



Lyfe taste



PORTUGAL IS THE 2ND LARGEST WORLD CONSUMER OF WINE *PER CAPITA*

With an average consumption of 42,2 litres, just after France with 55 litres.

UK 19,90L; USA 12,80L; China 1,30L; Brazil 1,70L.

Wine Spectator elected Portugal as the best winery region to visit.

Wine With Spirit has made a significant investment in research, especially in ethnography.

The main conclusions were:

- More than 90% of the consumers **don't base their buying decisions in the technical aspects of wine**
- More than 90% of the **consumers are driven to consume wine based on emotions or moments**
- Different countries have different needs in terms of wine

(blend)

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PORTUGAL IS THE WORLD'S LEADER

In percentage of vineyards area. Considering the total country area, 2,59% of the Portuguese national territory is occupied by vineyards, followed by Italy with 2,55%, Spain with 2,01% and France with 1,45%.

PORTUGAL HAS 6 WINES IN THE TOP 100 WINES OF THE WORLD

Wine Spectator

Source: Revista de Vinhos; IVV; OIV; Wine Spectator; USA Today

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João Pedro Montes - CEO

WWW.WINEWITHSPIRIT.NET



We produce wine with the goal of getting into the market delicious, creative, authentic and fun wines that have a **a good and original story to tell.**

Creators of **ENOTAINMENT**, a universe of sharing and interaction where entertainment and fun are at the base of **a new way of drinking wine and of experiencing life.**

Our wines are unique. Even the wine-making process is **INNOVATIVE**. This oenological irreverence has led us to search for the **perfect liquid** for each and every moment of life.

We don't produce wine just to go with meals...
But we feed **relationships with wine!**

