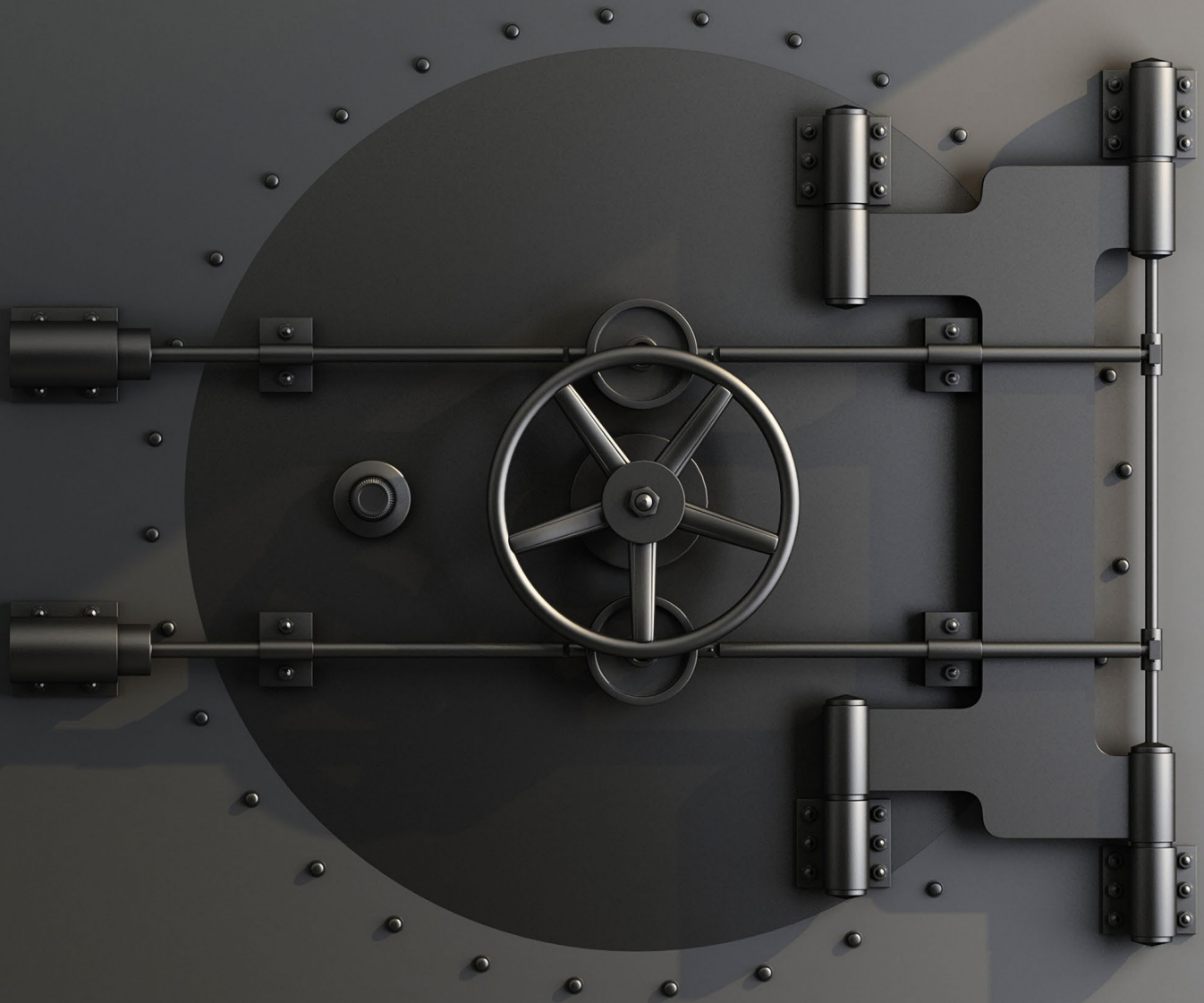


# BOTTLE BANK

## *Atlanta*



## Concept Overview

The information in this document is confidential and should only be read by authorized parties. Upon request, this document shall be returned immediately. This document is not an offering for securities.

# Atlanta's new playground for wine lovers

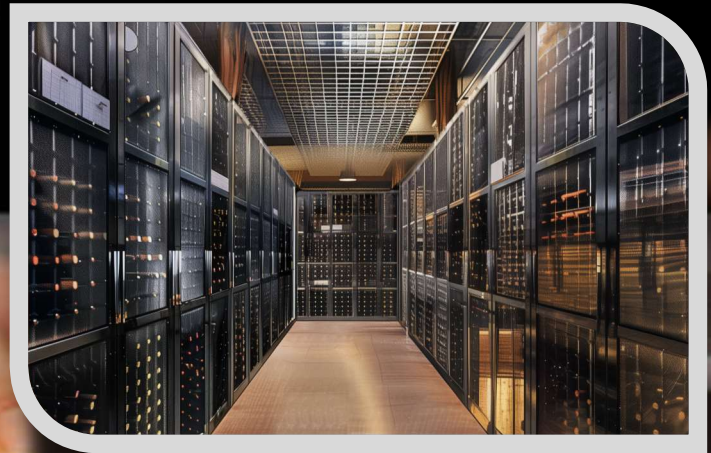


## Tasting Lounge



Our tasting lounge will provide members and other wine enthusiasts with an environment where likeminded individuals can collectively enjoy and share their passion for wine and the way of life that surrounds it.

## Private Wine Cellaring



Our two-story wine vault will contain roughly 3,000sf of private climate-controlled wine lockers. The environment will maintain the perfect cellaring conditions of 55 degrees and 70 percent relative humidity.



# Bottle Bank: Table of Contents

- I. Executive Summary
- II. Concept Discussion
- III. Tasting Lounge
- IV. Membership & Private Wine Cellaring
- V. Product & Service Differentiation
- VI. Demographic Overview
- VII. Location & Floor Plan
- VIII. Marketing Strategy
- IX. Management & Advisors
- X. Expansion Opportunities



# Bottle Bank: Executive Summary

## Tasting Lounge and Private Wine Cellaring

Bottle Bank's unique 9,000sf combination of an experiential tasting lounge, private event space, and membership-based private wine cellaring will create the premier destination for wine enthusiasts in Atlanta.

Our 6,000sf tasting lounge and private event space will be beautifully appointed with comfortable seating, creating a "living room" look and feel reminiscent of the great tasting rooms of Napa and Sonoma. The lounge will feature a highly curated wine-by-the-glass program in addition to a robust selection of artisan cheeses, charcuterie, and decadent desserts.

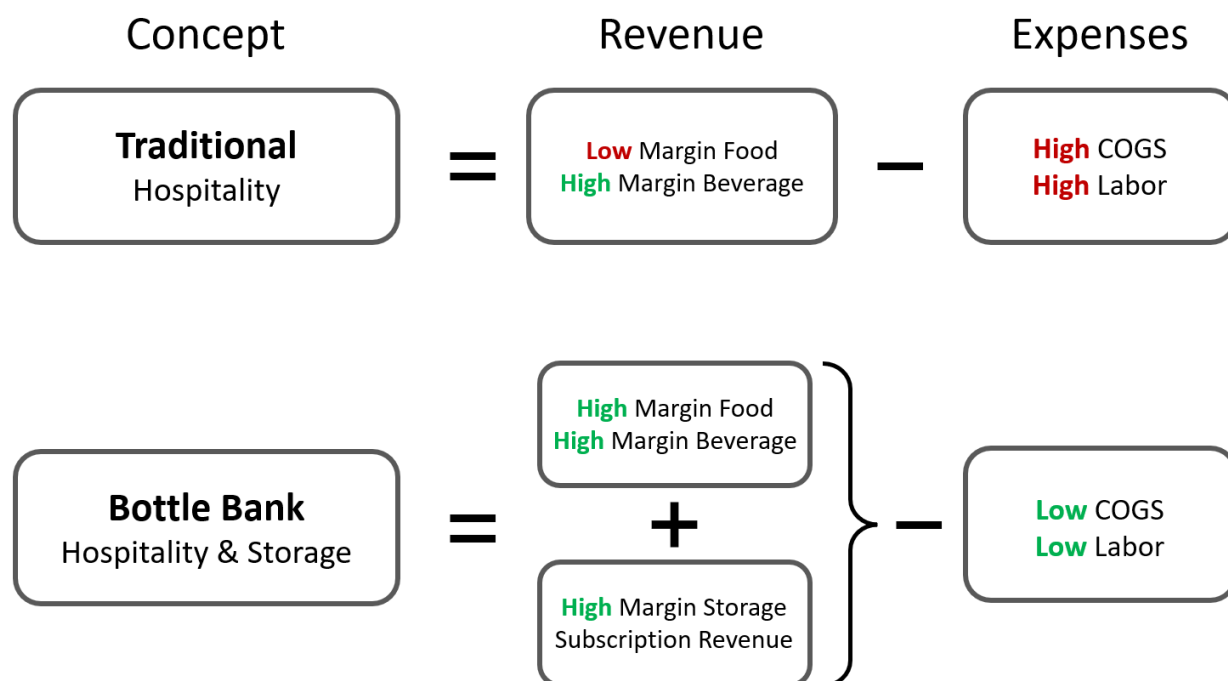
Membership will include access to our 3,000sf two-story climate-controlled wine vault, consisting of private wine lockers with optional racking systems. The environment will maintain perfect cellaring conditions of 55 degrees and 70 percent relative humidity.

