



ITALIAN SPIRITS

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Executive Summary

- *Seri Pervas* is a local beverage company created at the end of 2020 with the aim of developing a **NEW BRAND OF SPIRITS, ABLE TO VALUE THE LOCAL AREA OF TRIESTE AND ITS SURROUNDINGS** – including Slovenia, Istria, Austria and Carinzia; **TO PROMOTE ITS PORT, ITS HISTORY AND ITS ORIGINS**, when at the beginning of '900s Trieste prospered through trade.
- **ARTISANAL** products, focus on **HIGH QUALITY**, accurate selection of **LOCAL RAW MATERIALS**, exclusive **COOPERATION WITH LOCAL COMPANIES AND PRODUCERS** => not to compete on price in a mature and highly competitive market
- Our idea of **GLOCALIZATION** => to succeed by customizing a product for the locality, enhancing the strengths of Trieste and its area
- **FAMILY BUSINESS, two brothers** with complementary background => to grow up with a lean and flexible organization

How it started

Business Strategy & Market Trends, BP

- **BEVERAGE TRENDS:** analysis of the spirits market needs to be split between **HoReCa** and **GDO** targets
- **HORECA:** shows +10,61% value based at end of 2019 vs 2018, continuous positive trend with previous years; **GIN** +32%; **AMARI** and **LIQUEURS** +8%
- **GDO:** positive trend similar to HoReCa market, in particular with an increase >10% vs previous year value and quantity based, Amari and Liqueurs +8%
- Growing **POSITIVE TREND** both HoReCa and GDO over the past 4 years; EU trend aligned to Italy

=> focus on **GIN** and **AMARO** for the HoReCa target,

being **READY TO EXTEND OUR PORFOLIO** according to market trends



	V.Valore in Euro			V.Confezioni			PM CONFEZIONE
	Anno Terminante Precedente 31MAR2019	Anno Terminante Corrente 29MAR2020	Delta	Anno Terminante Precedente 31MAR2019	Anno Terminante Corrente 29MAR2020	Delta	
BEVANDE LIQUORI	876.489.507	882.778.538	1%	111.731.406	109.960.571	-2%	8,03
BEVANDE LIQUORI BROWN (pur)	454.671.962	456.658.417	0%	49.290.286	48.864.578	-1%	9,35
BEVANDE LIQUORI BROWN (pur) Liquori Brown (Pur) Amari	142.627.933	151.836.839	6%	15.312.137	16.023.912	5%	9,48
BEVANDE LIQUORI BROWN (pur) Liquori Brown (Pur) Grappa	130.377.073	126.211.220	-3%	15.294.680	14.558.974	-5%	8,67
BEVANDE LIQUORI BROWN (pur) Liquori Brown (P) Whisky Std (c 10 Anni)	90.090.097	88.759.559	-1%	9.854.286	9.589.838	-3%	9,26
BEVANDE LIQUORI BROWN (pur) Liquori Brown (Pur) Brandy	49.550.504	49.251.045	-1%	5.726.544	5.628.571	-2%	8,75
BEVANDE LIQUORI BROWN (pur) Liquori Brown (Pur) Fernet	20.730.353	20.838.145	1%	1.991.666	1.999.840	0%	10,42
BEVANDE LIQUORI BROWN (pur) Liquori Brown (P) Whisky Aged (>=10	14.125.473	12.717.312	-10%	594.699	528.572	-11%	24,06
BEVANDE LIQUORI BROWN (pur) Liquori Brown (Pur) Cognac	4.744.153	4.629.070	-2%	240.431	249.000	4%	18,59
BEVANDE LIQUORI BROWN (pur) Liquori Brown (Pur) China	1.751.505	1.902.275	9%	197.232	227.170	15%	8,37
BEVANDE LIQUORI BROWN (pur) Liquori Brown (Pur) Rabarbaro	674.874	512.956	-24%	78.621	58.713	-25%	8,74
BEVANDE LIQUORI ALTRI	243.827.302	242.706.871	0%	35.880.970	35.320.086	-2%	6,87
BEVANDE LIQUORI ALTRI Altri Liquori Base Limone	58.321.243	58.389.878	0%	10.820.480	10.675.770	-1%	5,47
BEVANDE LIQUORI ALTRI Altri Liquori Sambuco	47.469.861	46.865.874	-1%	6.238.757	6.045.372	-3%	7,75
BEVANDE LIQUORI ALTRI Altri Liquori Creme	40.197.537	40.717.993	1%	5.462.821	5.551.988	2%	7,33
BEVANDE LIQUORI ALTRI Altri Liquori Base Frutta	30.535.918	30.475.098	0%	3.875.733	3.886.249	0%	7,84
BEVANDE LIQUORI ALTRI Altri Liquori Altri	18.750.778	19.863.625	6%	2.603.650	2.815.729	8%	7,05
BEVANDE LIQUORI ALTRI Altri Liquori Vodka Aromatizzata	13.817.957	12.337.555	-11%	2.367.446	2.047.407	-14%	6,03
BEVANDE LIQUORI ALTRI Altri Liquori Amaretto	9.117.104	9.451.220	4%	1.168.518	1.204.006	3%	7,85
BEVANDE LIQUORI ALTRI Altri Liquori Base Anice	9.228.131	9.321.846	1%	1.154.105	1.150.770	0%	8,10
BEVANDE LIQUORI ALTRI Altri Liquori Liquirizia	7.814.482	6.787.979	-13%	1.197.971	961.911	-20%	7,06
BEVANDE LIQUORI ALTRI Altri Liquori Caffè	6.227.787	5.965.836	-4%	721.384	689.050	-4%	8,66
BEVANDE LIQUORI ALTRI Altri Liquori Uovo	2.346.509	2.529.965	8%	270.104	291.836	8%	8,67
BEVANDE LIQUORI WHITE (mix)	167.670.846	173.871.867	4%	17.192.703	17.516.378	2%	9,93
BEVANDE LIQUORI WHITE (mix) Liquori White (Mix) Altri Distillati	51.369.728	50.642.412	-1%	8.667.415	8.615.057	-1%	14,01
BEVANDE LIQUORI WHITE (mix) Liquori White (Mix) Rhum	43.266.385	44.209.371	2%	4.144.020	4.111.272	-1%	10,75
BEVANDE LIQUORI WHITE (mix) Liquori White (Mix) Vodka (Bianca)	37.755.508	38.035.423	1%	5.145.419	5.114.818	-1%	7,44
BEVANDE LIQUORI WHITE (mix) Liquori White (Mix) Gin	31.973.921	37.439.828	17%	3.951.263	4.389.843	11%	8,53
BEVANDE LIQUORI WHITE (mix) Liquori White (Mix) Tequila	3.110.492	3.164.153	2%	244.080	249.973	1%	12,64
BEVANDE LIQUORI WHITE (mix) Liquori White (Mix) Cachaca	394.812	380.680	-4%	36.505	35.415	-3%	10,75
BEVANDE LIQUORI BEVANDE MIXATE	10.319.396	9.541.388	-8%	9.367.452	8.259.538	-12%	1,16
BEVANDE LIQUORI BEVANDE MIXATE Bevande Mixate Monodose inf 50 CL	10.319.197	9.541.174	-8%	9.367.452	8.259.519	-12%	1,16
BEVANDE LIQUORI BEVANDE MIXATE Bevande Mixate Bottiglie >50 CL	199	214	7%	17	19	12%	11,24

