



LA  RANGE

**BEERS**  
for sports  
enthusiasts  
seeking a  
healthy and  
active life.



#DRINKDIFFERENT



# PROBLEM

Beer is often chosen to replenish fluids and minerals by the sportsman who wants to gratify himself after physical exertion.



But 'normal' beers have a medium to high alcohol content and usually more than 120 Kcal per can.

# SOLUTIONS



With a significant R&D effort, La Orange has created a craft beer with low alcohol content, low calories (only 78 Kcal per 33 cl can) and an optimal content of maltodextrins.

The taste of a quality craft beer combined with the distinctive traits prescribed by sports nutritionists make it an excellent '**Performance Beer**'. That is why athletes really appreciate us.



# LA ORANGE THE BEERNESS COMPANY

La Orange brews and sells craft beers made with innovative recipes and a production method resulting from Research&Development and tech-food engineering.

## MISSION:

More *beerness* for everyone.

Our goal is to bring happiness to anyone comes into contact with us.



## VISION

Our drinks are the result of a constant search for the right mix between functionality and goodness. That sparkling interlude between smile and taste.

# UNIQUE SELLING PROPOSITION

## Creativity and passion

Our real driving force is passion, combined with enthusiasm, competence and creativity. Top athletes and sportsmen of all levels appreciate our beers more and more.



## First-rate raw materials

We craft beers from carefully selected noble malts and hops, processed with high technology and mastery of the craft method.



## For value-added sport

Our beers are born out of a deep respect for the healthy values of sport: passion, dedication and loyalty. Like sport, they aim to create unity and conviviality.



# COMPETITORS



La Orange



San Gabriel



Collesi



East Side



Goose Island

< 3,5°

Created with nutritionist

Available in can

More maltodextrins

Secret recipe





# BENCHMARKS

## Thrive Beer Belgium

- Born in 2021
- Produces more than 1 ml cans per year
- A lot of sport brand ambassadors



## Athletic Brewing USA

- Born in 2017 with \$ 3 mio investment from business angels
- Already collected + \$ 222 mil
- Income 2023: \$ 60 mil
- Evaluation: \$ 500 mil







We generate profits through a multi-channel revenue model

- B2B
- Licensing
- D2C
- Events

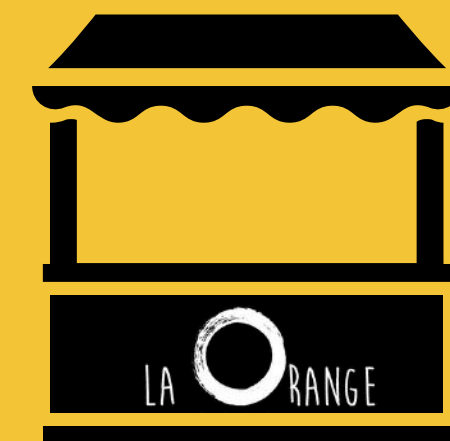
# REVENUE MODEL



[www.laorange.it/shop](http://www.laorange.it/shop)



Retail shops



Sport events



# TARGET MARKET

GLOBAL MARKET

**TAM**  
Value of beer consumed in the world

€ 210 mld/anno

**SAM**  
Value of the Italian market of beer:

€ 9,5 mld/anno

**SOM**  
La Orange target income in 2028:

€ 9,0 milioni

Bloomberg

Businessweek

## A New Class of 'Performance' Beers Is Taking a Page From Gatorade

Breweries are adding electrolytes to help the body dehydrate less while having a cold one.

By [Tony Rehagen](#)

23 febbraio 2021, 13:00 CET



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The PERFORMANCE BEER trend is influencing markets and creating an important niche

# TESTIMONIALS



**Pasquale Palmieri**

“Happy discovery at the Checco Tournament. I hope to taste you again soon!”



**Alessandra Morganti**

“Full steam ahead for some great thirdhalfss! That amazing Nigel!”



