

**XYZ
LOGO**

Business Plan
Year

**REMOVED
LOGO**



TABLE OF CONTENTS

1. EXECUTIVE SUMMARY.....	3	6. OPERATIONAL PLAN	17
2. COMPANY OVERVIEW.....	4	6.1. OPERATIONAL OVERVIEW	17
2.1. MISSION STATEMENT	4	6.2. BEVERAGE PRODUCTION.....	17
2.2. COMPANY DESCRIPTION	4	6.3. PACKAGING & LABELS	17
2.3. CAPITAL REQUIREMENTS	5	6.4. INVENTORY MANAGEMENT.....	17
2.4. GROWTH STRATEGY.....	6	6.5. COMPUTER SOFTWARE	17
3. THE PRODUCTS	7	6.6. LEGAL & INSURANCE	17
3.1. PRODUCT DESCRIPTON.....	7	6.7. ACCOUNTING	17
3.2. PACKAGING.....	7	6.8. LICENSES & PERMITS.....	17
3.3. PRICING	8	7. MANAGEMENT.....	18
4. THE MARKET	9	7.1. JOHN DOE, CEO.....	18
4.1. TARGET CONSUMER.....	9	7.2. JOHN DOE, PARTNER	18
4.2. TARGET MARKET ANALYSIS	9	7.3. JANE DOE, CMO.....	18
4.3. U.S. WINE & SPIRITS MARKET ANALYSIS	10	7.4. JOHN DOE, SALES MANAGER	18
4.4. GLOBAL DISTILLED SPIRITS MARKET ANALYSIS	10	7.5. JANE DOE - COMMUNITY MANAGER	18
4.5. PROFILE OF DIRECT COMPETITORS.....	11	7.6. JANE DOE - P/R MANAGER	18
4.5.1 MAST-JAGERMEISTERSE (JAGERMEISTER).....	11	8. FINANCING & GROWTH STRATEGY...19	
4.5.2 THE SAZERBACK CO. (CINNAMON FIREBALL WHISKEY).....	11	8.1. CAPITAL REQUIREMENTS	19
4.5.3. PERNOT RICARD (SCREWBALL PEANUT BUTTER WHISKEY).....	12	8.2. RISK ANALYSIS.....	19
4.5.4. ILLVA SARONINO S.P.A. (DI ISARONNO	12	8.3. EXIT STRATEGY	19
4.5.5. INTERCONTINENTAL BRANDS LTD. (MESSER SCHMITT).....	12	9. FINANCIALS.....	20
4.5.6. SCHWARZE & SCHLICTE (BARENJAGER).....	13	9.1. SALES.....	20
4.5.7. BROWN-FORMAN CORPORATION (JACK DANIELS HONEY WHISKEY).....	13	9.1.1. SALES ASSUMPTIONS	20
4.6. COMPETITIVE ANALYSIS	13	9.1.2. REVENUE PROJECTIONS	20
5. MARKETING PLAN.....	14	9.2. EXPENSES.....	21
5.1. OVERVIEW	14	9.2.1. G&A EXPENSES.....	21
5.2. BRANDING	14	9.2.2. MARKETING EXPENSES	21
5.3. PUBLIC RELATIONS.....	14	9.2.3. STAFF HEADCOUNT & SALARIES ..	21
5.4. ONLINE SALES.....	14	9.3. PRO-FORMA FINANCIAL STATEMENT ..	21
5.5. DIGITAL MARKETING	14	6ANNUAL SUMMARIES	21
5.6. PARTNERSHIPS.....	15	9.3.1. INCOME STATEMENT	22
5.7. PROMOTIONAL SAMPLING	15	9.3.2. CASH FLOW STATEMENT	22
5.8. E-MAIL MARKETING	16	9.3.3. BALANCE SHEET.....	23
5.9. PRINT ADVERTISING.....	16		
5.10. INDUSTRY TRADE SHOWS	16		

1. EXECUTIVE SUMMARY

THE PROBLEM

- Small selection of stand-alone shots
- No prominent liqueurs are flavored with XYZ
- No prominent liqueurs are flavored with XYZ
- No prominent liqueurs are branded as XYZ

THE PROPOSED SOLUTION

A new, delicious liqueur flavored with XYZ, XYZ, and XYZ that can be enjoyed as a stand-alone shot or in a cocktail.



THE OPPORTUNITY

- The potential to capitalize on the \$107.7 billion U.S. wine & spirits wholesaling market and an unsaturated stand-alone shot liquor market

THE VALUE

- Delicious
- Uniquely flavored with XYZ
- Uniquely flavored with XYZ
- Can be enjoyed as a stand-alone shot
- Uniquely branded as an XYZ liqueur

THE PRODUCTS

- 100% natural
- 24% alcohol
- Sizes of 375ml, 750ml, 1.75L, and 50ml (Y3)
- Flavored with XYZ, XYZ, and XYZ
- Straight liquor or cocktails

FINANCING

- **Prior:** \$1 million
- **Series A:** \$2.5 million
- **Series B:** \$6 million
- **Type:** Equity

2. COMPANY OVERVIEW

2.1. MISSION STATEMENT

- Establish a leading ABC liqueur brand that inspires consumers around the world to enjoy life “like a XYZ”

2.2. COMPANY DESCRIPTION

- Registered as a Delaware limited liability company in May 2019
- Headquarters in ABC, ABC
- Owned and led by John Doe and John Doe, who both grew up in ABC-American homes where traditional XYZ liqueur was ubiquitous to every occasion; they took an ancient family recipe and launched XYZ™ as 50/50 partners, at the legendary ABC Distillery in ABC, which has been producing the world’s best liqueurs for more than 150 years
- After being distilled, XYZ™ is infused with XYZ from the XYZ trees in the XYZ.
- Has taken an ancient family recipe and innovated XYZ™: a delicious, specialty liqueur distilled from xyzs, blended with natural xyz from the mountain of ABC, and fermented with xyz, xyz, and other secret herbs
- Distributed in ABC by XYZ Distributing Company with a contract for national and ABC distribution
- Will utilize innovative marketing including celebrity endorsement, event sponsorship, parties, clubs, ABC Goddess girls), promotions, street marketing, and various forms of traditional marketing
- Has gained significant momentum over the last two years and has proven that it has a product that consumers want and need.
- Has marketed XYZ™ on social media platforms, engaged over 40 well-known Instagram models to endorse the brand, received favorable response from the public, sponsored parties, and events, and obtained xx,xxx Instagram followers.





