



BOTTOMSUP™

A Unit of Sapio Solutions Pty Ltd



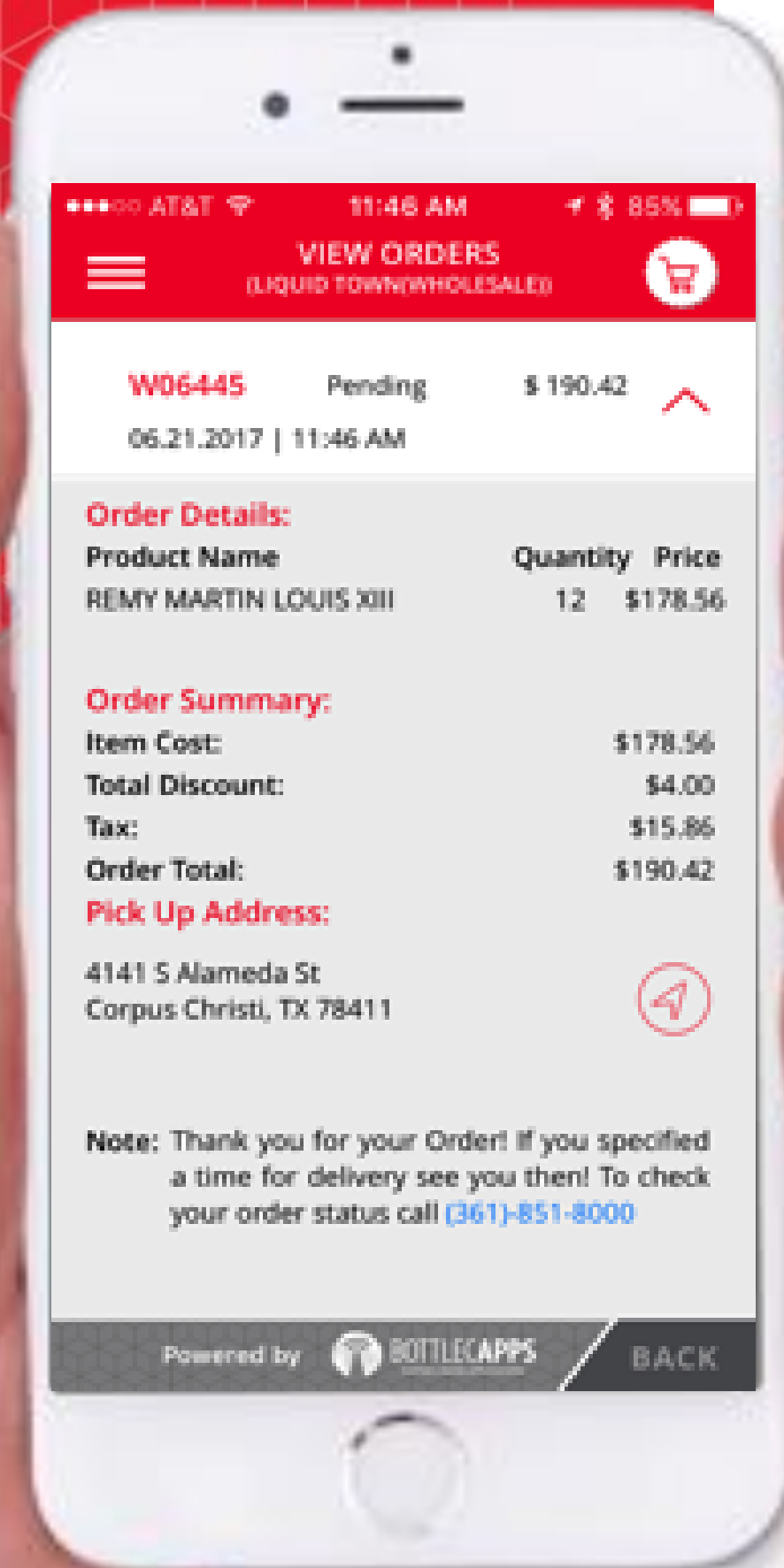
BOTTLECAPPS™

Directly market to your customers while providing a more convenient shopping experience.

Our apps reach your current and potential customers on their smartphone device (the average time spent is 5 hours a day per person). We also offer Digital Signage and websites that you control all from one easy-to-use platform.

As the market continually moves toward more convenient digital/mobile methods, BOTTLECAPPS makes it easy for liquor stores to tap into this trend while making it convenient and easy for liquor store owners/managers.

- A digital platform on phone, desktop, and in store.
- Push notification (most effective form of marketing--ever)
- Branded e-commerce functionality that sets you apart from the competition.



BOTTLECAPPS BACKGROUND

Established in 2011;
headquartered in Dallas, Texas.

**Custom Digital Solutions
Specialist**
for Liquor Retailers.



100 years of Experience
combined in Information Technology,
Business and Liquor Sales.