Sources: Nielsen, Osserva Beverage (2019)



Organization

- **LEAN** and **SMOOTH ORGANIZATION** to ensure flexibility, maximize efficiency and reduce unnecessary costs
- **THIRD-PARTY DISTILLERY** to get in partnership with => R&D on new recipes, production of customized batches, logistics
- Tommaso => **OPERATIONS** // Marco => **SALES**
- Dinamic and flexible team to manage **Communication & Social Media, Marketing, Art Direction**
- Outsourcing of **Accounting** and **Administration**

Company	Location
Virus Srl	Calderara di Reno (BO)
Genziana Distillati	Crespano del Grappa (TV)
Zamperoni Distillati	Galliera Veneta (PD)
Sipla Royal Drink	Campodarsego (PD)
Casoni Fabbricazione Liquori	Finale Emilia (MO)
Gavioli Giuseppe & Figli	Bomporto (MO)
Liquorificio Italia	Trieste (TS)

Brand Identity

- **KEY WORDS:** Trieste, Port, '900, Trade, Pharmacy
- **NAMING** => *Seri Pervas*, as the first steamship built in Trieste in 1839, with the aim of our spirits to retrace its routes and to relive the desire for challenge and success of the merchants who made Trieste great
- Coordinated **VISUAL & BRAND IDENTITY** => glass bottles to remind antique **pharmaceutical ampoules** - when **alcohol** was the main ingredient of most of pharmaceutical remedies, **laid paper**, **early '900 font**



Time to Market, Strategy & Implementation

- **START OF R&D:** March 2020
- **END OF TESTING AND VALIDATION:** November 2020
- **PRODUCTION:** first batch 1.500 pcs available in December 2020
- **DISTRIBUTION:** initial plan to sell via local HoReCa sales agents & private distributors, **partially modified due to Covid-19 outbreak with partial re-positioning on e-commerce & retail:**

