

Welcome!



**PiNOT'S
PALETTE®**

DISCOVERY DAY



WELCOME

WELCOME TO PINOT'S PALETTE DISCOVERY DAY.

We are thrilled to have you here with us, and the Pinot's Palette family is happy to make sure you have all the information you need. We are looking for entrepreneurs with enthusiasm and passion to help us bring our unique entertainment art experience to the nation. I would like to personally invite you to explore our business and learn more about Team Pinot.

By combining the established business of art classes with the lucrative business of entertainment, our dream turned into reality, and Pinot's Palette was born. Our vision is to create a company that delivers extraordinary customer service and true brand differentiation. It has guided the development of the Pinot's Palette Franchise System, and we have set the standard as the premium paint and sip in the industry.

Our humble beginning quickly surged into a roaring wave of success, and we rapidly innovated and integrated technology to keep up with growing customer demand. From cutting edge reservation management software, to transparent instructional systems, to system driven automation, our corporate and franchise locations bring the Pinot's Palette experience to the twenty first century customer.

Thank you for being here for our Pinot's Palette Discovery Day. I hope you are as excited as we are. If you have any questions, feel free to visit with any member of our headquarters team here for you today.

I look forward to working with you and growing together!



Charles Willis, CFE – Co-Founder and President





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Team Pinot consists of an array of professionals with diverse backgrounds in operations, management, retail, business development, education and customer service. Team Pinot serves as a resource for all of the franchise owners in the system and provides more than 200 hours of training for each new studio. The Pinot's Palette team embraces open communication and collaboration with franchisee partners.



CRAIG CECCANTI, CFE

Co-founder + CEO



Craig is a founding member and CEO of Pinot's Palette, Houston's first and premier, upscale painting studio. As a pioneer in the newly developed and rapidly expanding paint and sip industry, Craig has directed an innovative start-up business with one location to a concept which is now being developed nationally and internationally. His contributions at Pinot's Palette have involved strategy, financing, architecting proprietary technology, developing and standardizing operations, fundraising, building a team-based culture and a purpose-driven brand. These efforts have helped Pinot's Palette attract both local and national media attention from TLC Network, *The Business Journal*, CNBC, Fox News, *Forbes*, and *Entrepreneur*, among others. Outside of Pinot's Palette, Craig stays true to his background in Consulting and Project Management. He actively devotes his time to supporting young entrepreneurs, charities and alumni chapters in the Houston community. Some of his favorite projects includes teaching "Marketing for Small Business" at Rice University's Jones Graduate School of Business.

CHARLES WILLIS, CFE

Co-founder + President

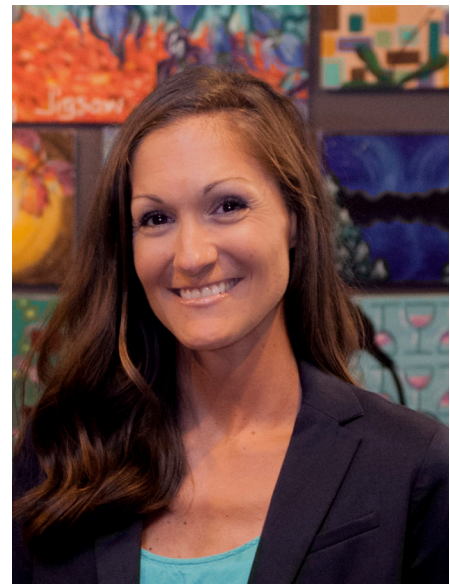
Charles is a founding member and President of Pinot's Palette, Houston's first and premier, upscale painting studio. As a pioneer in the newly developed and rapidly expanding paint and sip industry, Charles has played an instrumental role in expanding both the Houston corporate business as well as developing the business through national and international franchising. His expertise includes Pinot's Palette's growth strategy, streamlining supply chains and developing key markets, standardizing operations, and strategic management techniques. His project management efforts have helped Pinot's Palette attract national franchisee partners as his team guides them through the process from introduction to implementation and ongoing support. Outside of Pinot's Palette, Charles stays true to his background in Project Management. He actively devotes his time to supporting local charities and alumni chapters in the Houston community and enjoys spending time with his wife, Beth, and their children.



