



Productivity-enhancing and
cost-saving solutions for 21st
century domestic and imported
alcoholic beverage brands



Driving back-office performance for domestic and imported wine, spirits, and malt beverage brands

- National Importing
- Distribution
- Exporting
- Logistics
- Regulatory Compliance
- Order Fulfillment
- Customer Service
- Accounting
- Working Capital
- Data Management and Reporting
- Supply Chain Management
- Advanced Analytics
- Business Management Tools
- Advisory Services
- Introductions and Access to Networks

park  street



JURA

Berentzen



ALIBI

BLUE
NECTAR
TEQUILA

STOLEN
RUM



Back-Office Services: Domestic and Imported Brands

Park Street provides a cost-effective, turn-key solution to manage the thousands of complex details required to import (if applicable), transport, insure, warehouse, sell (all 50 states), and receive payment for alcoholic beverage products in the U.S. – all while maintaining compliance with federal and state alcoholic beverage control laws and tax requirements. The three core benefits to Park Street’s foreign and domestic clients are: (i) achieving cost-effectiveness, (ii) enhancing operational performance, and (iii) focusing client resources on sales,

marketing, and brand enhancement among consumers. With precision and transparency, Park Street manages the logistics, compliance, order fulfillment, data management, customer service, and accounting from the point the product is picked up at the producer until it is delivered to the customer and the customer invoice is paid. Park Street’s operational infrastructure integrates seamlessly with domestic and foreign production facilities resulting in streamlined operations.

Distribution: Direct-to-Retail

In select key markets (FL, NY, NJ, CA), clients can leverage Park Street’s distribution network to sell imported and domestic product directly to retailers (restaurants, bars, liquor stores, etc.). This distribution model is attractive to both established and emerging brands. It allows established brands to lower cost by leveraging the wholesale clearing model and enables emerging brands to enter

new markets quickly and inexpensively in order to demonstrate initial market traction (i.e., test market campaign) before moving on to a traditional distributor. Brand owners also utilize Park Street’s distribution capabilities to sell additional products not supported by their traditional distributor (i.e., supplementary distribution).

Wholesale Clearing Test Market Campaign Supplementary Distribution	NEW JERSEY » Population: 8,865,000 » Wine & Spirits consumption: 21.1M 9L cases » # of retail outlets: 9,328	NEW YORK » Population: 19,570,000 » Wine & Spirits consumption: 38.6M 9L cases » # of retail outlets: 52,204
	CALIFORNIA » Population: 38,041,000 » Wine & Spirits consumption: 82.8M 9L cases » # of retail outlets: 69,701	FLORIDA » Population: 19,318,000 » Wine & Spirits consumption: 42.5M 9L cases » # of retail outlets: 45,335

Compliance Management

Park Street offers a full suite of compliance set-up and management services in order to help domestic and international alcoholic beverage companies go live and operate in adherence with federal and state laws and regulations. The company’s compliance set-up and management services provide an easy and cost effective solution which enables clients to avoid costly delays and penalties and remain focused on the core competencies which drive brand growth.

Working Capital and Trade Finance

Park Street offers accounts receivable financing (factoring), revolving credit facilities, term loans secured by accounts receivables and other assets, guarantees, and letters of credit. The underwriting process focuses on the quality and liquidity of the collateral/assets (e.g., creditworthiness of the distributor, payment history, inventory turnover rate), as well as the financial stability of the brand owner.

Advisory Services

Park Street provides advisory services focused on the alcoholic beverage sector, including, among others, business building, route-to-market planning, organizational effectiveness, strategic partnerships, joint ventures, and negotiation support. Park Street collaborates with clients to identify and implement value-creating solutions in a wide range of scenarios including start-up, growth acceleration, exit, and more.

Export Solutions

Park Street’s export solutions enable domestic suppliers to access markets around the world and allow foreign suppliers to utilize free trade zones at select U.S. ports to service regional and sub-regional markets (e.g., Mexico, Caribbean, Central America, South America). Services include, among others, warehousing, logistics management, regulatory compliance, order fulfillment, invoicing, and customer service.

