



INTRODUCTION

Artisanal products. Artfully distributed.

Centre Ring is a brand developed to promote and market craft beverages and artisan deli food products to consumers that demand recognizable quality standards. We select regional, small batch, hand-crafted products and showcase organic and sustainable products and processes to consumers who demand quality and consistency.

Centre Ring expands outside sales opportunities, creating a critical mass that allows your products to reach more consumers. The key to developing your brand to reach savvy consumers is to know and understand what they are looking for. This is the advantage of Centre Ring. Our team studies and follows industry trends and practices to target the widest audience possible.

The desire for craft beverages, artisan deli products, and the tasting room experience is growing at a rapid pace. Savvy consumers align with brands and products whose practices mirror individual values. We provide a recognizable brand that supports individual product marketing efforts, while sharing established quality assurance and sustainability standards with a broader audience.

Centre Ring is your marketing and distribution partner. Through our established networks, unique packaging design expertise, and co-operative marketing efforts, we will help introduce your products to these discerning customers.

Welcome to Centre Ring.

BECOME A PARTNER

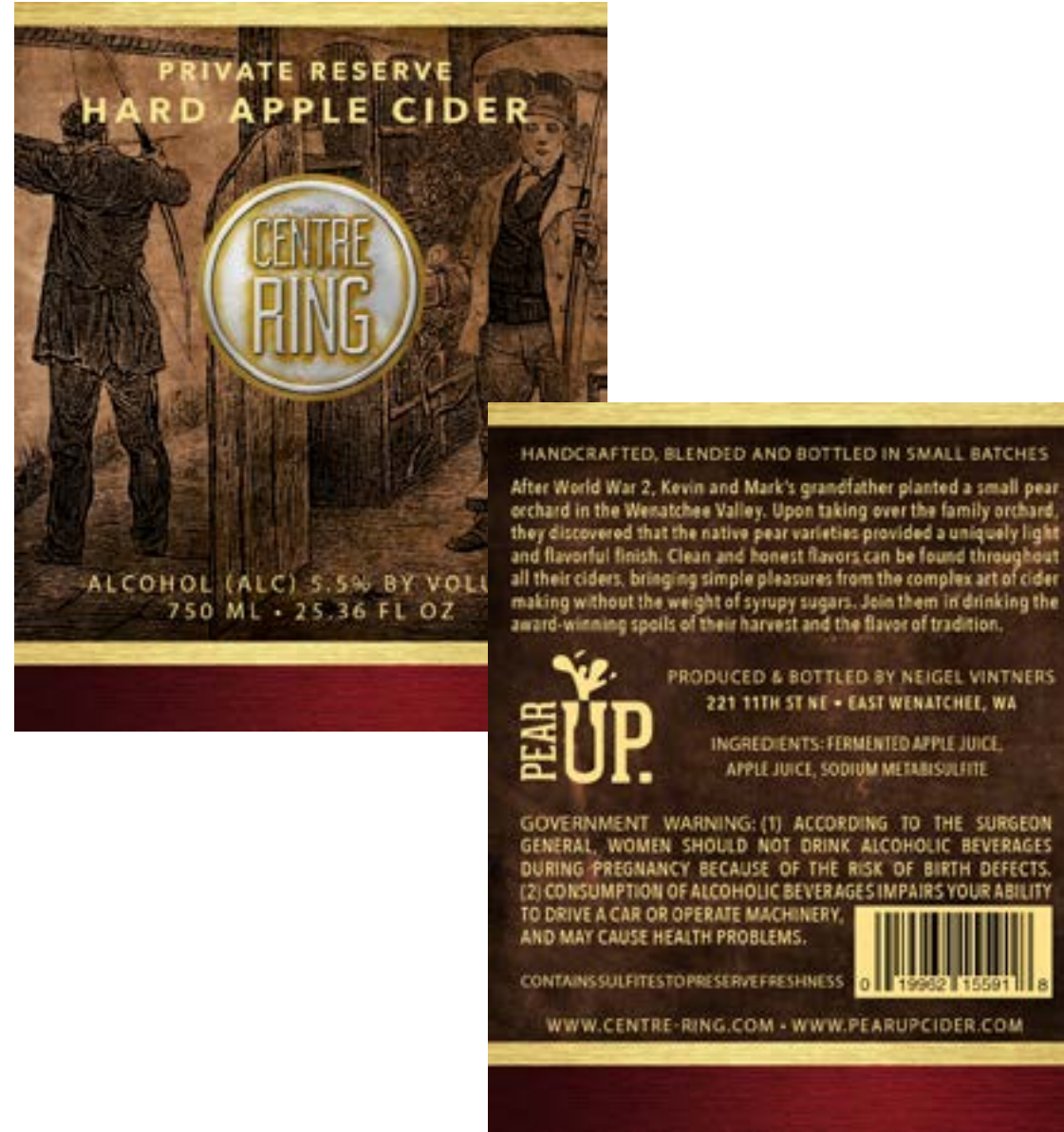
Local Partners. Local Products.

