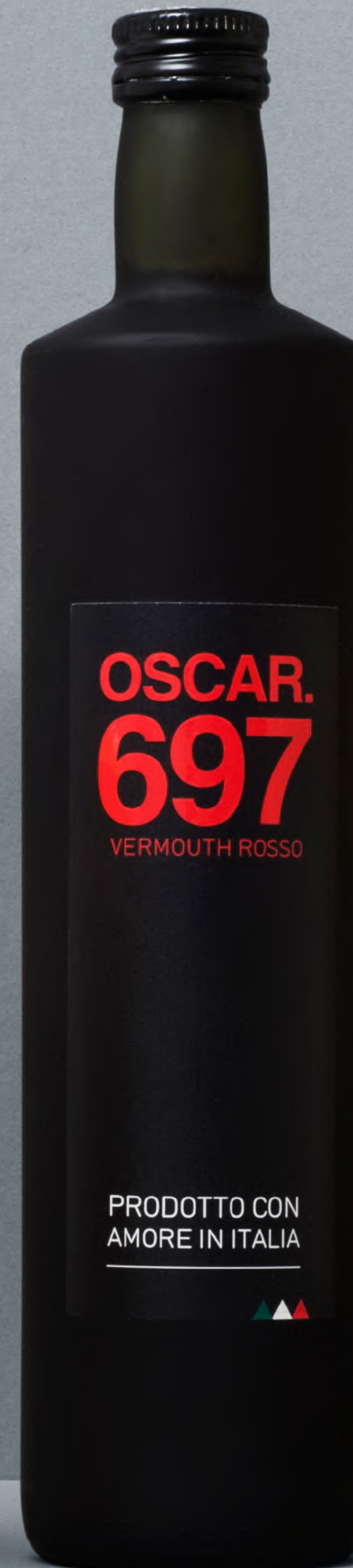


OSCAR.697

CORPORATE PRESENTATION





OUR
COMPANY.

THE TEAM.



STEFANO DI DIO.

MANAGING DIRECTOR
SNOWBOARDER



MATTEO FABBRIS.

DEVELOPER SEAP
SURFER



DAVID CAON.

ART DIRECTOR
GENTLEMAN DRIVER

OTHER RELEVANT ASSOCIATES.

1 DESIGN STRATEGIST AT OUR HQ
/
5 BRAND ADVOCATES WITHIN OUR
ASIAN AGENCY
/
4 GROUP BRAND AMBASSADORS WITHIN
OUR DOMESTIC PARTNERS' STRUCTURE
/
3 OPERATIONS MANAGERS AT OUR
BONDED WAREHOUSE
/
3 PRODUCTION MANAGERS AT OUR
FACTORY
/
2 ADMINISTRATIVE & TAX CONTROLLERS
AT OUR LEGAL IDENTITY OFFICE

Our Vision.

We want to represent and showcase the “Made in Italy” of the third millenium all around the world.

Simple as that.



Our Mission.

We aim to become the new leading brand within the Vermouth Category on a global scale without loosing our Italian Heritage.

The sooner, the better.



Our Beliefs.

Innovation. Breaking the unwritten rules.
Thinking out of the box. Being humble.
Have respect. Be understated.
Be human. Be real.

These are our **(hard)**core beliefs.





WHERE WE
ARE TODAY.





OUR
PORTFOLIO.



697 ROSSO.

Launched July 2013

Rhubarb in your mouth to enhance and fulfil the herbal notes in combination with Wormwood. Liquorice instead of Cinchona to improve the mixability and not stopping the drinkability of the Vermouth. Natural Caramel to colour the liquid instead of Artificial Caramel to add a sweeter note and to cut the alcoholic strength of the liquid.

Trebbiano di Romagna as neutral wine base. 75cl. 16% ABV. 140 sugar grams per liter.

It perfectly matches with Gin, Rum, Mezcal and Whisky because it cuts the Spirit ABV and it increases the aroma and the bouquet of the main Spirit.

