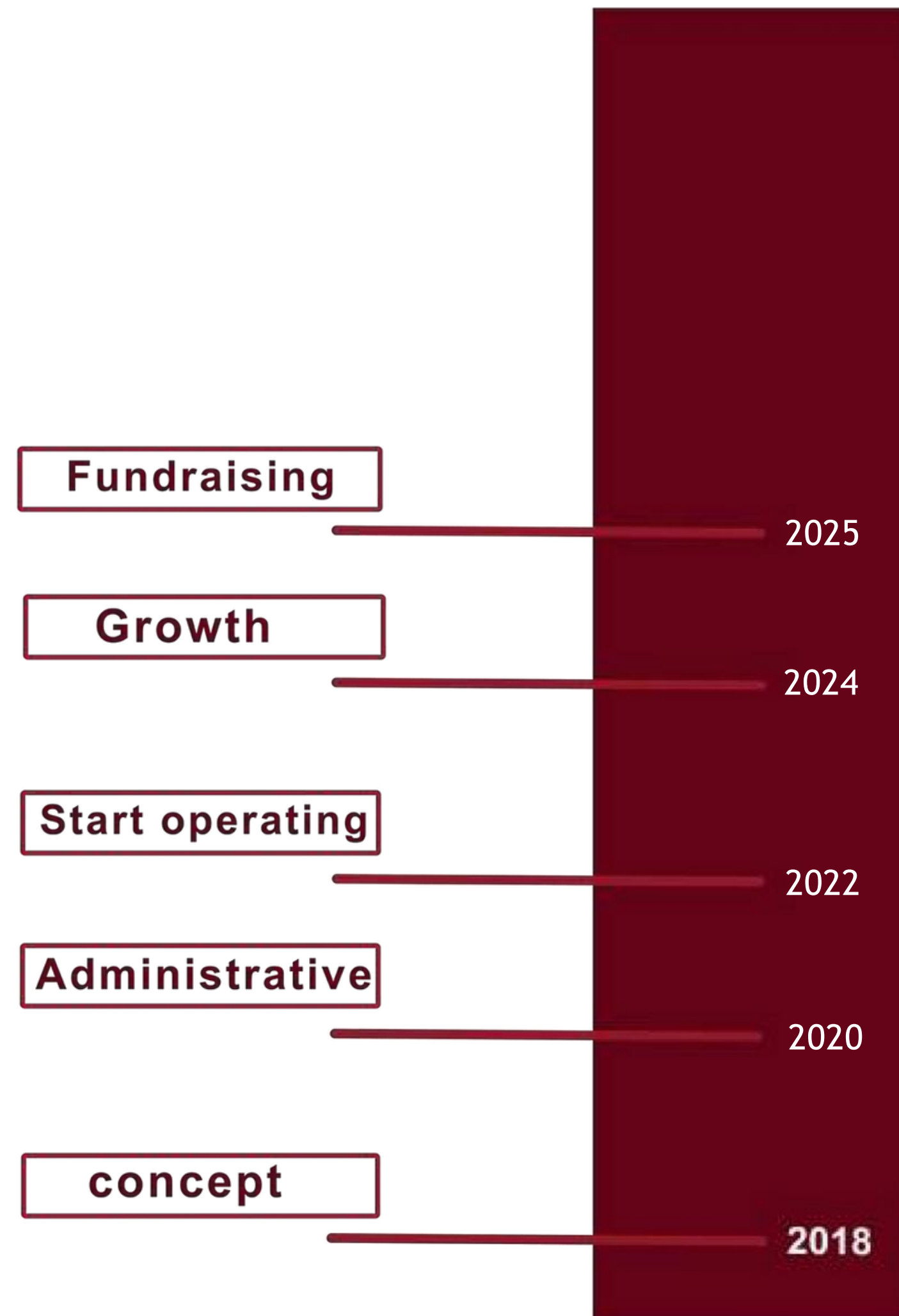




INVESTMENT DECK

FRENCH WINE **imports & wholesale**

WE OFFER EXCELLENCE AT THE BEST PRICE

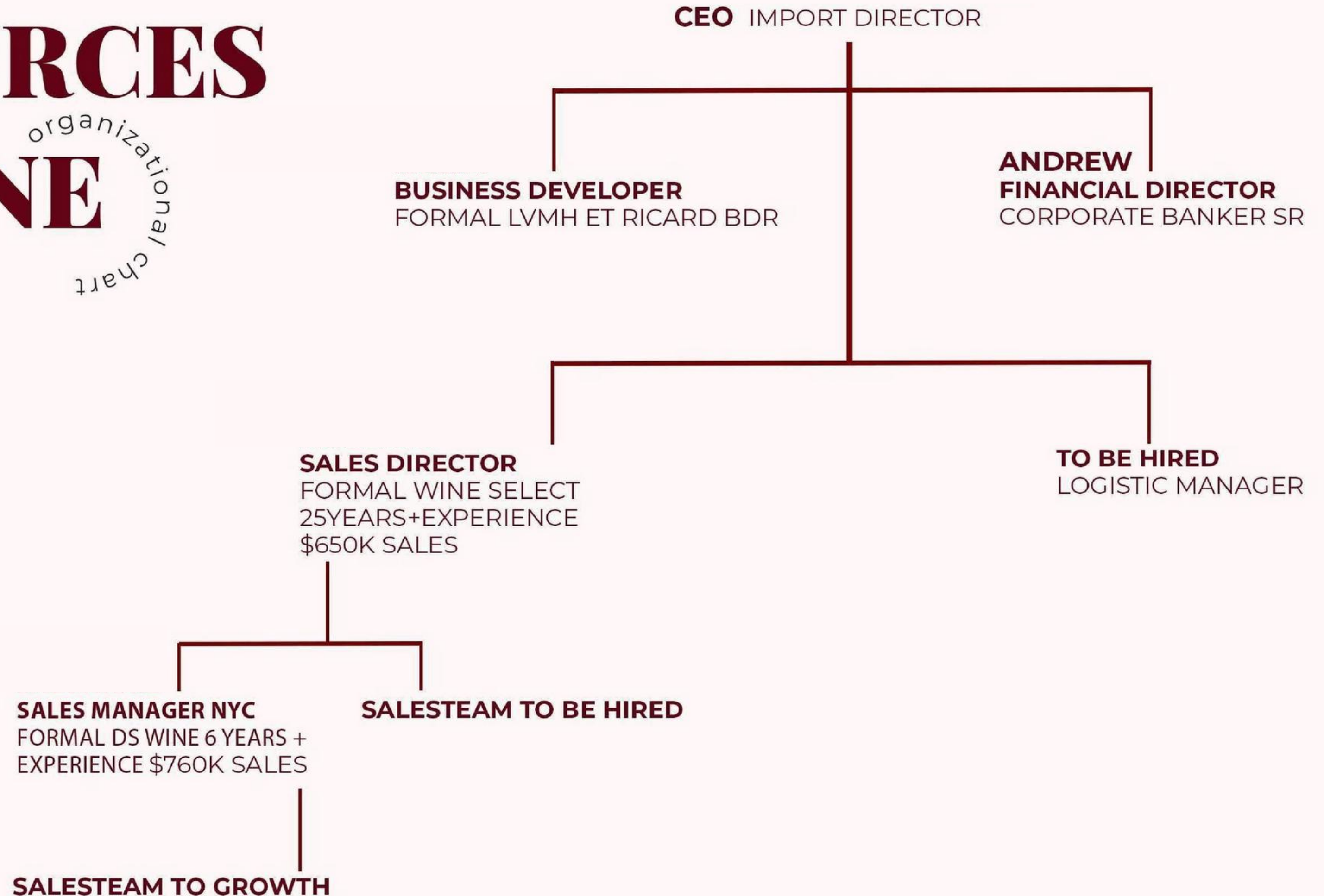


KEY DATES

We are innovating in sales strategy of wine
From vineyards to tables, we are the only operator, that's why we can
offer
BEST WINES AT BEST PRICE

