



# FabstWines

*Your Wine Matchmaker*



# Who Are We?

“FabstWines is the **wine matchmaking** platform that provides **wine businesses** with data analytics and **identifies** every **individual consumer** own **taste profile**, **matches** them with the **right wine** based on **preferences, weather, location and mood.**”

*With FabstWines, every sip is an exploration, every bottle a masterpiece.*

# The Problem

## Wine Businesses/ Sellers

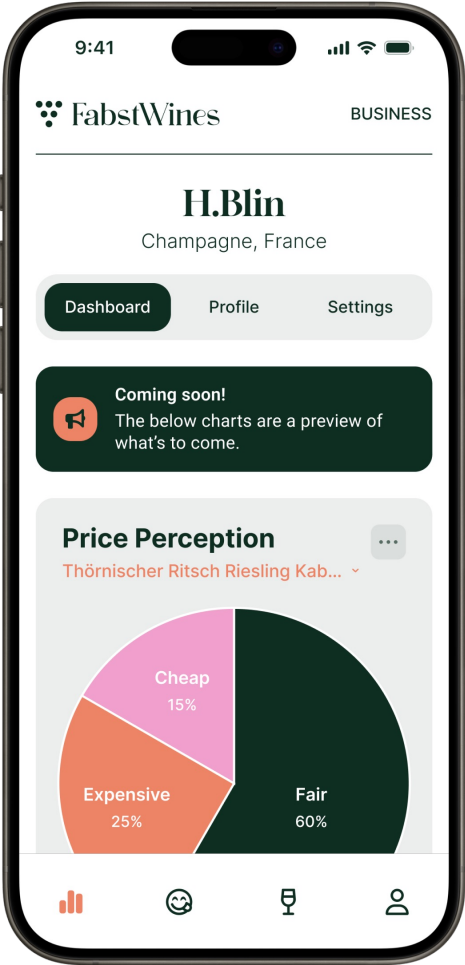
- Limited Consumer Insights
- Ineffective Marketing
- Inventory Management/ Price Competition

## Wine Consumers/ Buyers

- Overwhelming Choices
- Unknown Preferences
- Fear of Disappointment

# We are your WINE MATCHMAKER

## Business



FabstWines

## Consumer



Insights & Personalized Taste Profile



Edutainment



Communities

Data Collection

# A Win-Win for Industry & Environment

**Reducing Waste** through responsible **Consumption**



Increase **Profitability** with **Data-Driven Insights**



**Enhancing Customer Satisfaction**

Targeted **inventory management** with actual market demand

**Dynamic Pricing Strategies & Market Trend Analysis**

**Personalized Consumer Experience & Enhanced Buying Decisions**

*Higher Sales & Reduced Waste through smarter resource management*

# The Solution

## Wine Businesses

- In Depth Consumer Insights
- Quality Assurance & Brand perception
- Dynamic Pricing & Inventory Management
- Personalized simple shopping experience

## Wine Consumers

- Personalised Taste Profile
- Smarter Selections: Environmental based recommendations through technologies
- Fun Exploration and Learning: Edutainment
- Social Experience



**87M**

**BOTTLES/DAY  
CONSUMED  
GLOBALLY**



**c.2.7M**

**WINERIES  
GLOBALLY**



**10K**

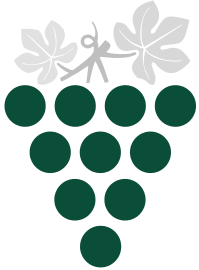
**DIFFERENT GRAPE  
VARIETIES GLOBALLY**

*France Is Spending \$216 Million to Destroy 302 Million Liters of Wine in 2023*

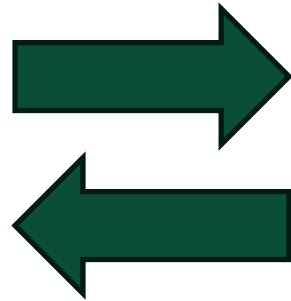
**The market is shifting**

# Our Clients & Market

## Phase 1: Winemakers



User Acquisition

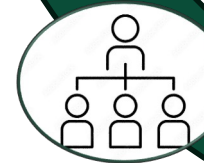


## Phase 2: Events and Exhibitions (Private & Corporate)



User Acquisition

## Phase 3: Organisations: (clubs, gov. bodies, associations)



User Acquisition

User Acquisition

## Phase 5: Restaurants



User Acquisition

## Phase 4: Distributors (E-Commerce, Retail)





# Our Team

FABIENNE STANITZ



**Co-Founder/ CEO**  
WSET 2 / Sommelier  
12 years experience in  
Management roles within  
hospitality industry

KENNETH HOBKIRK



**Co-Founder/ COO/CFO**  
10+ years investment  
professional, private  
equity, corporate M&A,  
strategy consultant

TIAGO TEIXEIRA



**CTO**  
15+ years IT experience  
3 previous CTO positions

SIOBHAN HICKEY



**Business Development**  
WSET 2  
10+ Food Manufacturing  
and Tech as PM &  
Customer Success

# Awards & Recognition





# FabstWines

**ARE YOU READY TO  
REVOLUTIONIZE THE WINE  
INDUSTRY?**

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