Midtown was determined to have the ideal demographic representation in Atlanta to launch the Bottle Bank concept. This affluent area, just north of downtown Atlanta, provides the perfect combination of high-income households, high concentration of wine enthusiasts, and the highest density submarket in Atlanta.

Our marketing strategy will focus on local wine-related centers of influence to assist in creating brand awareness. Traditional marketing tactics, especially digital campaigns, will also be utilized in attracting aspiring wine enthusiasts.

Our specialized management team with a track record of success across multiple industries, including both hospitality and wine storage, are well positioned to execute this innovative wine-centric concept.

Financially, Bottle Bank drives highly favorable operational ratios as compared to traditional hospitality industry averages by concentrating on high-margin food and beverage offerings, while adding a substantial source of low-overhead "subscription" revenue from our membership program.





# Bottle Bank: Concept Discussion

- Imagine a place where wine collectors and enthusiasts of all types could come together to enjoy, share, and discuss wine. A sophisticated environment that felt more like a living room than a typical wine bar or restaurant. An environment that invited and encouraged guests to sit back, relax, get to know new people, and spend quality time with friends sharing a favorite bottle.
- Imagine a place featuring the most robust cheese and charcuterie program in Atlanta. Culinary enhancements that enrich your wine tasting experience and provide an upscale addition to any girls' night, date night, or casual night out with the guys.
- Imagine a place showcasing local chocolatiers and their confectionery delights with a boutique chocolate program to create a first of its kind chocolate flights experience.
- Imagine a place with the best "by the glass" program in the city, one that was hand selected, rotated, and refreshed by the city's best wine professionals.
- Imagine a place with private event spaces for industry professionals, wholesalers, and distributors to host events and tastings.
- Imagine a place hosting wine tastings with the most admired wineries and wine makers in the world.
- Imagine a place hosting formal wine dinners featuring guest chefs from Atlanta's top restaurants.
- Imagine a place hosting more informal spontaneous "pop up" dinners like burgers and Bordeaux or pizzas and Brunello. Imagine the possibilities.
- Imagine a place inviting wine makers to spend the evening in the lounge, visiting with guests while pouring their wines and telling their stories.
- Imagine a place solving the problem that most collectors have: Storage. Incorporating private climate-controlled wine vaults for enthusiasts to store and grow their collections.
- Imagine a place allowing their vault members to access bottles directly from their lockers and enjoy them in the lounge with their friends, colleagues, and fellow vault members without being burdened with a corkage fee.
- Imagine a place with additional areas exclusively for vault members for when they want or need a more private or intimate space to entertain.

***Imagine Bottle Bank...***



# Bottle Bank: Tasting Lounge

## The quintessential playground for Atlanta's wine community

Our tasting lounge will feature focused offerings concentrated around those items that traditionally enhance the overall wine drinking experience. The interior design will feature beautifully appointed décor with comfortable seating, creating a “living room” look and feel reminiscent of the great tasting rooms of Napa and Sonoma. Bottle Bank's menu will showcase artisan cheeses, locally and internationally sourced charcuterie, chocolates, and decadent desserts.

Traditional hospitality concepts are predisposed to higher food and labor costs. In addition, increases and fluctuations in these costs can erode already tight profit margins. Our hospitality model is unique in that we focus exclusively on some of the highest margin items in a traditional restaurant. Additionally, our menu will require less labor to execute due to its simplified and focused nature.

By reducing these two major cost components, we can drive net margins that are much more favorable than a traditional restaurant.

### FROMAGE

Served with  
California Coastal Honeycomb, Fruit & Nut Bread, Housemade Date & Walnut Cake  
One Selection 12 / Three Selections 18 / Five Selections 26

**CHEESE PLATE 18**  
Hook's 2 Year Cheddar, Taleggio, Humboldt Fog  
**WINE SUGGESTION 11**  
Sauvignon Blanc, Squirrel Gun, Napa 2011

| QTY.   | COW'S MILK  | QTY. | GOAT'S MILK |
|--|---|------|-------------|
| ★ <b>SOFT</b>  | ★ <b>SOFT</b>                                       |      |             |
| — Marin French Brie Triple Crème Petaluma, California, USA | — VerdeCapra Blue Lombardy, Italy                   |      |             |
| — Henri Hutin Brie Couronne Ile-de-France, France          | — Humbolt Fog St. Arcata, California, USA           |      |             |
| — Saint Andre Normandie, France                            | — Bucheret Sebastopol, California, USA              |      |             |
| — Nicasio Halleck Creek Nicasio, California, USA           | — Cypress Grove Purple Haze Arcata, California, USA |      |             |
| ★ <b>WASH</b>  | ★ <b>SEMI FIRM</b>                                  |      |             |
| — Nicasio Square Organic Nicasio, California, USA          | — Laura Chenel Tome Sonoma, California, USA         |      |             |
| — Epoisses AOC Burgundy, France                            | — Garrosta, Catalunya, Spain                        |      |             |
| — Chaumes Perigord, France                                 | — Redwood Cheddar Goat Sebastopol, California, USA  |      |             |
| — Bellettole Rouge Ile-de-France, France                   | — Drunken Goat Murcia, Spain                        |      |             |
| ★ <b>SEMI SOFT</b>   |   |      |             |
| — Reblochon Fleur D Alps Haute Savoie, France              |   |      |             |
| — Pt. Reyes Bay Blue Petaluma, California, USA             |   |      |             |
| — Moody Blue Smoked Monroe, Wisconsin, USA                 |   |      |             |
| — Gorgonzola Dolce DOP Piedmont, Italy                     |   |      |             |
| — Shaft's Blue Cheese Rosentle, California, USA            |   |      |             |
| — Taleggio Lombardy, Italy                                 |   |      |             |
| — Morbier Franche-Comté, France                            |   |      |             |
| ★ <b>SEMI FIRM</b>   |   |      |             |
| — Bellwether Carmody Petaluma, California, USA             |   |      |             |
| — Mahón Balearic Islands, Spain                            |   |      |             |
| — Fourme d'Ambert Auvergne, France                         |   |      |             |
| — Huntsman Gloucester Gloucestershire, England             |   |      |             |
| — Stilton Royal Blue Derbyshire, England                   |   |      |             |
| — Tomme de Savoie Rhone Valley, France                     |   |      |             |
| ★ <b>FIRM</b>  |   |      |             |
| — Hook's 2 yr. Aged Cheddar Mineral Point, Wisconsin, USA  |   |      |             |
| — Parmigiano Reggiano Emilia Romagna, Italy                |   |      |             |
| — Old Quebec 7 Year Aged Cheddar Quebec, Canada            |   |      |             |
| — Gruyère de Comté Franche-Comté, France                   |   |      |             |
| — Uniekas 18 Month Aged Gouda Holland, Netherlands         |   |      |             |