RESSOURCES HUMAINE

organizational
chart



PRIVATE INVESTORS

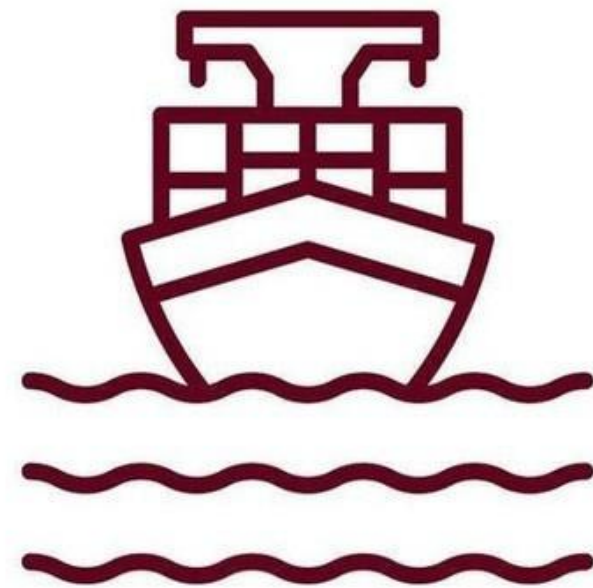
Founder ; Personal investment : \$215K



Le Processus de FWIW



Wine Selection in France



Import from France to NY



Tasting & Sale to clients



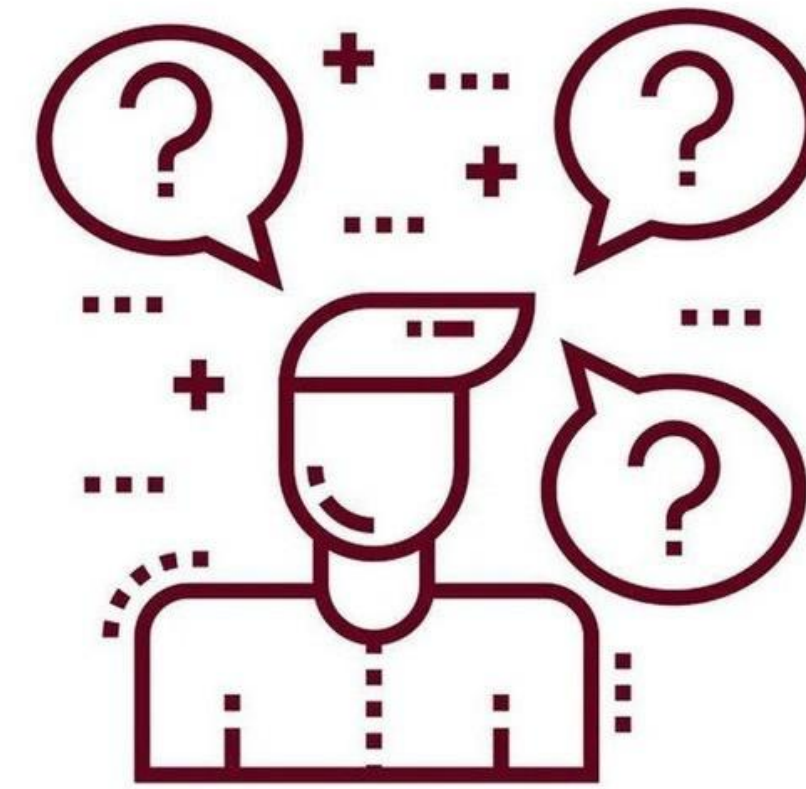
Express delivery

Import & distribution of alcohol in the USA



Functioning

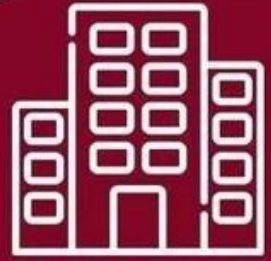
You need an import license to be able to import wines from France to the USA. To be authorized to wholesale wines and spirits in the state of NY, a distribution license (wholesaler) is also required, which entails significant investment costs, in particular office rental, stock and a deposit of \$150k. minimum during the period of obtaining which is approximately 8 months



Issues

In addition to the costs related to obtaining licenses, it is necessary to know how to convince suppliers to work with FWIW (new = FDA formalities or old = convince to work with u rather than their previous importers), find the right partners (transport, storage, insurance, financing, etc.). It is also necessary to choose the references that correspond to the New York market and of course to be competitive on prices and services in the face of the competition to stand out and constantly win new customers

SOLUTIONS BY FWIW



French Wine Imports & Wholesale is a « all inclusive » company.



To get the highest gross margin possible, we have decided to take care of the entire process from the wine selection to the distribution. No intermediate partners. We're the only actor in the process so we control every single cost.



In France, its subsidiary is in charge of the wine references selection and storage until the pallets are shipped. We negotiate the lowest buying price directly from the winemaker. We even had negotiated a discount (average of 3%) by paying cash before shipment.



In NYC, our company has a federal import licence from TTB which make us able to import wine, beer and spirits nationwide and store it under custom (no tax paid before the wine is sold).



To make our business fully profitable, we took the opportunity to apply for the Wholesaler licence in NY State. The cost of the licence was returned after only half a year.



Controlling the full process allow us to offer the most competitive prices while applying an average 40% of gross margin.