Channel Type	Percentage of Sales	Advantages	Disadvantages
Distributors	85%	High distribution volumes, good for building brand	Lower margins, risk of unreliable distributors and brand misrepresentation
e-commerce + specialized web portals	15%	Easy to communicate with customers, nationwide reach, higher margins	A lot of work required to attract customers to the web site

Strategy & Implementation

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Local products, high quality New market segments in the nearby Few local producers 	<ul style="list-style-type: none"> Production in outsourcing New business / market
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Lean organization with possibility of diversification Extra marketing investments to increase brand awareness & sales 	<ul style="list-style-type: none"> Dynamic and flexible trends (i.e. customer demand) Highly competitive market

Price Chain

HORECA DIRECT	Importatore										EXW						
	Variant	Sku Size (cl)	ABV %	Selling price Inc	Selling price Exc	Landed price Exc	Logistics	Margin	% Margin	Selling price Exc							
	xxx	70	42%	€ 9,81	€ 5,00	€ 2,20	€ 0,20	€ 2,80	56,0%	€ 2,00							
GROSSISTI	SKU			Grossista						Importatore					EXW		
	Variant	Sku Size	ABV %	Selling	Selling	Cost	Margin	%		Selling	Landed	Logistics	Margin	%	Selling		
	xxx	70	42%	€ 9,81	€ 5,00	€ 5,00	€ 0,00	0,00%		€ 5,00	€ 2,20	€ 0,20	€ 2,80	56,0%	€ 2,00		
GDO	SKU			GDO						Importatore					EXW		
	Variant	Sku Size (cl)	ABV %	Selling price Inc	Selling Price Exc	Cost price Exc	Margin	% Margin		Selling price Exc	Landed price Exc	Logistics	Margin	% Margin	Selling price Ex		
	xxx	70	42%	€ 9.81	€ 5.00	€ 5.00	€ 0.00	0.00%		€ 5.00	€ 2.20	€ 0.20	€ 2.80	56.0%	€ 2.00		

Marketing Campaign

- Marketing plan began with product launch through social media to create and increase **BRAND AWARENESS**
- Dedicated **SOCIAL MEDIA CAMPAIGNS** through the use of influencers and brand ambassadorship
- **TRADE SHOWS AND EVENTS** (Vinitaly, Barcolana, etc)
- **LOCAL PARTNERSHIP** with cocktail bars, PR and traditional forms of advertising
- High focus on **QUALITY** and **LOCAL PRODUCTS**, to be expanded pushing on glocal marketing

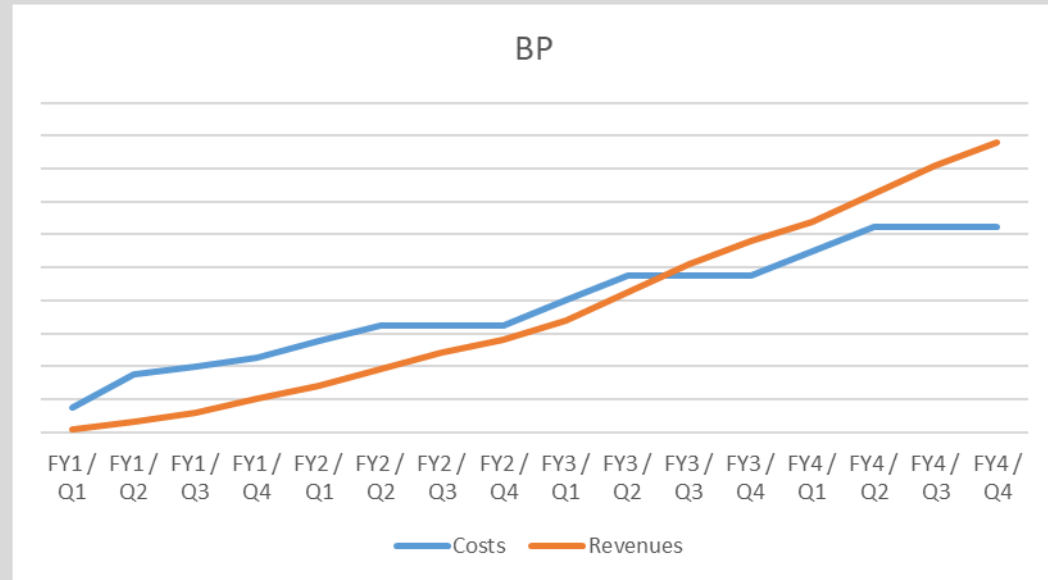
Financial Highlights

Startup Assets

Cash On Hand	30.000,00 €
No cash from Bank	

Startup Expenses / Year 1

Company start-up costs	5.000,00 €
Brand Identity	10.000,00 €
Web Design	3.000,00 €
Marketing	7.000,00 €
Pilot Production	15.000,00 €
Other Costs	5.000,00 €
TOT	45.000,00 €



