

Bottle of Italy S.r.l.

Via Robert Falcon Scott 82 - 48125, Ravenna (RA)

Operational headquarters - Forlì, Via Selo 27 - 47122

bottleofitaly.com

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0. The Market

The global e-commerce market for wine and spirits is growing rapidly. Online sales of alcohol are expected to exceed \$36 billion by 2028, driven by markets such as China and the United States, according to Wine Meridian. For wine, online sales are estimated to reach \$6.1 billion in 2024, with an upward trend, according to WineNews.

Key Markets

China and the United States will drive most of the growth in the e-commerce channel during the forecast period. While the United States will generate the most added value in the coming years, China will maintain its leading position.

In the United States, the current share of e-commerce in total retail sales is relatively low, and the channel has opportunities for growth. In contrast, the development of the alcohol e-commerce channel in China is less affected by the impact of the pandemic, and continued steady growth is expected from an already high base.

Meanwhile, in less developed markets such as Mexico and Nigeria, e-commerce will grow more rapidly from a lower base. Brazil will also contribute significantly to the overall growth in the value of e-commerce.

1. Chi Siamo

Bottle of Italy S.r.l. is a tech e-commerce platform that specializes in B2C and B2B sales of wine, beer, spirits, and other beverage products. With over 22,000 active products and shipments to 46 European countries plus all 50 US states, we're now the e-commerce site with the widest geographic coverage in the industry.

Founded in 2021, we began operations in 2022. Since then, our growth has been exponential:

• **2021**: €41.000 in turnover

• **2022**: €410.000 (+900%)

• **2023**: €1.573.000 (+280%)

• **2024**: €3.469.000 (+120%)

We own proprietary assets such as the Secure Box[™] patent and a technology infrastructure developed entirely in-house.

The 3 Phases

I. Where we were

A small limited liability company founded by three partners with a share capital of €1,500 and a first foray into the market in a home garage. Zero expertise in the world of wine, but a wealth of expertise in the world of technology and management.

II. Where we are

Today, we have a total of 9 employees, a 1,500 m² warehouse, 22,000 products, 47 active countries with importers and exporters, and 75,000 active regular customers.

In addition, we have started a collaboration with the Alibaba platform, which will allow us to expand beyond the 47 countries we currently supply and manage.

III. Where we will be

2026 - 12 people - 30,000 products - 150,000 customers + 5 active markets

+ Start of new e-commerce project for packaging sales

2027 - 15 people - 35,000 products - 300,000 customers + 5 active markets

2028 - 20 people - 45,000 products - 500,000 customers + 5 active markets

2029 - Warehouse change - 50,000 products - 650,000 customers + 5 active markets

2030 - 23 people - 55,000 products - 800,000 customers + 5 active markets

N.B.

Regular customers = 30% of customers repurchase at least once more

Logistics Headquarters

Currently located in Forlì at Via Selo 27, with a usable area of approximately 600 m2, and now in the process of moving to a larger facility in Cesena at Via Archimede 275, with a total area of approximately 3,000 m2 (1,500 + 1,500 m2 covered).

Operational headquarters from 15/09/2025.

Some Data

	Fatturato	n. Clienti	n. Ordini	n. Prodotti	n. Paesi	n. Sessioni
	Revenue	No. of Customer s	No. of Orders	No. of Products	No. of Countries	No. of Website Sessions
2021	41.000	1.097	719	500	5	40.000
2022	410.000	5.935	3.084	3.000	26	252.000
2023	1.573.034	24.416	15.332	8.000	30	857.000
2024	3.469.699	59.471	34.898	17.000	35	1.800.000
2025				22.000	47 + 50	

SEO positioning (Keywords, data referring to 12/31)

	Totale	TOP 3	4-10	11-20	21-50	51-100	SERP
2021	2631	17	199	454	1048	913	0
2022	14992	76	792	1924	5406	6794	0
2023	66386	566	3426	7947	24525	29403	519
2024	78514	634	3981	7980	25786	37211	2922

We are currently developing campaigns on Google and Facebook platforms, and we develop campaigns using Al such as ChatGPT and Gemini.

