

THE DUCHESS DRINKS COMPANY  
*Partnership Proposal*



OPPORTUNITY TO PARTNER WITH  
A PIONEERING PLAYER IN THE FAST-GROWING,  
NO & LOW ADULT DRINKS CATEGORY

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Launched in 2016, **The Duchess Drinks Company**  
has achieved multinational proof of traction & has  
**sold over 10 million units.**

The Founders strongly believe that it is the opportune  
moment to integrate our brand into **an established  
beverage network.** To achieve this, we are excited  
to open up the possibility of a licensing agreement  
or an equity option. This can be further extended  
to include a mutually beneficial growth  
& innovation partnership.



LICENSING



EQUITY



GROWTH &  
INNOVATION



## AN INNOVATIVE PLAYER



The Duchess launched the world's first alcohol-free gin & tonic in 2016.  
In 2020, The Duchess expanded their alcohol-free offering with  
the world's first alcohol-free wine spritzers.

## BRAND VIDEO

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Click [\*\*HERE\*\*](#) to watch the **Duchess Brand Video**.

## A PROVEN TRACK-RECORD

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This investment represents an extra-ordinary opportunity to **build on The Duchess success story** & scale the brands both locally & globally.



10 MILLION<sup>+</sup>  
UNITS SOLD



R80M  
REVENUE  
TO DATE



AWARD-WINNING  
CONCEPT  
& TASTE



COMMUNITY  
OF 50 000  
FANS



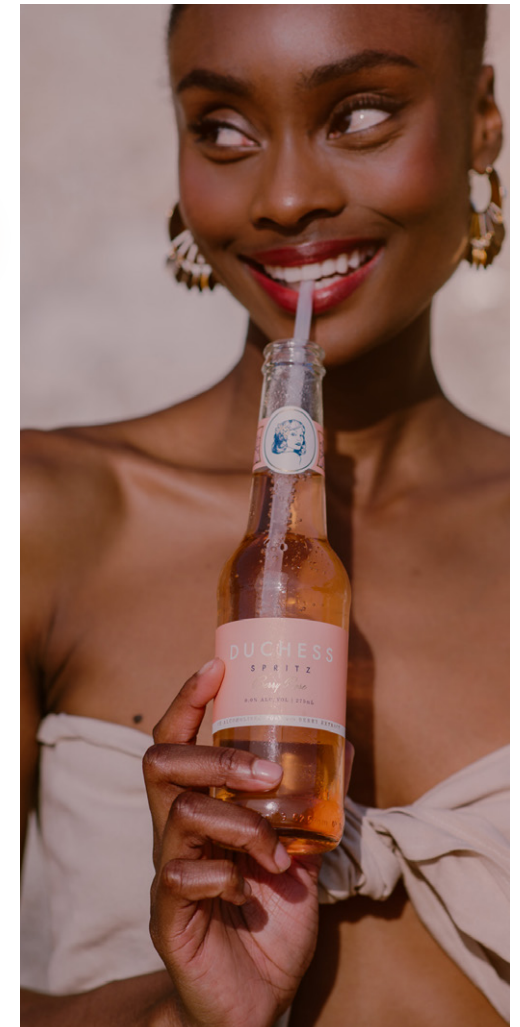
COMPETITIVE  
GLOBAL  
EXPORT

*'The No & Low category is projected to grow  
by 7% CAGR per year to \$13 billion  
in size globally, by 2026.'*

*– Fooddive.com*



## CREATING LASTING IMPRESSIONS



marie claire

woman&home

FT  
FINANCIAL  
TIMES

VOGUE

Women'sHealth

ELLE

L'OFFICIEL



## CAPE SPRITZ

The Duchess developed **Cape Spritz** in 2022, targeting the **R4b wine spritzer** category in South Africa, with the opportunity to export this iconic Capetonian brand, globally.



## FROM CAPE TOWN TO THE WORLD

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Cape Spritz is a **ready-to-drink, rosé wine spritzer**, infused with natural peach & served with a sea salt rim. The true taste of Cape Town.



