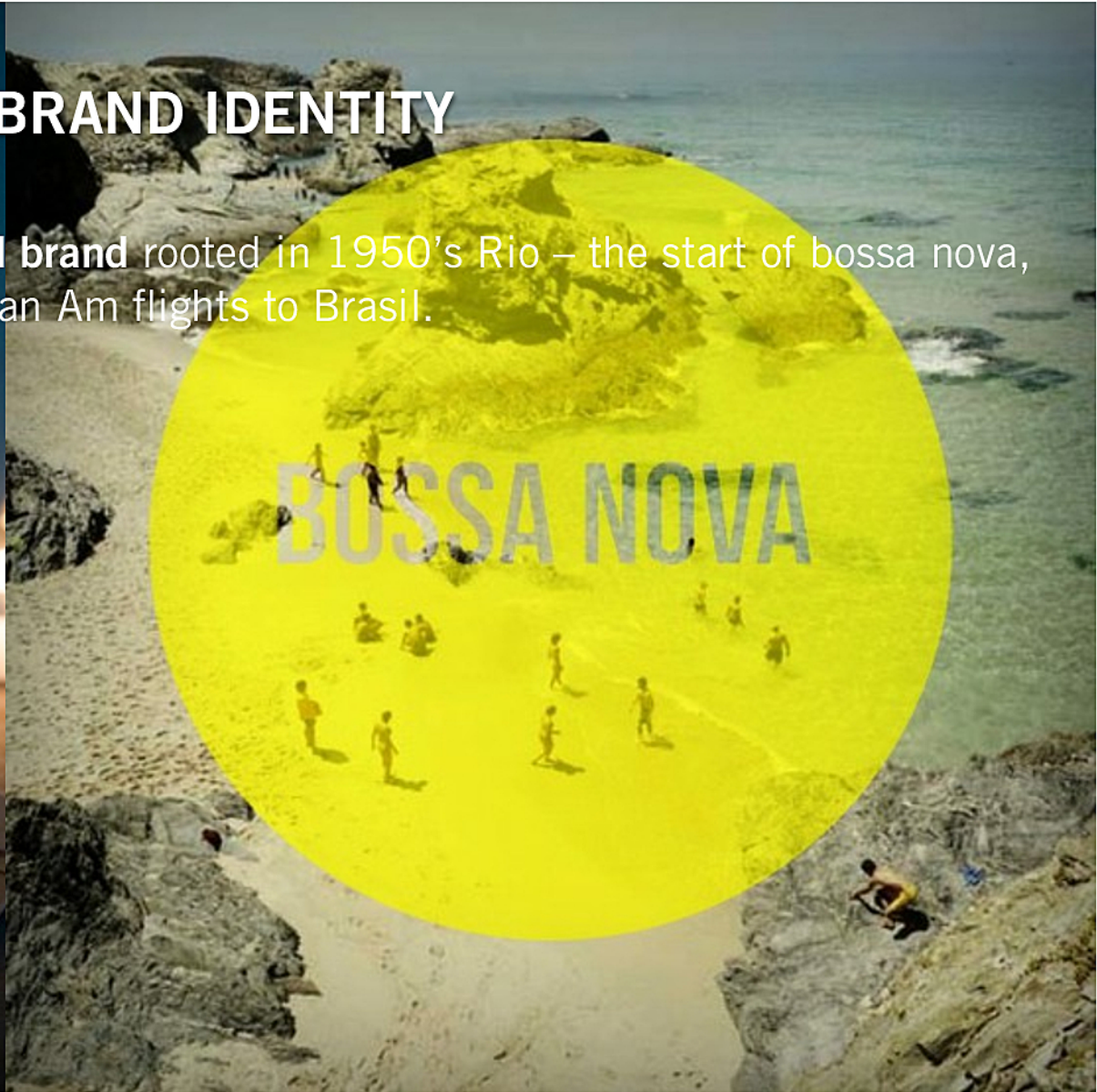
- Single estate production
- Hand cut and pressed cane
- Single distillation in an alembic pot still
- Hand bottled and numbered
- Origin and history story associated with the farm and distiller





# AN ASPIRATIONAL BRAND IDENTITY

Developed an inspirational brand rooted in 1950's Rio – the start of bossa nova, Copacabana beach, and Pan Am flights to Brasil.