The Company has accomplished the following:

- Distribution in the state of ABC via XYZ Distribution Company and commitment for national distribution
- Imported xxx cases 750 ml 6-pack
- Distribution throughout the country of ABC
- Currently in xxx different retail accounts in the U.S.

2.3. CAPITAL REQUIREMENTS

- Seeks \$2.5 million of equity financing, which includes an estimated \$125,000 for capital expenditures and \$2.375M for working capital to support inventory, marketing, and operations
- Will secure a 2nd round of equity financing of \$7 million in month 19 to supplement increased production, marketing, and operations, including an estimated \$48,750 for capital expenditures and \$6.95 million for working capital

2.4. GROWTH STRATEGY

Phase	Target Market	Products	Marketing	Operations
Phase 1 M1-12	U.S. ABC Canada	375ml 750ml 1.75L	<ul style="list-style-type: none"> • B2B marketing in U.S., ABC, and Canada • B2C marketing in US. and ABC • Promote social media • Public relations 	<ul style="list-style-type: none"> • Hire management and staff • Train management and staff • Lease an office • Become valued community members
Phase 2 M13-24	U.S. ABC Canada Europe	375ml 750ml 1.75L	<ul style="list-style-type: none"> • B2B and B2C marketing in U.S., ABC, Canada, and Europe • Add distribution partners • Public relations 	<ul style="list-style-type: none"> • Hire additional management and staff • Train management and staff • Establish efficient operations
Phase 3 M25-60	U.S. ABC Canada Europe Asia	50ml 375ml 750ml 1.75L	<ul style="list-style-type: none"> • B2B and B2C marketing in U.S., ABC, Canada, Europe, and Asia • Add distribution partners • Public relations 	<ul style="list-style-type: none"> • Hire additional management and staff • Train management and staff • Improve operational efficiency



3. THE PRODUCTS



3.1. PRODUCT DESCRIPTION

- Product of ABC - Real ingredients - 100% Natural - 24% Alcohol
- XYZ™ is a XYZ spirit that is perfect for savoring as straight liquor or creating delicious cocktails. It is imported from ABC, where it is produced by the legendary XYZ Distillery, which has been in business for 150 years.
- XYZ™ is distilled from grapes, blended with natural honey from xyz trees in the ABC Mountains in ABC, and then fermented with xyz, nutmeg, and other secret herbs and spices, which are, all, natural aromatics.

3.2. PACKAGING

- Will use XYZ Distillery to produce, bottle, and label the products.
- Will initially sell the product in 3 sizes:
 - 375ml (12.68 oz.)
 - 750ml (Fifth) (25.4 oz.)
 - 1.75L (59.2 oz.)
- In year 3, will launch a 4th size: 50ml (1.69 oz.)

3.3. PRICING

3.3.1. WHOLESALE PRICING

Size	Price
XYZ 375ml 12-Pack	\$70 00
XYZ 750ml 6-Pack	\$140 00
XYZ 1 75l 6-Pack	\$140 00

3.1.2. E-TAILER PRICING

Size	Price
XYZ 375ml	\$8 43
XYZ 750MI	\$33 72
XYZ 1 75l	\$33 72



4. THE MARKET

4.1. TARGET CONSUMER

- Adults between ages of 21 and 45,
- 55% of women
- 45% of men
- Young at heart
- Seek transformative experiences
- Work hard/play hard attitude
- Enjoys all-natural products
- Seek-low (24%) alcohol volume
- Active on social media

4.2. TARGET MARKET ANALYSIS

4.2.1. LIQUOR STORES¹

- 40,478 U.S. beer, wine, and liquor stores

4.2.2. DRUG STORES²

- 28,000 U.S. pharmacy locations
- Top 25 U.S. pharmacy chains employ approx. 46,000 on-staff pharmacists.

4.2.2. MASS MARKET RETAILERS

- Approximately 8500 U.S. mass merchandise and club stores.
- 4815 Walmart stores in the U.S., including 3558 Walmart Supercenters, 355 Walmart Discount Stores, and 599 Sam's Clubs³

- 542 Costco stores in the U.S.⁴
- 2757 Kroger stores in the U.S.⁵
- 1868 Target stores in the U.S.⁶
- 217 BJ's Wholesale Clubs in 16 states from Maine to California.⁷

4.2.4. SUPERMARKETS & GROCERY STORES⁸

- 63,634 U.S. supermarkets and grocery stores

4.2.5. FOOD SERVICE ESTABLISHMENTS⁹

- 652,800 U.S. restaurants and food service establishments

4.2.6. BARS & NIGHTCLUBS¹⁰

- 63,615 U.S. bars and nightclubs

4.2.7. E-TAILERS¹¹

- In 2022, the U.S. sales of alcohol online amounted to \$983.4 million.
- The Company's products will be sold on e-tailers that sell liquor, including:
 - Drizly - The largest e-commerce on-demand liquor delivery platform in North America
 - Reserve Bar - E-commerce delivery platform for premium gifting opportunities

