



# PROXIMITY<sup>TM</sup>

WINE BAR + BOTTLE SHOP

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## BUSINESS PLAN

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CURRENT AS OF  
20 JULY 2025

**CONFIDENTIAL**

CREATED BY  
COREY KREJCIK

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# EXECUTIVE SUMMARY

**Business Name:** Proximity Wine Bar & Bottle Shop

**Flagship Location:** West Chester, PA or Kennett Square, PA

**Business Concept:** A hip, modern, welcoming wine bar offering a curated selection of locally grown and produced wines, craft small plates, and engaging wine-tasting experiences. Designed to appeal to both connoisseurs and casual sippers, Proximity emphasizes accessibility, education, and ambiance.

**Mission Statement:** To foster a vibrant community around local wine by providing an inviting space for discovery, conversation, and enjoyment.

**Ownership & Legal Structure:** TBD

**Funding Requirements:** \$445,000 for startup costs, including leasing, interior build-out, licensing, inventory, staffing, and marketing.



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# THE PROBLEM

The wine industry is currently experiencing a market reset moment, with excess supply and inelastic demand, largely due to a confluence of headwinds ranging from beverage alternatives to an aging consumer base. As a result, bulk wine prices are at a 30-year low, forcing many producers to think differently about how they have traditionally sold their wines. Meanwhile, emerging consumers (Zilennial/Gen-Z) are challenging the industry to develop authentic, casual, 'vibey' brand experiences to earn their business. Many producers are not equipped to pivot towards this new strategy, but welcome the opportunity to work with partners to find new ways to sell their products.

SOME GEN Z-ERS AND YOUNG MILLENNIALS SAY THE CULTURE AND AESTHETICS OF WINE MELD WITH THEIR LIFESTYLES, WHETHER THEY'RE DRINKING OR NOT.

**-NEW YORK TIMES, OCTOBER 2024**

# THE SOLUTION

Proximity Wine Bar & Bottle Shop will operate as a neighborhood-focused, '**enoteca-style**' boutique wine bar, featuring:

- A rotating menu of 30+ wines from local, sustainable vineyards found within 100 miles, with most wines packaged exclusively as private/second label, allowing for targeted shelf presence
- A curated list local beer, cider, spirits, and NA cocktails
- Small plate food pairings with artisanal and local ingredients
- Monthly events, including tastings, food pairings, and winemaker meetups
- An optional wine club membership
- An atmosphere that blends modern sophistication with casual charm, appealing to young professionals, couples, and tourists



SETTECINQUANTA WINE BAR (ROME, ITALY)

## GOALS

- |                |   |
|----------------|---|
| <b>Goal 1:</b> | Build a replicable business model that can deliver net profit margin of 20%+ per annum                                    |
| <b>Goal 2:</b> | Leverage regional bulk wine market, working with local producers to create exclusive, low-cost variant/second label wines |
| <b>Goal 3:</b> | Develop additional revenue streams through DTC, subscription (wine club), and events                                      |





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# MARKET ANALYSIS

## TARGET AUDIENCE

- Professionals aged 25-50 with moderate disposable income
- Young drinkers (and non-drinkers) who value vibe and authenticity
- Wine enthusiasts and foodies
- Tourists looking for a unique experience and a 'taste of place'
- Event planners and private groups looking for a stylish venue

## INDUSTRY TRENDS

- Increased interest in wine education and experiential dining
- Growth in demand for sustainable wines
- Consumers seek intimate, casual surroundings with unique vibe

# 25-50

Target Demo – Gen X, Millennial,  
Zilennial, Gen Z

# \$123k

Average Household Income  
Chester County, PA <sup>1</sup>

# 100x

Increase in search for 'vibe  
match' since 2015 <sup>2</sup>

# 9/10

Consumers who go out to eat  
or drink at least once per  
month <sup>3</sup>

# 45%

Zilennials (ages 21-34) who  
plan to increase visits to bars  
and restaurants <sup>3</sup>

