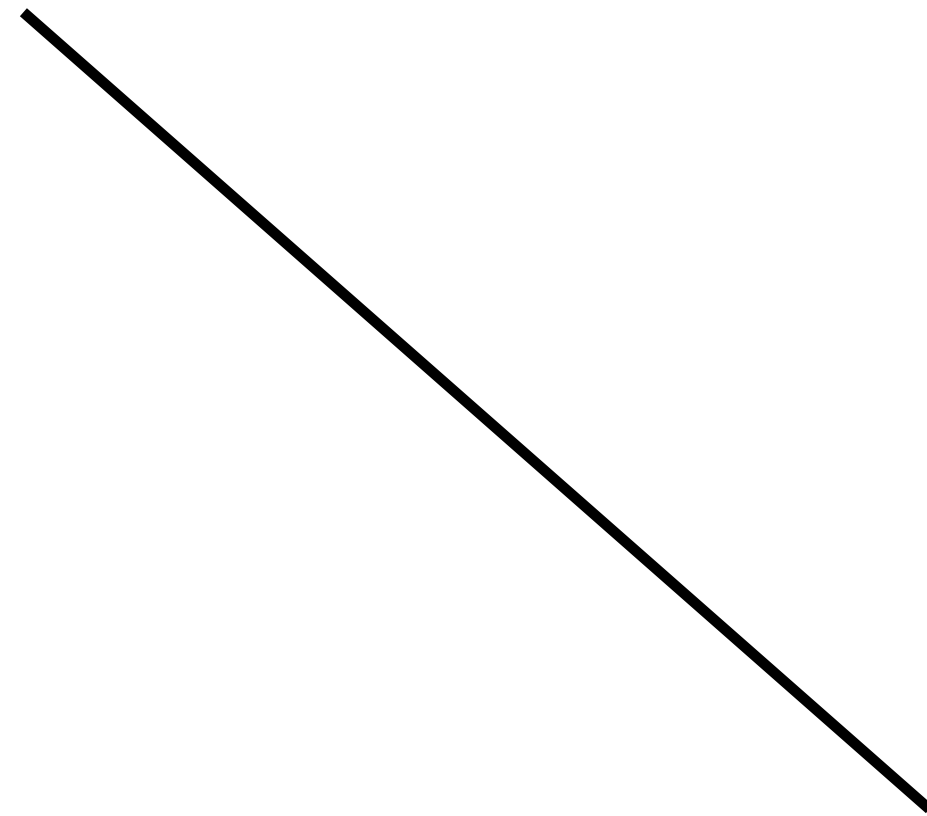
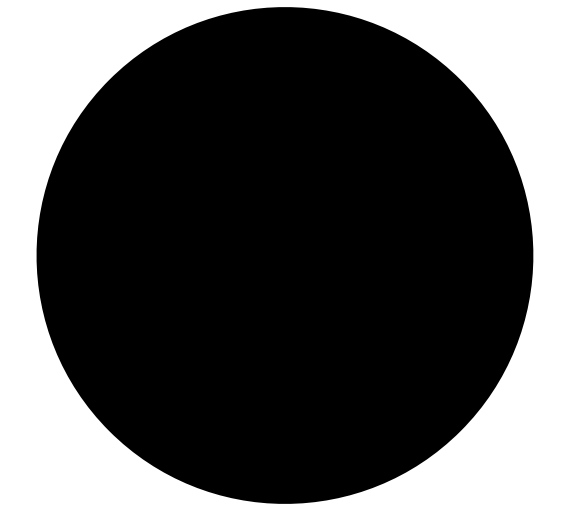

WINE BUREAU

Importer. Retailer. Distributor

2006

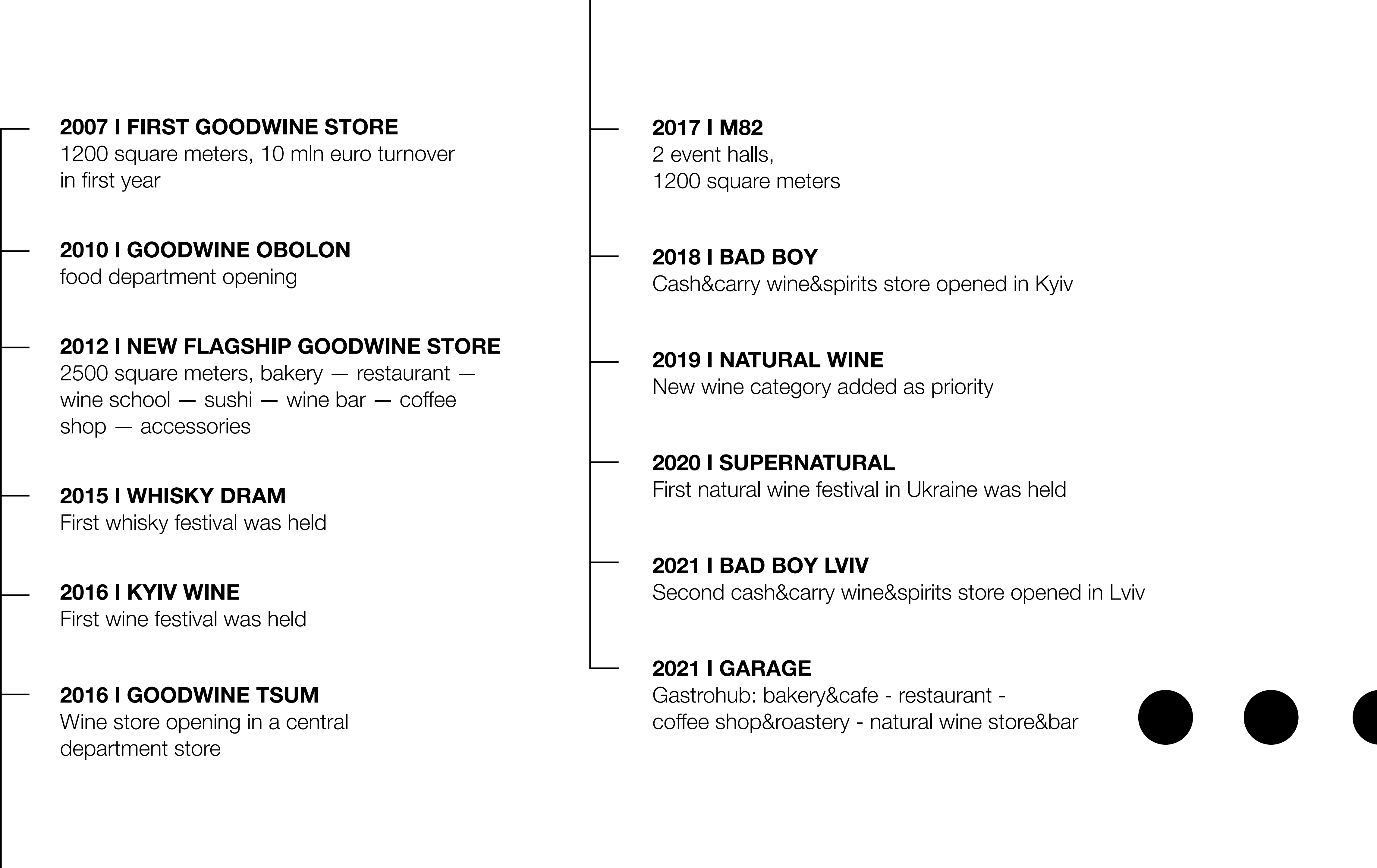


WE STARTED AS FINE
WINE AND SPIRITS
DISTRIBUTOR

WINE&SPIRITS
DIRECTLY FROM PRODUCERS
REASONABLE PRICES
7500 DIRECT IMPORT WINE&SPIRITS SKU
2500 M2 FLAGSHIP STORE IN KYIV

THAT ABSOLUTELY
CHANGED THE MARKET
AND MADE US #1

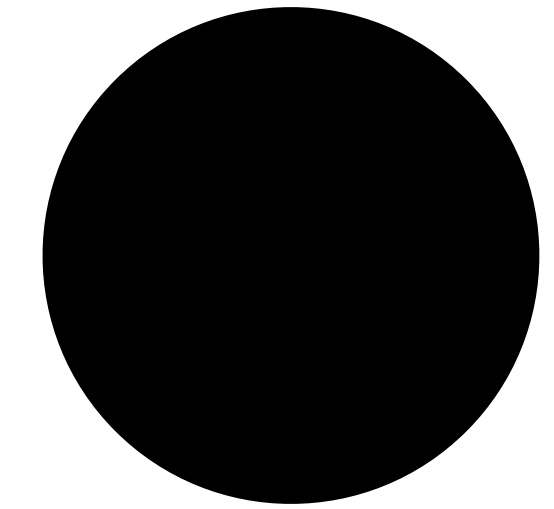
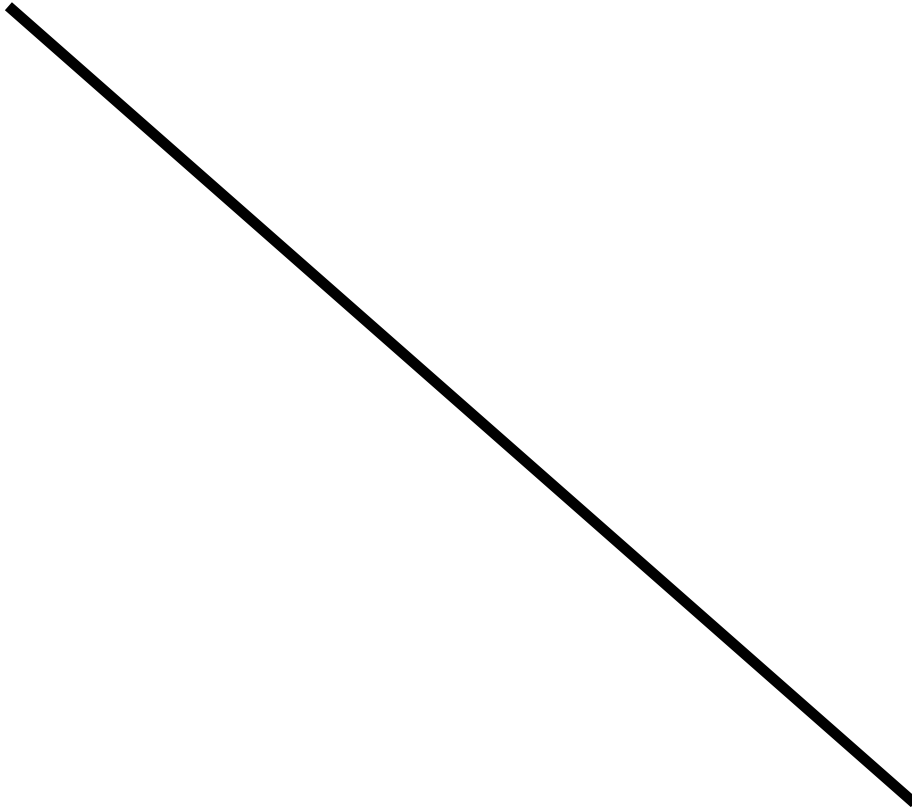




