



BACCHUS USA

International Marketing, Business Development & Sales

Bacchus USA was founded over 12 years ago by Victor Mojica a Marketing and PR Specialist. Bacchus USA are Specialists in Brand Marketing & Market Management at the highest levels, we create unique tailor made marketing programs for our clients Brand(s).

Bacchus USA a company with vast experience in:

- International high end Gourmet Food & Beverage products, International marketing, Social media marketing and market business development and sales.
- International Key Channel Partner relationship management. import and export, industrial scale processing, packaging, storage and distribution, market penetration sales and market growth with strategic planning and market management. sourcing, logistics, manufacturing, packaging, marketing distribution and sales.
- A pioneer in the U.S. market with the a long history in the sourcing and introduction of value added; Specialty and Organic Food and Beverage. fresh, frozen, dried. Seafood, meats, produce and spices.

Bacchus USA's Expertise spans communications, sports management, cause marketing, brand marketing and management, market management, radio and television, public speaking and media training. Bacchus USA began as Bacchus International in 2005 as an Import, Distribution and Marketing Company of mid to high-end luxury Wine brands from Spain, Chile, Portugal, Brazil and Argentina. Bacchus USA is now a fully vertically integrated company offering Specialized Marketing Services to very unique companies and individuals like, All-Pro NY Giants linebacker Carl Banks and others.

Bacchus USA has a wide array of professional and collegiate talent at its disposal. Bacchus has worked on major sporting events like Time Warner's launch of the TVKO Boxing Network, HBO and ESPN's ESPY Awards at Radio City Music Hall. Victor was also a key member of the promotion team that produced numerous Super Bowl half-time shows and he provided the technical and mechanical support for Sports Illustrated Magazine.

Bacchus USA has very close ties with a variety of major high-end food retailers and restaurant chains, professional athletes, franchises & sporting venues, the U.S. military, Hollywood entertainment, the fashion industry, airlines, cruise-ships, private clubs, boutique hotels and major culinary institutes throughout the United States. Bacchus USA promotes and represents food and/or beverage product(s) and brands in all fifty (50) States. Examples of the major retail outlets are:

Whole Foods, Safeway, Trader Joe's, Wegman's, Oliver's and HEB Supermarkets, *etc.* Bacchus USA also places food and/or beverage products in all four (4) major U.S. professional sporting venues: NFL, MLB, NBA and NHL, plus the venues of their University counterparts nationwide.

Bacchus USA brings to fruition “Out of the Box” Business Development Resources and Ideas for the purpose of entering Brands in new market opportunities.



Bacchus USA's Services & Responsibilities:

- National Salaried Agent/Representative for Brands and Products entering, allocated or sold nationwide in the U.S. and several international countries as per account(s).
- Secure new and build up existing business in the U.S. and identify international market potentials.
- Create U.S. and International pricing strategies and pricing structures.
- Secure all U.S. federal requirements (FDA, *etc.*) prior to launching Brands and Products in the U.S., and identify all additional potential international markets.
- Launch Brands and Products in all fifty (50) U.S. markets, and other international markets.
- Develop all market entry and logistics strategies for all fifty (50) U.S. markets and additional international markets.
 - Select all Importers and Distributors for all fifty (50) U.S. markets and additional international markets.
- Develop a top-line Social Media Program for global exposure of Brands and Products.
- Create a top-line Marketing Program for Brands and Products.
- Create a new E-Commerce program for Brands and Products.
- Track the overall Brand performance nationwide in the U.S. and in other select countries of Brands and Products.
- Secure Brands and Products with Bacchus USA's major U.S. and International clients.
- Place Brands and Products with all U.S. and selected international industry markets within the relevant media and press outlets.
- Liaison for all new and existing clients and accounts nationally and internationally.
- Troubleshoot any and all U.S. and international market entry problems.
- Liaison with all federal agencies, *i.e.*, Homeland Security, U.S. Customs, FDA, TTB, *etc.*
- Secure all warehousing nationally and internationally.
- Write all Supplier, Importer, Distributor, Agent contracts.
- Set up all major product and brand tasting events and reviews for your Brands and Products.
- Develop any and all Private Label programs in the U.S. and selected international markets.
- Secure “launch events” and participation in select national and international programs.

Sustainable Marketing Program:

- 1) Bacchus USA offers CORE SUPPORT in all Project Specific and Critical Federal and State Requirements, including but **not limited to**, State Liquor Authority, *i.e.*, Brand Registration (all 50 States), State C.O.D. Matrix submissions (all 50 States), Label Approvals, all Compliance Reviews and Ongoing Compliance Maintenance regarding FDA agency, and TTB follow-ups.
- 2) Bacchus USA will work through all Brand PRICING STRATEGIES. We do not want a Product or Brand to become improperly “BRANDED.” Meaning, we want to align brands and products with the markets pricing demands; we work to SUSTAIN SALES AND PROFITS through relevant pricing and placements.



3) **MONITORING, PERFORMANCE AND MAINTENANCE.** Bacchus USA can and will gather and interpret all performance data against current market realities on both sides of the Atlantic and the Pacific as needed. This phase is key to sustaining a meaningful, fluid and long-term performance record. The “Why, When, Where, and How” are very important in helping us understand “Performance.” We want to meet often to review all pertinent data collected. Critical information will come from these meetings that directly impacts company production and decisions. No other company provides these relevant services for their international clients. Performance will also be tracked via our proprietary “Performance Tracking Software.” We want to see fluid performance dynamics. This will allow us to shift strategies in response to global industry changes, currency fluctuations, and all changing “government compliances.” This phase requires constant vigilance and is ongoing: this is the core of our marketing program and this is what creates Sustainable Entry.