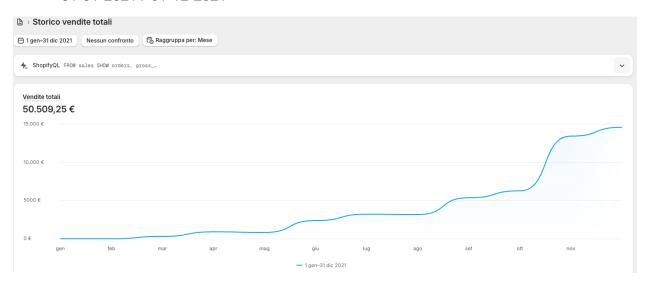
Trends

Sales History

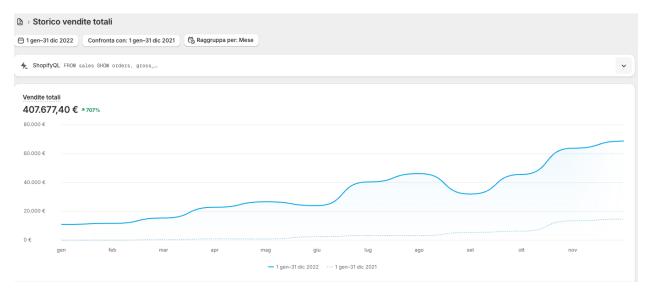
The following table shows sales trends through e-commerce and comparisons with previous periods.

Sales that took place outside the website should be added to these results.

