



DON VICENTE



Quinoa
SPIRITS

EXQUISITE BLEND OF MALTED QUINOA AND BARLEY

HANDCRAFTED IN SMALL BATCHES AT
THE SACRED MOUNTAIN OF THE
LAGOON OF GUATAVITA

INDIGENOUS MUISCA TERRITORY





DON VICENTE



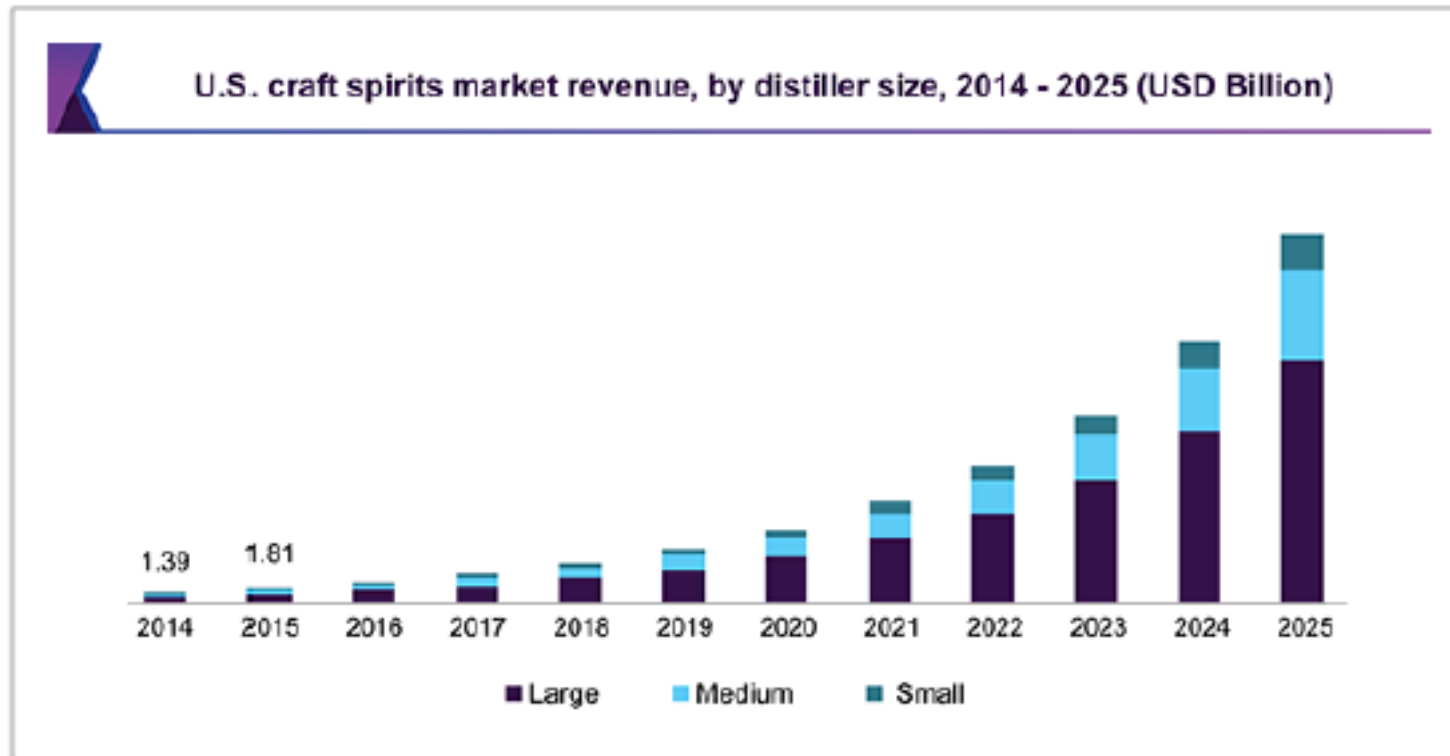
Quinoa
SPIRITS

Don Vicente Quinoa Spirits is the result of innovative recipes -WHISKEY & GIN- produced with malted quinoa, ready to be scaled and exported.

