

park  street



**Productivity-enhancing  
and cost-saving solutions  
for 21st century alcoholic  
beverage brands**



**Park Street's mission is to help emerging and established alcoholic beverage companies build and manage successful brands by providing innovative solutions and exceptional service.**

## **Park Street: The Platform for Innovators**

**1,200+  
DISTRIBUTORS**

Park Street works with over 1,200 licensed distributors in the U.S.

**7,500+  
BRANDS**

Park Street serves over 7,500 brands from more than 70 countries

**100%  
TRANSPARENCY**

Park Street's cloud-based system offers clients 100% transparency

**150+  
EMPLOYEES**

Founded in 2003, Park Street has been serving satisfied clients for over 15 years





- National Importing ♦
- Distribution ♦
- Exporting ♦
- Logistics ♦
- Warehousing (Tax Paid, Bonded) ♦
- Regulatory Compliance ♦
- Direct-to-Retail Sales ♦
- Order Fulfillment ♦
- Customer Service ♦
- Back-Office Accounting ♦
- Fully Integrated Accounting ♦
- Working Capital ♦
- Cloud-Based Reporting ♦
- Supply Chain Management ♦
- Depletion and Retail Account Data ♦
- License Management ♦
- Distributor Chargeback Management ♦
- Advanced Analytics ♦
- Business Management Tools ♦
- Advisory Services (e.g., Acceleration, Exits) ♦
- Introductions and Access to Networks ♦
- Negotiation Support ♦

## The Park Street Advantage

*"I unconditionally recommend Park Street. If you have a brand that you want to get into the U.S., Park Street will help you every step of the way."*

**Neil Everitt**  
CEO, Brockmans Gin  
Former CEO, Allied Domecq



Innovation through  
information technology  
investment



Commitment to  
extraordinary  
service



Unmatched range  
of fully integrated  
solutions

*"Park Street's team helps us to navigate through the complex U.S. compliance and logistic system at a very competitive price. They are a true asset to help us grow our brand and business while opening new markets."*

**Enguerrand Bajot**  
Managing Director,  
Champagne Lanson

*"With Park Street we saw an opportunity to reduce cost and increase efficiency in the U.S. back-office. Park Street offers a compelling combination of advanced systems, professional service, and alcoholic beverage sector expertise."*

**Nick Garland**  
CCO, Whyte & Mackay

Park Street invests heavily in technology-driven systems to streamline back-office operations and provide clients performance-enhancing business management tools. Park Street was founded on the professional service standards of McKinsey & Company, and its talented people distinguish the firm through their responsiveness, accountability, and commitment to putting clients' interests first. Park Street offers a fully integrated solution across front- and back-office services, working capital investment, and advisory services. With more than seventy-five years of combined experience among its senior management team and expertise in operations, strategy, information technology, finance, and deal structuring and negotiation, Park Street is able to help clients overcome challenges, accelerate growth, and capitalize on opportunities.



"With Park Street as our back-office provider, our team can focus on growing our brands. The results are evident in our increased sales and our pipeline ahead. It was an amazing decision to go with Park Street."

**Tunch Doker**  
Co-Founder/President,  
Turquoise Life  
Former Moët Hennessy

"Park Street enabled us to scale very quickly as we opened markets across the U.S. They helped us manage a complicated supply chain from sourcing to bottling to warehousing and were integral in the sale of the brand to Deutsch."

**Raul Marmol**  
Co-Founder, Eppa Wine  
Former CMO, Bacardi USA

"Working with Park Street is one of the few must-do items for founders who want to succeed in the U.S. They have turnkey back-office solutions and are fully dedicated to client service. Park Street's team is a pleasure to work with."

**Dan Gasper**  
COO, Distill Ventures

"Park Street's commitment to responsive service, innovation, and pro-active problem-solving makes them a great partner for emerging and established brands. We enjoy working with their team."

**Paul Hietko**  
Founder, Few Spirits  
Former President, ACSA

"I've worked with Park Street for close to a decade. The founders have tremendous integrity, and the company consistently executes at a superior level. They are true innovators."

**Hans Holst**  
Chairman, Aligned Beverage  
Former GM, Diageo

"During the critical times of our business, Park Street has been there to assist us, including direct access to the President and CEO. Park Street is a substantial value-creator."