BETH WILLIS

Co-founder + CCO

Beth is a founding member and Chief Creative Officer of Pinot's Palette. Beth, in her role as leading visionary for product development, represents the customer's perspective and identifies key consumer trends. Within this role, she collaborates locally and nationally to develop new paintings every month for the Pinot's Palette library, including any custom paintings requested by Pinot's Palette customers, and plans the monthly calendars according to customer demand. In the first days of Pinot's Palette, Beth presented key evidence for paint and sip consumer market sustainability, which provided fuel for Charles and Craig to put their plans into action. She is credited with both scouting the Montrose location and designing the Galleria location, including the stylish Picasso room. Outside of her work with Pinot's Palette, Beth is a full time Clinical Pharmacy Specialist and mother of two daughters and a son.



MARI SOKOLOWSKI

Franchise Development Director



Mari joined the Pinot's Palette team in 2011 as Marketing Director, the first full-time hire to the headquarters team. Since 2012, Mari has been directing franchise development from coast-to-coast through managing the national marketing budgets as well as leading the Pinot's Palette sales efforts from her satellite office in Chicago, IL. Her passion for the industry and the Pinot's Palette brand has helped guide over 150 new franchise partners through the sales process, making Pinot's Palette the fastest growing paint and sip in the nation. When Mari is not working with qualified candidates, she focuses her time on operating her own franchise studio in Chicago, IL, volunteering, and spending time with her family. Mari graduated from the University of Texas at Austin with undergraduate degrees in both Marketing (B.B.A., 2005) and Advertising (B.S., 2005), and has marketing experience with national brands like P&G as well as local media start-ups like CultureMap.

MISSY ERICKSON

Franchise Development Director



Missy started her Pinot's Palette journey back in July of 2014. As the Franchise Development Director, she assists potential franchise partners in their discovery process and helps them determine if Pinot's Palette is a fit for them. Over the years, she has brought more than 90 new owners into the Pinot's Palette family. She graduated in 2013 from the University of Wisconsin-Eau Claire with a B.A. in Marketing and Sales. Missy brings her expertise in sales and management to the Pinot's Palette team.

When she is not wearing her Pinot's Palette hat, you can find her at the gym, exploring the great wines Texas has to offer, grilling out with friends, or venturing back to the great north to visit family.

SUPPORT TEAM

TERRI MCCULLOCH

Senior VP of Marketing

Terri has been actively involved in the franchise industry for over 10 years. She brings over 17 years of retail consumer and B2B marketing experience to Pinot's Palette, as well as over 25 years of direct experience in sales, business development and strategic partnerships. She was a member of the executive teams for two emerging franchise systems and two first-to-market, start-up organizations. These experiences taught her to be creative, innovative and most importantly, nimble to stay ahead of the game. Terri coached several small, woman-owned business owners in the Houston area and was subsequently nominated and named a finalist for the 2009 Femtor Award (Female Mentor Award) for the international women's organization, eWomenNetwork. Terri is the co-captain of Team Lyndon Lovers for the annual Down Syndrome Association of Houston Buddy Walk, in honor of her grandson. She also enjoys spending time with her family, gardening, traveling – either by car or motorcycle, and hitting the wine trails.



KRISTIN HUMPHREY

Director of Operations

Since joining the team in June 2014, Kristin has assisted over 70 studios, both nationally and internationally, open their doors. She graduated from Texas Christian University with a B.S. in Dietetics and a minor in general business. In addition to bringing over four years of business management and franchise experience as the Director of Operations, she excels at process oriented directives, assuring new partners of optimal efficiency in their journey from signing day to studio opening. When she is not wearing her Pinot's Palette hat, Kristin enjoys spending time with her family, cooking up a storm, or drinking a glass of chardonnay while pouring over literature for her next culinary masterpiece.



