

The logo for 'vinevo' is centered on a dark maroon background. It features the word 'vinevo' in a white, elegant serif font. The letter 'i' is lowercase and has a small, solid green dot above it. The background is decorated with several thin, light-colored, curved lines that sweep across the frame, creating a sense of movement and organic form.

vinevo

OUR PURPOSE

Among industries, agriculture is the largest contributor to greenhouse gas emissions, deforestation, soil degradation, loss of biodiversity, water consumption.

Including transport and retailing of farming products, the situation is even worse.

Vinevo is a B Corp pending and it operates in the field of wine products' retail, with the purpose of **creating a positive economic, environmental and social impact.**



Certified



Corporation
PENDING

PROBLEM

The *Made In Italy* wine and food industry is full of beautiful stories of excellent and sustainable products.

Unfortunately, not all those stories are true, and sometimes true stories won't have the chance to be told.

CUSTOMERS PAIN POINTS



**WILL I ENJOY
THIS WINE?**



**IS IT GOOD FOR
THE PLANET?**



**IS IT
AUTHENTIC?**

LOCAL FARMERS & WINEMAKERS PAIN POINTS



**HOW CAN I REACH
GLOBAL MARKETS?**



**NO SKILLS FOR
INTERNATIONAL
STORYTELLING**



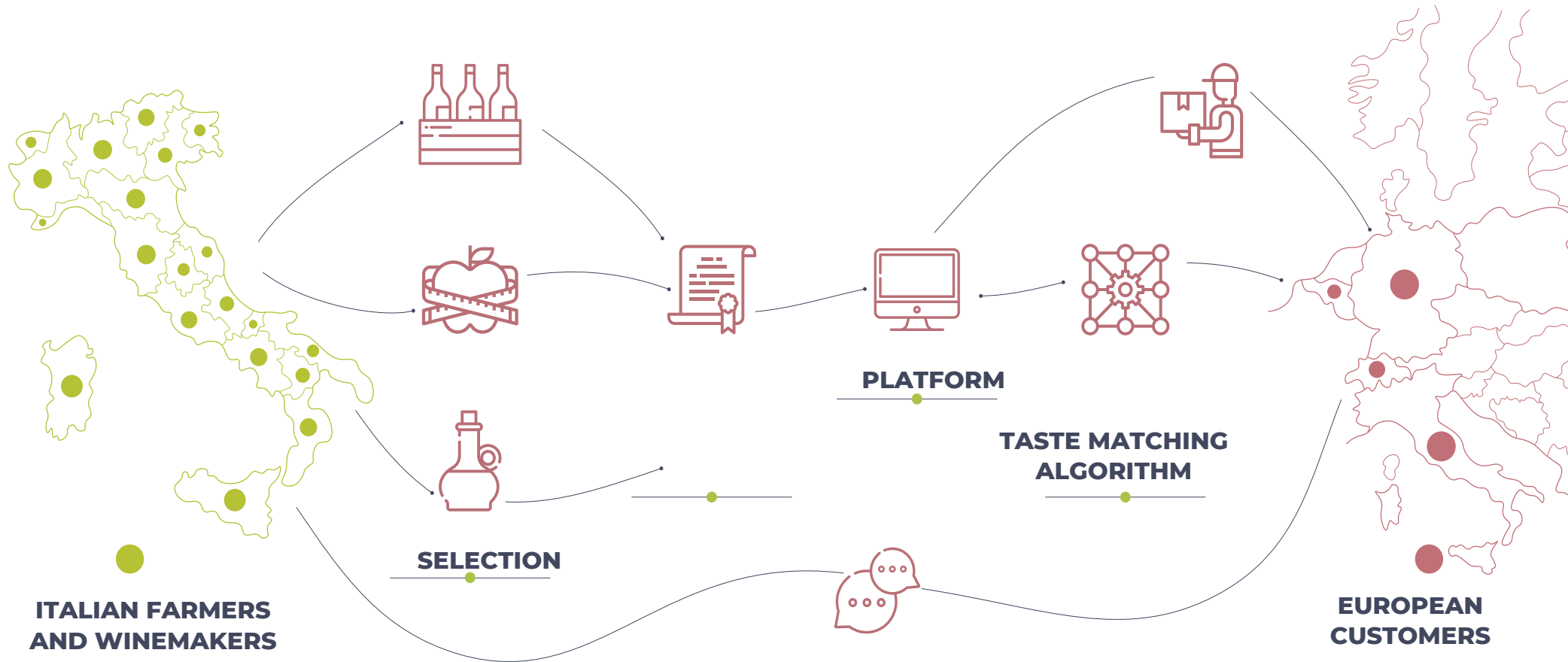
**HOW TO
FIGHT FAKES?**

SOLUTION



A PROPRIETARY TASTE MATCHING ALGORITHM

We developed a **proprietary taste matching algorithm**, in collaboration with the *Milan University Sensory & Consumer Lab*. Thanks to our algorithm **we are able to offer each customer the wines that best match her or his taste**.



DOES SUSTAINABLE WINE TASTE GOOD?

Till 20 years ago, organic, biodynamics, and “natural” wines were considered good for the planet, but not so much for the taste. Today, it’s quite the opposite.

Two different studies (2006, 2021), analyzing over 200.000 wines reviews of major critics, found out that organic and biodynamics wines got, on average, better scores.

The legendary Château Latour (owned by François Pinault) **is certified organic**. Domaine de la **Romanée-Conti** - **producing one of the world's most expensive wines** - **is biodynamic**, like Domaine Leroy and Domaine Leflaive. **Cristal champagne by Louis Roederer is biodynamic**.

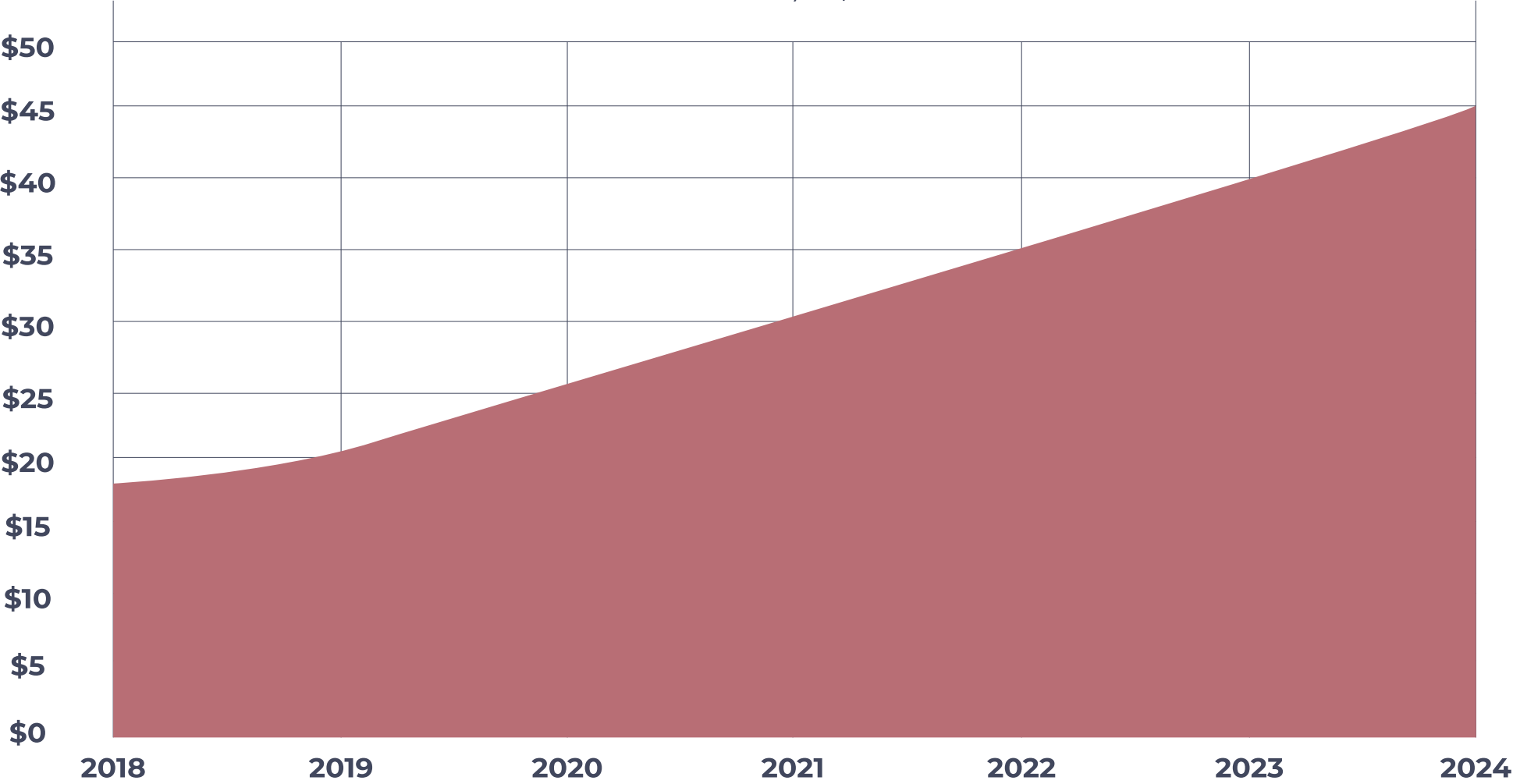
Jancis Robinson, the FT wine critics, wrote: *“Healthy soil encourages healthy plants, and I have often found extra vitality in wines that turned out to be biodynamic”*.