importer ● retailer ● distributor

DEEP UNDERSTANDING OF HOW THE MARKET WORKS

TODAY



We have **880+ partners**
in wines, spirits and fine food globally

Annual sales **142 mln euro in 2021**,
76,8 mln euro in wines&spirits

675 000 9L cases wine&spirits sold in 2021

112 000 members in crm program

Distribution all over Ukraine: direct sales,
partners and top HoReCa clients, local chains

15% growth in value 2021 to 2020

OFF TRADE accounts

8

OWN RETAIL:

goodwine (3 stores)
Bad Boy (2 stores)
Sabotage
goodwine on-line store
Sabotage on-line store

850

TOP CLIENTS
WITH PERSONAL
SOMMELIER SERVICE

~ 8500

MANAGED BY 28
SUB-DISTRIBUTORS

255

CHAINS AND
LIQUOR STORES

2285

CORPORATE CLIENTS



ON TRADE accounts

11

OWN HORECA:

Shima Sushi
Bad Boy (2 bars)
Yellow Place (2 coffee shops)
Pasta & Wine (Tsum)
101 Wine Bar
Lucky Restaurant
Mirali Restaurant
Sabotage Bar
Bakehouse bakery&cafe

860

HOECA
ACCOUNTS

45

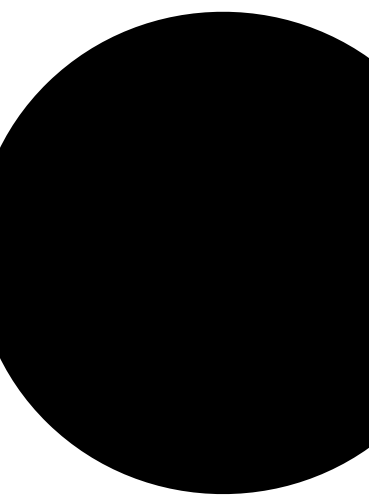
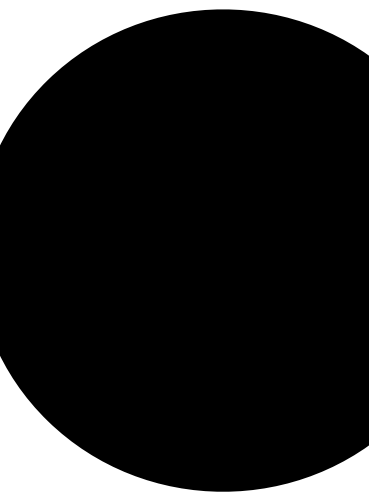
CATERING
COMPANIES

199

EVENT
AGENCIES

~3300

MANAGED BY SUB-
DISTRIBUTORS



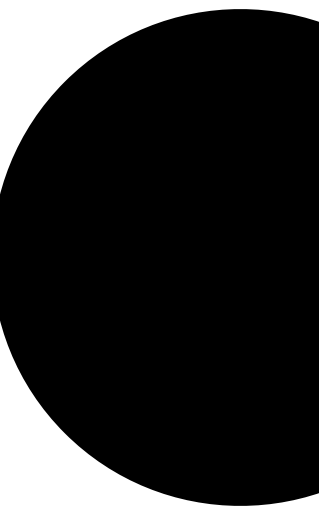
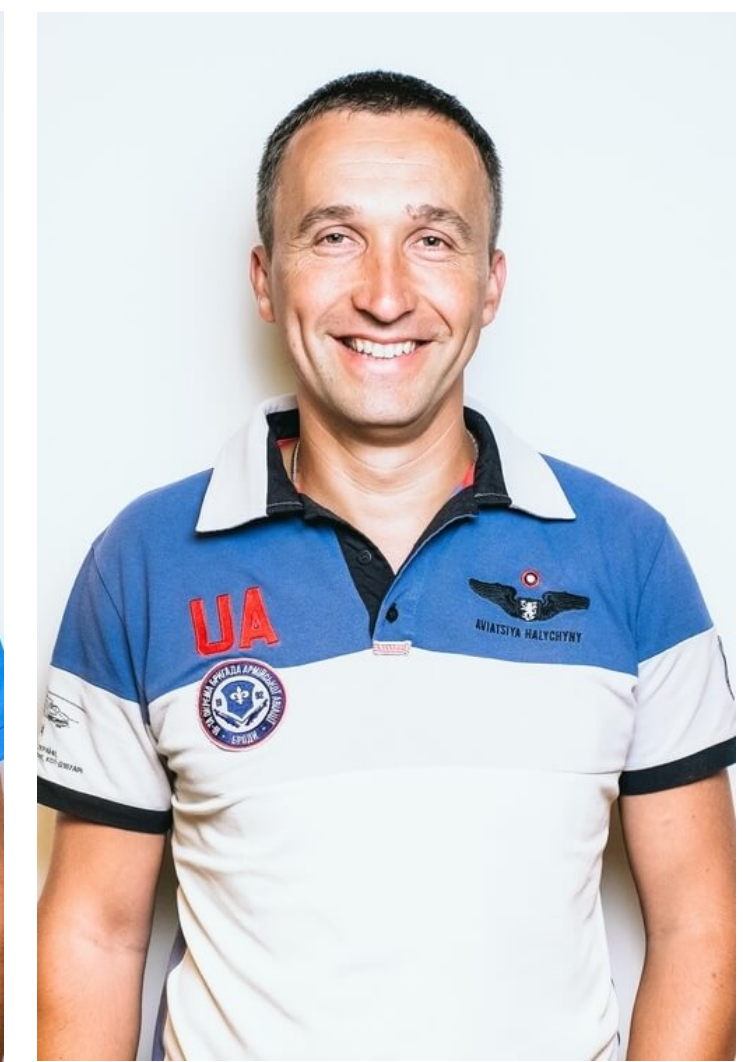
THE TEAM

8 owners who are deeply involved in business

950 team members, every new employee should be approved by **company founders**

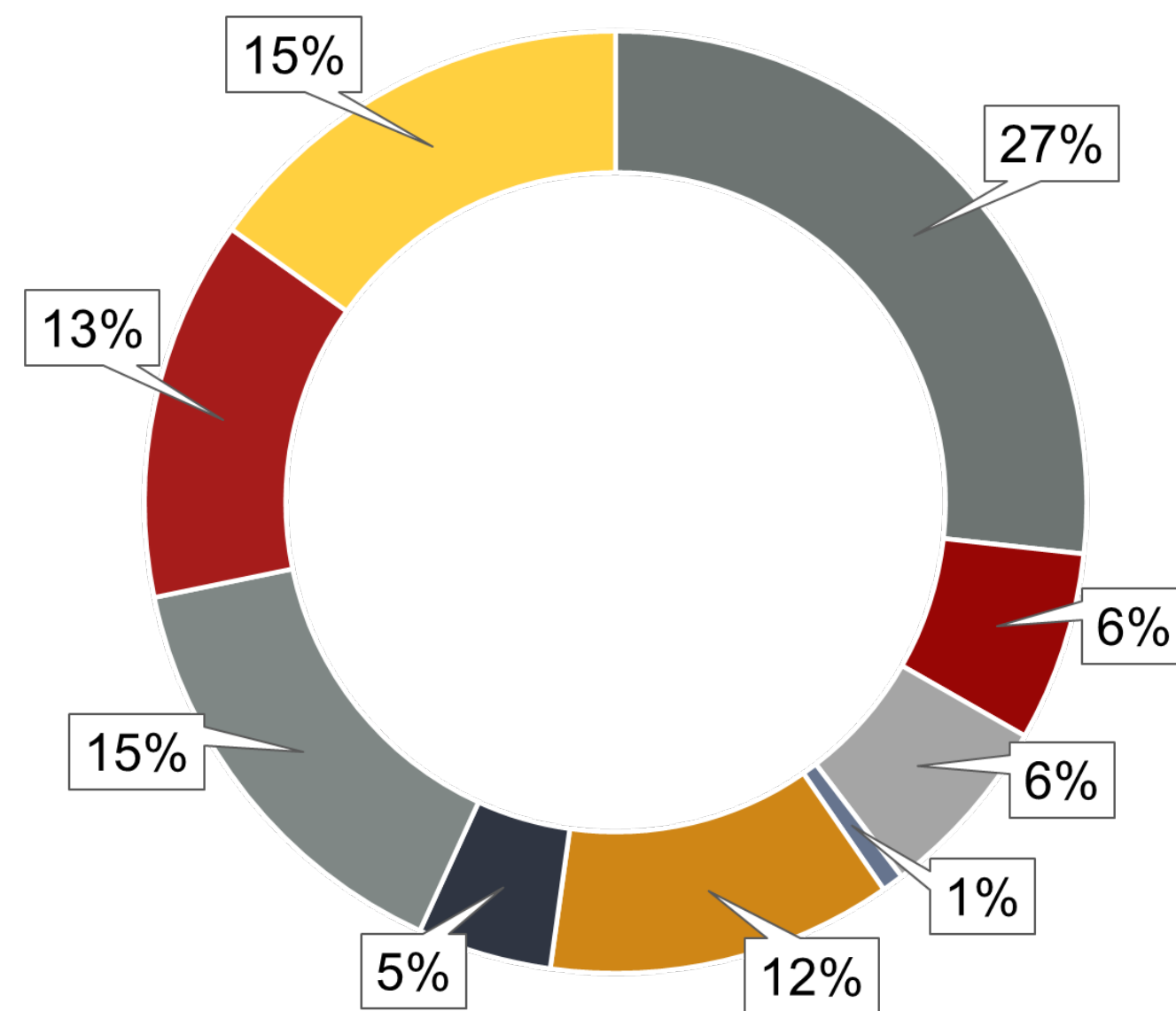
all salaries and benefits are public
100% transparent company