DIFFORD'S GUIDE RATING:

"Excellent, 4.5 stars out of 5" *tasted 17/9/2014.*

Since APRIL 2017, appellation of
VERMOUTH STORICO DI TORINO IGP





697 BIANCO.

Launched October 2013

Bergamot to improve freshness instead of Lemon or other citrical botanicals traditionally used. Elderflower to make it more gentle and rounded. Yarrow Muscat and Black Pepper as finishing to create an interesting bitter sweet symphony in your mouth.

Trebbiano di Romagna as neutral wine base. 75cl. 16% ABV. 140 sugar grams per liter.

Other than mixed with Sparkling Wine to make an easy long drink like, it perfectly matches with Tequila, Vodka and Rum Agricole because it enhances the aromatic bouquet of the Spirit and it cuts a bit its ABV.

DIFFORD'S GUIDE RATING:

“Exceptional, 5 stars out of 5” *tasted 17/9/2014.*

Since APRIL 2017, appellation of
VERMOUTH STORICO DI TORINO IGP





697 EXTRA DRY.

diffordsguide rating



Launched September 2014

Wild Fennel and Rosehip to create a floral bouquet without having an invasive dryness sensation. Oak Infusion – our most innovative ingredient - to create roundness and goldish colour without increasing the sweetness.

Trebbiano di Romagna as neutral wine base. 50cl. 18% ABV. 25 sugar grams per liter. The driest Vermouth in the market.

Born to be used as main flavouring ingredient in the Iconic Martini Cocktail, either Gin or Vodka based.

DIFFORD'S GUIDE RATING:

“Recommended, 4 stars out of 5” *tasted 15/10/2014.*

Since APRIL 2017, appellation of
VERMOUTH STORICO DI TORINO IGP



LIMITED EDITIONS.



