

# Sip & Share Wines

Artisanal Vegan Wines



WINES

Social Media

@sipandsharewines



[sipandsharewines.com](http://sipandsharewines.com)




# The Issue

Sip & Share Wines was created out of the lack of visibility and awareness of Black and Brown consumers and winemakers in the wine industry.

There are 11K wineries in the US. Less than 1% are Black-owned or have a Black winemaker and .01% of winemakers are Black women.





**Sip & Share Wines is changing the narrative and face of wine lovers by connecting a community of underrepresented and overlooked wine drinkers while welcoming all to create a more equitable and inclusive wine industry.**



# **The Response**

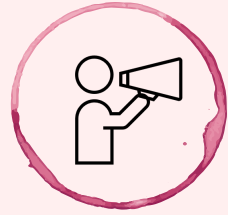
# COMPETITORS

A photograph of a wine glass filled with red wine, standing next to a bunch of purple grapes on a dark surface. The background is black, and there are decorative red wine splatters around the glass and grapes.

• Nationally distributed wines with no cultural relevance and are mostly non-vegan.

Black owned wineries with limited distribution as they harvest annually or private label.

Our wines evoke emotional connection with inspirational names. Have premium branding compete on price point and source multiple vineyards in the U.S. allowing us to produce year round.



## TAM

\$63.69B US wine market

# MARKET



## SAM

Direct-to-consumer US wine market is

\$4.2B



## SOM

Sip & Share Wines addressable market

share is \$200M.

# REVENUE MODEL



Wine Club  
subscriptions  
\$46 for 2 bottle  
monthly



Wholesale for  
\$12.00 - \$14.00



DTC ecommerce  
or events retail  
for \$22



# COGS

\$5.00 expected product costs at scale

## RETAIL

\$19.99 expected selling price at scale

74.99% retail profit margin

## WHOLESALE

\$12 - \$13 wholesale price

58% - 74.99% retail profit margin



# REVENUE PROJECTIONS

	2023	2024	2025
<b>Revenue</b>	\$250,000	\$350,000	\$500,000
<b>Expenses</b>	\$225,000	\$300,000	\$400,000
<b>Profit</b>	\$25,000	\$50,000	\$100,000



# TRACTION



2019 - 7 wines released  
\$52k revenue



2022 - In 3 states  
(IN, NY & MD)  
\$204K revenue



2020 - Moved to 2,500  
sf production space  
\$104K revenue



2023 - Added 3 states  
(GA, NC, FL)  
\$250K projected  
revenue



2021 - Entered  
wholesale market with  
Total Wine & More  
\$149K revenue



2024 - Open wine  
tasting lounge

# OUR TEAM



Nicole Kearney, MFA, WSET2

## Founder + Head Winemaker

Nicole has been in the wine industry for 12 years with a 20+ year background in community development and engagement. She's a certified wine educator through the Wine Spirits Education Trust.



David Thompson

## Director of Productions + Winemaker

David has 20+ years experience in production and management having worked at Kroger and Wonder Bread bakeries. He's also an Army Veteran.



Dennis Kearney, II, MBA

## Director of Business Relationships + SipSouth

Dennis handles the business relationships and collaborations. He has 20+ years of experience in sales, having previously worked for Salesforce.

# EXIT TARGETS



Receiving private equity

Being acquired by a larger wine brand

# FUNDING GOALS

Sip & Share Wines  
is seeking \$500,000  
to hire team  
members and  
decrease costs.



# We'd like assistance with



Introductions to people with wine and grocery store expertise.



Connections to liquor stores, wine shops, airlines, hotels and Target.



Collaborations with venues and compatible products.

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THANK  
YOU!

[sipandsharewines.com](http://sipandsharewines.com)

Social Media  
[@sipandsharewines](https://www.instagram.com/sipandsharewines)