the company **encourages**
people to lead new projects as entrepreneurs

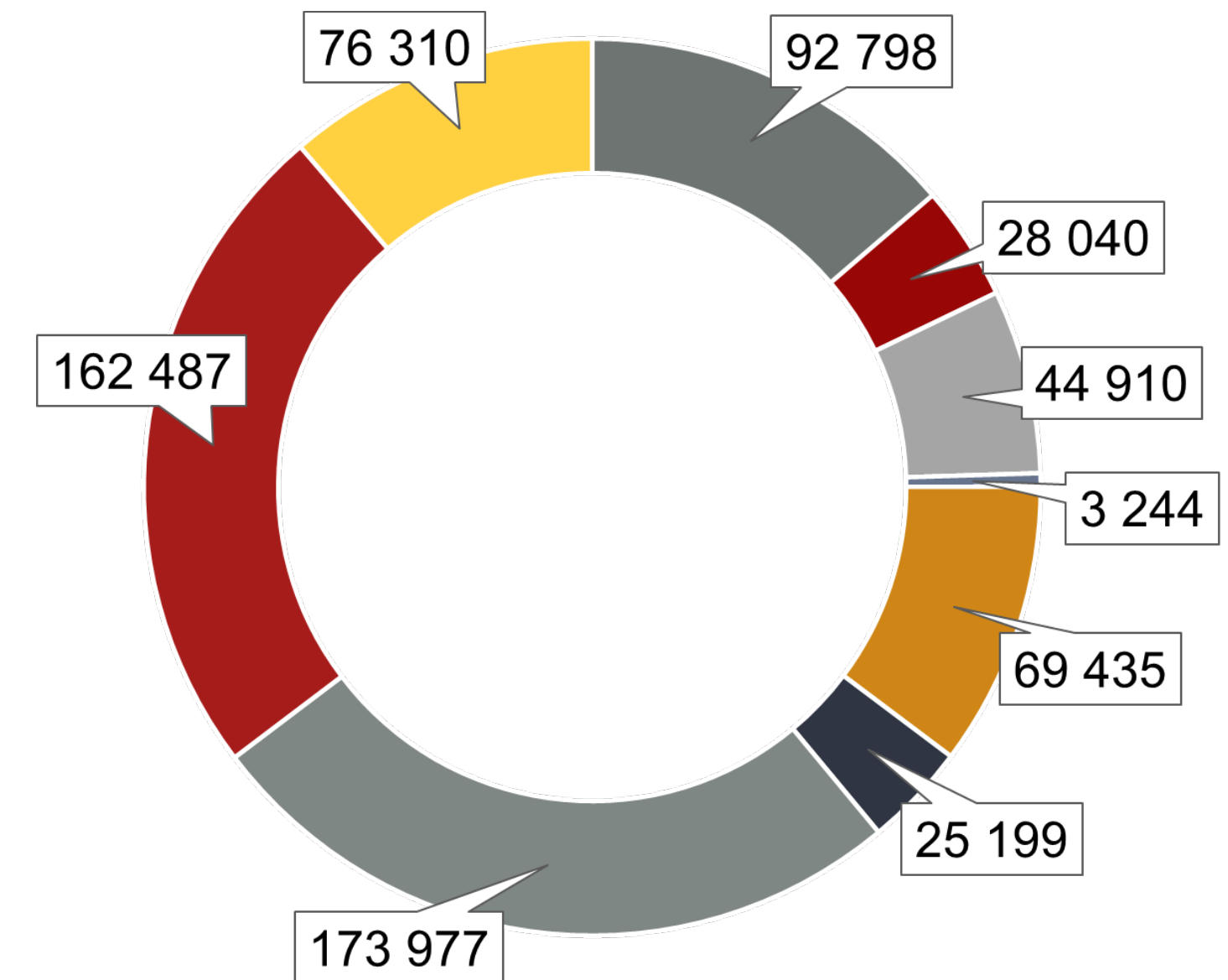


SALES by channels

in value (%) and volume (9l cases)

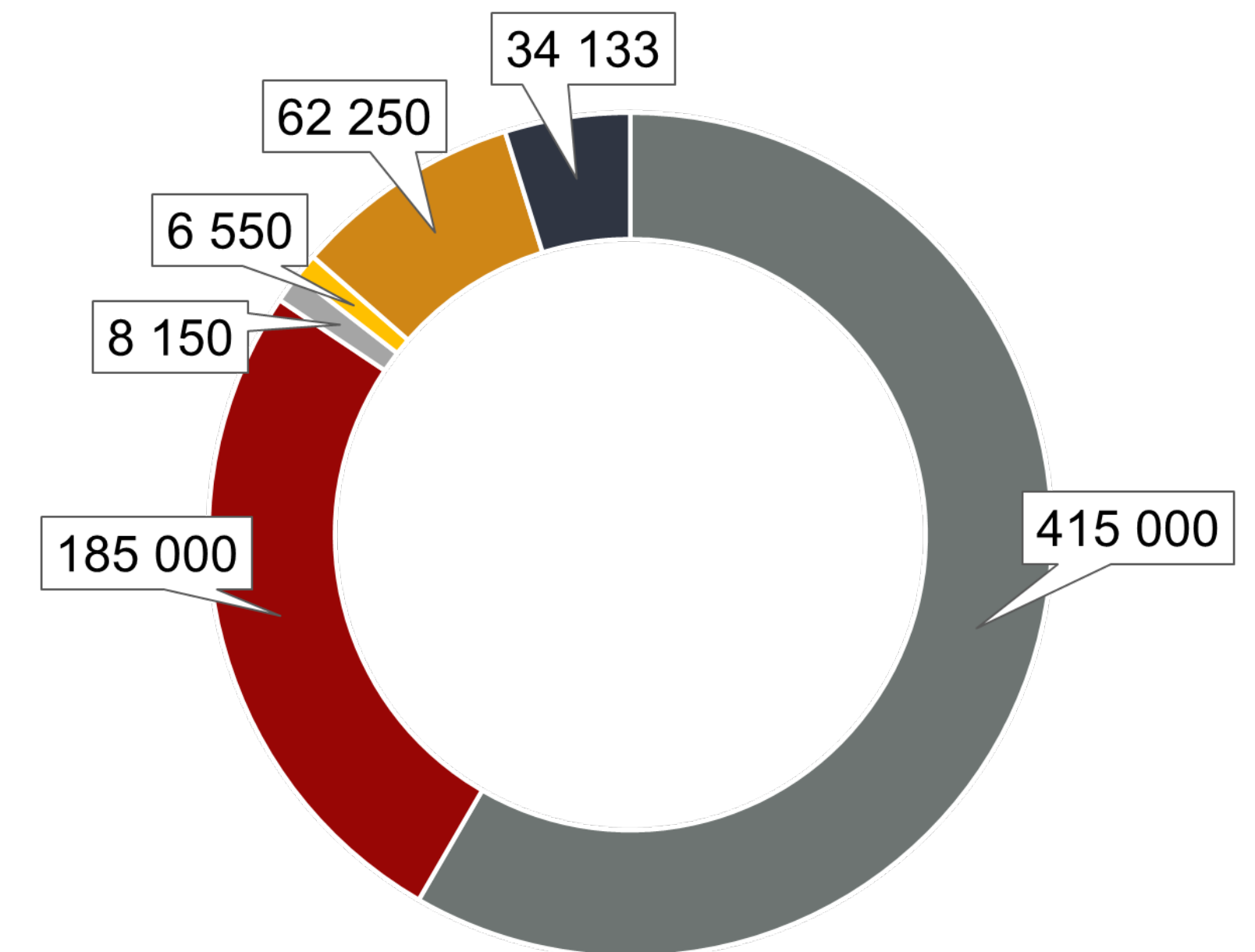
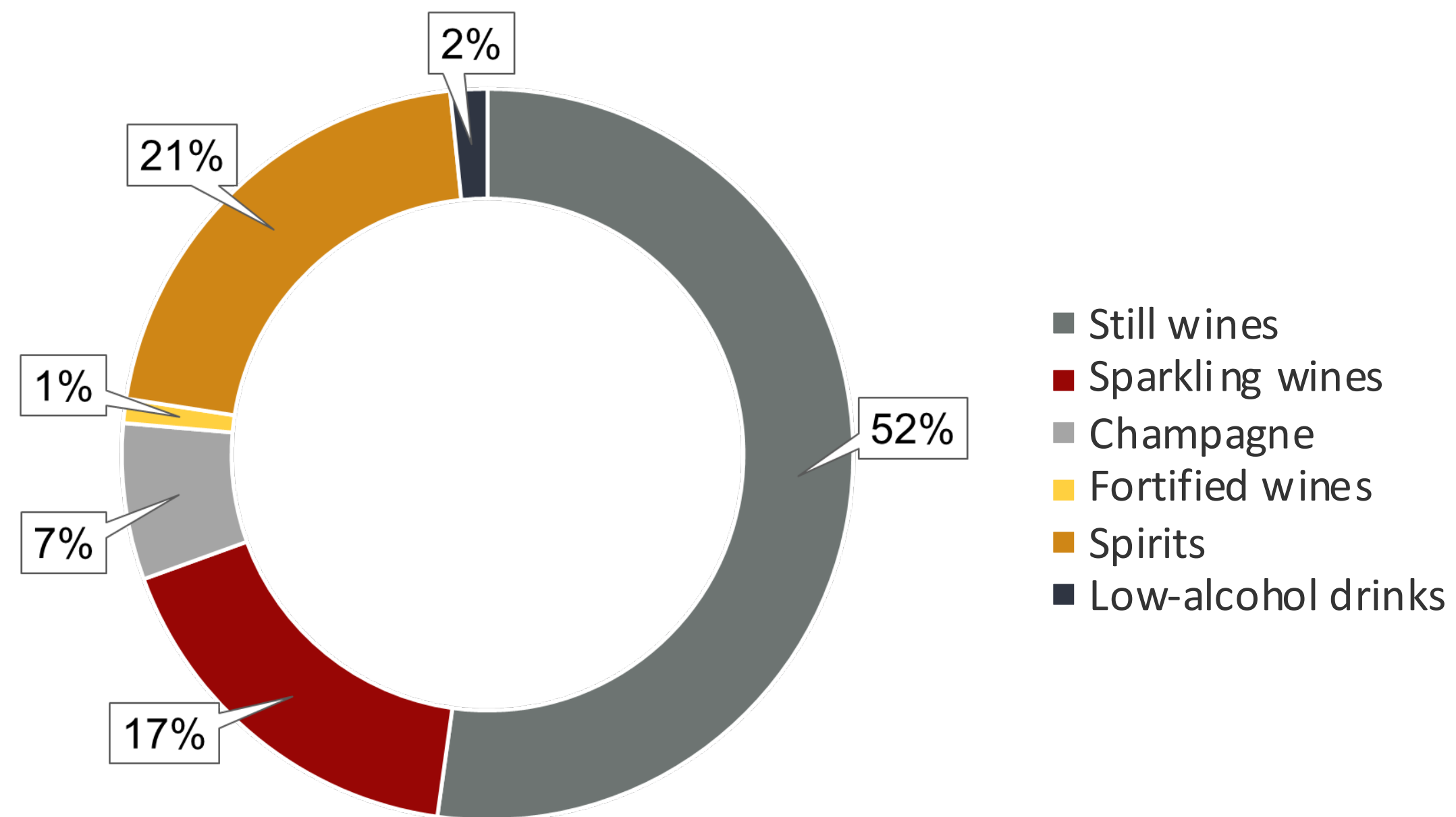


