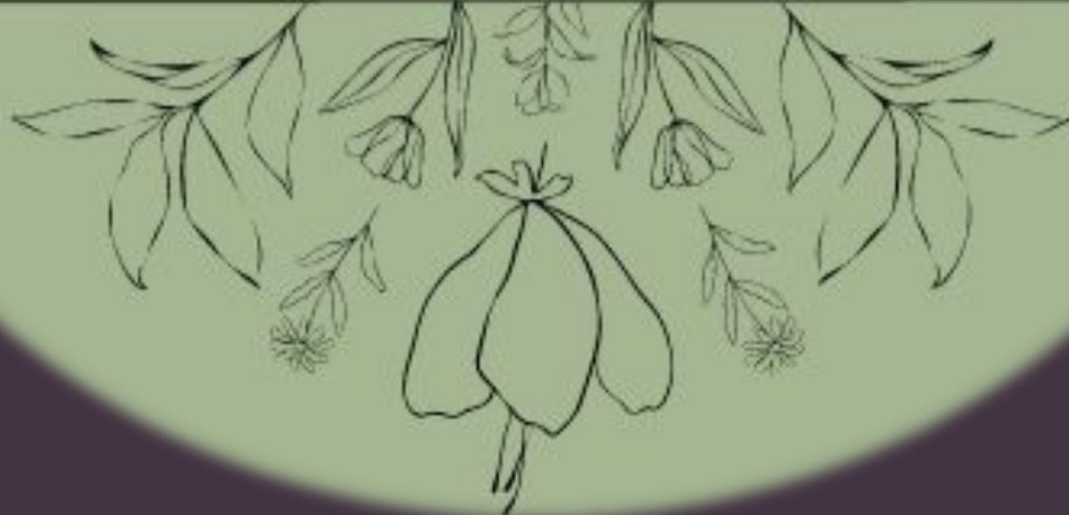




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SINTRA  
CAFE AND WINE GARDEN

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# SINTRA ARTISAN MARKET

Alexander Coleman  
Investment Firm

## ABOUT US

Sintra Artisan Market is a Houston-based team dedicated to bringing premium gourmet products to our customers while supporting small businesses and encouraging collaboration among artisans. Our founders have extensive experience in the food service industry and are committed to establishing our wine bar as the premier destination for wine lovers and foodies in the area. Our carefully curated selection of products includes refreshing sangrias, zesty salsas, delicious cured meats, artisanal cheeses, and a diverse range of wines that cater to every taste. We are excited to bring our unique concept to Houston and invite investors to join us on this exciting journey.





# PROBLEM

## MARKET GAP

The market for Sintra Artisan Market is Houston's growing population of wine lovers and foodies, who are seeking a unique and elevated culinary experience.

## COSTS

Costs will go towards retail space, purchasing inventory, and decorations, as well as covering overhead expenses such as payroll, rent, and marketing.

## CUSTOMERS

Our customer is a discerning wine and food enthusiast in the Houston area, who values high-quality, unique, and artisanal products.

## USABILITY

Sintra offers a welcoming, sophisticated atmosphere, featuring a diverse selection of gourmet products, and providing a unique culinary experience that caters to a broad range of tastes and preferences

## FINANCIALS

Our financial goals are to achieve profitability within the first year of operations and to keep a focus on sustainability and community support..

## SOLUTION

### CLOSE THE GAP

We will close the gap in Houston's wine market by offering a distinct blend of artisanal products, personalized customer service, and community support, that sets us apart from our competitors

### TARGET AUDIENCE

Our target audience are wine lovers and foodies in Houston who are seeking an authentic vineyard experience and a diverse selection of high-quality, sustainably sourced gourmet products

### COST SAVINGS

Our cost savings will be achieved through efficient inventory management, streamlined operations, and strategic partnerships with local vendors and suppliers.

### EASY TO USE

Our wine garden will be easy to use for customers of all levels of wine knowledge and experience, with a user-friendly ordering system, knowledgeable and approachable staff, and an inviting atmosphere

# PRODUCT OVERVIEW

## UNIQUE

Our uniqueness is due to locally sourced products, in return will support local business and our community

## TESTED

Rigorous testing and refinement, our product selection is tailored to exceed customer expectations and offer a unique experience to wine and food enthusiasts

## FIRST TO MARKET

Our focus on a sustainably sourced, artisanal product selection combined with an authentic vineyard experience sets us apart as the first of our kind in the Houston market.

## AUTHENTIC

Our product offerings are carefully curated and sourced directly from small-batch artisans, ensuring an authentic and genuine experience for our customers.



## PRODUCT BENEFITS

We source premium gourmet products from small, local businesses and artisans to ensure authenticity and quality.

Our selection includes diverse options to cater to every taste, from refreshing sangrias and zesty salsas to delicious cured meats, artisanal cheeses, and a diverse selection of wines.

Our products are unique and exclusive, providing an unmatched experience for wine lovers looking for an authentic vineyard feel.





# COMPANY OVERVIEW

# BUSINESS MODEL

## RESEARCH

Comprehensive research has uncovered promising growth trends and market demand in the Houston area for Sintra, highlighting an opportunity to capitalize on the region's demographic diversity and culinary culture, and position ourselves for success.

## ABSTRACT

Market study analyzes the wine bar industry in Houston, identifying key competitors and trends, and provides insights into the target market and financial feasibility of launching a new wine bar in the area

## DESIGN

Our vineyard-inspired design creates an authentic and unique atmosphere that enhances the overall experience for our customers.



## MARKET OVERVIEW

\$2.9B

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Wine garden industries have a combined estimated market size of \$50 million, with the wine industry alone estimated to be worth \$2.9 billion.