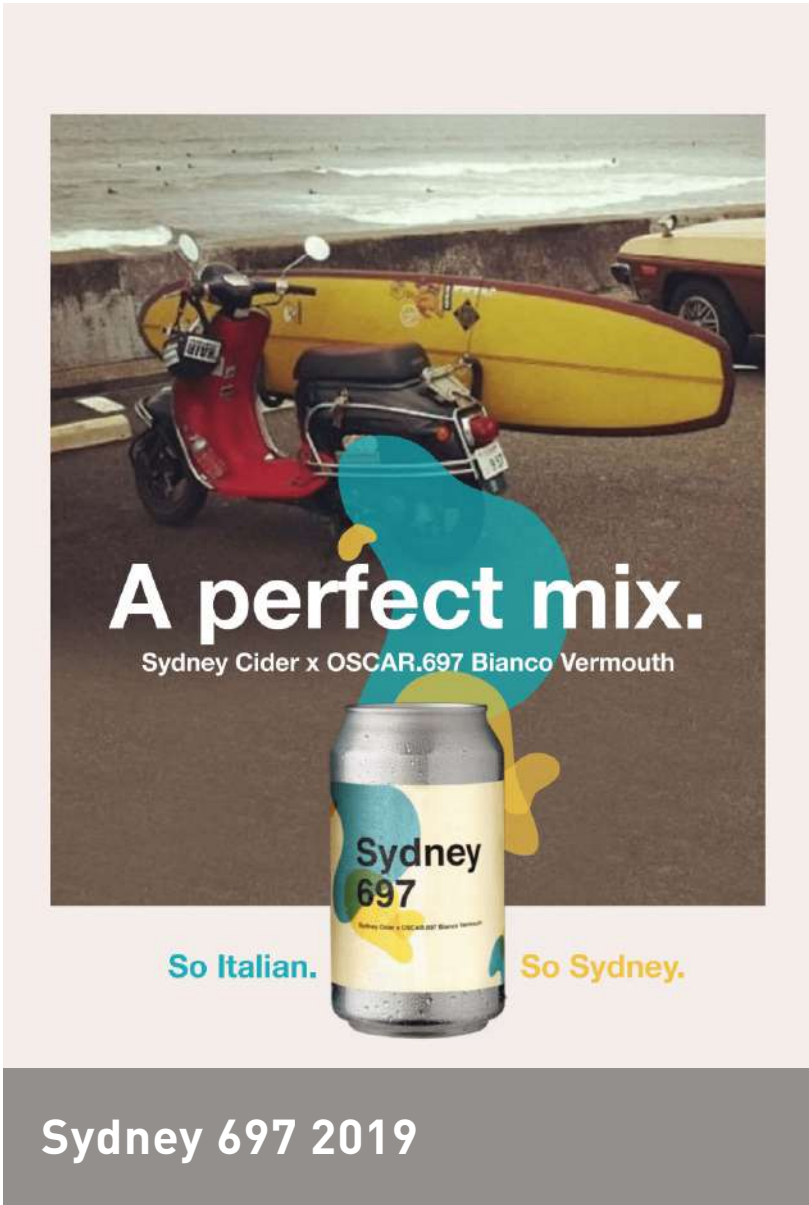
Pandemico Negroni 2020



Minime 697 & 773 2020



OSCAR.697 Emergency Pack 2018



Sydney 697 2019



God Save the Negroni 2018



697 Extra Dry Atomizer 2015





AWARDS.

Difford's
Guide

Classified as **EXCEPTIONAL** in UK by Difford's Guide, the most recognized Media within the Spirits Industry (2014).

bargiornale.it

Awarded as «**Innovative Product of the Year**» in Italy by Bar Giornale, the most Iconic Trade Magazine since the 80's (2015).

Cocktails & Bars

Nominated as **one of the best 10 New Spirits Launches** in Australia by Cocktails & Bars, the most influential National Trade Media so far (2016).

GAMBERO ROSSO®

Selected as **one of the best Italian Vermouth in Italy** by Gambero Rosso, the most influential Italian Food and Beverage Magazine (2016).



VOTED BY SHOPPERS

Finalists 2 YEARS IN A ROW @ TR Awards in the Wines Category (voted by Shoppers by Travel Retail Business, the most international TR & DF Magazine (2018 & 2019).

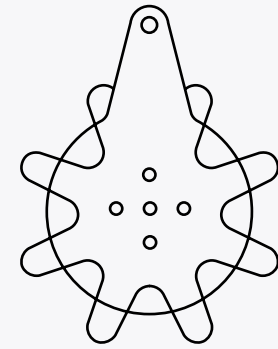




SALES
& MARKETING
STRATEGY.

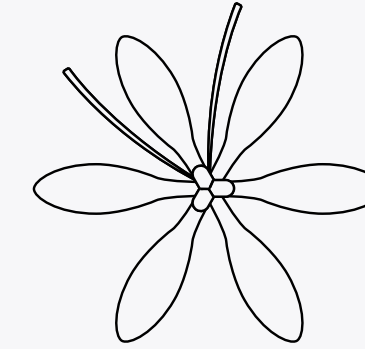
BRAND IDENTITY.

