

BELLY DRAGGER

GREETINGS FROM
PALM SPRINGS!



ELEVATING
CANNED WINES
- AND -
GOOD TIMES!



PROBLEMS WE SOLVE FOR



1. THE CONSUMER IS NOT GETTING A CLEAR AND FULL PICTURE ON THE ENVIRONMENTAL BENEFITS OF ALUMINUM VS. GLASS PACKAGING

Large-scale suppliers with brands established in glass bottles introduce cans as line extensions.

2. THE WINE CATEGORY IS LOSING THE YOUNGER CONSUMER TO OTHER ALCOHOL CATEGORIES, NON-ALCOHOLIC BEVERAGE OPTIONS, AND CANNABIS

As the wine drinking population ages, their consumption declines.



Constellation Brands introduced Kim Crawford Sauvignon Blanc in cans in 2020.

CURRENT SOLUTIONS FROM THE COMPETITION

1. USE CASE PLAYS MAJOR ROLE IN MARKETING CANS

Beverage giants combine brand equity in glass bottles with specific outdoor occasions in ad campaigns.



Pernod Ricard uses an outline of the Absolut Vodka bottle on packaging of the canned cocktail 4-pack. The cans are photographed on a beach in brand collateral.

2. NATURAL, LOW-SULFUR, AND LOW-ALCOHOL WINE ATTRACTING YOUNGER DRINKERS

Promoting wine as a part of a healthy lifestyle.



France began formally recognizing Natural and Low-Sulfur wine in 2020. The U.S. has yet to adopt a similar certification system.

OUR OPPORTUNITY

1. A WINE COMPANY WITH AN AUTHENTIC STORY AND INCLUSIVE BRAND

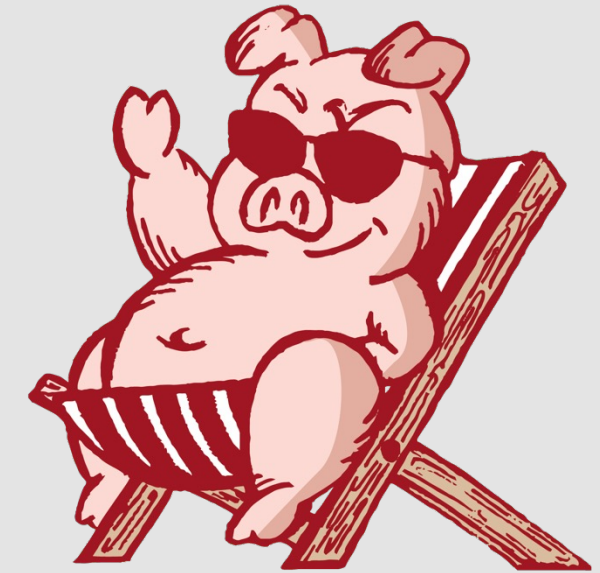
Targeting a wide audience by valuing psychographics over demographics.

2. PREMIUM WINE IN A FUN-LOVING CAN

Features that are currently mutually exclusive in competitive set.

3. A MAKER'S VOICE (NOT A MARKETING DEPT)

Engaging consumers, providing geeky details on production and championing recyclable packaging.



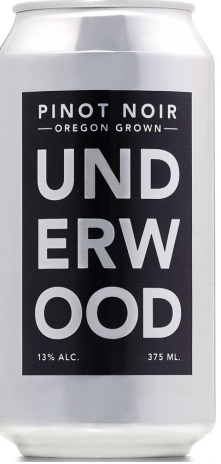
Tubbs the pig reminds everyone that our wines are great for special occasions ... like daytime!



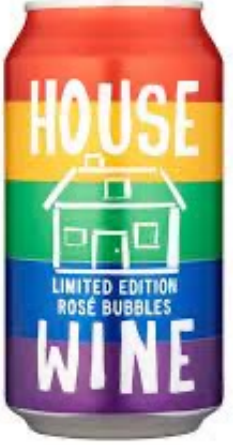
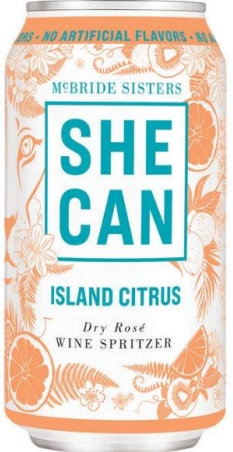
Small-lot winemaking and reduced sulfur usage.