The Goal: To Produce the Best
E-Commerce retail app in the
liquor industry at the lowest cost

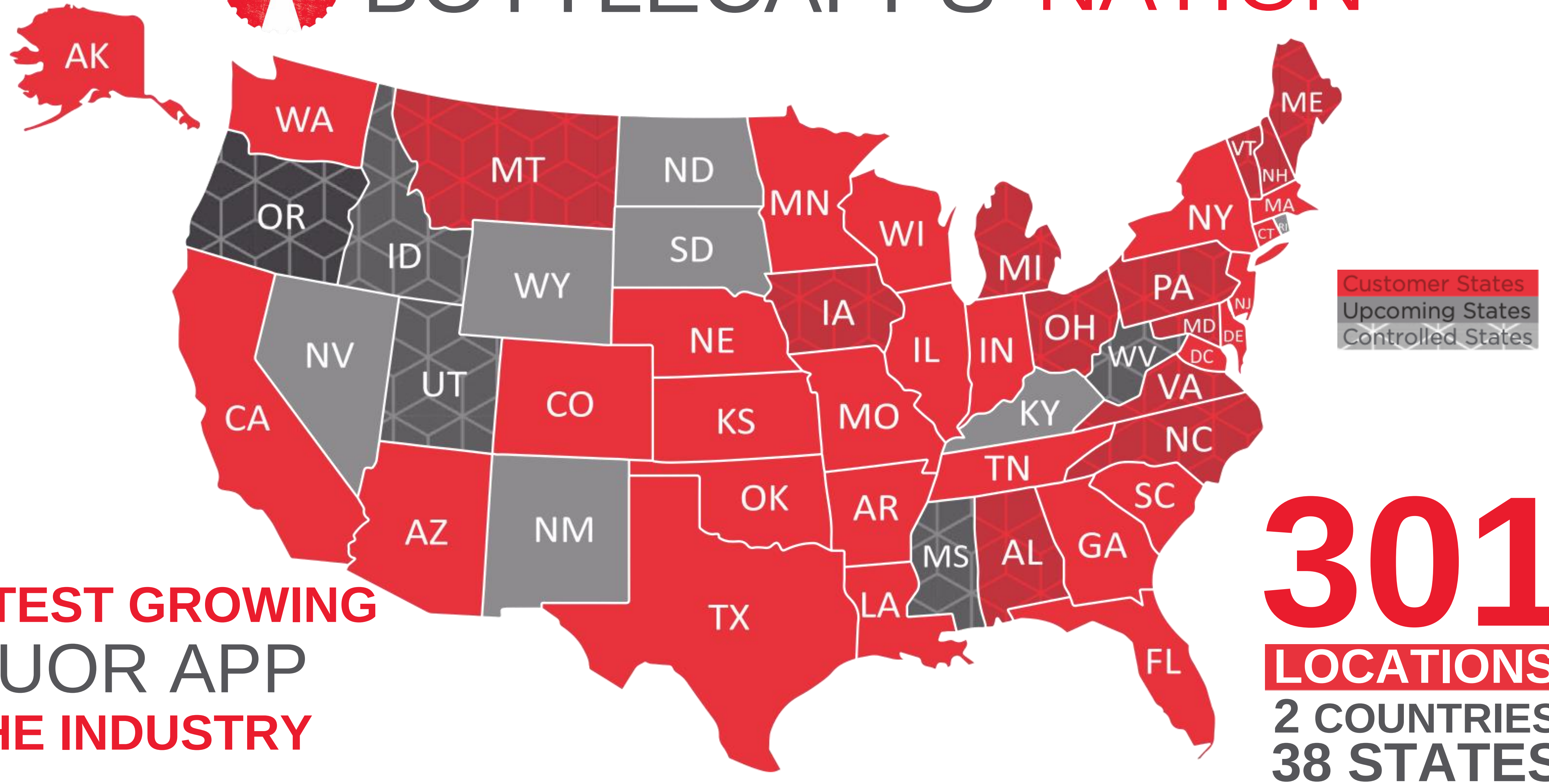


Strategic Partnerships
with liquor POS providers and liquor
stores internationally.

A+ Rating with the BBB
Better Business Bureau (BBB)

3 2 C G Dun & Bradstreet Rating
Dun & Bradstreet SER
(Low Risk, Extensive Experience, Established—
top 12%)





FASTEST GROWING LIQUOR APP IN THE INDUSTRY

301

LOCATIONS

2 COUNTRIES

38 STATES



WHY YOU NEED AN APP



\$1.7 Billion

In e-Commerce alcohol sales in 2017



50% of All E-Commerce

Of All E-Commerce now Runs on mobile. (apps)



32.7% Increase

Increase of online alcohol sales from 2016 to 2017



82% Smart Phone Users

of Smart Phone users consult their phones on purchases they're about to make in store



The IMPORTANCE OF APPS IN BUSINESS

“ If you don't have a mobile app you are throwing away a large chunk of your business and things are only going to get worse. ”

Google

“ Mobile Marketing is the most powerful media ever invented! ”

The New York Times

“ If you're not using mobile marketing to attract new customers to your business, don't worry—your competitors are already using it and are getting those customers instead. ”

60second
marketer™



WHY YOU NEED BOTTLECAPPS™

- 1.To connect you, and keep you connected with your customers.
- 2.Create loyalty with your customers
- 3.Help grow your sales online and in store.
- 4.Create a direct marketing channel.
- 5.Easy to use platform to control multiple services and products.
- 6.Developing your own solutions is expensive



CURRENT MARKETING EXPENSES

MARKETING SOURCE RESPONSE

	WEBSITE	3%
	NEWSPAPER INSERTS	0.16%
	SMS RESPONSE TEXT	7%
	EMAIL	2.09%
	RADIO	0.10%
	PRINT	0.03%
	DIRECT MAIL	1.61%
	FOOD AND BEV APP	25%
	RETAIL INDUSTRY APP	12%