The opportunity

There is an increasing global demand for craft produced spirits, especially in the U.S. and China. The demand is expected to grow in the coming years, especially for whiskey, which has the largest sales, followed by gin.

Artisanal spirits are no longer a trend, consumers prefer spirits with authentic flavors over industrially produced liquors.



"Craft beer is now, but craft spirits is the future", says Michael Nagrant, a Chicago-based food writer.

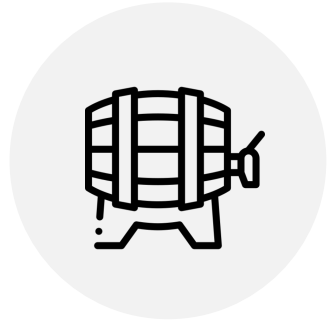
Sources: <https://www.grandviewresearch.com/industry-analysis/>

The opportunity



Sustainability

Companies across the globe are shifting to production that is better for people and the planet.



Natural ingredients

New trends are leaning towards foods with less additives—healthy is the new luxury.



Support for small business

Consumers seek products that help small businesses and authentic, real and artisanal products.



Variety

Consumers prefer products that are innovative and high quality.



Shifts in diets

Consumers are increasingly seeking healthy and natural foods.

The proposal

- WHISKEY & GIN made with QUINOA malt -



Quality

We make distillates with natural, fresh water from the mountains surrounding the sacred lagoon of Guatavita.



100% natural

No chemicals, no preservatives, no sugar added, no accelerators or artificial coloring.



Quinoa malt distillates

We malt our own quinoa and blend it into an all-natural malts to obtain the purest and unique distilled spirits.



Channels

DON VICENTE QUINOA SPIRITS profit model comes from:



Export

Aimed at countries with the greatest craft spirits consumption such as the USA and China. Currently negotiating for export to China.



Duty Free

For sale in duty free, restaurants, bars, gourmet shops and more



Productos



Quinoa Single Grain Malt

Accelerated aged

4 to 12 months in American oak barrels



Quinoa Gin

Distilled with local botanicals and herbs, black pepper from the Putumayo region, roses from the Colombian highlands, chuchuwasi from the Amazon and other unique herbs and spices from Colombia.

DON VICENTE



Quinoa

SINGLE GRAIN MALT
SINGLE CASK

EXQUISITE BLEND OF MALTED QUINOA AND BARLEY

HANDCRAFTED IN SMALL BATCHES AT
THE SACRED MOUNTAIN OF THE
LAGOON OF GUATAVITA

INDIGENOUS • MUISCA • TERRITORY

BATCH DISTILLED
SMALL COPPER POT STILL DISTILLATION

40
-(ABV)-

VOL 750 ML

PRODUCED IN COLOMBIA

Bottling date: 10/ 12/ 21
Bottle: of 295

PARA EXPORTAR

DON VICENTE

Don Vicente Quinoa Whiskey is handcrafted in the Andes Mountains at 2,900 meters above sea level in the heart of Colombia's high altitude Tropical Andean Forest. This ecosystem is plentiful in fresh mountain water, luminosity and rich soils. This is the perfect environment for our locally harvested quinoa malts, which are produced just a few kilometers away from the Sacred Lagoon of Guatavita - Ancestral MHUYSQA Territory.

Don Vicente blends the water of the mountain with the golden grain of the Andean peoples - quinoa. For the MHUYSQA people, the Lagoon represents the center of the Earth that connects humans to the center of the Mother (they call the Lagoon the "belly button" of the earth). Since pre-Hispanic times, the Lagoon has been a spiritual and ceremonial center where the ritual known today as The Legend of El Dorado was carried out. In times of the Conquest, the Spanish traveled to southern Peru and northern Mexico looking for the Laguna del Dorado that hid a city full of gold in its waters.

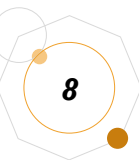
HICOTEA MEANS FRESHWATER TURTLE, SYMBOL OF LONGEVITY, WISDOM AND IRREVERENCE.

www.lahicotea.com

DISTILLED AND BOTTLED BY

BATCH:

DESTILADOS EXÓTICOS SAS
Vda San José, FCA El Paraíso, Guasca, Cundinamarca





La Hicotea Quinoa Whiskey is matured in an equatorial-tropical microclimate with unique geographic conditions including altitude, luminosity and stable temperature throughout the year. These conditions give our whiskey particular characteristics: a pure taste and feeling, highlighting the smoky and sweet notes of quinoa blended with the flavor of vanilla from the American oak barrels.

