



RedHen

PITCH DECK

Our Mission

RedHen Collective is embodying a
new wine economy
of gratitude, collaboration,
transparency
and regenerative ecology.





About RedHen Collective

RedHen Collective is a feminist, worker-owned wine importer & wholesaler. We are the first in our industry with a mission for social, ecological and economic impact.

We invest in every stakeholder: women and people of color, workers and farm laborers, investors and merchants, the environment and the heritage of regional winegrowers.

No other wine business pays farmers first, is cooperatively structured to share profit and equity with employees, and is fueled by regenerative impact investments of every size.



The Problem We Are Solving

The wine wholesale supply chain is broken, compromising the security and profitability of every stakeholder.

Winemakers and merchants alike suffer diminishing returns due to the inefficient, inequitable and unstable structure of imports and distribution.

The fallout is greatest for women, farmers and people of color.

Our Solution

A new model of wine importing and distribution,
reengineered for value and resilience.



**Employee
Ownership and
Profit Share**



**Secure Suppliers:
Farmers
Paid First**



**Consolidated
Logistics and
Warehousing**



**Capitalized by
Regenerative
Investments**



**Centering Women
and POC
Leadership**



**Premium Customer
Service, Content
and Data**



Our Place in the Wine Industry

As the pivot point between those who make wine and those who buy it, RedHen's impact reaches far beyond the bottle. Where other companies extract, RedHen invests so that every stakeholder is fully resourced to do their best work.



RedHen Collective prospers in direct proportion to the resilience of our farmers and the earth they farm, our workers, merchants, consumers and investors. Our success and succession depend on forging secure, thriving, multi-generational relationships with every stakeholder.

Business Model Case Study: Equal Exchange

A stakeholder-driven wholesaler might raise eyebrows in the wine world, but this coffee importer took the plunge for social, ecological and economic impact over 30 years ago, and their industry has never been the same.

Steady Growth

Far from being a niche, mission-driven business, EE's annual revenues rose from \$1M in 1991 to \$70M currently.

Innovative Investment Model

Raising over \$16M from 600+ mission-driven investors, EE has produced steady returns every year since 1989.

Sell Out? Out of the Question.

If EE business is sold, the profits go to a mission-aligned fair trade organization, so a Starbucks or Nestle buy-out is off the table.



Farmers Paid First

Not only are their farmers paid above market prices, Equal Exchange pre-pays on its grower contracts.

Worker Ownership

With 120 worker-owners, succession is built in, and workers comprise the company's largest body of investors.

Preventing Climate Change

Investing in coop farmers with organic practices helps mitigate the challenges and dangers of climate change.

The Marketplace

RedHen is poised to enter the marketplace in California with a plan for scaling, economic and environmental resilience, while speaking to the core values of a highly influential consumer segment.

Diverse Portfolio

With wines from diverse regions serving diverse budgets and tastes, our evolving, strategically curated portfolio is resilient and adaptive in order appeal to a broad range of merchants.

Savvy Market

RedHen is based in the San Francisco Bay Area, the most affluent metropolitan region in the US. Our powerful, wine-savvy market-base will allow us to grow strategically and sustainably.

Sustainable Scaling

Market share is critical for stability and growth. We're investing in innovative partnerships with key players like Whole Foods Market as well as small and independent businesses.

