

**Own the Taste.
Change the View.
And be Eternal.**

Be eternal

PRIMELD



PRIMELD at a glance



1

Who we are?

We produce mead in Bulgaria – beverage with unique taste and quality



2

Why mead?

Different, Fashionable, Healthy-
mead is premium quality
fermented drink with
diverse flavours and styles



3

Where do we sell?

Mead market is the hottest
beverage market with
product regaining
popularity worldwide



4

How do we grow?

Industrialised mead
manufacturing, top quality
end products, focused
professional multi-channel
marketing, export sales



PROBLEM OR OPPORTUNITY

MARKET STAGNATING OVER THE SAME DRINK TYPES

Market is „monopolised“ by alcoholic drinks like wine, beer, and spirits. Customers looking for a new taste are forced to choose the same types of drinks again and again. Supply is in debt to the constantly evolving consumer habits and tastes.





SOLUTION

Sometimes we don't need to invent a new drink. All we have to do is find a nearly forgotten one.

We did. It's mead.



WHAT MEAD IS (NOT)



Mead is not beer, wine, cider or liquor. Mead is the Prime Elder of all alcoholic drinks. As old as the world.

Mead has vague similarity to each of them, but it is a completely different product

Real mead is an alcoholic beverage made by fermenting honey

The Drink of Gods, Monsters, and Kings

Mead is a product where fermentation enhances the antioxidant and antibacterial properties of honey.

Mead comes in variety of substyles – sweet, dry, carbonated, ABV ranges from 3% to 20%, could age from months to years or not age at all; herbs, fruits, spices can be added.



PRIMELD START PRODUCT



Our resources

- Advanced, unique, own technology
- Bulgarian honey of proved origin
- Clean water from own spring
- Magic yeasts

Primeld Daydream

A still, sweet, classic, authentic mead < 13% alcohol. The first of several full ready products developed. Durable with continuous improvement of properties over time.

Brands Registered



International



Cyrillic



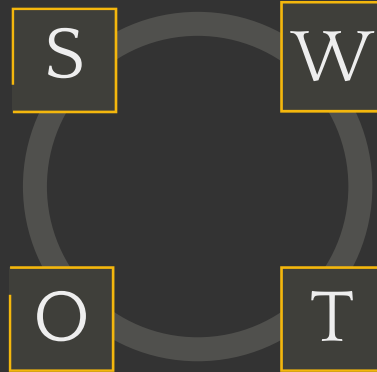
SWOT ANALYSIS

STRENGTHS

- *Unique type of drink with abundant variations to cater every taste*
- *Completely ready for tasting and presentation prototypes of finished products 1:1 with the industrial products*
- *Efficient production process with minimal labour needs*
- *Easy supply of raw materials*
- *Plot with water spring already acquired*
- *Founders with solid production and management background*
- *High-tech industrial effective short production process.*

OPPORTUNITIES

- *Huge market potential due to the lack of industrialized production both in Bulgaria and Europe and no immediate competitors*
- *A drink with qualities to attract customers who generally do not drink alcohol*



WEAKNESSES

- *Product is not popular with the general public and investors*
- *Complicated technological process*
- *Capital-intensive production*
- *High mead price vs. price of competitive products*
- *Need specific advertising and presentation*

THREATS

- *Total hegemony of grape wines on the market and in the traditions associated with the use of fermentation beverages might put at risk the market positioning of the mead*





THEM

Artisan low volume, not industrial production. Small farm-type manufacturers, either wine cellars or agricultural producers, labelling honey-added wine as mead.



