

America Uncorked, LLC.

UNITED STATES MARKET DEVELOPMENT FOR PREMIUM WINE PRODUCERS

SERVICES OFFERED BY AMERICA UNCORKED, LLC.

America Uncorked, LLC. provides international wine producers with comprehensive sales, marketing and public relations activities designed to maximize a wine producer's sales within The United States.

America Uncorked, LLC. has extensive links with distributors, sommeliers, retailers and wine writers throughout the country. We manage the importation of producers' wines into the USA, and place the wines with appropriate distributor wholesalers in targeted States. We then work with our distributor customers by providing sales support, public relations and marketing services designed to help sell the wines and build brand recognition and value throughout the country.

America Uncorked, LLC. recognizes that there are daunting challenges ahead for wine producers who wish to penetrate the American markets. Many do not possess the knowledge, time, financial resources and expertise to tap into this highly lucrative and complex country. **America Uncorked, LLC.** believes that imports will continue to be in demand by a discerning and sophisticated American wine drinker who is thirsty for new products. **America Uncorked, LLC.** is highly experienced in wine sales and marketing and is uniquely qualified to assist international producers in reaching their sales goals in The United States.

HOW IT WORKS IN A NUTSHELL

In the USA, the wine market operates on a 3-tier system of 1.Importer, 2.Distributor (Wholesaler), 3.Retailer/Restaurateur, and there's no getting away from it! Each will take an average margin of 35%-45%. AU, with our administrative and logistics partner AWD, acts as the "importer of record". Wineries invoice AWD and are paid by AWD who hold stock on "extended term sale" until it is paid for by the distributor. Please see AWD's impressive client list on their website www.drinksusa.com. Through AWD's fully transparent web-based order processing system, you – the producer – will know exactly who your customers are and you will therefore own and control the market. With a traditional importer, the producer might not ever know who is ultimately buying your wine.

America Uncorked, Inc. appoints distributors for you, and in addition and according to your requirements, we market your brand in each of the States where it is sold. Our mission is to accomplish this on your behalf at considerably less cost, and with greater expertise and knowledge, than either you as a producer can do, or traditional-style importers who hold large inventory can do in the US. We know the real costs and we know the time and patience it takes to crack this huge and complex market. With our logistics and supply chain management partners, American Wine Distributors, we are

your “all in one” importer, export manager, marketing department and distribution manager for the US market.”

WHO IS AMERICA UNCORKED, LLC.?

Founders Tim Holmes and Tempe Reichardt have a combined half century of experience in the wine industry in both sales and marketing.

Tempe, an American based in San Francisco, California, has spent the last 19 years working to develop fine wine producers’ sales in both Europe and the United States. Throughout her tenure in the wine industry, she has developed extremely good contacts with distributors, retailers, sommeliers and wine writers. Her winery clients have included Backsberg Wine Estate in South Africa, Ravenswood and Niebaum Coppola in The United States, amongst others.

Tim Holmes, is British, based in the UK, and has 15 years experience working as the wine buyer for an importer in Switzerland, and has held a contract with the European Union’s main agricultural consultants Agriconsulting Sarl for 10 years, advising national governments on wine marketing strategies. Tim started his industry career as a trainee winemaker in France in 1977.

Both Tempe and Tim frequently visit their suppliers in order to fully understand their clients needs, their products, and to more effectively communicate each producers’ unique story.

Tim serves as the primary link to communications with suppliers on all matters, from sourcing new clients, shipments, and dealing with day to day client matters, while Tempe and her team manage the distribution network, and relationships with key retailers, restaurateurs and the wine press in the USA.

SUPPLY CHAIN MANAGEMENT, IMPORTATION, and GOVERNMENT COMPLIANCE

Owing to complex state and federal government regulations, the USA presents 50 very difficult markets for foreign producers to penetrate. **America Uncorked, LLC.** takes the mystery and the hassle out of shipping to the USA, and allows producers to maintain control of their brands by working with **American Wine Distributors** (see www.drinksusa.com). AWD is a totally transparent supply chain management company that provides importation and customs clearance services, handles compliance regulations in all 50 states, generates invoicing, manages collections, and provides warehousing on both the east and west coasts of the country. AWD’s fully proven web-based order processing system allows our clients complete access to information about where their wines are sold, current inventory status, invoicing and collections reports, as well as numerous other data when required. The producer is therefore in control of its brand in the USA, has ownership of its sales, and access to all information relating to sales development throughout the country. We are proud to have AWD as our partners. A quick look at their client list will easily convince you of their value to your business.

