

Here's the Problem



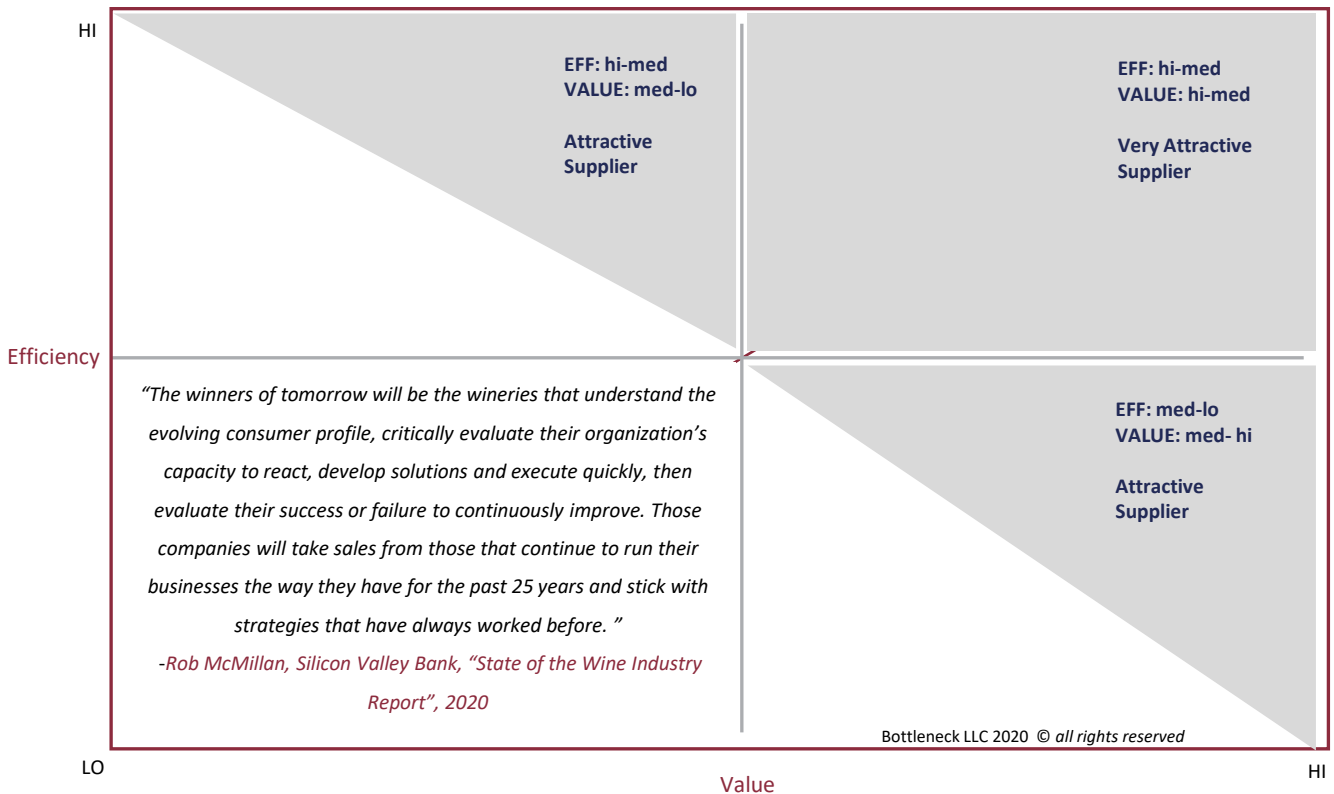
- ✓ If I don't convert this inventory to cash soon...
- ✓ Everyone is predicting a down-turn in wine...
- ✓ The DTC market is saturated & my club member retention is declining...
- ✓ I'm not in 3-tier or I am dissatisfied with 3-tier channel performance...
- ✓ My wholesaler doesn't return my calls or give me depletion reports...
- ✓ Nothing happens after I leave the market...