CODY MILLER

Director of Communications



Cody is a driven business professional with a passion for efficiency. He graduated from the University of Wisconsin – Madison with a B.A. in Economics and a certificate in Entrepreneurship. Cody enjoys the numbers aspect of doing business, and he also has a technical mind and is up-to-date on upcoming technology. Prior to joining Pinot's Palette, Cody developed mobile applications for both Androids and iPhones. He is a Wisconsin Badger and his recipe for a good time is Badger sports (or the Packers), beer, cheese curds, and good company. When not busy working, Cody likes to browse reddit.com, keep up with all Badgers and Packers news, hit the town with friends, and travel the world.

BONNIE BROOKS

Supply Chain Director



Bonnie Brooks joined the team in 2015, bringing procurement and supply chain expertise. Her background includes 14 years at the Texas-based retail grocery super store H.E.B. Grocery Co. For more than 8 years, Bonnie honed her skills working in the Supply Chain and Produce Procurement Department at the Houston based H.E.B. distribution warehouse. In the role of Supply Chain Director, Bonnie oversees total operations of Paint & Sip Supply, providing studios a one stop shop for their supply needs. Her team aids in facilitating start up orders and fulfilling daily orders submitted by existing studio locations. She is a Texas native, born and raised in Houston, Texas. Bonnie holds a Bachelor of Science degree in Psychology from the University of Houston - Clear Lake. In her free time, she loves cooking, reading books, researching all aspects of the paranormal and listening to music in all forms. Bonnie lives with her partner, Bobby, in the Katy area and has two beloved Huskies named Lyric and Melody.

SUPPORT TEAM

CARA CALVERT-THOMAS

Artist Training Director

Cara moved to Houston in 2015 after working as a lead artist and studio manager at Pinot's Palette – Lakewood in Dallas since 2011. In addition to coordinating the Artist Training program, she develops training resources for studios and staff, provides ongoing support to ensure their success, manages the Master Painting Library and enthusiastically promotes the Pinot's Palette mission of providing extraordinary customer service in a fun and entertaining atmosphere. Cara grew up in Alaska and moved to the "Lower 48" to earn her BAEd in Visual Arts Education from the University of Kansas. Before joining Pinot's Palette in 2011, she spent the previous 10 years teaching art in Oklahoma and provided professional development to teachers from across the country at Northeastern State University's Great Expectations Summer Institute. When she isn't dancing and singing for customers at soft openings, Cara spends her free time painting in her home studio, gardening, traveling, enjoying live music and hanging out with her husband and dogs.



ONGOING SUPPORT TEAM

NATALIE WELLS | *Creative Director*

RICHELLE PENNINGTON | *Director of Marketing*

JACQUELINE DEAVENPORT | *Director of Marketing*

ADINA SIMPSON | *Customer Service Director*

ERIC WRIGHT | *Technology Director*

JENNIFER MURO | *Supply Chain Manager*

LORI LOCKERD | *Office Director*

MAGGIE LARSEN | *Senior Bookkeeper*



MISSION

PINOT'S PALETTE'S MISSION IS TO BRING ART TO THE MASSES THROUGH A FUN + ENTERTAINING ATMOSPHERE WITH EXTRAORDINARY CUSTOMER SERVICE.

