



LOVEMARK  
ADVANCED TRADING

| IMPORT AND PROMOTION  
| PLATFORM IN THE US



# Our Vision

**THE MARKET  
IN THE USA IS  
SATURATED**



- Good importers -> **Saturated**
- Unsaturated importers
  - New importers > **High risk:** (poorly funded. Poor of the market)
  - Bad importers > **Don't pay**
- **Many good small distributors with little risk**



**OUR  
STRATEGY:**

To work with well capitalized distributors that share our vision > They need us as much as we need them



**STABLE STRATEGY AND  
INNOVATIVE**



**LOVEMARK**  
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# Why make your own import in the USA?

The US market is one of the **most competitive and difficult to access in the world**, At Lovemark Advanced Trading we have created a commercial package in which your wines can be **much more competitive and will not find entry restrictions**, thanks to our import licenses in USA and distribution in New York and New Jersey.

Our package of services for associates is **designed for wineries that do not yet have an importer in the US**, but have a clear intention to enter the market. With our help they will be able to attend events, trade shows and commercial agendas with the assurance that if they find distributors, restaurants or specialized shops interested in their wines, they will be able to satisfy their demands. **This is what it includes:**

- **Import license in USA**, permits importing the product to distributors at more competitive prices. It includes compliance, label approvals, etc ... [\[Learn More\]](#)
- **Storage space for 2 pallets of wine** in the United States at a very low cost, which allows to speed up sales. You can increase the quantity at low cost. [\[Learn More\]](#)
- Our commercial team will carry out continuous work to **attract distributors and importers interested in the wines**, and will perform the necessary follow-up to close sales or pass the contact to the wineries directly.
- **Commercial Consulting**  
Our team will advise you on labels, texts and brands that suit the tastes of the American market. [\[Learn More\]](#)

## Additional services

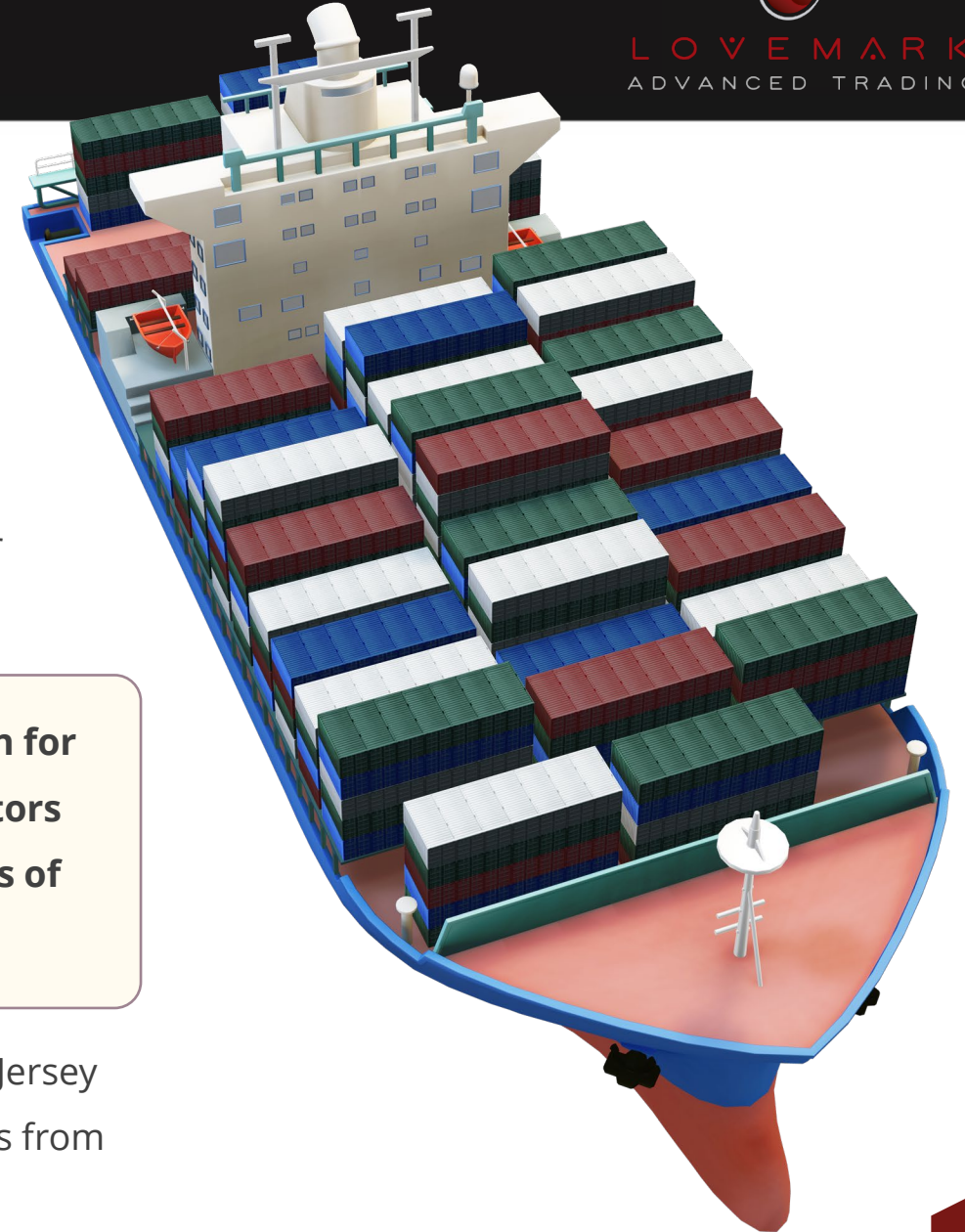
- Possibility of carrying out, under optimum conditions, **direct or inverted commercial agendas** [\[Learn More\]](#)
- **Custom Marketing Plan.** We will promote sales through different strategies: Wine Ratings, association with Charities, Point of Sale Promotion through POS, tasting, merchandising, shelf-talkers ... [\[Learn More\]](#)
- **Inverse business missions.**  
We can invite importers from the USA to visit the wineries in your Country.
- **Development of the business plan**  
We can locate manufacturers for any merchandising product at the best market price.