Centre Ring works with local, hand-crafted, artisan products produced by passionate local businesses.

PRODUCT DEVELOPMENT

The Centre Ring team brings decades of expertise to your brand. To ensure Centre Ring standards and brand loyalty remain strong, we offer the following services:

Packaging design, Wholesale pricing, Bags, Pouches, Labels, Website design and maintenance, Social media support, Signage, Marketing collateral, Access to investors, Product review, Quality control & Collective name recognition



PRODUCT DEVELOPMENT

The Centre Ring team has developed an effortless way to showcase your branding story on all products, while still being in-line with Center Ring's branding.

Your brand's story can be applied to Center Ring's branding specifications, on the back label of any products - allowing you your own way to tell your product & brand's story.

The Center Ring development team has buying power with packaging manufacturers at wholesale prices offered to all members, in a co-op packaging dynamic between product developers and packaging manufacturers.



MARKETING

Marketing includes researching, advertising, and communicating the quality and unique attributes of our craft products to the consumer.

Wines and spirits will be marketed directly to the ag-tourism market through roadside stands, restaurants, specialty retail beverage outlets, and a few key distributor partners.

The Centre-Ring.com website will be updated on a regular basis with new and featured products, retail tasting room locations, and hours of operations.

The company's culture of small-batch, locally sourced, and hand-crafted food and beverages, along with new opportunities, will be highlighted.

TARGET AUDIENCE

At Centre Ring, we reach discerning consumers who are interested in small batch, artisan elements of the products they are purchasing. These consumers enjoy wine and spirits, snacks, fresh breads, small-batch chocolates, pure olive oils, and flavorful jerky.

They are focused on quality, sustainability, and have high standards.

Our focus at Centre Ring is to select and position products that meet this growing demand. By aggregating a variety of offerings in these product categories, collectively we build a critical mass, open new possibilities for individual brands, and establish a standard of quality and excellence.

"Millennials are inherently wary, read labels and look for a short ingredient panel. 'Consumers want five or six ingredients, and they are interested in the narrative behind a product,' says Hartman's Bowden. 'They like to know where ingredients came from.'"

CHRISTINA BOWDEN
DIRECTOR OF CONSULTING SERVICES
THE HARTMAN GROUP
BELLEVUE, WA

"Consumption among mature and affluent customers is expected to increase with innovation in the craft cider market. The more specifics about cider you can provide, the more interested customers will be."

CARLA SNYDER
AGRICULTURAL ENTREPRENEURSHIP
& MARKETING EDUCATOR
PENN STATE UNIVERSITY

"People are getting smart. They're asking how their liquor was made, what it's made of and what's up with the stuff they've been drinking all their life. People are starting to look beyond all the marking and hype. Because of that, craft distilling is going to benefit."

MARK KLECKNER
CFO/COO
WOODY CREEK DISTILLERS



MILLENNIALS: TOP POTENTIAL FOR GROWTH*

FOODS

- 1 Comfort foods prepared fresh at home
- 2 Fresh Fruit
- 3 High protein foods prepared at home
- 4 Side dishes: grains, brown rice, potatoes
- 5 Hot breakfast cereals and fresh baked breakfast sandwiches
- 6 Greek yogurt and dessert-type yogurt
- 7 Frozen fruit juice bars
- 8 Sandwiches / Sub from shop
- 9 Dried Fruit
- 10 Trail Mix

BEVERAGES

- 1 Water: spring, sparkling
- 2 Coffee: brewed at home or from a coffee shop
- 3 Specialty coffees and flavored coffees
- 4 Iced Tea
- 5 Hot Tea
- 6 Smoothies: made at home and ready-to-drink
- 7 Nutritionally complete drinks
- 8 Fruit Juices
- 9 Milk
- 10 Coconut Water

* Information referenced from "Research Reveals US Millennials' Top 10 Food & Beverage Categories" by Entrepreneurship Today.