The unique values of
OSCAR.697



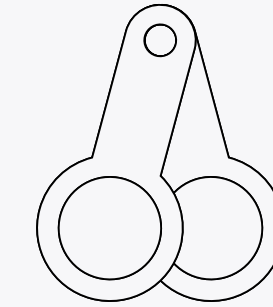
QUALITY

In the production choices
and in its premium plus
positioning



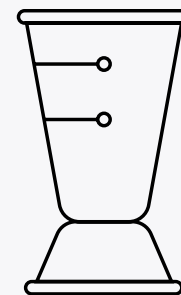
VERSATILITY

In the mixology world
other than sipped
on the rocks



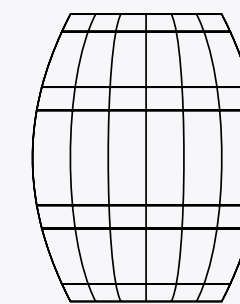
INNOVATION

But always respecting
the tradition



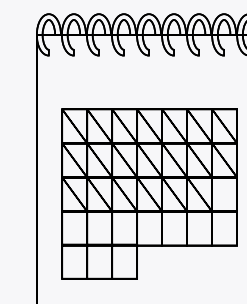
IDENTITY

Of territory, taste
and image



PASSION

As main and primary
fuel for any company
decision



LIFESTYLE

As main goal for the
brand itself

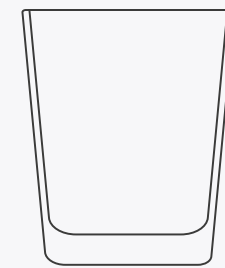


COCKTAIL STRATEGY.

OSCAR.697 IS AN ITALIAN VERMOUTH. VERMOUTH IS A MANDATORY INGREDIENT FOR A LOT OF CLASSIC COCKTAILS. A LOT.

WE OUGHT TO BECOME THE SPARRING PARTNER OF ANY MAIN SPIRIT.

*Starting from 3 most consumed cocktails in the world and 1 (most probably) rookie of the year in the LOW ABV Category...
... according to the most renowned Trade Magazine Drinks International:*



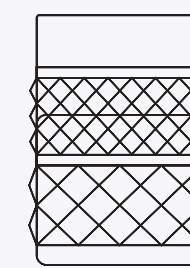
Nr. 23 -

AMERICANO COCKTAIL:

1 part Bitter

1 part **OSCAR.697 Rosso**

Top with Soda or Seltz



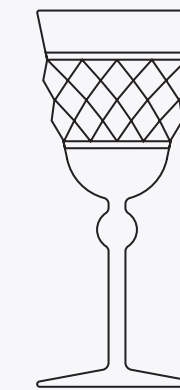
Nr. 2 -

NEGRONI COCKTAIL:

1 part Bitter

1 part **OSCAR.697 Rosso**

1 part of London Dry Gin



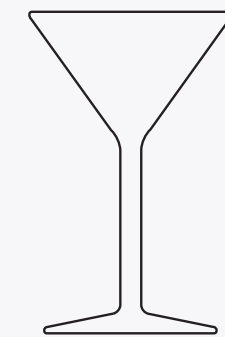
Nr. 5 -

MANHATTAN COCKTAIL:

2 parts Rye Whisky

1 part **OSCAR.697 Rosso**

1 Maraschino Cherry



Nr. 6 -

DRY MARTINI COCKTAIL:

4 parts London Dry Gin
(or Vodka)

1 part **OSCAR.697
Extra Dry**

Olive or Lemon Twist

**We don't need to change trends,
we need to brand trends.**



BEST PRACTICES IN DA HOOD. ■

(TO NAME A FEW)