### CHARCUTERIE

Served with  
Cornishons, Whole Grain Mustard & Cocktail Onions  
One Selection 10 / Three Selections 16 / Five Selections 24

| QTY.  |
|---|
| — <b>FINOCCHIONA, USA</b>   |
| — Fennel infused salame from Salt Lake City, Utah                                     |
| — <b>PROSCIUTTO DI SAN DANIELE, Italy</b>   |
| — This Italian Ham is cured for a minimum of 14 months in the Friuli region of Italy. |
| — <b>CABERNET SALAMI, USA</b>   |
| — Uncured, creamy, touch of smoke & tannins, from Santa Rosa, CA                      |
| — <b>SAUCISSON SEC, USA</b>   |
| — French inspired Salame cured for 30 days & hand tied                                |
| — <b>FRA'MANI SOPPRESSATA, USA</b>  |
| — A tangy beef, very coarsely cut & scented with clove.                               |
| — Moist & full-flavored, from Berkeley, California.                                   |

### FROM THE TREES

**MORELS MIXED OLIVES 7**  
Taggiasca, Nicoise, Picholine & Kalamata Olives  
marinated with fresh rosemary, garlic & chili flake  
**SWEET & SPICY SPANISH**  
**MARCONA ALMONDS 6**

## BOTTLE BANK

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# Bottle Bank: Membership & Private Wine Cellaring

Our optional membership program provides for consistent and ongoing “subscription style” cash flow. This unique structure allows members to maximize both the benefits and exclusivity of private membership as well as appreciate the additional social aspects of being open to the public.

## Our members will enjoy a generous and comprehensive list of benefits:

- Personal wine storage vault
- Acceptance of personal wine shipments
- Enjoyment of their bottles in our lounge without a corkage fee
- Exclusive access to boutique and highly allocated wine offerings
- Consultation with our in-house sommeliers
- Access to and consultation with our private chef for customizable private dining experiences
- Access to our exclusive members only areas within Bottle Bank
- Access to our private tasting rooms for small gatherings, entertaining, and business meetings
- Invitations to “members only” wine dinners and tastings
- Priority seating in our Bottle Bank lounge
- Priority reservations to Bottle Bank special events
- Discounts on our wine and cheese club subscriptions

While private wine cellaring provides a unique opportunity for our members to curate a personalized collection of wines to enjoy with friends and colleagues, the revenue generated from wine storage significantly reduces the overall risk of our combined hospitality concept.

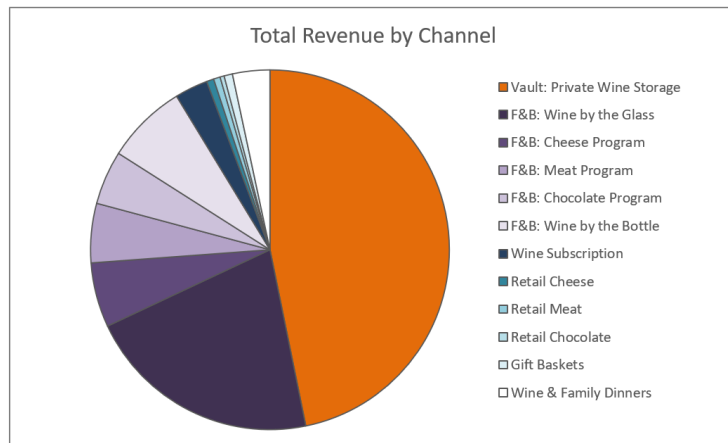
The synergistic relationship between hospitality, wine storage, and our membership program creates the type of revenue diversification needed to significantly increase the probability of success.



# Bottle Bank: Product & Service Differentiation

Our synergistic business model collectively provides for robust top-line revenue, while that same diversification of income substantially lowers our overall risk.

Each revenue channel is symbiotic. For example, individuals that decide to participate in our membership program and store their wine in our vault will naturally want to utilize the tasting lounge. In a similar fashion, guests of the tasting lounge will realize the benefits of membership while interacting with vault members.



## Profit Margins:

The strength of the Bottle Bank business model is the fact that we are focused intensely on high margin products and services.

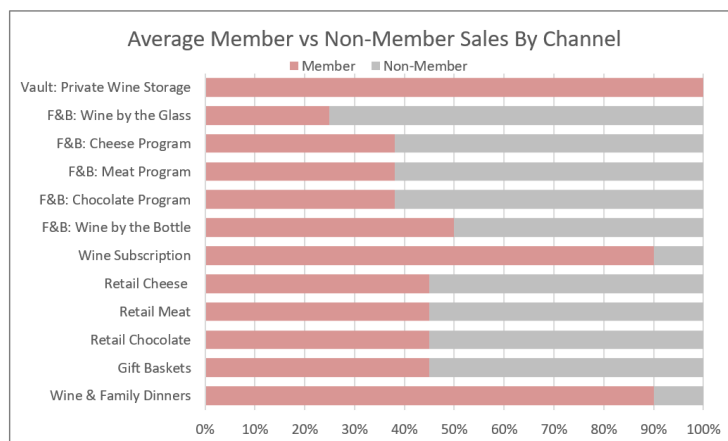
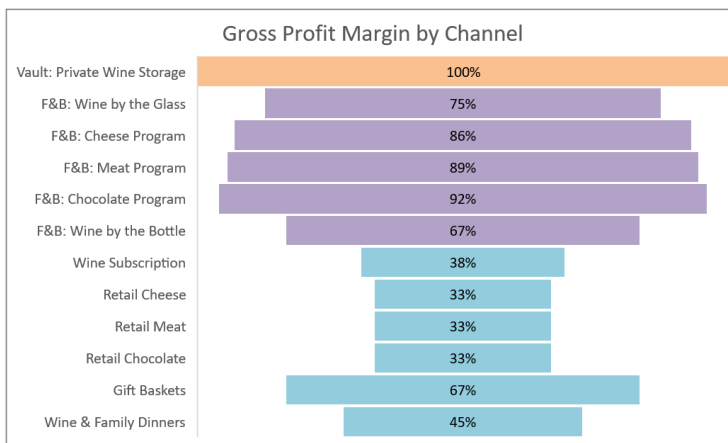
Most restaurants maintain very low margins due to the high cost of goods sold and extensive labor requirements. In fact, wine and alcohol sales are often the primary profit driver that keeps traditional restaurants in business.

At Bottle Bank, approximately **85%** of our revenue is considered very high margin, the majority of which is generated from products and services that are more profitable than traditional wine sales. These include membership, private cellaring, special events, cheese, charcuterie, chocolate, and desserts.

Unlike traditional restaurants that use wine sales as a life preserver, wine sales at Bottle Bank are one of the lower profit margin items we offer.

## Key Differentiators:

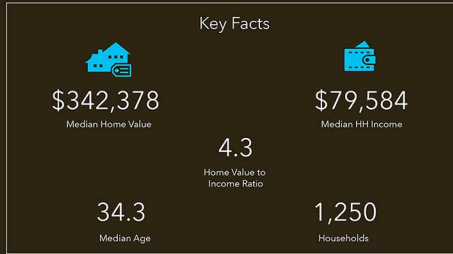
- Sophisticated environment dedicated to wine collectors and enthusiasts
- Optional membership program with generous benefits including private wine cellaring
- Meticulously curated wine program featuring unmatched “by the glass” offerings and exclusive wine flights
- Formal wine dinners featuring guest chefs from Atlanta’s top restaurants
- A first of its kind artisan cheese, charcuterie, and chocolate program
- Unique wine-centric guest experiences: tastings, pairings, and demonstrations
- Sophisticated and elegant facility to host private functions and corporate events