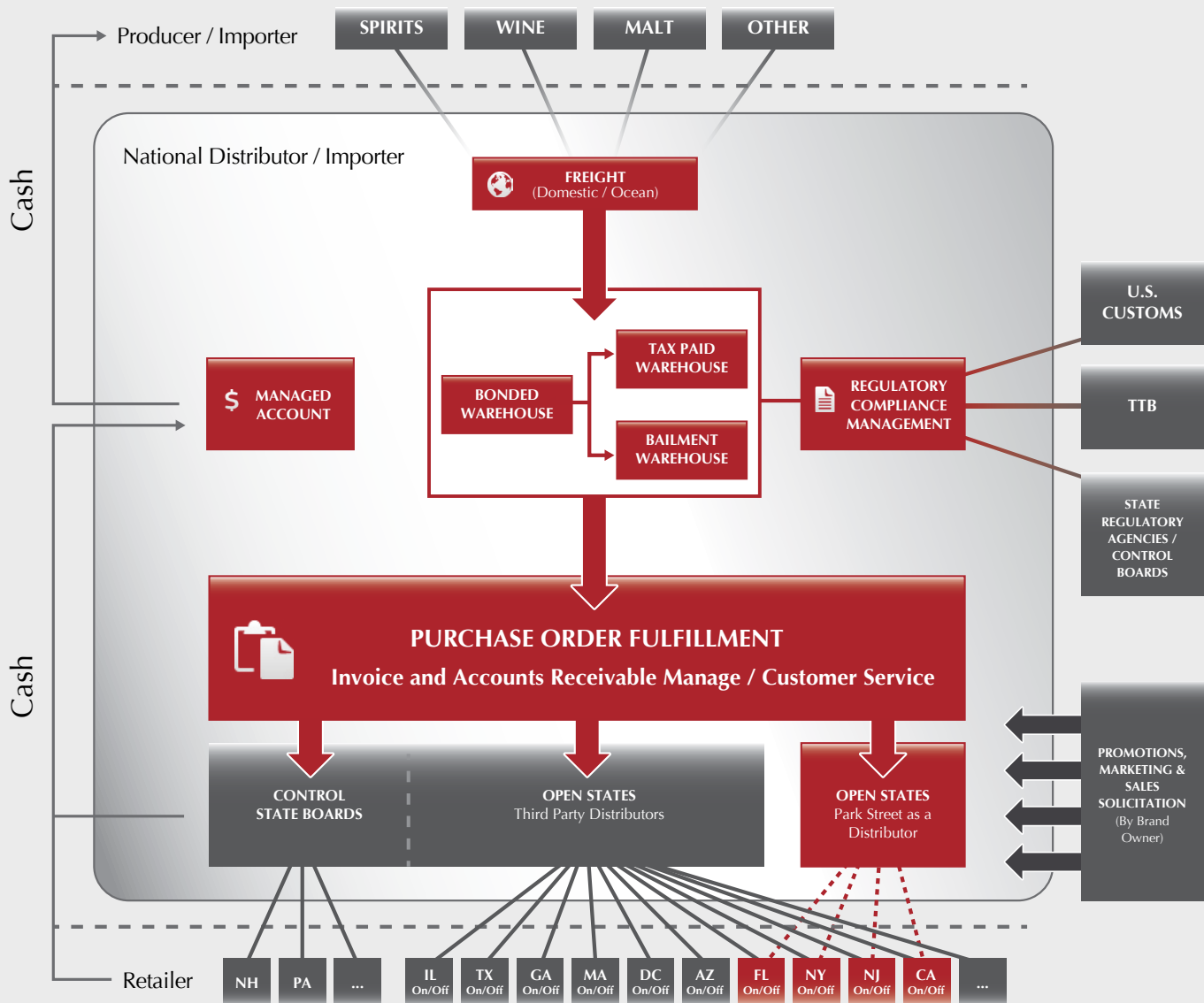


Park Street: Integrated Solution

Park Street offers a fully integrated solution across back-office services, working capital investment, and advisory services. With more than fifty-five years of combined experience among its senior management team and expertise in operations, strategy, information technology, finance, and deal structuring and negotiation, Park Street is able to help clients overcome their most complex challenges, accelerate growth, and capitalize on compelling opportunities. Whether a client would benefit from back-office support, working capital investment, advisory services, or all of the above, Park Street provides a professional and comprehensive solution which integrates seamlessly across service areas and with the client organization.

“With Eppa, Park Street sold our first case and our last one before the brand was acquired by Deutsch. They enabled us to scale very quickly as we opened markets across the U.S. which was the key to our growth. They also helped us manage a complicated supply chain from sourcing to bottling to warehousing — all on time and on budget. From a data perspective, Park Street provided us an effective reporting system which allowed us to manage the business down to the retail account level.”

Raul Marmol
 Co-Founder, Eppa Wine Company
 Former Chief Marketing Officer, Bacardi



SOLOCONTIGO



Equipping clients with custom tools to help drive performance



“ Park Street is an expert at back-office operations. They have a highly trained and responsive staff that is constantly on top of inventory, order fulfillment, and receivables. They provide transparent, real-time data, which helps drive the growth of our business. ”

John Cooper
 Founder/CEO,
 Domaine de Canton

“ For a small craft spirits company like ours, having a strong back office partner is crucial. Park Street’s people not only have a great service attitude but have deep industry knowledge and are great problem solvers. They are a valuable asset to our team and for driving the growth of our business. ”

Joe Santos & Emil Jattne
 Founders,
 Brooklyn Gin

“ Since moving our back-office to Park Street, we have been able to focus our resources entirely on market-facing activities. As a result, we have accelerated our sales growth significantly. I wish we moved to Park Street sooner. ”

Aleco Azqueta
 Co-Founder,
 Atlantico Rum



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Operations • Consulting • Financial

Park Street is a leading provider of diversified services, working capital, and trade financing for domestic and imported alcoholic beverage brands. The company is headquartered in Miami, FL with operations across the U.S. and supports over 1,000 brands from more than 70 countries around the world. Park Street was launched in 2003 by McKinsey & Company alumni and is led by executives with long-standing industry relationships and decades of experience with leading global beverage companies such as Bacardi, E. & J. Gallo, Diageo, Coca Cola, and more. The company serves a broad range of wine and spirits clients including craft distillers, multi-brand global suppliers, owner operators, vineyard owners, celebrity brands, and more.

Official Import Partner:



Other Industry Affiliates:



“ With Park Street we saw an opportunity to reduce cost and increase efficiency in our U.S. back-office. This enabled us to apply additional resources to revenue generating activities. Park Street offers a compelling combination of advanced systems, professional service, and alcoholic beverage sector expertise. ”

Nick Garland
Global Sales & Marketing
Director,
Whyte and Mackay

“ Park Street enables me to control inventory and payments, which is a key benefit over traditional importers. Park Street also has lower costs than traditional importers, which allows me to access the market with better pricing. Having my wines in the U.S. enabled me open markets that I would never have opened if I was selling from Argentina. ”

Baptiste Cuvelier
Shareholder/Export Manager,
Cuvelier Los Andes

“ Park Street handles the entire back-office and navigates the complicated federal and state regulatory requirements, which allows our team to focus on what we should be focusing on: building our brands and growing our business. Their online portal makes running reports a two second effort and the dashboard provides a useful snapshot of our business. ”

Marc de Kuyper
President,
Royal Dutch Distillers

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