U.S. Distributor Import Market – \$20bn Opportunity

The wine and spirits import market in the United States offers significant opportunities for growth, especially through direct partnerships with established distributors across key states. Unlike retail-focused operations, our strategy is centered on importing and supplying distributors such as Direct Wine (NY–NJ), 3Sheilas (AZ), Gulf (FL Panhandle, Alabama, Mississippi), as well as partners in Florida, Nevada, and California (B&R Distributors and others). These networks allow us to access a broad spectrum of regional markets and ensure steady volume sales.

Our commercial approach is designed for wholesale efficiency: we sell by the pallet with a clear objective of scaling to full container orders. Beyond simply supplying products, our unique advantage lies in the ability to create customized cuvées and tailored spirits that directly align with distributor market needs. This flexibility, combined with low production costs through our extensive network of vigneron and cooperative cellars in Europe, enables us to provide competitive solutions and effectively offset the recent 15% import tax impact.

Logistics play a central role in our value proposition. We have secured partnerships that provide competitive freight rates and streamlined operations, ensuring that logistics costs remain low and predictable. Depending on our partners' preferences, we can operate either FOB New York in partnership with Direct Wine, or deliver directly to distributors' warehouses upon port arrival. This dual system ensures adaptability to different supply chain models and simplifies procurement for our clients.

Overall, the U.S. distributor-focused import market offers immense potential for growth. By combining bespoke product development, a strong European production network, and cost-efficient logistics, we are ideally positioned to support distributors in building competitive portfolios that respond to evolving consumer demands nationwide.



NY State Market

\$7,2 BN

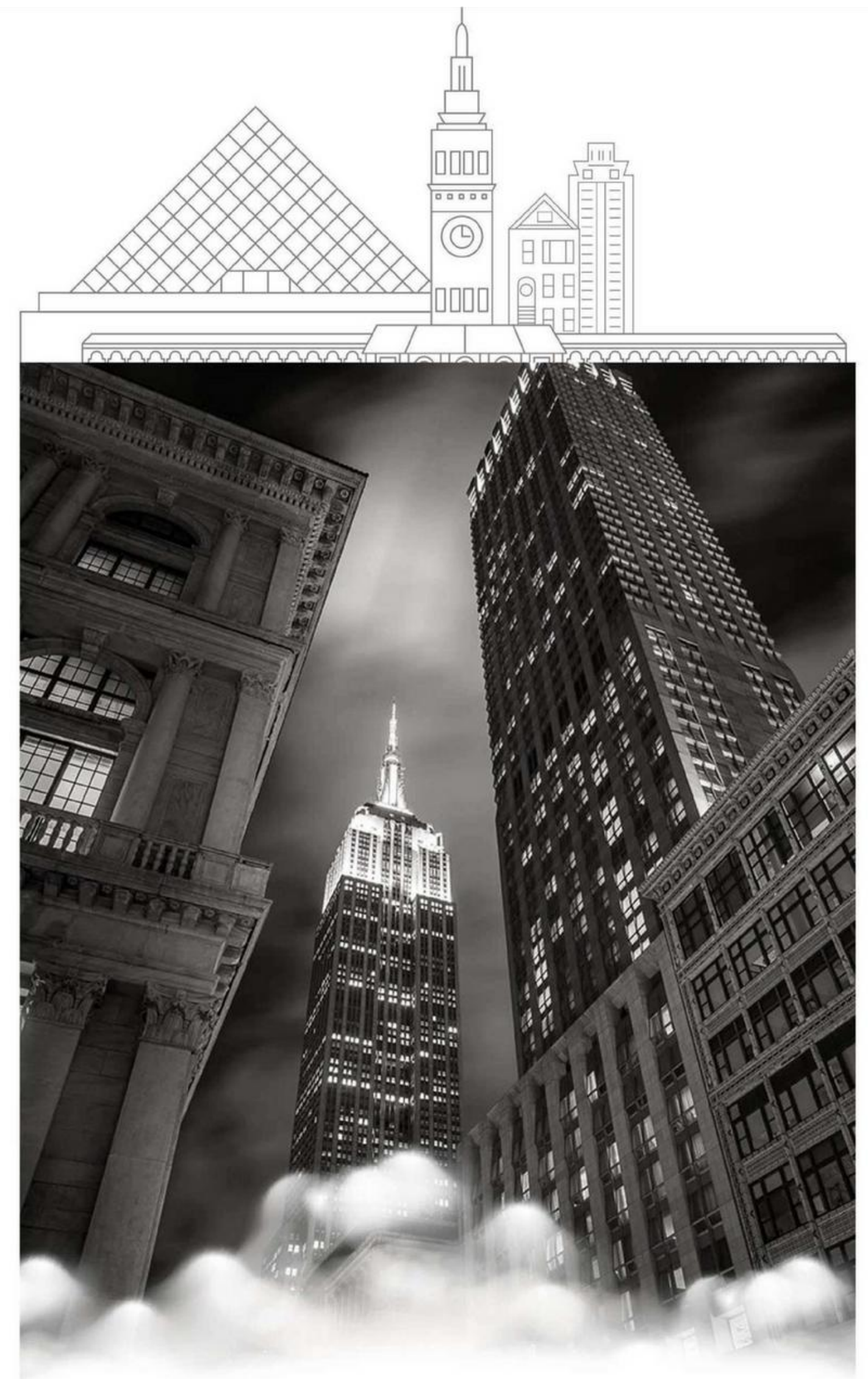
NEW YORK State :

