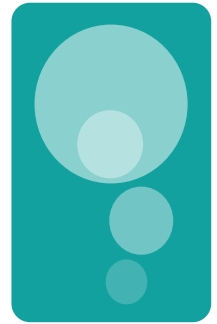




## Nick Karavidas

### Brand Strategy & Portfolio Management

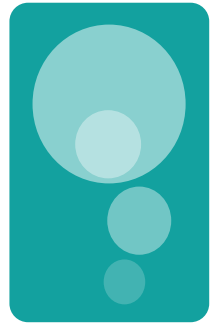


Wine Concepts Business Services, owned and operated by Nicholas Karavidas, is driven by the advanced consumer and market intelligence tools of Geostrategies research and intelligence platform called Epiphany Analytics and the visual power of its FlexQuad geographic mapping system. Currently utilized by Microsoft to determine competitive factors with Apple concepts stores, retained by UGG Australia to understand consumer purchase patterns for better messaging to their US customers and being commissioned by Dacor Appliances to refine their media advertising campaigns, Geostrategies Epiphany Analytics is the driving engine behind Wine Concepts Consumer Intelligence Services.

Being a career winemaker, production director, and General Manager of one of California's largest wineries, Oak Ridge, Nick Karavidas' experience in leading wine business spanning three decades has given him a visionary insight that defies many of the 'status quo' habits that plague wine distribution in the US. Combining efforts with industry veterans such as Mark Chandler and alignment with US Market Intelligence leader Carl Schroeder of Geostrategies, Inc., Nick is forging a new paradigm of how wine branding and distribution are approached and conquered in the US.

Nick's design of many top market brands in recent years including Moss Roxx (fastest growing Zinfandel over \$20 retail), Maggio Family, 3 Girls Cabernet (Top U.S. SKU in national chain Cost Plus), Gnarled Vine, Oak Ridge and OZV (Top 10 US Nielsen Zinfandel), he is no stranger to the development of branding and consumer preference study.

Currently servicing multiple California clients for the development of branding, branding strategies, DTC development as well as launching a portfolio of his own branded products, Nick states, "Reducing the time and expense going to market as much as 20-40% of normal launch & development costs is a major driving factor in the development of Wine Concepts Intelligent Business Services. I am confident that I can save California & U.S. wineries from multiple difficulties & failures within both the 3-Tier world and Direct to Consumer movement."



### Introductory Package

Business analysis package including 8 hours of time with two on-site meeting visits (up to 4 hours of travel time included, additional travel time of \$25/hour). Time will include but not be limited to the following depending on request:

- ✓ Provide market research outline to better understand the existing customer base and potential for growth in specific markets;
- ✓ CRM development assistance on how to develop consumer data for direct online sales as well as in-market strategies;
- ✓ Advise on the use of digital film production for use in online media as well as label and POS material development to enhance online visits;

When process is complete, customer should have more refined understanding of customer targets, an improved process of developing CRM data, understand how to better use the power of digital film advertisements, and identify inconsistencies in the use of digital platforms, printed art, printed content and package media.

DTC Network Introductory Fee \$850 (savings of \$1,400) Offer available until May 1, 2016.

To learn more about Wine Concepts Business Services, visit [www.wineconceptsintl.com](http://www.wineconceptsintl.com) and/or contact Nick directly at [nicholas@wineconceptsintl.com](mailto:nicholas@wineconceptsintl.com) or complete the form below and Nick will contact you directly.