¹ "Beer, Wine, & Liquor Stores in the U.S."; IBISWorld; February 2023

² "Pharmacies in the U.S."; Wikipedia; June 2020

³ "Total # of Walmart Stores in the U.S."; Statista; 2023

⁴ "Costco"; Wikipedia; 2023

⁵ "Kroger"; Wikipedia; 2023

⁶ "Target Corporation"; Wikipedia; 2023

⁷ "Comp. Background - BJ's Wholesale Club"; 2023

⁸ "Grocery Stores & Supermarkets in the U.S."; IBISWorld; February 2023

⁹ "Restaurants & Other Eating Places"; BLS; 2023

¹⁰ "Bars & Nightclubs in the U.S."; IBISWorld; March 2023

- LibDib - Sells direct as a wholesaler to retailers, restaurants and bars. 3-tier-compliant and RNDC distributor partner.
- Wine.com
- Passionspirits
- Amazon Fresh
- Spiritedgifts.com
- Cocktailcourier.com
- Saucey.com

4.3. U.S. WINE & SPIRITS WHOLESALING MARKET ANALYSIS¹⁴



Over the five years to 2023, industry revenue is anticipated to increase an annualized 2.1% to \$107.7 billion, including growth of 0.2% in 2020.

In 2023, high consumer demand at the retail level is expected to just offset a decline in demand from on-premises establishments that closed due to the COVID-19 pandemic.

Over the five years to 2028, industry revenue is forecast to increase an annualized 2.3% to \$120.5 billion.

Currently, there are no direct threats or deregulation proposals that have become a major concern.

Industry operators will continue to staunchly oppose any proposed policies that might threaten the industry's growth projection.

Additionally, "premiumization," referring to the current consumer trend toward premium spirits and wine, is anticipated to continue to support revenue growth for industry operators.

4.4. GLOBAL DISTILLED SPIRIT MARKET ANALYSIS¹⁵

The global distilled spirits market is projected to reach \$38.08 billion by 2029, exhibiting a CAGR of 4.40% during the forecast period.

Increasing demand for alcoholic beverages among steadily growing adult and young demographic worldwide is a major factor propelling growth of the market due to increasing popularity for alcoholic beverages such as whiskey, rum, brandy etc. among millennial population (above the legal drinking age).

¹¹ "U.S. Alcohol Sales Online 2019; Statista; Jan. 2022

¹² "Wine & Spirits Wholesaling in the US"; IBISWorld; Sep. 2022

¹³ "Global Distilled Spirits Market"; MarketWatch; January 2022

4.4. PROFILE OF DIRECT COMPETITORS

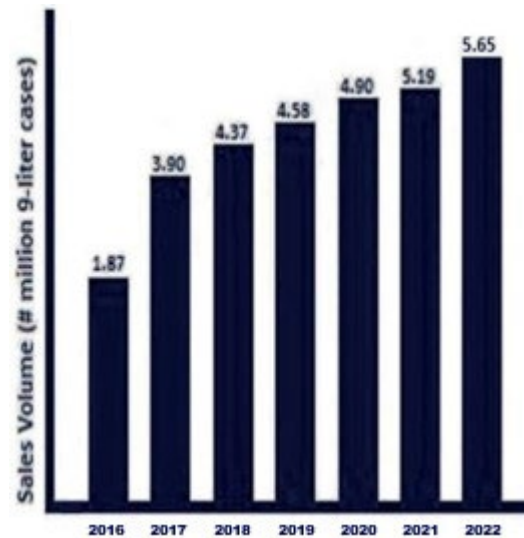
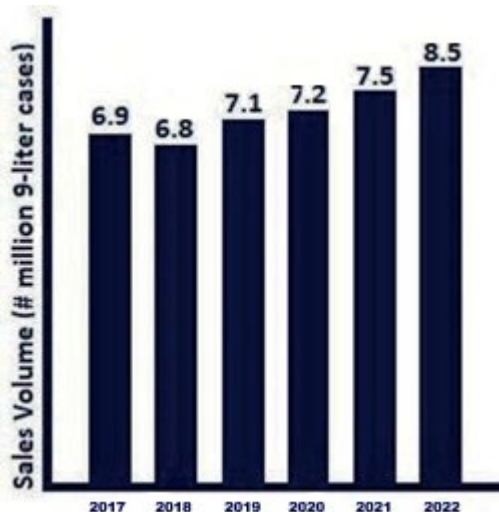
4.4.1. MAST-JAGERMEISTER SE (JAGERMEISTER)

Headquarters	Wolfenbuttel, Germany
Founded	1935
Product	Digestif liqueur
ABV	35%
Sales	8.5 million 9-liter cases (2019)
Highlights	<ul style="list-style-type: none"> World's best-selling German herbal liqueur brand; sold in over 80 countries The 70-proof liqueur is made up of 56 natural ingredients International sales account for approximately 80% of all revenues, with markets in Eastern Europe, Asia, Latin America and Middle East/Africa as major contributors. The brand has long been known as a high energy party shot.