For now, we were focused only on NYC but the NY State has several big cities which are a good market opportunity and doesn't need a lot of investment to be profitable as we only need some sales rep to visit prospects and existing clients. Other cities in NY State : Buffalo, Rochester, Syracuse, Montauk, East/South Hampton,

Growth of 5% per year on the wine and spirits consumption in NY State

Wine and spirits are the only market that didn't collapse during pandemic.
(hospitality closed but liquor stores and online remained open)

Organic wines, low alcohol, eco friendly beverages are the now wave and FWIW has already took a step by anticipating this trend. That's one of the reason California wholesalers are asking a partnership with us.



Florida Market of \$ 8.2B n

The wine and spirits market in Florida is one of the most thriving in the United States, driven by a growing population and a constant influx of tourists. These factors contribute to a steady demand year-round, with noticeable peaks during tourist seasons. Miami, Orlando, and other urban and tourist areas play a crucial role in this dynamic, boasting a vibrant bar and restaurant scene that fuels consumption. This robust demand is also bolstered by the state's cultural diversity, which influences consumer preferences and creates opportunities for a wide range of products.

Current trends show a rising popularity of craft cocktails, a sector where Florida particularly excels, especially in its coastal regions. Theme bars, often located in tourist hotspots, focus on innovation and creativity, attracting a diverse clientele seeking unique experiences. Simultaneously, wine consumption is also on the rise, reflecting a population that is becoming more sophisticated and influenced by global trends. The market's growth potential is significant.

The increase in imports of exotic wines and spirits meets a growing demand for international products. Furthermore, the rise of online commerce makes these products more accessible, allowing consumers to diversify their purchases. Initiatives focused on customer experience, such as wine tastings and mixology workshops, further enhance the market's appeal by creating opportunities for engagement and customer loyalty.

Overall, Florida's wine and spirits market is well-positioned for continued growth, supported by favorable trends and an evolving demand.



Market growth: the strengths of FWIW

Rise of the demand
on wine and spirits
in **NY State**
and **Florida**

Our salesteam is at its maximum of clients management while the market is still growing. To continue to be a main actor of NYC, we need to hire sales representative to be able to answer the new need

Rise of the import
activity out of **NY State**
and **Florida**

Thanks to our website (google referencement), our wide range of wine references in the catalog and word to mouth, we receive a lot of requests from wholesaler out of NY State : California, Texas, Tennessee, Colorado, ...

Head of trend on
organic wines

Low alcohol beverages, eco friendly drinks and logistic. From vineyards to restaurants, all of our process is anticipating all of the new trends.

After the successful
contract with the
Marina Bay Sands
in Singapore

Notre filiale « **Sur Mesure: "Cellar & Distillery"** », qui permet au groupe hospitality de créer ses propre marques, a fait sa réputation et la demande se développe très rapidement.

ASIA

The Marina Bay Sands contract helped us make a reputation. Thanks to them, we were able to start a partnership with Jonathan Tingaud from Pivene Singapore and we are now a supplier and importer there.