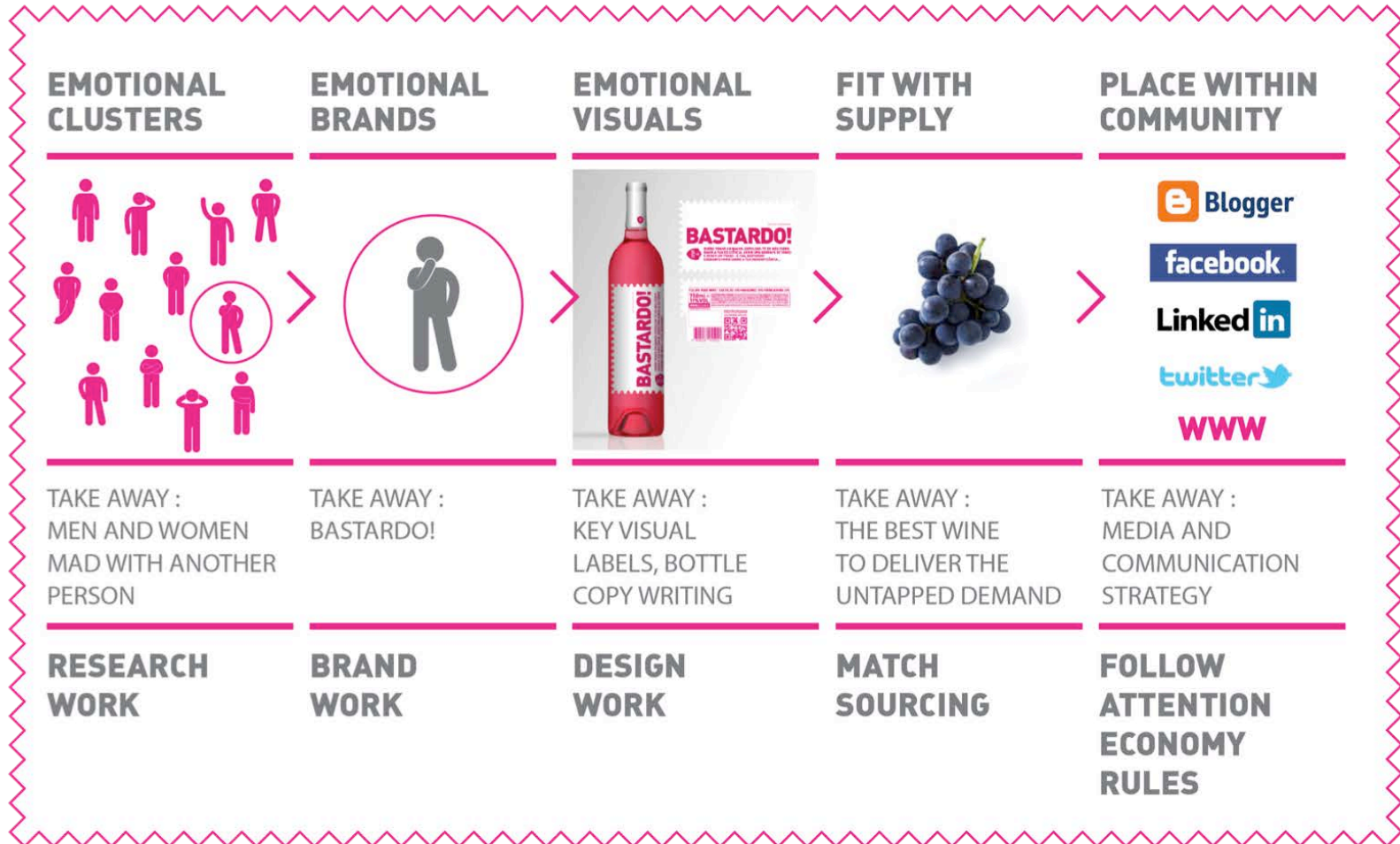


WWS anti-manifesto

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<https://www.youtube.com/watch?v=wVD-hRNvPSc>





Wine With Spirit family

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EMOTIONS

MOMENTS

Prizes & recognition



Considered as the world's **most innovative winery** at 2014's *Wine Business Innovation Summit* in Germany

Pedro Sereno, Wine With Spirit's oenologist, was elected as **2013 Oenologist of the Year** since he was the region's specialist to reach the largest number of medals in national and international contests in that year

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recognitions



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Roger Voss
European Editor



WINE ENTHUSIAST
MAGAZINE



84
POINTS

81
POINTS

87
POINTS

84
POINTS

85
POINTS

87
POINTS

86
POINTS

85
POINTS

90
POINTS



recognitions

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Wine With Spirit is internationally recognized as a success and innovation case, being frequently referred and used as a reference in academic circles

Two of these examples are:

- **HEC** project, where this prestigious French management school used Wine With Spirit as a case study in its MBA program



MERCATOR
DA LÍNGUA PORTUGUESA
TEORIA E PRÁTICA DO MARKETING



WINE WITH SPIRIT ELEITA COMO CASO DE SUCESSO
NO MERCATOR - LIVRO DE REFERÊNCIA NA ÁREA DO MARKETING

- This year's edition of **Mercator** where Wine With Spirit is referred as an example of **innovation** and **irreverence** in the scope of such a traditional sector as wine



WWS is registered and certified by the **Food & Drug Administration** (FDA) from the USA as well as Japan, which are considered as the most strict and demanding entities of the food and drinking sector all over the world.



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...some interesting data

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Brands

22 (Registered in over 30 countries - EU, Japan, Brazil, USA, China)

9 Countries with a local operator

(Portugal, Spain, Poland, Benelux, UK, Japan, Brazil, USA and making contacts in Russia, Canada and China)

~300 Brand activations/guerrilla

~26 National and international prizes and recognitions

3 ^M annual current production

15 ^M production capacity in 12 months and up to **30M** in 24 months



market

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~ **1,7**
M **Points of sale in Europe**
(in Portugal ~100K)

4,6
M hl* **Portugal Wine Consumption**
Source: International Organisation of Vine and Wine (<http://www.oiv.int/en/>)
2011 Data

155,8
M hl* **European Wine Consumption**
Source: International Organisation of Vine and Wine (<http://www.oiv.int/en/>)
2011 Data

27
M Btls **Production of the largest Portuguese producer
wine brand, present in 90 countries**

*1hl = 100l

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imagine that it was you promoting this company

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the store that allows you to enjoy life & create a profitable business a click away.

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An innovative distribution project combining the power of **e-commerce** with the power of **affiliate marketing**.

It is aimed at **irreverent and innovative entrepreneurs** who want to take a profitable business opportunity and contribute for the Wine With Spirit's mission of taking "Enotainment" to the world.

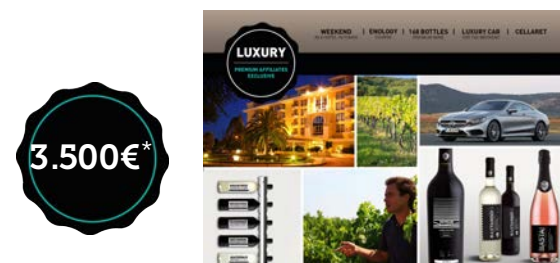
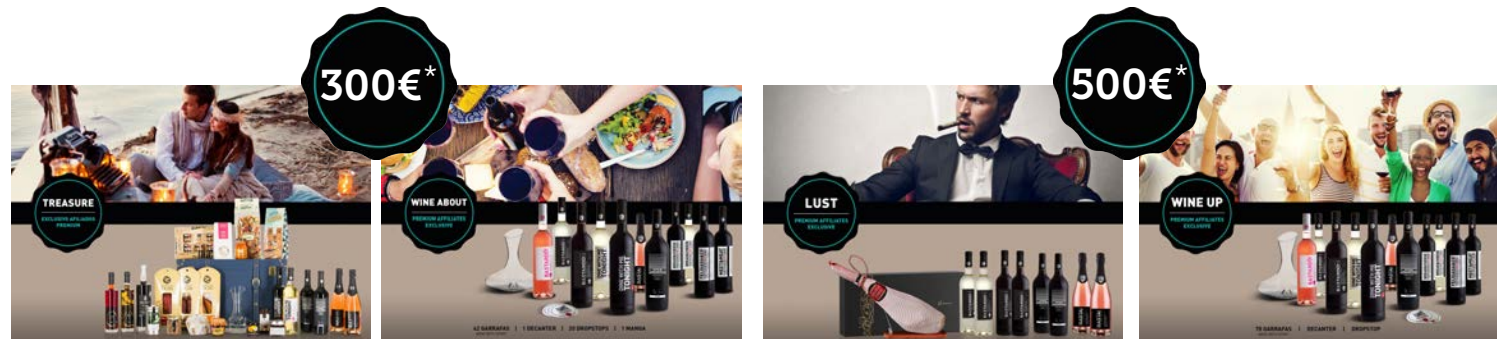
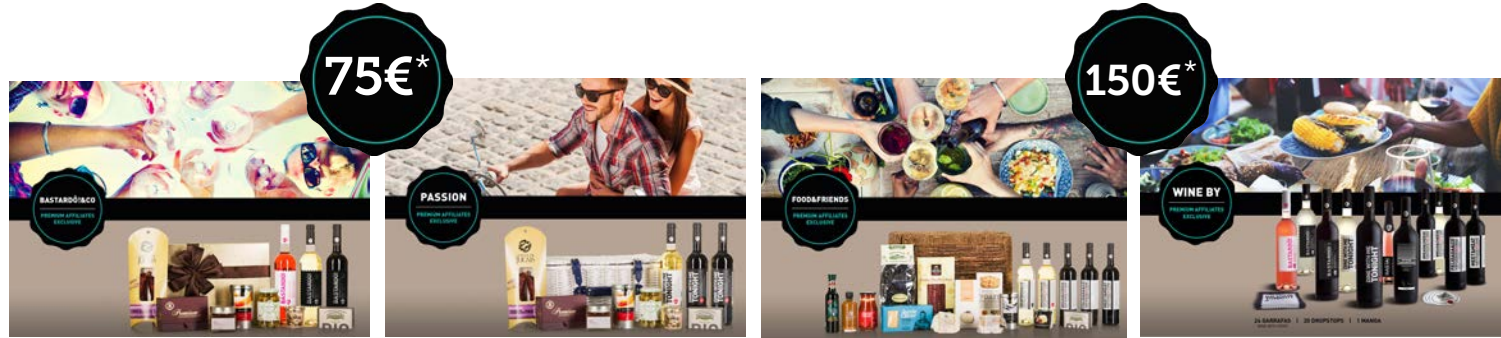
Lyfetaste is an attractive business opportunity with an **excellent financial return**. All the affiliates benefit from **continuous training** (Oenology, Business Development, CRM, Team Building, E-Commerce).

The platform has a powerful **Backoffice with sales tools and contents** and invests in **E-COMMERCE campaigns** (Google AdWords, AdSense, etc.) that generate quality leads with the objective of supporting the Affiliates sales success.



We take the consumers on a journey full of flavors and eliminate geographical barriers by giving them the chance of drinking Wine With Spirit's delicious, creative and exclusive wines wherever they are.

We made a selection of **unique products** to create premium packs



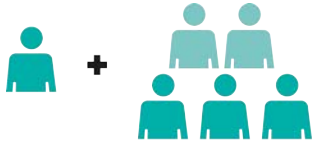
PRODUCT IMAGES ARE FOR ILLUSTRATIVE PURPOSE ONLY. IN CASE OF EXISTING STOCK RUPTURE OR PRODUCT UNAVAILABILITY, THE PRODUCTS WILL BE REPLACED BY ANOTHER OF EQUAL VALUE

*ALL PRICES ARE SUBJECT TO THE APPLICABLE TAXES WHICH MAY VARY DEPENDING OF THE COUNTRY



PREMIUM AFFILIATION

AMBASSADORS



Business Plan and products promotion to entrepreneurs

CORPORATE



Business Plan and products promotion to companies (horeca, corporate, associations, etc)

OBJECTIVE: Expand the distribution channel and increase earnings

HOW: - Personalized online store at the Lyfetaste website

- Lyfetaste spots
- Events and meetings
- Digital media (websites, blogs, social network)
- Brand Ambassadors (with reputation)

- BENEFITS:
- Bonuses from 20% to 50%
 - Additional discounts up to 36,5%
 - Additional bonuses, cars, trips, etc
 - Progression plan with team bonus

A unique program that allows Affiliates to have their own business and work at their own pace, wherever and however it better suits them, whatever the business model chosen. Lyfetaste is an attractive business opportunity with an excellent financial return.

MY LYFETASTE ONLINE STORE

Personalized online store available to Affiliates for promoting sales to customers and attracting new Affiliates. With integrated payment and logistic systems.

MY LYFETASTE FRANCHISE SPOT

Lyfetaste Spots franchise network. A space concept with a WWS/Lyfetaste brand identity where costumers can enjoy an unforgettable Enotainment experience. Available on Franchising system.



team
bonus

shared
bonus

volume
bonus

store
bonus

single
bonus



The premium affiliate who wishes to subscribe a lower value premium pack is able to sell any higher value pack and benefit from the commission of his higher value subscription.

	value	total bonus	team bonus	shared bonus
Bastardo&Co Passion	75€+VAT	20% 15,00€	16% 12,00€	4% 3,00€
Food&Friends Wine by	150€+VAT	25% 37,50€	20% 30,00€	5% 7,50€
Treasure Wine about	300€+VAT	30% 90,00€	24% 72,00€	6% 18,00€
Lust Wine Up	500€+VAT	40% 200,00€	32% 160,00€	8% 40,00€
Wine&go Wine Not?	1.000€+VAT	45% 450,00€	36% 360,00€	9% 90,00€
Luxury	3.500€+VAT	50% 1.750,00€	40% 1.400,00€	10% 350,00€



Lyfetaste offers performance prizes to Affiliates who are innovative entrepreneurs that want to develop their business in a profitable and sustainable way and with a medium or long term perspective.

WE WANT THIS TO BE A LIFETIME PROJECT FOR OUR AFFILIATES!



AFFILIATES REACH DIFFERENT SUCCESS LEVELS
AS THEY DEVELOP THEIR NETWORK

The success is awarded with:

- a percentage on their Affiliates team sales;
- access to an innovative car;
- trips to enjoy a deserved holiday;
- other benefits



Turn into a premium affiliate

1 Register at
lyfetaste.com/affiliate

2 Select the pack
you wish to start with

3 Start working on
your network

PERSONAL INFORMATION

First Name Last Name
E-mail Telephone
Company VAT Number

If you want the invoice to be filled in your company's name please fill the field with the company's name.

If you filled the company's field please include you VAT number here.

BILLING ADDRESS

If you filled the company field you should write here the fiscal entity headquarters address.

Company Telephone
Address
City
Postal Code Country

DELIVERY ADDRESS

Fill only if it is different than the billing address. We advert that we can not deliver to private post boxes. We also advise that you should choose an address that has someone home between 9 am and 7 pm.

Address
City
Postal Code Country

INFORMAÇÃO DE AFILIADO

Sponsor's ID

Choose the type of affiliate you want

PREMIUM PACK'S NAME

I confirm that I am over 18 years old

SYSTEM

- . Tastings
- . Online presentations
- . Face-to-face presentations
- . Corporate events
- . Online training
- . Face-to-face training
- . **BASTARDÔ!** university
- ...

TOOLS

- . Brochure presentations
- . PowerPoint presentations
- . PDF presentations
- . Banners e Flyers
- . Banners and flyers
- . Information packs
- . Replicated websites
- . Online store
- ...

Support Phone | Email | Skype | Whatsapp | ...



<https://youtu.be/izTq9oPT-Ug>



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THANK YOU!