

HIDDEN HANGAR

Vineyard & Winery

Denison, Texas



41

TRA 400

ABOUT

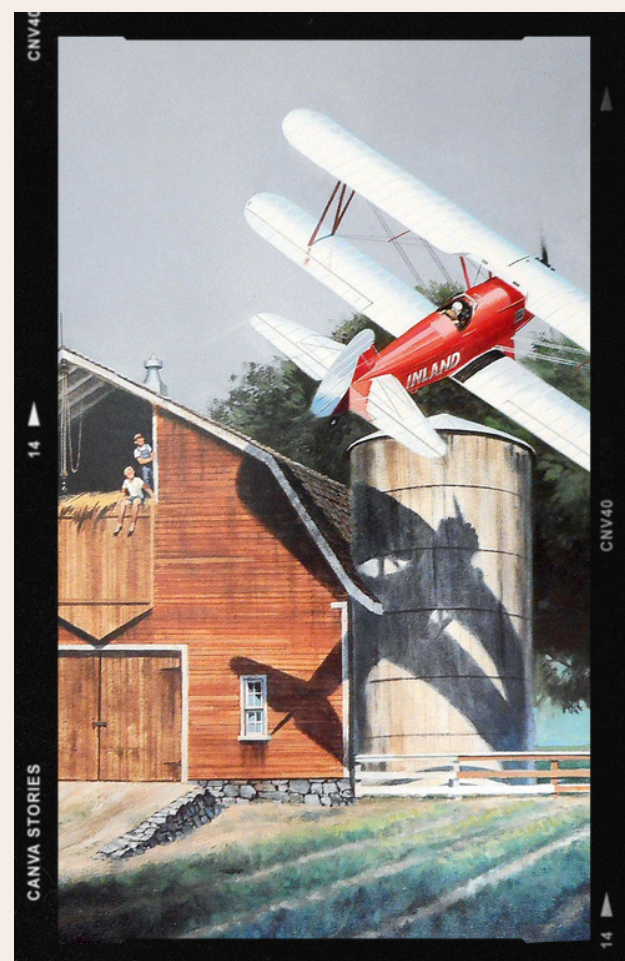
Our History

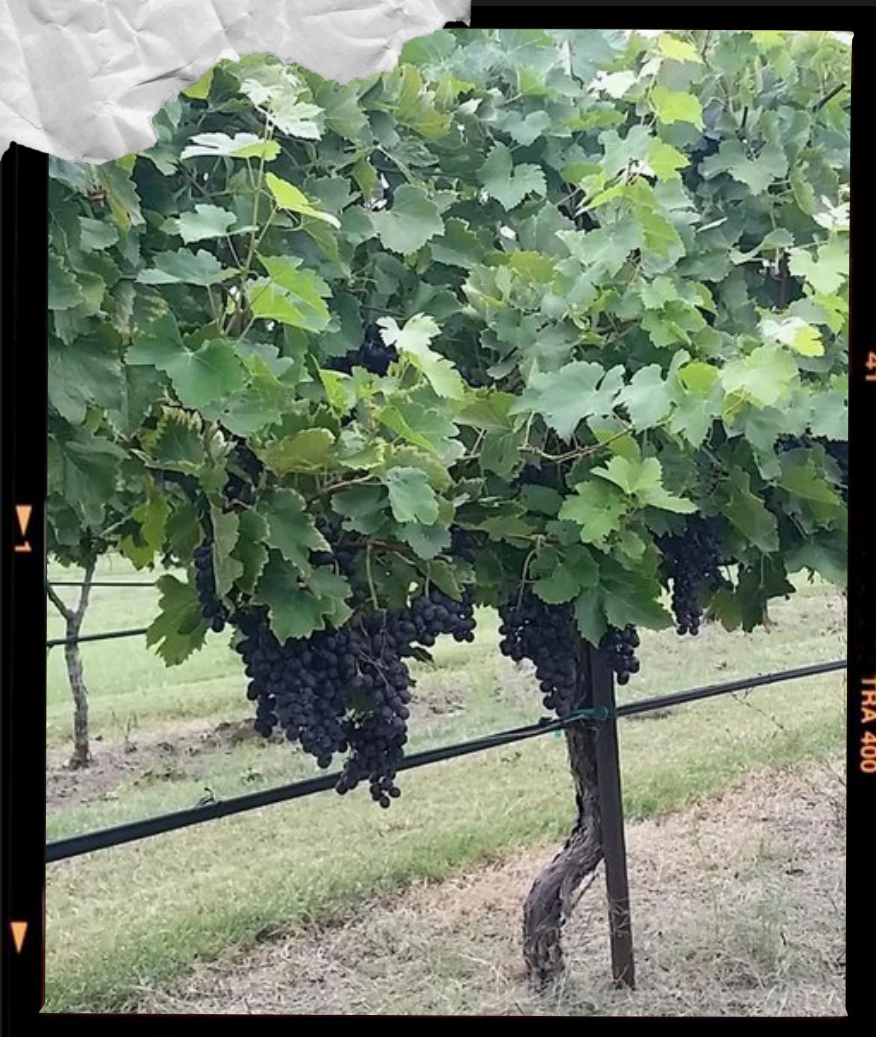


HIDDEN HANGAR VINEYARD WAS ONCE THE HOME OF BARNSTORMING PLANES THAT USED THE GRASSY KNOLL AS THEIR RUNWAY TO THE SKY. FROM 1928 UNTIL THE 1950'S THE MUNICIPAL AIRPORT, LOCATED TWO MILES EAST OF DENISON, WAS KNOWN AS GRAY FIELD. IT SERVED AS A TRAINING AIRPORT FOR "WANNA-BE" PILOTS AND A FUEL STOP FOR THOSE TRAVELING BETWEEN OKLAHOMA CITY AND DALLAS. ORIGINALLY, THE AIRPORT CONSISTED OF ONE LARGE HANGAR AND SEVERAL SMALL "T HANGARS". UNFORTUNATELY, THE HANGAR WAS DESTROYED IN A LATE NIGHT FIRE IN THE 1960'S. THE CONCRETE SLAB OF THE HANGAR STILL PARTIALLY EXISTS TODAY.

