



Investor Executive Overview

Dined & Wined modernizes wine commerce by converting restaurant tasting confidence into retail revenue — and sharing that revenue with the source of discovery.

The U.S. wine market exceeds \$100 billion annually, yet retail purchasing remains structurally inefficient. Consumers buy largely blind, relying on ratings, labels, brand recognition, and price comparison rather than personal taste validation. This suppresses confidence, weakens loyalty, and compresses margins across the category.

Restaurants already solve this problem every night.

When guests order wine by the glass, the product is validated by their own palate and reinforced by hospitality trust. This is the highest-conversion moment in wine commerce — yet the industry treats it as a closed, on-premise transaction.

Dined & Wined closes that gap.

The company integrates curated restaurant wine programs seamlessly with a compliant retail platform, allowing guests to purchase wines they have already experienced and enjoyed. Retail profits are shared 50/50 with restaurant partners, while Dined & Wined absorbs all retail-side licensing, compliance, fulfillment, inventory management, and technology costs.

Today, restaurants operate on razor-thin margins — typically 5% to 9% net — and face structural limits on profitability. Dined & Wined changes that dynamic by turning restaurant wine tastings into a lucrative retail revenue stream. Without adding operational complexity or cost, restaurants gain an additional high-margin, recurring income source that can rival or even surpass their traditional net profits. This is more than incremental improvement; it's a paradigm shift.

This creates a structural shift:

- From speculative shelf purchasing → To confidence-driven experiential commerce
- From price-comparison margin compression → To trust-based repeat behavior
- From restaurants as informal tastemakers → To restaurants as direct economic participants
- The economics are disciplined and scalable.

Under a conservative 8% restaurant wine-by-the-glass-to-retail conversion rate, the model approaches break-even in Year 1. At 10% conversion, profitability accelerates as fixed infrastructure costs dilute. At 12% conversion, operating leverage becomes pronounced, with incremental revenue flowing disproportionately to the bottom line.

Each restaurant partner functions as:

- A recurring acquisition engine
- A credibility anchor
- A tasting validation point
- A high-margin distribution node

The model scales horizontally. D&W's e-commerce-driven retail website infrastructure launch begins in Tucson with dense restaurant concentration and a centralized retail pickup and delivery hub. Expansion then replicates into comparable metropolitan markets (400K–1M population) using a standardized, compliance-forward playbook. Each city operates as a contained profit unit, limiting cross-market fragility and protecting capital efficiency.

Dined & Wined is initiating a \$400K seed round as part of a broader \$2M raise to launch and validate the Tucson pilot, building the logistics infrastructure needed to prove the model and enable scalable multi-city expansion.

With that \$2M investment, five-year projections under the current pro forma model show revenue scaling to \$113M+, with an expanding margin profile driven by the D&W restaurant network signing growth, repeat purchasing frequency, case penetration, and continually embedded conversion optimization — not discounting.

Dined & Wined is not another wine retailer. It is frictionless infrastructure connecting hospitality and retail, transforming experiential discovery into predictable, scalable commerce.