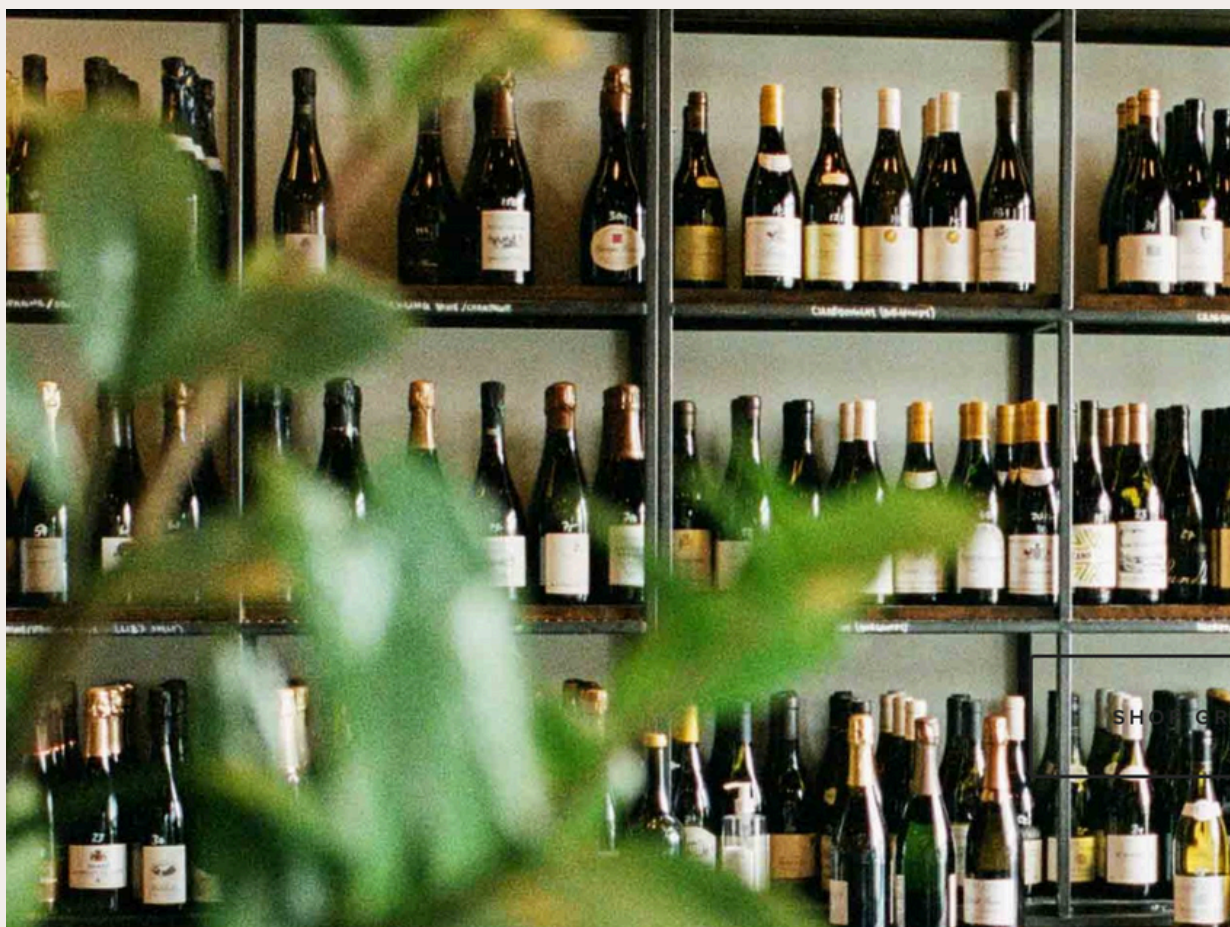
FOR GEN Z SPECIFICALLY, VIBE IS MORE THAN JUST A  
PASSING SLANG TERM—IT'S ABOUT AUTHENTICITY AND  
EMOTIONAL RESONANCE.

**-GATE 39, MARCH 2025**

<sup>1</sup> U.S. CENSUS BUREAU QUICKFACTS

<sup>2</sup> MEDIUM, MAY 2025

<sup>3</sup> SOMMELIER BUSINESS, JUNE 2024



GRAFT WINE SHOP (CHARLESTON, SC)

## COMPETITIVE ADVANTAGE

- Weak bulk wine market and use of limited-winery licensing to greatly reduce inventory and operating costs
- Use of Pennsylvania Limited Winery License removes fees/mark-ups associated with alcohol distributors and suppliers
- Unsaturated, affluent suburban locations primed for concept
- Strong relationships with local producers to procure and create a wine portfolio featuring variant/second label bottles
- Executive team with 30+ years combined experience in brand building, hospitality, and experiential wine marketing
- In-house sommelier and expert-led events with a dedicated focus on wine without the pretension
- Cozy, casual vibe, tailored for relaxed enjoyment