DISTRIBUTION

Centre Ring products are marketed directly to the ag-tourism market across Washington State. Once critical mass is achieved, the brand will expand beyond these borders.

Currently, our team is developing franchise opportunities to build tasting rooms and retail outlets in key locations.



"A brand's packaging is its identity. No other brand identity effort generates nearly the reach and impact that packaging does."

"Because packaging is the single most influential tool and most highly remembered part of a brand, brand identity should be the cornerstone of an integrated brand communication strategy."

ELIZABETH FUHRMAN
PROGRESSIVE GROCER



PACKAGING

CREATING YOUR SECOND BRAND

Centre Ring labels will provide consumers with the client's backstory or history on the back label while promoting the product on the front. For example, the Ouzo labels contain the following:

FRONT LABEL

- Product Name
- Centre Ring Medallion
- Product Details

BACK LABEL

- Your Story/History
- Your Logo
- Your Company Name
- Your Location
- Your Website

The Centre Ring website will be displayed on the back so consumers can learn more about the products we carry while your website will allow consumers to learn about your primary brand and product lines.

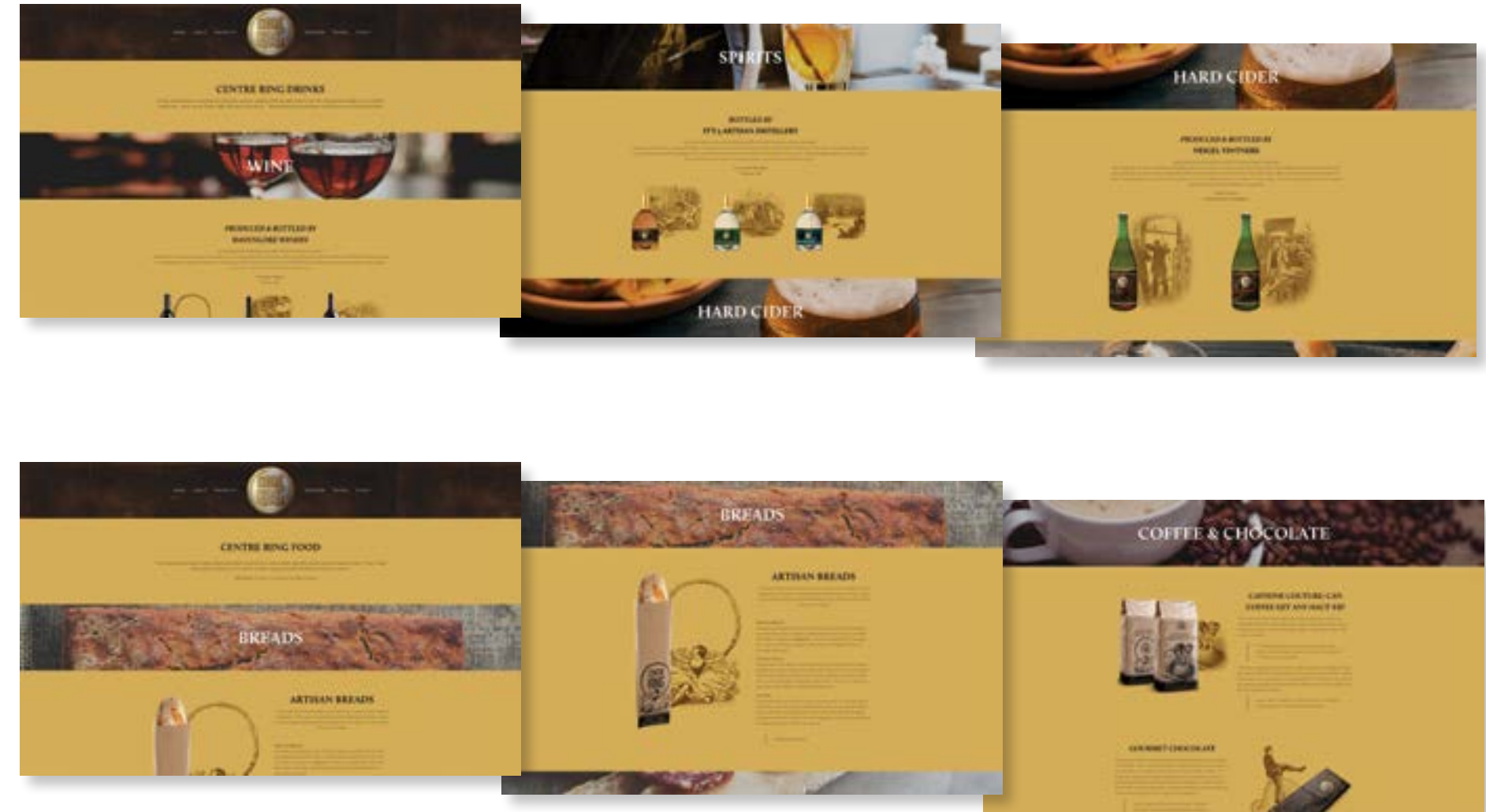
WEB PRESENCE

Your brand and online web presence is more important than ever. With customers using more and more technology to find what they want, your brand under our web services keeps a strong presence online and keeps your products in the mind of consumers.

Your products showcased on our website will contain links back to your existing website.

VISIT US

WWW.CENTRE-RING.COM





SPECIALTY FOOD

Centre Ring expands outside of selling spirits, wines, and craft beverages. We also represent select artisan foods, products, and reserves in addition to our alcohol selection.

We want to bring the experience of the personal, **homemade** touch of these products to everyone in the areas.

We are looking for local cheeses, bakeries, jam and jellies, pickles, jerkies, sausages, and more from our local communities.

SPIRITS

Whiskey is about as close to an All-American product as baseball. The idea of boxing and sport themes creates a unique concept for label designs by using vintage, hand-illustrated art as a centerpiece that ties in perfectly with the product and its historical roots.