- goodwine
- goodwine online
- BAD BOY
- SBTG
- HoReCa
- Liquor stores
- National Chains
- Distribution
- Corp. department, private clients, etc.



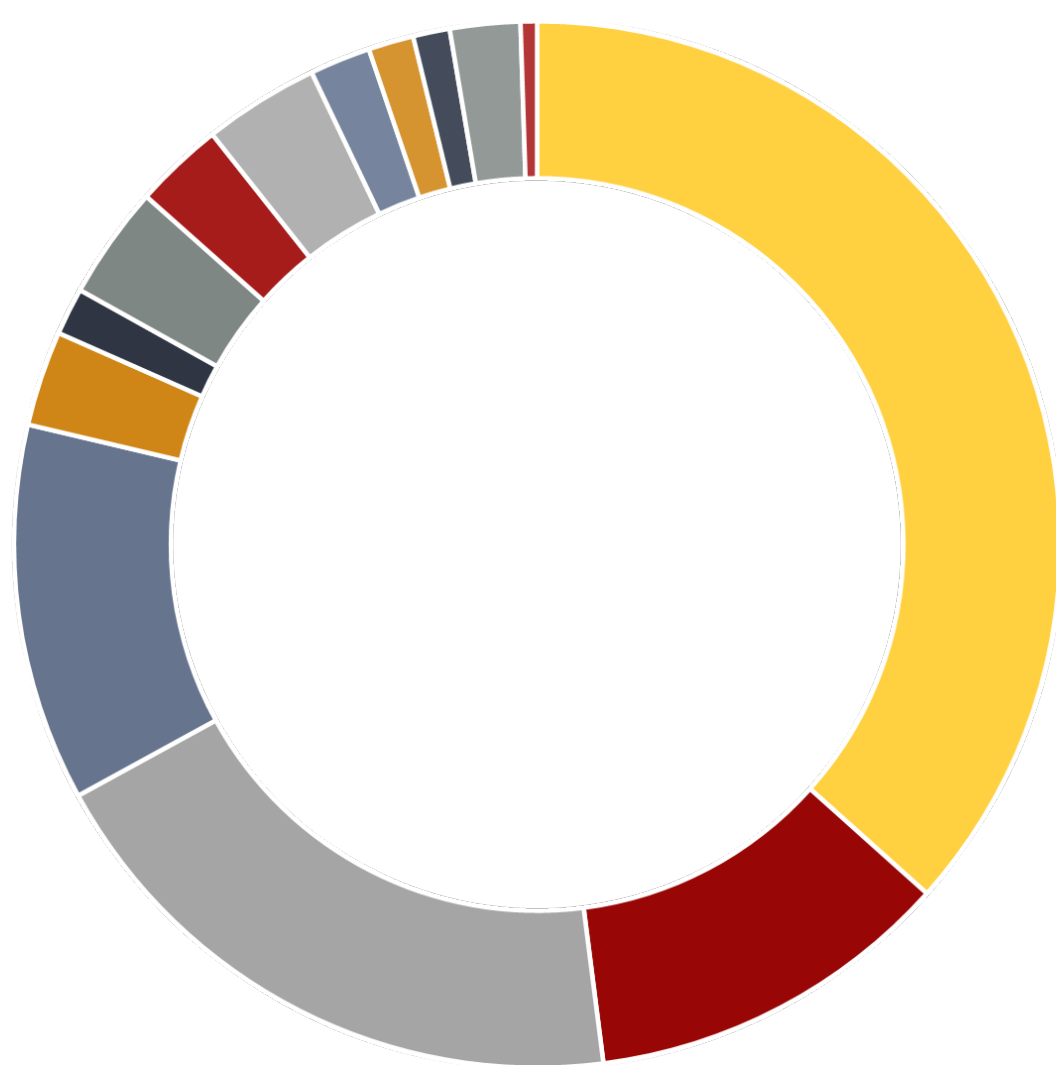
SALES by categories

in value (%) and volume (9l cases)



WINE SALES by countries

in value (%) and volume (9l cases)