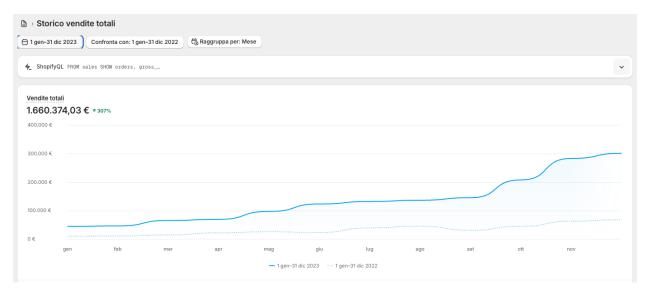
• 01-01-2021 / 01-12-2021



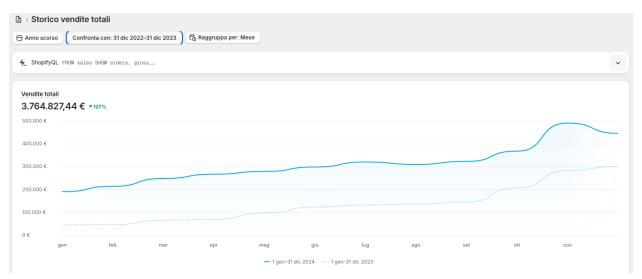
• 2022 - 2021 **+ 707%**



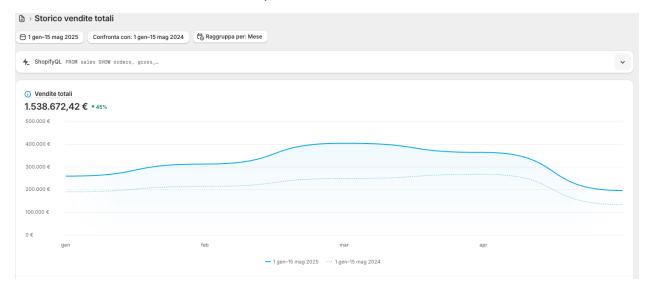
• 2023 - 2022 **+ 307%**



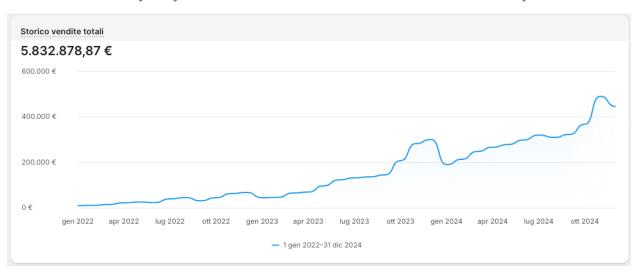
• 2024 - 2023 **+ 127%**



• 01-01/2025 - 15/05/2025 compared to 01/01/2024 - 15/05/2024 + 45%



Total Saes Hystory from 01/01/2022 to 31/12/2024 - E-commerce only



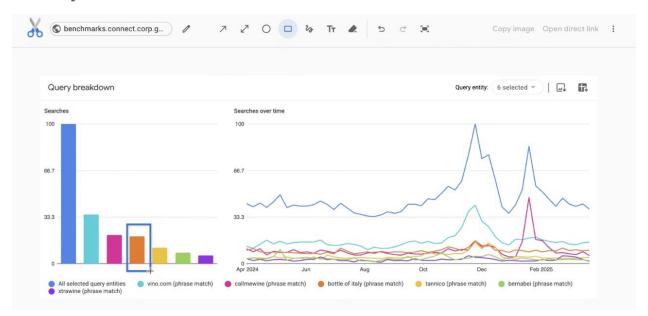
Keyword Positioning



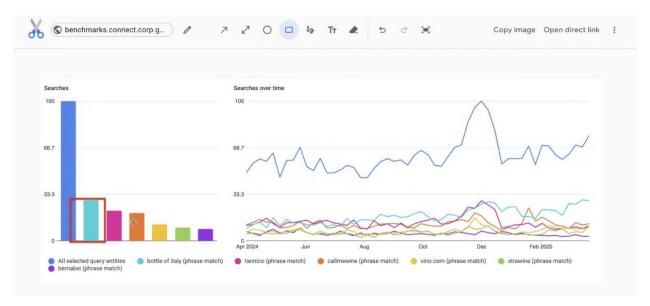
Positioning of Main EU Countries

Data according to Google - Google searches in the following countries that also include the brand name.

Germany



France



2. Key Figures

Founder Team:

• **Gian Maria Aprigliano (CEO)** – Energy Engineer, manages the strategic, financial, and operational aspects of the company.

Gian Maria is the strategic driving force behind the company. With strong organizational and management skills, he is guided by a true passion for entrepreneurship. He handles bureaucracy, regulations, finance, corporate coordination, and business development, with a clear vision that is always focused on growth.

Strengths:

- Strategy, finance, and operations management
- Handling bureaucracy and regulations
- Leading business development and coordination

Experience and Education:

- Master's Degree in Energy Engineering and Master's Degree in Mathematical
 Finance University of Engineering, Bologna
- Work experience as CEO at The Flame Store Srl with the best results among the top 50 Amazon sellers in Italy
- Work experience as Energy Engineer at Energika Srl
- **Cristiano Aprigliano (CTO)** Computer Engineer, designed and developed the entire digital ecosystem in-house.

Cristiano is the technical brain behind the company: programmer, developer, and problem solver. His passion for IT efficiency makes him the perfect CTO. He oversees every aspect of e-commerce and has designed all of the company's software systems in-house, allowing us to save on external developer costs and ensuring total control over our digital infrastructure.

Strengths:

- Develops and manages the digital ecosystem
- Programmazione e problem solver
- In-House software and CRM development

Experience and education:

- Bachelor's degree in Computer Engineering University of Engineering,
 Bologna
- Work experience as CTO at The Flame Store Srl, with the best results among the top 50 Amazon sellers in Italy

Current Team:

7 employees

- 3 people in the office responsible for customer service, administrative management, and suppliers. Aged between 25 and 30, an all-female team;
- 4 people in the warehouse responsible for order management, aged between 24 and 35.