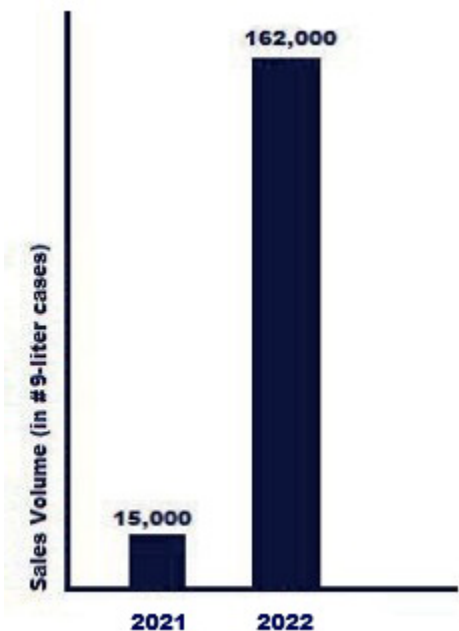
4.4.2. THE SAZERBACK CO. (FIREBALL CINNAMON WHISKEY)

Headquarters	Louisville, Kentucky
Founded	1838
Origin	Canada (1984)
Product	Cinnamon whisky
ABV	33%
Price	\$17.99 for 750mL
Revenues	~\$1 billion (2019)
FCW Sales	5.65M 9-liter cases (2019)
Highlights	<ul style="list-style-type: none"> Garnered mass appeal as shooter and cocktail component Originally branded and sold as "Doctor McGillicuddy's Fireball Whisky," only in Canada Sold to the Sazerac Company in 1989 In 2007, re-named "Fireball Cinnamon Whisky"



4.4.3. PERNOT RICARD (SCREWBALL PEANUT BUTTER WHISKEY)

Headquarters	Paris, France
Founded	1975
Origin	U.S. (2018)
Product	Peanut butter whiskey
ABV	35%
Price	\$27 for 750mL
Revenues	\$10.45B
SPBW Sales	162,000 12-bottle 750ml cases sold
Highlights	<ul style="list-style-type: none"> • All age groups are buying Skrewball Peanut Butter Whiskey • Only certified women-owned and disability-owned U.S. alcohol brand • Won the Best Flavored Whiskey award at the New York World Wine and Spirits Competition. • The category is on fire in the U.S. market. In 2019, 17 top brands combined for a 12% increase in volume to just over 13 million cases. Five years ago, volume for those same flavored whiskeys in the U.S. stood at 7.5 million cases.



4.4.4. ILLVA SARONNO S.P.A (DISARONNO)

Headquarters	Varese, Italy
Founded	1525
Product	Amaretto (almond liqueur)
ABV	28%
Revenues	\$67.2 million



4.4.5. INTERCONTINENTAL BRANDS LTD. (MESSER SCHMITT)

Headquarters	Middlesbrough, England
Founded	1990
Product	Herbal schnapps
ABV	22%
Brands	Messer Schmitt, Yorkshire Cream Liqueurs, Soiree Amaretto, Jeeves, Carthy's Country Cream, Cactus Jack Schnapps, Cococariba, Xambuxo, Soiree
Revenues	\$43 million



4.4.5. SCHWARZE & SCHLICTE (BARENJAGER)

Headquarters	Steinhagen, Germany
Founded	1972
Product	Honey bourbon
ABV	35%
	

4.4.6. BROWN-FORMAN CORPORATION (JACK DANIELS HONEY WHISKEY)

Headquarters	Louisville, Kentucky
Founded	1870
Product	Honey Whiskey
ABV	35%
Brands	Jack Daniel's, Chambord, Korbelt Collingwood, Canadian Mist, The Benriach, Fords Gin, The Glendronach, Finlandia Glenglassaugh, El Jimador,
Revenues	\$3.13 billion
	

4.5. COMPETITIVE ANALYSIS

- The leading players are Jagermeister, Fireball Whiskey, and Screwball Peanut Butter Whiskey.
- Jagermeister is focused on sports, whereas XYZ is more focused on leisure, partying, and fun.
- Fireball is a cinnamon-flavored whiskey. Until the past decade, Fireball was barely known outside of Canada and just recently penetrated the U.S. It is not very relevant in Europe, Asia, or South America.
- Screwball Peanut Butter Whiskey is a small player and is a direct competitor as it is a stand-alone shot.
- Messer Schmitt is a popular herbal schnapps that has been around since 2013.
- Disaronno is an almond liqueur that has been around since 1525;
- Barenjager is a honey bourbon and Jack Daniels Honey Whiskey is a honey whiskey; neither are significant players in the stand-alone shot market.



5. MARKETING PLAN

5.1. OVERVIEW

- Will combine a strong digital, social, and influencer programming strategy. At its core, the strategy will be to connect with the tastemakers and influencers in each of the Company's core market segments to integrate the XYZ™ brand into the social fabric of each community
- Will utilize distribution partnerships to facilitate sales to the Company's B2B market segments

5.2. BRANDING

- Will continue to introduce XYZ to the consumer through moments, big and small
- Will inspire consumers to enjoy the “nectar of the XYZs and live life to the fullest”

5.3. PUBLIC RELATIONS

- Will garner press in newspapers, magazines, TV, radio, and online articles.



5.4. ONLINE SALES

- Will sell via e-tailers including *Amazon, Wine.com, Country Wine & Spirits, Passion Spirits, Nestor Liquor, and Top Shelf Wine & Spirits*

5.5. DIGITAL MARKETING

- **Social Media Integration:** Will use targeted Influencer video content on *Facebook, Instagram, Tik Tok, and Pinterest* that is user-driven and XYZ produced. The XYZ Instagram profile has over 40,000 followers.
- **DTC Influencer promotion:** Will drive sales to *drinkxyz.com* using their platforms to communicate the ABC life attributes of the brand in the influencer's natural setting.
- **Instagram Live Series:** Will produce an Instagram Live series “XYZ” or “XYZ”, which will feature “behind the scenes” with XYZ's influencer models, chef pairings of ABC influenced food, artist visual presentation and exclusive music content.
- **Digital Objects/ AR technology:** Will enable consumers to engage in social AR experiences by animating the products and participating in virtual scavenger hunts after scanning the products and bringing them to life.