UNITED KINGDOM:
CAHOOTS, LONDON

NETHERLANDS:
HOUSE OF BOLS, AMSTERDAM

GERMANY:
BIKINI HOTEL, BERLIN

ITALY:
BULK BY MORELLI, MILAN
SHELTER, THIENE

ITALY:
ST REGIS, ROME

UNITED STATES:
BOKA, CHICAGO

UNITED STATES:
MR. COCO, LAS VEGAS

UNITED STATES:
LOCANDA VERDE, NYC

HONG KONG:
DRAGON FLY, HONG KONG

THAILAND:
BAMBOO BAR, BANGKOK

BRAZIL:
FOUR SEASONS HOTEL, SAO PAULO
GUILHOTINA, SAO PAULO

AUSTRALIA:
MECHANIC INSTITUTE, PERTH

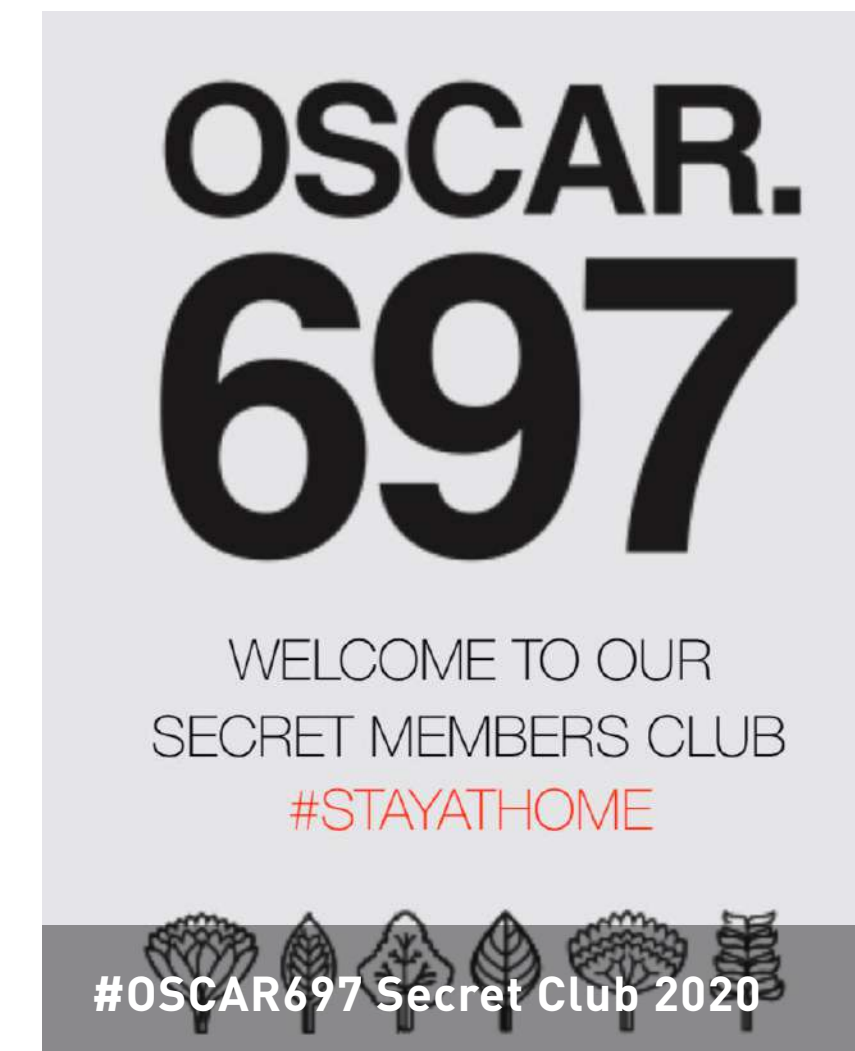
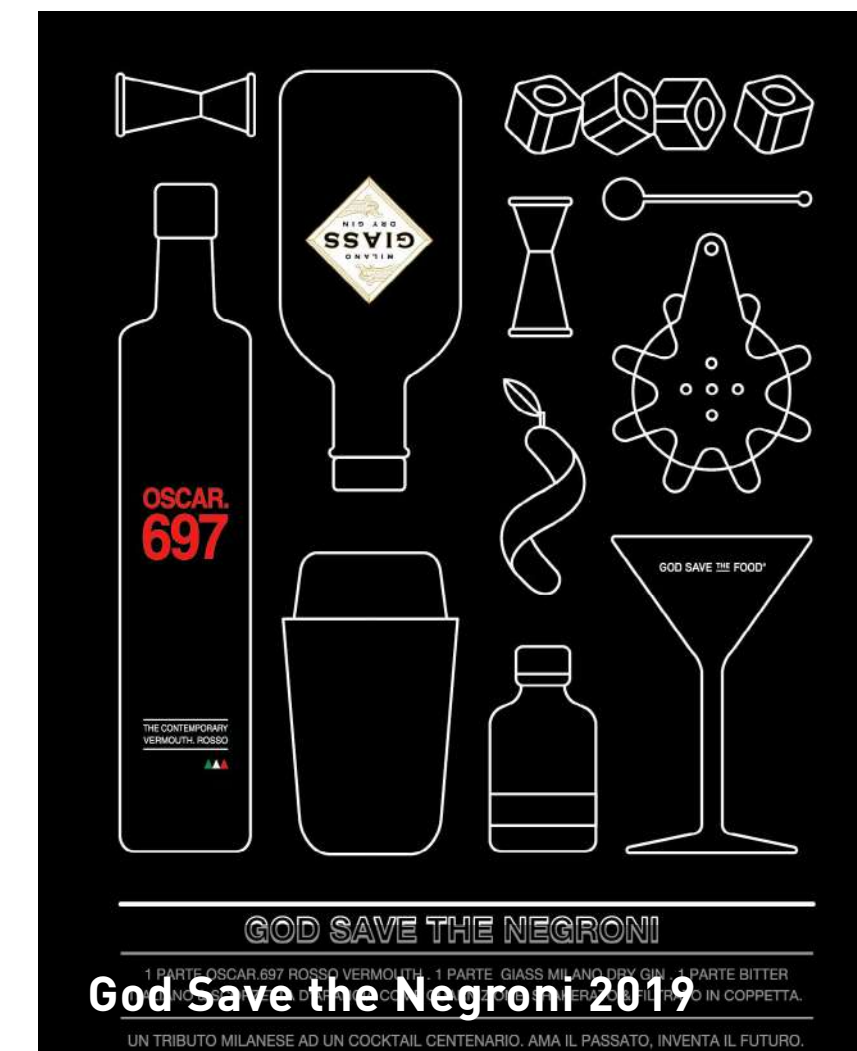
AUSTRALIA:
MAYBE SAMMY, SYDNEY