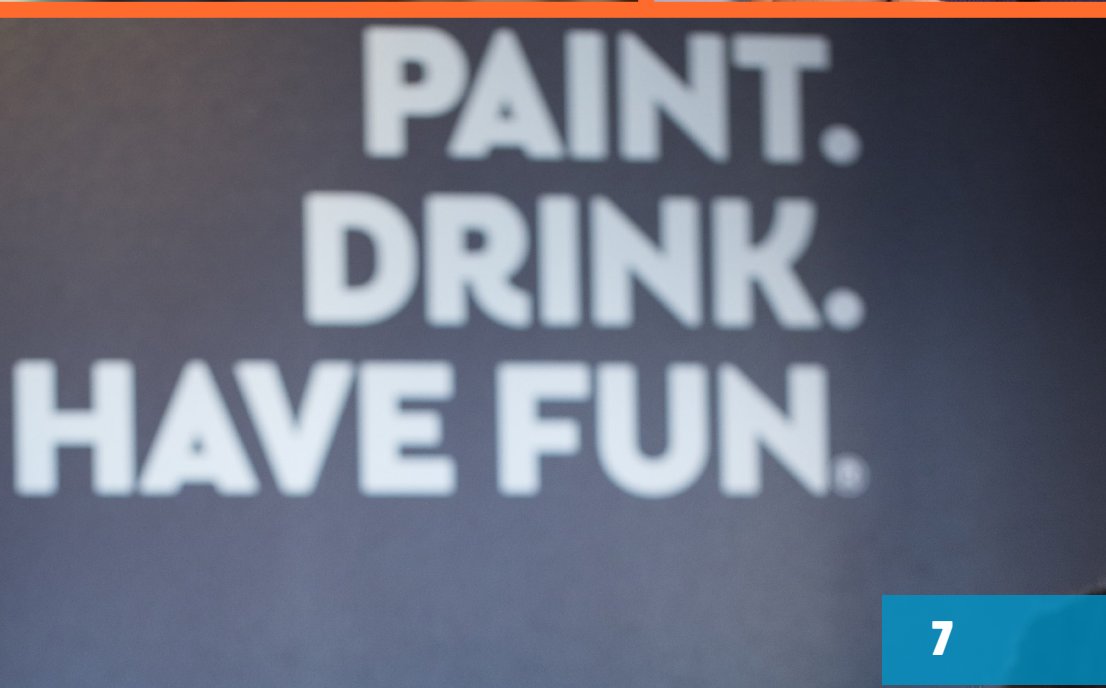


VALUES

POWER OF CREATIVITY, INNOVATION +
FUN • OPEN + COLLABORATIVE TEAM
WORK • CHARACTERS WITH CHARACTER
• PROFESSIONALISM, INTEGRITY +
QUALITY • PASSION FOR PERSONAL
DEVELOPMENT • COMMITMENT TO OUR
COMMUNITY + PARTNERS



1



7



11



4



THE PINOT DIFFERENCE

CUSTOMER

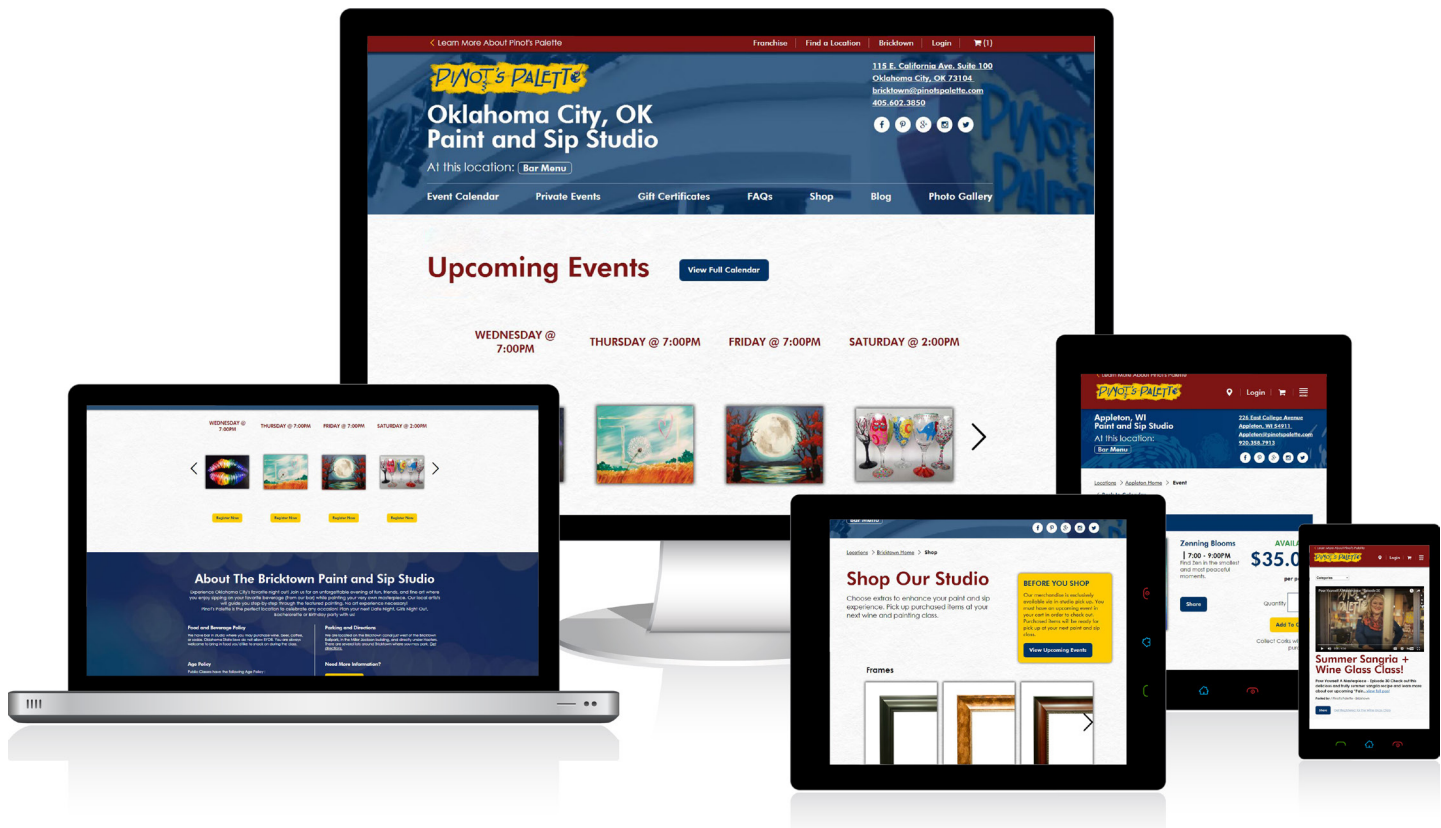
1. Customer Service
2. Attention to details
3. Truly cater to an extraordinary night out
4. Talented artists for step-by-step instructions
5. Diverse painting options
6. Culture and Pinot Team
7. Creativity and having fun