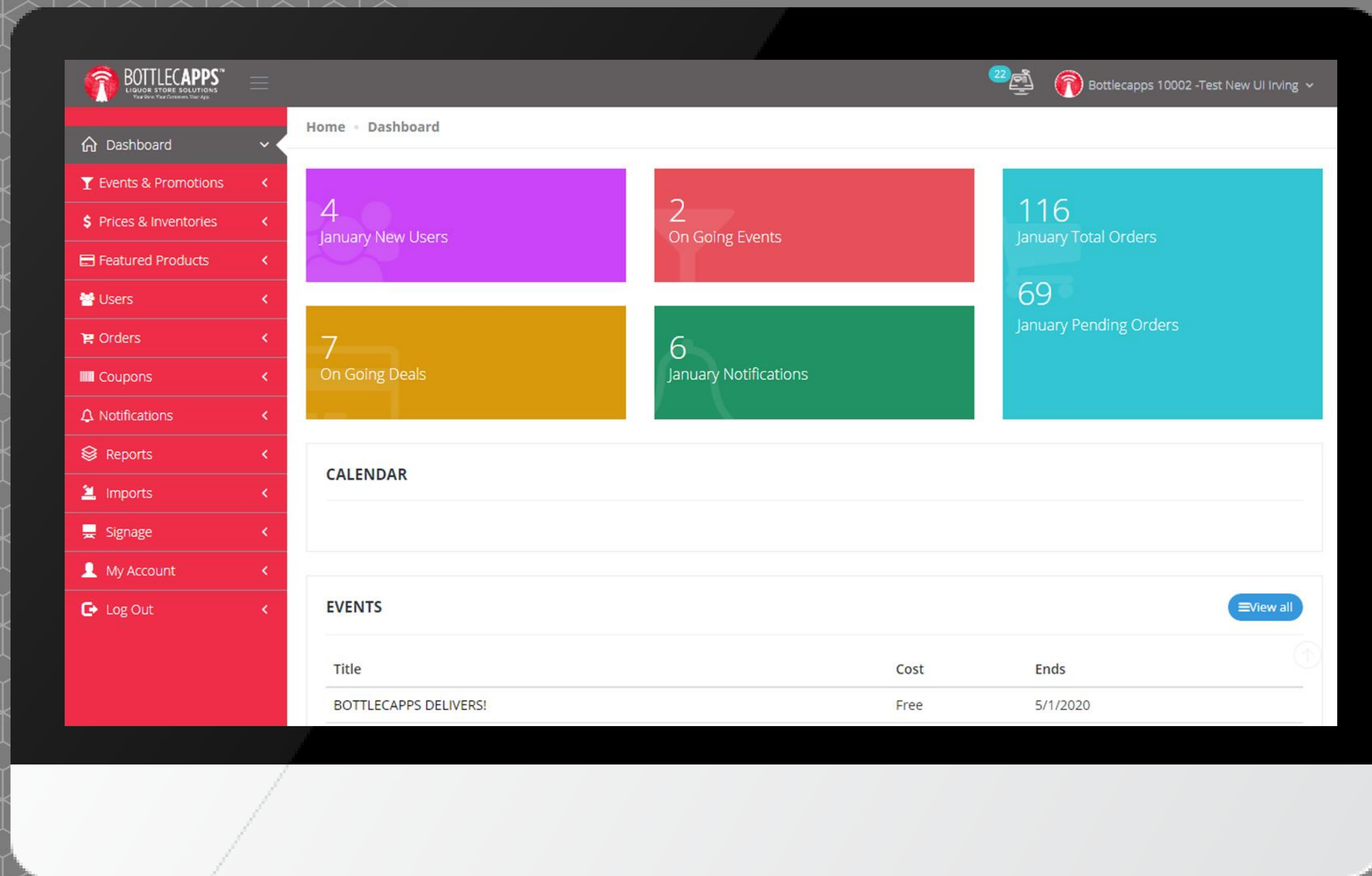
BOTTLECAPPS APP FOR MARKETING

- 79% purchase liquor 4 or more times a month
- 34% said they shop the store more because of the app
- 89% have used the app to browse inventory
- 73% look for specials
- 37% learn about upcoming events
- 14% to read product reviews
- FLASH SALE STORIES



