THE PROBLEM
I’M NOT ALONE!

44% of budget spent on food experiences by millennials

82% millennials believe eating helps understand culture

58% USA millennials say they are foodies

TARGET MARKET

MILLENNIALS IN THE USA:

72MM
A food tourism agency for foodies who love to travel and travel to eat.

MISSION: Experience culture through food.
OUR GUIDEBOOKS & APPS

The food guide for the unexpected cities of the culinary world.
WHAT MAKES US UNIQUE?
OUR HOLISTIC APPROACH

- Professionally curated culinary guidebooks that promotes the best culinary experiences from a particular city.
- Exclusive and curated guided tours. A live version of the guidebooks.

GUIDES & APPS
TOURS
OTHER BUSINESS SEGMENTS
CLUBS
THE PANDEMIC PIVOT
THE INVERTED HOLISTIC APPROACH

• Club Mezcal is the vehicle to bring the culture of agave to the Caribbean.

• We created a program to help people understand the traditions and culture of Mexico.

• FOODIEcations will become the connector of the community with the city culture.

• Agave Imports enables us to bring the culture to people.
THE PIVOT

Educational platform for the oldest distilled spirit in the Americas.

Importer & distributor of agave derived products in the Caribbean.

*Raised $30,000 from investors
THE MARKET

Global Mezcal Market 2020-2024

Market growth will accelerate at a CAGR of over 24%.

Incremental growth (M)

2019 2024

$979.02

Growth for 2020

23.68%

79%

Of growth will come from North America

The market is fragmented with several players occupying the market.

Consumer Staples Industry:

The Consumer Staples sector will see positive impact due to the COVID-19 outbreak, and the industry is expected to register a high growth rate compared to the global GDP growth.

Market impact:

This market will have positive impact due to pandemic.

All market estimates to be revisited and updated in Q4-2020, based on the revaluation of the impact, as the pandemic spread plateaus.

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# THE BUSINESS MODEL

## CLUB MEZCAL

**COSTS PER ITEM:**
- Per person: $6.00

**PRICE PER ITEM:**
- Tasting per person: $39.99
- Per bottle: $20
- Per bottle: $35

**ITEMS SOLD in 8 months:**
- Club Mezcal launched in 2021

**TOTAL SALES:**
- $29,650

## AGAVE IMPORTS

**PROJECTED SALES for 2022 for one brand:**
- $90,720
HOW DO WE SCALE?

BUILT COMMUNITY THROUGH EDUCATION | EXCLUSIVITY | 360 HOLISTIC APPROACH