WHY NOW?

Wine e-commerce growth forecast in key markets

US, Europa, and selected countries in Asia – Source: IWSR, US\$ Billion



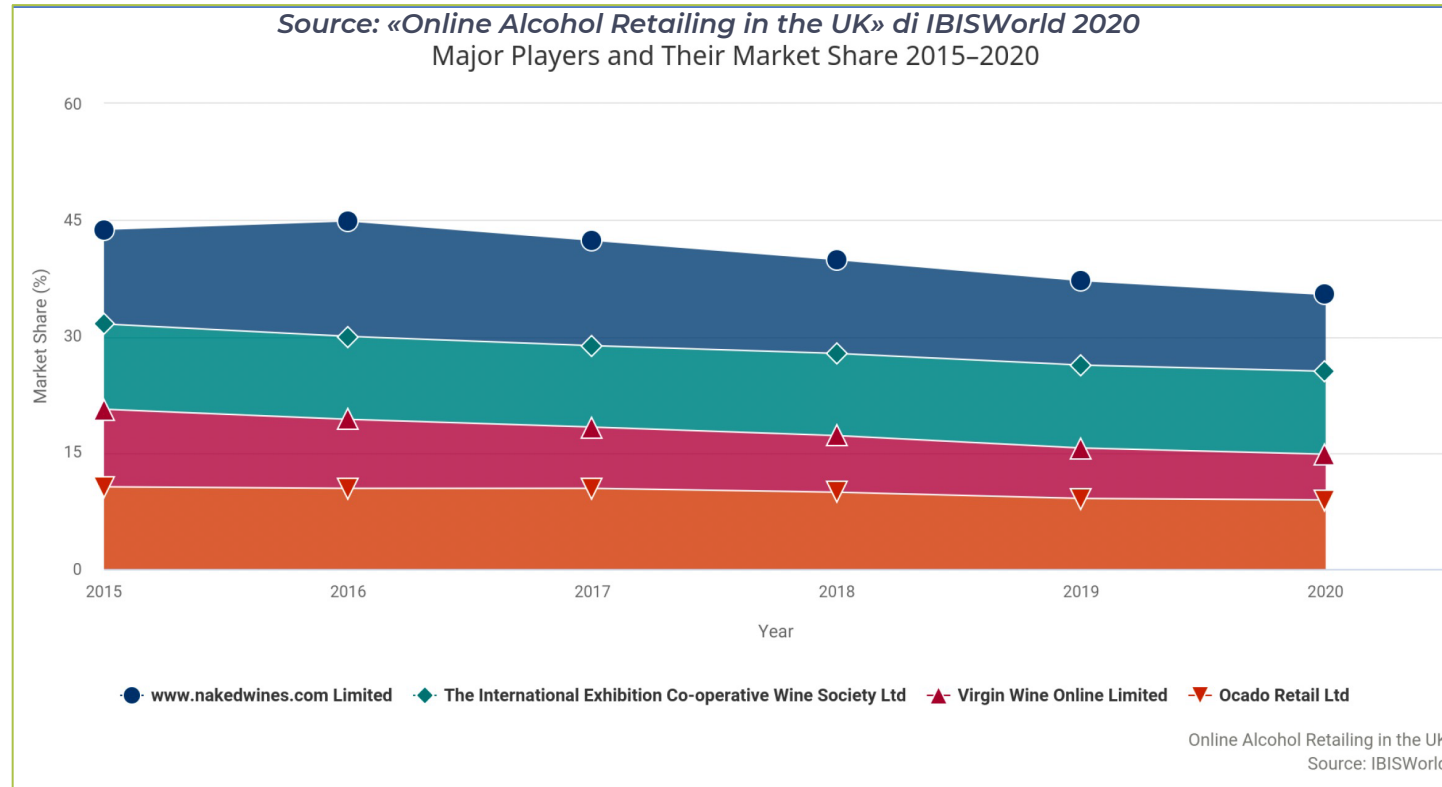
WHY NOW?