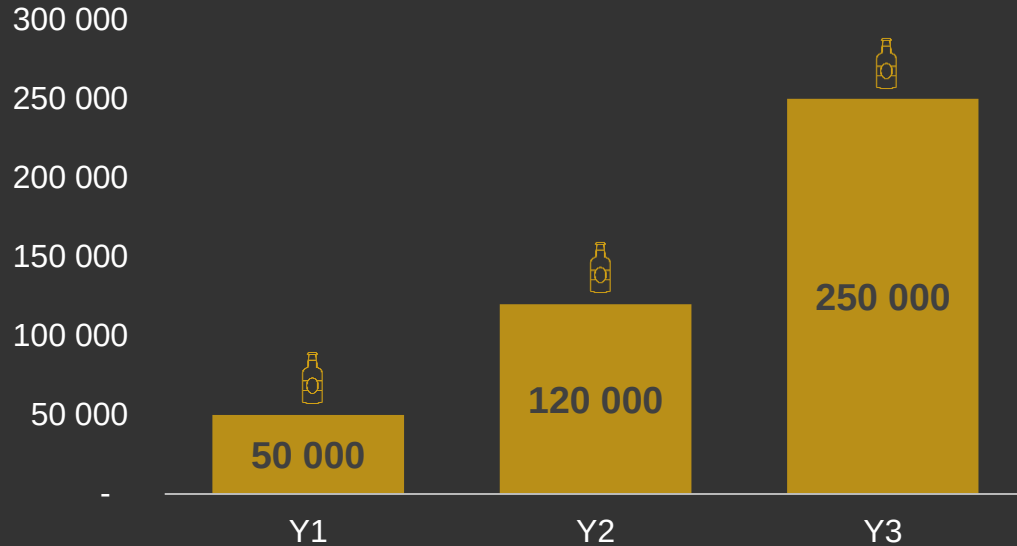
**A cohesive professional team built by the founder –
a respected and accepted leader**



Proprietary, proven production technology, incl. procedures, methodology, required equipment, consumables and raw materials, to provide a high-quality alcoholic drink just in several weeks



FORECAST # OF BOTTLES SOLD 750 ml.



250.000 
Annual production capacity
(180.000 liters)

€17 

Sale price per bottle (avg)

€5.5 

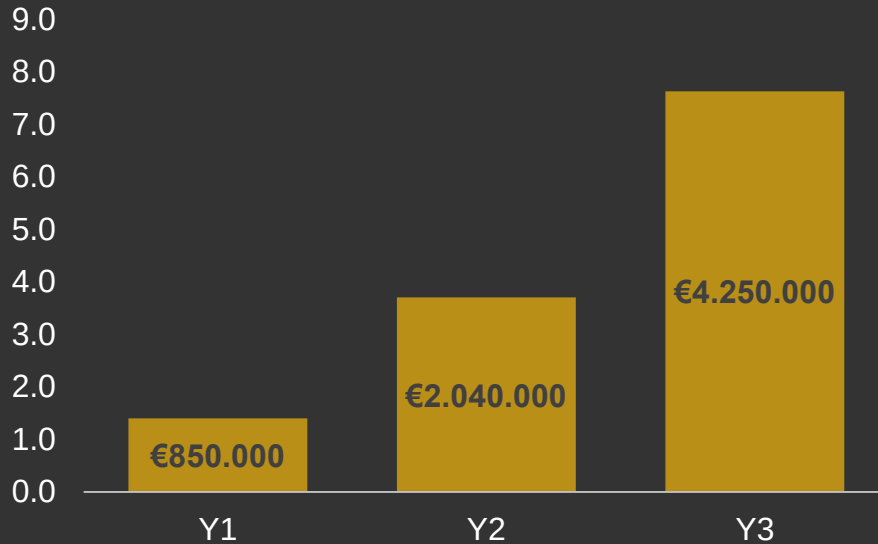
Unit cost (avg)

50.000 

Initial annual production
(38.000 liters)