**Bailey Pryor**  
Founder/CEO,  
The Real McCoy Rum  
Emmy-winning Director

## Domestic & Imported Brands

Park Street provides a cost-effective, turn-key solution to manage the thousands of complex details required to import (if applicable), transport, insure, warehouse, sell, and receive payment for alcoholic beverage products in the United States (U.S.) and European Union (EU) — all while maintaining compliance with federal and state (U.S.) and European Commission and individual country (EU) alcoholic beverage control laws and tax requirements. The three core benefits to Park Street's clients from the U.S. and around the globe are: (i) achieving cost-effectiveness, (ii) enhancing operational performance, and (iii) focusing client resources on sales, marketing, and product innovation. With precision and transparency, Park Street manages the logistics, compliance, order fulfillment, data management, customer service, and accounting from the point the product is picked up at the producer until it is delivered to the customer and the customer invoice is paid. Park Street's operational infrastructure integrates seamlessly with production facilities in the U.S., EU, or anywhere in the world resulting in streamlined operations.





# Compliance Management

Park Street offers a full suite of turn-key compliance set-up and management services in order to help U.S. and non-U.S. alcoholic beverage companies rapidly access U.S. and EU markets and operate in adherence with all applicable alcoholic beverage laws and regulations. The company's compliance set-up and management services provide an easy and cost-effective U.S. and EU solution which enables clients to avoid costly delays and penalties and remain focused on the core competencies which drive brand growth.

*"Park Street streamlined our launch and saved us a lot of time, frustration, and money. Highly responsive, professional, and enjoyable to work with."*

**Bob Gaudreau**  
CEO North America,  
Provence Rose Group  
Former EVP, Regus

*"Park Street is an engaged and proactive compliance and logistics partner. Their amazing team and dynamic, real-time reporting have freed us up to focus on sales and ramp up growth."*

**Matt Milner**  
President, Back Bar Project

*"Park Street enables us to focus our resources on strategic priorities rather than managing the complexities of administration and regulatory compliance. They are doing things in our industry that are sorely lacking."*

**Malte Barnekow**  
CEO, The 86 Co.  
Former Managing Director,  
Pernod Ricard

*"Park Street provides transparent, real-time data which helped drive the growth of our brand and ultimately its acquisition by Heaven Hill. A great asset during the Heaven Hill transaction and subsequent transition."*

**John Cooper**  
Founder, Domaine de Canton

*"Park Street has an outstanding IT platform that gave us a high degree of transparency. Emphasis on service and strong capabilities make them a superior solution for brands that want to focus on growth. Park Street is best in class."*

**Tom Mooney**  
CEO, House Spirits  
Former President, ACSA

*"With Park Street, we were able to put all of our resources into programming and sales and had full control over the process. Leadership is accessible and team is great."*

**Ian Jones**  
GM, McWilliam's Wines

## Export Solutions

Park Street's export solutions enable suppliers to access markets beyond the U.S. and EU. For example, non-U.S. suppliers are able to utilize free trade zones at select U.S. ports to service regional and sub-regional markets (e.g., Mexico, Caribbean, Central America, South America). Services include, among others, warehousing, logistics management, regulatory compliance, order fulfillment, invoicing, and customer service.

## Ancillary Services

Park Street provides a range of ancillary services designed to help clients reduce costs, streamline operations, and/or accelerate growth and profitability. Some of these solutions are offered as value-added services, while others are provided on a fee-for-service basis. Services include INTEGRATED ACCOUNTING SOLUTIONS (e.g., consolidated financial reporting, front-office accounts payable, expense management), ADVISORY SERVICES (e.g., route-to-market, regulatory strategy, market insights, growth acceleration, dispute resolution, strategic partnerships, negotiation support, exit planning), TRADE SHOW SOLUTIONS (e.g., insights, managed set-ups, vendor qualification, site selection, POS materials), HR MANAGEMENT SOLUTIONS (e.g., employee benefit management, payroll, workers' compensation, employment documentation, HR dashboard), and more.



"Park Street enables me to control inventory and payments, which is a key benefit over traditional importers. Park Street also has lower costs than traditional importers, which allows me to access the market with better pricing."

**Baptiste Cuvelier**  
President, Cuvelier Los Andes

"I am consistently impressed with Park Street's scope of services and dedication to client success. They have a solution for everything back-office-related and are relentless in helping clients overcome challenges."

**John Palatella**  
President, Campeon Tequila  
Former EVP, Patrón

"Park Street is a small brand's dream come true. Their back-office services allow us to focus on growing our brand. Their working capital solutions helped us scale quickly and use our capital much more efficiently."

**John Rexter**  
President, Illegal Mezcal

"Enabled us to accelerate our rollout at less cost. The team is highly knowledgeable and responsive at all levels. Also a massive resource for larger strategic decisions. I couldn't regard them more highly."