- **SEO:** Will optimize the website and keywords to drive search traffic and inform where to buy it
- **Virtual Sampling:** Will partner with companies (e.g.: LiquorLab) to provide virtual sampling via a live mixology demonstration, brand education, and socialization with other patrons
- **Virtual Cocktail Parties:** Will partner with cafes, hotels, bars, and restaurants to promote the product, acquire new consumers, spread brand awareness, and increase brand perceived quality

5.6. PARTNERSHIPS

- **Influencers:** Will partner with Influencers that will provide their unique interpretation of the ABC Life

- **Corporations:** Will partner with corporate partners (e.g. Sailing Nations, Google) to extend the life and brand attributes of the ABC Life
- **Artists:** Can produce a limited-edition bottle with the artist's interpretation of the XYZ lifestyle
- **E-Commerce Partnerships:** Will form online partnerships with co-branded players such as *Passionfruit*, *Drizly*, *Flaviar*, and *Libdib* to offer promotional giveaways such as a sweepstakes.

5.7. PROMOTIONAL SAMPLING

- Will offer promotional sampling at bars, nightclubs, events, and parties

5.8. E-MAIL MARKETING

- Will produce end e-mail a newsletter informing consumers of news, events, promotions, and product updates to enhance brand awareness and loyalty among consumers

5.9. PRINT ADVERTISING

- *The Spirits Business*
- *Wine & Spirts Magazine*
- *Beverage Industry Magazine*
- *The Drinks Business*
- *Chilled Magazine*
- *Imbibe Magazine*
- *PUNCH*
- *Distiller Magazine*
- *The Drinks Business*

5.10. INDUSTRY TRADE SHOWS

Annual Wine & Spirits Daily Summit

Palm Beach, FL/ January 2021

American Distilling Institute 2024 Conference & Expo

Louisville, KY/ August 2021

USA Trade Tasting and Business Conference (USATT)

New York, NY/ August 2021

Craft Beverage Expo

Louisville, KY/ October 2021

International Bulk Wine & Spirits Show (IBWSS)

San Francisco, CA/ November 2021

ACSA's Annual Distillers' Convention & Vendor Trade Show

Louisville, KY/ December 2021



6. OPERATIONAL PLAN

6.1. OVERVIEW

- Registered as an ABC LLC
- Headquarters in the city of ABC

6.2. BEVERAGE PRODUCTION

- Legendary XYZ Distillery in ABC

6.3. PACKAGING & LABELS

- ABC Distillery
- Portray the history of the liquor with an ancient ABC theme

6.4. COMPUTER SOFTWARE

- Inventory management
- Payroll administration
- Sales management
- Accounting
- Financial analysis & reporting.

6.5. LEGAL & INSURANCE

- John Doe, XYZ law firm

6.6. ACCOUNTING

- John Doe, CPA

6.7. LICENSES & PERMITS

- Business license from the city of ABC
- Seller's permit from the ABC Board of Equalization



7. MANAGEMENT

7.1. JOHN DOE, CEO

Removed info



7.4. JOHN DOE, SALES MANAGER

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7.2. JOHN DOE, PARTNER

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7.5. JANE DOE - COMMUNITY MANAGER

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7.3. JANE DOE, CHIEF MARKETING OFFICER

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7.6. JANE DOE - PUBLIC RELATIONS MANAGER

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8. FINANCING & EXIT STRATEGY

8.1. CAPITAL REQUIREMENTS

- Seeks \$2,500,000 in equity financing, which includes an estimated \$125,000 for capital expenditures and \$2,375,000 for working capital to support marketing, operations, and inventory

XYZ, LLC Capital Requirements - Round 1	
Capital Expenditures:	Cost:
Marketing Materials Design	\$50,000
Website Design	\$10,000
Computer Hardware & Software	\$25,000
Office Furniture	\$40,000
Total capital expenditures	\$125,000
Working capital:	
Marketing expenses	\$1,300,000
G&A expenses	\$750,000
Inventory	\$325,000
Total working capital	\$2,375,000
Total capital requirements	\$2,500,000

- In month 19, the Company will secure a 2nd round of equity financing of \$7 million to supplement increased production, marketing, and operations

XYZ, LLC Capital Requirements - Round 2	
Capital Expenditures:	Cost:
Computer Hardware & Software	\$18,750
Office Furniture	\$30,000
Total capital expenditures	\$48,750
Working capital:	
Marketing expenses	\$4,201,250
G&A expenses	\$1,500,000
Inventory	\$1,250,000
Total working capital	\$6,951,250
Total capital requirements	\$7,000,000

8.2. RISK ANALYSIS

- Will venture into a market and an industry that has risks given the economic cycle and the volatility of early-stage investments. The Company is targeting a specific demographic for its liqueur and will brand the liqueur as a premium liqueur brand. This risk, overall, falls within the medium risk segment of the investment spectrum. There are no guarantees that the Company will be able to build and effectively market and sell the units as proposed in the time expected
- Management is confident that it will successfully execute the goals of this venture given the current trends in the real estate marketplace and demand in this industry from the target demographic segments

8.3. EXIT STRATEGY

- Grow the Company continuously over the next 5 years to garner increased market penetration
- Seek to provide the best options to protect the interest of investors, while maintaining the Company's liquidity and profitability
- Consider selling the Company to an interested buyer or acquisition by a larger liquor company