SALES



42% 

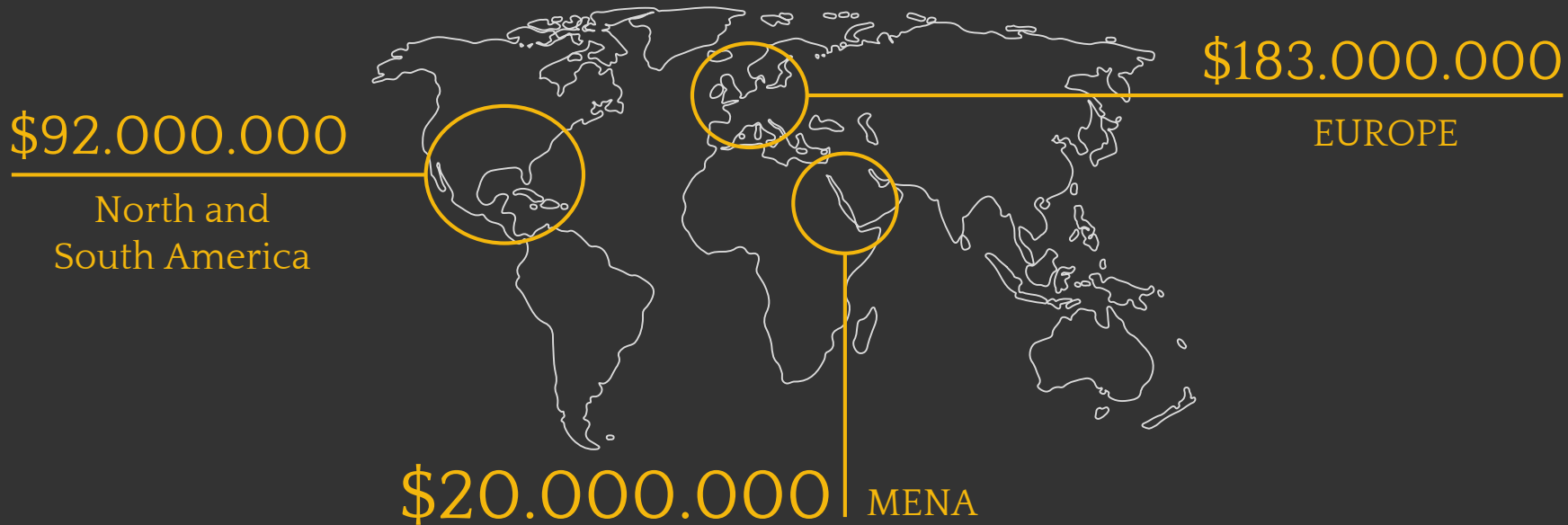
GROSS MARGIN

€1.785.000 

Y3 targeted EBITDA

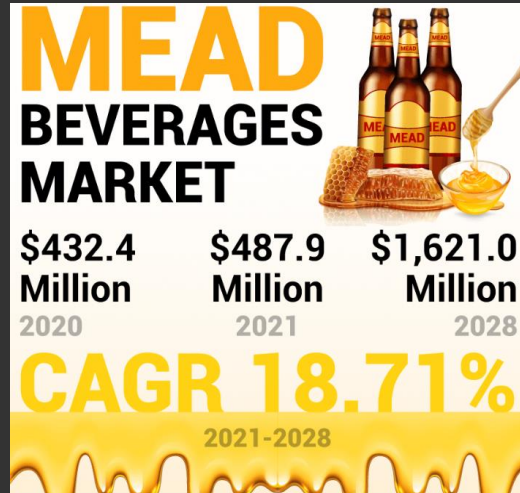


MEAD MARKET SIZE

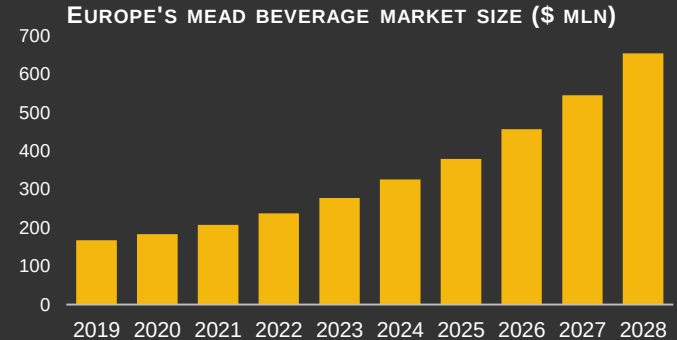


MEAD MARKET DYNAMICS

The global mead beverage market is estimated to grow at 19% CAGR during 2021-2028 period



Europe is the leading region holding the largest market share of the global mead beverage market



Key market drivers

- Trend of low/no alcohol beverage consumption
- Growing number of meaderies across the globe
- Consumers' shift from alcoholic beverages towards wine&analogues

