

Introducing CATAN PISCO.



CATAN ACADEMY



Catan's Guiding Principles

1. ETHICS pave the road
2. TEAMWORK is the engine
3. HONESTY is key
4. GREATNESS is the destination

It is essential for our brand to be fully represented with consistency in our culture, ethics, style and zeal. To achieve this, we have created the “**Catan Academy**” course for our Brand Managers, Brand Ambassadors, Sales Reps and Distribution partners to gain full insight and understanding of our product and brand.



Chapter 1: The Beginning of Pisco

Chapter 2: The Story Behind the Brand

Chapter 3: Competitive Advantage
& Strategies

CHAPTER 1:

The Beginning of pisco



THE BEGINNING of Pisco

“Pisco”

The Word Pisco has two historic definitions:

1) Pisco means “little bird” in Quechua, the language of the Incas.



2) "Piskos" are clay pots that were crafted since the early days in the region of Peru where pisco was first made



HISTORY of pisco & its origination

Pisco Zones

(D.O.)



- Traces back to the 16th century by Spanish settlers who invaded Peru (1532)
- After gaining independence from the Spanish empire (Chile in 1818, Peru in 1821), the resulting two countries fought several wars against each other over the newly established borders.
- During these wars, the Chileans also conquered the city of Pisco for a period of time. To this day, both Chile and Peru claim the origin of the spirit Pisco for themselves.
- Chilean Pisco must be made in the country's two official D.O. (Denomination of Origin) regions—Atacama and Coquimbo.
- Peruvian Pisco must be made in the country's five official D.O. (Denomination of Origin) departments—Lima, Ica, Arequipa, Moquegua and Tacna

* Zones of pisco production as established by Peruvian and Chilean law in **RED**

*Bolivia where most singani is produced (their form of pisco made from 100% Alexandria Muscat grapes) is in **GREEN**

WHAT is Pisco?

- Pisco is the National spirit of both Chile and Peru and is made from distilled grapes
- Pisco was developed by 16th Century Spanish settlers in the winemaking regions of Chile and Peru
- Pisco is a naturally gluten free spirit due to its distillation process
- The word “pisco” means “little bird” in Quechua, the language of the Incas

THE LEGALITIES of production

Chile



Vs.

Peru



- Can select from up to 15 different grapes
- Can be distilled multiple times
- Can be aged in wood
- Can be bottled right away
- Classifications are by the alcohol % content

- Must be made from only 8 grape varieties
- Has to be distilled to proof
- Can not be aged in wood
- Must rest or ripen for a min. of 3 months
- Classifications are by the style of production

CLASSIFICATIONS

Vs.



Chile



- Pisco Tradicional - 30% to 35%
- Pisco Especial - 35% to 39%
- Pisco Reservado - 40%
- Gran Pisco - 43% or more



Peru



- Mosto Verde - made with grapes that have not fully fermented and rests for a minimum of 12 months
- Puro - made with one grape
- Acholado - made from a blend of grapes

OUR PISCO... Catan's Award Winning Recipe



- Catan Pisco is made from 100% Pedro Ximénez (PX) Grape & is the first pisco to ever explore this recipe
- It is Double Distilled, translucent in color and is 40% Alc. by Vol. (80 Proof)
- Special minerals from the natural irrigation which are received by the rainfall from the Andes to our vineyards



AWARDS and validity



- After entering our very first competition at the San Diego Spirits Festival, Catan Pisco took home a Double Gold Medal and also won BEST IN SHOW out of 400 spirits brands, out performing a \$200 bottle of Courvoisier in the final blind tasting.
- Catan Pisco won first place for the People's Choice Awards at the Chicago Indie Spirits Expo, along with a Silver from the Beverage Tasting Institute (BTI)
- BTI awarded Catan 89 points in its blind tasting this year for the brandy + category and HIGHLY recommends Catan Pisco to all spirit drinkers



CHAPTER 2:

The Story Behind the Brand



WHAT'S in a name?



