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Table of Contents

| | |
|---|----|
| <u>What Is Emperial</u> | 2 |
| <u>General Company Description</u> | 3 |
| <ul style="list-style-type: none">● Company Goals and Objectives● Key Features Separating Emperial● Strengths and Core Competencies● Legal Form of Ownership | |
| <u>Advertising / Marketing Plan</u> | 9 |
| <ul style="list-style-type: none">● Target Market<ul style="list-style-type: none">> Geographic Segmentation> Demographic Segmentation● Market Trends● Competition● Advertising | |
| <u>Products and Services</u> | 16 |
| <ul style="list-style-type: none">● Offerings<ul style="list-style-type: none">> Wine> Food> Services | |
| <u>Operational Plan</u> | 20 |
| <ul style="list-style-type: none">● Proposed Location● Operational Costs<ul style="list-style-type: none">> Start-up Expenses> Monthly Expenses● Legal Environment● Restaurant Personnel● Business hours | |
| <u>Executive Team</u> | 22 |
| <u>Key Partnerships</u> | 26 |
| <u>Appendices</u> | 28 |



What Is Emperial?

Emperial wine bar will be located minutes away from the heart of West Palm Beach's bustling downtown district and future home of Wall Street. *Emperial* will offer its customers a unique dining and social experience in a sleek upscale environment. In addition to *Emperial's* signature brand, patrons can enjoy a wide array of carefully selected premier wines from the world's most celebrated regions. Rounding out the menu with delectable appetizers, flatbread, sushi rolls, salads, decadent desserts and charcuterie boards to pair using only the freshest ingredients and being both gluten free and vegan friendly.

Emperial wine bar's secondary target demographic is comprised of male and female ages 21 and above, with household earnings in excess of sixty thousand dollars (\$60,000) per annum. Of greater importance and of particular focus and interest for *Emperial*, is its primary demographic of entrepreneurs, business owners, capital investors, celebrities and other pioneers and leaders of industry. People with name recognition and influence, whether local, national or international, are of special value because of their ability to reinforce *Emperial's* public image and branding efforts. It's vital the establishment and its patrons add to the allure, exclusivity and social station of *Emperial's* vision because *Emperial's* wine bar will be used to help catapult a successful line of top-tier wine and champagne world-wide. Among other media, a mix of zip codes specific to direct mail, out of home billboard and online internet campaigns will be employed to promote *Emperial's* signature brand.



GENERAL COMPANY DESCRIPTION

Emperial is more than just wine. The founder's vision is to create a brand that embodies a lifestyle. A mark of excellence widely recognized and highly praised. One associated with the affluent lifestyle enjoyed by high society. A brand that evokes a sense of gentry, accomplishment and elite social status. That brand is *Emperial*, that lifestyle is privileged.

The *Emperial* experience is par excellence with a focus on fostering an elegant ambience attractive to entrepreneurial and business minded social circles. Attention to detail, high-quality food and wine and outstanding customer service and satisfaction are the hallmarks of *Emperial*. These core competencies, along with a comprehensive marketing / advertising strategy and capable management team, will enable *Emperial* to penetrate both local, as well as wider, national and international oenophilist markets. Proper execution is crucial in realizing *Emperial's* true financial potential of parlaying the success of it's brick and mortar wine bar into an internationally recognized brand of high-end wine and champagne. To achieve this, management must be selective in its choice of product placement at events and festivals and secure distribution of *Emperial* products at higher-end venues such as upscale nightclubs, casinos, cruise ships, resorts, country clubs and award shows. Ensuring customer access to *Emperial* products at premier establishments will help to develop the brand's image. Endorsements from local, regional and nationally recognized Influencers are pivotal in helping to raise awareness, broaden product demand and promote the expansion of *Emperial* products to foreign markets.



Emperial's sparkling wine will offer a unique dry flavor profile that is crisp with light, sweet undertones. It will tantalize your palate with a burst of flavors. It is perfect for pool-side sipping and enjoyment. *Emperial's* signature red, high-quality sparkling wine product is sure to be revered even amongst royals and the most discerning of wine connoisseurs and celebrities world-wide.

Key Features That Separate Emperial's Wine Bar

1. Emperial's Wine Bar Membership Program:

Emperial's wine bar will offer a membership program in which customers will receive two free wine flights per month. In addition, customers will also receive a twenty percent (20%) discount on in-house purchases of select wines and special events. *Emperial* will offer its members a complimentary birthday bottle of *Emperial* champagne if dining in at the wine bar on their birthday. Membership cost is \$65 per month.