9. FINANCIALS

9.1. SALES

9.1.1. SALES ASSUMPTIONS

E-Tailer Sales:	Year 1	Year 2	Year 3	Year 4	Year 5	
# of e-tailer orders:	10%	6%	4%	3%	2%	growth/mo.
# XYZ 375ml	1.5	2	2	2	2	per order
# XYZ 750ml	0.75	1	1	1	1	per order
# XYZ 1.75l	0.75	1	1	1	1	per order
Drug Store Sales:						
# of drug stores:	12%	10%	6%	4%	3%	growth/mo.
# XYZ 375ml 12-Packs Sold	4	5	6	7	8	turns/store/mo.
# XYZ 750ml 12-Packs Sold	6	7	8	9	10	turns/store/mo.
# XYZ 1.75l 6-Packs Sold	6	7	8	9	10	turns/store/mo.
Grocery Store Sales:						
# of grocery stores:	12.0%	10.0%	6.0%	4.0%	3.0%	growth/mo.
# XYZ 375ml 12-Packs Sold	7	8	9	10	10	turns/store/mo.
# XYZ 750ml 12-Packs Sold	7	8	9	10	11	turns/store/mo.
# XYZ 1.75l 6-Packs Sold	7	8	9	10	11	turns/store/mo.
Mass Market Retail Store Sales:						
# of Mass market retail stores:	12%	10%	6%	4%	3%	growth/mo.
# XYZ 375ml 12-Packs Sold	6	7	8	9	10	turns/store/mo.
# XYZ 750ml 12-Packs Sold	9	10	11	12	13	turns/store/mo.
# XYZ 1.75l 6-Packs Sold	9	10	11	12	13	turns/store/mo.
Liquor Store Sales:						
# of liquor stores:	12%	10%	6%	4%	3%	growth/mo.
# XYZ 375ml 12-Packs Sold	3	4	5	5.5	6	turns/store/mo.
# XYZ 750ml 12-Packs Sold	4	5	5.5	6	6	turns/store/mo.
# XYZ 1.75l 6-Packs Sold	4	5	5.5	6	6	turns/store/mo.
# XYZ 50ml 150-Packs Sold			1	2	3	turns/store/mo.
Food Service Sales:						
# of Food Service Stores:	12%	10%	6%	4%	3%	monthly growth rate
# XYZ 1.75l 6-Packs Sold	3	4	5	5.5	6	turns/store/mo.
Bars/Nightclub Sales:						
# of Bars/Nightclubs:	12%	10%	6%	4%	3%	monthly growth rate
# Greek Lighting 1.75l 6-Packs Sold	6	8	10	11	12	turns/store/mo.
ABC/Int'l Sales:						
# Stores:	10%	8%	6%	4%	3%	monthly growth rate
# XYZ 375ml 12-Packs Sold	2	2	2	2	2	turns/store/mo.
# XYZ 750ml 12-Packs Sold	3	3	3	3	3	turns/store/mo.
# XYZ 1.75l 6-Packs Sold	3	3	3	3	3	turns/store/mo.
# XYZ 50ml 150-Packs Sold			1	2	3	turns/store/mo.

E-Tailer Revenues:	Year 1	Year 2	Year 3	Year 4	Year 5	
XYZ 375ml	\$8.43	\$8.64	\$8.86	\$9.08	\$9.30	per pack
XYZ 750ml	\$33.72	\$34.56	\$35.42	\$36.31	\$37.22	per pack
XYZ 1.75l	\$33.72	\$34.56	\$35.42	\$36.31	\$37.22	per pack
Total e-tailer revenues						
Drug Store Revenues:						
XYZ 375ml 12-Pack	\$70.00	\$71.75	\$73.54	\$75.38	\$77.27	per pack
XYZ 750ml 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
XYZ 1.75l 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
Total drug store revenues						
Grocery Store Revenues:						
XYZ 375ml 12-Pack	\$70.00	\$71.75	\$73.54	\$75.38	\$77.27	per pack
XYZ 750ml 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
XYZ 1.75l 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
Total grocery store revenues						
Mass Market Retailer Revenues						
XYZ 375ml 12-Pack	\$70.00	\$71.75	\$73.54	\$75.38	\$77.27	per pack
XYZ 750ml 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
XYZ 1.75l 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
Total Mass Market Retailer Revenues						
Liquor Store Revenues:						
XYZ 375ml 12-Pack	\$70.00	\$71.75	\$73.54	\$75.38	\$77.27	per pack
XYZ 750ml 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
XYZ 1.75l 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
XYZ 50ml 150-Pack			\$183.86	\$188.46	\$193.17	per pack
Total Liquor Store Revenues						
Food Service Revenues						
XYZ 1.75l 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
Total Food Service Revenues						
Bar/Nightclub Revenues:						
XYZ 1.75l 6-Pack	\$140.00	\$143.50	\$147.09	\$150.76	\$154.53	per pack
Total Bar/Nightclub Revenues						
ABC/Int'l Revenues						
XYZ 375ml 12-Pack	\$75.00	\$76.88	\$78.80	\$80.77	\$82.79	per pack
XYZ 750ml 6-Pack	\$150.00	\$153.75	\$157.59	\$161.53	\$165.57	per pack
XYZ 1.75l 6-Pack	\$150.00	\$153.75	\$157.59	\$161.53	\$165.57	per pack
XYZ 50ml 150-Pack			\$183.86	\$188.46	\$193.17	per pack
Total ABC/Int'l Revenues						
Total Revenues						
Cost of goods sold	47.5%	45.0%	45.0%	45%	45%	of sales
Cost of distribution	12.5%	12.5%	12.5%	12.5%	12.5%	of sales