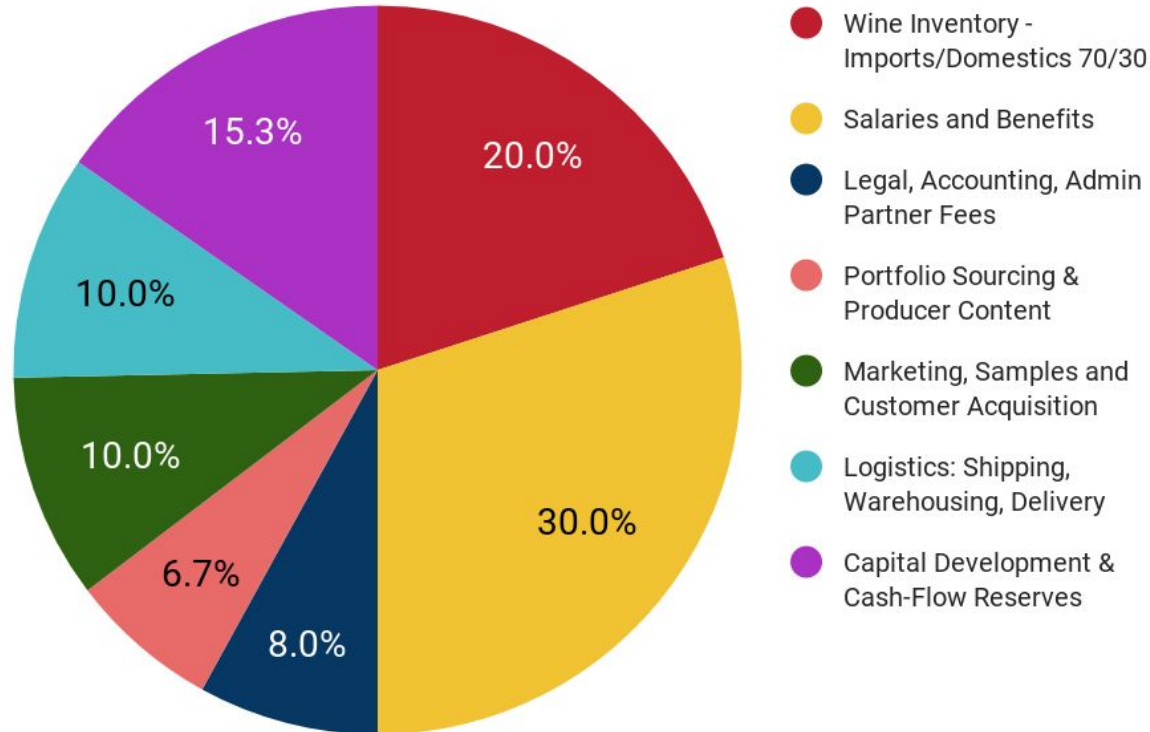
Women, POC + Values

Often overlooked by wine marketers because of implicit bias, women and people of color are powerful consumers who have yet to see their values represented in the larger wine marketplace.



The First \$1.5 Million

**Allocating seed capital for a strong foundation and strategic launch:
\$250K from RedHen's first investment round is currently deployed in this startup budget.**



How Revenue Share Works

Revenue-share is an innovative investment model that prioritizes stability for evolving businesses and security for investors.

Structured like a loan, investors recoup their investment and interest through annual payments from a fixed percentage of RedHen's revenue. The ultimate repayment amount of their loan is set while the payout timeline is elastic.

Investors enjoy accelerated repayment in high-revenue years and RedHen enjoys the security of knowing debts won't outpace operating costs in any given year.

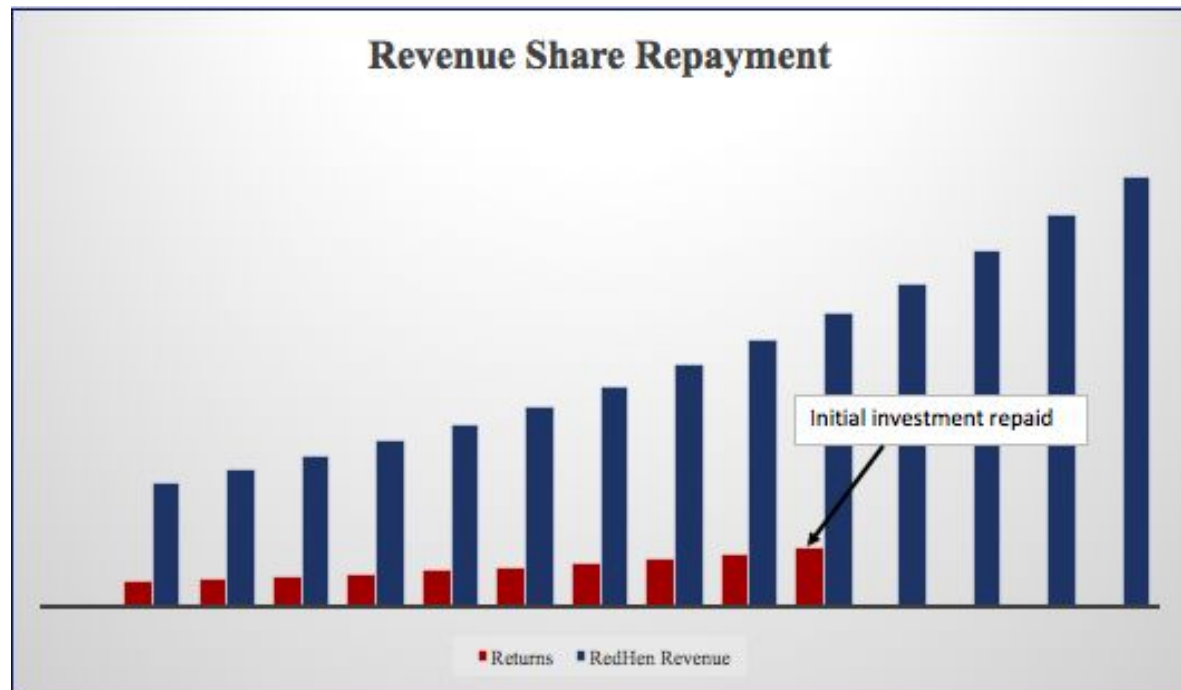


Resilient Returns

Unlike with equity shares, revenue share investors don't have to wait until RedHen's balance sheet shows a profit; their returns start accruing from the first bottle sold.