- **BEP** planned in FY3/Q3 => **act reached FY2/Q3**
- Forecast // **Actual**:
 - Initial plan - day #1: 1.500 pcs => 250 pcs for promotion / 1.250 pcs to be sold
 - **FY1** => **ACTUAL 31.12.2021** => **3.700 pcs (+240% vs BP)** [**focus LOCAL + start ITALY**]
 - **FY2** => **ACTUAL 31.12.2022** => **4.800 pcs (+30% vs FY1)** [**LOCAL + ITALY**]
 - **FY3** => **ACTUAL 31.12.2023** => **5.500 pcs sold (+15% vs FY2)** [**LOCAL + ITALY + CROATIA**]
 - **FY4** => **ACTUAL 31.12.2024** => **7.000 pcs sold (+27% vs FY2)** [**LOCAL + ITA + CRO + USA + SWI + BEL**]
 - Scale-up expected from FY5 => >10.000 pcs / year [**FURTHER EXTENS OF SALES NETWORK**]



Path forward & next steps

- To create **NEW PRODUCTS**, extending current portfolio, to cater DIFFERENT CHANNELS and TARGETS
=> **VERMUT** available since October 2023



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Path forward & next steps

- To create **NEW PRODUCTS**, extending current portfolio, to cater DIFFERENT CHANNELS and TARGETS
=> **VERMUT** available since October 2023 + **LONG GIN** limited edition 2024
- To **EXTEND DISTRIBUTION REACH** in new markets / **EXPORT** => **PARTNERHIPS OUT OF ITALY** ongoing
(Pervino) + **COOPERATION WITH A SALES & MARKETING AGENCY** for the global beverage community



Path forward & next steps

- To work on **BRAND AWARENESS & DEVELOPMENT**, with strong marketing campaigns and by increasing market shares



Nuova collaborazione con Seri Pervas, un brand di spirits triestino creato con passione artigianale che rende omaggio al territorio e al prestigioso passato commerciale ed emporiale di Trieste.

Assieme al nostro partner Giotto Enterprise, lavoreremo alla creazione e implementazione di contenuti e strategie di comunicazione digitale con l'obiettivo di accrescere la visibilità del brand online.

Unendo le nostre competenze creative e analitiche puntiamo potenziare l'output del lavoro per offrire a Seri Pervas risultati tangibili e misurabili.

Grazie per la fiducia, siamo entusiasti di intraprendere questo viaggio con voi!

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[#DigitalAdv](#)



Consiglia



Commenta



Diffondi il post

Path forward & next steps

- Possible funds / **investment plan** to be evaluated from year 5 to grow with **MERGING and/or ACQUISITION (M&A)** of complementary companies **following market trends**

No-alcohol a bright spot

No-alcohol is the only category to show an increase in recalled consumption in every market, and a growing universe of consumers. Its momentum appears to be coming from innovation, increased availability and closer alignment with taste expectations, especially in the no-alcohol beer category.

Future expectations stay positive

Despite down-trading and household budget pressures, consumer sentiment remains net positive towards finances and overall happiness in the coming year. Younger LDA+ drinkers are more likely to have a positive outlook, but also more likely to be feeling financial pressures today.

Path forward & next steps

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+ **COOPERATION WITH A SALES & MARKETING AGENCY** for the global beverage community
- To work on **BRAND AWARENESS & DEVELOPMENT**, with strong marketing campaigns and by increasing market shares, **INTERNATIONAL AWARDS**

- Possible funds / **investment plan** to be evaluated from year 5 to grow with **MERGING and/or ACQUISITION (M&A)** of complementary companies **following market trends**
- **Possible hiring** of new people to support on business development and operations

Thank You

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Case Study

Ukraine crisis impacts

- **Whole supply chain hit hard by Ukraine crisis**
- Significant **impact on COSTS**:
 - Glass +30%, Paper +20%
 - Electrical energy bills +55%, gas bills +41%, gasoline +20%
 - Distilling / manufacturing costs increased by 25%
- Significant **impact on procurement LEAD TIMES** due to lack of raw materials: paper, glass, caps but botanicals too

HOW TO REACT



- **SHORT SUPPLY CHAIN** → purchase local
- Focus on **HIGH QUALITY** products → being able to adapt price chain
- Increase raw materials **SAFETY STOCKS** VS to **ADAPT CASH FLOW FIGURES** (demand / offer)
- Evaluate **PARTNERSHIPS, CO-BRANDING, CROSS-SELLING INITIATIVES** to keep on market despite consumers reduced purchasing power