After 2 years passed of meeting him and only 2 weekends of spending time with him, Catalina made the bold decision and moved to Chicago to follow her heart: his name is **Daniel**. She moved in with him immediately, knew he was the one and their couples #hashtag from the beginning was #CATAN (Cat + Dan) & and now their love story will live on forever.



Our first trip to Chile together with our first sips of Catan.

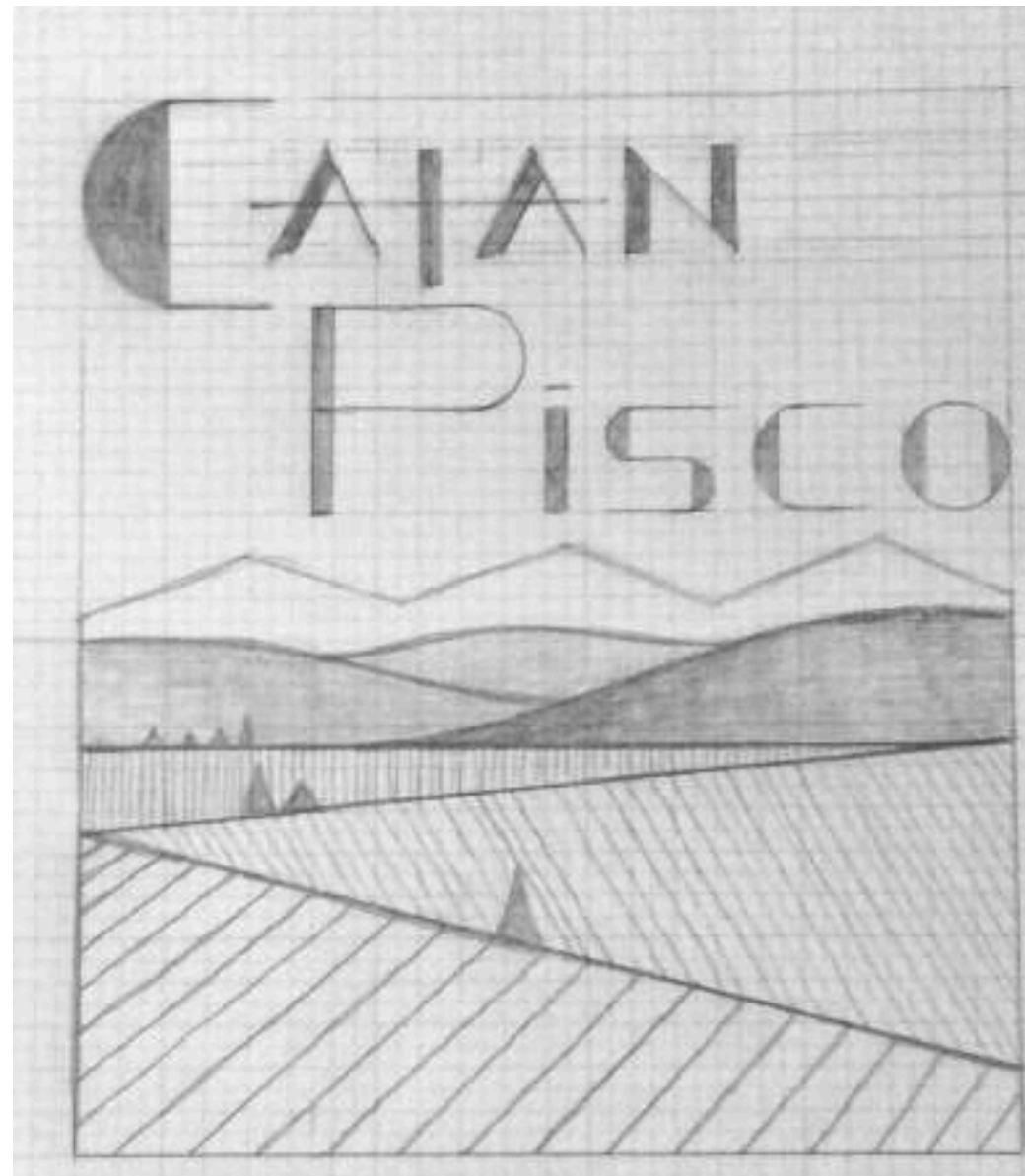
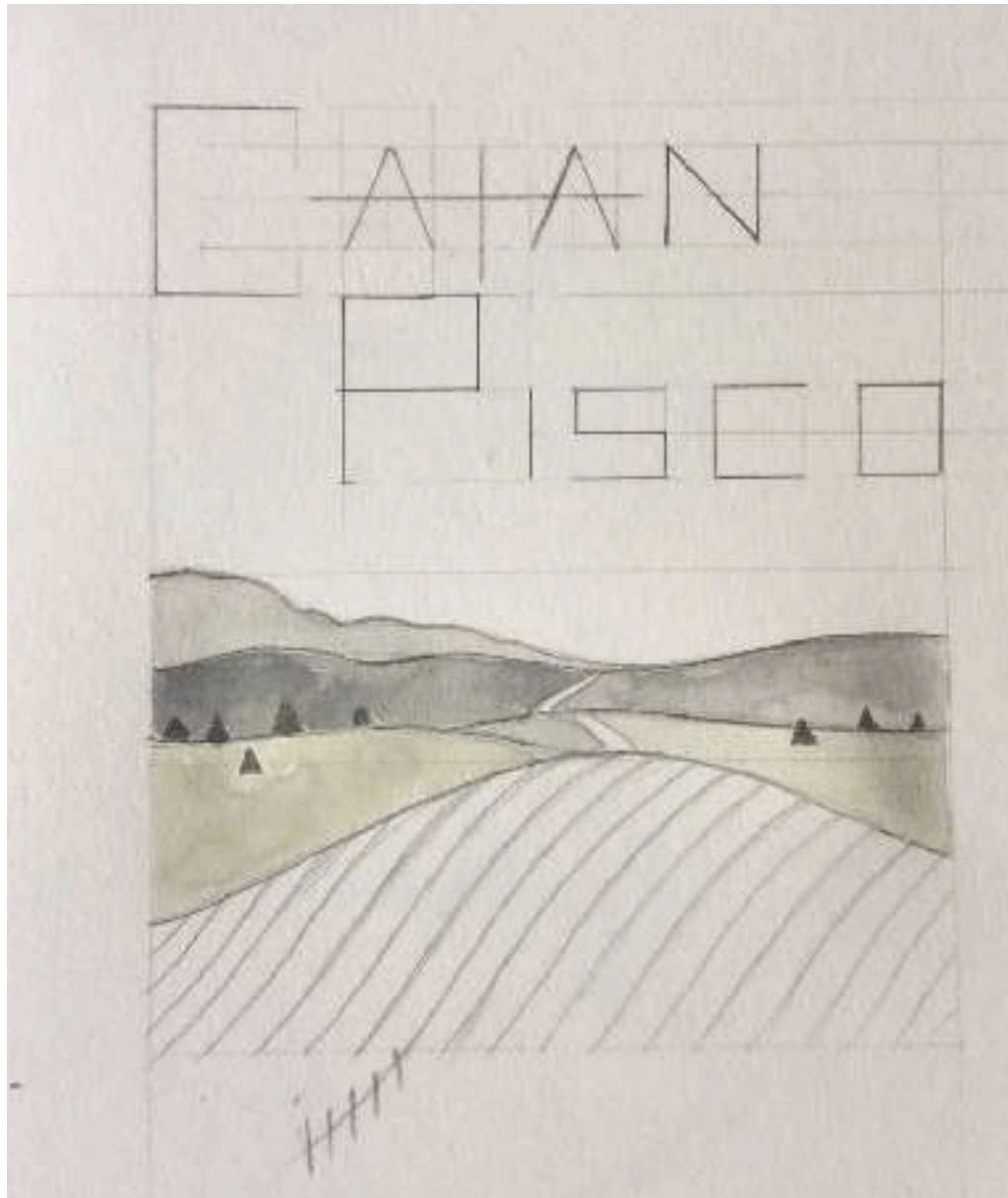


Catan Pisco's Chicago launch party, July 2018.