Here's the Solution

- ➡ We specialize in advising clients on how to sell more wine through the 3-tier system enabling you to 'force multiply' through a collaborative route-to-market
- ➡ We bring 50+ years of wine & spirits sales management experience resulting in valuable insights which can avoid costly mistakes
- ➡ Unlike other consultants, we aren't brand designers, or accountants, or enologists, we are commercial professionals who know how to sell wine through distributors in the U.S.
- ➡ We offer strategic commercial advisement services and do not act as an agency, broker, importer, or distributor of beverage alcohol brands; nor do we own or produce any beverage alcohol brands

Value/Efficiency Trade Off- Distributor 'Managed Growth' Strategic Mindset

- ➡ Supplier size is not a barrier to 3-tier market entry
- ➡ Distributor engagement & collaboration adds value to both trading partners and is a strategic advantage
- ➡ In 2020, supplier attraction is more critical than supplier promotion



Who & What We Are

With a combined 50+ years of experience in the wine and spirits industry in the U.S., we have seen all aspects of the beverage alcohol business. Each of us began 'carrying a bag' while learning the industry from the ground up. Bottleneck LLC was created in Healdsburg, CA in 2019 and is based in Petaluma, CA.

Bottleneck LLC is a sales growth advisory firm focused on the Wine and Spirits industry. We work with suppliers to develop the commercial strategy and sales plan for the organization. We focus on the 3-tier channel with emphasis on wholesaler engagement, collaboration, and execution.

Why We Exist

We exist to level the playing field for producers in the three-tier system and give them a chance to succeed on their terms.

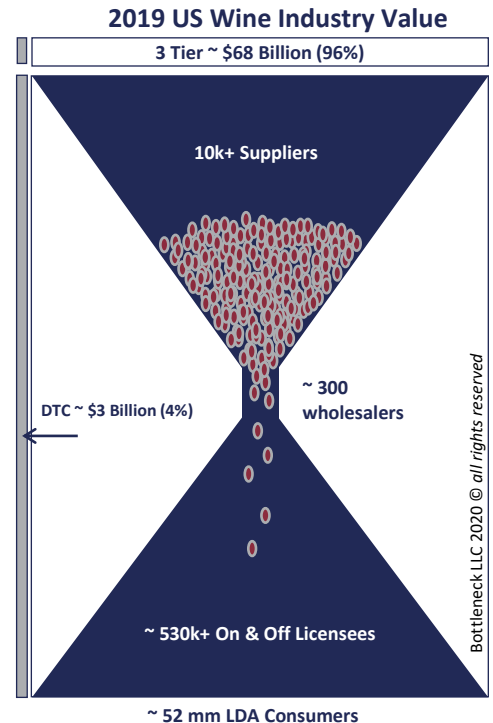
Beverage alcohol is competitive. Players move fast. Consumer taste and preference changes. New products and categories emerge. It's not as simple as, "I make it. You sell it."

Successful suppliers understand and address these critical areas:

- DTC can only deliver so much
- 3 tier must play a critical role
- Space is crowded & competitive

- ? Why do I stand out
- ? How will I break through
- ? What's in it for the value chain

Through smarter business planning, producers can level the playing field and not be intimidated by resource constraints. We identify the right competitive space, strategy and tactics required to achieve your goals. By optimizing the route to market, we can free up resources which can be re-invested to drive distribution and rate-of-sale of the brands.



Why Partner With Us

You may not have the budget or draw to attract a competent National Sales Director. Perhaps you have a great new product but are struggling to commercialize it. If you are a winery or distillery just getting started in the wholesale channel or an established one looking to expand, let us help you navigate the route-to-market in order to have a sustainable, competitive advantage.

Focus Areas

Distributor Engagement & Collaboration | Sales Strategy, Process, & Controls | Sales Finance & Operations
Organizational Design & Development | Price Strategy, Tactics, Modeling & Compliance | Trade Marketing