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# OPERATIONS PLAN

## Hours of Operation:

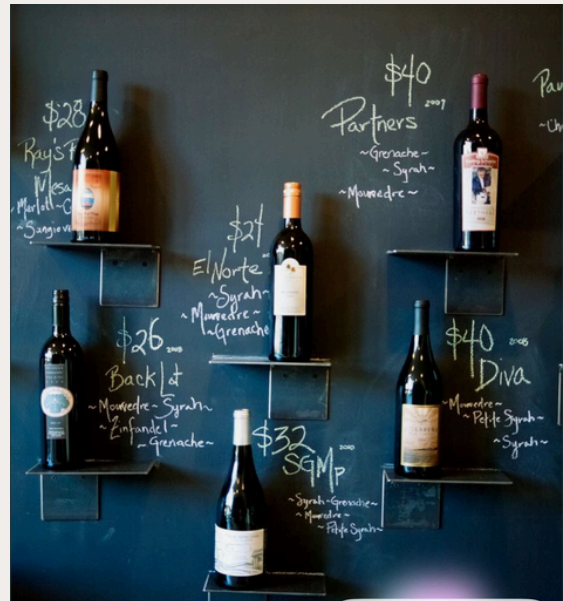
Wednesday-Sunday, 4 PM to 10 PM

## Staffing Needs:

- General Manager
- 2 Bartenders with wine knowledge
- 1 Chef/Kitchen staff for small plates
- 1 Host/Server

**Suppliers:** Partnerships with local distributors and direct relationships with small vineyards

**Technology:** POS system, inventory management software, website/e-commerce integration - Shopify/Shopify POS



## Menu Overview:

- 30+ wines available by the glass and bottle
- A small selection of local beer, cider, spirits, and NA beverages
- Tapas-style dishes (e.g. crostini, charcuterie, olives)
- Seasonal specials and wine-pairing bites
- Locally sourced desserts and cheeses

## Wine Club:

- Quarterly subscription
- 3 or 6 bottles per allocation
- Free tastings for member and guests
- VIP access to winery events and pick-up parties
- Target membership: At least 500+
- \$119/allocation - 2024 national average order value (AOV)

## Private Events:

- Pricing and availability contingent upon space



PLACE DES FÊTES (BROOKLYN, NY)

# MARKETING STRATEGY

**Brand Identity:** Hip and modern

**Brand Positioning:** Neighborhood-focused, boutique wine bar, influenced by Italian enoteca model

**Online Presence:** Website, Instagram, TikTok, Google Business Profile

## **Marketing Channels:**

- Social media campaigns promoting events and featured wines
- Local partnerships with art galleries, boutiques, and hotels
- Loyalty rewards and wine club memberships
- Press outreach to local lifestyle and food publications

**ENOTECA** CAN BE TRANSLATED AS “WINE LIBRARY,” BUT IN ITALY AS WELL AS THE UNITED STATES, THE WORD IS USED MORE OFTEN TO DESCRIBE A WINE SHOP OR WINE BAR THAN A PRIVATE WINE CELLAR.

**-WINE SPECTATOR, JUNE 2025**



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# FINANCIAL PLAN

## START-UP COSTS

|                          |                  |
|--------------------------|------------------|
| Payroll                  | \$185,000        |
| Leaseholder Improvements | \$75,000         |
| Rent                     | \$60,000         |
| Furniture & Decor        | \$50,000         |
| Opening Inventory        | \$25,000         |
| Working Capital          | \$25,000         |
| Marketing                | \$10,000         |
| Technology               | \$10,000         |
| Licensing & Legal        | \$5,000          |
| Management Fee           | TBD              |
| <b>TOTAL</b>             | <b>\$445,000</b> |

## YEAR ONE REVENUE

|                       |                  |
|-----------------------|------------------|
| Wine Bar Sales        | \$600,000        |
| Wine Club Memberships | \$150,000        |
| Online Sales/DTC      | \$50,000         |
| <b>TOTAL</b>          | <b>\$800,000</b> |



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# MEET THE TEAM

Long-time industry veterans with a firm understanding of the strengths, opportunities, and challenges associated with the current U.S. wine market. We build successful brands that embrace strategy, adaptability, and identity.



## Corey Krejcik

A business strategy and brand executive with over 25 years in experiential marketing, live events, and hospitality, Corey most recently served as Vice President and General Manager of Chaddsford Winery - building the brand through a strategic vision rooted in approachability, community and sustainability. Corey is President Emeritus of the Brandywine Valley Wine Trail, board member of the Chester County Workforce Development Board, and advisory lead for the Cheyney University Winery Management program. A Pennsylvania native, Krejcik earned his bachelor's degree from Ursinus College and his masters degree from Villanova University.



## Rachel Brown

Rachel is a Level 2 Sommelier with over nine years of experience in the wine industry. Certified by WSET, ISG, and the Napa Valley Wine Academy, Rachel has dedicated her career to curating exceptional wine experiences — from building tasting rooms and leading educational classes to hosting intimate private dinners. Her passion lies in making wine approachable, engaging, and unforgettable for everyone she meets.



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# THANK YOU

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