9.1.2. REVENUE PROJECTIONS

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues:					
E-Tailer revenues	\$462,931	\$2,145,115	\$5,245,885	\$9,455,068	\$14,514,405
Drug store revenues	\$517,897	\$2,024,635	\$5,500,934	\$10,905,500	\$18,261,824
Grocery store revenues	\$889,427	\$3,428,209	\$9,208,218	\$18,082,797	\$30,040,077
liquor store revenues	\$326,376	\$1,328,510	\$3,631,601	\$7,068,982	\$11,399,737
Mass market retailer revenues	\$281,682	\$1,068,846	\$2,893,220	\$5,904,496	\$9,867,514
Food service revenues	\$114,150	\$436,378	\$1,164,180	\$2,273,150	\$3,757,918
Bar/nightclub revenues	\$51,886	\$180,322	\$440,977	\$794,808	\$1,220,103
ABC revenues	\$216,226	\$712,056	\$2,005,072	\$4,255,445	\$7,391,292
Total revenues	\$2,860,575	\$11,324,071	\$30,090,087	\$58,740,246	\$96,452,869
Cost of sales:					
Cost of goods sold	\$1,358,773	\$5,095,832	\$13,540,539	\$26,433,111	\$43,403,791
Cost of distribution	\$357,572	\$1,415,509	\$3,761,261	\$7,342,531	\$12,056,609
Total cost of sales	\$1,716,345	\$6,511,341	\$17,301,800	\$33,775,641	\$55,460,400
Gross margin	\$1,144,230	\$4,812,730	\$12,788,287	\$24,964,604	\$40,992,469

9.2. EXPENSES

9.2.1. G & A EXPENSES

Table 3 XYZ, LLC General & Administrative Expenses					
	Year 1	Year 2	Year 3	Year 4	Year 5
Wages & salaries	\$249,000	\$286,725	\$450,323	\$510,119	\$522,872
Payroll expense	\$72,240	\$84,725	\$125,554	\$135,488	\$138,875
Benefits	\$51,600	\$60,518	\$89,681	\$96,777	\$99,197
Liability insurance	\$42,909	\$169,861	\$451,351	\$881,104	\$1,446,793
Legal & consulting	\$120,000	\$158,400	\$207,360	\$259,200	\$298,080
Supplies	\$12,000	\$15,840	\$20,736	\$25,920	\$29,808
Telephone & communications	\$18,000	\$23,760	\$31,104	\$38,880	\$44,712
Utilities/Internet	\$6,000	\$7,920	\$10,368	\$12,960	\$14,904
Travel	\$60,000	\$79,200	\$103,680	\$129,600	\$149,040
Meals & entertainment	\$60,000	\$79,200	\$103,680	\$129,600	\$149,040
Auto mileage expenses	\$30,000	\$39,600	\$51,840	\$64,800	\$74,520
Total general & administrative expenses	\$721,749	\$1,005,748	\$1,645,677	\$2,284,448	\$2,967,841

9.2.2. MARKETING EXPENSE

Table 4 XYZ, LLC Selling & Marketing Expenses					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales & marketing staff	\$267,000	\$318,450	\$446,490	\$360,575	\$369,589
Marketing materials	\$12,500	\$13,800	\$15,180	\$15,939	\$16,337
Internet marketing	\$840,000	\$1,260,000	\$2,016,000	\$2,318,400	\$2,550,240
Print advertising	\$360,000	\$540,000	\$864,000	\$993,600	\$1,092,960
Outdoor advertising		\$60,000	\$144,000	\$165,600	\$182,160
Industry events	\$64,000	\$64,000	\$64,000	\$64,000	\$64,000
Promotional marketing	\$240,000	\$360,000	\$576,000	\$3,000,000	\$3,300,000
Total selling & marketing expenses	\$1,783,500	\$2,616,250	\$4,125,670	\$6,918,114	\$7,205,697

9.2.2. STAFF HEADCOUNT & SALARIES

Table 5 XYZ, LLC Staff Headcount (Year-End Totals)					
	Year 1	Year 2	Year 3	Year 4	Year 5
Chief Executive Officer	1	1	1	1	1
Partner	1	1	1	1	1
Chief Marketing Officer	1	1	1	1	1
Chief Financial Officer			1	1	1
Community Manager	1	1	1	1	1
Administrative Assistant	1	1	1	2	2
Sales Manager	1	1	2	2	2
Marketing Manager - ABC	1	1	1	1	1
Public Relations Manager	0.5	1	1	1	1
Influencer Manager - ABC	1	1	1	1	1
Accountant	0.5	1	1	1	1
Total Headcount	9	10	12	13	13

Table 6 XYZ, LLC Staff Annual (Full-Time) Salaries					
	Year 1	Year 2	Year 3	Year 4	Year 5
Chief Executive Officer	\$0	\$0	\$0	\$0	\$0
Partner	\$0	\$0	\$0	\$0	\$0
Chief Marketing Officer	\$120,000	\$132,000	\$138,600	\$142,065	\$145,617
Chief Financial Officer			\$138,600	\$142,065	\$145,617
Community Manager	\$60,000	\$66,000	\$67,650	\$69,341	\$71,075
Administrative Assistant	\$42,000	\$46,200	\$47,355	\$48,539	\$49,752
Sales Manager	\$84,000	\$92,400	\$94,710	\$97,078	\$99,505
Marketing Manager - ABC	\$78,000	\$85,800	\$87,945	\$90,144	\$92,397
Public Relations Manager	\$90,000	\$99,000	\$101,475	\$104,012	\$106,612
Influencer Manager - ABC	\$60,000	\$66,000	\$67,650	\$69,341	\$71,075
Accountant	\$54,000	\$56,700	\$58,118	\$59,570	\$61,060

