

Charter ✦ Brands

The Spirit of Discovery

HELLO, WE'RE CHARTER BRANDS



Charter Brands⁺





Our Background

Charter Brands exists to develop and grow the most promising spirits brands internationally. Having been a brand owner ourselves since 2013, the team has developed a comprehensive blueprint in establishing a brand in export through trial and error.

We provide a full 360-degree export service to our brand partners, prospecting markets, managing accounts, processing orders, coordinating activations, representing the brand in market, exhibiting at trade shows, and taking on all the associated financial risks of international trade.

Operating in over 50 markets globally, we take a long-term approach to brand building, introducing your brand to only the best distributors internationally. Transparency in how we work is pivotal to our success; we encourage active relationships between brand owners and distributors and serve to act as an extension to your sales team.

We are flexible in our approach; having completed various fixed-term consultancy projects with a clear brief and deliverables. We have also curated an exclusive selection of spirits for which we have ongoing international exclusive distribution rights. These combine to provide a complementary portfolio with mass-market appeal.



Our Values

“A lack of transparency results in distrust and a deep sense of insecurity” ◆ Dalai Lama

For our role as the conduit between both brand owner and distributor to work, both parties must see and feel the value Charter Brands provides.

Focusing on long-term, positive outcomes and acting with honesty and integrity has served us well and is the key to our future success.

We always conduct business in a responsible manner with a concerted effort to lead by example.

This is best demonstrated through our B-Corporation® accreditation awarded to Charter Brands in 2022.

We actively look to partner with brands that share our ethos and values and actively encourage the sharing of information freely to encourage best practice.



Our Mission

The company to which the most exciting and ambitious spirit brands turn to in establishing themselves internationally. Likewise, where the best distributors in-market come in search of the best up-and-coming brands.

You might have noticed that we've rolled two separate objectives into one in outlining our mission. The reason for this is that each objective fuels the other.

The better the brands we recruit, the better the distributors we can attract, which in-turn benefits each respective brand owner but also each distributor, who can rely on Charter Brands to bring the best new and exciting brands to them, in effect acting as their NPD arm.

Charter Brands has a simple goal, to become widely recognised as the 'Experts in Export' for the spirits industry. We were delighted to take another step in achieving our mission when recently recognised for outstanding achievement in International Trade with the presentation of The Kings Award® accolade in 2023.





Key People

Mark Crump - Chairman

Mark Crump is the co-founder and current Chairman at Charter Brands. Managing various business functions, including HR, IT, Legal, and Finance, Mark brings 35 years of experience in the drinks industry to the business. Mark's background includes senior positions at Carlsberg, Waverley & The Beer Seller (WTBS) and Scottish Courage.

Matt Ashton Melia - Managing Director

Matt Ashton-Melia is the Managing Director of Charter Brands, overseeing all key functions of the business and responsible for managing supplier relations and identifying key strategic growth opportunities. Matt holds the level 2 WSET qualification in Wine & Spirits having entered the BWS space in 2015. Before joining Charter Brands in 2019 Matt held several senior international commercial roles.

Arkaitz Giménez - Sales Director

Arkaitz Giménez Amesti joined the business in 2020 and having played a pivotal role in the development of our sales structure and the evolution of our export model has progressed quickly to becoming Sales Director. Responsible for all revenue generating activities in the business, Arkaitz studied at a Top 50 European Business School before completing his studies at LATAM's highest ranked university, Arkaitz has also achieved his WSET Level 2 accreditation, passing with distinction.







Brand Partners



Building a brand internationally is a time-consuming and costly exercise, though ultimately rewarding.

- First, recruiting the right person and then funding the activities and getting the knowledge required to yield results comes at an immense cost to a business with no guarantee of success.
- The lead time between approaching an import/distributor and receiving the first purchase order is often more than six months and can sometimes be as long as a year.
- Therefore, any decision to pursue international expansion must be well-considered before any commitment is made, and this is where Charter Brands can help.
- Providing brands with a low-risk export solution, Charter Brand's remuneration is 100% performance related.
- We earn a mutually agreed margin per case without negatively impacting the value chain, there are no consultancy fees and if we fail to deliver our contracts are designed to enable the brand owner to walk away enabling both companies to part amicably.





Here are some key examples of how we help get our brand partners export ready:

- Setting up an EU distribution hub that enables you to not only service mainland Europe but also other continents such as the Americas and the Asia Pacific
- Building a value chain that ensures your brand is positioned in parallel with your home market, considering freight costs, local import taxes, duties, and VAT
- Conducting a full competitor analysis to determine the landscape and how best to position your brand for success internationally
- Reviewing product labels to ensure they're compliant for export, meeting the required standards validated by our 3rd party partner BRI Campden
- Ensuring that your administrative process is set up effectively to obtain the information required to satisfy the domestic governmental requirements set out by HMRC
- Advising on all the required assets in order to ensure that import/distributors can brand-build effectively and orders can be processed efficiently

Once the stage is set, we then get to work in building your brand internationally:

- Charter Brands allocates dedicated resources to your brand and begin approaching distributors in the agreed territories
- Quarterly meetings will highlight new opportunities we're working on and provide you with an update on existing discussions and their latest status