Source: Fortune business insights



TARGET CUSTOMER

€17.00 

Average spending per
customer

DRINK PREFERENCES

Wine 

Beer 

Liquor 

GENDER

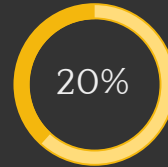


40%

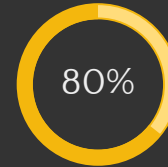


60%

AGE



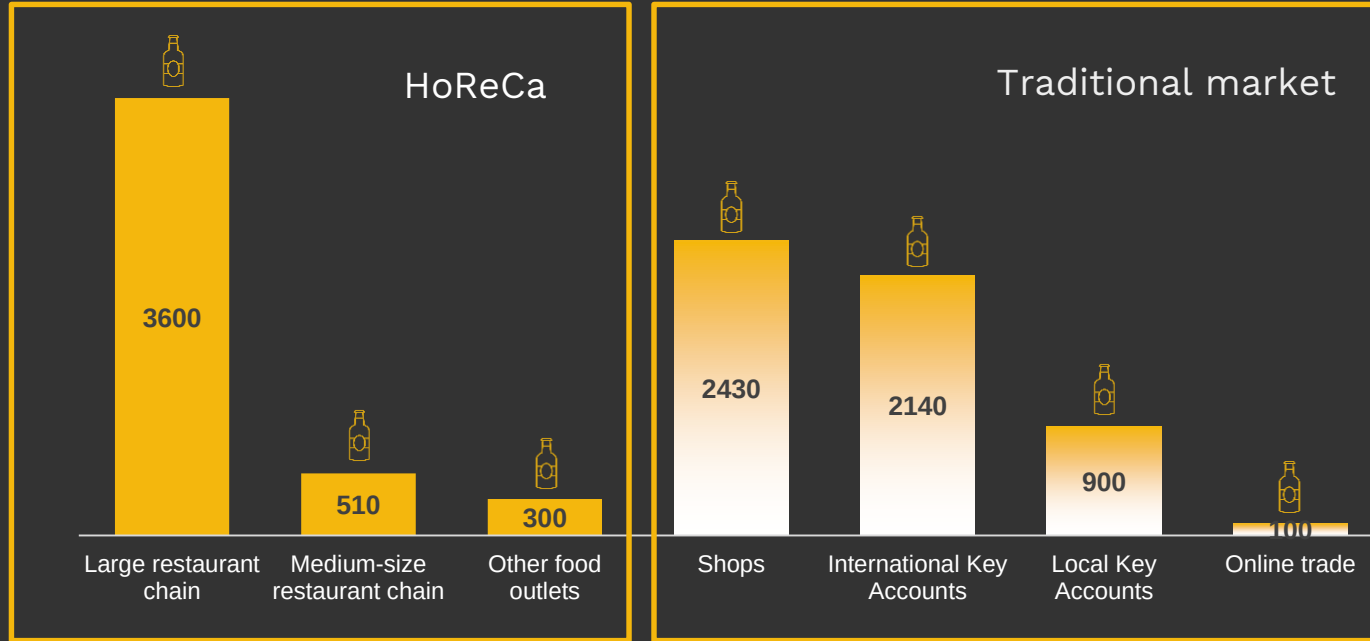
18 - 30



35 - 65



SALES CHANNELS



of bottles/month



LOCAL COMPETITORS



Kosherite

Style:

Content:

Wine-oriented

13.5% / 700ml.

Craft brew - oriented

11.0% / 330ml.

Meadly



BOTH COMPETITORS

- small-scale
- no marketing budget
- undeveloped sales channels
- targeting different audiences.





CASE STUDY



CHALLENGE

New meadery owners face numerous challenges, from an intense regulatory burden *of the* beer and wine industries, to the time required to educate potential customers. Maybe most importantly, a meadery owner must also find the initial startup funding to create the meadery.



SOLUTION

\$ Funding Round – Sep 15, 2021
Moonshine Meadery raised \$2,000,000 Seed from Anthill Ventures and 3 other investors.



RESULTS

Soon after its second funding round Moonshine Meadery expanded its team to 50 people and started winning prestigious awards.



