



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

park  street

Park Street's Mission: To help emerging and established alcoholic beverage companies build and manage successful brands by providing innovative solutions and exceptional service.

1,000+
BRANDS

Park Street serves over 1,000 brands from more than 70 countries

350+
DISTRIBUTORS

Park Street works with over 350 licensed distributors in the U.S.

24
HOURS

Park Street's cloud-based system provides reporting 24 hours a day, 7 days a week

12+
YEARS

Founded in 2003, Park Street has been serving satisfied clients for over 12 years

- National Importing
- Distribution
- Exporting
- Logistics
- Regulatory Compliance
- Direct-to-Retail Sales
- Order Fulfillment
- Customer Service
- Accounting
- Working Capital
- Real-time Reporting
- Supply Chain Management
- Depletion and Retail Account Data
- License Management
- Distributor Chargeback Management
- Advanced Analytics
- Business Management Tools
- Advisory Services (e.g. Growth Acceleration, Exits)
- Introductions and Access to Networks
- Negotiation Support



Back-Office Services: Domestic & 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, and receive payment for alcoholic beverage products in the United States (U.S.) and European Union (E.U.) — all while maintaining compliance with federal and state (U.S.) and European Commission and individual country (E.U.) alcoholic beverage control laws and tax requirements. The three core benefits to Park Street's clients from the U.S. and around the globe are: (i) achieving cost-effectiveness, (ii) enhancing

operational performance, and (iii) focusing client resources on sales, marketing, and product innovation. 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 production facilities in the U.S., E.U., or anywhere in the world resulting in streamlined operations.

Distribution: Direct-to-Retail (U.S. only)

In select U.S. 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: 8,938,175

Wine & Spirits consumption (9L cases):
22,489,640 / # of retail outlets: 10,828

CALIFORNIA

Population: 38,302,500

Wine & Spirits consumption (9L cases):
84,659,880 / # of retail outlets: 73,639

NEW YORK

Population: 19,746,227

Wine & Spirits consumption (9L cases):
39,528,190 / # of retail outlets: 48,761

FLORIDA

Population: 19,893,297

Wine & Spirits consumption (9L cases):
43,658,400 / # of retail outlets: 45,335

Compliance Management

Park Street offers a full suite of turn-key compliance set-up and management services in order to help U.S. and non-U.S. alcoholic beverage companies rapidly access U.S. and E.U. markets and operate in adherence with all applicable alcoholic beverage laws and regulations. The company's compliance set-up and management services provide an easy and cost-effective U.S. and E.U. solution which enables clients to avoid costly delays and penalties and remain focused on the core competencies which drive brand growth.

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.

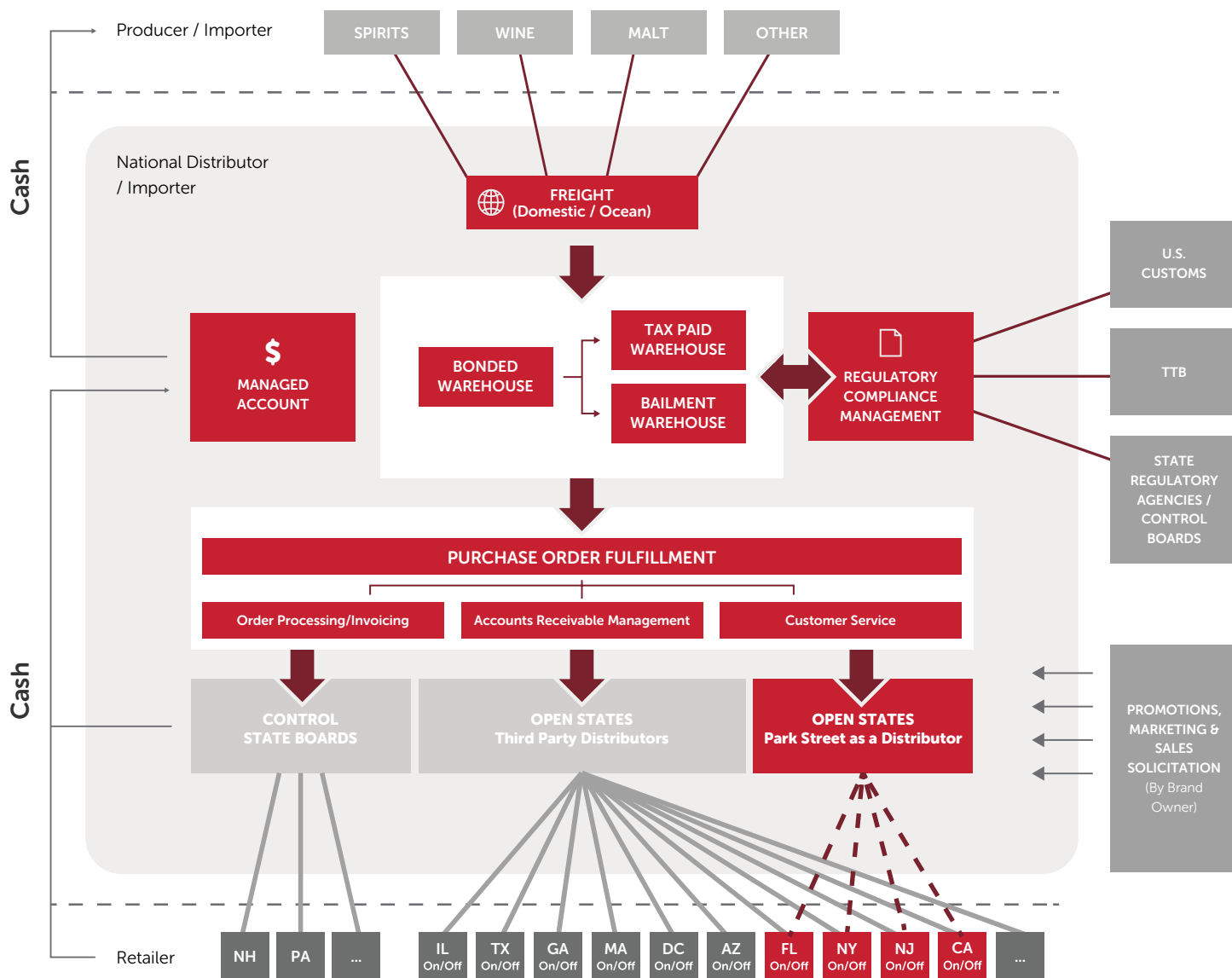
Working Capital and Trade Finance

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.

Export Solutions

Park Street's export solutions enable suppliers to access markets beyond the U.S. and E.U. For example, non-U.S. suppliers are able 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.





The Park Street Advantage

The Park Street Advantage is grounded in three core attributes: (i) innovation through information technology investment, (ii) commitment to extraordinary service, and (iii) unmatched range of fully integrated solutions. Park Street invests heavily in technology-driven systems to streamline back-office operations and provide clients performance-enhancing business management tools. Park Street was founded on the professional service standards of McKinsey & Company, and its talented people distinguish the firm through their responsiveness, accountability, and commitment to putting clients' interests first. Park Street offers a fully integrated solution across front- and back-office services, working capital investment, and advisory services. With more than sixty-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 challenges, accelerate growth, and capitalize on opportunities.

"Park Street enabled us to scale Eppa very quickly as we opened markets across the U.S. 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. They were also integral in the sale of the brand to Deutsch."

Raul Marmol

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



Equipping clients with tools to help drive performance

- Real-Time Online Reporting
- Park Street University
- Industry Connect
- Interactive Pricing Tool
- Advanced Analytics
- Depletion/Retail Account Data
- Account Universe Tracker
- Management Dashboard
- Expense Management
- Cash Flow Management
- Trend Analysis
- Chargeback Management
- Product Management
- License Management
- State Registration Management
- COLA and Formula Management
- Pricing Manager
- Shipment Tracker

"Park Street has a highly trained staff that is constantly on top of compliance, order fulfillment, and receivables. They provide transparent, real-time data which helped drive the growth of our brand and ultimately its acquisition by Heaven Hill. Park Street was a great asset during the Heaven Hill transaction and subsequent transition."

John Cooper

Founder, Domaine de Canton

"Park Street has an outstanding IT platform that integrated well with our operation and gave us a high degree of transparency. Their emphasis on service, together with their strong capabilities across logistics, accounting, compliance, distributor customer service, and more make them a superior solution for brands that want to focus on driving growth. Park Street is best in class."

Tom Mooney

CEO, House Spirits Distillery
President, ACSA

"Park Street's expertise has become a huge advantage to our business. My confidence in them has allowed me the freedom to focus on what we do best: creating brands that excite our customers, selling fantastic wine, and meaningfully engaging in our business and personal communities."

Robert Bradshaw

President/COO, Cape Classics

"Park Street is a skillful combination of professional service and a well-designed platform. They have a solid understanding of our needs, and their back-of-the-house solution enables us to focus on our core priorities of producing and selling award-winning products."

Tom Jensen

Founder, Millstone Spirits Group
Former CEO, Rémy Cointreau U.S.A.

"Park Street's commitment to responsive service, innovation, and pro-active problem-solving makes them a great partner for emerging and established brands. We enjoy working with their team."

Paul Hletko

Founder, Few Spirits
Board Member, ACSA

"Park Street has a wealth of experience and industry knowledge. They invest in client relationships and are committed to helping clients succeed. They were instrumental in our growth and in helping us execute a strategic sale of the U.S. business."

Michael Herman

Founder, Emperor Wines



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OFFICIAL IMPORT PARTNERS



OTHER INDUSTRY AFFILIATES



"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

"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

"With Park Street's reporting system, I know exactly where I stand on inventory, sales, cash balance, and collections from anywhere in the world with an internet connection. I also know what my costs are going to be every month without any surprise sales expenses or mandatory marketing contributions."

Guillermo Erickson Sauza
Founder, Tequila Fortaleza

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