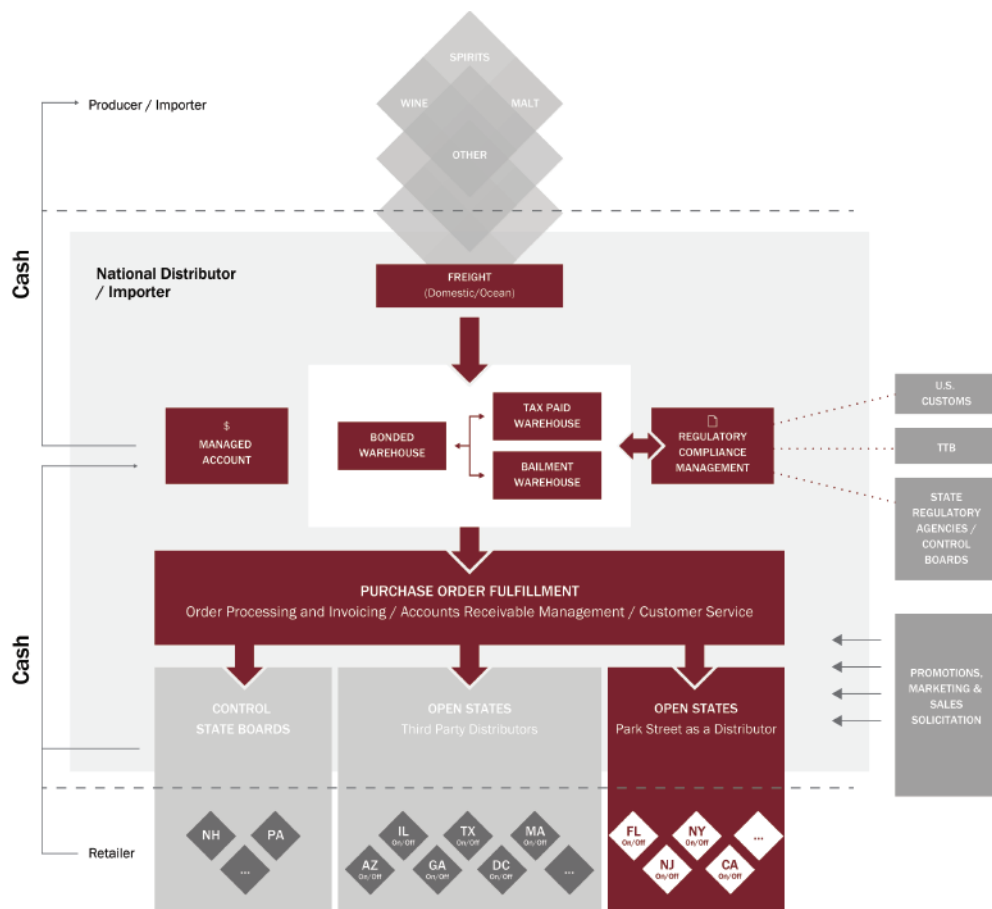
**Jamie Duff**  
Founder, Stolen Rum

"We needed to ramp-up quickly for co-founder Bruno Mars's world tour. Park Street introduced us to sales resources and allowed us to scale. Park Street is a fantastic solution."

**Robert Herzig**  
Founder, SelvaRey Rum

"Park Street has been an efficient solution for our company to manage our import and distribution in North America, allowing our resources to be focused on the growth of our business."

**Benjamin Jones**  
Director,  
Rhum Clement/Rhum J.M.



## Working Capital Solutions

Park Street offers flexible working capital solutions which enable clients to capitalize on opportunities, meet seasonal liquidity demands, optimize production schedules, and more. Products include advance payments, credit facilities, overdraft privileges, and corporate guarantees. The underwriting process focuses on, among other factors, the quality and liquidity of the collateral/assets (e.g., creditworthiness of the distributor, payment history, inventory turnover rate), the financial and operational stability of the client, and the quality and track record of other relevant stakeholders (e.g., producers, suppliers).



SOLOCONTIGO





# Equipping clients with tools to drive performance

park street | NAVIGATOR™

Dashboard Operations Accounting Depletions & RAD Closings & Documents Compliance Tools

## MANAGEMENT DASHBOARD:

Concise display of critical performance information, together with operations and accounting updates

## INTERACTIVE PRICING TOOL:

Immersive unit economics calculator to test pricing scenarios in all 50 states across all product types, ABVs, and more

## ACCOUNT UNIVERSE MANAGER:

Data tool and interactive map of licensed alcoholic beverage retailers

## SALES TRACKER:

Track sales to customers by customer type, retail category, date, market, net terms, aging, etc.

## EXPENSE MANAGEMENT:

Cash and expense reports detailing managed account activity for effective financial review and planning

## CASH FLOW MANAGEMENT:

Accounts receivable and payable reports to track anticipated cash receipts and outflows

## CHARGEBACK TRACKER:

Total control to quickly review and approve distributor billbacks in streamlined process with activity history and granular data

## DEPLETION AND RAD TRACKER:

Distributor and retail account data (where available) aggregated monthly

## COLLECTIONS REPORT:

Provides users with the ability to track customer collections over a period of time (weekly, monthly, quarterly, etc.)