THE VINEYARD WAS A FAMILY DREAM THAT WAS ESTABLISHED IN THE 1990'S. THE SECOND AND THIRD GENERATIONS ARE NOW CONTINUING THAT DREAM.

HIDDEN HANGAR IS PART OF THE TEXOMA AMERICAN VITICULTURAL AREA (AVA), ONE OF EIGHT AVA'S THAT EXIST IN TEXAS.





HIDDEN HANGAR GROWS VITIS VINIFERA GRAPES. WE ARE HOME TO CABERNET FRANC, CABERNET SAUVIGNON, MALBEC, PETITE VERDOT, RIESLING AND SYRAH GRAPES. THROUGHOUT THE YEARS, WINE MASTERS HAVE TAKEN THE GRAPES FROM OUR FIELDS AND CREATED AWARD WINNING WINES.

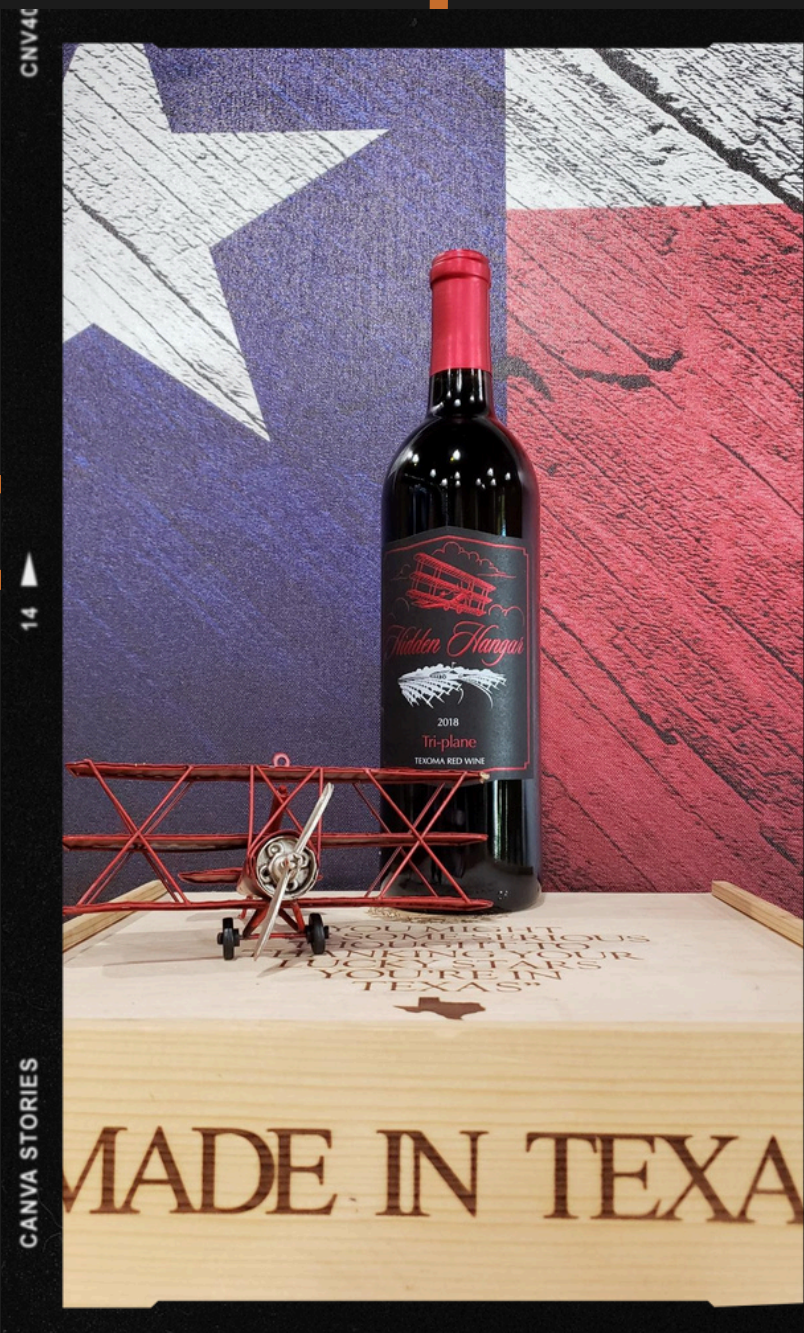
IN 2017, HIDDEN HANGAR DECIDED TO CHANGE FROM BEING SOLELY A VINEYARD AND SUPPLIER OF GRAPES TO OTHER TEXAS WINERIES TO A PRODUCER OF OUR OWN TEXAS WINES.