WEB CONSOLE

HOME SCREEN



INSTANTLY

POST TASTINGS, EVENTS, AND PROMOTIONS

 BOTTLECAPPS™
LIQUOR STORE SOLUTIONS
That Meet Your Customers Where They Are

Dashboard

Events & Promotions

Prices & Inventories

Deals

Users

Orders

Coupons

Notifications

Reports

Imports

Signage

My Account

Log Out

Events • Add Events

Event Name/Title

BOTTLECAPPS DELIVERS

Event Date

04-27-2017

05-01-2020

Event Timings

15:00

20:00

Send Notification

☐ Yes

Event Is Free

☒ Yes

Address1

Address2

City

State

-- Select list --

Zip Code

Event Description



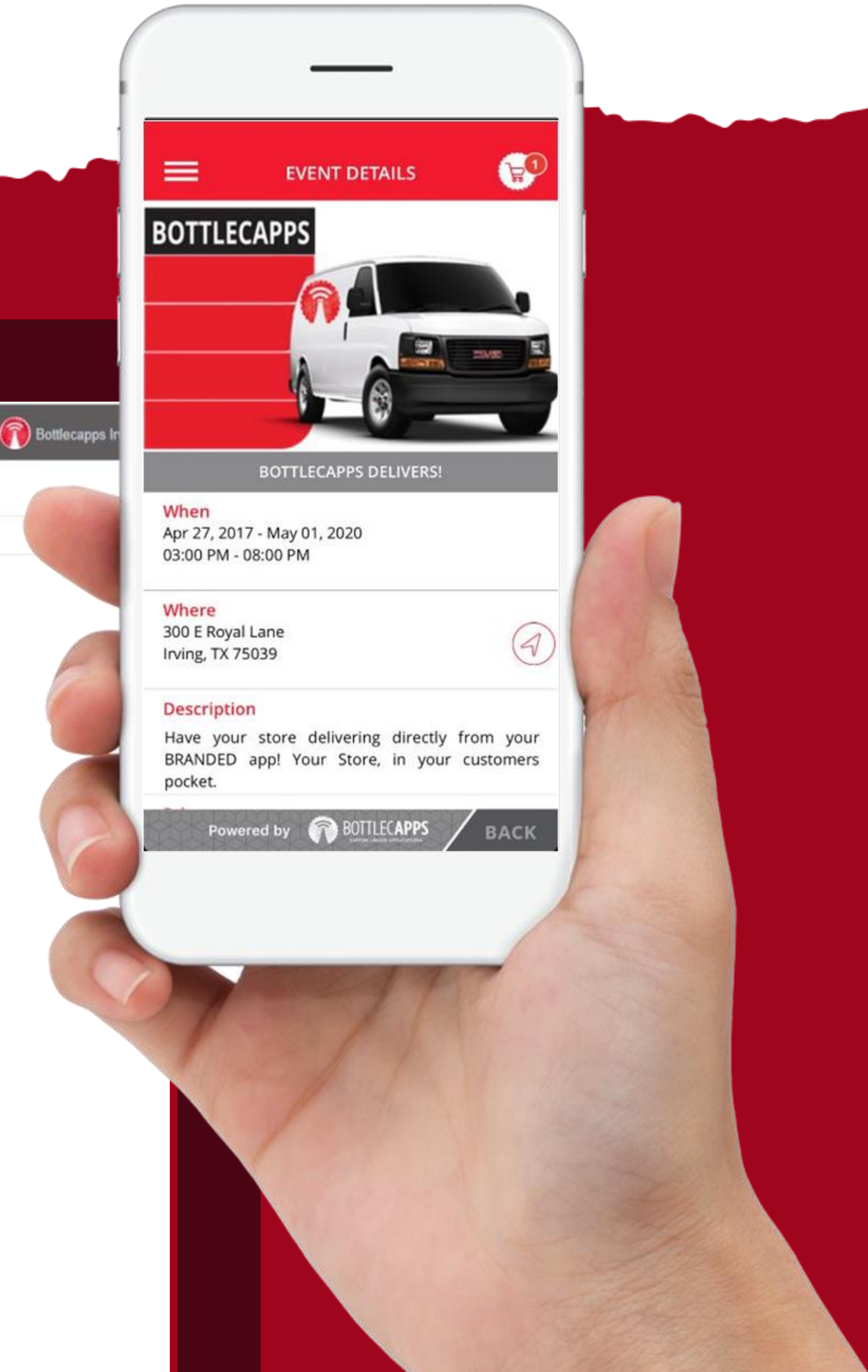
Have your store delivering directly from your BRANDED app! Your Store, in your customers pocket.