2. Charity:

Emperial understands the importance and value of giving back and being an active member in the community. We will partner with local and national organizations to host charity fundraising events to help raise awareness and support children suffering from cardiovascular disease and cancer. The goal is to sponsor or host at least one charity function monthly. Reinvesting back into the community through philanthropic acts and



working with various apolitical, charitable functions will assist us in developing a responsible image. *Emperial* will be able to garner free publicity for the brand by positioning itself as a conscientious community member.

3. Wine & Painting Classes:

Emperial's wine bar will host weekly classes on site with local art enthusiasts. Under the supervision of trained and accomplished painters, customers/clients can enjoy fine wine while learning and tuning their skills amongst individuals who share their passion and interest in the art. Customers/clients will be charged a \$45 fee which will include two glasses of wine and tuition for the class.

4. Live Music:

Emperial wine bar will also host weekly live music events with various local artists ranging from pianists to singers, and even three-piece ensembles. Genres include Jazz, Pop and top 40 hits.

Company Goals and Objectives

Emperial's goal is to stamp out a name for itself and forge a global brand by becoming a world-wide leader in the wine industry. *Emperial* will achieve this first by appealing to and building a local customer base of accomplished and influential community members.



By maintaining a high standard in customer service core competencies, food quality, overall customer experience, and using an uncompromising, formulaic marketing and advertising strategy, we're aiming to develop a pristine reputation for the brand among preferred patrons. Each should compliment the other. The look and feel of the wine bar, along with the character and sway of its patrons, will reinforce the tone and image being branded through our advertising efforts. Once cemented, *Emperial* can scale out its operation and forward its formula for success to new locations in neighboring cities. Each new location will replicate the process and enjoy its success.

Every wine bar location will serve as *Emperial's* distribution hub for that city and supply local establishments with *Emperial* products. Coupling a wider, nationally geared advertising campaign to one partnering with local celebrity endorsers is key in quickly growing name recognition and propelling the *Emperial* brand.

Emperial's true financial potential exists in developing a company image that mirrors the name, and exploiting the desirability and prestige associated with the lifestyle it represents. The overarching, long-term goal is to forge a luxurious brand with endless financial opportunity. A respected brand flexible and credible enough to deliver premier products and services in designer fashion, hotel, resort and casino entertainment and even the limousine and private jet industries.

Emperial has the potential to become a household name like Versace, Louis Vuitton and Tom Ford, and be as multifaceted and diverse in industry reach as Sir Richard Branson and his Virgin Conglomerate.



The Industry

The U.S. wine market is one of the fastest growing globally, both in terms of production and consumption. This is due to an increase in demand, government support, online wine sales and a growing young wine-drinking population. The U.S. is expected to continue this growth and has already surpassed France as the world's largest consumer of wine.

Emperial wine bar will be positioned in the densely populated and high wine consumption area of downtown West Palm Beach, Florida. The area is currently under development as it is expected to grow with the relocation of wall street and its executives to the area.

A massive county and private sector investment effort is underway to facilitate the development of the area with new luxury residential homes, apartments and businesses. Wall Street's move to West Palm Beach is expected to occur over the next few years and is sparking widespread investor speculation and business opportunities.

Strengths and Core Competencies

Emperial's strength rests in its management team's knowledge of wine and hospitality, and impeccable attention to detail. With a combined 40 years experience in the fine food and wine industry, both front and back of house, the team has gained the knowledge necessary to recognize the needs and wants of clientele and to tailor offerings in a refined manner. *Emperial* is committed to providing excellent customer service and ensuring a memorable experience. The upscale ambiance, premier customer service and attention to detail are what create the *Emperial* experience and what will ensure repeat business.



Legal Form of Ownership

The *Emperial* brand will be comprised of *Emperial Products, LLC*, *Emperial Wine Bar, LLC* and *Emperial.com LLC*. All three will be formed as limited liability companies. Three legally separate but synergistically connected entities that support each other and produce at least three revenue streams. The formation of three separate companies limits the financial liability of each with respect to the other, thus serving to protect the financial interests of each and the longevity of the *Emperial* brand overall. This approach also provides executives and investors personal liability protection. An LLC is taxed like a partnership as opposed to a corporation; therefore it is not susceptible to double taxation. Revenue will be derived from sales from the wine bar, independent wine & spirit retailers and *Emperial* online (Emperial Concierge Services.)

