

# CADELLO

A Category-Defining Spirit  
Inspired by the Venetian Empire



## Raise Details

EIS Available:	£235,000
Minimum Raise:	£250,000
Maximum Raise:	£500,000
Pre-money Value:	£1,160,000

*Our ambition is to create a global brand which reflects the sophistication and style of Venice in a modern context.*

## Background

The creation of Cadello was inspired by the question...

*“What spirit would wealthy Venetian merchants have created using ingredients from the Orient and flavours from Italy to serve at their masked balls in the 18th century?”*

## Product

Cadello is a unique and versatile premium spirit with a long 60 second finish unveiling flavours of coffee, chocolate, star anise, mint and vanilla, with hints of caramel, hazelnut and toffee. Cadello is enjoyed straight, on ice or in a variety of cocktails.

Cadello is a new, Italian made spirit that defines a category of its own.

After approximately 6 years of development, Cadello was launched commercially in 2019.

Since that time, the Company has built a strong platform upon which to build the brand of Cadello, including:

- Strong management team
- Actively involved advisors
- 3<sup>rd</sup> party partners

The Company is now seeking to raise £250,000 - £500,000 to finance the myriad marketing opportunities in each of our current core markets of the UK, Italy and China.



## Management Team

### Matt Dunn, Co-Founder

Matt has many years experience in finance and private equity. In his experience, he has financed dozens of businesses. In addition, he has bought and sold companies and invested in (and helped create) later stage businesses, early-stage businesses and start-ups.

### Margarita Maier, Head of Marketing

Margarita is a highly experienced director of marketing, versed in leading brand strategy, positioning and go-to-market activations. She is a strategist with proven success in driving early adoption of emerging innovations in the food & beverage industry.

### Andrea Calla, Italian Brand Ambassador

Andrea was previously one of the top performing sales representatives at Matthew Clark, one of the largest alcohol distributors in the UK. Andrea consistently outperformed his annual sales targets by more than 50%.

### Luigi Albano, UK Brand Ambassador

Luigi is formerly a manager of the legendary Blakes Hotel in London. Having spent 10 years in the London restaurant industry (including at Daphne's and Bocconcino), Luigi has a vast network of former colleagues who now work in almost every top venue in London.

### Roberto Deiana, UK Brand Ambassador

Roberto has worked at some of the top rated establishments in London: Cahoots and Blakes among others. Roberto's creativity and innovation have produced some of our top cocktails. He has a vast and growing network of contacts across London HORECA.

## Active Advisors

**Richard Tan**  
Founder, Inspire

**Elio Pisoni**  
CEO Distilleria Pisoni

**Rui Teixeira**  
Founder, Pegasus

## 3rd Party Partners

**Luxury Marketing House**  
UK Marketing Agency

**Distinctly Aware**  
UK Marketing Agency

**Inspire**  
China Marketing Agency

**Pegasus Spirits**  
UK Importer & Agent

**PDG Advertising**  
Cadello Social Media

## Summary Forecasts

	<u>2021</u>	<u>2022</u>	<u>2023</u>
UK Bottles Sold	6,500	14,000	25,000
Italy Bottles Sold	8,000	27,500	55,000
China Bottles Sold	<u>5,500</u>	<u>15,000</u>	<u>30,000</u>
Total Bottles Sold	20,000	56,500	110,000
Total Revenues	£234,496	£675,733	£1,321,465
Total Operating Expenses	(£434,243)	(£763,622)	(£1,209,545)
EBITDA	(£199,747)	(£87,889)	£111,920

Note: Cash flow break even is forecast in Q4 2022.

## Exit

Our target and intention is to generate 40-50x returns for investors within 4-5 years.

To that end, we believe the following options are the most likely routes to achieve this:

- ✦ Trade sale
- ✦ Share Repurchases
- ✦ Long-term equity partners/investors