

# SevenFifty

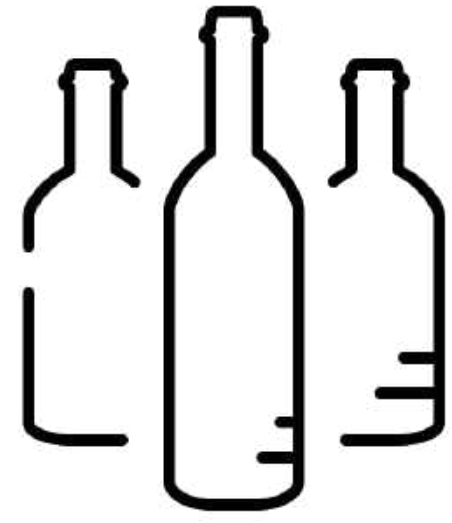
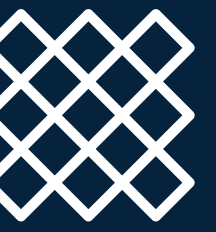
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## Powering a connected three-tier system

Presented To:



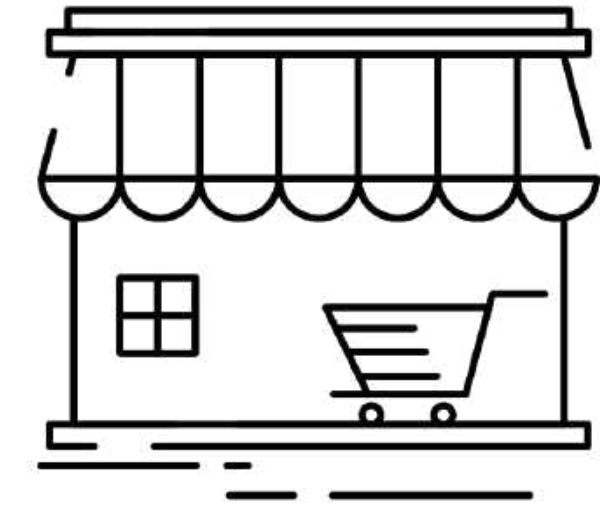
# The Industry's Technology Partner



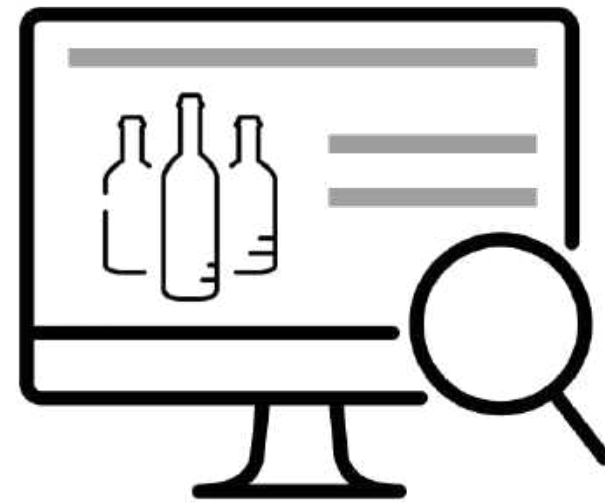
4,700+  
Supplier partners



1,000+  
Distributor partners



120,000  
Registered buyers



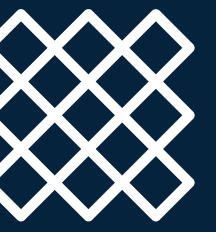
50 million  
Product searches, last 12 months