OUR CLIENTS – THE FULL SERVICE

America Uncorked, LLC. develops long-term relationships with a handful of select, top quality producers from around the world. We provide sales and marketing solutions to producers who do not have the sales personnel, and other resources, available to develop the complex American market. **America Uncorked, LLC.** works closely with our clients to:

1. Take the mystery out of shipping, logistics and compliance issues for The United States market
2. Help with the complex process of Federal and State label registration and licensing in each targeted state (with specific services provided by AWD)
3. Place wines with appropriate distributors in targeted states
4. Foster relationships with key retailers, sommeliers and restaurateurs
5. Assist in label design and brand messaging
6. Develop point of sale materials, press kits and other promotional tools if required
7. Write press releases, manage press relations, and distribute samples to the press
8. Plan tastings, dinners and other promotional events

FOR MORE INFORMATION

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FAQs

What is the raison d'être behind America Uncorked?

We took a long, hard look at all the difficulties that wine exporters have in accessing the US market. We then sought to find solutions for those difficulties, and address all of them in one unique service.

Why is America Uncorked, Inc. unique?

America Uncorked, Inc. is equivalent to an amalgamation of agent, US sales office and a US-specific export manager. The important point is that America Uncorked, Inc hope to cover all three functions for you at a fraction of the costs that you would incur.

Why can't I just find a distributor?

You can, but more often than not they'll service one State and once you're listed, we know your brand will be lost amongst the myriad of others. In the US, the key to success is to follow-up vociferously at all times, not only with the distributor, but also retailers, the press and at tasting functions! Remember too, the US is at least 50 markets, not just one! You find one distributor in one State, but that's just the beginning!

America Uncorked, Inc will not only find you a distributor in one State but in several (depending on your budget), and if you choose to adopt our marketing services, will conduct all the follow-up too.

How will we, the producer, save costs with America Uncorked, LLC?

We know that if you are lucky, a distributor will find you, that's the cheapest option. They are likely to operate in one State, a few larger ones will cover five or more States. You may end up selling 500-2,000 cases. But we know the market is saturated, and attracting the attention of the distributor is a time consuming and very expensive task involving several trips to the US and travel in between States. Then of course if your brand is going to succeed in the US, it requires constant and sustained back-up, again an expensive exercise.

America Uncorked, LLC are on the ground in the US. We already have live contacts with over 100 distributors in 30 States. We will do the travelling, the tastings, the meetings, and close the deals for you with the distributors in as many States feasible given pricing, quantities available, etc.. We will then do all the follow-up work on a continual basis.

Who owns title to the stock?

Due to US Federal laws, upon importation of the wine into the USA, AWD is legally required to take title to the wine which has been invoiced to AWD by the producer. AWD's contract stipulates that they are granted 180 days credit terms. However, in fact, once the wine is sold in the USA from AWD to the distributor (AWD does the invoicing), and the payment is received, generally within 60 days, AWD then pays the producer for the goods sold and paid for by the distributor.

Paying an up-front fee is risky when you don't know if we can deliver, and there is no track record to show?

First, Tempe and Tim have been in the industry a long time. We have a track record. We don't intend to fail people, and we won't raise unreasonable expectations.

You need to consider the enormous cost of business for you to travel to the USA on a regular basis, to first of all gain the understanding of the complexities of the many markets, and to then secure bona fide distributors to carry out the task of selling your wines. A non-USA producer would have to anticipate a minimum of \$ 8,000 per trip for travel to major markets such as New York, Chicago, Miami and San Francisco, with no guarantee of success in making distributor contacts, much less securing their agreement to move forward, or to finally placing an opening order. In the initial year of USA market development, a producer should expect to make three trips per year. Also consider

the opportunity costs of you, or key personnel, being distracted from servicing your current customers and by the distractions of the complex USA markets that require on-going presence and energy to develop.

We know who to call to sell your wine in key markets, and our contacts would take years and untold amounts of money for the individual wine producer to cultivate.

Also, remember that the retainer rolls over to a straight commission once mutually agreed upon sales figures are met. At that point, start-up costs of market development are covered much more cost effectively and with economies of scale, and our compensation is then based on a direct commission on sales.

If I'm paying you the fee to find me distributors, and you find me three in the first few months, why should I go on paying you indefinitely?

If you are interested in our all important and valuable brand-building services, to assist with the sell through process, then don't forget that the commission paid for this service includes the costs of us employing sales staff to directly manage your account. All this is expensive and requires a minimum 12 month period just to set it up and running.

Our compensation rolls over to straight commission once mutually agreed sales figures are reached.

At the moment we only have 1,000 cases for export. Can we tailor the fees to our particular situation?

Yes, let us know your FOB/Ex-Cellar prices and how much you have to export and we can discuss a contract tailored to your exact needs.

Who are America Uncorked, LLC.'s clients?

After extensive study of the US market, we have decided to concentrate on producers from South Africa, Argentina, Australia, Spain, Portugal and France, because we believe wines from those countries are likely to show the greatest consumer demand. Please check out our partner, AWD's client list at www.drinksusa.com and our own website at www.americauncorked.com to find our latest new clients.

If there are many producers from the same country, can we group shipments and interact in other cost-effective ways?

Yes, America Uncorked, Inc. will do all we can to keep your costs to a minimum, including group shipments, promotions, tastings etc.