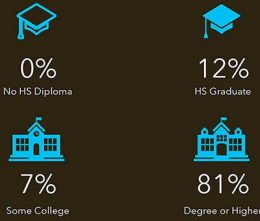


# Bottle Bank: Demographic Overview

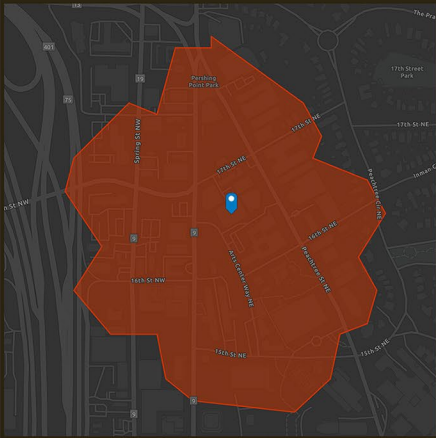
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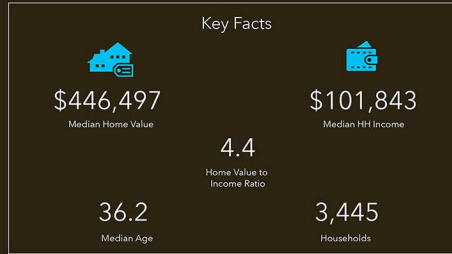
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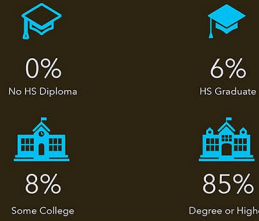
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Walk time of 5 minutes



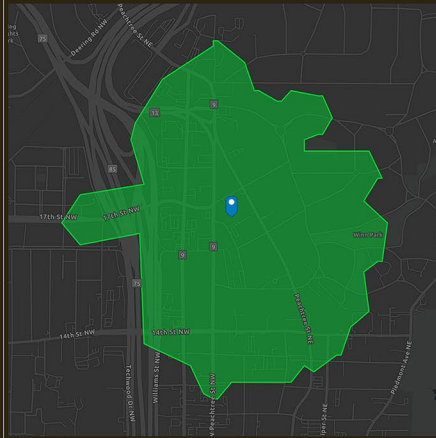
## Walk time of 10 minutes



### Education



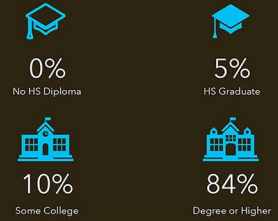
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Walk time of 10 minutes



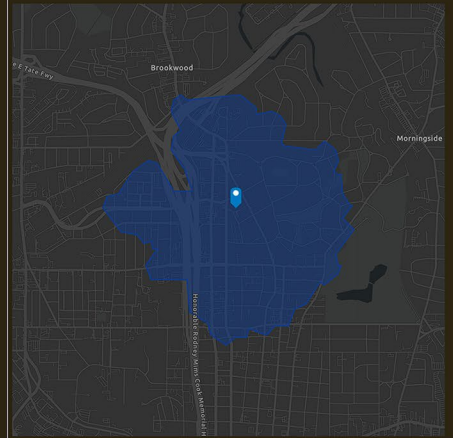
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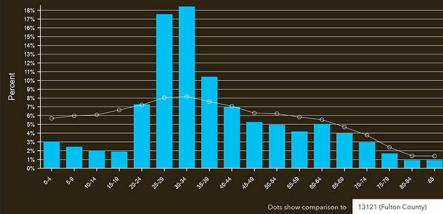
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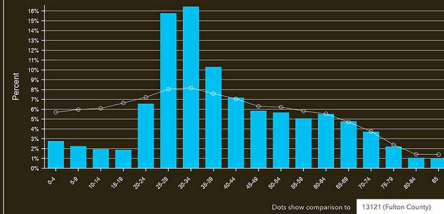
1360 Peachtree St NE, Atlanta, Georgia, 30309  
Walk time of 15 minutes



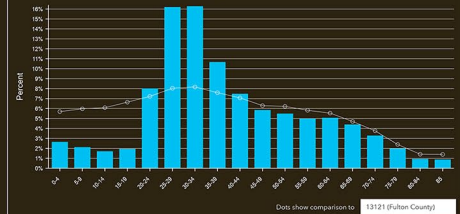
### Age Profile



### Age Profile



### Age Profile



### 2023 Households By Income (Est)

The largest group: \$35,000 - \$49,999 (19.6%)  
The smallest group: \$15,000 - \$24,999 (1.1%)

| Indicator A           | Value | Diff   |
|-----------------------|-------|--------|
| <\$15,000             | 5.0%  | -4.2%  |
| \$15,000 - \$24,999   | 1.1%  | -4.4%  |
| \$25,000 - \$34,999   | 9.4%  | +3.2%  |
| \$35,000 - \$49,999   | 19.6% | +11.7% |
| \$50,000 - \$74,999   | 11.3% | -2.4%  |
| \$75,000 - \$99,999   | 13.9% | -2.1%  |
| \$100,000 - \$149,999 | 18.3% | +1.7%  |
| \$150,000 - \$199,999 | 11.0% | -10.9% |
| \$200,000+            | 9.2%  | -8.5%  |

Bars show deviation from 13121 (Fulton County)

### 2023 Households By Income (Est)

The largest group: \$100,000 - \$149,999 (20.0%)  
The smallest group: \$15,000 - \$24,999 (2.3%)

| Indicator A           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 4.4%  | -4.8% |
| \$15,000 - \$24,999   | 2.3%  | -3.2% |
| \$25,000 - \$34,999   | 9.3%  | -0.2% |
| \$35,000 - \$49,999   | 10.5% | +2.8% |
| \$50,000 - \$74,999   | 11.9% | -1.8% |
| \$75,000 - \$99,999   | 14.5% | -1.0% |
| \$100,000 - \$149,999 | 20.0% | +3.8% |
| \$150,000 - \$199,999 | 14.2% | +4.1% |
| \$200,000+            | 16.9% | -0.8% |

Bars show deviation from 13121 (Fulton County)

### 2023 Households By Income (Est)

The largest group: \$200,000+ (22.5%)  
The smallest group: \$15,000 - \$24,999 (2.2%)

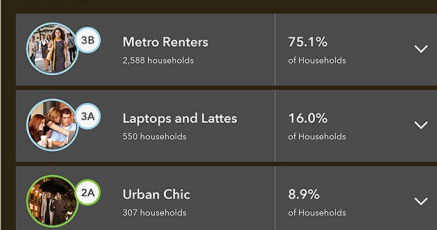
| Indicator A           | Value | Diff  |
|-----------------------|-------|-------|
| <\$15,000             | 5.0%  | -4.2% |
| \$15,000 - \$24,999   | 2.2%  | -3.3% |
| \$25,000 - \$34,999   | 13.5% | -2.7% |
| \$35,000 - \$49,999   | 23.5% | +1.7% |
| \$50,000 - \$74,999   | 10.8% | -2.9% |
| \$75,000 - \$99,999   | 15.8% | +0.2% |
| \$100,000 - \$149,999 | 21.4% | +4.6% |
| \$150,000 - \$199,999 | 14.5% | +4.8% |
| \$200,000+            | 22.5% | +4.8% |

Bars show deviation from 13121 (Fulton County)

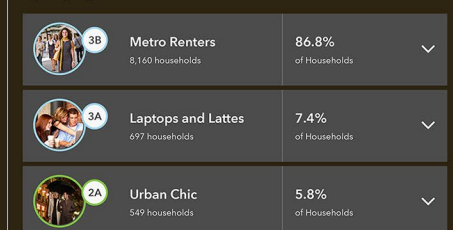
### Tapestry Segments



### Tapestry Segments

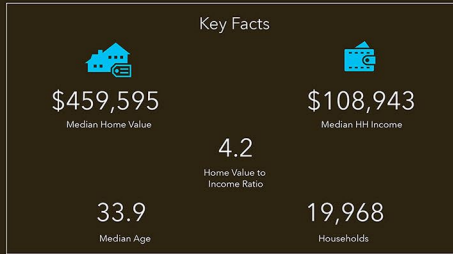


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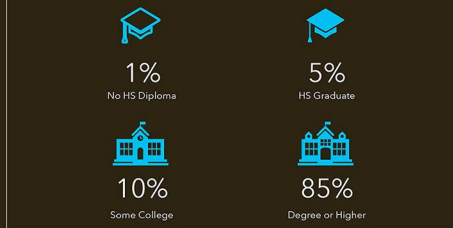


# Bottle Bank: Demographic Overview

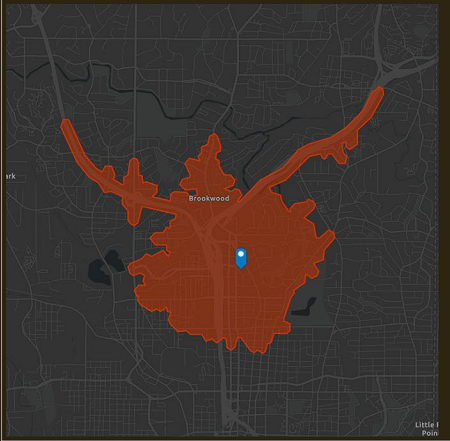
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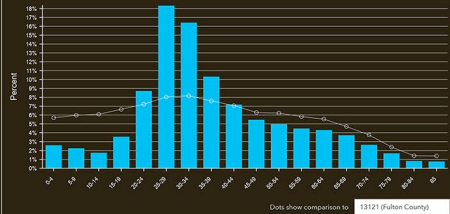
## Education



1360 Peachtree St NE, Atlanta, Georgia, 30309  
Drive time of 5 minutes



## Age Profile



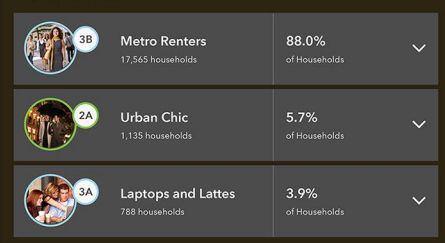
## 2023 Households By Income (Est)

The largest group: \$200,000+ (20.4%)  
The smallest group: \$15,000 - \$24,999 (2.8%)



Bars show deviation from 13121 (Fulton County)

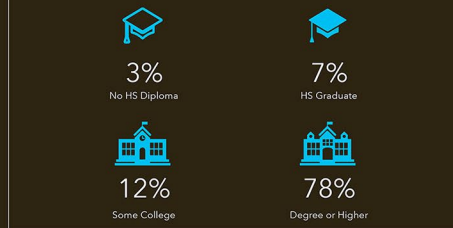
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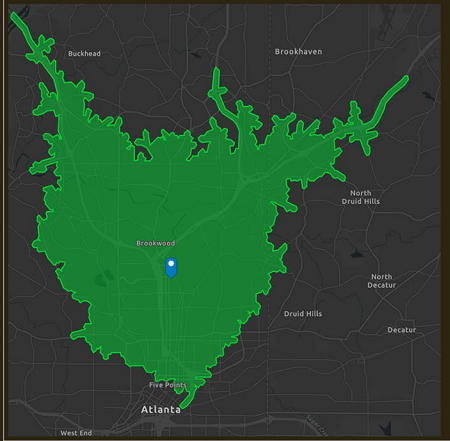
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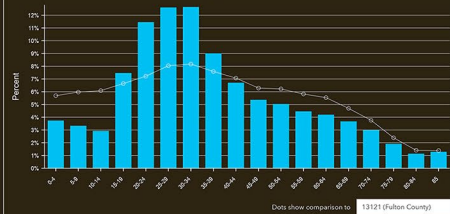
## Education



1360 Peachtree St NE, Atlanta, Georgia, 30309  
Drive time of 10 minutes



## Age Profile



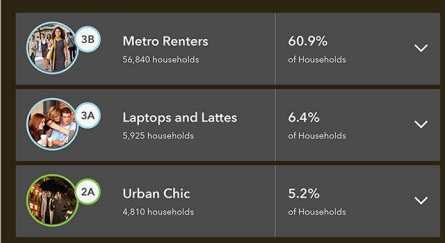
## 2023 Households By Income (Est)

The largest group: \$200,000+ (19.3%)  
The smallest group: \$15,000 - \$24,999 (3.7%)



Bars show deviation from 13121 (Fulton County)

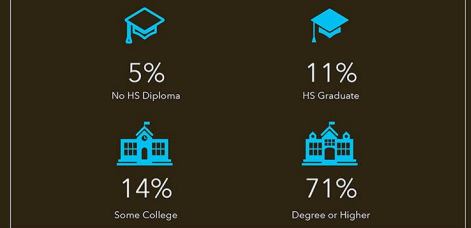
## Tapestry Segments



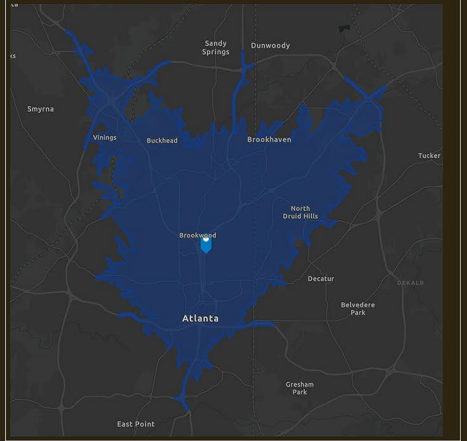
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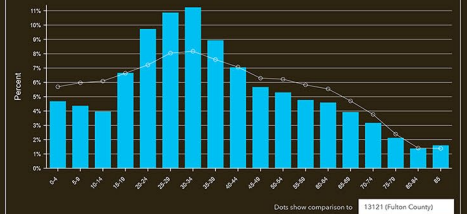
## Education



1360 Peachtree St NE, Atlanta, Georgia, 30309  
Drive time of 15 minutes



## Age Profile



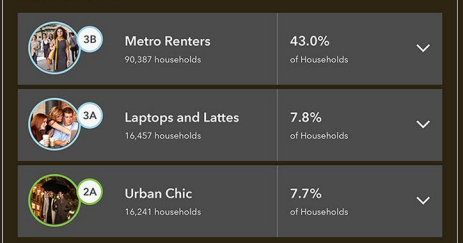
## 2023 Households By Income (Est)

The largest group: \$200,000+ (19.5%)  
The smallest group: \$15,000 - \$24,999 (4.7%)



Bars show deviation from 13121 (Fulton County)

## Tapestry Segments





# Bottle Bank: Location

We have selected Midtown Atlanta as the location for Bottle Bank. In addition to being the “Heart of the Arts” and the cultural epicenter of the city, Midtown also serves as a major commercial and financial district and is home to several corporate headquarters, major law firms, and foreign embassies. While providing the highest density of any submarket in Atlanta, Midtown offers excellent accessibility to major highways, including Interstates 75 and 85, adding convenient connections to other attractive submarkets within the city and beyond.



## Record new development in the 1.2 square mile Midtown District:

During 2023, six new development projects were delivered, including new office and residential buildings totaling \$2.7B of investment. Looking back five years, nearly 50 new buildings have been delivered with an estimated value of almost \$9B. Few places in North America, if any, have experienced as much concentrated development as Midtown Atlanta over the last five years.

**Overall, 114K people spend time in the 1.2 square mile Midtown District on a typical day.**



# Bottle Bank: Location

Bottle Bank will serve as a premier amenity for Midtown Plaza, a 500,000sf “Class A+” office development situated between Peachtree Street and West Peachtree at the intersection of 17th Street. This dynamic location serves as the "Gateway to Midtown" and is surrounded by 1,400 new units in luxury residential towers.



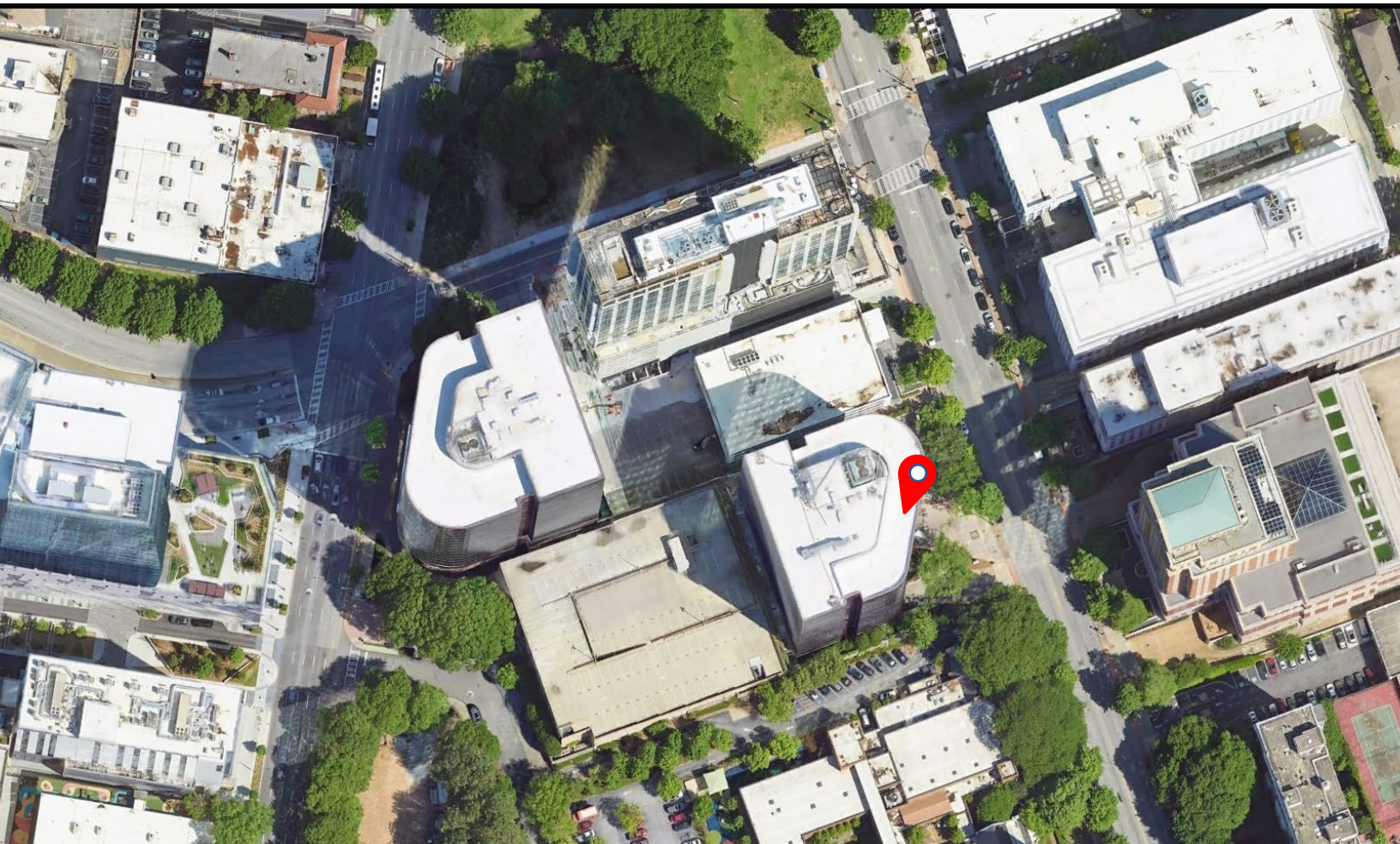
The specific space under consideration is approximately 7,500sf located on the ground floor of the office tower and will include a 1,500sf mezzanine. The corner unit provides 17-foot ceilings, an existing kitchen, and the potential for a patio on Peachtree. We believe that Bottle Bank will thrive at this location and will serve as a model for expansion of future locations.

## Bottle Bank’s 9,000sf wine-centric hospitality venue includes:

- 4,500sf tasting lounge: serving wine by the glass, cheeses, charcuterie, and decadent desserts
- 1,500sf private event space: including chef’s table, tasting experience, and private tasting rooms
- 3,000sf climate-controlled wine vault: private cellaring through optional membership program
- State of the art video security, access control, and motion activated monitoring systems

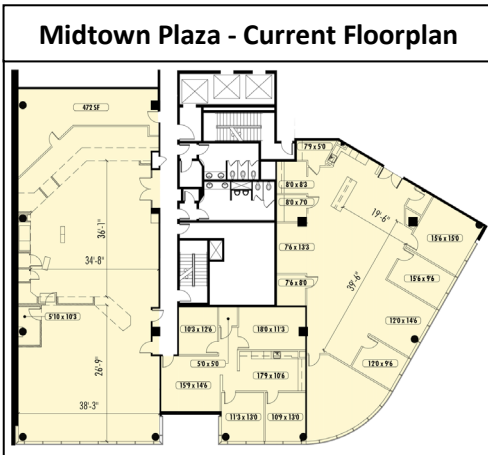


## Bottle Bank: Location





# Bottle Bank: Floor Plan

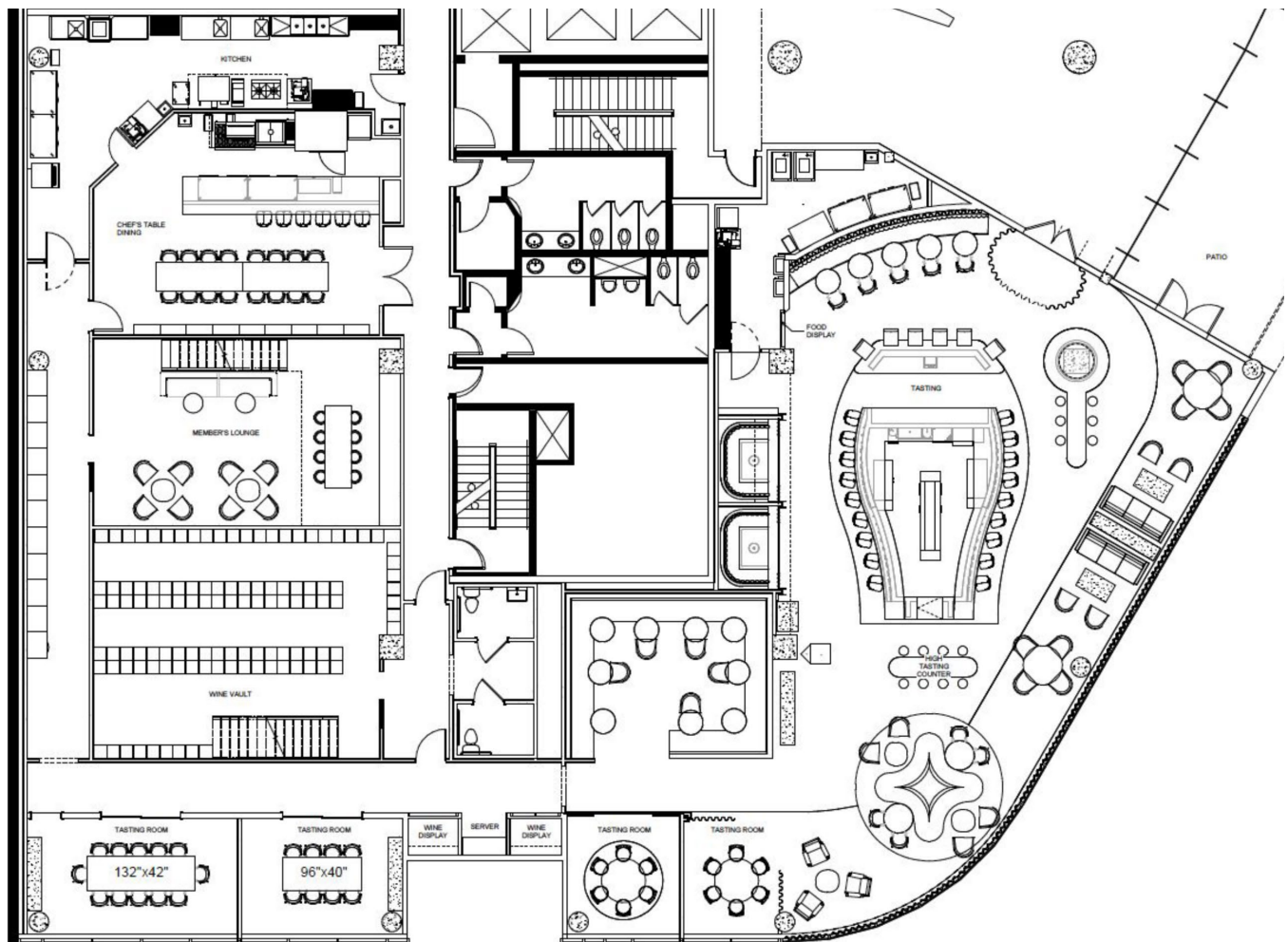


Your experience at Bottle Bank begins as you enter through double doors from the sparkling lobby where you are immediately greeted by the warm energy and striking décor. The Chandelier Bar, centered in the middle of the tasting lounge, is the focal point of the room and provides the heartbeat of our lounge experience.