3. Unique Value Proposition (UVP)

Why Bottle of Italy is different:

- Beverage Supermarket over 22,000 products
- 1 International Expansion 46 EU Countries + 50 US States
- Multiple channels proprietary website, Alibaba, marketplace coming soon

Characteristics	Bottle of Italy	Tannico	Svinando	Vino.com
Catalog Extent	☑ Over 22,000 references	~9.000	~2.500	~6.500
Proprietary Assets (Patents/Trademarks)	Secure Box™ patent, ® trademark	×	×	×
International Presence	✓ 46 countries + 50 US states	21 countries + 50 US states	Only Italy	13 countries
In-House Technology	✓ Internal software development & logistics	Outsourced	Outsourced	Outsourced
Active Channels	Website, Alibaba, Marketplace coming soon	Website + Physical Store	Sito	Website + Affiliations
Patented Custom Packaging	Patented and manufactured Secure Box™	×	×	×
Annual Growth	√ +120% (last 12 months)	not received	not received	not received
Characteristics	Bottle of Italy	Bernabei	Xtrawine	
Catalog Extent	☑ Over 22,000 references	~5.000	~4.500	
Proprietary Assets (Patents/Trademarks)	Secure Box™ patent, ® trademark	×	×	
International Presence	✓ 46 countries + 50 US states	Only Italy	31 countries + 50 US states	
		∨ ~ .	V p+!! - 0 - +	
In-House Technology	✓ Internal software development & logistics	Outsourced	Partially Outsourced	
In-House Technology Active Channels	✓ Internal software development & logistics ✓ Website, Alibaba, Marketplace coming soon	Website + Physical Store	Sito	
•			•	

$lap{W}$ Why choose Bottle of Italy?

An e-commerce platform that is not just an online store, but an innovation machine serving the beverage industry.

Bottle of Italy is not just an online wine shop: it is a vertical platform in the beverage world, built with a clear vision, proprietary assets, and an infrastructure ready to scale into new markets.

Beverage Supermarket Effect

With over 22,000 active products including wines, spirits, beers, and accessories, Bottle of Italy is now the e-commerce site with the largest catalog in Europe in this sector.

Our goal? To become the absolute benchmark:

If you think of something to drink, think of Bottle of Italy.

Innovation and Security: Patents and Trademarks

We are the owners of the Secure Box patent, a packaging system designed and manufactured in Italy, created to ship glass bottles with maximum safety.

And we didn't stop there: Bottle of Italy is a registered trademark and we are designing a second e-commerce site entirely dedicated to the sale and customization of our Secure Boxes for wineries, e-commerce companies, and industry operators.

Own Assets - Sustainable Competitive Advantage

- Registered trademark Bottle of Italy
- Exclusive patent for the Secure Box packaging system, designed, manufactured, and used internally

 Project launched to launch a second e-commerce site dedicated to B2B sales of our Secure Boxes (wineries, wine shops, e-commerce, export).

We export where others cannot reach

We are ADM certified for export to 192 countries and actively serve 46 European countries + all 50 US states, both in B2C and B2B modes.

- We are the Italian beverage e-commerce company with the widest international coverage.
 - ADM certificates for exporting to 192 countries
 - We actively serve 46 European countries + all 50 US states (B2C and B2B)
 - Registered with the FDA for legal importation into the US
 - Active presence on Alibaba for the expansion of the global B2B network

Global Platforms: We are on Alibaba

We are present on Alibaba, the world's leading B2B marketplace, to expand our global presence and establish strategic partnerships on an international scale..

FDA Approved

We are duly registered with the US FDA, an essential requirement for exporting food and beverages to the United States.

A further guarantee of reliability, compliance, and openness to international markets..

Proprietary Technology: 100% Made in Bottle of Italy

Our entire digital ecosystem is developed in-house.:

- E-commerce site: structure, graphics, logic, hardware, and software created without outsourcing;
- Warehouse web app: custom-designed picking and packing management system
- No fees for external software, maximum efficiency, total control, and adaptability to our needs;
- Web app for placing orders with suppliers;
- Web app for resizing product images for uploading;
- Web app for bulk price changes in all countries we serve;
- Automatic software for inventory synchronization with third parties.

In summary: we are not just an e-commerce site.

We are a technological, logistical, productive, and visionary company, ready to grow even further.

While our competitors sell wine, we build a complete ecosystem around the world of beverages.