Emperial Online / Concierge Services

Emperial.com will serve as an online hub where customers can purchase *Emperial's* products directly from our website and book reservations with our affiliate partners through us for private transportation, luxury hotel/resort accommodations and even tickets to popular events. The idea is to create a one-stop shop for *Emperial's* customers. Emperial.com will create revenue from the sale of *Emperial's* products, and by collecting a percentage based referral fee from affiliate partners for driving traffic and generating sales.



Advertising and Marketing Strategy

Target Market

Emperial's secondary target demographic is comprised of male and female ages 21 and above with household earnings in excess of sixty thousand dollars (\$60,000) per annum. Of greater importance and of particular focus and interest for *Emperial*, is its primary demographic of entrepreneurs, business owners, capital investors, celebrities and other pioneers and leaders of industry. People with name recognition and influence, whether local, national or international, are of special value because of their ability to reinforce *Emperial's* public image and branding efforts. It's vital the establishment and its patrons add to the allure, exclusivity and social station of *Emperial's* vision because *Emperial's* wine bar will be used to help catapult a successful line of top-tier wine and champagne world-wide, Among other media, a mix of zip codes specific to direct mail, out of home billboard and online internet campaigns will be employed to promote *Emperial's* signature brand.

1. Geographic Segmentation:

Emperial will utilize geographic and demographic segmentation to identify and target our market zip-code specific.



| <u>Zip Code</u> | <u>Area</u> | <u>Average Household Income</u> |
|-----------------|----------------------|---------------------------------|
| 33480 | Palm Beach Island | \$328,465 |
| 33480 | Palm Beach Shores | \$121,528 |
| 33480 | South Palm Beach | \$89,548 |
| 33480/33462 | Lantana | \$81,315 |
| 33480/33460 | Lake Worth | \$60,327 |
| 33418 | Palm Beach Gardens | \$138,088 |
| 33418 | Jupiter | \$133,526 |
| 33469 | Jupiter Inlet Colony | \$229,476 |
| 33469 | Tequesta | \$105,891 |
| 33478 | Jupiter Farms | \$120,231 |
| 33449 | Wellington | \$123,132 |
| 33412 | The Acreage | \$100,515 |
| 33412 | West Palm Beach | \$81,826 |
| 33462 | Manalapan | \$372,449 |
| 33462 | Atlantis | \$117,526 |



2. Demographic Segmentation:

Emperial's target demographic is segmented based on income and composed of male and female wine consumers ages 21 and above. However, more specific within this general demographic and of particular focus and interest for us in developing *Emperial's* brand image, are entrepreneurs, business owners, capital investors, celebrities and other pioneers and leaders of industry. Persons whose influence can be leveraged and aide in impressing *Emperial's* brand and image on the public.

Market Trends

Florida ranked 2nd in the top 10 states for consumption of sparkling wine and champagne in 2019, according to Statista.com. Local businesses, specifically fine dining and leisurely establishments in the downtown areas of West Palm Beach, are expected to see an uptick in business as "Wall Street" executives relocate to the area. Local officials have been pressing forward with renovations and new commercial developments in preparation for the influx of commerce expected to be generated from Wall Street's move to the area in the next few years.



Competition

1. FERN STREET WINE BAR

501 Fern Street, Suite 104
West Palm Beach, Florida 33401

Similarities:

The Fern Street Wine Bar is a nearby competitor that sells wine, beer, hard liquor and food.

Differences:

Comparatively, The Fern Street Wine Bar is more of a casual dress hangout and differs from *Emperial's* model of an upscale, formal and chic ambiance. While some of the offerings at The Fern Street Wine Bar are similar to *Emperial's*, there are differences. Using only the freshest ingredients and being both gluten free and vegan friendly, *Emperial's* menu will be comprised of dishes inspired by culinary traditions from the most celebrated regions around the world. Another notable difference between *Emperial* and the The Fern Street Wine Bar is their respective target demographic. *Emperial* focusing on a customer base wholly comprised of entrepreneurs, venture capitalists and other individuals of a higher social-economic strata who enjoy a more affluent lifestyle.