9.3. ANNUAL PRO-FORMA FINANCIAL STATEMENT SUMMARIES

9.3.I. INCOME STATEMENT

Schedule 1 XYZ, LLC Projected Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues:					
Drug Store Revenues	\$517,897	\$2,024,635	\$5,500,934	\$10,905,500	\$18,261,824
Grocery Store Revenues	\$889,427	\$3,428,209	\$9,208,218	\$18,082,797	\$30,040,077
liquor Store Revenues	\$326,376	\$1,328,510	\$3,631,601	\$7,068,982	\$11,399,737
Mass Market Retailer Revenues	\$281,682	\$1,068,846	\$2,893,220	\$5,904,496	\$9,867,514
Food Service Revenues	\$114,150	\$436,378	\$1,164,180	\$2,273,150	\$3,757,918
Bar/Nightclub Revenues	\$51,886	\$180,322	\$440,977	\$794,808	\$1,220,103
Greece/Int'l Revenues	\$216,226	\$712,056	\$2,005,072	\$4,255,445	\$7,391,292
Total Sales	\$2,397,644	\$9,178,956	\$24,844,202	\$49,285,177	\$81,938,464
Total cost of sales	\$1,716,345	\$6,511,341	\$17,301,800	\$33,775,641	\$55,460,400
Expenses:					
Selling & marketing	\$1,783,500	\$2,616,250	\$4,125,670	\$7,015,191	\$7,674,791
General & administrative	\$691,749	\$966,148	\$1,593,837	\$2,219,648	\$2,893,321
Expenses - Total	\$2,475,249	\$3,582,398	\$5,719,507	\$9,234,840	\$10,568,112
Income before taxes	(\$1,811,331)	(\$937,432)	\$1,794,979	\$6,248,447	\$15,883,494
Income taxes	0	0	0	0	0
Net income	(\$1,811,331)	(\$937,432)	\$1,794,979	\$6,248,447	\$15,883,494

9.3.2. CASH FLOW STATEMENT

Schedule 2 XYZ, LLC Projected Statements of Cash Flows					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash flows from operations					
Net Income:	(\$1,811,331)	(\$937,432)	\$1,794,979	\$6,248,447	\$15,883,494
Depreciation	\$17,381	\$22,649	\$27,917	\$26,250	\$26,458
Increase (decrease) in accrued liabilities	\$15,535	\$3,444	\$8,753	\$3,201	\$773
Increase (decrease) in accrued taxes	\$0	\$0	\$0	\$0	\$0
Increase (decrease) in accounts payable	\$121,601	\$8,426	\$160,216	\$192,036	\$74,427
(Increase) decrease in accounts receivable	(\$41,010)	(\$95,806)	(\$182,609)	(\$259,246)	(\$334,691)
(Increase) decrease in inventory	(\$310,496)	(\$412,364)	(\$718,307)	(\$1,660,013)	(\$9,002,145)
Net cash flows from operations	-\$2,008,319	-\$1,411,084	\$1,090,949	\$4,550,674	\$6,648,317
Cash flows from investing					
Capital expenditures	\$75,000	\$97,500	\$0	\$20,000	\$20,000
Prepaid expenses	\$0	\$0	\$0	\$0	\$0
Net cash flows from investing	\$75,000	\$97,500	\$0	\$20,000	\$20,000
Cash flows from financing					
Proceeds from issuance of debt	\$0	\$0	\$0	\$0	\$0
Proceeds from sale of stock	\$2,500,000	\$7,000,000	\$0	\$0	\$0
Debt service payments	\$0	\$0	\$0	\$0	\$0
Net cash flows from financing	\$2,500,000	\$7,000,000	\$0	\$0	\$0
Net increase (decrease) in cash	\$416,681	\$5,491,416	\$1,090,949	\$4,530,674	\$6,628,317
Beginning cash balance	\$0	\$416,681	\$5,908,097	\$6,999,046	\$11,529,720
Ending cash balance	\$416,681	\$5,908,097	\$6,999,046	\$11,529,720	\$18,158,037

9.3.3. BALANCE SHEET

Schedule 3 XYZ, LLC Projected Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets:					
Current assets					
Cash & marketable items	\$416,681	\$5,908,097	\$6,999,046	\$11,529,720	\$18,158,037
Prepaid expenses	\$0	\$0	\$0	\$0	\$0
Accounts receivable	\$41,010	\$136,816	\$319,425	\$578,671	\$913,362
Total current assets	\$457,691	\$6,044,913	\$7,318,471	\$12,108,391	\$19,071,399
Net non-current assets:	\$57,619	\$132,470	\$104,554	\$98,304	\$91,845
Total assets	\$515,310	\$6,177,383	\$7,423,024	\$12,206,694	\$19,163,244
Liabilities:					
Current liabilities					
Accounts payable	\$121,601	\$130,027	\$290,243	\$482,279	\$556,706
Accrued liabilities	\$15,535	\$18,979	\$27,732	\$30,933	\$31,706
Accrued taxes	\$0	\$0	\$0	\$0	\$0
Total current liabilities	\$137,136	\$149,005	\$317,975	\$513,212	\$588,412
Long-term liabilities					
long-term debt	\$0	\$0	\$0	\$0	\$0
Total long-term liabilities	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$137,136	\$149,005	\$317,975	\$513,212	\$588,412
Shareholders' equity					
Common stock	\$2,500,000	\$9,500,000	\$9,500,000	\$9,500,000	\$9,500,000
Retained earnings	(\$1,811,331)	(\$2,748,762)	(\$953,784)	\$5,294,663	\$21,178,157
Total shareholders' equity	\$688,669	\$6,751,238	\$8,546,216	\$14,794,663	\$30,678,157
Total liabilities and shareholders' equity	\$825,805	\$6,900,243	\$8,864,191	\$15,307,875	\$31,266,569