Investment Terms

- Security: Promissory Note
- Minimum Investment Amount: \$1,000
- Return: 1.35X
- Target Timeline: ≤ 10 years
- Revenue Share Percentage: 15% of RedHen's Annual Gross Margin is distributed pro-rata to investors until their 1.35X return is fulfilled.

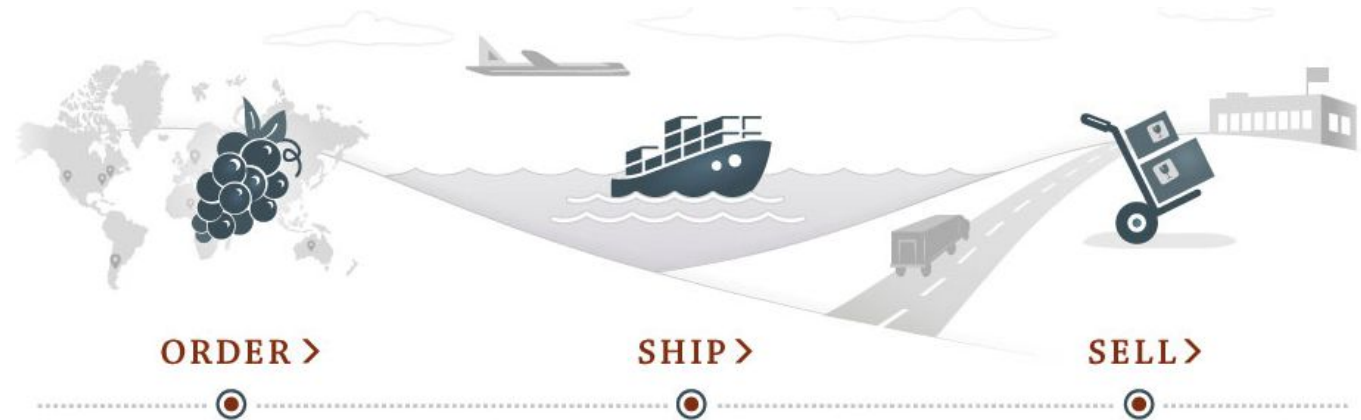




Our Logistics Partner

T. Elenteny is the wine and spirits industry's most fluid and innovative provider of international logistics services. With this partnership, RedHen enters the market backed by the shipping, accounting and legal services of a company 50 times our size.

How they work:



T. Elenteny will provide RedHen with optimized cargo and customs flow for PO's of every size and origin, access to cutting-edge technology and data management systems, consolidated shipping, warehousing and delivery, and real-time access to inventory, PO status, AR and sales history.

T. Elenteny
IMPORTS

Milestones



2016

- Winemaker sourcing
- Market research
- Co-op structure development
- Investment model R&D

2018

- 250K private investments raised
- RedHen brand launch
- Producer content creation
- Market partnership building
- \$1M Direct Public Offering launch

2025

- Profitability!
- \$1M revenue share repaid
- Profit-sharing with employees begins
- Artisanal spirits portfolio launch

2017

- Financials mapped
- Investment model launched
- Logistics R&D
- Market partnership building
- Marketing & brand strategy

2019

- Operations launch
- Importing wine begins
- 2nd DPO: \$2M raised
- Launch sales statewide
- Investor wine club launch
- First rev-share to investors

2028

- \$2M revenue share repaid
- \$54M cumulative sales
- Expansion to distribution partners beyond CA
- Farmer-collaborative wine label launch



Molly Madden

Founder, Investor & CEO

Molly Madden is a passionate businesswoman and community organizer. Raised in Montana, she worked beside her mother - a restaurateur, chef and pioneer of the locavore movement, while building their family's restaurant. There, Molly developed a strong work ethic and a deep understanding for how food and wine create community and culture. She carries a profound and pragmatic compassion for small businesses and local economies.

Molly started her career in wine imports and distribution over a decade ago in Washington and Oregon, where she began to understand how the wine industry is not protecting its most vulnerable stakeholders.

After working to establish an ambitious new wine importer in New York City, Molly set her course for California with a visionary impulse to put her values into action on an international scale. There she began building RedHen Collective using a cutting-edge business model that embodies feminist values and regenerative economics.

RedHen Leadership

Our professional team brings deep expertise, from sourcing and cooperative finance to capital development.



Stephanie Sprinkle
Director of Grower Relations

Stephanie has over 15 years experience in the wine industry both domestically and abroad. Her expertise includes wine research and writing, photography, wine retail and import-portfolio development.