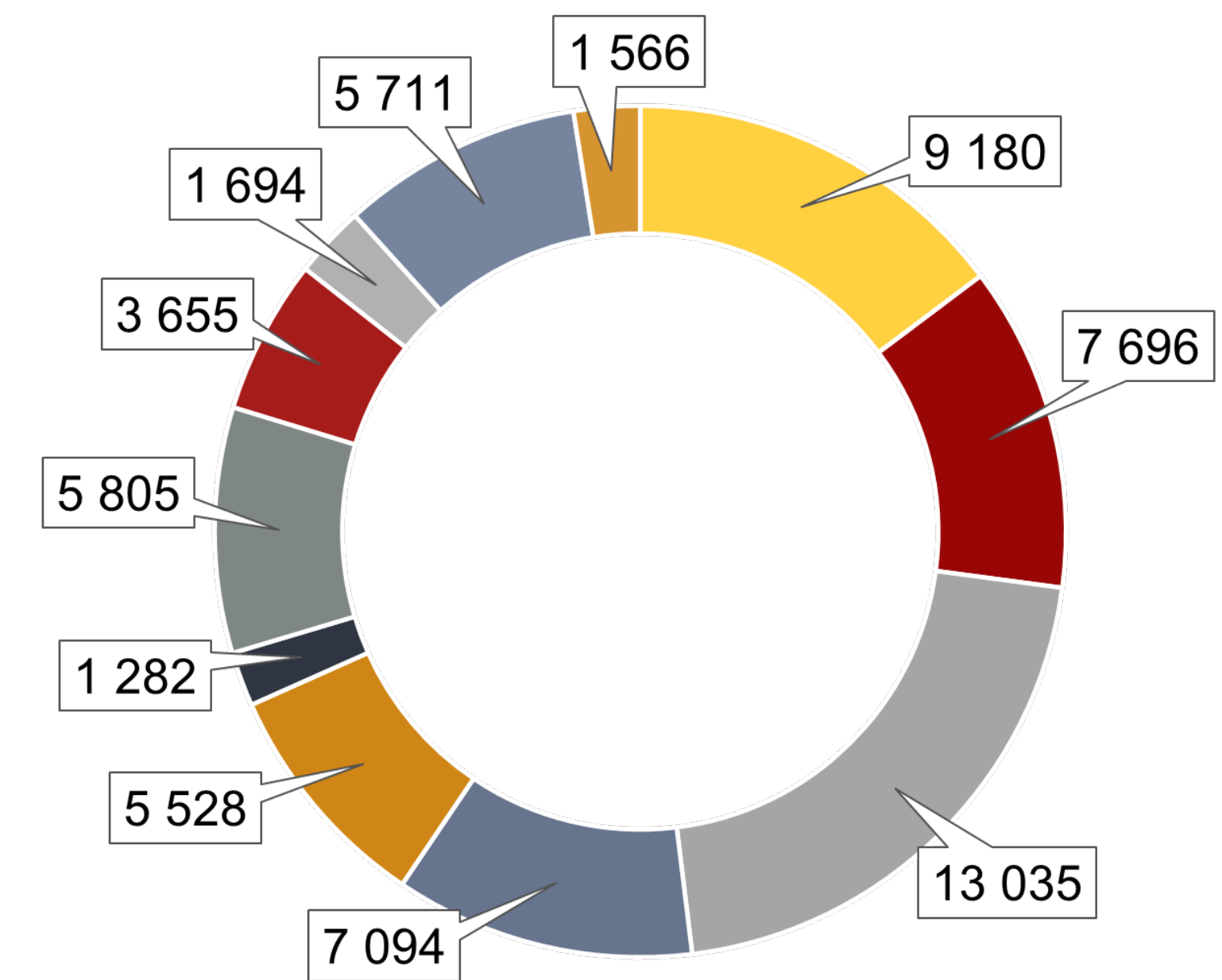
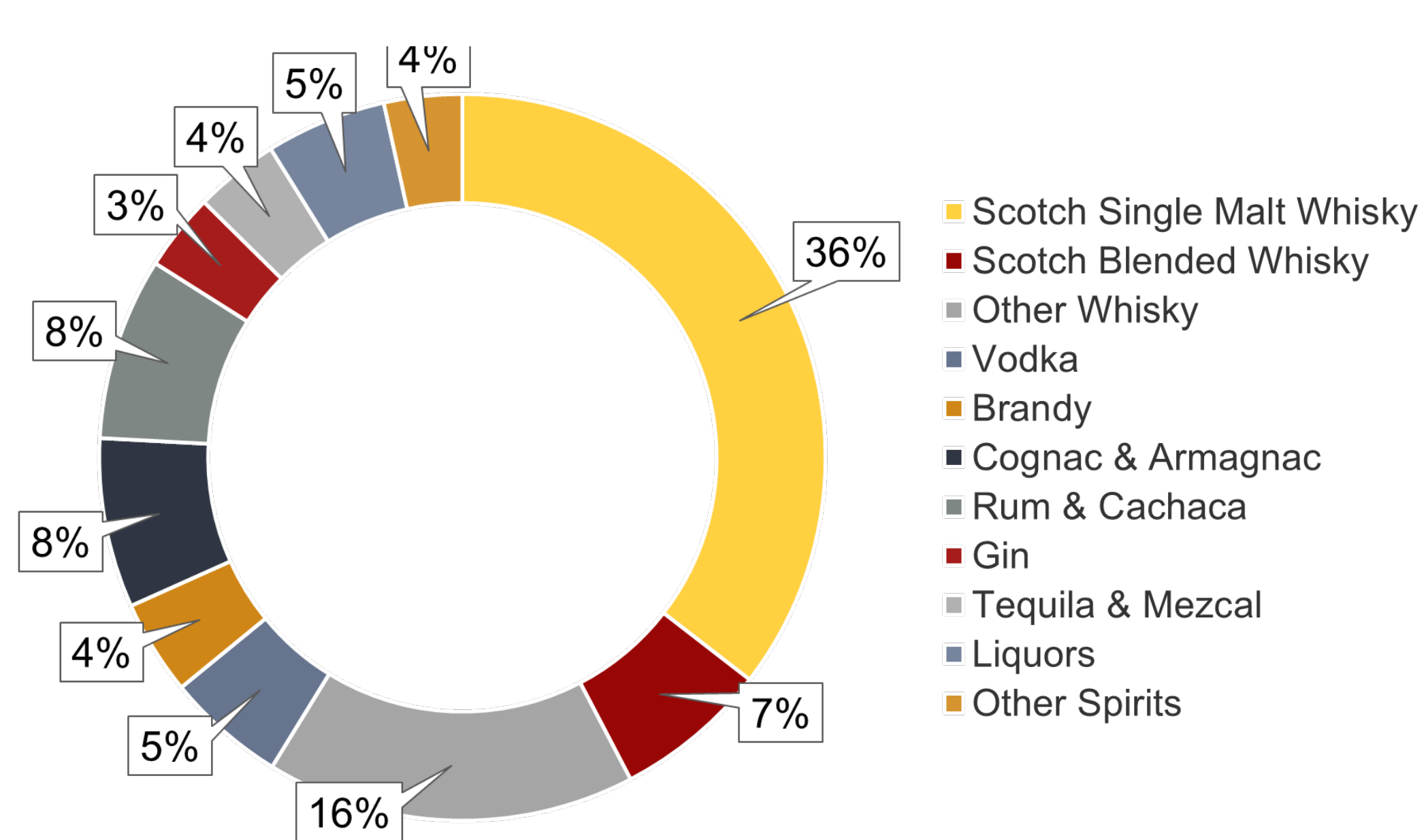


Italy, 33%	224 832
France, 27,7%	69 706
Spain, 13%	116 989
New Zealand, 8,7%	71 536
Argentina, 2,3%	18 045
Other, 2,7%	8 973
Portugal, 2,6%	21 465

Chile, 1,7%	16 936
Other Europe, 1,8%	21 903
Germany, 1,6%	11 537
Australia, 1,5%	8 610
South Africa, 1,1%	6 961
Ukraine, 1,5%	13 321
Austria, 1%	3 115

SPIRIT SALES by categories

in value (%) and volume (9l cases)



goodwine

Own retail with 3 stores in Kyiv. Flagship store of 2500 square meters. Wine, whisky & spirits store, bakery, flower shop, coffee shop, home accessories, restaurant, wine bar, sushi bar are located here.

Turnover 2021	73,3 mln euro
Transactions per day	3177
Average check	63 euro
Average bottle price	20 euro



BAD BOY

Specialised wine&spirit retail with cash&carry concept. Entry and middle price category. Already 2 stores with wine bars inside - in Kyiv and Lviv. Plans to be opened in all million cities in Ukraine.

Turnover 2021	6,9 mln euro
CRM	43 000 clients
Transactions per day	845
Average check	33 euro



GARAGE

Gastrohub uniting 4 projects:

Bakehouse - bakery and cafe with an area of 316 m2. 500 loafs of sourdough bread is made here each day in the best oven in Ukraine.

Mirali restaurant - the first fine dining restaurant in Ukraine using local products and fermentation, focused on seasonality and zero-waste production.

Yellow Place - coffeeshop and roastery focused on specialty coffee, imported directly from farmers and traders from all around the world.

Natural wine shop&bar Sabotage - ->



SABOTAGE

Project dedicated to natural and low intervention wines, presented by the biggest natural wine cube-store in Ukraine with a unique selection of wines (apr. 1,3k SKUs), the wine bar and a mobile application running B2B and B2C sales.

Turnover 2021	583k euro
B2B clients no.	120
Average check	83 euro (B2C), 139 euro (B2C)
Average bottle price	15 euro



ON-LINE

Turnover 2021

5,7 mln euro

9l cases

28k cases

Kyiv/Regions

60% / 40%

Average bottle price

15 euro



Искать среди 4000 вин и 1000 виски...



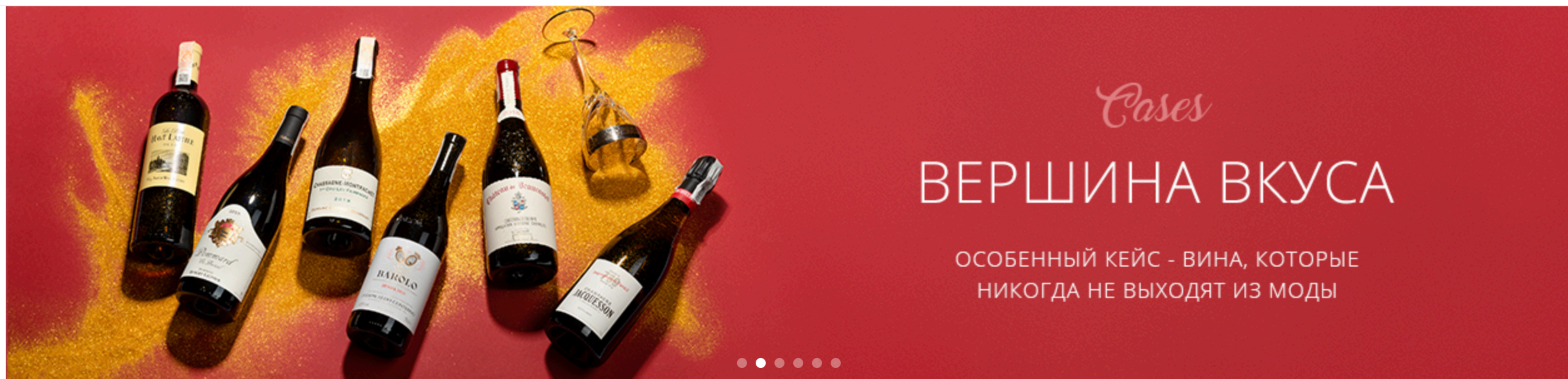
Регистрация | Вход
Личный кабинет

Интернет-магазин ▾
050 385 04 68



Корзина: 0
0 грн

Вино ▾ Игристые ▾ Виски ▾ Крепкие ▾ Пиво ▾ Сидры ▾ Кейсы ▾ Б/а и С/а ▾ Аксессуары ▾ Книги ▾ Упаковка ▾ Акция 5+1 ▾ Подарки ▾