The Wedding Day.

EVOLUTION of our word mark



Our word mark design is a unique proprietary font style that came to life through the collaboration of our Founder and her older brother, Gabriel, who is a graphic designer.

EVOLUTION of our logo & the inspirations



Our Founder and her Twin



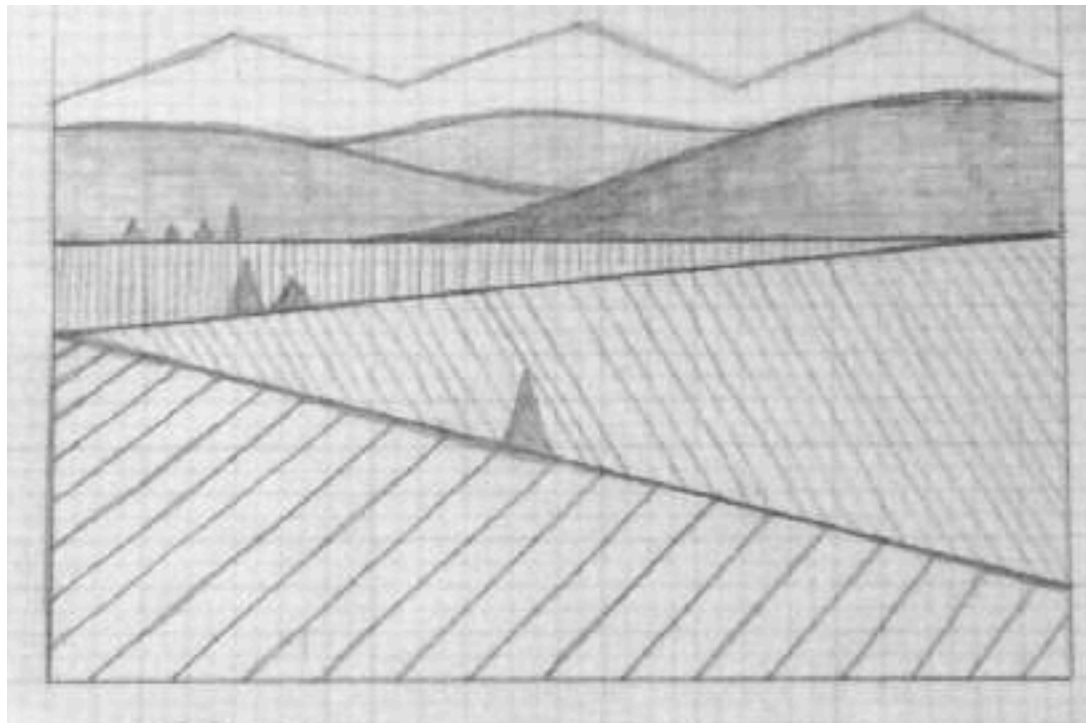
The Diamond



Frank Lloyd Wright art deco window



Chilean Flag, "Vivai Chile!"

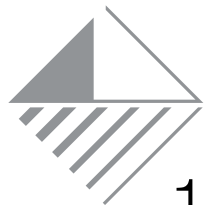


Original Vineyard mock-up



CATAN'S FINAL LOGO!