2. THE BLIND MONK

410 Evernia Street, 107
West Palm Beach, Florida 33401

Similarities:

The Blind Monk is a true wine bar minutes away from the proposed location of *Emperial* wine bar. Some food menu items are similar.

Differences:

The Blind Monk, while only minutes away, is quaint and somewhat small having very limited seating capacity compared to *Emperial* wine bar's open design and spacious layout. Furniture, detail and trim accents separate and elevate the *Emperial* experience above the competition. The differences become more pronounced when considering the activities that *Emperial's* wine bar will offer such as live music, wine and painting classes and charity and fundraising events.



Advertising

- Direct Mailing
 - > Zip code specific promotional mail-outs

- E-Marketing
 - > Creative / incentivized email blasts

- Social media and search engine optimization
 - > Dedicated social media team to develop, implement and manage proven social media marketing strategies (Gentech Marketing)
 - > Fully integrated custom web page with shopping cart to support *Emperial's* online sales

- Presence in popular, industry-specific periodicals
 - > Wine Spectator
 - > Bon Appetite
 - > Food & Wine
 - > Wines Of The World
 - > The Local Palate
 - > Bourbon +



- Out of home advertising
 - > Strategically placed billboards
 - > Creatively wrapped promotional vehicle(s)
 - > Physical presence at industry specific events such as:
 1. Lux Chill Event
 2. Bridal showcases
 3. Sunfest
 4. Food & Wine Expo
 5. Wings & Wheels
 - > Branded furniture displays for wine & spirit outlets
 - > Aerial advertising in targeted locations
 - > Market specific sponsorships/partnerships
 1. Polo organizations
 2. Wimbledon
 3. Honda Classic
 4. Equestrian clubs
- Celebrity Influencers
 - > Reality TV stars
 - > Super models / actors, actresses
 - > Top fashion designers
 - > Industry specific social media influencers
 - > Musicians
 - > Athletes

* *Emperial* is planning a monthly promotional budget of \$43,000 to cover advertising costs.



Emperial Wine Bar Products and Services

Products:

Emperial wine bar will offer high-quality wines, delectable meals, fresh charcuterie and decadent desserts. Pricing on most offerings is in line with indirect competitors in the area. However, *Emperial* will offer a more discerning wine selection, unmatched customer service and an overall higher quality experience.

1. Wines

Wines from all around the world will be featured along with daily spotlighted selections. Customers will be free to enjoy any of our one hundred wines by the bottle. A select twenty wines will be offered in one full 6-ounce glass, or a flight of wine consisting of four 3-ounce pours.

- Full 6-ounce glasses of wine will range from \$9-\$16
- Flight wine offerings will range from \$12-\$20
- *Emperial* wine bar will also offer a small selection of high-end, luxury wine at a higher price point up to \$200 per bottle.

* All wines will be offered for purchase by the bottle for both on-premise consumption or take-home.



2. Craft Beers

Emperial wine bar will also carry locally sourced craft beers and a selection of beers from around the world. In addition, *Emperial* wine bar will offer a full liquor bar, custom cocktails and mixology and boutique spirits.

3. Food

Emperial wine bar will offer a delectable assortment of appetizers, flatbread, sushi rolls, salads, decadent desserts and charcuterie boards.

- Appetizers:

- > Hummus with pita bread and carrots.....\$9
- > Cantaloupe wrapped with Bruschetta.....\$9
- > Empanadas (beef or chicken).....\$9
- > Chips and salsa with guacamole.....\$9
- > Teriyaki meatballs with pineapple skewered.....\$9
- > Spanakopita.....,\$9
- > Edamame.....\$9

- Flatbreads:

- > The Aphrodite (A taste of Greece).....\$14
- > The Don (A taste of Italy).....\$14
- > The Little Havana (A taste of Cuba).....\$14
- > The Aloha (A taste of Hawaii).....\$14
- > The Samurai (A taste of Japan).....\$14
- > The Ratatouille (A taste of France).....\$14



- Sushi:
 - > Tuna Avocado Roll.....\$12
 - > Spicy Tuna Roll.....\$12
 - > California Roll.....\$12
 - > Avocado Cucumber Roll.....\$12
 - > JB Roll.....\$12
 - > Eel Roll.....\$12
 - > Alaska Roll.....\$15
 - > Dragon Roll.....\$15
 - > King Crab Roll.....\$15
 - > Starfish Roll.....\$15