FRANCHISE

8. Management support team
9. Painting development and artist rewards
10. Culture and Pinot Team
11. Operational excellence
12. Recruiting and training processes
13. Web and mobile presence (SEO and SM)
14. Marketing strategy and support
15. Pinot Technology Suite
16. National and local public relations

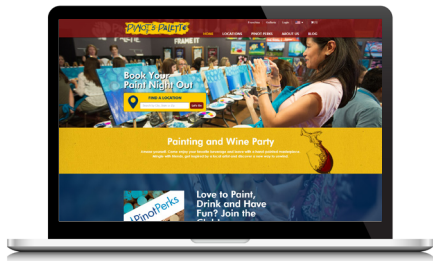


TECHNOLOGY



Proprietary software → **PTS** | Pinot Technology Suite

**CLOUD-BASED SYSTEM • SAVES OPERATIONAL TIME •
REDUCES CUSTOMER MISTAKES • ENHANCES CUSTOMER
EXPERIENCE • DRIVES MARKETING • SIMPLIFIED
PURCHASING PROCESS • CAPTURES MOBILE SPENDING**



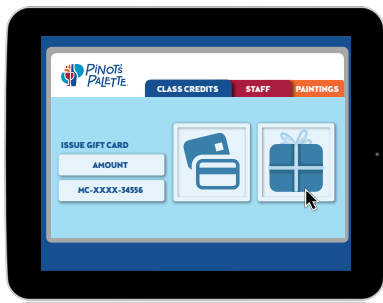
Customer focused design and navigation enhances search and online purchase ease.



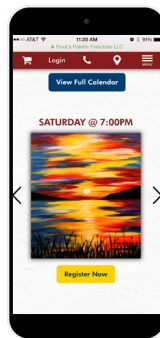
Integrated system-wide reporting shows real-time business success and opportunities.



Maximize in-studio sales and customer experience with industry-specific and artist friendly point of sale systems.



Flexible coupon and credit options with easy tracking help gauge success.



