



Napa Royals Estate & Campus - By Trending Beverages



TRENDING BEVERAGES
Beverage Development
& Production



NAPA VALLEY DISTRIBUTION
Beverage Distribution
& Marketing



NAPA ROYALS
Lifestyle Society
& Memberships



Business Deck Structure

1. **Executive Summary:** Vision, brand positioning, property details.
2. **Market & Pricing Analysis:** Present Napa averages and Napa Royals premium positioning.
3. **Revenue & Profit Projections:** Using 60–100 guests/day model, 30% overhead, profit forecasting.
4. **Competitive Analysis:** Restrictions on standard wineries vs Napa Royals estate open, immersive model.
5. **Property & Development Plan:** Silverado Trail site details, entitlement, financing.
6. **Program & Curriculum Overview:** Micro-semesters, immersive tracks, partnerships.
7. **Technology & Platform Infrastructure:** POS, marketplace, licensing, AI tools.
8. **Growth Strategy:** Affiliate network, global expansion, events, weddings, lodging.
9. **Financials:** Projections, assumptions, sensitivity scenarios.
10. **Call to Investors:** Equity opportunities, joint-ventures, revenue-share models.

Business Overview: Trending Beverages & Napa Royals Estate

Company Name: Trending Beverages Inc., affiliated with Napa Valley Distribution & Brands

Brand & Program: Napa Royals Academy, powered by the Napa Royals Estate

Details:

- 12.5 acres, entitled and permit-ready, 5 minutes from downtown Napa

Mission & Edge:

Trending Beverages redefines beverage development—wine, beer, spirits, and beyond—alongside a digitally interactive brand experience and seamless distribution via Napa Valley Distribution and Trending Beverages web3.0 marketplace.

Napa Royals Academy elevates hospitality education with immersive, lifestyle-infused, live-in micro-semester programs, combining culinary, vineyard, management, and tech training with luxury resort-style living.

Market Averages & Pricing

Napa Valley Experiences (Typical Averages):

- **Wine Tasting Fees:** Basic average \$40; Reserve tastings \$81; high-end \$128+ ([Financial Times](#), [Napa Valley Balloons](#), [blog.wayfarerjourney.com](#))
- **Food & Wine Pairings:** Typically range \$95–\$150+ ([blog.wayfarerjourney.com](#))
- **On-site Sales:** Visitors spend nearly \$500 per tasting-room visit ([Financial Times](#))
- **Large Weddings (200–300 guests):**
 - Resort/hotel: \$73.8K–\$90.2K ([Wedding Report](#))
 - Winery elegant summer wedding: \$106.9K–\$130.7K ([Wedding Report](#))

Napa Royals Academy Pricing (Projected):

- **Luxury Wine & Food Pairing Experience:** \$85–\$1,000+ per person
- **Full Guest Spend (Tastings + Food + Wine + Bar):** Estimate \$370+ per guest as baseline

Potential outperformance drivers & differentiators vs other venues::

- Tap into **79% of visitors who go tasting**, many limited by restrictions elsewhere [San Francisco Chronicle](#)
- Capture high-margin revenue streams (pairings, bar, lodging).
- Differentiated offering allows a safe ground for expansions and the **command premium pricing** and stacked-multiple revenue streams per visitor.
- **Napa Royals Estate Campas and Trending Beverages obtain wider monetary services, experiences, and offerings**—options restricted in most Napa Winery or venue settings.
- **Luxury resort-style lodging and field trips** greatly enhance value perception.
- **In-person sales capacity** (tourists + guests) maximizes ancillary spend relative to typical wineries focused largely on club or reservation models.



NAPA ROYALS ACADEMY

Program / Institution	Type of Program & Credentials	Duration / Structure	Approximate Cost	Notes
CIA – Greystone (St. Helena, CA)	Associate degree (Culinary/Baking); certificate options	4 months per semester	\$22,105 - \$25,000 semester	Includes 2 meals/day; general fees; high-end culinary curriculum
Napa Royals Academy (Our concept)	Hospitality, beverage, culinary, inner-industry business management, events, and marketing.	4 months – with 3 seasonal options.	\$25,000 total	Luxury resort-style lodging; business-focused, experiential curriculum, fieldtrips and add-ons.
Starkey Institute	Live-in vocational (butler training)	4–8 weeks	\$13,000+	Specialized household/estate manager training
Cornell SHA (Cornell University)	Bachelor's degree + live hotel practicum	Multi-year program	\$30,000+/year	Premier Ivy League hospitality management school
Walnut Hill College	Culinary & hospitality associate/bachelor's degrees	Academic + global travel tours	\$\$\$ - Premium pricing	Includes global trips to Europe/Disney; highly immersive
JWU, FIU Chaplin, Rosen College	Campus-based culinary & hospitality degrees	Multi-year programs	Similar to CIA	Diverse campus experiences; paid internships; some live-in options

Revenue Projection (Assuming 60–100 Guests/Day)

Metric	60 Guests/Day	100 Guests/Day
Revenue per Guest	\$370	\$370
Daily Revenue	\$22,200	\$37,000
Monthly (30 days)	\$666,000	\$1,110,000
Annual (360 days)	\$8M	\$13.3M
Overhead (30%)	\$2.4M – \$4M	\$3.3M – \$4M
Projected Net Profit	\$5.6M – \$8.8M	\$9.3M – \$9.3M

Unique Value & Competitive Advantage

- **Regulatory Freedom:** Unlike many Napa wineries restricted from walk-ins, music, outside food, and events—Napa Royals Estate benefits from city/county location allowing immersive, full-service experiences.
- **Multi-Revenue Streams:** Tastings, food & bar service, lodging, curriculum programs, special events, wedding hosting, and beverage production—diversifying income beyond single-use venues.
- **Tech-Driven & Scalable:** Integrated software platform for supply, distribution, POS, fulfillment, data analytics, and B2B/DTC marketplace supports high margins.
- **Brand & Global Expansion:** Partnerships (e.g., Manny Pacquiao wine), intellectual property/lifestyle branding, and international growth (Philippines + Asia).
- **Landowner Support:** Down-payment flexibility (\$2M), seller financing (\$18–25K/month), pre-approved for ADUs and mini-mansions—minimizing upfront investment.



NAPARoyals