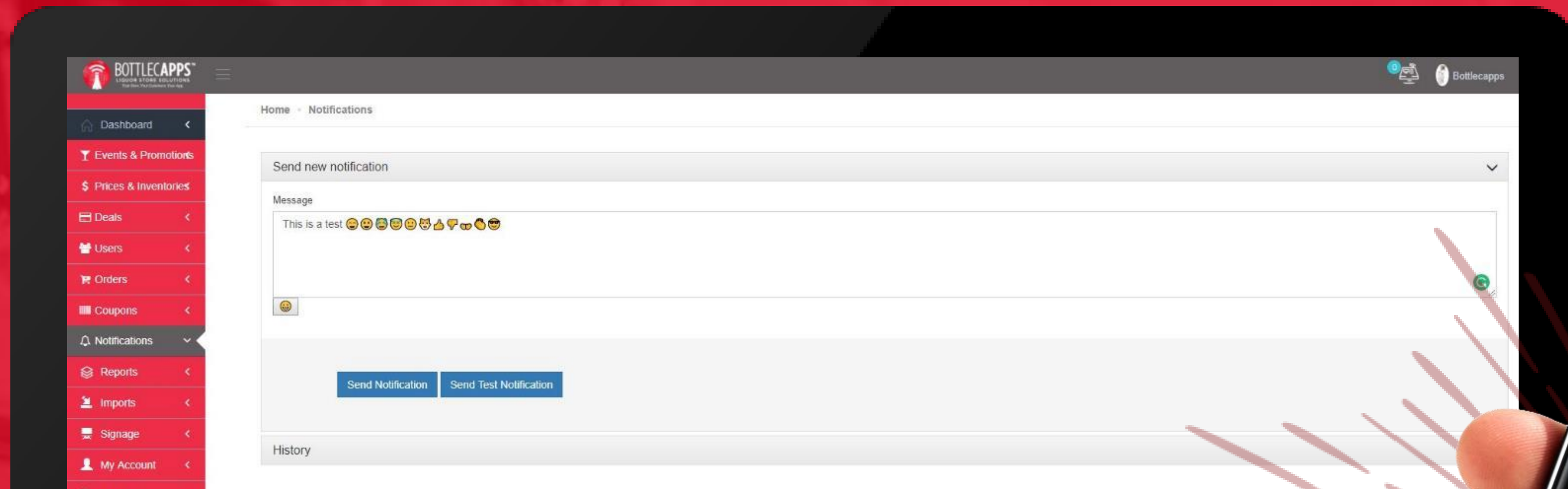
 BOTTLECAPPS



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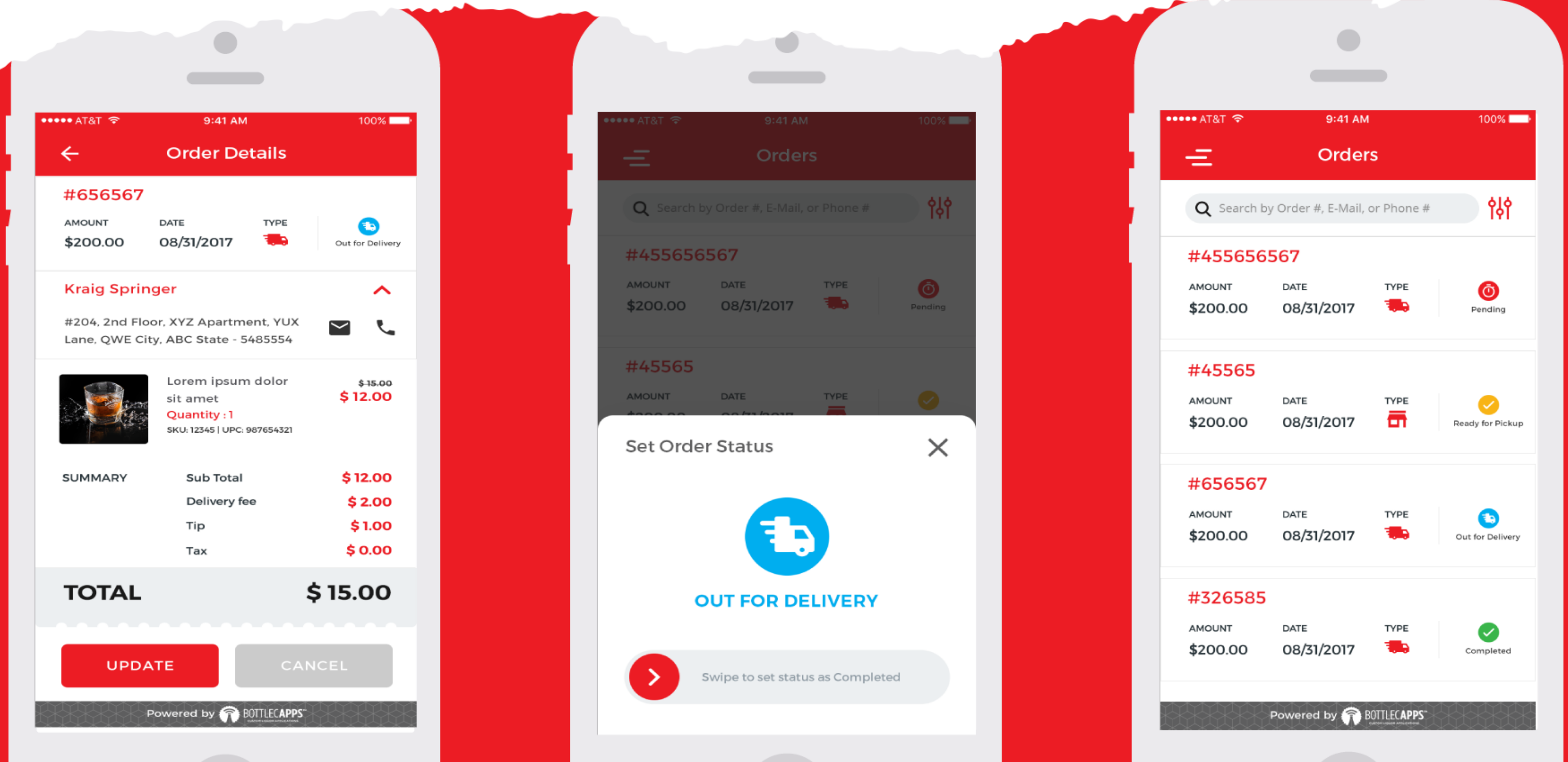


