

LUC BELAIRE



THE NEW TRADITION

BRAND OVERVIEW

Belaire is well on its way to becoming the biggest premium French wine in the US **and** the most valuable premium wine brand of any kind– still or sparkling – in America.



COMPETITIVE SET AND OPPORTUNITY

Belaire competes with all Champagnes, but our primary targets are Moët & Chandon and Veuve Clicquot as they are the category leaders.

- At Belaire's current run rate we will soon pass Moët & Chandon and Veuve Clicquot as the biggest premium sparkling/Champagne in the U.S. (IMPACT DATABANK).
- Belaire is approx. 8 times larger than both Piper-Heidsieck and Nicolas Feuillatte, #3 and #4 in U.S. Champagne sales (IMPACT DATABANK).
- Belaire Rosé is already the best-selling Rosé in the U.S. sparkling/Champagne category, outselling Moët and Veuve Clicquot.



US SPARKLING WINE CATEGORY ON FIRE, WITH ROOM TO GROW

- More people are drinking sparkling wine in the US than ever before – 11% more consumers in 2020 vs 2018 – an estimated 50 million drinkers or 1 in 5 adults, with 17% more drinking sparkling monthly.
- Even with this growth, the US is only 29th in the world in per capita sparkling consumption: 1.1L per year compared to 2.9L in the UK, 4.8L in France, 6L in Germany, and 7L in Italy. The U.S. sparkling category could double in size, quite realistically.





- Once Belaire passes Veuve Clicquot, Belaire will be the single largest volume wine (Still or Sparkling) at our price point or higher in the U.S. (A.C. Nielsen data)
- Belaire is already larger than every premium still wine in the US, including Mondavi, Stags Leap, Duckhorn, Beringer, Hess, Cloudy Bay, Caymus, and The Prisoner.

ON – PREMISE VS. OFF – PREMISE

Since the first release of Belaire, we have not yet focused on on-premise in the US market.

Approximately
99%
of our sales/ depletions
is in off-premise.

- Both Moët & Chandon and Veuve Clicquot have a tremendous on-premise business including by-the-glass. This is another great opportunity for Belaire.
- Outside the U.S., Belaire is mainly sold on-premise, which demonstrates its potential in bars, nightclubs, and restaurants.

OFF-PREMISE DEPLETIONS

NATIONAL ACCOUNTS

8%

BELAIRE

+83% Growth

NATIONAL OFF-PREMISE

National Off-Premise Accounts represent a huge opportunity for Belaire: currently this channel only accounts for 8% of our depletions.

Our trajectory in these channels is extraordinary: year-over-year sales growth in these accounts is +83%.



We have an enormous opportunity in national off-premise accounts. Belaire's cuvées are only in a fraction of the stores in this channel

Percentage of National Off Premise Accounts Carrying Belaire Cuvées:

	LUXE	GOLD	LUXE ROSÉ	ROSÉ
% Distribution	15%	4%	3%	30%
Depletion Growth	+120%	+97%	+76%	+70%

NATIONAL OFF-PREMISE ACCOUNTS WE CALL ON:



meijer



amazon

COSTCO
WHOLESALE



Total Wine
& MORE

wine.com

Walgreens

Walmart



COAST GUARD EXCHANGE
CGX



MCM
CORE BRANDS
CORPS VALUE

BRAND POTENTIAL

- The U.S.'s largest Champagne brand, Veuve Clicquot, is almost twice the size of Belaire, per A.C. Nielsen.
- However, Belaire is already significantly larger than Clicquot in the independent retail channel – demonstrating that Belaire can outsell Veuve Clicquot.
- Belaire is growing at a rate of 200% in A.C. Nielsen's Total U.S. XAOC + Package channel, which is the fastest growth rate, by far, in premium sparkling & Champagne and already outsells Moët & Chandon in a number of U.S. states, including big markets like Illinois and Georgia.
- In this A.C. Nielsen universe of accounts, Belaire is already on par with Moët & Chandon and is trending to pass Veuve Clicquot in the immediate future.

BELAIRE SALES GROWTH:

200%

Total Sparkling, A.C. Nielsen XAOC+PKG, Last 4 Weeks 8/8/20)

The 15 “Most Powerful” Sparkling Wine Brands in the U.S.