According to all researches, food and wine ecommerce in Europe is an industry:

- in a growth phase
- with still low market share concentration

In the UK, the most mature ecommerce market in Europe, the main players in the online wine business lost market share from 2015 to 2020, as:

- **low barriers to entry allow new players**
 - the **growing popularity of wine subscriptions** supported the growth of the sector.
- Across Europe, alcohol consumption has decreased, but **the propensity to spend on premium products has grown.**
- More emphasis has been placed on **provenance and sustainability.**



WHY NOW IN A NUTSHELL



**LOW MARKET
CONCENTRATION**



PREMIUMIZATION



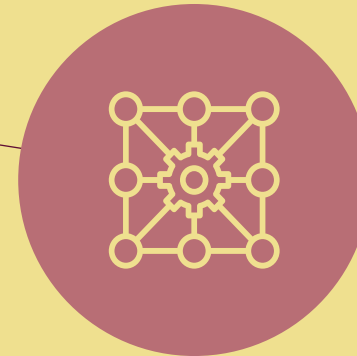
MADE IN ITALY

Highly appreciated abroad, in the wine sector it did better than most in 2020



SUBSCRIPTION

Growing also in food & beverages



ALGORITHMS

Many people are now ready to accept suggestions from a digital sommelier



SUSTAINABILITY

A large niche of consumers buy sustainable products paying premium prices

BUSINESS MODEL

Wine subscription personalized and flexible with 3 tiers:

- **Silver €45,9 for 3 bottles**
- **Gold €69,9 for 3 bottles**
- **Platinum €99,9 for 3 bottles**

Personalized: two customers in the same tier do not receive the same bottles, but a selection based on their taste.

Differentiating feature that enables us to build customer loyalty

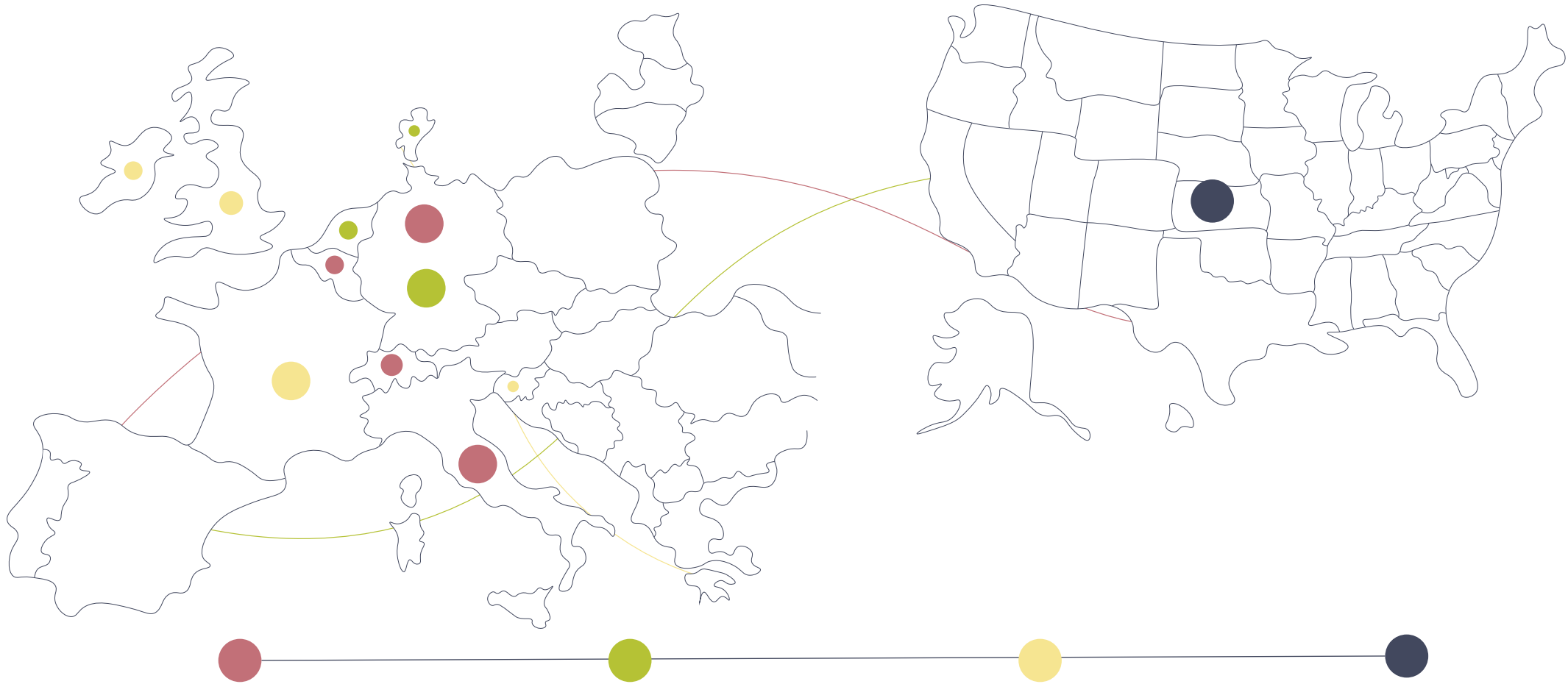
Flexible: customers can pause the subscription when on holiday, and get a replacement if they do not like the wine.