**SEND MESSAGES
DIRECTLY TO YOUR
CUSTOMER'S PHONE!**

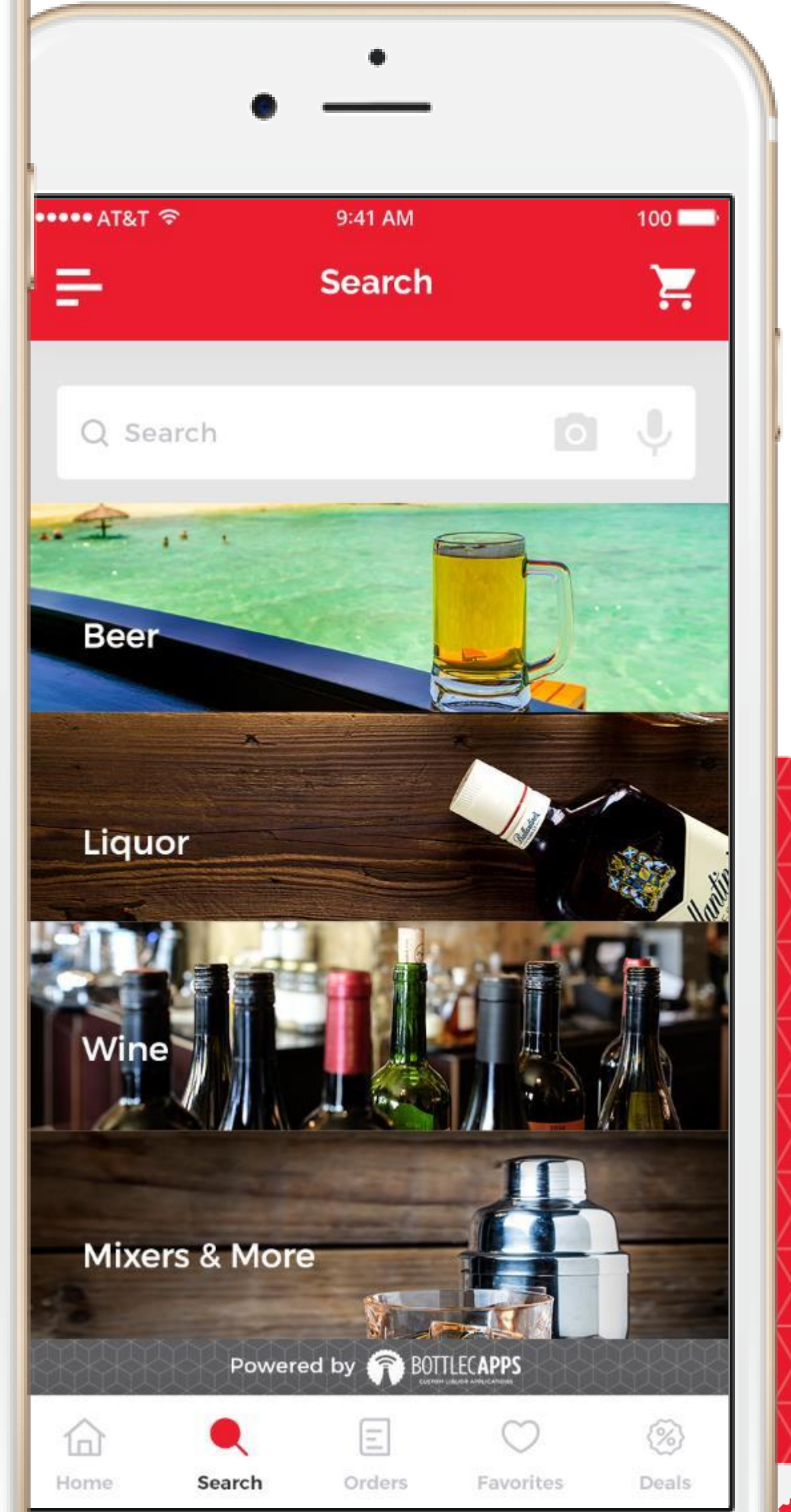
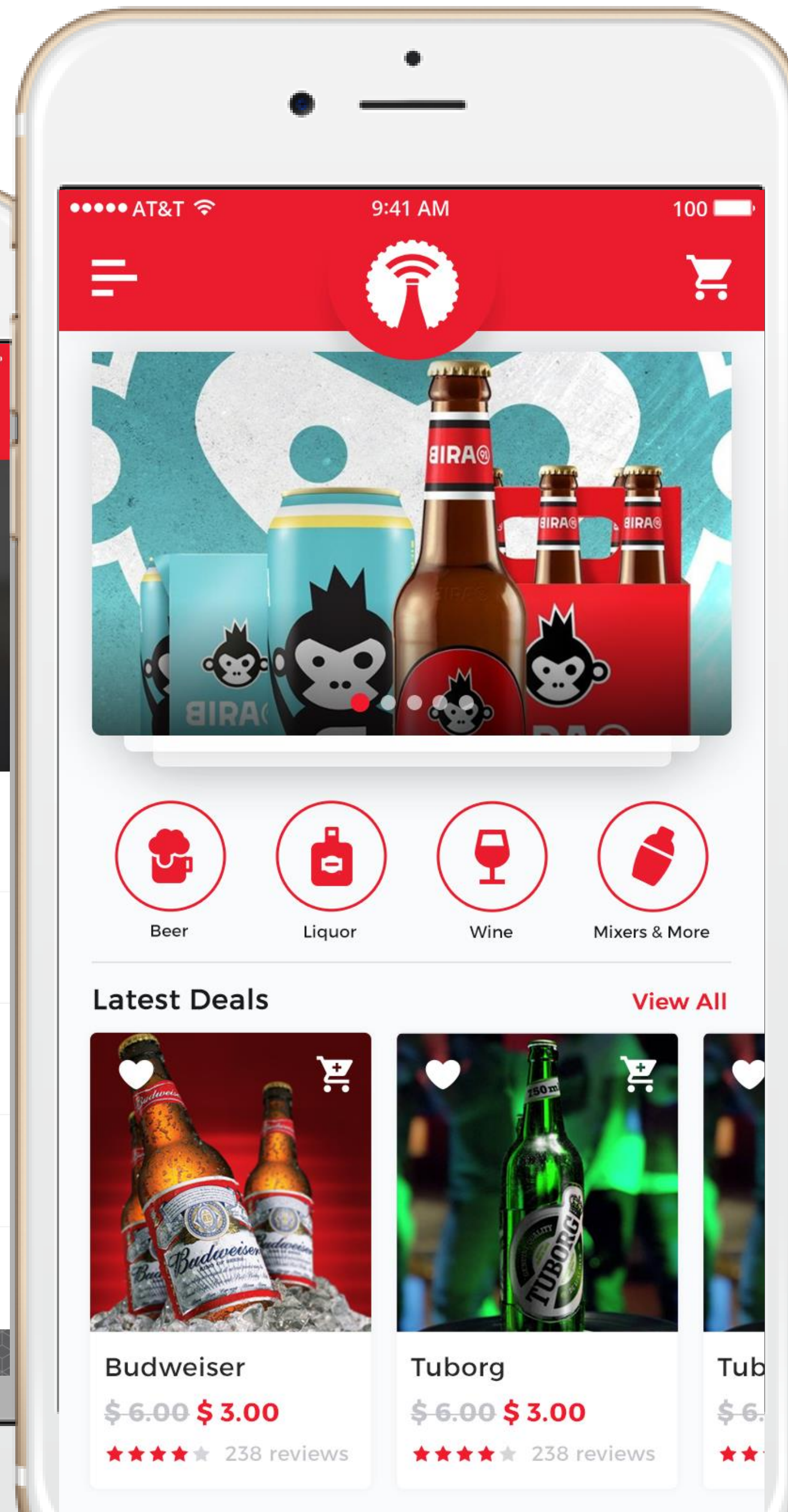