\$1+ billion  
Est. 2020 GMV



45  
US States + Ontario



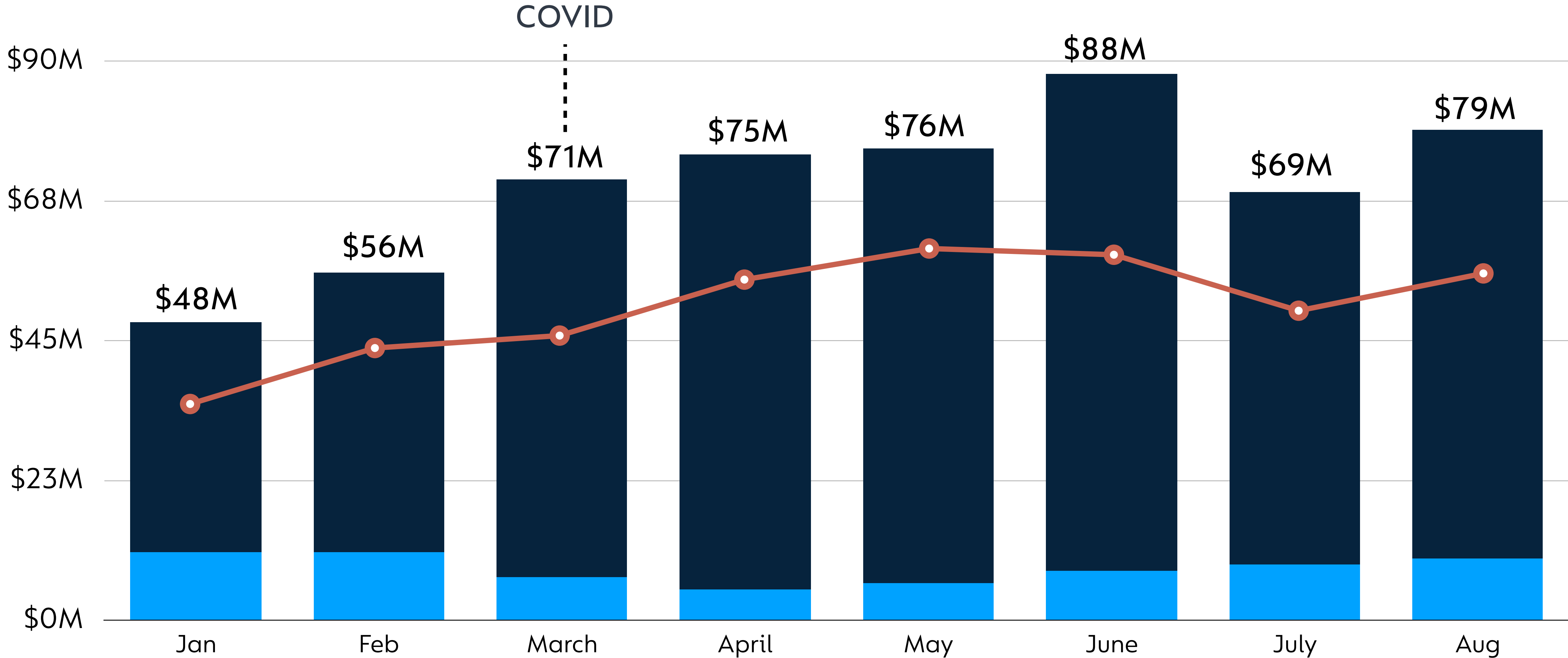
# U.S. Wholesale Beverage Alcohol

## **The Covid Impact**

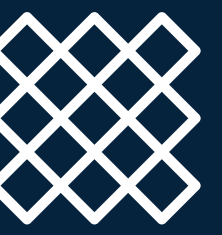
# SevenFifty Marketplace Sales, Year Over Year