**Carlo Marcolongo**

“Excellent beer quality, good variety and TOP service. Interesting gluten free proposal”



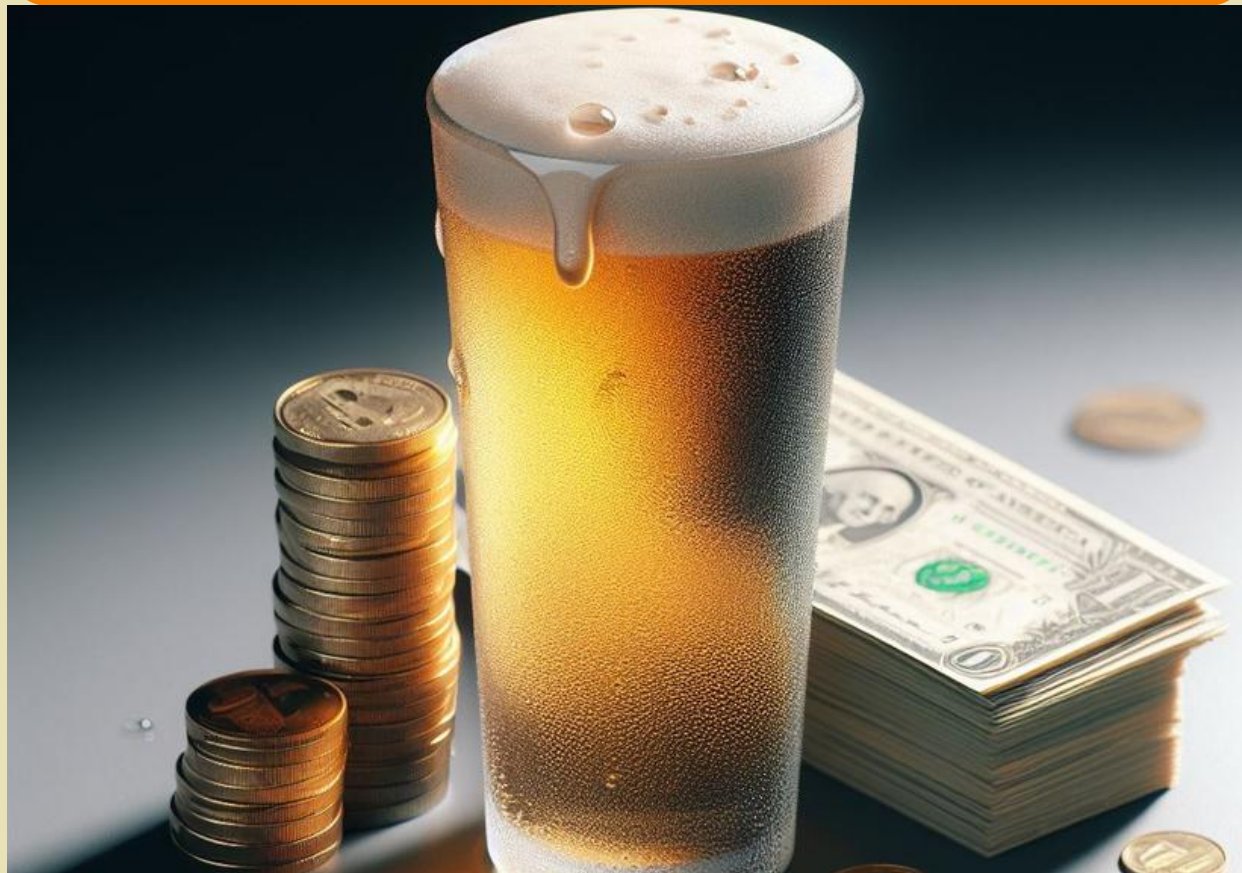
# LOOKING FOR

We're fundraising through

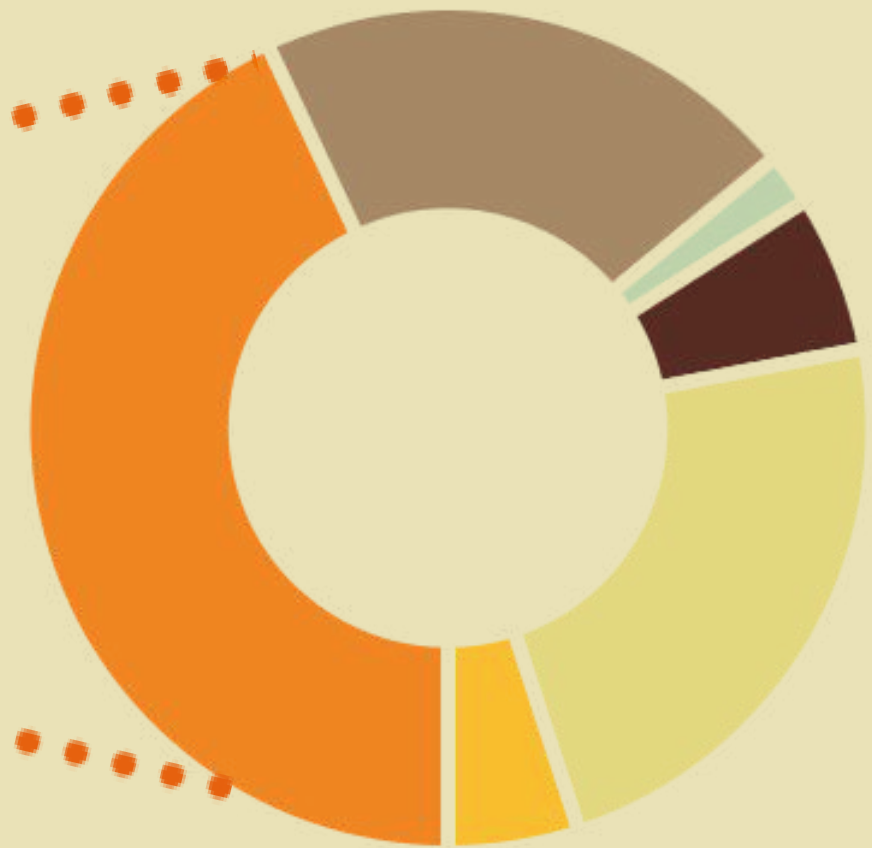
**SFP**

Participatory Financial Instruments  
for

**€ 300.000**



The aim is to support our entry into the large-scale retail trade, finance consumer campaigns and accelerate the opening to foreign distribution.



- Marketing 43%
- COGS 21%
- IT 2%
- G&A 6%
- HR 23%
- Capex 5%

# HOW WE USE FUNDS

35%

## Marketing and sales

- Development of B2B and B2B2C network, fairs
- Implementation of marketing plan and advertising costs

25%

## COGS

- refill depot
- Extra 20% for tasting and freebies

20%

## HR

- Remunerations CEO, fractional CFO, warehouse manager

20%

## Various

- Warehouse and offices rent
- Other expenses



# IL TEAM



**CEO**

**Simone  
Bertin**

Sole administrator  
Chief Beerness  
Developer  
Brewmaster  
Entrepreneur



**CTO**

**Federico  
Zanella**

Chief Technology  
Officer  
Entrepreneur  
in the IT sector



**CMO**

**Daniela  
Bastianoni**

Senior marketing  
manager  
Marketing teacher  
and consultant  
Innovation Manager  
Marketing  
professional

# SHAREHOLDERS - ADVISORS



**Emanuele  
Crescini**

## Shareholder Advisor

Partner Azimut  
Capital Management  
SGR SpA,  
Shareholder CI12  
Shareholder Club  
Digitale srl  
Shareholder  
Runtheons



**Paolo  
Giolito**

## Shareholder Advisor

Senior Wealth  
Manager at Indosuez  
Wealth Management  
Mentor Le Village by  
Credite Agricole  
Business Angel in IAG,  
Club Investitori, A4I,  
Iban



**Enrico  
Piacentini**

## Shareholder Mktg Advisor

Digital Marketer  
Social Selling  
Trainer/Coach  
LinkedIn™ INstruct  
Program  
CMO  
Licensee TedxLegnano



**Manuel  
Marana**

## Shareholder Sales Manager

Entrepreneur  
in the manufacturing  
sector  
Senior Sales Manager  
Agribusiness  
Sales Professional



# CONTACTS



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<https://linkbio.co/la-orange>



Verona, Italy