

JADE



EXQUISITE TASTE
FOR EXQUISITE PEOPLE

Sparkling

Wine

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JADE

Our Mission

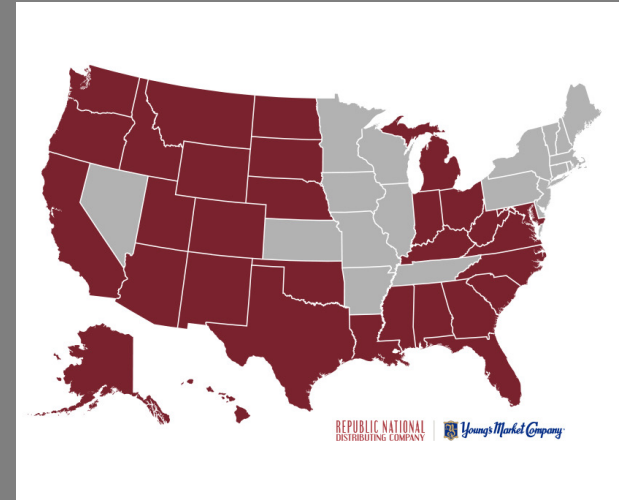


JADE is the new standard for modern-day affordable luxury. We provide superior quality in luxurious esthetics and bold refreshing flavors, crafted from all-natural ingredients. Whether our invigorating crisp brut, smooth and light rosé, or our subtly sweet moscato, we have a wine for every celebrated moment. You may be drinking with us, but we are toasting to you. Cheers!

JADE



Distribution



37 + D.C.
Distribution States

12,000+
Employees

12B+
Annual Revenue

The right distribution partner allows consumers to experience the world's greatest products. Our partner, Republic National (RNDC), is the second largest wine & spirits distributor in the United States.

JADE is one of RNDC's fastest growing new brands.

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Brut



Jade Brut crafted to stand out in a crowd. This delectably full Brut is balanced with a silky texture, white fruit aromas, and citrus notes, Jade is a harmonious sensation on the palate that is sure to leave you wanting more.

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Rosé



This seductive Rosé has smooth opulent layers of fresh fruit, including savory notes of strawberries and a balanced blend of perfectly aromatic white peaches. Embodied by a seductively floral and surprisingly light finish this rosé was made to sparkle. Why fit in...when you can stand out.

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Moscato



Sweet yet balanced, this Moscato's flavor profile features ripe raspberries artfully paired with vibrant nectarines, tropical fruits, and floral hints. Our all natural ingredients are sourced from the finest region of Moldova, ensuring every bottle of our Moscato pairs perfectly with great food and friends. Bold. Light-bodied. Enticing flavor. A great spin on a familiar classic.

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In the Market



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Pricing



JADE is the new standard in affordable modern luxury.

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2021 Performance

- 25,328 cases (4.5L) sold
- **541%** Increase in revenue over 2020
- **476%** Increase in case sales to distribution over 2020
- Phase 1 Expansion (RNDC)
 - Georgia: Dec. 2020
 - South Carolina: April 2021
 - Florida: May 2021
 - Maryland: July 2021
 - Texas: Oct. 2021
 - District of Columbia: Nov. 2021
- Phase 1 Expansion (Simone International)
 - New York: July 2020
 - New Jersey: July 2020



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The Future

Evolving, innovating
and setting new
standards for modern
luxury. Drink JADE.



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2022 Goals

Our focus in 2022 is to strengthen infrastructure, including marketing, sales and support. This will allow JADE to significantly grow awareness and reach our goal of 400%+ Y over Y increase in revenue/case sales

Revenue Growth

- Grow sales and activations in Phase 1 states
- Rollout phase 2 states
- Adding 187, 375ml & 1.75ml sizes. (Retail, Travel, Hospitality and Nightlife)
- Exceed 100,000+ cases in sales

Sales Support

- Add internal staff to support our distribution
- Capitalize on chain account opportunities
- Support accounts with point of sale materials

Marketing Awareness

- Align with brand ambassadors, social media influencers and celebrities
- Additional social media presence via promotions and fresh content
- Partner with local charities and events
- Product placements (Film and Television)
- Participate in festivals, trade shows and conferences

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Sales + Projections

JADE is positioned for continued growth based on:

- New account placements in current markets
- Expanded distribution into new markets
- Additional skus/sizes (187ml, 375ml, 1.75ml)
- Increase brand awareness, exposure and popularity via events and strategic alignments
- New skus and flavor profiles including a prosecco and bellini
- Growing on premise popularity and presence

Year	Supplier	Brand	Cases Sold (4.5L)	Gross Sales (USD)
2020	JADE Imports	JADE	4,396	\$152,141 (avg \$35/case)
2021	JADE Imports	JADE	25,328 (+476%)	\$975,795 (+541%) (\$39/case avg)
2022	JADE Imports	JADE	139,304 (+450%)	\$6,965,200 (+439%) (\$42-\$66/case avg)
2023	JADE Imports	JADE	766,172 (+450%)	\$53,632,040 (+670%) (\$70/case avg)