BUSINESS MODEL



TECHNOLOGY

Best-of-class
technology
Industrial-size
production



SALES

Identified and
contacted key
accounts (private
label ops)
BTL campaigns
Exports to selected
markets



PRODUCT

Exquisite product
with clear variety
expansion plan



PRICE

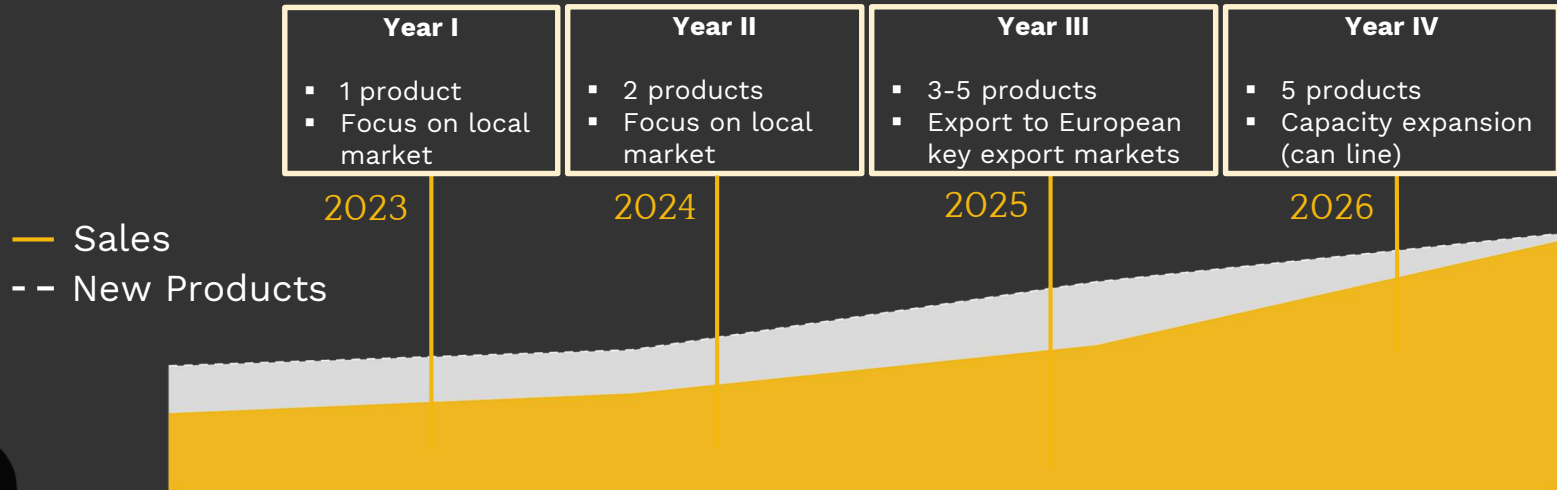
Product quality and
market potential
justify strong price
positioning and
margin performance



ROADMAP

Go-to-market strategy

- Start with small volumes. Build brand awareness and set the standard for mead on the local market.
- Marketing strategy: Position PRIMELD as the King of drinks at the bottom of the premium segment
- Target customers: Clients with sophisticated taste, age 30-50
- Target markets: Bulgaria (big cities), Europe
- Sales: Third parties distributors, high-end shops and restaurants, online sales