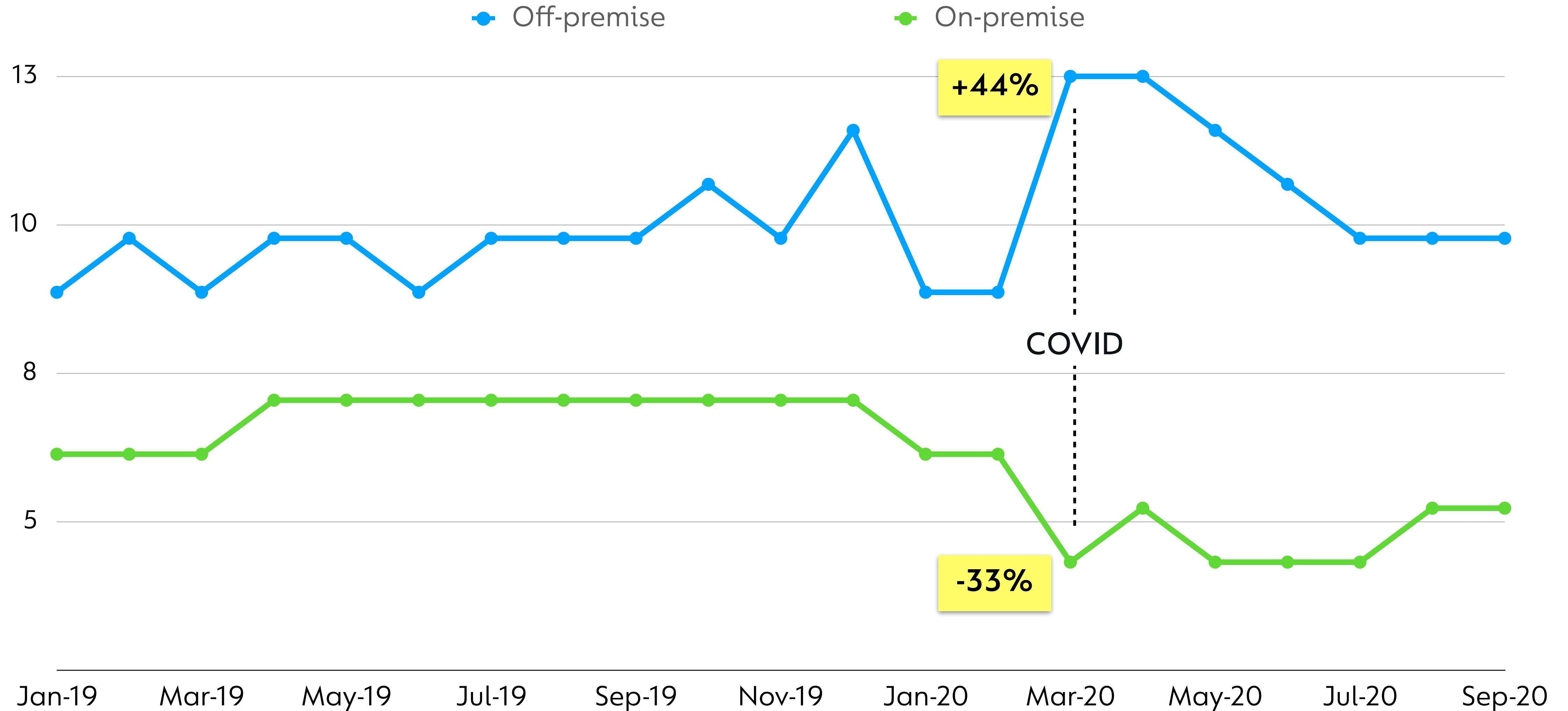
2020 On-prem    2020 Off-prem    2019 Total



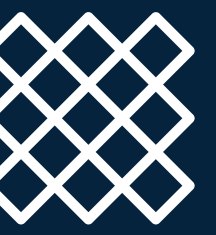
# Off-Premise Placed More Orders Post-March



