

## Executive Summary

# CADELLO

*Our ambition is to create a global brand which reflects the sophistication and style of Venice in a modern context.*



## Background

The creation of Cadello was inspired by the question...

*"What spirit would wealthy Venetian merchants have created using ingredients from the Orient and flavours from Italy to serve at their masked balls in the 18th century?"*

## Product

Cadello is a unique and versatile premium spirit with a long 60 second finish unveiling flavours of coffee, chocolate, star anise, mint and vanilla, with hints of caramel, hazelnut and toffee. Cadello is enjoyed straight, on ice or in a variety of cocktails.

Cadello is a new, Italian made spirit that defines a category of its own.

After approximately 6 years of development, Cadello was launched commercially in 2019.

Since that time, the Company has built a strong platform upon which to build the brand of Cadello, including:

- Strong management team
- Actively involved advisors
- 3<sup>rd</sup> party partners

The Company is now seeking to raise £250,000 to finance the numerous marketing opportunities in each of our current core markets of the UK, Italy and China.



## Raise Details

EIS Available:	£235,000
Raise:	£250,000
Pre-money Value:	£1,160,000

## Exit

Our target and intention is to generate 40-50x returns for investors within 4-5 years.

- ✦ Trade sale
- ✦ Share Repurchases
- ✦ Long-term equity partners/investors