Cases

ВЕРШИНА ВКУСА

ОСОБЕННЫЙ КЕЙС - ВИНА, КОТОРЫЕ
НИКОГДА НЕ ВЫХОДЯТ ИЗ МОДЫ

● ● ● ● ● ●

ОТ СОМЕЛЬЕ GOODWINE
10 ЛУЧШИХ VIN

РЕЙТИНГОВЫЕ ВИНА ДО 1000 ГРН
ВИНА 90+

5 ДИСТИЛЛЯТОВ, ОТОБРАННЫХ СОМЕЛЬЕ ВСЛЕПУЮ
ТОП 5 КРЕПКОГО

SOCIAL MEDIA



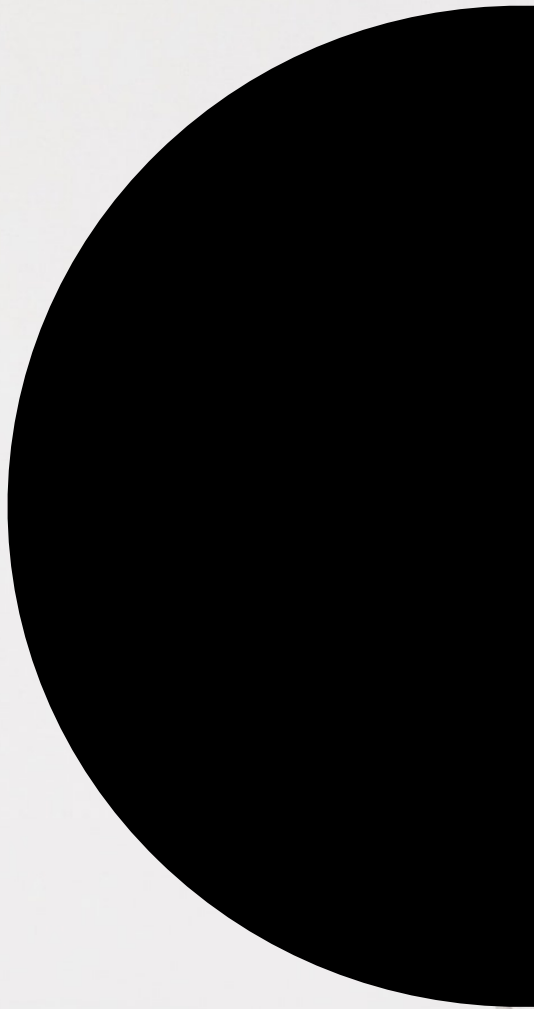
48K SUBSCRIBERS
500K REACH
PER MONTH



52K SUBSCRIBERS
500K REACH
PER MONTH



37K REACH
PER MONTH



CRM

112k

CUSTOMERS
INVOLVED

57%

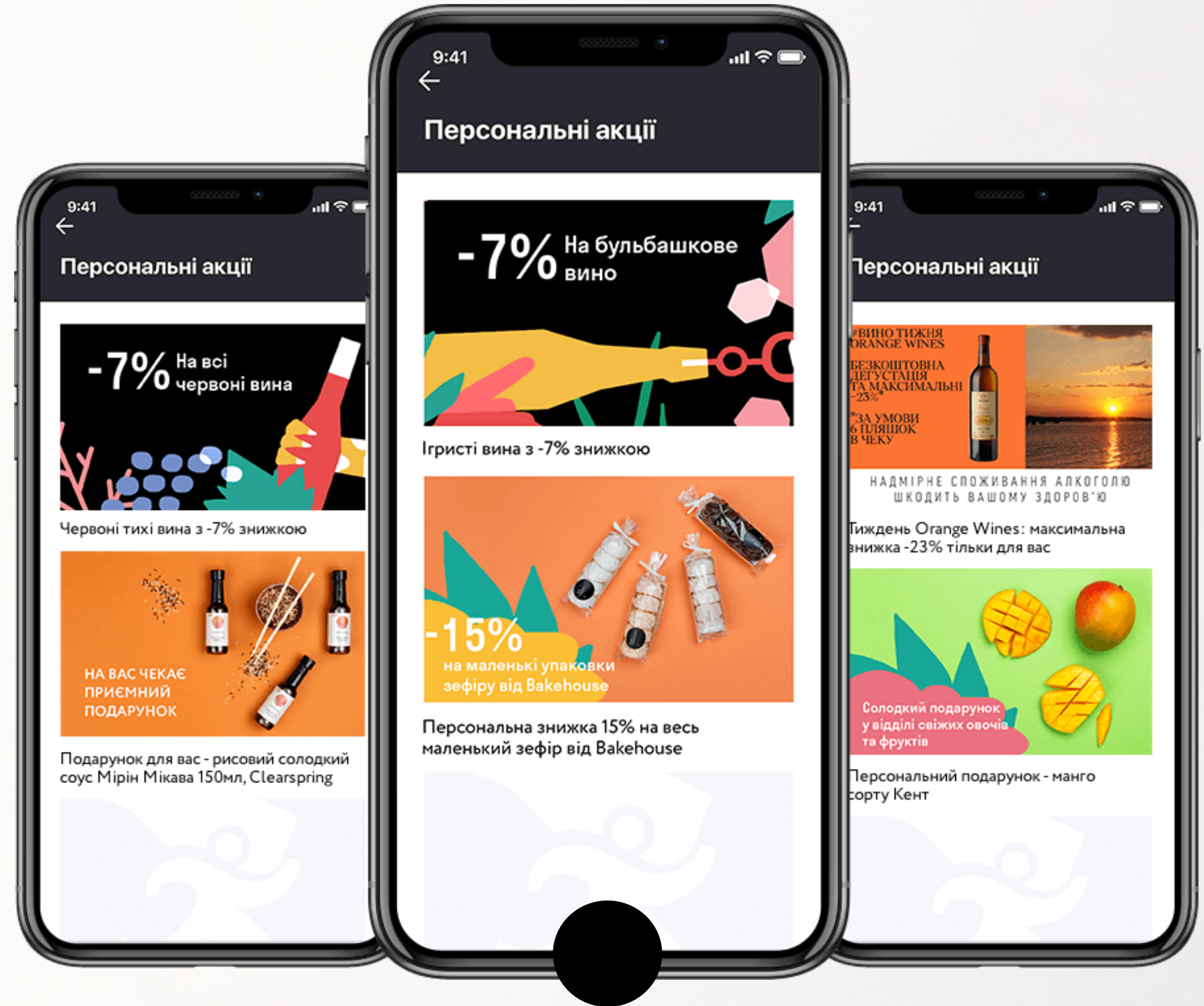
USE CRM

4400

GIFTS
PRESENTED

2,6

TIMES A MONTH
FREQUENCY



Guide to GW

Inside interviews with winemakers, master distillers, sommeliers, bartenders, chefs, opinion makers. Theoretical materials and practical information. Blind tastings and wine routs

Covers worldly wide-known winemakers

Authors professional sommeliers and journalists specialized in wine and spirits. All materials are created specially for the magazine

Distribution goodwine stores, goodwine.com, horeca, professionals, private and corporate clients



WINE SCHOOL

Courses

Junior on-line
Beginners (off-line)
Advanced (off-line)

Teachers

7 professional sommeliers
3 of them have WSET Diplomas,
3 - WSET 3 level

Gradutes

2200 students



KYIV WINE

Kyiv Wine

the biggest wine festival in eastern Europe since 2016

Goal

to erase all boundaries between wine, food and customer; to give a possibility of personal meeting with wine ambassadors and winemakers to our clients

Participants

80 wineries from all over the world, best Ukrainian chefs and 5000 visitors



WHISKY DRAM

Whisky Dram

single malts festival since 2015

Goal

to connect whisky lovers, bar professionals and producers; to develop category on Ukrainian market

