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## WINE RETAILERS

Wine shops today are faced with increasing challenges from other local retailers, direct-to-consumer shipping by wineries, margin pressures, and a lack of differentiation from the competition.

With a KDM Private Label Wine Program, wine retailers can now rise above the competition and compete effectively via proprietary label wines:

- Increase margins
- Have perceived value over national brands
- Increase store customer loyalty
- Low case minimums/minimal upfront investment

## BIG BOX RETAILERS, SUPERMARKETS AND CLUB STORES

KDM works with chain retailers to develop and implement exclusive private label brands. Unparalleled opportunities to:

- Earn higher margins than comparable national brands
- Differentiate the store from the competition
- Sell an exclusive product that no other store carries
- Build customer loyalty/convert new customers
- Leverage a valuable branding opportunity
- Low case minimums/minimal upfront investment

## HOTELS AND RESORTS

Hotels and resorts spend a great deal of time and money building and “branding” their properties. With a KDM Private Label Wine Program, wine becomes a compelling way to enhance the property’s branding while increasing margins and overall wine sales.

- Expand branding and guest experience
- Drive higher margins for Food & Beverage
- Offer restaurant, gift shop and room service bottle sales
- Offer Wines-by-the-Glass
- Take advantage of low case production minimums/minimal upfront investment for inventory



*why*  
**PRIVATE  
LABEL?**



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## RESTAURANTS

Higher wine prices at restaurants (relative to the same bottle at local retailers) can deter customers from purchasing and cause customer dissonance. With your own proprietary label wine brand, you can offer a high quality, reasonably priced option to customers to increase wine sales and customers' connection with your brand.

KDM-developed custom label wines help restaurants drive sales and margins through:

- Wine-by-the-glass programs
- Premium house wines to pair with the cuisine
- Attractive margin-driven wines for events, banquets and parties
- Low case minimums/minimal upfront

## CORPORATE EVENTS AND AFFINITY GROUPS

Custom wine for corporate or affinity groups is a unique way to gain exposure for the business while helping to leave a lasting impression for event attendees, employers and vendors.

- Corporate gifts
- Banquets and events
- Celebrations and seminars
- Holiday Gifts
- Low case minimums/minimal upfront investment

## CELEBRITY BRAND BUILDING

Athletes, chefs, actors, musicians, politicians, corporate icons, charities, fashion brands and more... are all using eCommerce sales to enhance and profit from their own "brand." Wines are an ideal vehicle for this... and KDM Global Partners an ideal partner.

Cast a wider public net with a personalized wine brand that appeals directly to your followers, while generating revenue and expanding merchandising opportunities.



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**THE EMPASIS IS ON  
THE QUALITY AND  
CONSISTENCY OF  
YOUR PRODUCT, YOUR  
MARGINS, YOUR OWN  
DISTRIBUTION AND YOUR  
NEW BRAND.**

KDM's turnkey solution:

- Wine label design
- Regulatory/compliance filings
- Marketing and merchandising support after the sale

KDM's Private Label Wine Program offers imported or domestic wine varietals that encompass all price points and taste profiles. Let our wine professionals help you create your custom wines, designed exclusively for your needs.

**Larger, national chains** with multiple SKUs, three-tier distribution in multiple states, needing high-level support and service.

**Small shops and restaurants** looking to brand themselves in a unique way and earn higher profits.

**Businesses, charities or affinity groups** looking for a brand-building product or a "thank you" to its clients, employees or vendors.



# *the* BEST TURNKEY SOLUTION



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KDM Global Partners can assist with *Direct-to-Consumer* shipment of your wines, (where allowable by law) creating an additional revenue opportunity for your brand or facilitating gift-giving.

Integrate your Web merchandising presence with an e-commerce solution involving wine sales!

**Wine retailers**, expand your customer reach beyond the four walls of your bricks-and-mortar locations.

**Big box retailers / national retail chains**, grow your wine sales and enhance brand equity by creating an additional, lucrative distribution channel.

## RESTAURANTS

Enhance your private label wine's exposure and add revenue by enabling your customers to order direct shipment of your wines.

## NEW BRAND OWNERS

Augment existing three-tier distribution to stores or restaurants with a direct-to-consumer sales (and branding) opportunity.

## CORPORATIONS AND MEETINGS/EVENTS PLANNERS

We can facilitate quick and direct delivery to your list of recipients.

## SOCIAL MEDIA INFLUENCERS AND PUBLIC FIGURES

Enhance customer engagement and leverage sales revenue with a turnkey custom wine program.

# DIRECT SHIPMENT *to your* CUSTOMERS *and* WINE CLUBS



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# SUCCESS STORIES

Compelling, new national wine brands with packaging, sales collateral, merchandising support and growing sales!

## BLACK ELK WINE

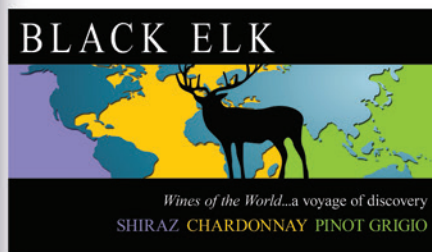
- Award-winning collection of Spanish varietal wines
- Broad-market success / Retail Chains and On-Premise
- Well-priced / Attractive packaging

[www.BlackElkWine.com](http://www.BlackElkWine.com)

## BAY BROS.

- Bay Bros. Red Blend
- An easy-drinking, slightly sweet blend of select red varietal wines
- Multiple Wine Competition Medals
- '98' score
- Made in Napa
- Popular Retail Category / Effectively Priced

[www.Bay-Bros.com](http://www.Bay-Bros.com)



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KDM Global Partners, LLC is based in Philadelphia, PA and has been dedicated to the analysis, design and implementation of new product initiatives for its clients since the year 2000.

KDM offers a seasoned team of winemakers, distribution and logistics partners, compliance executives and marketing/merchandising specialists to all its clients.

We look forward to hearing from you and exploring how KDM can support you in building your proprietary label wine brand

## **JONATHAN GELULA**

is the Founder and President of KDM Global Partners. Jon has deep strategic sales, operations and finance backgrounds. He has a B.A. from the University of Pennsylvania and a J.D. from the Emory University Law School.

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