IN 2024, HIDDEN HANGAR HAS MOVED TO EXPAND ITS PORTFOLIO TO INCLUDE NON-ESTATE TEXAS WINES, SAKE, CIDERS, AND OTHER WINE-BASED PRODUCTS.

OUR *road ahead*

BRAND

identity



WE ARE TEXAS WINE!

HIDDEN HANGAR PRODUCES AWARD-WINNING TEXAS WINES, USES ONLY TEXAS-GROWN PRODUCTS, AND PROMOTES THE HISTORY AND CULTURE OF TEXAS.

OUR HISTORY IS REFLECTED IN OUR NAME, DEPICTED ON OUR LABEL, AND SHARED WITH EVERY BOTTLE OF WINE WE PRODUCE.

WHAT

we do



GRAPE PRODUCTION

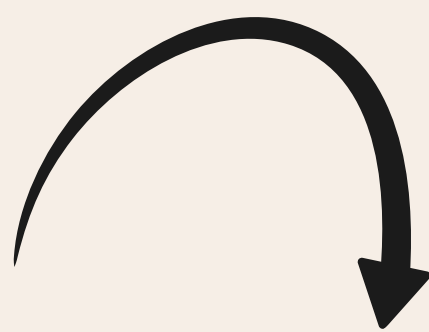
HIDDEN HANGAR GROWS CABERNET FRANC, CABERNET SAUVIGNON, MALBEC, PETITE VERDOT, RIESLING, AND SYRAH GRAPES. THE GRAPES ARE HARVESTED AND USED TO CREATE OUR AWARD-WINNING WINES.

WINE PRODUCTION

HIDDEN HANGAR MAINTAINS AN EXTENSIVE PRODUCTION FACILITY, AND PRODUCES 17 DIFFERENT WINE PRODUCTS CURRENTLY AVAILABLE IN RETAIL LOCATIONS IN BOTH TEXAS AND OKLAHOMA.

WE ARE IN PROCESS OF DEVELOPING NEW PRODUCTS TO EXPAND OUR CURRENT PORTFOLIO.

ADDITIONALLY, WE PROVIDE CUSTOM WINEMAKING SERVICES FOR OTHER WINE PRODUCERS.

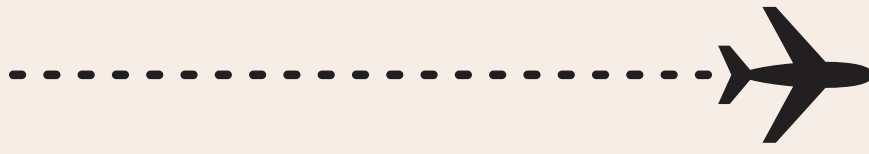


PRODUCTION *capacity*

- Modern production facility.
- Process up to 100 tons of grapes.
- 20,000 gallon+ tank capacity.
- Glycol Chilling System servicing 18,000 gallon tank capacity.
- Accessible loading bays.
- Tractor Trailer Access.



VISION BOARD



BRAND VISION

12 MOS:

- DEVELOP 3 - 5 NEW PRODUCTS (NEW VARIETALS, SAKE, CIDER, SPRITZER).
- INCREASE PRODUCTION FROM 2K TO 4K CASES ANNUALLY.

24 MOS:

- PLANT NEW VARIETALS IN VINEYARD TO SUPPORT NEW PRODUCTS.
- INCREASE PRODUCTION TO 5K CASES ANNUALLY.

36 MOS:

- DEVELOP PACKAGING ALTERNATIVES (KEGS, CANS, ETC).
- DEVELOP 2 NEW PRODUCTS (SPARKLING, BLENDS).
- INCREASE PRODUCTION TO 6K CASES ANNUALLY.

SALES GOALS

- SALES RATE OF 2 CASES PER MONTH PER RETAIL LOCATION.
- ANNUAL SALES OF 4000 CASES IN 24 MOS; 10000 CASES IN 36 MOS.
- 75% OF SALES REVENUE VIA WHOLESALE SALES. 25% OF SALES REVENUE DERIVED VIA DTC.

DISTRIBUTION GOALS

12 MOS:

PRODUCT PLACEMENT IN 100-150 RETAIL LOCATIONS IN TX AND OK.

24 MOS:

PRODUCT PLACEMENT IN 200-225 RETAIL LOCATIONS, 3 STATE DISTRIBUTION.

36 MOS:

PRODUCT PLACEMENT IN 250-300 LOCATIONS, 5 STATE DISTRIBUTION.