- Salads:
 - > Greek Salad.....\$16
 - > Italian Salad.....\$16
 - > Japanese Salad.....\$16
 - > French Salad.....\$16
 - > Mexican Salad.....\$16

- Charcuterie/Cheese/Fruit Boards:
 - > Fruit Plate (assortment of seasonal fruits).....\$11
 - > Cheese Board (assortment of four cheeses).....\$20
 - > Charcuterie (assortment of four cured meats).....\$20
 - > Charcuterie & Cheese Board\$28



- Desserts:

- > Baklava.....\$8
- > Tiramisu.....\$8
- > Tres leches.....\$8
- > Japanese Strawberry Shortcake.....\$8

Services:

Emperial wine bar will rent the premises for private events.

- Birthdays
- Weddings
- Bridal Showers
- Charitable / fundraising events

* The base cost to rent the premises will be determined by calculating the average income earned per hour multiplied by the number of hours rented plus a surcharge of \$300. The total cost to rent the premises for events requiring catering will be determined based on the cost of food for the number of guests expected to attend plus the above base rate.



Operational Plan

Proposed Location

- 1300 Elizabeth Avenue, West Palm Beach, Florida 33401

Occupation Costs

- Start-up expenses:
 - > Opening Inventory and tabletop.....\$ 710,000
 - > Furniture and equipment.....\$ 400,000
 - > Carpentry and trim.....\$ 755,000
 - > Commercial vehicles.....\$ 160,000
 - > Licenses.....\$ 300,000
 - > Global Market startup cost:
 - (Licensing, trademarking, marketing).....\$1,000,000
 - > Marketing.....\$ 500,000
 - > Business Travel/Leisure.....\$ 100,000
 - > Salaries.....\$1,075,000
 - TOTAL.....\$5,000,000**
- Monthly expenses:
 - > Rent.\$26,000
 - > Utilities.....\$700
 - > Phone, Internet.....\$250
 - > Insurance policies.....\$1000
 - > Nitrogen / argon gas for wine preservation.....\$350
 - > Administrative Supplies.....\$500
 - > Miscellaneous (i.e. maintenance, cleaning, etc.).....\$250
 - TOTAL.....\$29,050**



Legal Environment

- *Emperial* requires the following in order to operate:
 - > Proper Business Insurance
 - > City, State & Federal License (Alcohol)
 - > ABC License
 - > TTB License
 - > Distributor's License
 - > Zoning & Planning Permit
 - > 2COP License for beer/wine consumption on premises and package retail sales
 - > Board of Health Certificate
 - > Certificate of Occupancy
 - > OSHA certification for employees

Front of House Personnel

- Restaurant General Manager (1)
- Bartenders (2-4)
- Hosts / Hostess' (2-3)
- Servers (8-10)
- Server Assistants (8-10)
- Food Runners (4-6)

Back of House Personnel

- Cooks (2-4)
- Food Preparers (2-4)
- Dishwashers (2-4)

Business Hours

- Monday through Thursday 11:00 a.m. - 9:00 p.m.
- Friday and Saturday 11:00 a.m. - 11:00 p.m.
- Sunday 11:00 a.m. - 8:00 p.m.



Executive Team

Greg Stevens, Founder and Creator and CEO

Greg will be working closely with his executive team on day-to-day operations building and strengthening relationships with industry leaders, celebrities and award show event coordinators. With his infectious personality and exceptional leadership qualities, he brings a unique, unstoppable vibe unlike any other. Complimentary to the brand, his personality will enhance endorsement and product placement opportunities. Drawing from his creative inspiration, Greg is always on top of new and innovative product ideas that further express and fully realize his vision for the *Emperial* brand. Greg stands out and has an unforgettable quality about him! He is an influencer and will attract the highest caliber of elite clientele. He has more than 20 years experience in the hospitality industry, as well as, a vast and keen knowledge of food and sought after flavor profiles. He's successfully managed restaurant operations through his creativity and using a grassroots marketing approach. He has worked in some of the best country clubs in South Florida. Venues include Mar-A-Largo, The Breakers, EAU Palm Beach and Boca Country Club. He attended Florida Culinary Institute where he studied hotel restaurant management and fine culinary cuisine. In addition, Greg had the esteemed honor when he became the recipient of, 2003 National Leadership Award, as Honorary Chairman Business Advisory Council by Congressman, Tom DeLay. He was invited to V.I.P. dinners, meetings, and other social functions, in Washington, D.C. with other high ranking officials in government. Including, but not limited to, a dinner with President George W, Bush.