Our Founder is an identical twin and when she came across this diamond art work, she saw the two triangles and identified with them. Together, they make a complete diamond. But separate, they are just triangles (as she feels with her twin.) She sent this idea to a local design team, KOM Creative, and they took it from there, pulling inspirations from the word mark, Frank Lloyd White and of course, Chile.



THE FINAL Lock-Up



OUR BRAND



Vision:

To connect the spirit of the South to its neighbors of the North

Mission:

To satisfy the world's curious palate through a quality product, cultural connectedness and social consciousness, one meaningful toast at a time.

Brand Promise:

Pisco with a purpose

OUR PURPOSE

Every inch of our brand was designed, created and founded with passion and purpose. We are committed to giving back directly to the land that has gifted us our beautiful grapes, and we won't stop there.



- 1% of all sales is being dedicated to fight water scarcity
- Natural Disasters, homelessness, farming droughts are all causes we are committed to focus on through Catan H2O, as well as the unfortunate privatization of water in Chile
- In addition, a portion of proceeds from every event we host supports an organization in that specific community that furthers the goals of the causes we support

CHAPTER 3:

Competitive Advantage & Strategies



OUR COMPETITIVE Advantage



We are a Women Business Enterprise Certified which allows us to have direct access to Supplier Diversity programs across large corporations through this national certification program. (i.e., Target, Whole Foods, United Airlines, etc.)



We are not only local, but also the very first pisco brand especially made for the USA.



Being the first woman in Chile's history to own a pisco company, is a strong innovative advantage that can never be duplicated.



Conducting an extensive S.W.O.T Market analysis has allowed us to differentiate our brand against our competitors. Understanding our market segment and identifying our full opportunities through this analysis has strategically placed Catan Pisco in a unique position that will always set us apart.

STRATEGY

CATAN will capitalize on its unique story, purposeful brand, and unwavering confidence in our award winning spirits profile.

MARKETING our product with a hyper-focus on experiential- education is our priority and will guarantee an unforgettable entrance into the USA market.

PISCO is such a “newer” and unknown spirit in this market, which presents us with the opportunity to take full advantage in being “America’s First Pisco” brand.



TARGET MARKET



Demographics

- **Age Range:** 26-65
- **Gender:** female, male, transgendered, transitioning, bi-gender, and non-binary
- **Education:** all cravers of knowledge
- **Martial or Family Status:** single, married or seeking their next love story
- **Occupations:** the passionate working class
- **Ethnic Backgrounds:** humans
- **Behaviors:** influential, leaders, ethical, reliable and playful

Psychographics

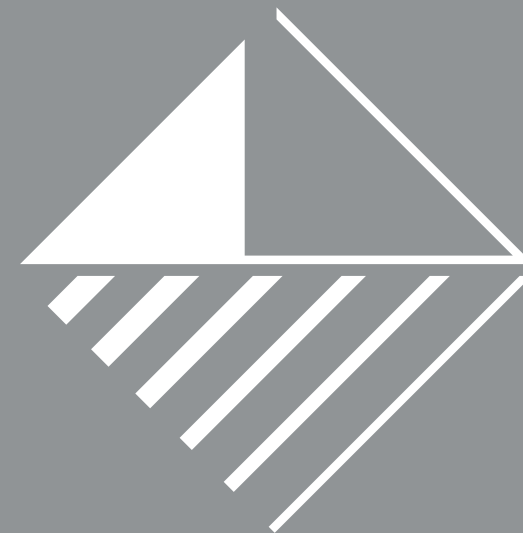
- **Personality:** curious, cheerful, giving, honest, and [situationally] mature
- **Attitudes:** ambitious, optimistic, confident, humble and thoughtful
- **Values:** family, friends and experiences
- **Interests:** exploring, traveling, dining, music and culture
- **Lifestyles:** entertainers and socialites

OUR PRODUCTION TEAM in Chile



“Sixty-two percent of consumers support brands that make a difference in the world:
Catan Pisco is one of them.”

THANK YOU!



CATAN
PISCO