ORIGIN	Sacred mountain of the Lagoon of Guatavita		
HEIGHT	2,900 meters above sea level		
ABV	40%		
VARIETAL	quinoa malt and barley malt		
WATER SOURCE	natural spring water		
	CHARACTERISTICS		
	100% natural, no artificial colors or preservatives		
DISTILLERY	La Hicotea Factoría		
	www.lahicotea.com		

Value proposition

- Only whiskey and gin in the world that has been produced in the Andes Mountain Range at 2,900 meters above sea level, amidst tropical Andean forests, made with natural mountain spring water near the sacred lagoon of Guatavita.
- Made with locally produced and malted quinoa.
- Aged in the equatorial tropics in a microclimate that offers unique geographic conditions including altitude and luminosity, with no variations in the seasons which allows for a stable temperature all year round.
- These weather conditions add special attributes to our distillates, and a purity that brings out the smoky and sweet properties of the quinoa, mixed with the vanilla flavors of the American oak.
- Low production costs for a Premium distillate (raw materials, labor, real estate and services) compared to products of the same category in countries such as Scotland, Canada and Japan.
- The product has been tried and approved by professional sommeliers, cocktail experts, and international buyers.
- The distillery has basic infrastructure for development and expansion, including the capacity to produce 5,000 liters of wort monthly and a 1100 square meter warehouse ready to install an industrial distiller and aging barrels.
- Distillates from an indigenous territory. For the ancient MHUYSQA community that formerly inhabited the area, the sacred lagoon of Guatavita was the “bellybutton” of the planet that connected all humans to mother earth. Since before prehispanic times, the lagoon has been a magical place, a spiritual center and the place where natives brought gold during rituals that is known today as “The Legend of El Dorado”. During the Spanish Conquest, the Spanish conquistadores traveled Peru, Mexico and Colombia seeking the magical Lagoon of El Dorado, a lagoon whose waters were filled with gold. This distillates contains the sacred water from these same mountains that holds grains of gold from ancient Andean communities.

Competitors for quinoa whisky

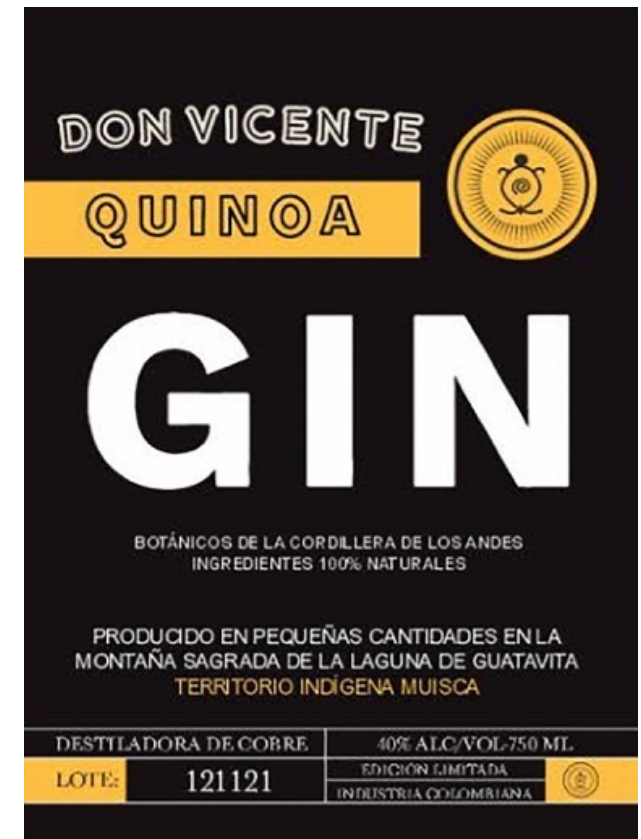


There are two other whiskeys that use quinoa grain in their ingredients. Corsair, in the USA and Project Q in Australia. Neither of these two malt the quinoa, they only include the seeds mixed in with other grains. They are also lacking our special feature: distilling at altitude and accelerated aging in the equatorial Andean mountain range.