In launching the Centre Ring brand, we began developing complimentary designs for a wine product line. We used the same Centre Ring™ logo and a sports, circus, and entertainment base theme along with vintage, hand-drawn illustrations to enhance interest and visibility in the marketplace.

While researching the craft distillery business, our vision has been reinforced with business analysis and articles on this industry.



WINE

"They seem to be everywhere these days: red wines whose labels bear a fanciful name instead of the name of a grape variety."

New blends don't follow the traditional recipes. Zinfandel might be blended with malbec, syrah with cabernet franc.

Research shows [Millennials] don't care about seeing a grape variety on the label and are more likely to experiment."

"NON-TRADITIONAL RED WINE BLENDS GAIN POPULARITY"
LAURIE DANIEL
THE MERCURY NEWS



HARD CIDER

"Cider has proven to be the world's fastest growing beverage category over the last 10 years. Compared to the craft beer industry, cider is the second only to IPAs."

Just like IPA drinkers want to know what kind of hops are used - where are they grown and the flavor profile - folks want to know that about your apple varieties. That is an important educational piece you can take to consumers."

CARLA SNYDER
AGRICULTURAL ENTREPRENEURSHIP
& MARKETING EDUCATOR



BEER

We hope to source signature beers from various local craft brewers.

Centre Ring will provide a mixed 6-pack sampler from brewers with their story on the back of their bottles.

"With the total beer market up only 0.5 percent in 2014, craft brewers are key in keeping the overall industry innovative and growing. This steady growth shows that craft brewing is part of a profound shift in American beer culture - a shift that will help craft brewers achieve their ambitious goal of 20 percent market share by 2020."

BART WATSON
CHIEF ECONOMIST
BREWERS ASSOCIATION



BREAD

Our hand-crafted, *hearth-baked* artisan breads contain locally-sourced ingredients. Featured breads will be baked and sold within a 60 mile radius of their source of origin.

FRENCH BREAD

According to French law, true French bread may contain only four basic ingredients and sometimes small amounts of rye flour or asorbic acid. Baguettes are recognized by their long, thin shape with large, irregularly shaped holes while pain breads are naturally fermented.

ITALIAN BREAD

In this wide category, you will find multiple varieties of bread such as focaccia, which has dough like pizza crust that is usually topped with herbs and other ingredients, while ciabatta is a broad, flat bread used for sandwiches.