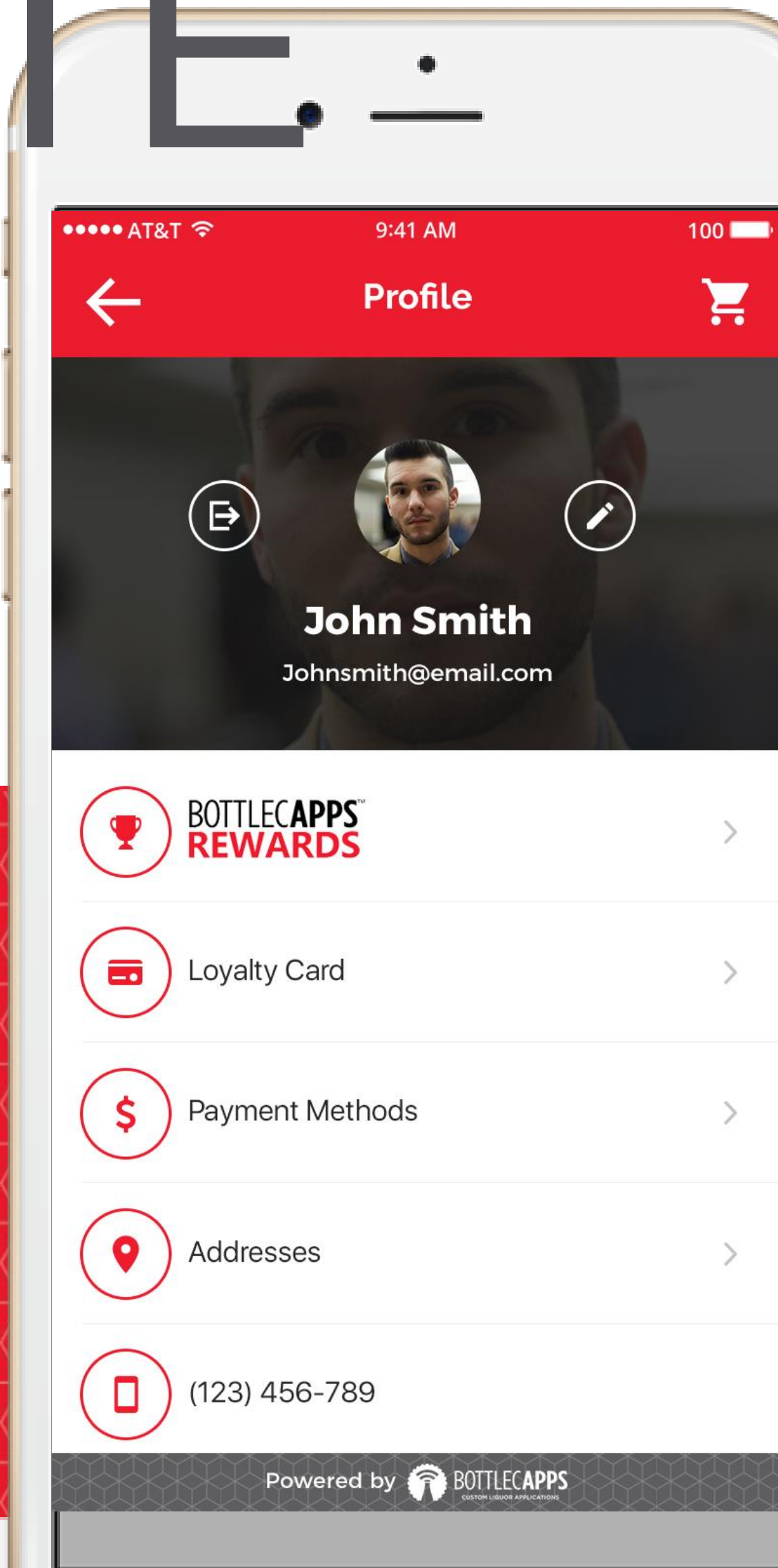
**58% of surveyed
customers wanted more
updates.**