Laurie Diemer, Chief Operations Officer

Laurie will work directly with Greg on day to day operations and direct sales. In addition, Laurie will contribute to *Emperial* wine bar's success relying on her experience in creative marketing solutions and brand enhancement. Laurie comes with over 25 years of marketing and sales experience specifically in wine and champagne. She has been a restaurant owner and has direct relationships with wineries from around the world. She works extremely efficiently and attracts the exact clientele *Emperial* is targeting. She is a team leader in every sense of the word and has an intense work ethic. In addition, she has run charitable fund raisers for C.H.O.P., St. Jude's Thanks & Giving Campaign, Nicklaus Children's Hospital, Arnold Palmer Children's Hospital and Make A Wish Foundation. She has managed a staff of over 100 restaurant employees while providing first class service. In addition, she has over 10 years experience in the human resources department and was a key-note speaker for over 500 people for S.H.R.M. Laurie has a Master's Degree in Business Marketing and Communications from N.Y.U.

Sara Altshuler A.V. P. & Special Events Coordinator

Sara is a true asset to the team with her intense work ethic and her ability to support high-profile executives and personnel. She has over 20 years of management experience leading special liaison projects. With her great attention to detail, she is able to plan the logistics and foresee the needed materials required to meet and exceed client expectations for board and committee meetings. She interacts extremely well with staff at all levels in a fast paced environment while remaining flexible, proactive and resourceful. She is efficient and maintains a high degree of professionalism and confidentiality. Sara graduated from Palm Beach State College and is also a real estate guru. On weekends, Sara serves as a panelist judge for well-known high school and college national debates.



Ray Bennet, Chief Financial Officer

Raymond will work directly with the founder / CEO on all day-to-day operations. He will manage and oversee all finance and accounting for *Emperial*. Raymond brings over 30 years of experience in the accounting field. He has a B.A. majoring in Accounting from Florida Atlantic University. Raymond has worked for over 8 years as a clerk and comptroller in a manufacturing company and has managed the accounting department in several companies. He has strong attention to detail, high integrity and world class interpersonal service skills.

Rodolfo Toro, Chief Strategy Officer

Primary responsibilities are strategy formulation and liaison between department heads. Rodolfo will work closely with the CEO to develop the framework and actionable plans necessary to realize Greg's vision for the company. Rodolfo will be responsible for coordinating the execution of the company's plan of action between department heads and ensuring objectives and milestones are met. He has a well-rounded background of experience in team management, strategic planning and public relations at both the micro and macro levels. His most recent position was serving as operations manager for DAJ Logistics, a subcontractor for Amazon Logistics. Rodolfo holds a bachelor's degree in communications/advertising and is an eight year veteran of the United States Marine Corps. A strong work ethic, attention to detail, forward thinking and creative business solutions are hallmarks of his character.



Huy Dam, Business Consultant

What started out only as a dream in his kitchen, Huy Dam, came from humble beginnings. As Co-Founder & Creator of Taste of Florida Real Fruit Mixers, Huy has grown his company into an award winning beverage brand which turned into a nationwide, multi-million dollar company. His uncompromising commitment to developing high quality products using only the freshest ingredients, has led to his brand's success in the hospitality and nightlife industry. As his brand became wildly popular throughout Florida, he was able to land his first large client, Disney! This helped him achieve a strategic partnership with Budweiser. Huy's twenty nine years of experience in product development and beverage distribution, coupled with his proven business savvy, will be invaluable to *Emperial's* executive team in navigating day-to-day operations. Tapping into Huy's network will also aid in Emperial's growth and expansion into global markets.

- See attached appendices for supplemental information -



KEY PARTNERSHIPS



Fernando Carlison Jr., CEO
Mundi Limousine, LLC

Fernando saw the opportunity of investing his years of business expertise and experience in the luxury ground transportation market to build a company with unprecedented excellence and quality. Mundi is a global leader in luxury transportation and one of the largest in South Florida and Las Vegas, with networks in all major cities worldwide. Mundi offers seamless chauffeured transport and personalized concierge services for high-profile clients, government officials, companies, professional teams and event coordinators worldwide for both private and major public events. Christian Dior at Art Basel, The Superbowl, Formula 1 among others. Fernando is eager to become a global brand ambassador for Emperial by allowing us to tap into his global network, and by offering our products in Mundi Limousines worldwide.