Mobile app and website captures mobile spending and provides a rich customer experience on the go.



Ticketing system allows owners to communicate with their staff and HQ easily and reliably.



PINOTADMIN

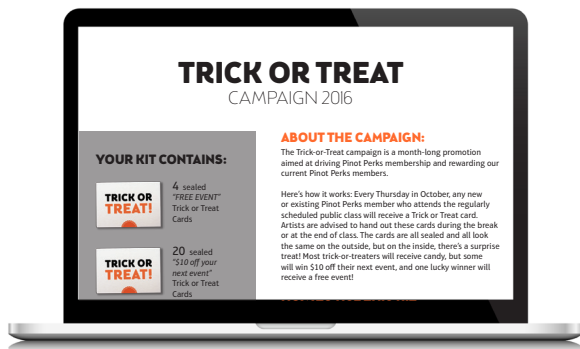
- Classes and reservation management
- Confirmation, reminder and follow-up emails
- Private party generation
- Artist portal (scheduling and painting portfolio)
- Automated gift certificates and class credits
- Website content management
- Marketing tools and analytics
- Scheduling and payroll
- Reporting and analytics
- One stop dashboards

← Access from anywhere!

MARKETING



GRAND OPENING SUPPORT • MARKET ANALYSIS • COLLECT + COMPARE • CONSULT • PLAN + STRATEGIZE • LOCAL MARKET REPORT • MARKETING BRIEFS • NATIONAL PARTNERSHIPS • PREFERRED RATES



MARKETING TOOLBOX

The marketing toolbox is housed on a cloud based system accessible from anywhere with an internet connection. The marketing tool box contains marketing briefs, which are one to two page documents on best practices or lessons learned. This a fantastic resource for executing campaigns in a local market.

SUPPORT CALLS

In addition to one-on-one consultation, there are three calls each month, with respective focus on: all studios, new studios, and calendar planning.



REVENUE STREAMS

Pinot's Palette caters to a variety of individuals and age groups and has a diverse selection of product offerings.

- Corporate Events and Team Building
- Festivals
- Family Day and Kids' Camps
- Painting It Forward Events
- Business Partnerships
- Mobile Events


CREATIVE ASSETS






**RAISE A GLASS TO CELEBRATE THE
 GRAND OPENING
 OF PINOT'S PALETTE
 STUDIO NAME
 MONTH 00, 2016**

RESERVE YOUR SEAT
 FOR AN UNFORGETTABLE EVENING
 ADDRESS LOCATION
WWW.PINOTSPALETTE.COM
 000.000.0000



 ← Painting Name



 PAINT. DRINK. HAVE FUN.



**Painting It
 FORWARD**

Pinot's Palette will donate \$15 per guest
 to St. Jude Children's Research Hospital.

Mark your calendar!

SEPTEMBER 28
 Painting Title Here
 Pinot's Palette - Studio
 7:00PM to 9:00PM
WWW.PINOTSPALETTE.COM





 PAINT. DRINK. HAVE FUN.

**SURPRISE
 INSIDE!**

*The fun is just about to
 start with a Pinot Perk!*

**TRICK
 OR TREAT**

THURSDAYS IN OCTOBER

All new and existing Pinot Perks
 members get a special surprise treat!





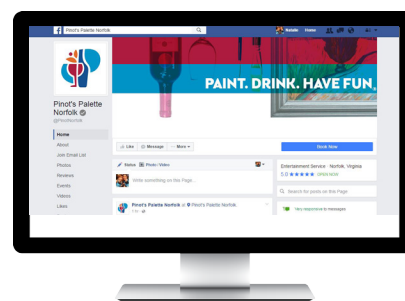
 Visit www.pinotspalette.com
 to join the club!



 PAINT. DRINK. HAVE FUN.



Custom Ad Builder



CAMPAIGNS

Each campaign is prepared for full execution on a variety of channels.

- Email Blast
- Website
- Social Media
- Landing Page
- Print and Web Ads

OPERATIONS



PAINT + SIP SUPPLY (PASS)

PASS is the one stop shop for all things Pinot's Palette. We source, test and procure the items you will need for your studio and marketing, assuring the highest quality standards for our brand and passing along cost savings from bulk ordering.