BUSINESS MODEL

IMPORT ONLY



WHOLESALE CLIENTS:

ORDER PER PALLETS

AVERAGE GROSS MARGIN OF 22,15%

LOW COST FOR THIS ACTIVITY (10%)

IMPORT & DISTRIBUTION



HOSPITALITY INDUSTRY CLIENTS :

ORDER PER CASES MINIMUM GROSS MARGIN OF 40%

THANKS TO BOTH IMPORT & WHOLESALE LICENCE

NO COST PROSPECTION (WINERIES PROVIDE SAMPLES FOR FREE)

Type of Clients



Types of clients
Liquor Stores
& Retails



Hotels



Bars



Wholesalers



Restaurants

USE OF PROCEEDS

ROUND SIZE
\$US500k

Business
development

40%

- Growthsalesteam
- BDR's
- Logistic team
- Out of state application
- Content creators
- And more...

Product

50%

- New references
- Premium wines
- C- Shpaimritpsa-gne.

Technology

5%

- Labelprinters
- Application for client
- Logistic software

Marketing

5%

- Paid Adsonwinebrands
- Public relation
- Events
- Social Media contents
- Website updating



Flywheel

ATTRACT:

selection of a wide range of wine and spirits by offering them at the best price, anticipating market developments (organic, "low alcohol", etc.), brand creation and stock/logistics management, etc



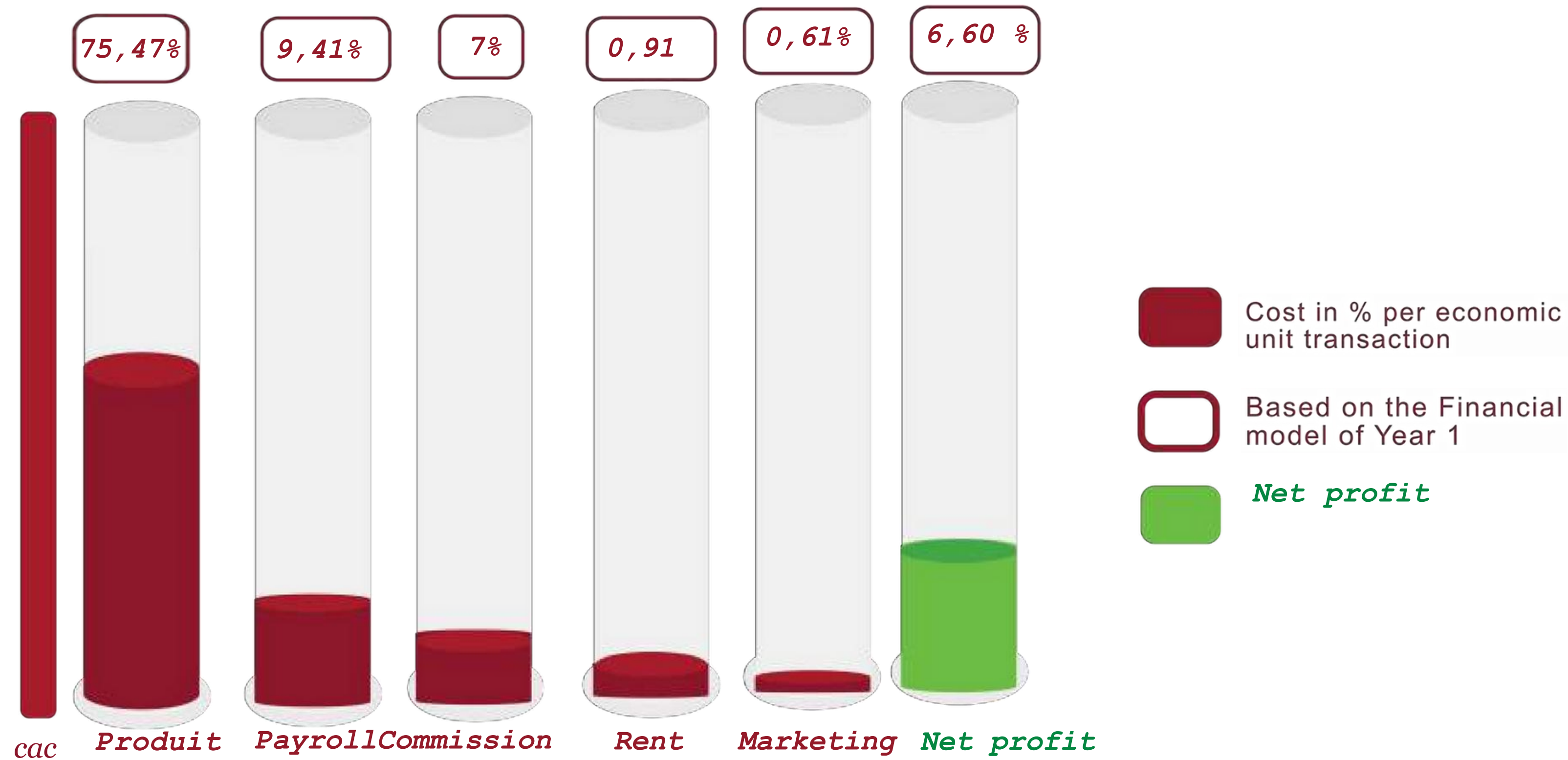
SELL:

thanks to the stocks offered by the winegrowers to promote their wine or spirits, we push **the sale by applying aggressive commercial offers, we organize events oriented about tasting**