Format

350 whisky tastings and lectures with ambassadors

Participants

50 brands from all over the world and 2000 visitors



SUPERNATURAL

Supernatural

natural wines festival since 2020

Goal

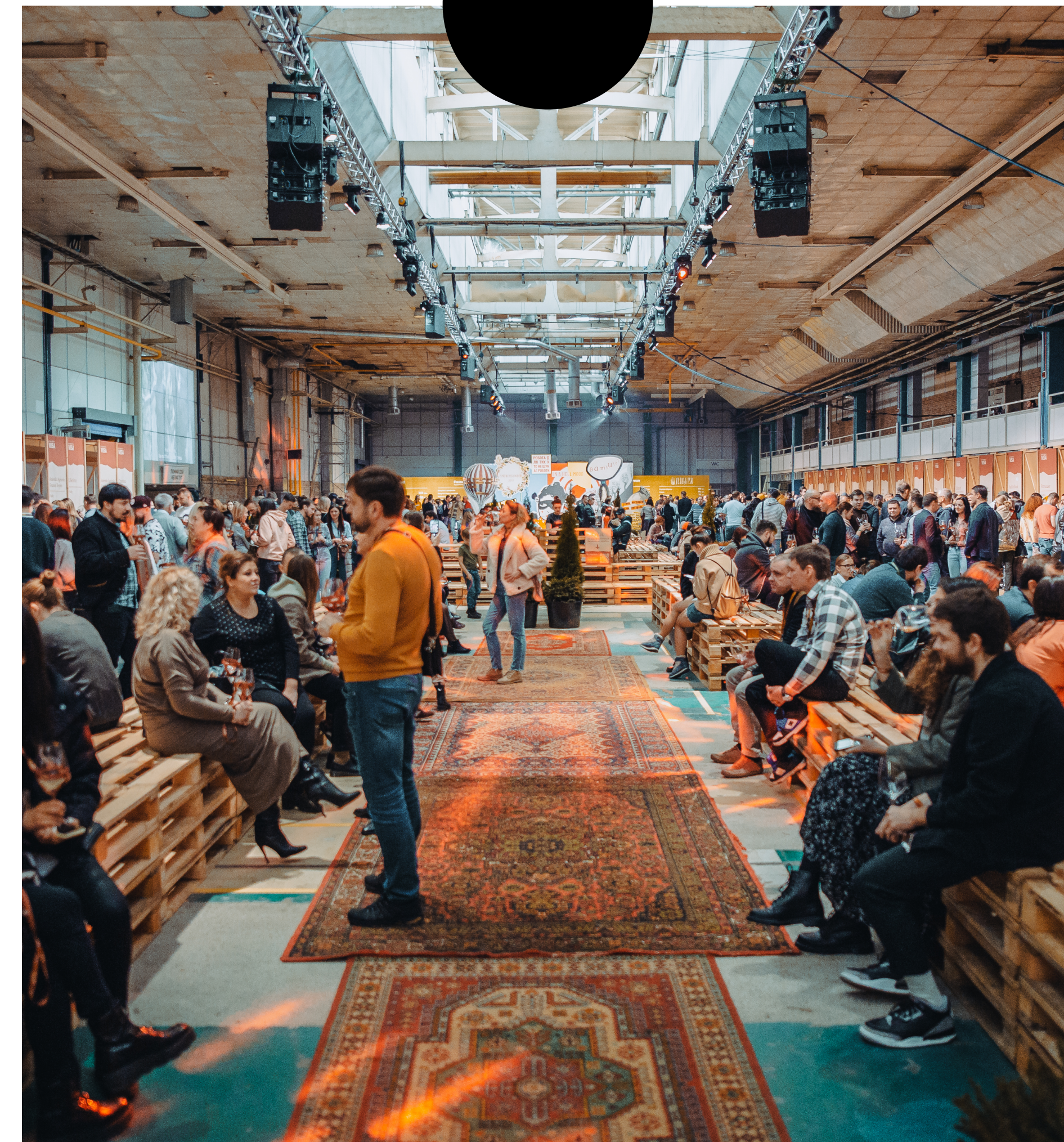
It brought together three wine suppliers who share the same beliefs and love for low-intervention wines

Format

400 wine tastings and lectures with ambassadors

Participants

50 winemakers and 2300 visitors



WINE.PRO

Wine.Pro

big wine tasting for professionals since 2018

Goal

to show new industry trends and interesting wines that could be a reason for visiting cafe/bar/restaurant

Participants

sommeliers, HoReCa owners, distributors, liquor stores and retail chains representatives



BAR SPIRIT CUP

Bar Spirit Cup

annual Ukrainian bartender contest since 2016

Concept

We are looking for the most talented bartenders from all over Ukraine to share our best knowledge, practices and mixology trends

Participants

100 ukrainian top bars

Activities

Master classes & lectures from ambassadors

Focus brands presentation

Tastings

Bartender competition



TRAVEL AGENCIES

The Wide Travel Agency

B2C travel agency

Since 2019

14 trips, 120 travelers,
100+ wineries visited

Plans 2022

Over 100 trips worldwide are planned for over 1000 people, reaching the regular level of tourism of 2019 year. Due to Covid reality all the travellers are to be vaxxed. The local tourism throughout Ukraine is still a trend.

GoodTravel by WineBureau

B2B travel agency

Since 2019

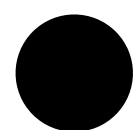
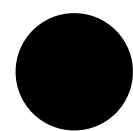
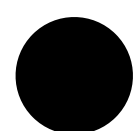
80+ trips, 1600 travelers,
100+ wineries visited



● ● ● OUR PARTNERS



ITALY



Abruzzo:

Illuminati , Emidio Pepe

Campania:

Feudi di San Gregorio

Emilia-Romagna:

Chiarli, Denavolo, La Stoppa

Friuli:

Dorigo, Edi Keber, Jermann, Radikon, Skerk,
Valentino Butussi, Zidarich

Lombardia:

Berlucchi, Ca' del Bosco, Ca del Vent, Giorgio Mercandelli

Marche:

Fattoria San Lorenzo, Oasi degli Angeli Kurni

Molise:

Di Majo Norante

Piedmont:

Aldo Conterno, Antoniolo, Braida, Broglia, Bruno Giacosa,
Cascina Degli Ulivi, Cascina Tavijn, Castellari Bergaglio,
Ferdinando Principiano, Fratelli, Gaja,
Giacomo Fenocchio, Giuseppe Mascarello, Guido Porro,
La Scolca, Pelissero, Prunotto, Renato Ratti, Roagna,
Sant'Orsola, Serafino Rivella

Puglia:

Cantele, Di Marco, Gianfranco Fino, Tormaresca,
Valentina Passalacqua

Sardegna:

Dettori, Cantina Gallura, Sedilesu, Giovanni Montisci

Sicily:

Alessandro Viola, COS, De Bartoli, Eduardo Torres Acosta, Firriato,
Frank Cornelissen, Girolamo Russo, Gulfi, Arianna Occhipinti, Planeta,
Serragghia, Vino di Ana

Trentino - Alto Adige:

Colterenzio, Foradori, Pranzegg, Terlano

Tuscany:

Aia Vecchia, Antinori, Avignonesi, Bonacchi, Ca'Marcanda, Carleone,
Brancaia, Casanova di Neri, Castellare di Castellina, Castello del
Terriccio, ColleMassari, Fontodi, Gaja, Pieve Santa Restituta,
Grattamacco, Il Palazzino, Il Paradiso di Manfredi, Isole e Olena,
La Ginestra, Le Chiusse, Le Macchiole, Lupicaia, Monte Bernardi,
Montevertine, Ornellaia, Pietroso, Podere le Boncie, Poggio di Sotto,
Poliziano, Pruneto, Querciabella, Riecine, Rocca di Frassinello,
Ruffino, Sasetti Livio, Soldera, Stella di Campalto, Tenuta Biserno,
Tenuta San Guido, Tua Rita, Valdicava, Villa le Vigne

Umbria:

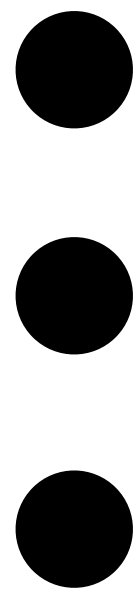
Paolo Bea

Veneto:

Adami, Allegrini, Bortolomiol, Ca dei Zago, Casa Belfi, Cesari,
Col Tamarie, Costadila, Coste Petrai, Decordi del Borgo, I Stefanini,
Il Monte Caro, La Biancara, Le Fraghe, Masot, Merotto, Mongarda,
Monte dall' Ora, Pieropan, Santero, Silvano Follador, Soligo, Suavia,
Zenato, Zeni

FRANCE

BURGUNDY



Aloxe-Corton: Follin-Arbelet

Beaujolais: Georges Descombes, Jean Foillard, Marcel Lapierre, Labruyere

Beaune: Domaine de Bellene, Le Grappin, Louis Jadot, Maison Roche de Bellene by Nicolas Potel

Chablis: Alice et Olivier de Moor, Billaud-Simon, Chateau de Beru, Du Colombier, Gérard Duplessis, Jean-Paul & Benoit Droin, Moreau-Naudet, Pattes Loup

Chambolle-Musigny: Comte Georges de Vogüe

Chassagne-Montrachet: Bruno Colin, Caroline Morey, Coffinet-Duvernay, Paul Pillot, Pierre-Yves Colin-Morey

Chorey-Les-Beaune: Tollot-Beaut

Gevrey-Chambertin: Armand Rousseau, Dugat-Py, Fourrier, Rossignol-Trapet

Haut-Cote De Nuits: Yann Durieux

Ledoux: Cornu

Maconnais: Andre Bonhomme, Bret Brothers, La Soufrandiere

Marsannay: Bruno Clair

Meursault: Antoine Jobard, Comtesse de Cherisey, Fabien Coche, Jacques Prieur, Patrick Javillier, Pierre Morey

Morey-St-Denis: Clos des Lambrays, Clos de Tart, Gerard Raphet, Hubert Lignier, Robert Groffier

North: Vini Viti Vinci

Nuits-St-Georges: Henri Gouges

Pernand-Vergelesses: Bonneau du Martray, Pavelot

Pommard: Comte Armand, Michel Gaunoux

Puligny-Montrachet: Benoit Ente, Jacques Carillon

Saint-Aubin: Domaine Derain, Hubert Lamy, Sextant

Saint-Roman: Domaine de Chassorney, Frederic Cossard, Sarnin-Berrux

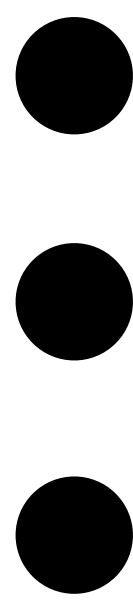
Savigny-Les-Beaune: Antonin Guyon, Chandon de Briailles, Doudet-Naudin, Simon Bize

Volnay: Joseph Voillot

Vosnee-Romanee: Anne Gros, D'Eugenie, Gros Frere & Soeur, Jean Grivot, Leroy, Meo-Camuzet, Mongeard-Mugneret, Romanee Conti

Vougeot: Christian Confuron et Fils, Hudelot Noellat

FRANCE



Alsace: Jean-Marc Dreyer, Hunawihr, Pierre Frick, Trimbach, Zind-Humbrecht

Auvergne:
Patrick Bouju

Bordeaux:
Ballande & Meneret, Barriere Freres, Berticot, Castel Freres, Chateau le Puy, Dubos Frères, Duclot, H.Cuvelier & Fils, Jean-Pierre Moueix, La Bergere, Les Grands Chais de France (GDF), Premium Vins Sourcing, Thunevin, Ulysse-Cazabonne