Stephen Rye Switzer
Cooperative Finance Director

Stephen is an accountant with over a decade of experience in cooperative business finance with a talent for guiding mission-driven businesses to grow to their greatest potential without compromising their integrity.



Clare Quinlan
Director of Investor Relations

Clare has 10+ years of experience in donor portfolio management at Dia Art Foundation and The New Museum. She worked on business strategy at E&J Gallo Winery and is a MBA candidate at Booth School of Business.

RedHen Leadership

Our professional team brings deep expertise from marketing to impact finance.



Annie Connoles

Director of Communications

Annie has a reputation for conducting game-changing market research and developing data-driven marketing and communications strategies. Previously, she served as Director of Marketing Strategy and Research at Strategies 360.



Yusuf George

Impact Leadership Advisor

Yusuf is a seasoned wine professional who works as the Director of Strategic Development at JUST Capital, a non-profit research organization that seeks to provide stakeholders with the information they need to assess impact investments.



Jenny Kassar

Chief Legal Advisor

Jenny has over two decades of experience as a leading attorney and advisor for mission-driven enterprises. She is a graduate of Yale Law School and a co-founder of the Force for Good Fund.



We Need
Your Help
to Grow

With your investment, RedHen will:

- Begin buying wine from growers across the US and Europe, ***paying farmers first.***
- Hire a diverse, experienced sales team centering inclusivity and collaboration.
- Engage our innovative logistics and warehousing partners for shipping and inventory management, data systems and technology, AR and compliance support.
- Produce dynamic, multimedia content for our staff, merchants and consumers and investors with the stories behind the wines and growers of RedHen Collective.
- Continue to build the fiscal foundations of Plowshares: RedHen's powerful, regenerative credit pool dedicated to the pre-payment and micro-financing of our winegrowers.



Use Your Tax-Advantaged Funds to Invest

You can invest in RedHen using your tax advantaged accounts including IRAs, 401Ks, and their Roth counterparts by rolling a portion of those funds into a self-directed IRA.

If your financial custodian doesn't offer self-directed IRA services, there are many alternatives such as New Direction Trust Company. Look for one who is equipped to support your values and goals.

A revenue-share direct investment in RedHen is structured to add resiliency, diversity and security to portfolios big and small.

Welcome to the Table

Investor Benefits

- 135% return on your investment
- Steady, transparent returns
- Exclusive event invitations
- Option to cash-in dividends for a curated investor-only wine club
- Knowing the impact of your investment
- Winemaker stories and tasting tips



Testimonials

"Stephanie [Sprinkle] is an uncommon talent, possessing an encyclopedic knowledge of winemakers and wine regions as well as a rare tasting expertise and photography skill. **Her collaboration with Molly Madden is an exciting step towards RedHen's goal of shaking up the wine industry.**"

- **Peter Liem**, James Beard Award Winning Wine Journalist

"I am harvesting collectively with RedHen because they are revolutionizing the wine food chain from the ground up; there is no wine industry without the farmers and their vineyards. **RedHen is worth their weight in black gold (aka good soil).**"

- **Debby Zygielbaum**, Vineyard Consultant and Farmer

"Our message is one of great support for RedHen, its people, vision, ethics, work and efforts. **RedHen has our full confidence in their ability and future,** and we look forward to following their progress and to working with them."

- **Ed Paladino**, Owner, E&R Wines

"As a woman in business myself, I am thrilled to have an opportunity to support a like-minded entrepreneur who has rolled passion, belief in equity plus sustainability, into an industry model that should be a template for the wine industry of the future. **I consider it an ethical and ecological investment in what viticulture, wine production, and distribution – from farm to table -- must be.**"

- **Pat Sardell**, RedHen Investor and Retail Business Owner

Press and Media

["The New Way to Invest in Wine: Pay Farmers First, and Prioritize Inclusion,"](#) **Forbes**, Oct 8, 2018



["Start.coop Announces Inaugural Cohort of Shared Ownership Models,"](#) **Start.coop**, Oct. 26th 2018

["Forget Tech Start-ups. This Accelerator Wants to Scale Co-ops."](#) **Locavesting**, Oct. 22nd 2018

["How to be a Smarter Wine Consumer: Interview with Molly Madden of RedHen Collective,"](#) **Asoba**, Oct. 20, 2018

[E&R Wine Shop newsletter](#) feature on RedHen Collective, July 10, 2018





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Harvest Collectively with RedHen

Your investment supports visionary farmers at home and abroad, elevates women and people of color across the wine industry, promotes regenerative agriculture and fights climate change, all while bringing you fabulous wines, stories, tasting tips, adventures and dividends.

We invite you invest in RedHen and take your seat at our table.