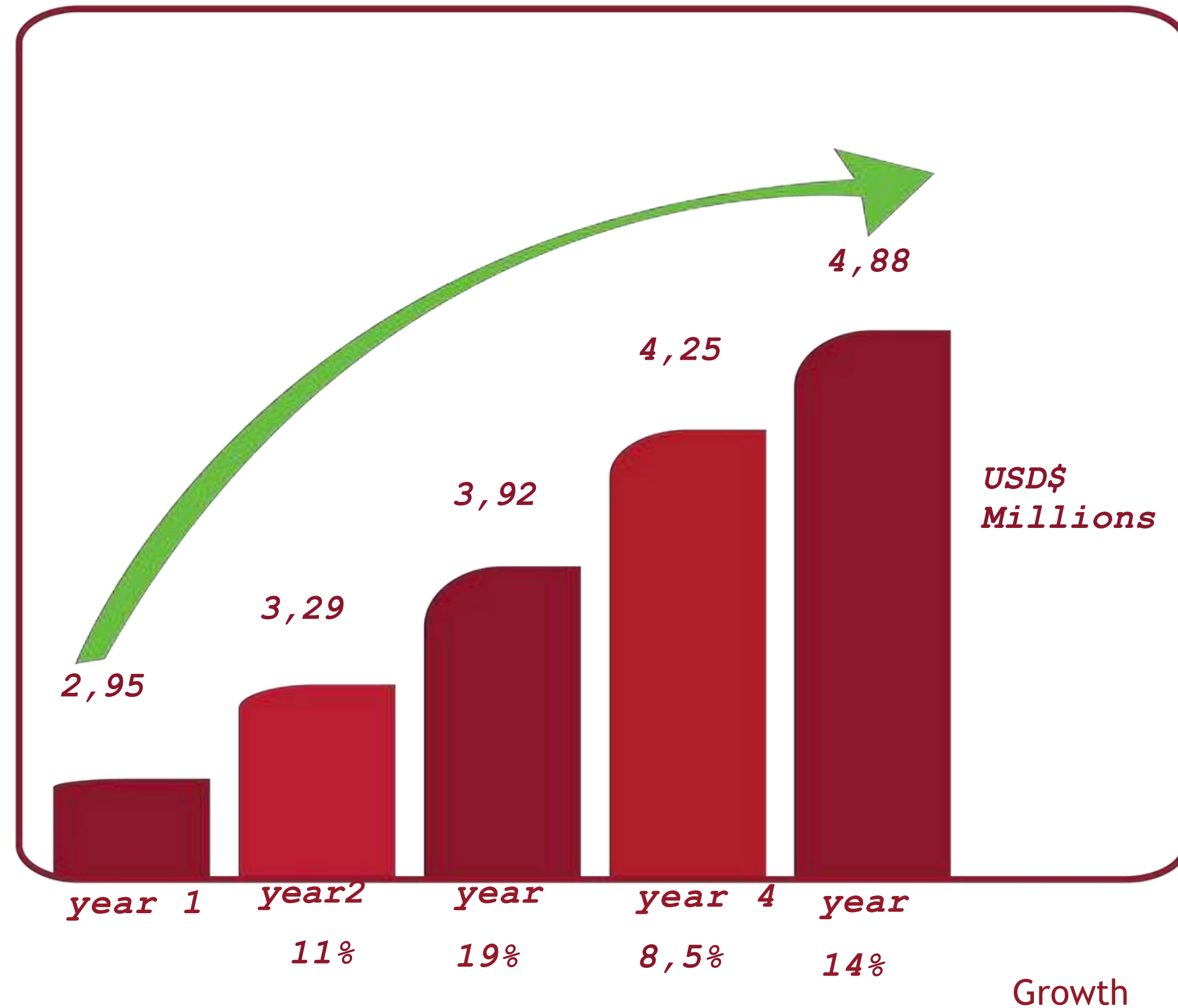
RETAIN:

our sales team regularly visits their customers and prospects to taste the new products, take care of the specific requests of each account and make their best to accomplish it