RANK	BRAND	AWARENESS INDEX
1	Yellow Tail	92
2	Barefoot Bubbly	84
3	Korbel	90
4	Cupcake	73
5	Moët & Chandon	85
6	Martini	86
7	Dom Pérignon	100
8	André	77
9	Veuve Clicquot	42
10	Cook's	62
11	Chandon	55
12	La Marca	32
13	Ballatore	50
14	Verdi	42
15	Mumm Napa	35
?	LUC BELAIRE	?

Source: Wine Intelligence, Vinitrac® US, Jun+Jul 2020 (n=1,020) US drinkers of sparkling wine who drink sparkling wine at least once a year.



TOMORROW VS. TODAY

As well as we are doing today, tomorrow is even more exciting.

- Despite its size, Luc Belaire’s awareness level among US consumers is negligible. We believe less than 10% of US consumers are familiar with Belaire.
- Bumbu (and McQueen) has an even lower level of brand awareness – despite Bumbu’s rank as the top premium rum in the country.

TOMORROW VS. TODAY / 10



INSTAGRAM STATISTICS

THE LARGEST SOCIAL MEDIA PRESENCE IN THE CHAMPAGNE & SPARKLING WINE CATEGORY

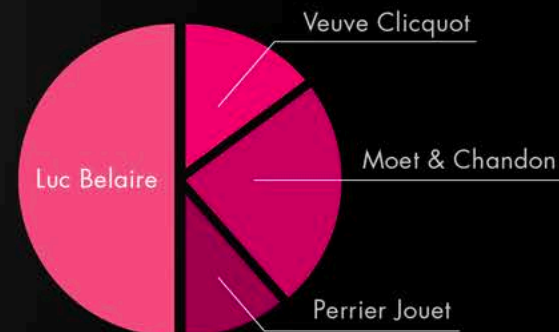


OVER

1.5 MILLION FOLLOWERS

across Belaire official + fan-made accounts

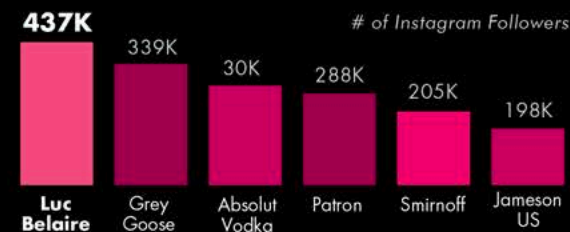
Equal to the **THREE** largest champagnes in the category combined:



OVER 60 MILLION

Instagram followers across our celebrity network

@OfficialBelaire IS A TOP INSTAGRAM ACCOUNT WORLDWIDE



OTHER CHAMPAGNE & SPARKLING BRANDS



FUTURE OPPORTUNITY

Aside from all our future initiatives to grow the Belaire brand, there is plenty of room for growth with our current four cuvées.

NATIONAL OFF-PREMISE ACCOUNTS

Only 8% of Belaire Depletions are in national accounts. There is tremendous room for growth in these channels!

A.C. NIELSEN UNIVERSE

The size of Veuve Clicquot in the A.C. Nielsen Universe compared to Belaire, vs. Belaire's growth overall and strength vs Clicquot in independent retailers, gives a preview of how big Belaire can be.





ON – PREMISE

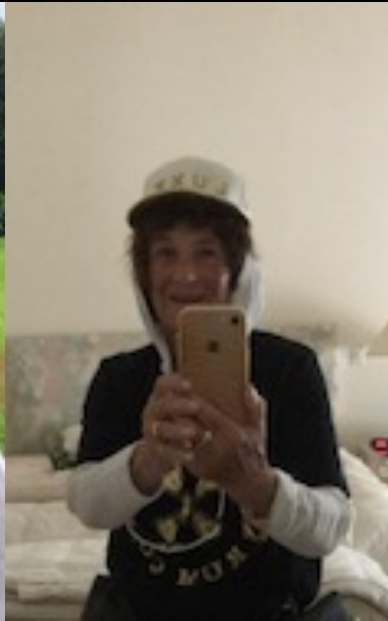
Given our attractive price point and the success of Moët & Chandon and Veuve Clicquot in on-premise (including by-the-glass business), we see this as another great opportunity for Belaire. With our success in the off-premise when Belaire was introduced in 2013, we have yet to focus any resources on on-premise business.

PORTFOLIO LEVERAGE

Each of our brands helps the others in different places. In some accounts, Belaire is the lead brand, and in others, it's Bumbu or McQueen. Having three brands (and counting) with consumer demand and notoriety amongst different customer bases is a major boon for us that we are just beginning to leverage.



BIGS YOU UP!



FAMILY