Admin App



NEW UI UPDATE.



DIGITAL SIGNAGE



TODAY'S DEALS

STERLING
VINTNER'S COLLECTION MERITAGE 2014

The wine opens with an inviting and vivid nose of freshly picked raspberries, cranberry, cherry and melted milk chocolate. The wine is juicy on the palate where the nose rings true with flavors of mixed berry fruit, mocha and subtle toasted spice.

10% OFF

WAS \$24.99 \$21.99

POWERED BY **BOTTLECAPPS**
LIQUOR STORE SOLUTIONS



SEASONAL BEER TASTING

Fri, Jan 22 – Wed, Jan 27
10 PM - 8:30 PM

Liquor
Southwest HWY,
TX 75254

00

RED BY BOTTLECAPPS
LIQUOR STORE SOLUTIONS

Autumnal Wine Tasting



Don't let the cold keep you from enjoying great beer. We have put together a great selection of winter seasonal beers that are sure to hit the spot. This can have more text in this field. Don't let the cold keep you from enjoying great beer. We have put together a great selection of winter seasonal beers that are sure to hit the spot. This can have more text in this field Come enjoy great beer.



Display Content On TV Screens



Deals



Events



Control From Same Web Console as the App

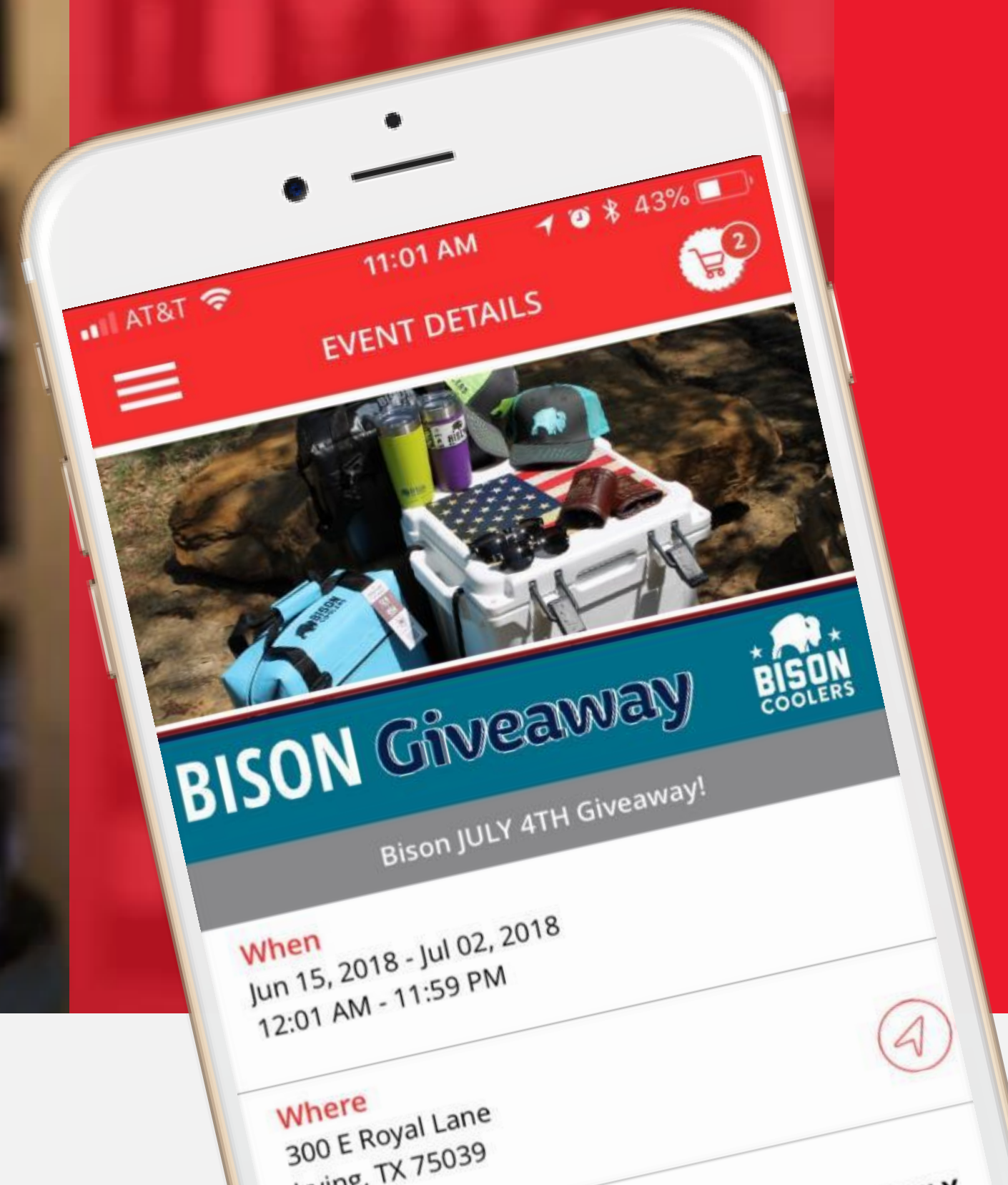


MOBILE MARKETING TEAM



WE DEVELOP A CUSTOM
MOBILE-FIRST PLAYBOOK
FOR YOUR STORE THAT
INCLUDES:

- ✓ APP CONTENT MANAGEMENT
- ✓ COUPONS
- ✓ PUSH NOTIFICATIONS
- ✓ EVENTS
- ✓ DEVs
- ✓ WEB CONSOLE TRAINING
- ✓ IN STORE PROMOTION TRAINING
- ✓ MARKETING IDEAS
- ✓ A DEDICATED MOBILE MARKETING SPECIALIST
- ✓ BOTTLECAPPS REWARDS
- ✓ BRANDED LANDING PAGE
- ✓ STORE NETWORK APP

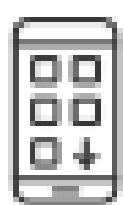




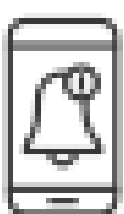
BOTTLE SERVICE

PAID SERVICE OFFERINGS

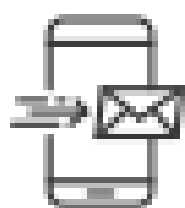
(\$99/MONTH PER STORE; MIN. OF 3 STORES)



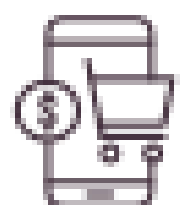
App Content Management



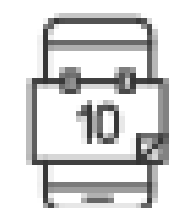
Push Notifications Schedule



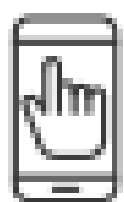
Email Blasts



In-Store Marketing Materials



Quarterly VIP Promotions



Social Media Marketing



BOTTLECAPPS™ Packages

Makes the App and Digital Signage Work!

We develop packaged plans to better fit your stores digital and marketing needs-- saves your store money!

DETAILS

-  Store App
-  Digital Signage
-  Marketing Services
-  Websites
-  Web Console controls all the above



YOUR NEXT STEPS with BOTTLECAPPS™



ONBOARDING
PROCESS



SIGN UP FOR PAYMENT
GATEWAY MONTHLY SERVICE



IMPLEMENTATION
TIMELINE



TRAINING &
EDUCATION



ONGOING TECHNICAL
SUPPORT



CARETEAM & USER
GROWTH STRATEGIES



INTERESTED ?

Get in touch

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