4) **SECURE DISTRIBUTION** in California is first. A maiden launch in California is vital to success in the U.S. market. We believe without question, it is of paramount importance to find the right importer/distributor in this region of the U.S. first as needed for the programs success, through calculated and intense searches and not simply through importer interest.

NOTE: Bacchus USA is also an established Licensed U.S. Food and Wine Importer and approved FDA and TTB agent.

5) **MAJOR MEDIA COVERAGE** is always a vital strategy for introducing products. While working with the “Main Stream Media” (Press) is not innovative, it is vital, just as our association with “Secondary and Tertiary” media groups are equally vital. Research and experiences with these media groups has found that our written marketing efforts have reached “Target Groups” faster. Brands and Products will appeal to a wide range of consumers. We have found that these secondary and tertiary consumers have greater purchasing power in their numbers: this category is NOT to be ignored.

6) Bacchus USA will research and identify the Best National Tasting and Brand Exposure Events to benefit Brands and Products. Our research along with the many food and beverage events which we participate in has shown that many of these events have become redundant and unfocused; many have become mere “gathering events” for participants to sample product and “catch-up.” This becomes a waste of effort and a huge disconnect from the main goal.

7) What is needed is the **RIGHTLY ADJUSTED EXPOSURE, EDUCATION and SALES** for Brands.

Below we have some “examples” of the events we offer our clients: **Events 2019 Season for International Brand and Product Exposure:**

JANUARY:

- **Sundance** – Gifting Opportunity
- **Golden Globe Awards** – VIP Giftbag
- **Screen Actors Guild Gala** – Snacks, Sweets, H2O, Beverages to Gifting Area



FEBRUARY:

- **Grand Basel** – Miami VIP Giftbag Opportunity
- **Super Bowl 2019** – VIP Giftbag Opportunity

MARCH:

- **Oscars 2019** – Backstage Gifting, Snacks, Sweets, H2O, Beverages, Products in 45 Dressing Rooms

APRIL:

Cochella 2019 – Sponsorship and VIP Giftbag Opportunities

MAY:

Kentucky Derby Pop Up – VIP Bag Insert Opportunity

Billboard Music Awards – Backstage Gifting, Snacks, Sweets and Beverages

JUNE:

- **BET Awards** – VIP Giftbag and Gifting Opportunities

JULY:

8) **2019 Miami Swim Week** – VIP Bag Insert and Sponsorship Opportunities

AUGUST:

- **MTV Awards** – VIP Giftbag and Gifting Opportunities
- **Teen Choice Awards** – VIP Giftbag and Gifting Opportunities

SEPTEMBER:

- **Hampton Classic Pop Up 2019** – VIP Giftbag Opportunity

DECEMBER:

- **Art Basel Week** – VIP Bag and Sponsorship Available

AND – Ongoing TV Placements Throughout the Year on ABC, NBC, CBS, FOX and Lifetime!

Bacchus USA has also been awarded the pre and post 2019 Super Bowl Events, as well as the Super Bowl itself. We have also been awarded the Obama dinner in NYC for the 2nd year in a row.

Our Bacchus USA system closely follows and monitors the trends in the market. We have learned where the best events are being held that are keenly focused on such trends. An example is the Aspen Colorado event started off with the right intentions, but as the event became popular, it has since become an event to attend by the Who's Who in the world of A-listers, an event where being “seen first” has taken precedence over everything else.

Conversely, our endless research has identified several key and vibrant shows in our southern markets that are eager for international and health & naturally nutritious themed product introduction. Thus, these have become prime market targets for long term sustainable growth.



9) Bacchus USA provides the “Established Credibility” spoken of above; credibility is vital to any program! Yet we believe it is equally important to build strength and success in our international relationships; Bacchus USA sustains those relationships within various industries and appropriate venues for the Brands and Products we represent.

Bacchus USA does this within these industries below:

- Major high-end luxury and specialty retail stores.
- High-end luxury and Boutique Hotel chains.
- High-end; Institutional, Restaurant and Hotel chains.
- Professional Sporting venues: NFL, NBA, MLB, NHL, WTA,
- Collegiate and D1 Sports Training.
- Airline and Cruise ship industries.
- U.S. military (80 U.S. Bases worldwide).
- Major food chains in NY, CA, TX, NC, FL, DC, OR, NJ and CT.

Bacchus USA officially launches Brands and Products in California via its Food & Beverage Events as well as Other Events; California is where Brand should be “Officially” introduced. NYC is the “Pulse” of the food, beverage, wine and beer industry in the U.S., however California makes the most sense because it is the “Leader” in all things related to Quality health, nutrition and sports crafted products. By officially launching Brands and Products in California, the product exposure is immediate and that “official launch” will become one of the core forces behind Brand's market “**Sustainability.**”

Social Media: Whereas many understand its valued relationship to business, most do not understand how to distribute a product digitally and get the message out to the masses. This phase of our marketing program will allow us to identify who and where we should be focusing our attention; where the demographics exist. This service will be invaluable: it is intended to **increase your sales, secure robust orders and increase profits.** Through Bacchus USA's own proprietary social media platform.

Our “Proprietary Marketing Platform” designed for “Social Media Packaging” will include constant written and video exposure. We tie this directly into your website for direct and rapid sales even beyond borders! The interview and segments of our programming will be integrated into our YouTube, Media Channels and Blogging sessions: DYNAMIC EXPOSURE is created for a Brand!

Thank you very much!

Sincerely,

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