At Lovemark Advanced Trading we count with a wine importing license in the USA. Thanks to this:

- We can import your wines with a very small margin which will make your products reach the distributor at much more competitive prices.
- **Usually, the import margins are about 30-40% while our commission for associates will be a maximum of 10%. The savings for your distributors and other customers will be enormous, making the competitiveness of the product much greater.**

In addition, we have our own distribution license for New York and New Jersey to carry out inverted missions. In addition, we also work with distributors from 35 other states.



The saying "Buy my wine, it's very good and cheap" is over.

The North American market is saturated with wines from all countries and qualities. Now we also have to take care of the rotation of the product.

- At LoveMark Advanced Trading we take care of implementing a **promotional strategy** on all the wines that you sell with us.



## Horizontal Integration of Import + Promotion



# Warehouse in the United States

- It is very important **to have samples instate** to send them immediately to importers and distributors who want to buy and/ or taste the wines. For this, our package includes **the storage of 2 pallets of wine in New Jersey** for the duration of the contract.
- We have warehouses in **New Jersey**.
- We offer the opportunity of increasing your storage space at a leading cost in the industry.
- The space will always be available, that is, when you sell a pallet, **you can send another one** to cover the space contracted.





- Phone calls
- Sending emails
- Follow-up calls
- Product Review
- Measuring customer interest
- Sending samples
- Follow up to close the sales or send the contact to the winery.

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We offer various services that will help boost the brand and sales in the United States only for our partners in the commercial consortium.



## Wine Ratings

We will send your wines to several publications such as Wine Enthusiast or Parker so that they can review and publish your wines in the United States.



## Mobile App

We have created our own mobile app to manage the wineries' marketing resources efficiently (POS, Tastings, Merchandising, Ratings...)



## POS (Point of Sales)

Increase visibility through the direct sale of wines in personalized outlets where we sell wine on a regular basis. You will make new customers and improve rotation, standing out above the competition.



## Point of Sale Promotion

One of the most reliable and recurring strategies is to do tastings at the points where the wine is already sold, this approach allows product rotation and favors the distributor, winery and point of sale. [\[Learn more\]](#)





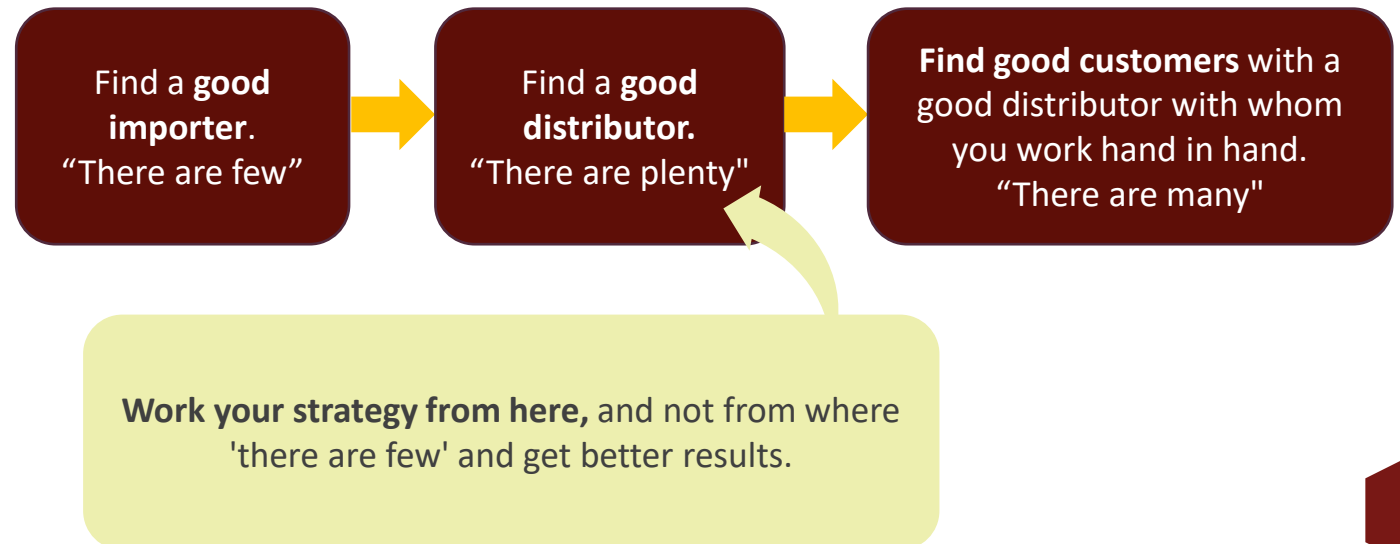
# Why choose us?