Don Vicente Quinoa GIN

Distilled at 2,900 meters with local botanists: yacón, guascas, pepper from Putumayo, moor roses, chuchuwasi del Amazonas, among other.

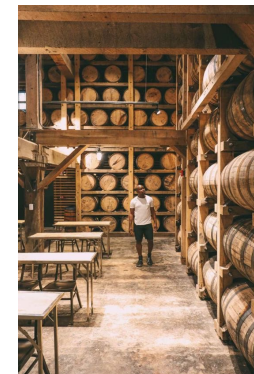


Production facilities - Sesquilé, Cundinamarca

Wort capacity: 6,000 liters per month



The distillery that we have priced produces 500 liters per batch. About 12,000 liters of distillates per month



Market



Global

- Global demand for artisanal produced spirits with natural raw materials and innovative flavors is growing.
- It is projected that the global market for craft spirits will be worth over 80 trillion USD by 2026, representing a 33.4 CAGR growth from 2017.
- The U.S. is the largest consumer, a market that was worth 6.13 trillion dollars in 2016, followed by the European union and China.
- Millennia's: they represent the greatest market globally for artisanal spirits.
- In 2018 in the U.S. 1835 artisanal distilleries were registered, representing a 15.5 percent growth from 2017. In this same period these distilleries saw a 23.7 percent sales growth, worth 7.2 million USD – an increase of over 3.7 million USD.
- Artisanal distilleries will take an important market share in Latin America in the next 5 years.
- The potential is in that our ingredients and the product itself is local, yet exotic for the rest of the world.



Inversión

Require initial investment: USD \$ 1,000,000

Maximum production capacity per year : 221,600 bottles 750 ml.

Maximum capacity per year: quinoa whiskey 21,600 ; quinoa gin 200,000

YEAR 1

- Purchase of 20 tons of quinoa and packaging materials
- Working capital
- Purchase of distiller and machinery
- Malting process of 20 tons
- Begin production

YEAR 2

- Sales and shipping of one container
- Includes production and aging of whiskey in American Oak barrels
- Purchase of production line for greater capacity

YEAR 3

- Sales and shipping of 2 containers
- Purchase of automatic bottler
- Purchase of labeling machine

Don Vicente Quinoa

Tiempo del proyecto 10 años
Producción de Whiskey y Ginebra
Total inversión 4.386'880.000

Fondeo

Préstamo 50% plazo 5 años

Inversionistas 50%

Producto	Capacidad Destiladora	Precio de venta unitario (antes de IVA)
Whiskey	41.760	\$90.000
Gin	281.600	\$75.000

Supuesto

Producto	Capacidad Destiladora	Precio de venta unitario (antes de IVA)
Whiskey	41.760	\$90.000
Gin	281.600	\$75.000

- Capacidad de Producción 95%
- Ventas 75%
- Tasa de descuento 15%

INVERSION	Año 1	Año 2	Año 3	Año 4	Año 5	Año 6	Año 7	Año 8	Año 9	Año 10
\$ (2.193.440) -\$	2.426.817 \$	1.229.701 \$	2.118.564 \$	4.120.035 \$	5.074.048 \$	6.465.136 \$	7.339.881 \$	7.474.009 \$	7.610.819 \$	10.963.808 \$

Cifra expresada en miles COP

	Anual	Mes
TIR	54,25%	3,68%

VPN constante \$ 15.768.659

PAYBACK 3,3



****Documento Confidencial - Este documento y sus archivos adjuntos contienen información confidencial, que está destinada únicamente a la persona o entidad cuya dirección se indica dirigida. Se prohíbe cualquier uso de la información contenida en este documento de cualquier manera (incluida, entre otras, la divulgación, reproducción o difusión total o parcial) por personas que no sean los destinatarios previstos. ****



Resumen

- Se tiene en cuenta un escenario con capacidad de producción al 95% y ventas al 75%.
- El payback es de 3 años.