Andrew Kutno, CEO
VIP Printing, LLC

In his years of experience, Andrew has gained an in-depth understanding of the requisite marketing and advertising skills necessary in developing a company's image and forging a brand for global markets. He has a broad-spectrum portfolio with experience ranging from brand and sponsorship activation to full on event production. Some of his projects include; Palm Beach Film Festival, Palm Beach Boat Show, Ft. Lauderdale Boat Show, SOBE Food & Wine, Grapes on the Green, Allianz, Feast of the Sea, Art Basel Events, Mercedes Benz Evolution Tour and the production of national and international fashion shows. Services include creative design packaging, branding, marketing and event production for high-end brands. Andrew has worked to enhance brands like Grey Goose, Tito's Vodka, Sexier SX Liquors, and has activated and launched campaigns for fortune 500 companies in Canada and eleven countries abroad.



EMPERIAL INFLUENCER ADVERTISING CAMPAIGN

| Name: | Service: | Notes: |
|----------------|--|---------|
| Syrus | Casting director for MTV. Potential access to MTV music awards. Possible product placement on reality shows. | Onboard |
| DJ Pauly D | Product endorsement during performances/appearances. Can facilitate access to other notable influencers in the night club scene. | Pending |
| Maria Elizondo | Famous dating show cast member. Product endorsement. | Pending |
| Hollie | P.G.A. Tour connection. Can serve as a brand ambassador and facilitate product placement in the VIP section of P.G.A events. Can coordinate golfing sponsorships. | Onboard |
| Warren Cady | Rod Stewart's nephew. Connection to night clubs in England for product endorsements, and can potentially arrange access to the Queen. | Pending |
| Fernando | Mundi Limo. Owner of a luxurious limousine company with connections to other service-based business owners. Opportunities for product placement and brand enhancement. | Onboard |
| Joey Rodriguez | Yacht company owner / party buses. Opportunities for product placement on yachts and party buses. Has an influence in the night club scene in Miami and can assist in product placement and endorsement at these venues. . | Onboard |
| Chef Bret | Winner of Hell's Kitchen. Assistant chef to P. Diddy. Can assist in creating food recipes with Emperial products to help Emperial expand into the culinary market. | Pending |
| Chef Shashank | Owner of Sidewalk Chefs. Opportunities for product placement in his establishments. Can assist with creating food recipes using Emperial products to help us expand into the culinary market. | Pending |
| Aaron Marrion | Youtube influencer. Product endorsement on youtube channels. | Pending |



EMPERIAL CONCIERGE SERVICES

EVENT SERVICES

- Bar Mitzvah Bat Mitzvah
- Wedding Planning and Staffing
- Event Planning and Staffing
- Event Marketing and Advertising
- Event Security

TRAVEL AND LEISURE SERVICES

- Hotel & Resort Accommodations
 - > Corporate retreat reservations
 - > Leisure vacation home and mansion rentals
- Luxury Transportation Services:
 - > Commercial and private jet reservations
 - > Private yacht charters
 - > Limousine (Sedan / SUV) arrangements
 - > Exotic car rental reservations
 - > Private home watch services
 - > A discreet personal security detail can be added to any *Emperial* travel and leisure service

ENTERTAINMENT

- Concert, Theater and Major Event Tickets
- Sporting Events:
 - > Box and courtside seating
 - > Golf tee times
 - > Tennis and racquet ball court rentals
- Restaurant and Fine Dining Reservations
- VIP Access to Night Club and Private Events



EMPERIAL'S SIGNATURE RED



(END)

MISCELLANEOUS NOTES:

- “Champagne Life” sound bite for webpage landing
(Greg’s favorite song)
- Partner with high-end industry leaders in hospitality, transportation and leisure activities to develop all inclusive packages to offer on Emperial’s website. Some examples may include a package which includes private air, ground and/or yacht transportation and hotel/resort/ Air BNB accommodations to locales hosting popular events frequented by our target demographic.
****(Emperial will collect an affiliate marketer’s fee from each of companies that transact sales resulting from our website traffic)***
- Hotels / resorts may also offer Emperial transportation / concierge packages to resort guests. (THIS IDEA IS QUESTIONABLE)
****(Emperial will payout an affiliate marketer’s fee to the resort for booking Emperial packages for guests. Fee to be discussed)***