**For two simple reasons. We offer:**

Import and Promotion

On top of offering very low import costs for all our members, we offer product promotion in the basic package coupled with a multitude of additional services to achieve effective entry into this opaque market.

**The traditional chain is very difficult to follow:**





## Join now our IMPORT AND PROMOTION PLATFORM and enter the US through the front door

Sell your wines and have them rotate

<b>Duration</b>	1 year
<b>Destination</b>	US Market
<b>Includes</b>	<ul style="list-style-type: none"> <li>• Approval of labels and management of taxes and customs</li> <li>• Use of Import License in the United States</li> <li>• Storage of 2 wine pallets in New Jersey</li> <li>• Access to all the promotional services in our portfolio</li> <li>• Initial strategy, labels and brands consulting</li> <li>• New client acquisition, daily sales management</li> <li>• Access to our distribution network</li> </ul>
<b>Price</b>	4500\$ / year
<b>Does not include</b>	<ol style="list-style-type: none"> <li>1. Wine samples</li> <li>2. Shipping costs of wine samples to interested customers.</li> </ol>



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Additional Services



# Commercial Agendas with associated Promotion.

- To note, our agendas are realized in groups of 4 wineries each from different DO's. This is more attractive for the targeted distributors by offering them variety and the possibility of grouping shipments, our approach **improves the quality of service while saving costs and results in improved efficiency and logistics.**
- We offer the possibility of designing a marketing and promotion strategy directed at prospects profiles as a closing aid mechanism.
- In short, we create **personalized strategies for the relationship that is created between each winery and each importer in order to maximize the results and benefits for both parties, with this create more lasting and fruitful relationships between them.**



To download the Complete Dossier of Commercial Agendas in the US, [click here](#)

# Point of sale promotion

- Tastings are one of the most critical factors to get new buyers for a brand. In a recent Nielsen survey, 75% of wine consumers rated the Point of Sale tastings as the # 1 factor to try new wines.

This guarantees the sale of several cases of wine in each tasting and offers rotation to the retail stores while at the same times helps customers in the area become familiarized with the wine and where to buy it. In the same way, distributors will also be rewarded for investing our wines, making it easier to find distributors.

- Everything is part of our strategy to get your wines to penetrate the US market.
- The tastings are subsidized by the OCM as "Point of Sale Promotion". We will prepare a report with photographs and details.
- We recommend organizing at least one tasting per month for each retail store. There is the possibility of sharing the cost with another winery. Distributors are inclined to work with brands that carry out promotional work and there is nothing more efficient than the off premise accounts promotion.



# Promotional events

We organize events tailored to your brand, or attend events of large companies, fashion industry or even cinemas to promote your wines among attendees.



Promotion of Bodegas Tomillar in Porcelanosa event May 2019



Promotion of Bodegas Tomillar at the headquarters of IRP Designs - May 2019



Promotion of Bodegas Yuntero in Hollywood - May 2018



- We have direct access to produce any promotional material or POS for your wine at the most competitive prices. **Anything is possible.**
- Shelf Talkers: We can create this type of advertising resources for your points of sale in the USA
- We have a custom design service if the original label does not adapt well to the American market.



# Brand Ambassador

**For our most demanding associates we can place a Brand Ambassador at your disposal: A sales representative that will be dedicated to promoting and executing personalized marketing actions for your brand.**

He/she will be in charge of proposing and generating new commercial actions amongst those that we already offer, managing the resources and funds available to optimize the investment and achieve the highest sales and the greatest return for the winery. They will be the product face in the country, ensuring the rotation of your products in all the distribution networks where the wine has been placed.





## Costs of marketing services for associates

<b>Warehouse of Pallets</b>	2 First Pallets included 440\$ / year per extra pallet ( 37\$ per month)
<b>Point of Sale Promotion</b>	130\$ / share with the possibility of sharing it with another winery.
<b>Wine Ratings</b>	55\$ + bottles
<b>Point of Sales</b>	Tailored to the client
<b>Commercial Agenda</b>	3900\$ (Non-associated) 3300\$ (Associates)
<b>Brand Ambassador</b>	Tailored to the client
<b>Brand consulting</b>	Tailored to the client

**All costs are eligible with the OCM**



These are the wineries who already trusted us for the US Market



# Contact



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