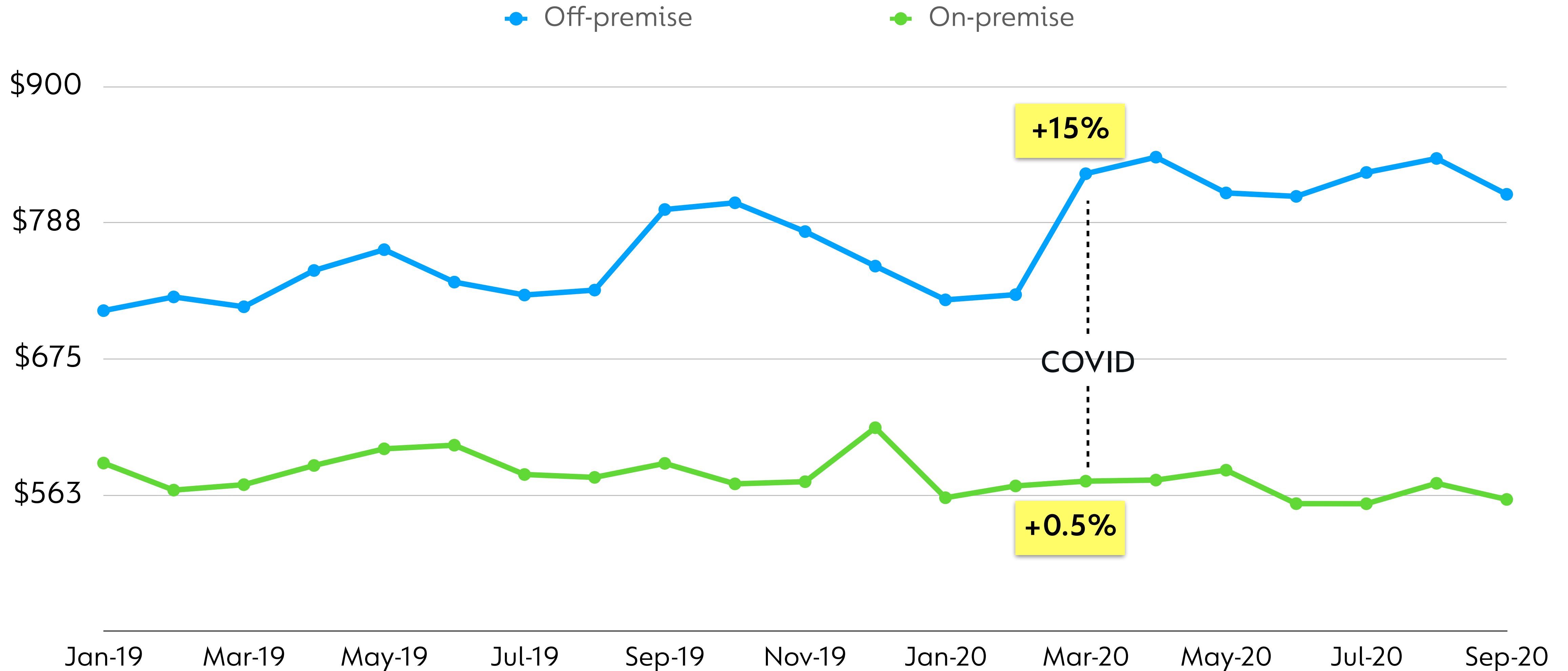
Average Number of Monthly Orders per Buyer by Channel



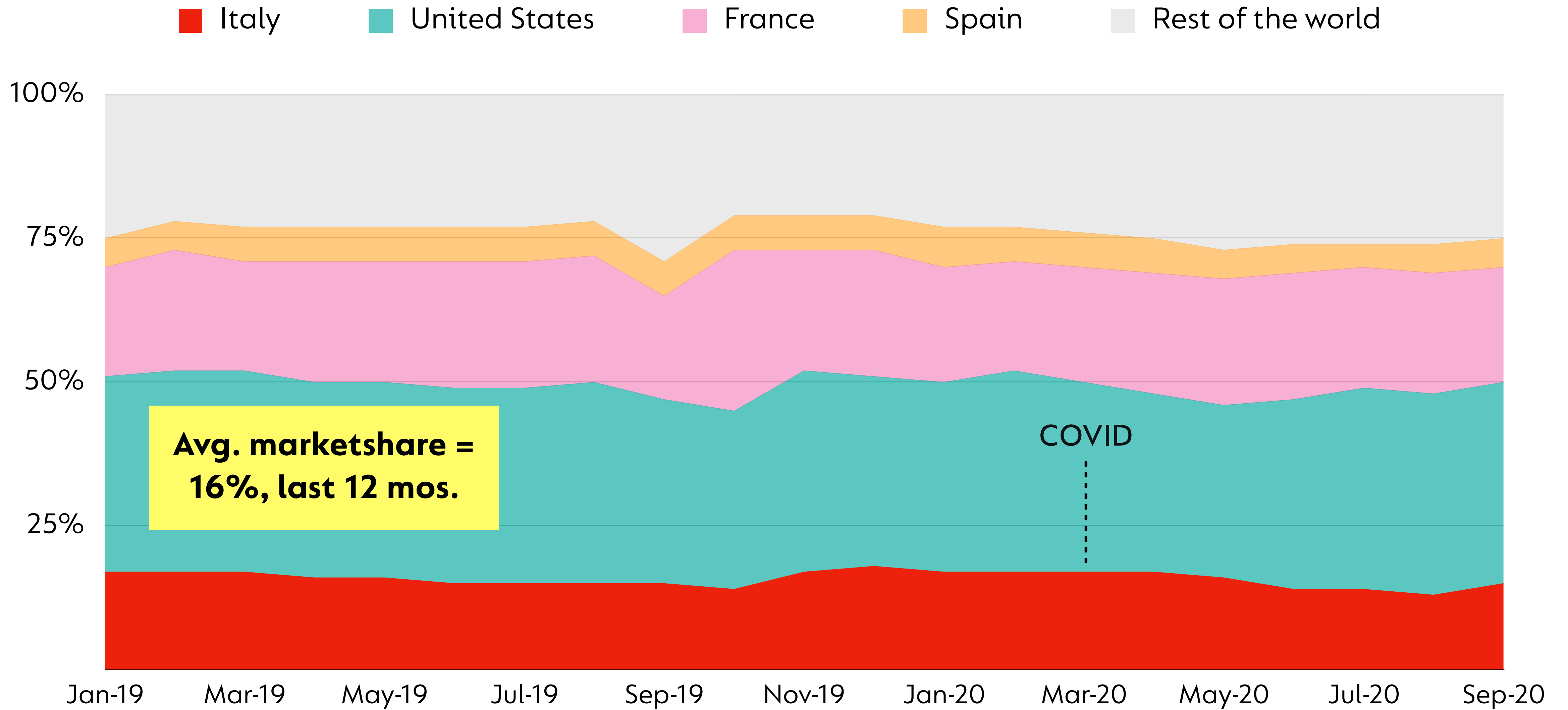
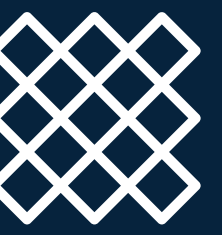
# Increased Order Size for Off-Premise Continues