OTHERS

Sourdough is a versatile, uniquely flavored bread that works well for soups, stuffings, and sandwiches. Rye bread, used for crumbs, pudding, croutons, and sandwiches, offers more nutritional benefits.



CHEESE

FEATURING LOCAL & REGIONAL CHEESE MAKERS

"With artisan cheese, there is a connection between the producer, the retailer, and the consumers, and a story there that links everyone together."

JOHNATHAN FANCEY
CHEESE BUYER
BI-RITE MARKET, SAN FRANCISCO

"While cow's milk is the most common type of milk used to make cheese, milk from other mammals is often used by artisan cheesemakers. About 75% of all specialty cheeses rely on cow's milk only. Goat (44%) is the next popular, followed by sheep (20%) and buffalo (3%)."

DONNA BERRY
FOOD BUSINESS NEWS



PICKLES

Crispy and tangy. Preserving the season's best herbs and vegetables.

"The market is largely influenced by factors such as health benefits, taste enhancement and demand of food complimentary products. The rising popularity of non-GMO, organic pickles and the introduction of innovative products with better taste and targeting health concerns are exploitable opportunities."

"PICKLES AND PICKLE PRODUCTS MARKET: GROWTH, TRENDS AND FORECASTS"
MORDORINTELLIGENCE.COM

"The rising popularity of non-GMO, organic pickles and the introduction of innovative products with better taste and targeting health concerns are exploitable opportunities."

MORDORINTELLIGENCE.COM



OLIVE OIL

Our extra virgin artisan olive oil comes from virgin oil production only and is of the highest quality. Choosing a cold-pressed olive oil can be similar to selecting a wine. The flavor of these oils varies considerably and a particular oil may be suited for a particular dish.

"[Olive oil] infusions have become popular with home cooks because of the number of ways in which they can be used - marinades, sautées, dressings for pasta or salad greens - and the easy way they can be mixed and matched with foods to see which ones they make pop."

SUSAN PIERCE
"INFUSED OILS LET COOKS MIX AND MATCH FLAVORS, EXPERIMENT IN SEASONINGS"
TIMES FREE PRESS

"What you may not know is EVOO is one of the healthiest 'superfoods' you can consume."

WEOLIVE.COM



BEEF JERKY

"We are seeing spicier flavor innovation capturing the Millennial consumer, and we're giving our teen consumers new ways to challenge themselves with extreme options like Habanero."

ADAM BEANE
SENIOR BRAND MANAGER
CONAGRA

"With savory snack category sales projects to reach \$45.9 Billion after 2.8 Percent growth over the past five years, according to euromonitor international, legacy brands are leveraging demand for protein snacks."

JIM DUDLICEK
PROGRESSIVE GROCER



SALTED & CURED MEATS

A centuries-old European craft of salting and curing meats was barely practiced in this country until during the past decade or so when a few intrepid restaurateurs and chefs realized that consumers were as hungry and eager for local artisan cured meats as they were passionate about producing them.

CURED BY VISCONTI
WENATCHEE, WA

COFFEE

There are a growing number of small coffee roasters throughout the region. We want to showcase a few of the best in unique speciality coffees.

"According to Chicago-based researcher Datassential, people age 19 to 34 currently make up about 44 percent of the U.S. coffee demand."

"HOW TO DRINK LIKE A MILLENNIAL"
BARBARA SAX
PROGRESSIVE GROCER

"Raised on Starbucks coffee, craft beer and the local and organic food and drink movement, American adults currently aged 21 to 34 are willing to explore. They seek out complex flavors and value authenticity, whether in the ingredients, production method or backstory of a product."

"COFFEE IS THE NEW BLACK"
AMELIA LEVIN
FESMAG.COM



CHOCOLATE

"Recent research has revealed the potential health benefits of chocolate to the public. More and more people are embracing chocolates, some are even incorporating higher-quality treats into their daily routines."

As a result, the premium chocolate market grew at an annual rate of 10.5% during the period between 2001 and 2005 compared to a paltry 1.8% of the overall chocolate candy sales. Premium chocolate is far and away the most exciting category in the confectionery segment."

"GOURMET CHOCOLATE"
SON NGUYEN AND NICKIE COKER
SBDCNET.COM





TRADEMARK

The "Centre Ring" name, product list, and package designs are filed and registered with the United States Patent and Trademark Office.

Our U.S. Trademark Application and assigned serial number is 86-681,793.