Surrounding the Chandelier Bar is our beautifully appointed lounge with comfortable seating, creating a “living room” look and feel reminiscent of the great tasting rooms of Napa and Sonoma. Guests can relax and enjoy a glass of wine from our expansive menu, paired with the most robust artisan cheeses, charcuterie, and decadent dessert selections in the city, all while taking in beautiful views of iconic Peachtree Street.

As you move toward the back of our lounge, you will find additional areas reserved for members which include our private tasting rooms for intimate wine dinners, wine tastings, and private gatherings. Our optional membership program will also include access to our two-story private wine cellar where members can store and grow their personal wine collections.

Finally, after traveling down an inviting hallway, you enter our display kitchen where members will discover our chef’s table and tasting experience. This truly unique space will allow our members to host customized private dining experiences, a variety of private functions, individualized get-togethers, and corporate events.

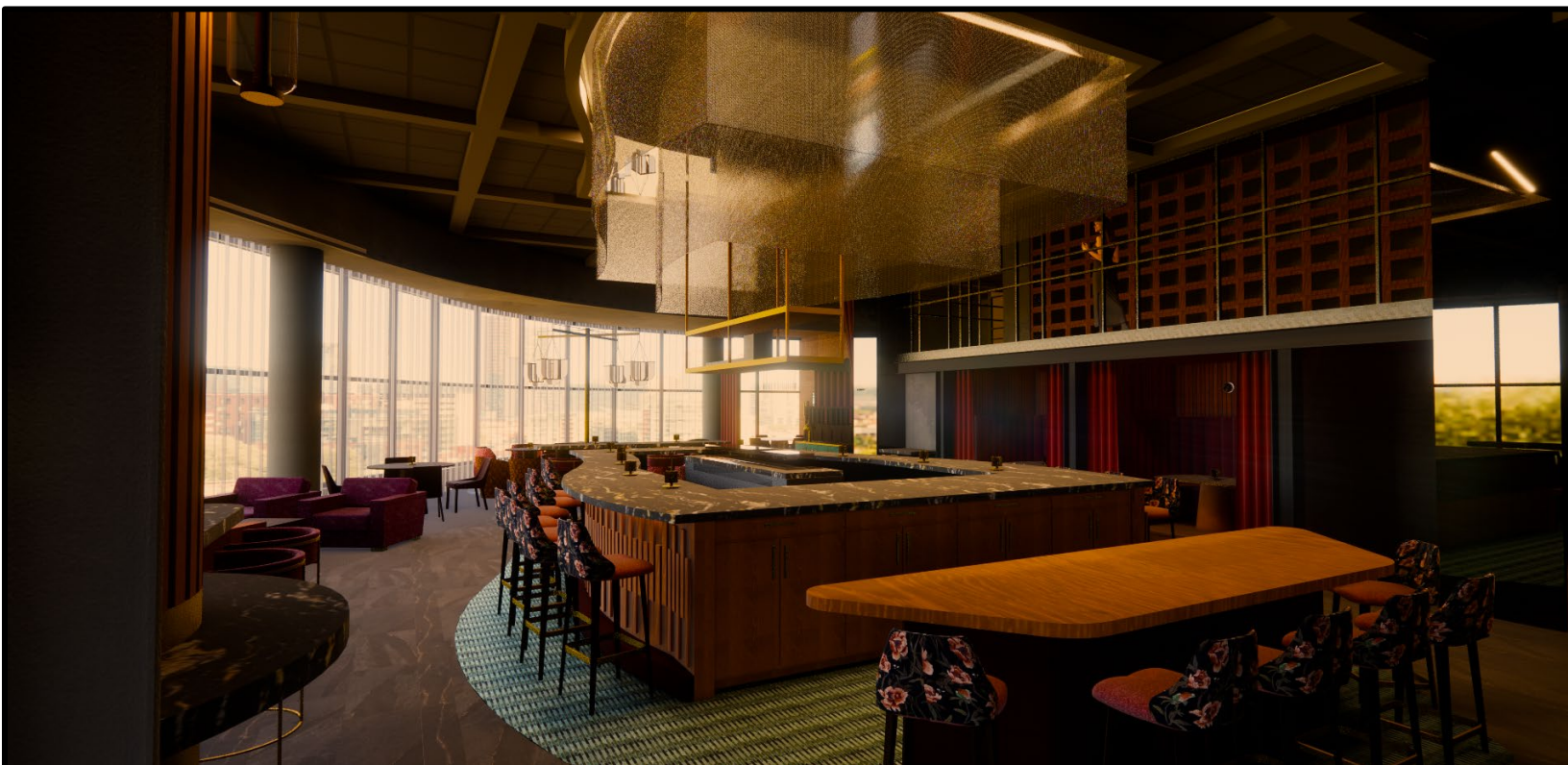




# Bottle Bank: Design Renderings



*Bottle Bank: Wine Lounge Conceptual Rendering (South View)*



*Bottle Bank: Wine Lounge Texturized Conceptual Rendering (South View)*



# Bottle Bank: Design Renderings



*Bottle Bank: Wine Lounge Conceptual Rendering (North View)*



*Bottle Bank: Wine Lounge Texturized Conceptual Rendering (North View)*



# Bottle Bank: Design Renderings



*Bottle Bank: Wine Lounge Conceptual Rendering (West View)*



*Bottle Bank: Wine Lounge Texturized Conceptual Rendering (West View)*

# Bottle Bank: Marketing Strategy

We expect Bottle Bank's client base for private cellaring to be affluent and well-traveled. Wine-storage customers typically include both collectors and aspiring enthusiasts. They include business professionals who need a place to accept their auto-shipments as well as city dwellers who have limited storage available in their high-rise residences.

The addition of the tasting lounge allows us to expand our target market to include both casual wine drinkers in addition to those with a desire to further explore their growing interest in wine. While typically younger professionals, these individuals enjoy wine, learning about wine, and they want more experiences centered around wine. These individuals are attracted to beautiful upscale spaces, are interested in educational and tasting events, and want the opportunity to spend time with like-minded individuals. Our smaller wine vault offerings are designed specifically for this target demographic as they are now beginning to buy wine and have the desire to build a cellar as their interest in wine deepens and continues to develop.

## **Wine related centers of influence to assist in creating brand awareness:**

- City wine professionals (sommeliers, wine shop owners, restaurant owners/GMs, beverage managers, etc.)
  - Offer discounts on locker membership, personalized discount/membership cards for use in lounge, give a limited number of discount cards to be handed out to their best clients
  - Offer use of our space for wine tastings, events, meetings, and gatherings
  - Joint marketing and promotional event opportunities (tastings, wine dinners, winery showcases)
- Wine clubs/organizations
  - Offer discounts to club/organization members
  - Offer private spaces for events and gatherings complimentary
- Dating and matchmaking services
- Private wine consultants (Fine Wine Connection)
- Private event/wedding planners
- Social media influencers
- Professional and business networking organizations and clubs
- Wineries
  - Leverage their allocation and marketing lists
  - Promote "virtual tasting" experiences. This is a newly created tasting experience created by wineries during the pandemic. We can provide the venue for the tasting, the ability to receive resulting wine shipments, and the facility to store it.
  - Joint promotions and partnerships
- Existing vault members
  - Offer referral fees, rental discounts, gift cards for wine lounge, experiences, etc.
- Realtors and Builders

## **Traditional marketing campaigns:**

- Facebook / Instagram ads geo-targeted and demographically focused
- Search engine optimization
- Rentable subscription lists (Wine Spectator, Wine Advocate, Decanter, Food & Wine, Robb Report)
- Networking events
- Print and local media placement



# Bottle Bank: Management



## Managing Partner: Damon Raque

Damon is a Level 2 Sommelier and began his career in hospitality more than 25 years ago, evolving into a consultant and investment advisor to high income professionals and business owners, including chefs, general managers, and restaurant owners.

He has always had an affinity for food, wine, and the lifestyle associated with it.

“My goal is simple. I want to provide Atlanta with an environment that feels more like a living room than a typical wine bar or restaurant. An experience that encourages wine lovers to sit back, relax, and spend time with like-minded individuals enjoying a bottle of wine and the way of life that surrounds it.”

The innovation arrived when he blended the idea of an upscale wine lounge concept with state-of-the-art wine cellaring to create a new type of hospitality experience.