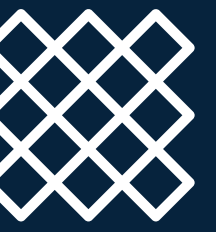


Average Order Size by Channel



# Italy Retains Steady Market Share Through Covid

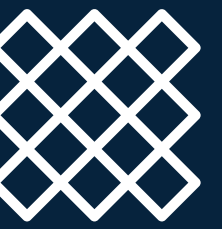




## Opportunities for Staying Connecting



# Digital Opportunities for Brands



## Distributors

**DEMO**

Jimi Hendrix  
Sales Rep  
Demo Distributing  
jimi.hendrix@demo.com  
917-555-5555

Italy - New Arrivals! [Browse our full portfolio at https://www.seventy.com/demodistributing](https://www.seventy.com/demodistributing)

**Azienda Agricola Miotto, Prosecco ProFondo**

Type	Wine - Sparkling - White	Bottles	\$/bottle	\$/case	\$/oz
Producer	Azienda Agricola Miotto	1	12.00	144.00	0.47
Region	Veneto, Italy				
Grape	Glera				
Appellation	Prosecco				
Size	750 mL x 12				
SKU	Profondo-750				
Distributor	Demo Distributing				

After harvesting the grapes are separated from the stalks. The must and pulp undergo a cold maceration on the skins followed by a light pressing to separate the skins. Fermentation takes place in stainless steel temperature controlled tanks.

**Marco Felluga, Mongris Collio Pinot Grigio (2016)**

Type	Wine - Still - White	Bottles	\$/bottle	\$/case	\$/oz
Producer	Marco Felluga	1	14.00	168.00	0.55
Region	Friuli-Venezia Giulia, Italy	5	12.60	151.20	0.50
Grape	Pinot Grigio				
Appellation	Collio				
Size	750 mL x 12				
SKU	SV1407				
Distributor	Demo Distributing				

100% Pinot Grigio. The Collio's hilly terrain, formed during the Eocene period, is composed of layers of sandstone and loam rock (limestone and clay) that were once the ocean floor.

