



West Coast Wine & Spirits



ABOUT US



OUR FOCUS

Our strategy is to utilize an experienced sales team, expansive logistics framework and innovative marketing platforms to capture market share, drive placements and accelerate depletions.

OUR COMPANY

West Coast Wine & Spirits was founded on the need for a distribution source in Las Vegas offering solution based services to suppliers looking to enter or reposition their brands in the market.

FULL SCALE

Warehouse space and a fleet that can execute deliveries from cases to containers servicing all of the top properties in Las Vegas.



FULL SERVICE

Work space that can accommodate meetings, tastings, trainings, hosted events, and serve as a full service satellite office for our suppliers.



SALES



Entering a new market the size of Las Vegas without representation will require a distributor with a sales team that can give your brands the attention they deserve. Our in-house sales team has an extensive network of relationships in the market that thrives with supplier support.

TARGET SEGMENT

Determine where your brand fits in to the marketplace and identify your key consumer base.

TRADE SUPPORT

Coordinated supplier support and strategic brand activities to generate traction and reorder business.

SELL-IN

WCWS deploys our sales team and aggressively targets those accounts for placements and programming.

THE MARKET

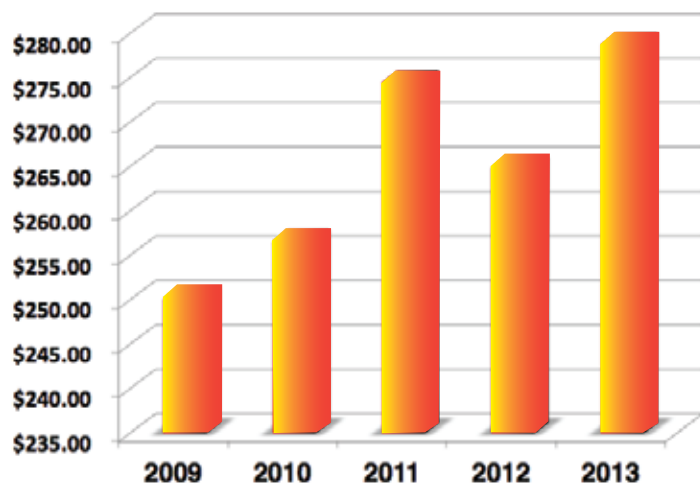


\$97.3 Billion

2013 Spirits, Wine, and Beer
Las Vegas Sales

NCIAA- 2014

AVERAGE 2013 FOOD AND DRINK SPEND \$278.95/VISITOR



Las Vegas Convention and Visitors Bureau - 2013

2013 Revenue from beer, wine,
and spirits was 10 times the
Amount generated by gaming

NCIAA- 2014

39,668,221 Visitors in 2013

Las Vegas Convention and Visitors Bureau - 2013

Visitors with Household a
of \$50,000 or more: 84%

Las Vegas Convention and Visitors Bureau - 2013

74% Visitors Age 21-39

Las Vegas Convention and Visitors Bureau - 2013

DISTRIBUTION



We take great pride in partnering with Warehouse & Logistics Las Vegas one of the largest warehouses on the west coast. Our fleet of trucks service all of the top properties on and off the strip, restaurants and chain accounts.

WAREHOUSE CAPABILITIES

Due to our exclusive partnership with Warehouse & Logistics Las Vegas we utilize one of the most technologically advanced inventory control and fulfillment systems on the country.

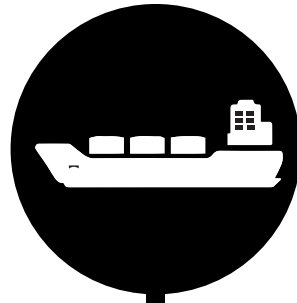


BEYOND THE WAREHOUSE

Our trucks are fully bonded, insured and cleared to deliver on property to all of the casinos and resorts within the market.



IMPORT/EXPORT



EXPORT

With a strong international network and global logistics capabilities we can assist in developing your brands in the global market. West Coast Wine & Spirits also services the casino market in Macau, China and Hong Kong with trucks, warehousing and distribution infrastructure in place.

IMPORT

As an importer and National Distributor West Coast Wine & Spirits creates opportunities for brands globally to enter Nevada and the United States. Our strategic focus is on market traction and growth utilizing our integrated services and operating as your single-source import and distribution solution.

THE TEAM



Margaret Arquilla President

Margaret (Peggy) brings 26 years of financial and organizational management experience to drive daily operations. She thrives on working with our suppliers fostering successful partnerships while maintaining a focus on the need for brands to have a distribution source in Las Vegas that operates with integrity and service as the cornerstone of their business model. In July of 2014 Margaret made history when West Coast Wine & Spirits became the first Certified Women/Minority Owned Distributorship in the history of the state of Nevada.

Joseph Guida Senior Market Manager

Joseph brings over 30 years of industry experience to WCWS. The last five of them he spent owning his own distribution company, Joseph understands what it takes to bring emerging brands to this competitive market, create appeal and follow thru with outstanding customer service. His proven track record, broad in-depth wine knowledge & network of top decision makers will help facilitate the continued growth of West Coast Wine & Spirits well into the future.

Robert Amado Market Manager

Rob brings 7 years of successful sales experience of high performing brands in the market. With a key network of buyers at several of the top properties on the strip he has a focus on developing trends in and beyond the Las Vegas market. As certified mixologist Rob also recognizes niche channels to place products and procure menu opportunities for our brands.

Gary Merten Chief Operating Officer

Gary offers over 15 years of executing marketing and brand-building verticals for several of the top performing spirits brands and importers worldwide. His role with WCWS is to establish supplier partnerships, develop import and national distribution opportunities, and implement strategic objectives to position and foster the growth of our brands. With a firm belief in client driven service platforms Gary plans on positioning WCWS as a market leader in Las Vegas.

Kathryn Boynton Market Manager

Kathryn has over 10 years experience in marketing and promotions, especially in the wine, spirits & beverage arenas. She also specializes in product training and generating opportunities for our portfolio. Her expansive network in the Las Vegas market and vast product knowledge makes Kathryn a valuable asset to the WCWS team.