- If an import distributor turns down the opportunity to distribute your brand it's important to understand why. We always provide actionable feedback so that you can be forever improving your proposition
- Bi-annual meetings will also provide an opportunity to take a step back and analyse sales YTD by market, customer, and product, with YoY comparisons so you can truly understand where you are succeeding internationally
- Charter Brands take care of all processing of orders, advising on the documents required for product registration and servicing orders ongoing
- We are also responsible for coordinating collections between the warehouse, freight forwarder, and import/distributor
- We effectively account manage any markets we open, working with complete transparency whilst ensuring that you, the brand owner have a close working relationship with the customer
- Charter Brands will look to develop brand plans for all key, strategic markets we open, working closely with you the brand owner
- We're proactive in our approach, regularly scheduling catch-up meetings with all key customers and getting out to market at every opportunity to develop and nurture these relationships
- Whether it be ProWein, Bar Convent Berlin, Athens, Lisbon, or Rome Bar Show, you can guarantee we'll be there, often exhibiting but at the very least supporting our existing distribution partners and meeting with new prospective partners
- We aim to provide all our brand partners a 360 service whereby you the brand owner can ultimately outsource your export operation to Charter Brands and focus all your efforts further developing your brand in the home market, developing your marketing capabilities, and fine-tuning your proposition.





“ Charter Brands for their last 3 years have been an extension of our business in Europe, representing the brand, the business, and the vision. They have identified key targets and then proceeded in taking Nusa Caña into these markets, building strong brand awareness across Europe. Their ability to manage the commercial aspects of business with regards to finance and logistics has also been a massive support in helping us achieve our objectives. This has all been achieved through the most challenging business period in our lifetimes.

◆ Marc Rodrigues / Nusa Caña Rum ”

Testimonials

“ We have developed a fantastic partnership with Charter Brands who have shown their professionalism and dedication to supporting the development of our brand globally. We greatly appreciate their efforts to meet our objectives, and this has been achieved through great communication along with their deep knowledge of the global market. I highly recommend the use of their expertise in taking your brand to the next level.

◆ Steffin Oghene / El Tequileño ”

“ We have developed a great partnership with Charter Brands, our values align in business which sets us up for success. The team at Charter Brands are knowledgeable and have a great network for us to explore. They work at a pace and give great feedback and insights; we're really looking forward to seeing what the future brings for the Caleño brand internationally.

◆ Ashleigh Malecki / Caleño Drinks ”

“ At Avallen our mission is to be the world's most planet positive spirits brand and HOW we do that and with WHO we do that with is critical to our purpose. We therefore partnered with Charter Brands as to accelerate our international presence due to their shared vision and mindset for brands that do good and wanting to work with the innovators of our industry.

◆ Stephanie Jordan / Avallen Spirits ”

“ We were thoroughly impressed with Charter Brands' exceptional track record in establishing and expanding international brands via their extensive export network. As we embark on the growth journey of Neurita Tequila, we sought out distributor and export partners who share our unwavering commitment to effective brand building. In Charter Brands, we have found precisely what we were looking for. Moreover, their open and transparent approach to conducting business has instilled us with a tremendous sense of confidence.

◆ Lucy Smith / Founder @ Neurita ”

“ From the first time I spoke with Matt and his team I knew they were going to add value. They know their markets, trade and are aggressive in the manner they approach business. Results are immediate with Charter; they understand the value to long-term relationships and are true professionals. I would recommend this organisation and team to any organization that is looking to penetrate or grow the European and other markets they operate in.

◆ Carlos Villarreal / Levecke Corporation ”





Distribution Partners



As an importer distributor, you want to maximise the time spent selling to your customers whilst minimising the time allocated to managing suppliers.

Charter Brands offers a solution, providing your organisation with access to a curated portfolio of premium spirits from a select handful of carefully selected brand owners.

With over ten years of experience exporting alcoholic beverages, you can guarantee a high level of service when partnering with Charter Brands. In addition, we conduct stringent checks when onboarding a new brand partner, which ensures they are fulfilling their obligations and expectations from us as their export partner and you as their customer.

Our ability to consolidate the brands we represent at a single location in mainland Europe saves your business both time and money arranging collections, coordinating logistics, and managing import processes.

We also understand what is required when growing a brand internationally, and this is reflected in the commercial agreements we make, ensuring that you as the official distributor are well protected - first with exclusivity for the brand you're taking to market, and secondly with a long-term distribution agreement, so you can brand-build with piece of mind.



We undertake extensive work to ensure that all the brands we represent can position themselves competitively, factoring in a healthy margin for you, the import distributor. In addition, a generous marketing budget is attached to any agreement we make, ensuring you have the tools and necessary funding to run effective brand activations, sample the product extensively, represent the brand at trade shows, and negotiate attractive deals with HoReCa, retail and duty-free channels.

We encourage a direct relationship between the brand owner and distributor so that there is never a disconnect between the two. We're proactive in how we manage our business, preferring to get out to market and build relationships with our distribution partners.

We always focus on building long-term relationships and understand the process of establishing a brand in-market. Charter Brands acts as the conduit between you and the brand owner so that brand owner and distributor expectations and ambitions are aligned and ultimately delivered.

Here are some examples of the distribution partners Charter Brands works with:



Charter Brands[✦]

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