**Candiale, Chianti Classico (2009)**

Type	Wine - Still - Red	Bottles	\$/bottle	\$/case	\$/oz
Producer	Candiale	1	21.67	260.00	0.85
Region	Tuscany, Italy	60 (5cs)	21.00	252.00	0.83
Grape	Sangiovese	72 (6cs)	20.00	240.00	0.79
Appellation	Chianti Classico				
Size	750 mL x 12				
SKU	SF0350				
Distributor	Demo Distributing				

Now run by husband and wife (German/Finnish) team of Josephin Cramer and Jarkko Peränen, Candiale was, long before their arrival, a wine-producing farm. However, in its original form (from Roman times onwards) it produced many agricultural goods and—like most Tuscan farms or podere—supplied bigger estates with various agricultural products. Then, in 2002, Candiale was founded as an estate-bottled winery.

**Fattoria di Grignano, Chianti Rufina (2016)**

Type	Wine - Still - Red	Bottles	\$/bottle	\$/case	\$/oz
Producer	Fattoria di Grignano	1	12.00	144.00	0.47
Region	Tuscany, Italy				
Appellation	Chianti				
Size	750 mL x 12				
SKU	GrignanoRufina-16				
Distributor	Demo Distributing				

Organically farmed and manually-harvested vineyards with yields at 35hl/ha. The wine was fermented in open topped stainless steel fermentation vats and Malolactic fermentation took place in barrel. Aged 18 months in 228 liter Burgundy barrels, 20% of which were new. Medium bodied with excellent persistence and depth. Rich on the palate with the classic red fruit notes typical of Sangiovese. This is the flagship wine of the estate.

## Retailers

SevenFifty

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**FOLIO**  
THE WINE PARTNER

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Featured Brands

CHAMPAGNE CHARLES HEIDSIECK  
Charles Heidsieck →

CRIOS  
Crios →

BY MICHAEL MONDAVI  
Mondavi →

OGIER  
Depuis 1859  
Ogier →

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Learn more about the effect of oak on wine.  
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Featured Marketing Material

Pierre Girardin, Beaune 1er Cru Les Epenottes (2018)  
Shell talker

Pierre Girardin, Beaune 1er Cru Les Epenottes (2018)  
Shell talker

Pierre Girardin, Beaune 1er Cru Les Epenottes (2018)  
Shell talker

Pierre Girardin, Beaune 1er Cru Les Epenottes (2018)  
Shell talker

## Consumers

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All Wine Beer Spirits Other

Summer Beer Sale  
Use promo code SUMMERSALE to save 20% when you spend \$50 or more on beers sitewide!

Shop Beers

Explore BOB'S Wine & Liquor

BOB'S

Search All

All Wine Beer Spirits Other

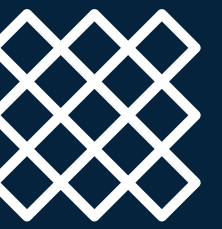
Home > Beer > Armadillo Ale Works Land Yacht IPA 12 oz 6 pack

LAND YACHT IPA

Armadillo Ale Works Land Yacht IPA 12 oz 6 pack  
SKU: 58782\_6 | 12 oz 6 pack | 4 items in stock  
\$11.59

Storefronts

# Digital Opportunities for Brands



## Connect to 300,000+ Trade Professionals

### Sponsored Content

**SevenFiftyDaily**  
PARTNERSHIP  
Diversifying Wine Lists and Retail Shelves with Italian Rosé Wines  
The Santa Margherita USA portfolio showcases a dynamic range of Italian rosés that can help boost restaurant and retail sales.

**SevenFiftyDaily Dispatch**  
Tuesday, October 28, 2019  
This week on *SevenFifty Daily*, writer Katherine Cole speaks with winemakers in Oregon and California who are experimenting with plein-air vinification to learn how it impacts their wines. With a range of goals, from accessing wild yeast populations in the vineyard to adding complexity through natural temperature variations, here's why winemakers are fermenting in the field.

### Marketplace Ads

**Regional Guide**  
How Do You Know It's Authentic Prosecco?  
Learn how Italy's Prosecco region has reclaimed one of the world's most beloved—and most imitated—styles of sparkling wine with its DOC status.  
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Diversifying Wine Lists and Retail Shelves with Italian Rosé Wines  
Rosé lovers are increasingly craving distinctive regional offerings such as those from Italy's Lombardian region, where premium traditional-method sparkling rosés like Ca'del Bosco are produced.[sponsored]  
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Thank you  
Aaron Sherman, CEO

Presented To:

