



MINVINO®

Crisp, light & fruity
white wine

NO | 1

MINVINO

Crisp, light & fruity
white wine

NO | 1

MINVINO®

Full-bodied & rich
white wine

NO | 2

MINVINO

Full-bodied & rich
white wine

NO | 2

MINVINO®

Complex & tight red wine
Elegant & fruity red wine

NO | 3

MINVINO

Complex & tight red wine
Elegant & fruity red wine

NO | 3

MINVINO®

Full-bodied & spicy
red wine

NO | 4

MINVINO

Full-bodied & spicy
red wine

NO | 4

MINVINO®

WATER FOR WINE LOVERS

Water is the silent
companion to any food or
wine

WINE + FOOD =
MAGIC



WRONG WATER
KILLS A GOOD WINE!





“WATER AFFECTS
THE EXPERIENCE
OF THE WINE...”





“WATER AFFECTS
THE EXPERIENCE
OF THE WINE...”



MINERALITY

PH LEVEL

CARBONATION

ACIDITY
TANNINS
TEXTURE
FLAVOURS



“WATER AFFECTS
THE EXPERIENCE
OF THE WINE...”



MINERALITY
PH LEVEL
CARBONATION

ACIDITY
TANNINS
FLAVOURS



“WATER AFFECTS
THE EXPERIENCE
OF THE WINE...”

“WATER CAN
DESTROY or ENHANCE
YOUR WINE”



MINERALITY
PH LEVEL
CARBONATION

A high-speed photograph of water splashing onto a dark, textured rock. The water is captured in mid-air, creating a dynamic, crystalline structure. The background is a blurred, rippling surface of water. A semi-transparent circular overlay is positioned on the right side of the image, containing text.

Not just the TDS
level or low to
high minerality

MINVINO by THE WATER STUDIO - INVESTOR 2019



Not just STILL
or
CARBONATED

MINVINO by THE WATER STUDIO - INVESTOR 2019

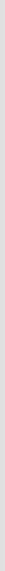
5 MAIN INSIGHTS DURING THE MINVINO JOURNEY

INSIGHT 1



INSIGHT 2





INSIGHT 3

Commercial potential

**STRONG MEGA TREND IN HEALTH,
WE DRINK LESS BUT BETTER**

CRAFTED BEVERAGE TRENDS
BEER, GIN, TONICS, NON-ALCOHOLIC

BOTTLED WATER GROWING
OVERTOOK No1 over SOFT DRINKS IN THE
US (2016)

**PREMIUM BOTTLED
WATER GROWING:**
PROJECTED TO REACH USD 224,5
BILLION BY 2021

**WINE MARKET IS HUGE
AND GROWING:**
DOMINATED BY THE EUROPEAN AND
NORTH AMERICAN COUNTRIES



Commercial potential

STRONG MEGA TREND IN HEALTH,
WE DRINK LESS BUT BETTER

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WINE MARKET IS HUGE
AND GROWING:
DOMINATED BY THE EUROPEAN AND
NORTH AMERICAN COUNTRIES

MARKET OPPORTUNITY

for

WATER TO WINE



INSIGHT 4

Swedish spring source – low minerality



INSIGHT 5



We **push the boundaries of
the bottle water market** to
create a unique product
category



A03 R10

Vicard
FRANCE

PRESTIGE

BIERA

ML

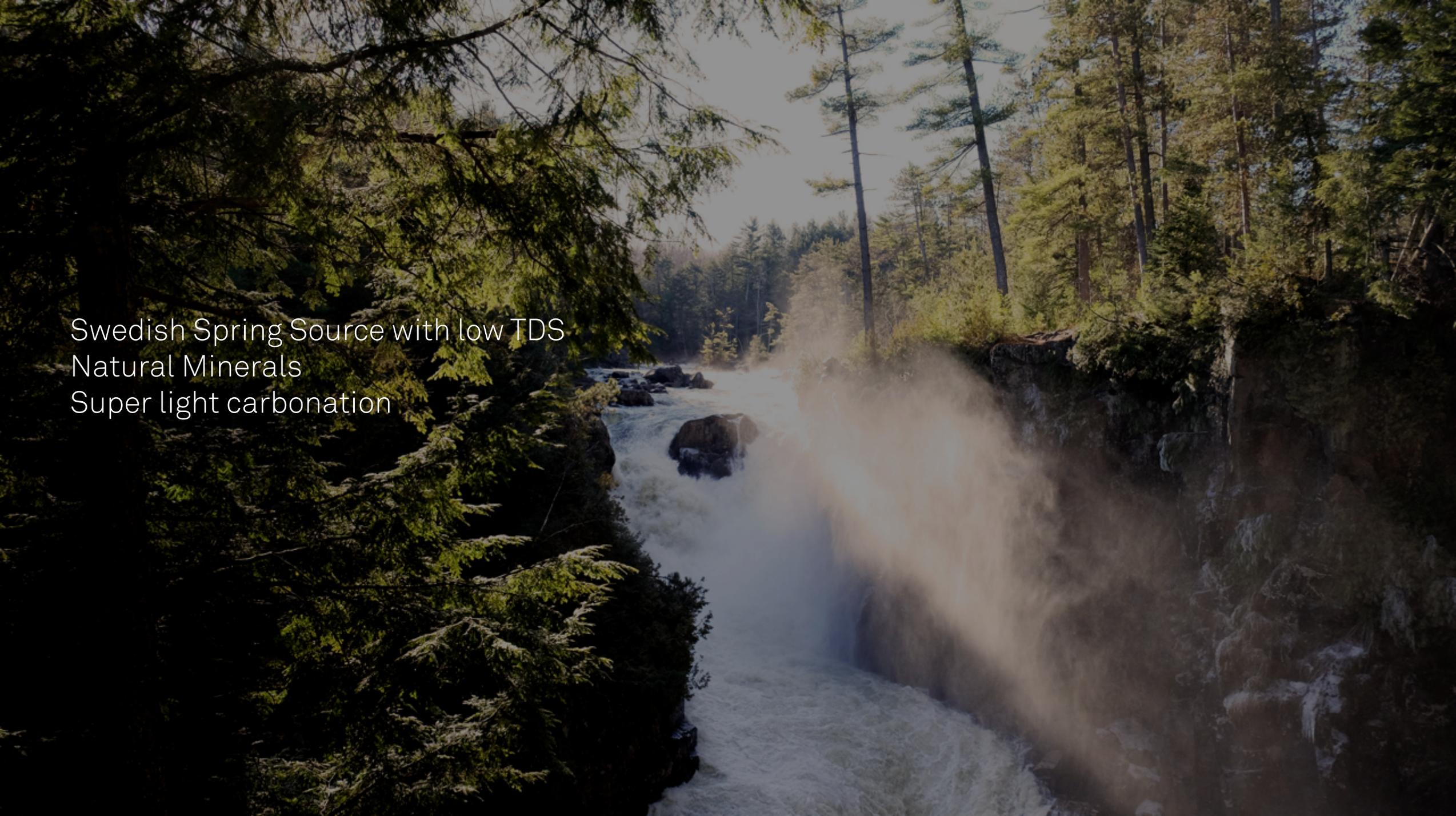
BAROLO

CANNUBI

Barolo
CANNUBI
2005
CANTINA PIRELLA
E. PIRELLA & FIGLI
MANTOVA (VR)

We are Water makers

HOW IT WORKS



Swedish Spring Source with low TDS
Natural Minerals
Super light carbonation

HOW WE CHOOSE SOURCE

IMPORTANT PART OF THE BUSINESS MODEL / CONCEPT:

We are not tied to work with one source, but the source needs to meet up to our high quality criteria:

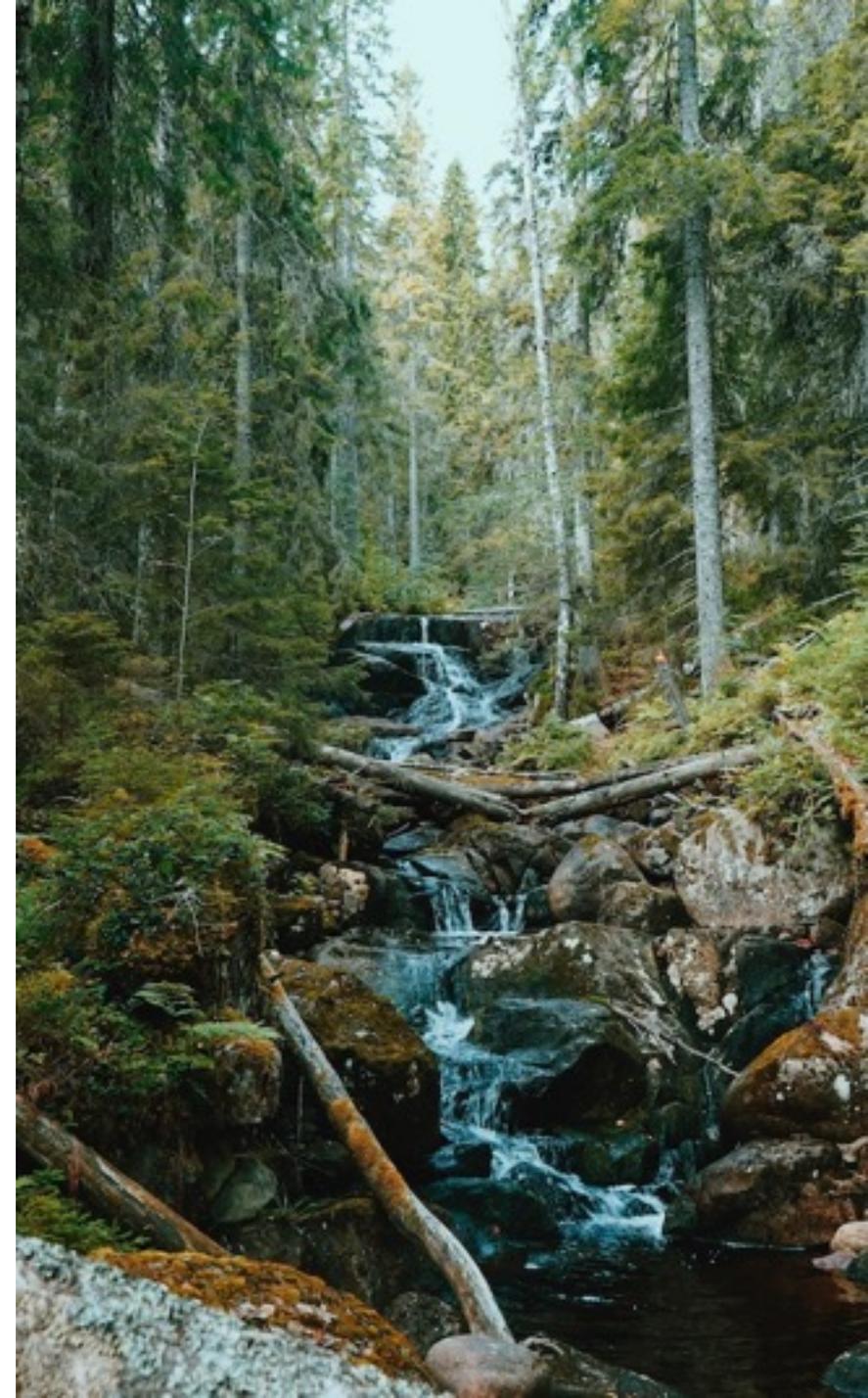
TDS -The taste and terroir is determined by the minerals it contains. Its measured in mg/l and its called Low TDS or Dry Residue. Low level of TDS. Low level of sodium & calcium.

Virginity indicates how protected water is from its surroundings. It is determined by the water's level of nitrate must be at least be "very good" which means at least under 4 mg/l. We prefer under 1 mg/l.

Production line- need to be modern and fulfill all our criteria.

Story – the source must have an interesting story that we can use in our communication. The virginity and cleanness of Swedish water is one story angle outside Europe.

Sources- in Sweden we can collaborate with more than four different sources.



THE STORY ABOUT PORLA BRUNN

Today we are collaborating with Porla Brunn:

When you hold a bottle with water from Porla Brunn in your hand, it represents more than 400 years of history. A history that bring you back to 1717 when people from all around Sweden traveled to Porla Brunn springe source to cure their diseases. It stems from a time when nature was pure and undisturbed by man, a time when rain was not acid or polluted.

The source is located north of Laxå, deep inside the rugged woods of Sweden and far far away from major industries and agriculture which creates unique conditions for Porla Brunn springe source.

The water has traveled through layers of sandstone, clay and sand and has low levels of mineral salt. The water is still flowing, as clearly, cold and good, as back in the Middle Ages.



PROCEDURE from idea to final Collection

Time line - THE WATER STUDIO/ MINVINO

2011	The founder came up with the concept of a Water to wine.
2016	Validation of concept Andreas Larsson 2007 World Sommelier Champion
2016 - Q2	Project up start, Concept development with Solveig Sommarström and Susanne Berglund Krantz.
2017 - Q1	Company founded
2017 - Q2	First Test batch
2017 - Q3	Feedback loop - water & wine tastings with 20 sommelier & 100 wine lovers
2017 - Q4	Brand platform
2018 - Q1	First Production – new water and wine tastings
2018 - Q2	Launch Sweden – Swedish Sommelier Championship 2018
2018 - Q3/Q4	Winner World Beverage Innovation Awards 2018 – best premium drink
2018 – Q4	Sales in pop up store in Stockholm, online wine distributors (Off-trade), Successful First Crowd Funding
2019 –	Sales - restaurants Sweden & Nordic

The Team

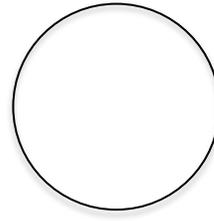
CORE TEAM



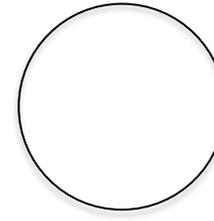
JEANETTE FILI
Co-Founder & Sommelier



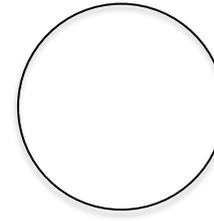
PETRA RANHEM
Co-Founder



ELISE LANGBECK
Administration



CHARLOTTE KLIPMARK
PR & marketing



CHRIS MELLIN
Sales



SOLVEIG SOMMARSTRÖM
Master Blender



**SUSANNE BERGLUND
KRANTZ**
Sommelier

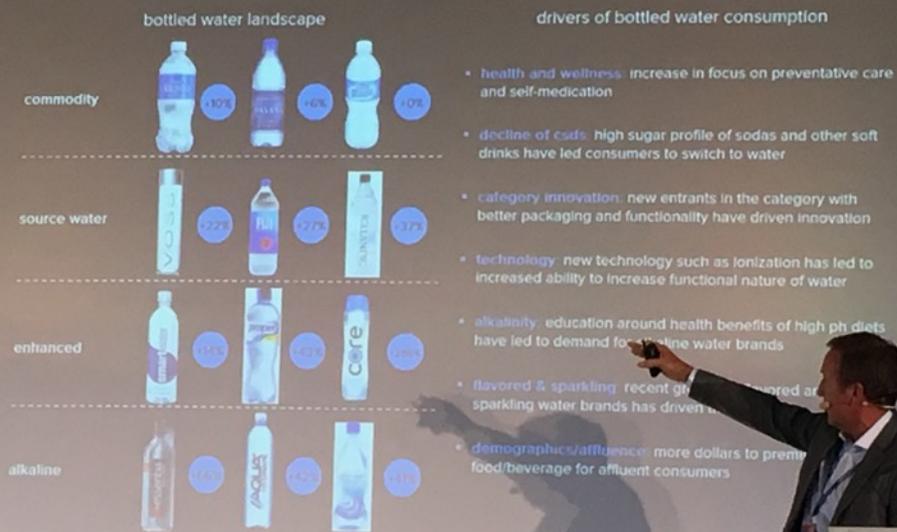


ANDREAS LARSSON
Premium Wine & Wine Industry Expert

EXTENDED TEAM

Evolution: bottled water snapshot

Bottled water continues to grow at ~10% per year with premium driving innovation in category



drivers of bottled water consumption

- **health and wellness:** increase in focus on preventative care and self-medication
- **decline of ctds:** high sugar profile of sodas and other soft drinks have led consumers to switch to water
- **category innovation:** new entrants in the category with better packaging and functionality have driven innovation
- **technology:** new technology such as ionization has led to increased ability to increase functional nature of water
- **alkalinity:** education around health benefits of high pH diets have led to demand for alkaline water brands
- **flavored & sparkling:** recent growth in flavored and sparkling water brands has driven innovation
- **demographics/affluence:** more dollars to spend on food/beverage for affluent consumers

source: ipsos 52 week data ending 9/1/15. channels include multi, natural and specialty. ipsos data does not include all retailers (including whole foods)

zenich international
13TH GLOBAL BOTTLED WATER CONGRESS

What is premium water?



© 2015 Zenich International

13TH GLOBAL BOTTLED WATER CONGRESS







98% 👍

MINVINO®

Water for wine lovers

No great wine ever came from a spreadsheet. They said it had to be cork, he said screw it.

Personal relationships to key influencers



The Advisory Board



ANDREAS LARSSON
Premium Wine & Wine Industry Expert



GIOVANNI FILI
Entrepreneur & Investment Expert



KAROLINA ROSLUND
Digitalization & Small Business
Acceleration



Å S A C A A P
Global roll out & scale expert



STEVE ROWE
Premium Water Industry Expert



CHARLOTTE KLIPPMARK
Marketing & PR Expert



PETER HOGERVORST
Beverage Industry & Production Expert



MINVINO

The worlds first collection of waters carefully designed for different styles of wine.

HOW IT WORKS

Exclusive recipes by our master blenders

TO MATCH
LIGHT, FRUITY
WHITE WINES
LIKE RIESLING
& CHABLIS



MINVINO • WATER FOR WINE LOVERS

No | 1

THE LOW MINERALITY OF MINVINO NO.1
PAIRS WELL WITH THE HIGHER ACIDITY IN
LIGHT WHITE WINES.

MINERALITY



 RIESLING
SAUVIGNON BLANC
ALBARIÑO

 CHABLIS
UNOAKED WINE
COLD CLIMATE



The world's only collection of water designed to
harmonize with different styles of wine.

www.minvino.com

HOW IT WORKS

Exclusive recipes by our master blenders

TO MATCH
RICH, FULL-
BODIED
WHITE WINES
LIKE
CHARDONNAY



MINVINO • WATER FOR WINE LOVERS

No | 2

THE ENHANCED CALCIUM OF MINVINO NO.2 BALANCES THE SMOOTH MOUTHFEEL IN RICH, FULL-BODIED WHITE WINES.

MINERALITY



 CHARDONNAY
SEMILLON
VIOGNIER

 WHITE RIOJA
OAKED WINE
WARM CLIMATE



The world's only collection of water designed to harmonize with different styles of wine.

www.minvino.com

HOW IT WORKS

Exclusive recipes by our master blenders

TO MATCH
LIGHT, FRUITY,
OR COMPLEX
RED WINES
LIKE BAROLO &
PINOT NOIR



MINVINO • WATER FOR WINE LOVERS

No | 3

A PINCH OF ADDED NATRIUM IN MINVINO NO.3 HARMONIZES WITH THE TANNIN STRUCTURE OF THESE RED WINES.

MINERALITY



 PINOT NOIR
GAMAY
NEBBIOLO

 BAROLO
BORDEAUX
PRIORAT



The world's only collection of water designed to harmonize with different styles of wine.

www.minvino.com

HOW IT WORKS

Exclusive recipes by our master blenders

TO MATCH
RICH, FULL-
BODIED RED
WINES LIKE
AMARONE



MINVINO • WATER FOR WINE LOVERS

No | 4

THE SEMI-HIGH MINERAL CONTENT IN MINVINO NO.4 SUPPORTS THE INTENSE FLAVOURS OF RICH RED WINES.

MINERALITY



 ZINFANDEL
PRIMITIVO
SYRAH

 AMARONE
RIOJA
WARM CLIMATE



The world's only collection of water designed to harmonize with different styles of wine.

www.minvino.com

MINVINO

The missing link for a successful food & wine pairing.

THE FOOD, THE WINE, AND THE WATER

MINVINO adds new value - bring you the best from your wine.

MINVINO both maintains and supports the taste of the wine, for the experience of the food and wine-pairing to be as successful as planned by the chef and the sommelier.

MINVINO creates a new revenue stream by increased upsells per seat in restaurants as for online sales.

Anyone who doesn't drink alcohol can share the beverage experience around the dinner table.

TARGET GROUP

Not just still or sparkling



Red or white



Wine Guides

Star Wine List guides wine lovers to the best wine bars and wine restaurants. Check out our guides and change location to see more.

[See all](#)



DID YOU KNOW?

You can search for tens of thousands of wines and see where they are listed in restaurants and wine bars.

🔍 [Search for wine lists on Star Wine List](#)

Wine lovers

The global target group:

BUSINESS, LUXURY HOTELS & RESTAURANTS
WITH WATER & WINE SOMMELIERS.

Wine lovers (Male/Females)– they buy wine online , follow sommeliers & chefs. Channels: Exclusive wine broker/online store & import wine.

Fine dining – there to have a fantastic food and wine experience. Around 80% ask the sommelier for advice regarding wine. Channels: Restaurants.

The lunch/brunch wine – to indulge themselves or celebrate with a glass of wine for lunch. Channels: Restaurants.

Business – stay focused by drinking more water. To enjoy dinner and wine while staying focused on business. Channels: Restaurants.

Women who loves wine – get social over a glass of wine with friends, AW on weeknights and weekend dinners. Channels: Winebars, Gastro pubs, Restaurants.

COMPETITIVE LANDSCAPE

COMPETITIVE LANDSCAPE

All **Premium Waters** are initially competitors to MINVINO since we compete for the same water glass at the fine dining restaurant/wine bar.

But few of them aim to be paired with wine

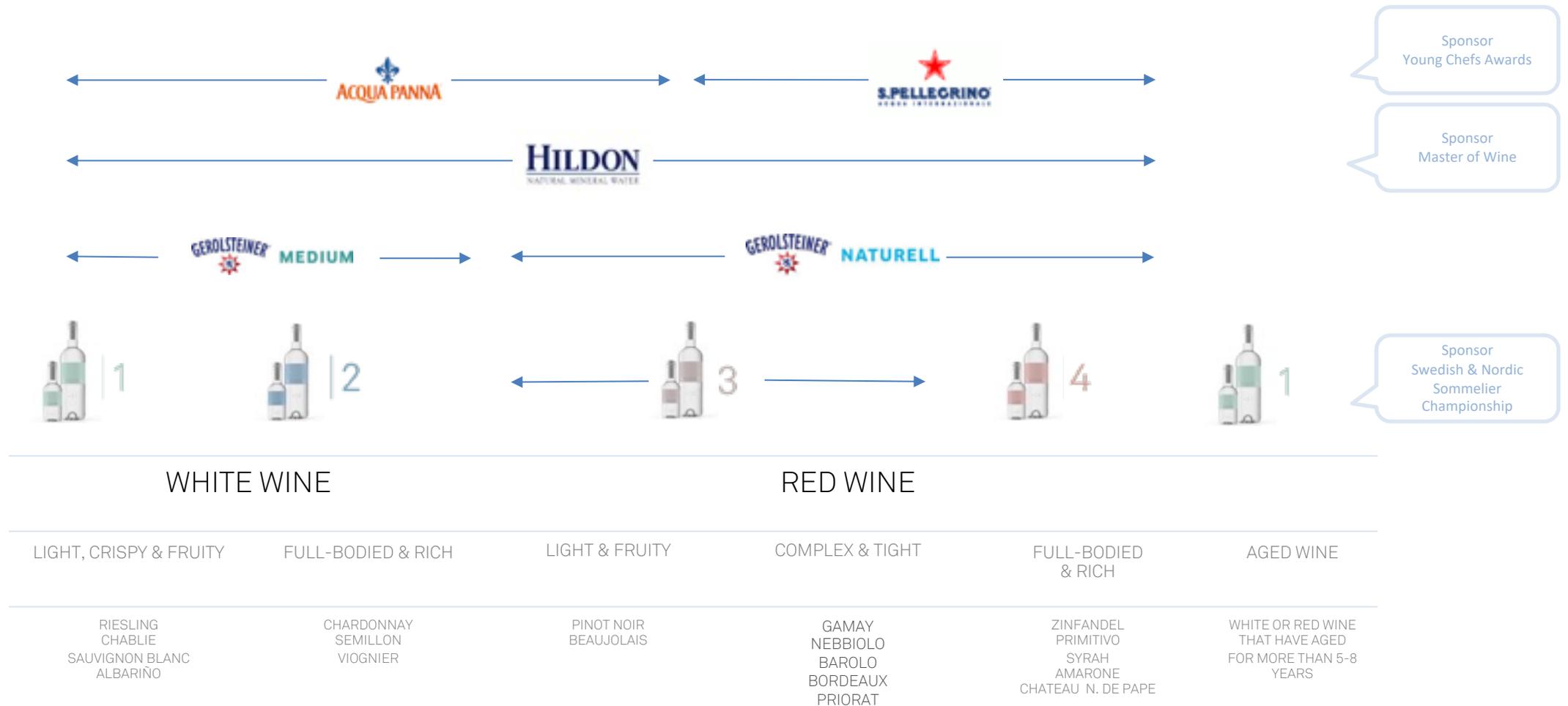
Their main focus is the story of the source & minerals

Based on intensive research and multiple tastings
MINVINO is the first water, tailor-made and handcrafted to each main category of wine



COMPETITIVE LANDSCAPE

Water & Wine



CHALLENGES

CHALLENGES

SWEDEN -the Swedish tap water

Skeptic Sommeliers

First mover - Trying is believing

Expensive

Nestlé and other market leading brands



CONCLUSION



MINVINO

MINVINO

MINVINO

MINVINO