Feature that enables us to lower the perceived risk and therefore the CAC

BUSINESS MODEL

- **NO MIDDLEMAN** – We will buy directly from producers, cutting a big chunk of costs. Therefore, we will be able to offer customers great wines at a fair price.
- **NO INVENTORY** - Our subscription and logistics model avoids big warehouse costs: we buy goods from producers only after selling them to the end customers.
- **ENGAGEMENT** - The content that we offer every month - stages of a “Wine Grand Tour” in Italy – enables us to increase retention and customers LTV.

FUTURE GROWTH: GEOGRAPHIC EXPANSION



2022:
Italy
Switzerland
Belgium
Luxembourg

2023:
The Netherlands
Denmark
Germany

2024:
France
Austria
UK
Ireland

2025:
USA
(selected states)

TARGET



- 28-60 YEARS •
- 60% MEN | 40% WOMEN •
- SINGLE | COUPLES •



- EUROPEAN URBAN AREAS •
- HIGH EDUCATION •
- € 50K - 250K INCOME PER CAPITA •



- FOOD AND WINE LOVERS •
- ATTENTION TO SUSTAINABILITY •
- APPRECIATE ITALY AND ITALIAN WINES •
- OPEN TO DISCOVER NEW PRODUCTS •
- PREFER QUALITY TO PRICE •
- ACCESSIBLE LUXURY •

COMPETITORS



OUR PURPOSE: GOING BEYOND SUSTAINABILITY



Vinevo will be climate positive since year one, offsetting all emissions by protecting, planting, and restoring trees



Vinevo will promote sustainable winemakers and farmers. In year 2 it will create its own guidelines, stricter than EU Organic rules



Vinevo will promote responsible consumption and production, using from day 1 recyclable packaging, made for 70% from recycled paper



Vinevo will promote local Italian communities, paying always a fair price to farmers and producers, as well as to its own team

TEAM



ALESSANDRO MAGNO

CEO

EMBA, Manager, e-commerce
and digital business expert



SHERVIN GHORBANI

FOOD INNOVATION CONSULTANT

PhD, sustainability expert,
designer



ENRICO PORETTI

COO

Manager, digital&influencer mktg
ex Disney, Discovery, Yahoo,



FRANCESCO CRISTELLI

DIGITAL MARKETING MANAGER

Social media strategist, digital
mktg, now at RDS



ITALO MAFFEI

HEAD OF PRODUCT

+25 years expertise in Italian wine
selection and trade



FRANCESCO SAVIANO

CIO

CEO full service digital
agency, development expert



STEFANO TURA

HEAD OF CONTENT

Digital content sales manager
now at Kobo, sommelier



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