AUSTRALIA:
BLACK PEARL, MELBOURNE



SPECIAL PROJECTS.

ONE OF OSCAR.697 CORE VALUES IS CURIOSITY AND MOVEMENT, THAT IS WHY WE ARE CONSTANTLY CREATING NEW PROJECTS TO ENHANCE OUR CONSUMERS EXPERIENCE WITHIN OUR UNIVERSE.



STREET COCKTAIL TOUR 2020.

21 DAYS ON THE ROAD,
20 ITALIAN BEAUTIES, 16
COCKTAIL BARS,
4 ADVENTURE COMPANIONS, 1
VINTAGE CAR, 1 COCKTAIL VAN.

OUR ITALY IS YOUR
WONDERLAND.

STREET COCKTAIL TOUR

ITALIA ESTATE 2020

DAL 24 AGOSTO AL 13 SETTEMBRE
DA BERGAMO A MILANO
PASSANDO PER SICILIA E SARDEGNA.

16 LOCALITÀ ITALIANE.
16 COCKTAIL BAR ITALIANI.

Segui il nostro viaggio:

 @RINALDI1957
 @RINALDI_1957
#streetcocktailtour
#rinaldi1957





[Click on the picture to explore the project](#)



SOCIAL MEDIA.



Impressions:

Over 10k (per week) on average in the latest 12 months.

Top Locations:

Italy, Australia, United States, UK & Brasil.

Main Age Range:

70% Men (35-44) 30% Women (25-34).



Impressions:

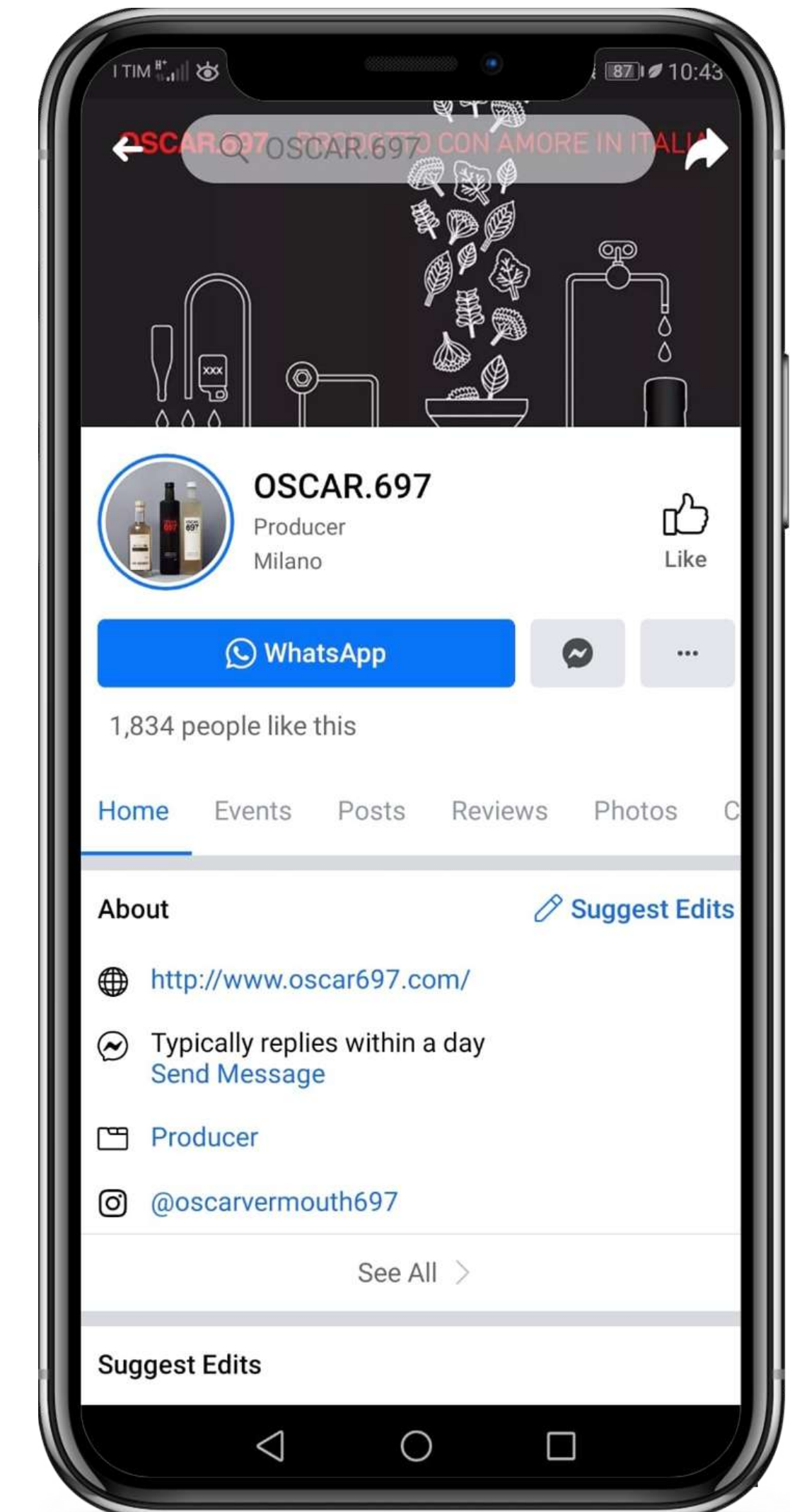
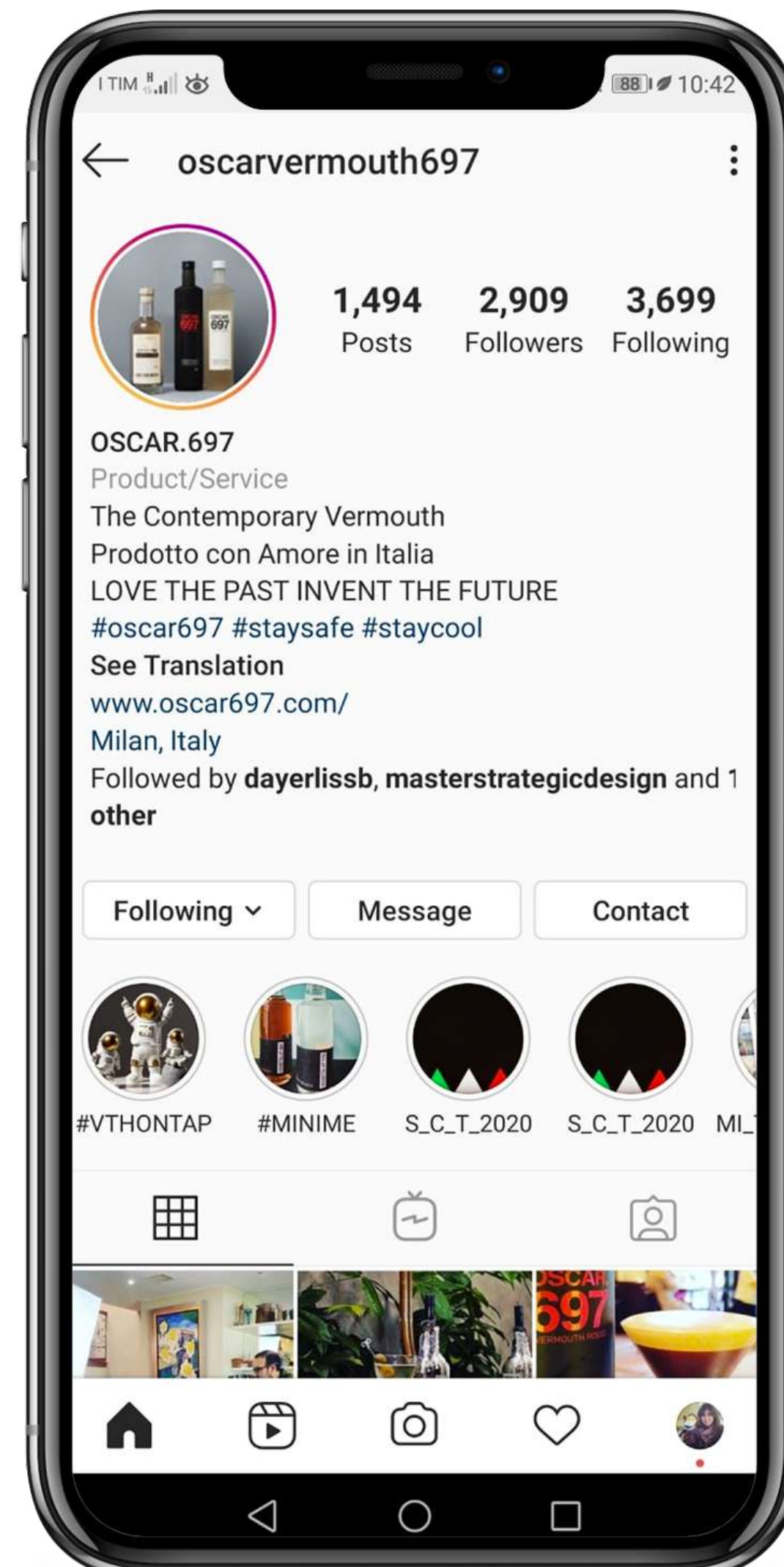
Over 500 (per day) on average in the latest 12 months.

Top Locations:

Italy, UK, United States, Australia & France.

Main Age Range:

74% Men (35-44) 26% Women (35-44).



THEY ARE TALKING ABOUT US.

SOME OF THE BEST
LIFESTYLE MAGAZINES WE
HAVE BEEN FEATURED IN.

 **PLAYBOY**

billboard

L'OFFICIEL
HOMMES

**CORRIERE
DELLA SERA**

VANITY FAIR

GRAZIA

PAMBIANCO

GQ



CONTACTS.



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FACEBOOK: **/OSCAR697**

INSTAGRAM: **@OSCARVERMOUTH697**

TIKTOK: **@OSCAR.697.VERMOUTH**

