



EXECUTIVE SUMMARY

Justin Gibson and his father David, owners of the first and longest successfully operating store in the U.S.A. are expanding their retail sights to include the West Towne shopping center in Madison for the 2018 holiday season. With successful holiday run, their plans include the potential of continued operations at this site.

vomFASS presents an epicurean product line of specialty oils, vinegars, foods, as well as liqueurs and spirits of impeccable quality. In the warm and inviting store atmosphere **vomFASS** customers are invited to Look-Taste-Enjoy delicious products from around the world to find those most pleasing to their palates. Patrons are then invited to choose the bottle size and shape in which to take home their selections or to give as gifts. Spirits are available in prefilled, legal standard volume bottles. Oils and vinegars are dispensed at the store level at time of purchase, allowing the discerning **vomFASS** customers to receive the freshest quality product available in the quantity and vessel of their choice.

vomFASS in West Towne Mall will carry a uncompromising collection of their flavorful products to the here-to-for underserved south and southwest residents and commuters of Madison.

BUSINESS HISTORY

The **vomFASS** concept will soon celebrate its 25th anniversary, founded in Germany in 1994 by Johannes Kiderlen. The first **vomFASS** franchise store opened in 1995. Today there are over 280 stores worldwide from the varied European markets to the USA, Middle East and Hong Kong.

Justin Gibson and his father David, brought the **vomFASS** concept to the U.S. market in 2006. They opened their first store on University Avenue in Madison in 2007. In 2010 they moved to their current, larger location to accommodate their business growth. With Justin Gibson as the operating partner, this store has been successfully owned and operated by them ever since.

Through their corporate entity VFUSA, LLC, the Gibsons also owned the master franchising rights of **vomFASS** in the USA. Beginning in 2009, VFUSA expanded upon the Gibsons' local success by facilitating the growth of **vomFASS** franchises in the U.S.A and Puerto Rico. There are currently over 20 stores in the U.S.A.. These stores are located in high-end retail environments from Charleston, NC to Huntington Beach, CA to Minneapolis' Mall of America and include two very successful stores in Madison, WI. In 2016, the VFUSA sold the master franchise rights back to **vomFASS** in Germany, allowing the Gibsons to focus on the growth of their Madison store on University Avenue. This **vomFASS** store is now also home to the highly popular DelecTable culinary kitchen, bar and event space featuring gourmet menus highlighting the **vomFASS** product line.

Proof of that customers love the **vomFASS** experience is seen with the number of customers who bring their relatives and visitors to share the experience. **vomFASS** is considered a must do for foodies have friends visiting from out of town.

INDUSTRY ANALYSIS

In the last 10 years, there has been a national trend amongst the American consumer to pay closer attention to certain aspects to their retail purchases. Those aspects include, in part buying eco-friendly products from eco-friendly companies, consuming organic foods, supporting locally or regionally owned businesses and buying higher quality food products. The principles behind these trends are being taught in schools, covered in local and national news media and causing communities around the U.S. to band together for the good of their community and the Earth.

The **vomFASS** products are sourced from small producers of exceptional and internationally recognized olive and nut oils, single fruit vinegars and craft distilled spirits using the highest quality production techniques. Gross sales from U.S. stores have increased from a store average of \$483,886 in 2011 to \$570,222 for stores with more than 3 years' experience in 2017. The Gibsons' store in Madison has consistently been among the top **vomFASS** producers worldwide. Last year's gross earnings were _____.

VOMFASS PRODUCT OFFERINGS

Customers are invited to enjoy samples of our specialty food products provided by trained **vomFASS** employees. These product samples are offered during store hours and include vinegars and oils and pleasing combinations thereof.

Vinegars

- Small batch, single fruit original vinegars fermented from fruit wines

Oils

- Extra Virgin Olive oils:
 - Traditional: cold-pressed, true extra virgin olive oils, filtered and unfiltered
 - Infused: extra virgin olive oils infused with oils for additional culinary creativity
- Nut and Seed oils: cold pressed, the "extra virgin" of nut and seed oils

Specialty foods

- Exceptional Condiments and spices to enhance the culinary experience

vomFASS has a licensed bartender on duty during business hours. Liquor samples will only be provided to customers of legal drinking age and only during business hours. Customers under the apparent age of 35 will be required to show ID prior to sampling of any spirits.

Spirits

Limited production Cask-aged:

- Whiskies from around the world
- Brandies including Cognacs and Armagnacs
- Tequilas

Craft-distilled Spirits

- Rum
- Vodka
- Tequila
- Gin

Liqueurs

COMPETITION

vomFASS has distinct and substantial differences from each of the directly and indirectly competing stores and other area competition.

Oils, Vinegars & Specialty Food:

Demographically, the **vomFASS** location at West Towne Mall on Madison's far southwest side easily serves the far western demographic of Madison and the commuters of the satellite communities of Verona, Fitchburg and Oregon. The closest **vomFASS** store, in Shorewood, is its sister store owned by the Gibsons serving the near west and far west side of Madison. The **vomFASS** store on State Street (7.2 mile distant) serves a completely different demographic of the downtown residents and visitors. The only other direct competition in the oil and vinegar product category is the Oilerie at Prairie Lakes in Sun Prairie, WI and is 22 miles away. The Oilerie does not offer spirits. Other specialty stores may provide occasional tastings of their own product lines, none of which are in direct competition.

Liquor stores:

The four nearby liquor stores specialize in typical mass produced commercially available spirits and wines and beers. These stores do not have samplings of any directly competitive products, but may have periodic samplings of beer and wine. Their product lines do not compete with those offered daily at **vomFASS**. The **vomFASS** spirits are specialty products for discerning consumers and customers who enjoy quality over quantity.

SUMMARY

vomFASS stands out among competitors by creating an inviting atmosphere where customers are served product samples by knowledgeable staff throughout the store. **vomFASS** strives to foster a boutique setting by sharing its philosophy of look-taste-enjoy for a truly delicious shopping experience. In doing so, our customers participate on a much deeper level than simply filling the grocery cart or stocking the liquor cabinet.

Our products are designed for people who love to cook, live to eat, and enjoy the many flavors of life. **vomFASS** offers customizable gift sets and gift packaging of all products, ideal for the holidays and every day.