- Branded Material
- Print Material
- Apparel
- Stemware
- Studio Supplies
- Audio Equipment
- Studio Furnishings



COMMUNICATION CHANNELS

Pinot's Palette's communication channels help franchisee partners easily access the information they need. We also encourage our franchisee partners to submit ideas to headquarters. Through our knowledge base, franchise advisory council, online discussion forums and ticket manager, our system continually grows and keeps pace with customer needs and wants.

HIRING + TRAINING STAFF

Acquiring staff is often the number one concern for prospective owners. Pinot's Palette has several strategies and tools that help owners hire and retain top talent at the studio.



SITE SELECTION

Pinot's Palette employs a third-party data model that takes into account demographic, psychographic and geographic patterns to determine viability for a Pinot's Palette studio. In addition to the data resource, new owners can rely on the tested site selection model and our real estate team's expertise.

STUDIO LAYOUTS



**SINGLE + MULTI-ROOM FORMATS • BAR + BYOB FORMATS •
LOCALIZED PRIVATE EVENT ROOMS • CUSTOMIZED STUDIO
LAYOUTS • UNIQUE LIGHTING PLANS**



Pinot's Palette - West Loop
Chicago, IL



Pinot's Palette - Memorial City
Houston, TX



Pinot's Palette - Bay Shore
Long Island, NY



NEXT STEPS

BACKGROUND CHECK

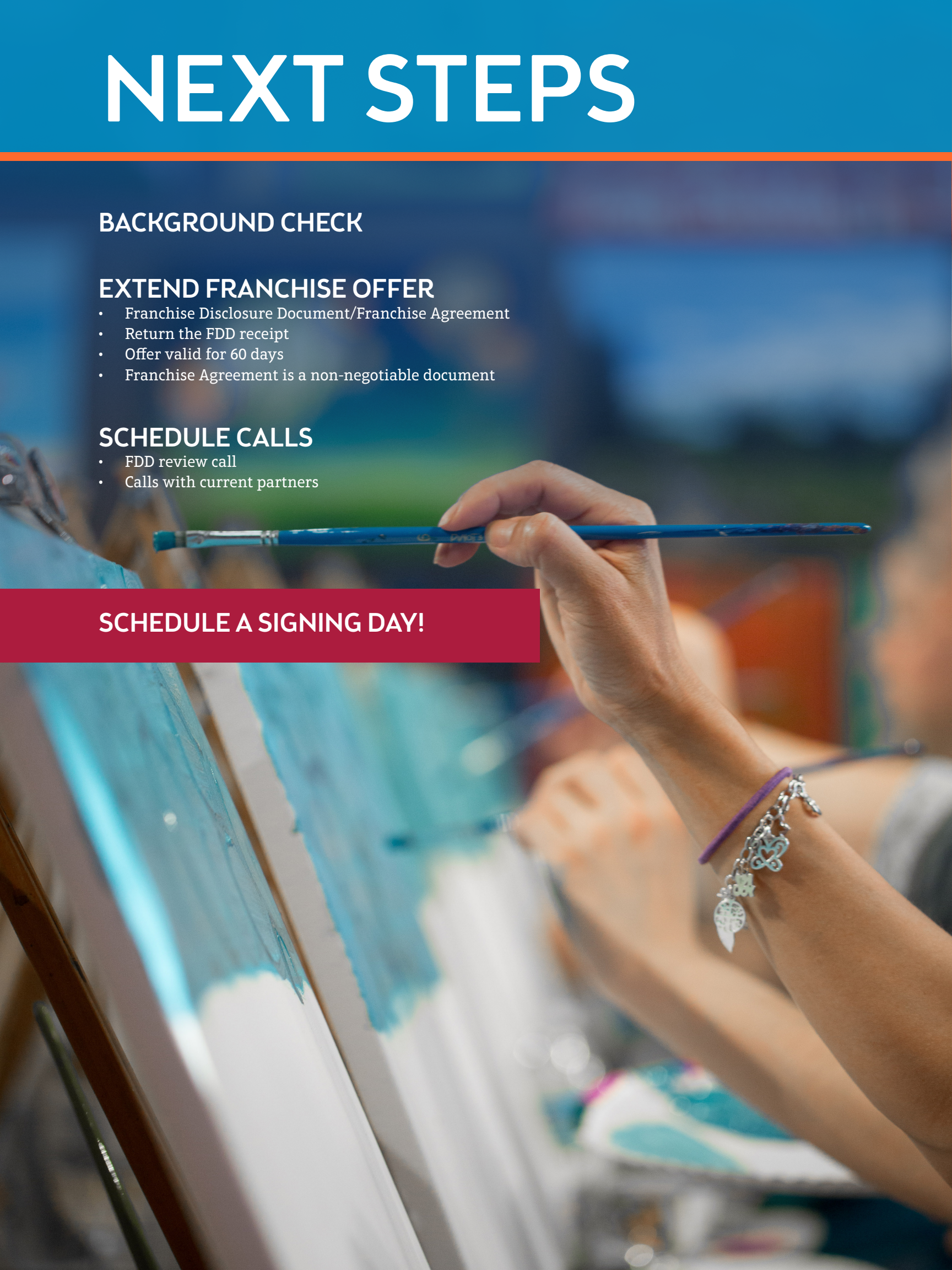
EXTEND FRANCHISE OFFER

- Franchise Disclosure Document/Franchise Agreement
- Return the FDD receipt
- Offer valid for 60 days
- Franchise Agreement is a non-negotiable document

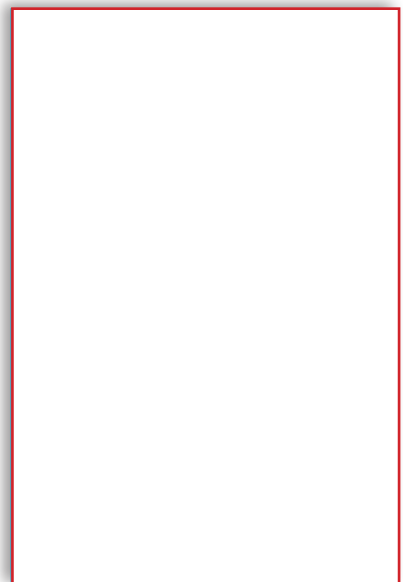
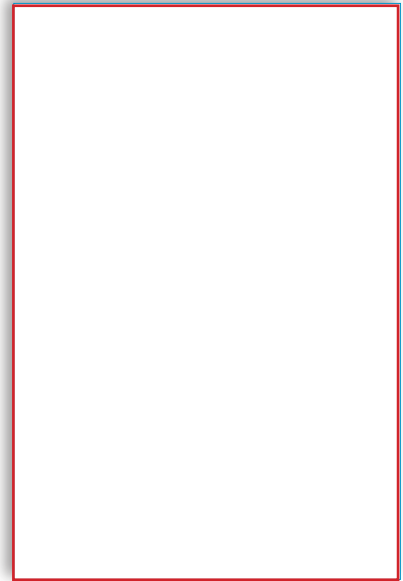
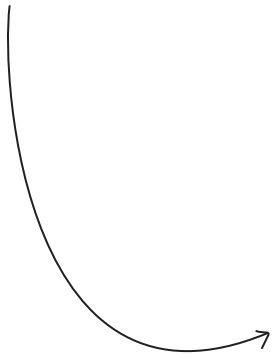
SCHEDULE CALLS

- FDD review call
- Calls with current partners

SCHEDULE A SIGNING DAY!



Your awesome ideas go here!



**“THE GREATER DANGER FOR MOST OF US
LIES NOT IN SETTING OUR AIM TOO HIGH AND
FALLING SHORT, BUT IN SETTING OUR AIM TOO
LOW AND ACHIEVING OUR MARK.”**

-MICHELANGELO

[PINOTSPALETTE.COM/FRANCHISE](https://pinotspalette.com/franchise)
franchise@pinotspalette.com
844.287.4668