AN  
INTERNATIONAL  
BEVERAGE  
BRAND FROM  
CAPE TOWN



ONTRACK  
TO SELL  
1 MILLION  
UNITS IN  
YEAR 1



R20M  
PROJECTED  
REVENUE



TARGETING  
10% LOCAL  
MARKET SHARE  
*(Potential R360m)*



EXPORT  
OPPORTUNITY  
TO GERMANY  
*(\$20b wine market)*



## BUILDING ON A SUCCESSFUL LAUNCH

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*'It's the perfect poolside beverage, drinkable and super refreshing...  
Cape Spritz combines the best things Cape Town summer has to offer.'*  
– Cape Town Magazine

## PRICING & MARGINS

RRP	<b>R476.00</b>	<i>Case of 24 x 500ml</i>
VAT	<b>R413.91</b>	<b>15%</b>
TRADE PRICE	<b>R351.83</b>	<b>15%</b>
COST OF SALE	<b>R140.86</b>	<b>40.04%</b>
GROSS	<b>R210.96</b>	<b>59.96%</b>
EXCISE	<b>R72.84</b>	
DISTRIBUTION	<b>R52.77</b>	<b>15%</b>
NETT	<b>R85.35</b>	<b>24.26%</b>

*\*Based on Production Quantities of 100 000 cases*



RRP	<b>R354.00</b>	<i>Case of 24 x 300ml</i>
VAT	<b>R307.83</b>	<b>15%</b>
TRADE PRICE	<b>R261.65</b>	<b>15%</b>
COST OF SALE	<b>R115.00</b>	<b>43.95%</b>
GROSS	<b>R146.65</b>	<b>56.05%</b>
EXCISE		
DISTRIBUTION	<b>R39.25</b>	<b>15%</b>
NETT	<b>R107.40</b>	<b>41.05%</b>

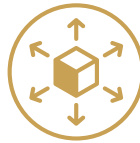
*\*Based on Production Quantities of 15 000 cases*



## INTEGRATING WITH AN ESTABLISHED PORTFOLIO WILL INCREASE VOLUMES AND REDUCE COSTS



ACCESS TO A  
LARGER SALES &  
MERCHANDISING  
FORCE



MAXIMISED  
DISTRIBUTION  
FOOTPRINT



ESTABLISHED  
CHANNEL  
RELATIONSHIPS



REDUCED  
KEY ACCOUNT  
REBATES



STREAMLINED  
LOGISTICS



COLLABORATIVE  
BRAND  
LAUNCHES



ECONOMIES  
OF SCALE  
SAVINGS

Scaling with an established beverage partner will further capitalize on  
the global opportunity in quality low-and-no adult drinks.

## WHAT DOES THE DUCHESS & CAPE SPRITZ OFFER THE NEW PARTNER COMPANY?

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COMPETITIVE  
PRICING ON  
PREMIUM  
PRODUCTS



INCREASED  
MARKET SHARE  
IN MULTIPLE  
CATEGORIES



LOCAL  
PRODUCTION WITH  
STREAMLINED  
LOGISTICS



WORLD-CLASS  
BRAND &  
PRODUCT  
INNOVATION







## THE DUCHESS WITH ALCOHOL

To gauge interest, we conducted a survey<sup>1</sup> to ask our fans what they think of an alcoholic Duchess.

*Would you like to have an alcoholic option of The Duchess?*



We received an overwhelmingly positive response, with 97% of customers wanting an alcoholic counterpart to the current range.

This allows the new partner company to enter the gin-based RTD market & own significant market-share in the premium sector.

## DUCHESS VENTURE STUDIO

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At The Duchess, we continue to **drive innovation** that disrupts the traditional alcohol & soft drink beverage industry and **capitilizes** on key consumer trends.

We have developed and designed multiple new SKU's, as well as new pack formats of existing SKU's, that are **ready to be rolled out within the no and low-alcohol beverage category.**

The management team is committed to continue driving growth & innovation alongside the new partner company.





## WHY THE DUCHESS DRINKS COMPANY?

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A PASSIONATE  
FOUNDING TEAM



A LOYAL  
CONSUMER  
BASE



MULTI-NATIONAL  
PROOF OF  
CONCEPT



BEAUTIFUL,  
STRONG &  
SCALABLE BRANDS



INNOVATIVE  
RANGE OF  
PRODUCTS



RAPIDLY  
GROWING  
CATEGORY

THANK YOU.

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