Our trademark covers:

- cheese; meat; olive oil
- bakery products; chocolate; roasted coffee beans
- distilled spirits; wine

BRANDING

Branding is the name, logo, and design elements used to market a product.

The Centre Ring brand was developed to elevate the experience of tasting local artisan products.

By using textured paper under a rich, dark background with unique artwork, the brand continues to tell a story of the Centre Ring concept.

Centre Ring will use custom distillation and wineries to supply base alcohol, spirits, and wine products. Centre Ring will also work with locally approved vendors to supply artisan deli items.

We have designs in place for most of the core products as well as established brand guidelines for additional products.

PRIMARY LOGO



METAL

SECONDARY LOGOS



BUTTON



FLAT

COLOR SCHEME



Textured Background



Gold
Pantone 1225



Orange
Pantone 7572



Blue
Pantone 7707



Green
Pantone 7743

BUILDING CONDENSED MEDIUM

Logotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

AVENIR NEXT DEMI BOLD

Product Labels & Headlines

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TYPEFACES

Building Condensed is a timeless, unique font that works well in the Centre Ring logo due to its tall, condensed letterforms.

Avenir is a bold, san serif font that pairs well with the etched imagery used throughout the Centre Ring brand.



FOUNDING PARTNERS

On the following pages you can learn more about Centre Ring's founding partners that help to support the development of a brand providing locally-sourced, artisan products.

Our partners include wine makers, craft distillers, and cider makers that use fresh, local produce to enhance their products and appeal to the local markets. With rich histories and family ties, our partners are dedicated to hand crafting exceptional artisan products.

OUR STORY

As the owner of Blind Renaissance, Inc., Kirk Dietrich launched Centre Ring with two clients- a craft distillery and a small winery. Each wanted to expand their current customer base by developing a second brand that carried recognizable quality assurance standards.

Over the past few years, the brand took shape and distributors began to ask if they could join the effort. Momentum began to build, and Centre Ring was born. Read on to learn more about the primary partners of Centre Ring.

BLIND RENAISSANCE, INC.
EAST WENATCHEE, WA



Since 1972, Blind Renaissance has built a solid reputation for creating strong visual identities and cohesive media presences demanded by the sophistication of multiple marketing environments. The team designs engaging, client-focused promotional materials by combining an educated artistic sensibility, knowledge of advertising trends, and the ability to appropriately utilize new design, web, and print technology.

By offering a full range of print and web design, illustration, photography direction, packaging development and marketing services, Kirk and the team at Blind Renaissance combines strong designs with an innovative approach designed to deliver results.



DAVEN LORE WINERY
PROSSER, WA



As the head Winemaker at Daven Lore, Gordon Taylor is building on over 40 years of history to develop the vision for the next 40 years at the winery. After a career in agriculture research engineering, Gordon now focuses on wine and consults for juice processing plants as well as other wineries. He also teaches winery equipment classes in WSU's certificate program.



IT'S 5 ARTISAN DISTILLERY
CASHMERE, WA



From their home in North Dakota, Marie Hecht and her brothers dreamed of a better life working in the vast apple orchards of Washington State. To earn enough money for the journey, they began bootlegging whiskey made from milk whey.

When they arrived in the Wenatchee Valley, Marie met and married Severt, or Sig as he was known, and together they purchased and operated a small orchard in Dryden, WA.

Colin is the master distiller and creative mind behind all of the unique flavors of It's 5. Our northwest dry gin, produced for the past seven years, has become an award winning best seller. As a handcrafted, small batch artisanal distillery, we pride ourselves on using as much local fruit and grain as possible.



PEARUP CIDER
WENATCHEE, WA



Harvesting the fruit from their beloved grandfather's orchard, Kevin and Mark quickly realized that their production was too small to supply the large local packing sheds, but presented an opportunity to experiment and explore a new direction.

The brothers soon discovered that the native pear varieties grown on their property provided a unique light and flavorful finish, and with that understanding, a small family company took root.

The first pears pressed each season come from the heritage family orchard, and throughout the year, they blend this fruit with various varieties from other orchards.

As one of the first cideries in the country to focus solely on pears, they pioneered a low sugar, flavor-forward cider that is perfect for enjoying all year.





We appreciate your interest.

Strategy that is outside the box.

Ready to learn more?

Feel free to contact us at:

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