

More Than A Wine Shop!



WineStyles®
Taste, Learn and Enjoy:!)®

A photograph of a WineStyles store building. The building is a two-story structure with a light beige facade and a dark brown roof with exposed wooden beams. The 'WineStyles' logo is prominently displayed on the front facade. In front of the building, there is a large wooden pergola structure that covers an outdoor seating area with several tables and chairs. A large potted plant is visible under the pergola. The sky is blue with some light clouds.

**We're MORE than a wine shop.
MORE tastes. MORE fun.**

More than 10 years ago we started a small wine shop to demystify the wine shopping experience.

We grew. We refined the model. We added a few more locations and before long, we became the country's largest wine boutique franchise where we encourage guests to Taste, Learn, and Enjoy® the best in wine, craft beer, fine chocolates, artisanal cheeses, small plates and other gourmet items.

Today, we're ready to take this idea to the next level and we're looking for franchise partners like you to help us increase our presence across the U.S.

WHY SHOULD YOU CARE ABOUT ALL THIS? HERE'S WHY:

- ✓ Amazing products
- ✓ Powerful marketing
- ✓ Fantastic markets and locations available
- ✓ With more than a decade of experience, we're good at what we do

Take a look around, email us, give us a call and let's talk about this opportunity. If you have a passion for your local community, and, of course a love of wine, good food and craft beer, it's time to consider joining our WineStyles Tasting Station family.

REASONS TO INVEST

- ✓ Proven brand with a history of success
- ✓ Potential for high unit volumes
- ✓ Multiple distinct revenue streams: club memberships, wine tastings and events, private events, gift baskets and accessories
- ✓ Flexible development opportunities
- ✓ Approachable startup costs
- ✓ Unparalleled product innovation and new product pipeline



ROADMAP FOR GROWTH

There's a reason we've been around for more than a decade and it's because we believe in smart, strategic and focused growth. With solid franchisee relationships in place and an outstanding management team firmly established, WineStyles Tasting Station is poised to expand our presence in new markets across the country and in existing regions where we already have locations. Additionally, WineStyles Tasting Station conversion opportunities are available on a market-by-market basis.



INITIAL INVESTMENT

Think you have what it takes to join the WineStyles Tasting Station family? Remember, we're looking for passionate entrepreneurs dedicated to the idea of creating a community "club house" that relentlessly serves its customers. Previous work in the wine, food or retail industries is not necessary, but business sales and management experience is a plus. Ideally, you need the following:

- ✔ Minimum liquid assets of \$225,500 per unit
- ✔ Minimum net worth of \$600,000 per unit
- ✔ Resources and ability to open first unit within 12 months
- ✔ Understanding and ability to follow a system
- ✔ Talent to build high performing team



Other financials to consider:

- ✔ Initial franchisee fee of \$25,000 and \$20,000 for each additional store
- ✔ Royalty fee of 6% of monthly gross revenue
- ✔ Initial investment ranges from \$229,000 - \$380,500
- ✔ National Marketing Fund contribution of 3% of monthly gross revenue

THE REAL ESTATE

A typical WineStyles Tasting Station operates in a conventional 1,800 – 2,200 square foot end-cap or in-line floor plan, but flexible store designs allow our concept to fit into some unique places. Conversion opportunities are also available on a case-by-case basis. But real estate choices alone don't make us successful. Like any good franchise concept, our product and customer service has to be exceptional for it to work. Inside, our stores are built to showcase wines and beers in uniquely designed alcoves and our gourmet foods are displayed in customizable cases. Wine bars, private tasting rooms and a variety of accessories help round out an outstanding store experience.

WineStyles Tasting Station development includes:

- ✔ Site selection approval
- ✔ Lease review assistance
- ✔ Store layout and design review
- ✔ Floor plan and store traffic flow recommendations
- ✔ Product merchandising review
- ✔ Preferred vendor referrals and product sourcing



TRAINING & SUPPORT

Geared to simplify operations, WineStyles Tasting Station franchisee training and support is designed to make sure each store owner has the tools and resources needed to deliver a best-in-class experience for customers. Comprehensive operating systems and powerful marketing are strategically built around our core products so consumers can easily see what separates us from the rest.

As a franchisee, you'll benefit from:

- ✔ Development and construction experts
- ✔ In-house marketing, advertising, public relations and social media specialists
- ✔ Customizable local store marketing tools via online asset management portal
- ✔ Corporate and on-site training programs
- ✔ Field support team assigned to each franchisee
- ✔ Customized management software and financial administration tools





Uncork Your Dream Business!



For more information and to complete the franchise application, visit
www.WineFranchise.com or call **866-WINECLUB.**