THE TEAM



Dipl. Eng. Sabin Yordanov

Founder, managing majority partner

10+ years C-level executive in manufacturing



Dipl. Eng. George Apostolov

Co-Founder, deputy managing general partner

10+ years of experience in IT and industrial project management



Mihail Jordanov

Marketing expert

10+ years of experience as marketing professional for leading consumer brands



Dipl. Eng. Plamen Petkov

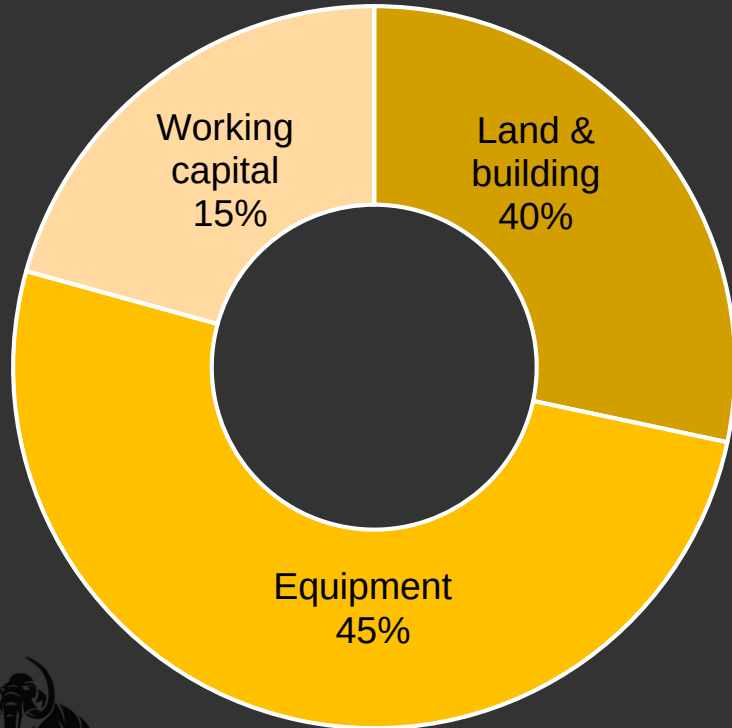
Technologist

10+ years of experience in beverage production technology and quality control



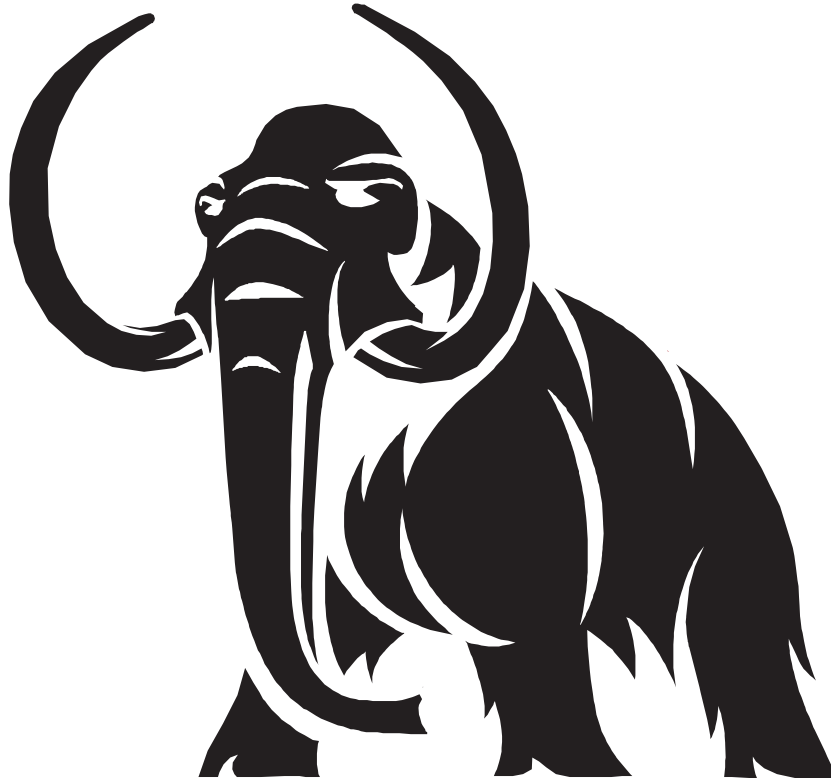
FUNDRAISING

€750.000 required for the project to reach cash generation



- 5 years R&D of own unique technology and product
 - full – ready prototypes and product range
 - own know – how, methodology and production process
 - full – ready high level experience professional team
- € 150.000 invested so far by the founders
 - professional laboratory apparatus and equipment
 - registered 2 own unique trademarks
 - purchased land for production: 1200 sq.m
 - ready-made construction and technological projects for starting construction
 - acquired permission and license to start construction
 - purchased machines: washing, filtering, filling, closing





Thank you!

Contact Bulgaria:

E-mail: contact@primeld.eu
yordanovs@primeld.eu

Mobile: +359885793453
+359898497566

Web: www.primeld.eu

"We don't produce a fuel; mead is touch, feel, flavor, taste, power.

Our clients don't apprehend themselves as fireboxes - but are humans, yes, with intelligence, emotions, sensitivity...

They are energetic by presumption, they don't need blank calories, but flying balloon through spots, views, landscapes..."