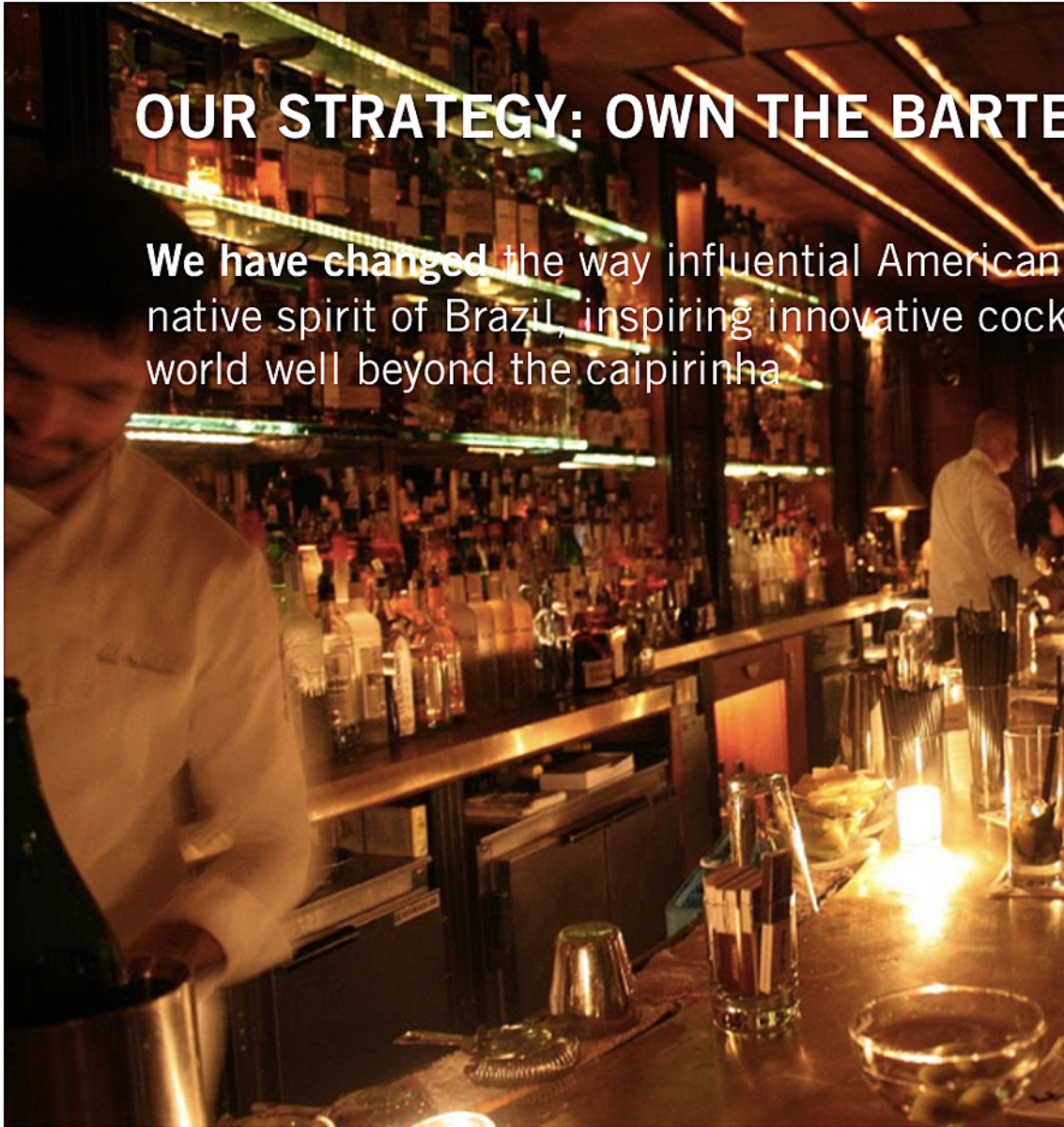
# UNIQUE BOTTLE INSPIRED BY OSCAR NIEMEYER





## OUR STRATEGY: OWN THE BARTENDER

We have changed the way influential American and European drinkers think of the native spirit of Brazil, inspiring innovative cocktails at some of the best bars in the world well beyond the caipirinha





# OUR MARKETING PILLARS



**TRADE  
EDUCATION**



**PRESS**



**KEY  
PARTNERSHIPS**



# PRICING & PROFITABILITY



\$16



\$25



\$30



\$45



\$50



\$80

Blended 55% Gross Margin



OBRIGADO

