

## 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 Cadello:

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

In Dec 2021, Cadello successfully completed Phase I of its current fundraising.

The Company is now seeking to raise an additional £500,000 to further invest in and accelerate the numerous marketing opportunities in each of its current core markets.



## Raise Details

EIS Available:	£500,000
Raise:	£500,000
Pre-money Value:	£1,869,029

## Exit

Our target and intention is to generate 35-40x returns for investors within 4-5 years.

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