MARKETING MATRIX

TRADITIONAL LABEL



WINE COOLER



PREMIUM WINE



FUN-LOVING LABEL

MARKETING PLAN



AD SPENDS

Premium messaging, shipping promotions



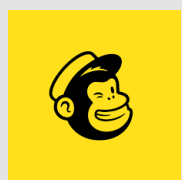
INDUSTRY INSIGHTS AND ENTREPRENEURIAL ADVICE

Establish authority, connect with fans



ALUMINUM-SPECIFIC RECYCLING SYMBOLS

Appearing on brand collateral and cans



EVENTS AND GIFTING

Offering locally hosted wine tastings and swag



VISUAL STORYTELLING & USER ANALYTICS

Seasonal aesthetic, video capability, event bookings



A can of Chardonnay out on the town in Palm Springs.

FINANCIALS

ANNUAL SALES REVENUE

■ Annual Sales Revenue



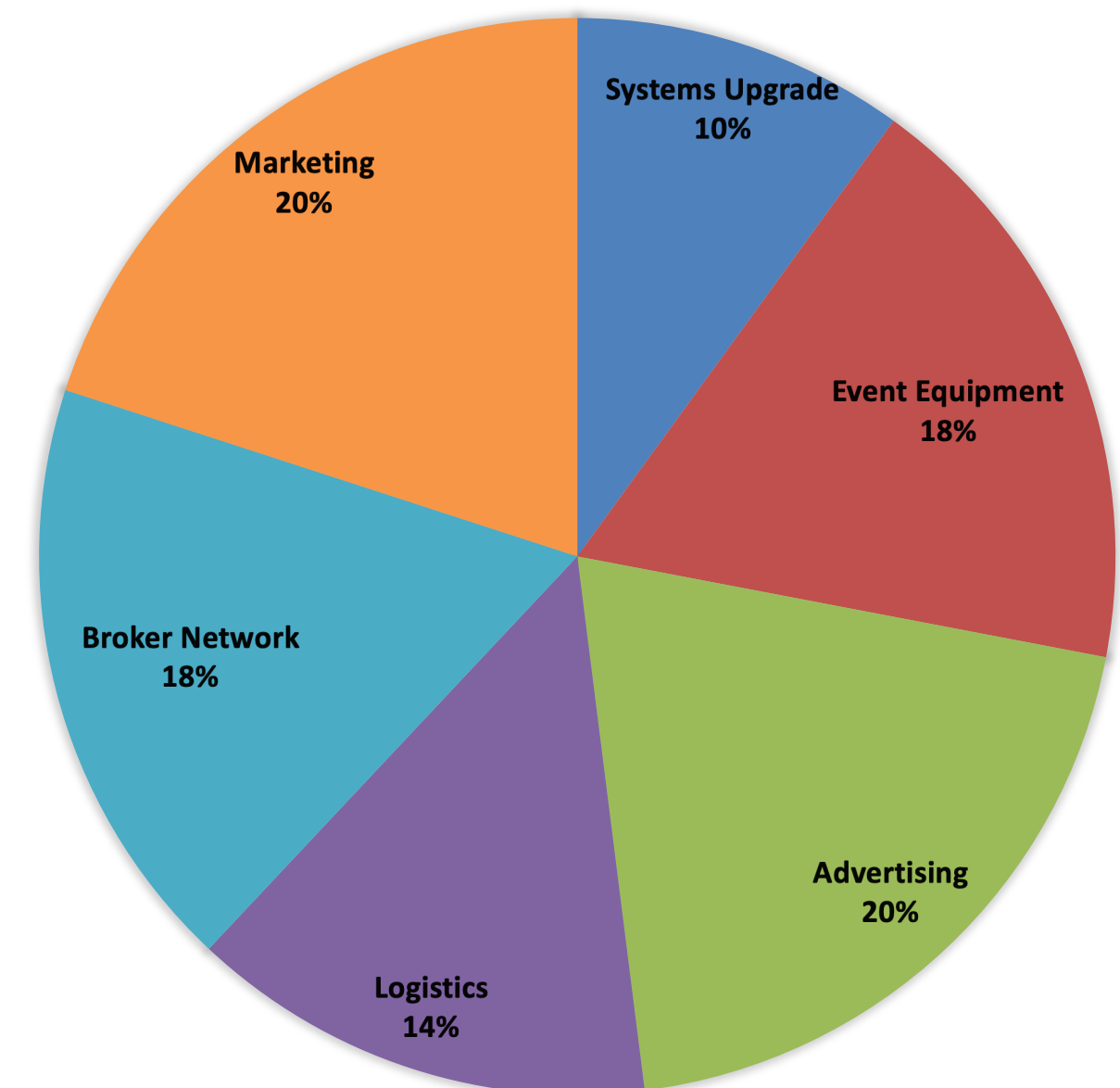
SUSTAINABLE GROWTH PROJECTIONS

Improved DTC margins accelerate break-even point 

INVESTING IN SALES OPERATIONS AND BRAND AWARENESS

Regional chain placements, eCommerce revenue

USE OF FUNDS



THE TEAM