## Partner: Richard Drye

Rich is a serial entrepreneur having successfully built four multi-million-dollar companies from the ground up. Formally educated in accounting, he brings his experience as a CPA as well as decades of marketing acumen to Bottle Bank.

His role is to ensure that the back-office financial and management aspects operate with the same level of effectiveness as our front-facing team, ultimately providing the best possible experience for our members and guests.

“I have built companies in a variety of industries: Private Membership, Advertising, and Digital Media Marketing. Each of these industries has its pros and cons, but I have always seen hospitality as the most exciting. The ability to innovate and build this unique concept will be very rewarding for all of us involved.”



## Executive Chef: Matthew Meacham

Matt is a culinary virtuoso with 23 years of experience in the greater Atlanta restaurant scene. His impressive career includes residencies at renowned restaurants such as Southern Belle/Georgia Boy, Bistro VG, Fia, Stone's Cuisine & Cocktails, Foundation Social Eatery, Aria, and Peach and the Porkchop.

Utilizing classic techniques and a commitment to excellence, Matt brings a wonderful blend of artistry and creativity to Bottle Bank.

“In addition to curating a world-class selection of cheese, charcuterie, and chocolate for our guests in the lounge, I am most excited about collaborating with our members to create customized private dining experiences. This provides both our members and our culinary team an opportunity that does not exist anywhere else in Atlanta.”

# Bottle Bank: Advisors



**Advisor: Michael Sard, Esq.**  
**Founding Partner, Sard & Leff, LLC**

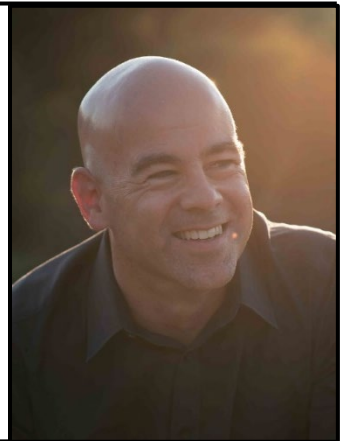
Michael is a hospitality attorney, specializing in alcohol licensing and compliance within the State of Georgia. He and his partner Kevin Leff have built Sard & Leff into the premier alcoholic beverage licensing and regulatory compliance law firm in Georgia.

Michael is assisting us in navigating the licensing process required to execute our vision for Bottle Bank, specifically around concept, design, buildout, usage, and operations.

**Advisor: John Boggs**  
**Founder, Phase 5 Creative**

John has over 25 years of architectural and interior design experience with a broad range of project types including casinos, restaurants, and retail.

His firm, Phase 5 Creative, is highly regarded in the areas of architecture, interior design, master planning, conceptual design, theming, construction documents, construction administration, contracts, LEED, and project management.



**Advisor: Elisa Gangone**  
**Founder, Elisa Gangone Interiors**

Elisa Gangone will bring her signature “Dolce vita” style to create a living room ambiance that blends comfort with sophistication.

With an unqualified belief that the right space can profoundly influence quality of life, Elisa’s designs are anticipated to elevate the Bottle Bank experience, turning it into a wine haven where every detail tells a story.

**Advisor: Catrina O’Keefe**  
**Founder, Catrina O’Keefe Interiors**

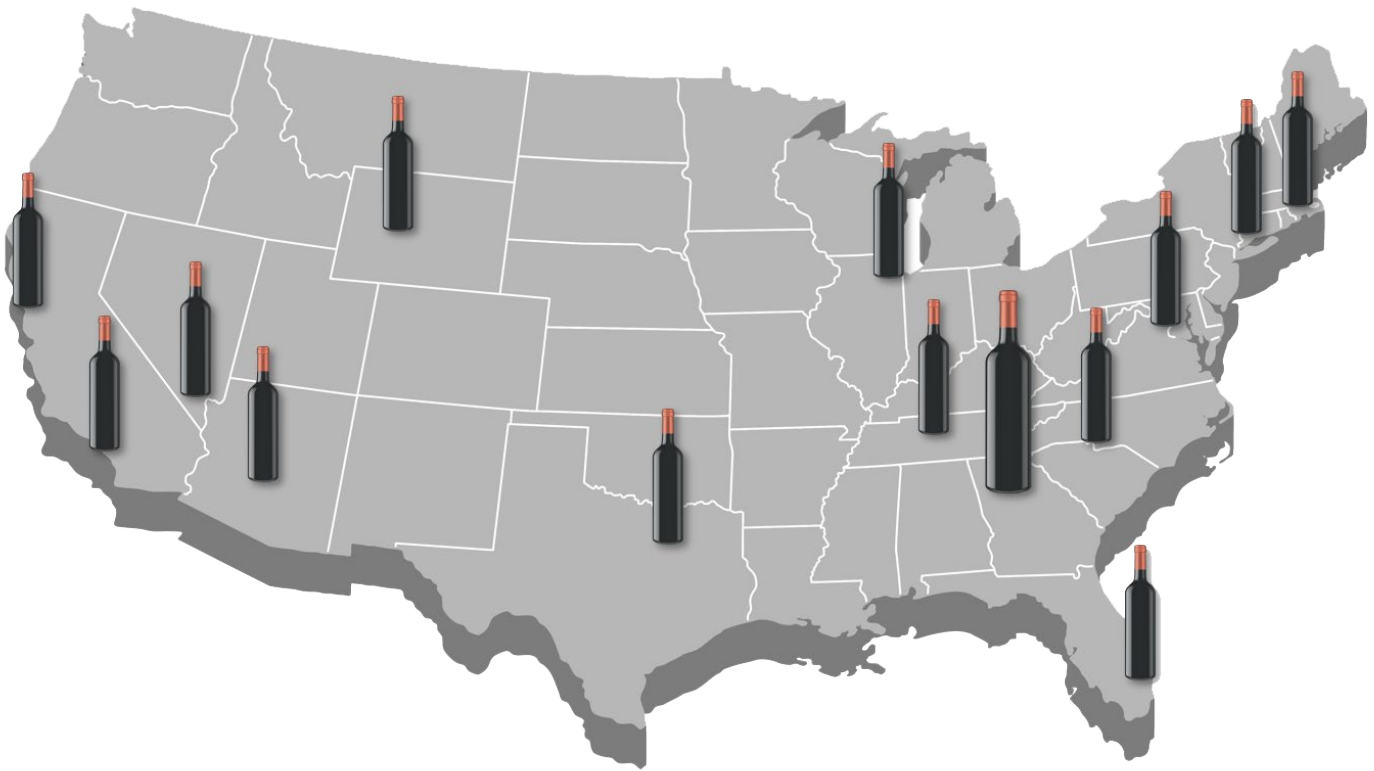
Catrina is a registered interior designer with the State of Georgia and holds both her National Council for Interior Design Qualification, NCIDQ, as well as the LEED Green Associate credential.

Prior to starting her own studio, Catrina worked as a lead principal designer at the award-winning Atlanta based architectural and interior design studio, ai3 for nearly a decade.





# Bottle Bank: Expansion Opportunities



## Future Locations:

- Scottsdale, AZ
- Newport Beach, CA
- Palo Alto, CA
- Aspen, CO
- Greenwich, CT
- Washington, DC
- Boca Raton, FL
- Chicago, IL
- Boston, MA
- Charlotte, NC
- Las Vegas, NV
- Nashville, TN
- Dallas, TX

We have identified potential expansion locations based on a thorough analysis of demographic profiles and market potential.

Demographic research has shown that the target market for Bottle Bank, young professionals, and baby boomers with a passion for wine, is prevalent in these selected cities as well as a high concentration of adults with college degrees and high median incomes. These cities have a strong presence of wine culture and wine-related events, indicating a high level of interest in wine among residents.

We have evaluated each potential city's wine community by looking at the number of existing wine bars and shops, as well as the level of interest in wine-related events and education. This will allow us to gauge the level of competition and identify opportunities for Bottle Bank to stand out and thrive in the market.

Overall, the cities we have selected for expansion have a strong combination of demographics, wine community, and growth potential that make them ideal for additional locations of Bottle Bank. We are confident that our business will thrive in these locations and look forward to expanding our brand and reaching new customers.