



VISION

Proximity is a hip, modern, neighborhood-focused wine bar and bottle shop designed to showcase local, sustainable wines in a sophisticated-yet-casual environment, appealing to connoisseurs, casual sippers, and young professionals seeking an authentic, lifestyle-focused wine culture.

CONCEPT

- 30+ locally sourced wines
- Curated tapas-style food pairings with artisanal, local ingredients
- Small selection of craft beer, cider, spirits, NA options
- Monthly wine events: tastings, winemaker meetups, pairings
- Additional revenue streams: DTC, wine club subscriptions
- Atmosphere: Modern 'enoteca' vibe = sophistication & casual charm

MARKET OPPORTUNITY

- U.S. wine market reset = low bulk wine prices → strong supply advantage
- Gen Z and Zillennial demand for casual, authentic lifestyle experiences
- Affluent target markets with \$100K+ avg. household income
- Limited direct competition in upscale suburban settings

COMPETITIVE ADVANTAGE

- Licensed as a winery instead of a bar = lower start-up costs
- Fast to market concept with product launch >30 days from incorporation
- Strong, established supplier relationships
- Unsaturated market with room for scalable expansion
- Management team with 30+ years combined experience in wine, hospitality & brand-building

SERIOUS INQUIRIES ONLY

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