Blending session at the kitchen sink during 2020 vintage production.

LINKING INDIVIDUAL EXPERTISE



Ralph Hurd - Winemaking and chemistry

Chris Helsel Drumm - Marketing and brand direction

Gretchen Helsel Drumm - Business and sales operations

Met while attending Sonoma State MBA program,
traveled together throughout wine regions of France
and Greece.



DRIVING INNOVATION

Varied industry networks, embracing new technology



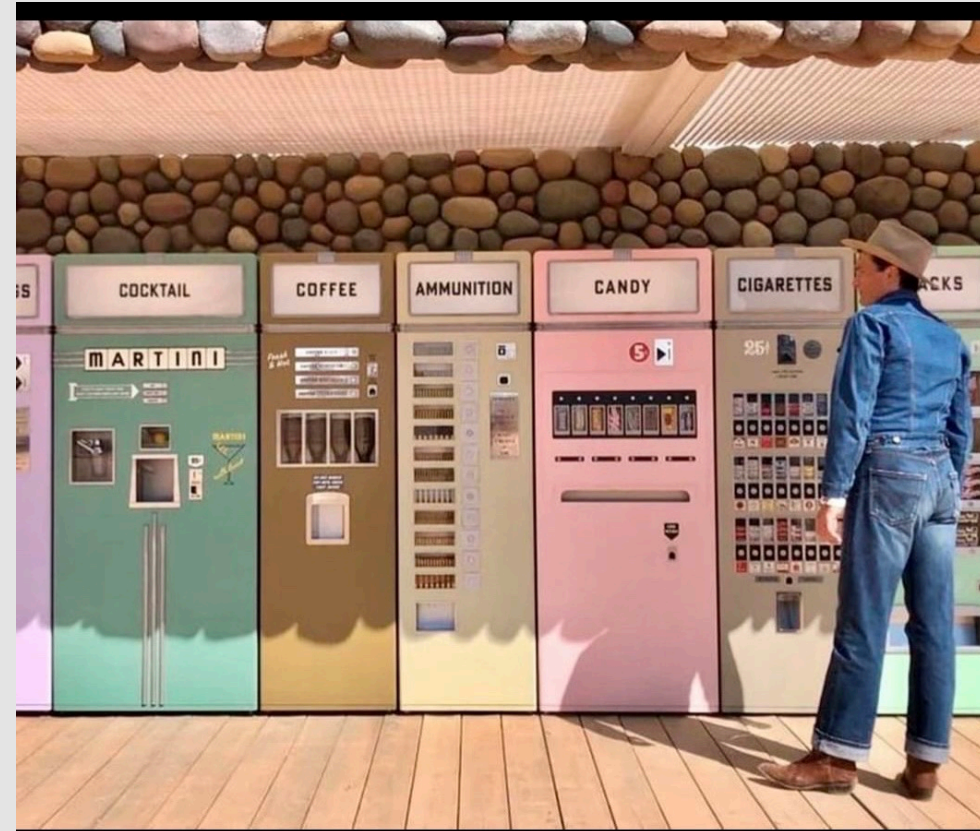
Don't forget Tubbs!

A FUTURE IN THE DESERT



PALM SPRINGS FILING STATION

- Multiple, small-lot wines available on tap
- Items canned on demand for ideal to-go packaging
- Mid-century modern design
- Potential for wine vending machines



Inspiration from Wes Anderson's *Atomic City*



Potential location near downtown Palm Springs, former service station on Palm Canyon Drive.

FEATURING WINES BY


**BELLY
DRAGGER**

**OPEN FOR
2024-2025
SEASON**