Lean structure, ready to scale

- Founders with complementary technical and managerial skills (CEO and CTO)
- Young, internally trained team
- Ability to rapidly develop new assets, channels, and business models

4. Business Plan

	2025	2026	2027	2028
Revenue (50% growth)	5.000.000	7.500.000	11.250.000	16.875.000
Valuation (6x)	30.000.000	45.000.000	67.500.000	101.250.000
Investor Share Value	2.400.000	3.600.000	5.400.000	8.100.000
Net Profit	187.500	281.250	421.875	632.813
Estimated Taxes	69.349	104.024	156.036	234.054
Interest	50.000	75.000	112.500	168.750
Depreciation	100.000	150.000	225.000	337.500
EBITDA	406.849	610.274	915.411	1.373.116

KPI	Expected Value
CAC (Customer Acquisition Cost)	€8-12
LTV (Customer Lifetime Value)	€100-150
Expected average ROAS	9x
Average margin per order	28-35%
Customer retention rate	35-45%
Monthly break-even point	Reached
Total investment	2.000.000
Pre-money valuation	30.000.000
Post-money valuation	32.000.000
Equity offering	8,00%
Performance marketing expenditure	900.000
Expected revenue from ROAS 4	3.600.000
ROI Base scenario (3 years)	1,72
Optimistic ROI Scenario (3 years)	2,57
50% Growth ROI Scenario (3 years)	3

S Estimated return

3-year ROI: $+157.3\% \rightarrow Multiplier: 2.57 \times$

5. Use of Funds

Area	Estimated budget allocation	Expected impact
Brand amplification – France, Germany, United States	10%	Strengthening brand awareness and increasing sales by 30% in key markets
Expansion into new markets – Mexico, Asia, and others	10%	Operational launch and presence in new high-potential markets, estimating > €2M in additional revenue within 24 months
Performance marketing – Google, Meta, and countries not currently covered by advertising	45%	Increased qualified traffic and CAC/LTV optimization thanks to proprietary technology and tracking
Launch of new E-Commerce Secure Box™	20%	Direct attack on a market with only one current competitor, with the goal of capturing at least 20% of a €5 million sector.
Marketplace Project - Onboarding of external producers	10%	Over 100 small and medium-sized producers already interested in joining; revenue from entry fees, visibility, and campaigns managed by the seller

Team training & development

5%

Upskilling of internal staff in managerial, operational, and international skills to support business scaling

(a) International expansion

- Brand consolidation in core markets: France, Germany, United States
- Go-to-market strategy in new markets:
 Mexico, Asia, and other high-potential countries

Marketing and Performance Ads

- Boost Google and Meta Ads in markets where they are already active
- Launch advertising campaigns in countries served but not yet covered by promotional activities.
- Ottimizzazione del CAC e LTV con tecnologia interna e tracciamento proprietario
 - CAC = Customer Acquisition Cost = The cost of acquiring a new customer.
 - **Solution** LTV = Lifetime Value = The total economic value that a customer generates over time (e.g., average spend × number of recurring purchases).

№ Second e-commerce launch: Secure Box[™]

- E-commerce site dedicated to the sale of patented glass packaging systems
- Target: 20% market share in a segment estimated at €5,000,000 in annual turnover in Italy alone
- The sector is currently dominated by a single competitor, with high margins and high barriers to entry.

Marketplace Development

Over 100 small and medium-sized producers already interested in joining; revenue from entry fees, visibility, and campaigns managed by the seller.

Internal training and human capital development

- Investment in managerial and administrative training for staff
- Upskilling delle risorse interne per supportare l'espansione e scalabilità internazionale

6. Investment Proposal

• Capital Request €2.000.000

Pre-money valuation: €30.000.000Post-money valuation: €32.000.000

• Equity Offerta: 8%

Why invest in Bottle of Italy now:

- ✓ Proprietary technology and patented assets
- ▼ Technical and management team already in place
- Growing revenue and profits, lean and scalable structure
- ✓ International expansion already underway
- Opportunity to join a company ready to scale, with tangible returns in the medium term

✓ Investor objective:

Contribute to a round that will enable the company to:

- Consolidate its position as a European benchmark in B2C beverages
- Scale a B2B business unit that is already designed and ready to launch
- Expand internally, with full control of costs, technology, and operations