## STATE REGISTRATION MANAGEMENT:

Hassle free compliance management system to easily register and renew brands in every market

## COLA AND FORMULA MANAGEMENT:

Easy to use tools for requesting TTB Certificates of Label Approval and Formula Approvals

## INVENTORY REPORTING:

Cloud-based inventory reporting of allocated and available bond/tax-paid cases

## SHIPMENT TRACKER:

Continuous monitoring of active international shipments

## TREND ANALYSIS:

Reporting and sales data designed to boost intelligence and provide period-over-period analytics

## PARK STREET UNIVERSITY:

Educational database of proprietary reports, conference presentations, market insights, and overall industry data

"Park Street is a great platform for brands looking to accelerate growth. We scaled nationwide in a very short period of time. They worked overtime to help us succeed."

**Bradd Levitan**  
CEO, Beso Del Sol Sangria

"With Park Street's reporting system, I know exactly where I stand on inventory, sales, cash balance, and collections from anywhere in the world with an internet connection."

**Guillermo Erickson Sauza**  
Founder, Tequila Fortaleza

"Park Street allows our team to focus on building our brands and growing our business. Their online portal makes running reports a two second effort and the dashboard provides a useful snapshot of our business."

**Marc de Kuyper**  
CEO, Royal Dutch Distillers

"Park Street is an expert at managing our back-office at a fraction of what it would cost us to do it in-house. They have a vast network of vendors and partners."

**Ataru Kobayashi**  
CEO, Niigata Sake

"Park Street has been a great partner to Código 1530 from pre-launch to our present distribution in 40 states. Their services are invaluable for a start up, and their Navigator data portal provides daily key performance indicators critical to run our business."

**Ron Snyder**  
Exec Chairman, Código 1530  
Former CEO, CROCS

"Park Street has been a key underlying factor to the success of Mezcal El Silencio. They are precise and thorough in their wide range of services and whether you are a start-up or established supplier, Park Street always has your back."

**Fausto Zapata**  
CEO, El Silencio Mezcal



OFFICIAL IMPORT PARTNERS



OTHER INDUSTRY AFFILIATES



“Park Street has been instrumental in launching MALFY GIN and SPYTAIL RUM in 40 states in under a year. Their cloud-based “Navigator” makes data available 24/7. They allow brands to keep overhead low and focus on selling and marketing. Highly recommend Park Street.”

**Elywn Gladstone**  
Founder, Biggar & Leith  
Former CMO, Proximo and Head of  
New Brands, William Grant & Sons

“Park Street has a remarkable depth of industry knowledge and consistently provides best-in-class insights and analysis.”

**Ernest J. Gallo**  
E.&J. Gallo Winery

“Park Street is quite simply the best back-office partner for any beverage alcohol company in the U.S. We view them not as a third party but as an extension of our own company, dedicated to providing great customer service.”

**Robert Furniss Roe**  
CEO, Samson & Surrey  
Former CEO, Bacardi USA

“Park Street’s expertise has become a huge advantage to our business. My confidence in them has allowed me the freedom to focus on what we do best.”

**Robert Bradshaw**  
President/COO,  
Cape Classics

“Park Street is a skillful combination of professional service and a well-designed platform. Their back-of-the-house solution enables us to focus on producing and selling award-winning products.”

**Tom Jensen**  
Founder, Millstone Spirits  
Former CEO,  
Remy Cointreau USA

“I am impressed with Park Street’s responsiveness, diversity of solutions, and in-depth knowledge of the market. They are a “ready to go” platform for brands wishing to enter the U.S.”

**Markus Kramer**  
CEO, Borco  
Former GM, Diageo

“Shipping, U.S. Customs, warehousing, inventory control, billing, accounting, sales reporting, cash flow, financing... you name it. Park Street is a dream partner for absolute control and flawless operation of your business.”

**Nat Roura**  
Partner, Sangria Lolea  
Former EVP, PepsiCo

“A great partner to help manage the regulatory, administrative and logistical complexities in the U.S. Park Street also provides insightful input on growth strategy, execution and market trends. They are a trusted sounding board.”

**Nick Papanicolaou**  
New Brand Ventures,  
Pernod Ricard

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Platform for Innovators

info@parkstreet.com • www.parkstreet.com

1000 Brickell Avenue, Suite 915, Miami, FL 33131 • Tel +1 305 967 7440

TANTEO

PISCO  
PORTON

MILLSTONE  
SPIRITS GROUP

PARCE RUM

DALMORE

VioVite

CHAMPAGNE  
Lanson

McWILLIAM'S  
FAMILY WINEMAKERS

Carroux  
Cork