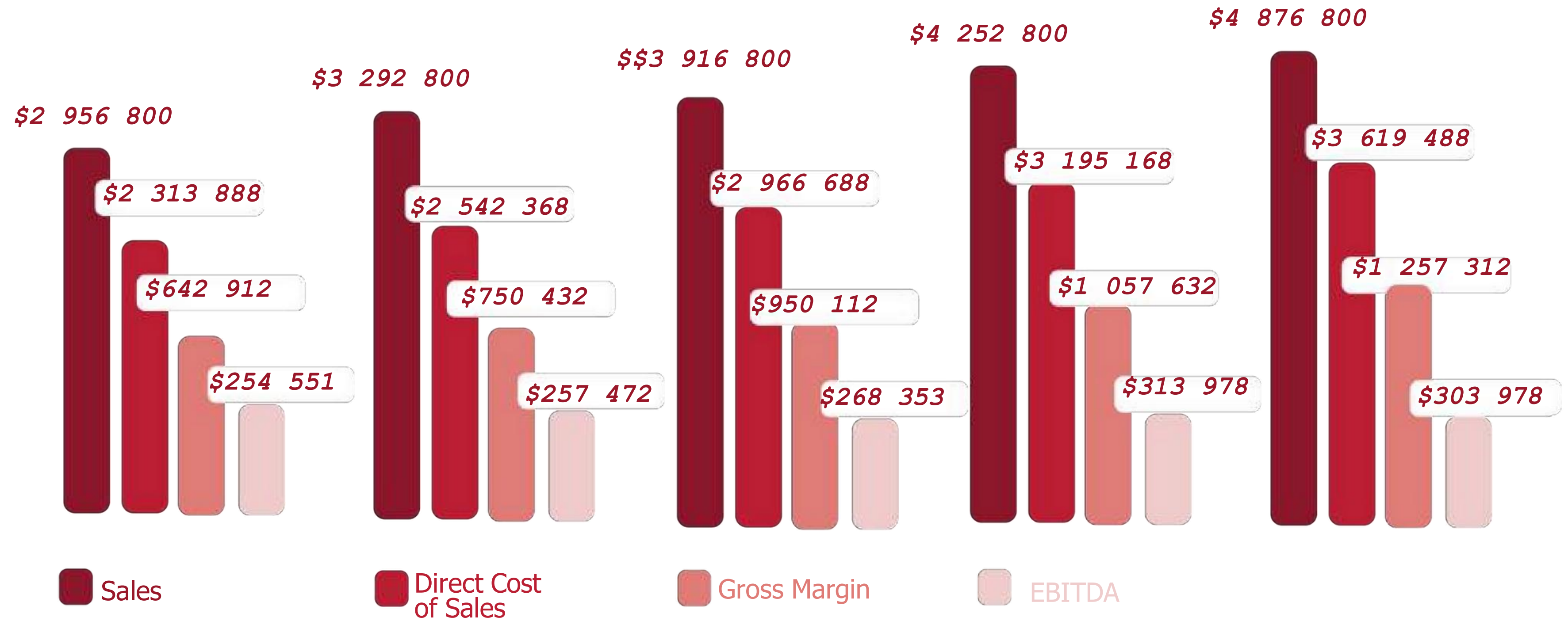
B2B UNIT ECONOMICS



Projected *revenue*



THE PROPORTION OF TOTAL TURNOVER ACCOUNTED





PRODUCTION COST IN DETAILS

PRODUCT

+

OCEAN
FREIGHT &
INSURANCE

+

STORAGE

+

CUSTOMS
DUTY

+

DELIVERY
TO CLIENT

=

PRODUCTION
COST

\$0,62

\$0,05

\$0,32

\$0,42

\$1,41

TOTAL FIXED COST PER BOTTLE

Some additional fees may apply : distribution fees for \$0,42 depending on FOB NY or direct delivery

« SUR MESURE » : CELLAR & DISTILLERY

REMARKABLE POTENTIAL TO BE DEVELOPED BY OPTIMIZING THE SALES FORCE



LES PETITES FRANÇAISES
47,21% GROSS MARGIN



MARINA BAY SANDS – WINE TUBE
49,62% GROSS MARGIN



GASPARD & BALTAZAR
46,49% GROSS MARGIN

French Wine Imports & Wholesale

INVESTMENT DECK

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