Cahor:
Clos la Coutale

Champagne:
Agrapart, Benoit Lahaye, Bereche & Fils, Bollinger, Bruno Paillard, Cedric Bouchard, Charles Dufuor, Champagne De Sousa, Clan Destin, Delamotte, Deutz, Egly-Ouriet, Francoise Bedel, Hebrart, Jacquesson, Lamiable, Larmandier-Bernier, Maurice Vesselle, Pierre Gimonnet, Robert Moncuit, Salon, Taittinger, Ulysse Collin, Vouette et Sorbee

Côtes du Marmandais:
Elian da Ros

Jura:
Anne & Jean-Francois Ganevat, Buronfosse Peggy et Jean-Pascal, Domaine de La Borde, Domaine de L'Octavin, Domaine de la Touraize, Domaine de Saint-Pierre, Domaine des Bodines, Hughes-Beguet, Philippe Bornard, Domaine Ratte

Languedoc-Roussillon:
Anne Gros & Jean-Paul Tollot, Matassa, La Cave Apicole, La Sorga, Le Soula

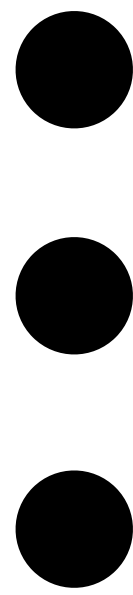
Loire Valley:
Clos du Tue-Boeuf, Domaine Du Colombier, Henri Bourgeois, Jacky Blot, Joseph Mellot, Le Haut Fevrie, Loire Proprietes, Lucien Crochet, Marchand & Fils, Pascal Cotat, Poiron Dabin

Provence:
Chateau Minuty, Château Saint-Maur, Clos Cibonne, Maîtres Vignerons de Saint-Tropez, Miraval

Rhone Valley:
Brotte, Chateau de Beaucastel, Chateau de Vaudieu, Chateau de Cristia, Clos des Papes, Georges Vernay, Henri Bonneau, Jean Royer, Maison Nicolas Perrin, Mas Theo, Michel Chapoutier, Saint-Prefert, Vieux Telegraphe

Savoy:
Les Vignes de Paradis, Les Vins du Lemman

EUROPE



Austria:

Brundlmayer, Domain Wachau, FX Pichler,
Judith Beck, Kolfok, Matthias Warnung, Michael
Wenzel, Pittnauer, Rennersistas, Tement, Weingut
Ernst Warnung

Czech Republic:

Krasna Hora

Germany:

2Naturkinder, Brand Bros, Dr.Loosen, Enderle & Moll,
J.L. Wolf, Martin Wörner, Schloss-Johannisberg,
Tomislav Markovic, Rita & Rudolf Trossen,
Wasenhaus, Winzerhof Linder

Greece:

Domain Ligas, Estate Papaioannou, Hatzidakis,
Kamara, Samos, Sous Le Végétal, Thymiopoulos

Georgia:

Gotsa Family Wines, Iago's Wines, Lagvinari,
Mukuzani, Petriaant Marani, Pheasant's Tears,
Tchotiashvili, Tsikhelishvili Wines, Winiveria

Hungary:

Bencze Birtok, Chateau Dereszla, Hummel, Oremus

Portugal:

Casa Santos Lima, Da Cruz e Teles, Fonseca, Frey,
Quinta da Falorca, Henriques & Henriques (Madeira),
Sogrape, Taylor`s, Tiago Teles Tiago Teles

Schweiz:

Domaine de Beudon, Markus Ruch, Mythopia

Slovenia:

Cotar, Kmetija Stekar

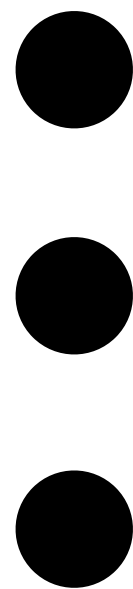
Spain:

Alfredo Maestro, Alto Moncayo, Augalevada,
Bodegas Alvaro Domecq, Bodegas Atalaya,
Bodegas Ateca, Bodegas Borsao, Bodegas Chivite,
Bodegas del Palacio de Fefinanes, Bodegas El Nido,
Bodegas Juan Gil, Bodegas Mauro, Bodegas Naia,
Bodegas Olarra, Cavas Lavernoya (Lacrima Baccus),
Cellers Can Blau, Cenit, Clos Erasmus, Clos Lentiscus,
Codorniu, Condado de Haza, Costador, Deheza la Granja,
Dominio De Atauta, El Vinculo, Els Vinyerons Vins Naturals,
Esencia Rural, Esmeralda Garcia, Eulogio Pomares,
Fedellos do Couto, Finca Sobreno, J. Garcia Carrion (Cava
Jaume Serra), Jorge Ordonez, Oriol Artigas,
Juve y Camps, La Rioja Alta, La Senda,
Laureano Serres Montagut, Lopez de Heredia, Loxarel,
Macan, Marques de Riscal, Olivier Riviere,
Pago de Los Capellanes, Peixes, Pesquera,
Portal Del Priorat, Rafael Palacios, Raul Perez, Recaredo,
Naveran, Telmo Rodriguez, Torres, Txomin Etxaniz, Urbina,
Vega Sicilia, Volver

Ukraine:

Kolonist, Stakhovsky Wines

NEW WORLD & OTHER



Argentina:

Achaval-Ferrer, Bodegas Salentein, Catena Zapata, Kaiken, Weinert

Australia:

10 minutes by Tractor, An approach to relaxation, D'Arenberg, Elderton wines, Gentle Folk, Jauma Wines, Jumping Juice, Kaesler, Kalleske, Lucy Margaux, Momento Mori, Nugan Estate, Ochota Barrels, Oxford Landing Estates, Paringa Estate, Patrick Sullivan, Pete's Pure wines, Rockford Estate, Two Hands, Yalumba, Yarra Yering

Chile:

Koyle, Leyda, Matetic, Montes, Tarapaca

Israel:

Alexander winery, Castel, Yarden (Golan Heights)

Lebanon:

Chateau Musar

New Zealand:

Alex Craighead, Burn Cottage, Clos Henri, Craggy Range, Felton Road, Pyramid Valley, Saint Clair, Spy Valley

South Africa:

Anwilka, Boekenhoutskloof, Barista, Crystallum, Hamilton Russell, Kanonkop, Klein Constantia, Southern Right, Spier Wines, Storm Wines, The Grape Grinder, The Sadie Family, Testalonga

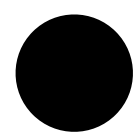
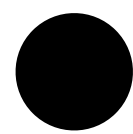
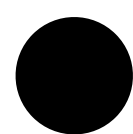
Uruguay:

Don Pascual

USA:

Bread & Butter, Dominus Estate, Dunn Vineyards, Harlan Estate, Jonata, Orin Swift, Opus One Winery, Paul Hobs, Prisoner Wine Co., Ridge Vineyards, Robert Mondavi, Schrader, Screaming Eagle, The Hilt, The Paring

WHISKY & SPIRITS



Scotch Single Malt Whisky:

Arran, Ballechin, Ben Nevis, BenRiach, Benromach, Bunnahabhain, Dalmore, Deanston, Edradour, Glen Scotia, Glenallachie, Glendronach, Glenfarclas, Glengarry, Glenglassaugh, Glengoyne, Hazelburn, Jura, Kilkerran, Ledaig, Littlemill, Loch Lomond, Longrow, Rosebank, Smokehead, Springbank, Tamdhu, Tobermory, Tullibardine, Berry Bros, Cadenhead, Gordon & MacPhail, Maltbarn, Signatory, That Boutique-y Whisky Company, Wilson & Morgan

Scotch Blended Whisky:

Black Bottle, Highland Queen, Islay Mist, Isle of Skye, Robert Burns

Irish Whisky:

Teeling, West Cork

American Whisky:

FEW, Four Roses, Johnny Drum, Templeton Rye, Widow Jane, Willett

Asian Whisky:

Amrut, Chichibu, Kavalan, Nikka

Other Whisky:

Black Velvet, Brenne, Penderyn, Three Ships

Brandy:

Sandeman, Valdespino, Vecchia Romagna

Cognac, Armagnac, Calvados:

A.E.Dor , Armagnac Castarede, Bowen, Chabasse, Christian Drouin, Hine, Jean Fillioux

Gin:

Bluecoat, Christie's, Edinburgh Gin, Le Gin, London Hill, Marlborough Gin, Red Door

Liquors & Vermouth:

Bittermens, Bonal, Del Professore, Dolin, Cartron, Montenegro, Scrappy's Bitters, Select, Terra Di Limoni, Underberg

Rum:

Diplomatico, Don Q, Duppy Share, El Dorado, Matusalem, Rhum Karukera, Ron Millonario, Rum Nation, Veritas

Tequila & Mezcal:

Padre Azul, Sombrero, Vago

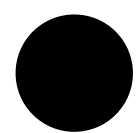
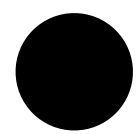
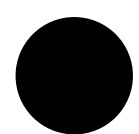
Vodka:

Esbjærg, Fair, Ora, Polugar

Other Spirits:

Berta grappa, Capel pisco, Gambarotta grappa, Ile Four sake

BEER & CIDER



Belgium:

3 Fonteinen, Achel, Boon, Brugse Zot,
Chimay, La Trappe, Rochefort,
St. Bernardus, Straffe Hendrik, Westmalle

Czech Republic:

Svijany

Denmark:

Mikkeller

France:

Christian Drouin, Vallee de la Seiche

Germany:

Michael Plank, Van Nahmen

Italy:

Baladin

Japan:

Kyoto, Hitachino Nest

The Netherlands:

De Molen

Norway:

Lervig

UK:

Aspall, BrewDog

USA:

Anchor, Flying Dog, Sierra Nevada, Stone

WINE BUREAU