\$13B

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In 2019, the Texas wine industry contributed over \$13.1 billion to the state's economy, up from \$1.88 billion in 2007. The number of wineries in Texas has also grown rapidly, from just over 50 in 2001 to over 520 in 2020.

\$50M

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Based on market research, estimated market size for wine bars and beer gardens in Houston is approximately \$50 million due to a growing population, increasing disposable income, and a thriving food and beverage scene.

# MARKET COMPARISON

\$3.2B

## OPPORTUNITY TO BUILD

The wine garden industry in the United States is a rapidly growing market, with an estimated market size of \$3.2 billion in 2020

\$12B

## FREEDOM TO INVENT

The wine garden industry in Houston is more established and has a higher market size than the beer garden industry according to Statista, as the restaurant industry in Houston had a revenue of \$11.8 billion in 2020.

\$50M

## FEW COMPETITORS

The wine garden market in Houston has few competitors, presenting a unique opportunity for a new entrant to establish itself in the market.



## OUR COMPETITION

### SINTRA ARTISAN

Sintra's unique combination of a wine garden and beer garden offers a diverse experience that caters to a wider range of customers compared to competitors.

Sintra's prime location in a popular and growing area of Houston, provides a competitive advantage in attracting foot traffic and building brand recognition

Centrist focus providing locally sourced auctions Saturn apart from competitors and appeals to customers looking for a unique and authentic experience.

### COMPETITORS

#### **13 Celsius Wine Bar**

This wine bar is located in a trendy neighborhood and has a large selection of wines. However, Product is more expensive

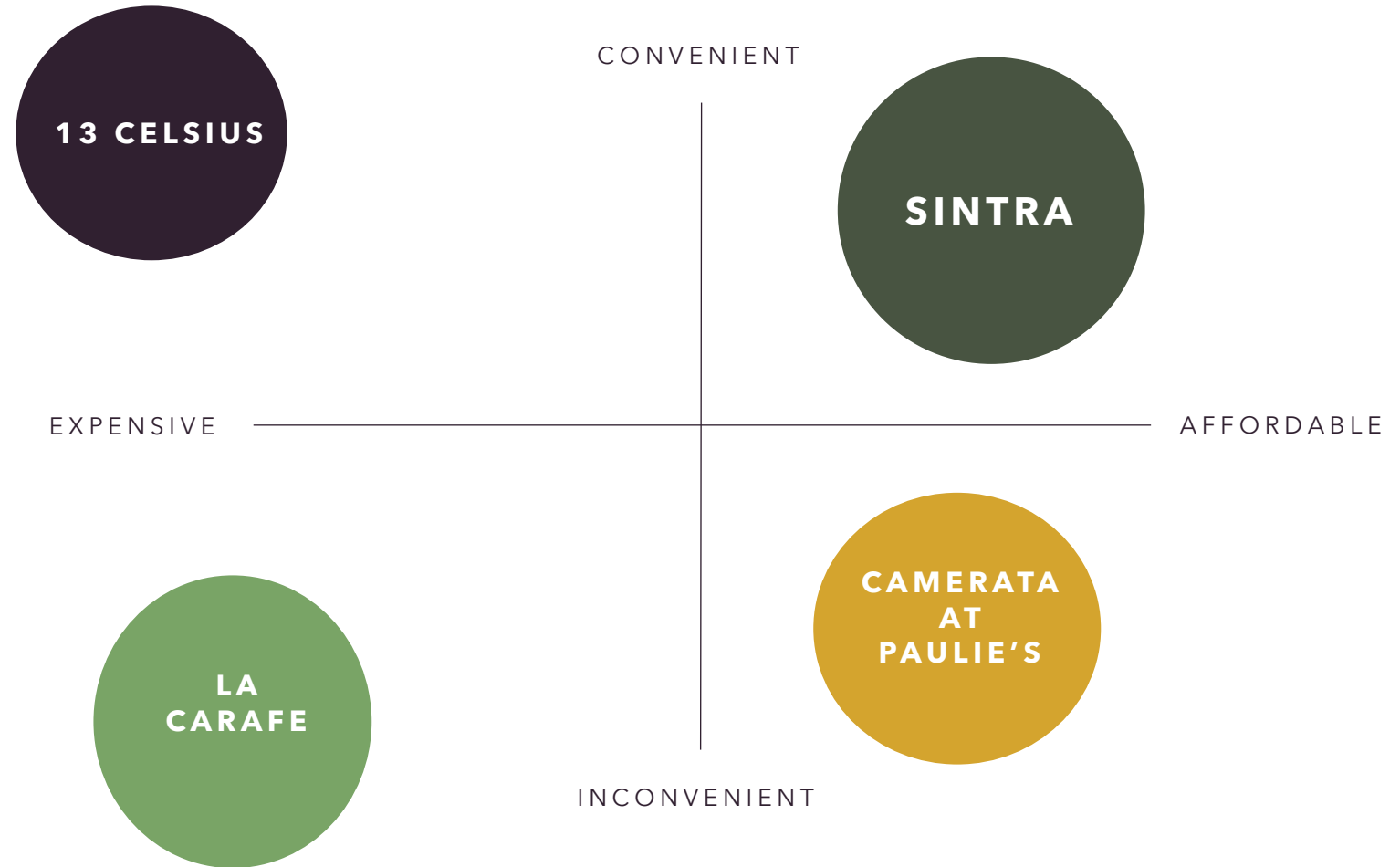
#### **Camerata at Paulie's**

Knowledgeable staff and curated selection of wines. However, it may be a challenge to attract customers away from its prime location.

#### **La Carafe**

Located in a historic building and has a cozy atmosphere. However, its limited wine selection may be a disadvantage in attracting more discerning customers.

# COMPETITION



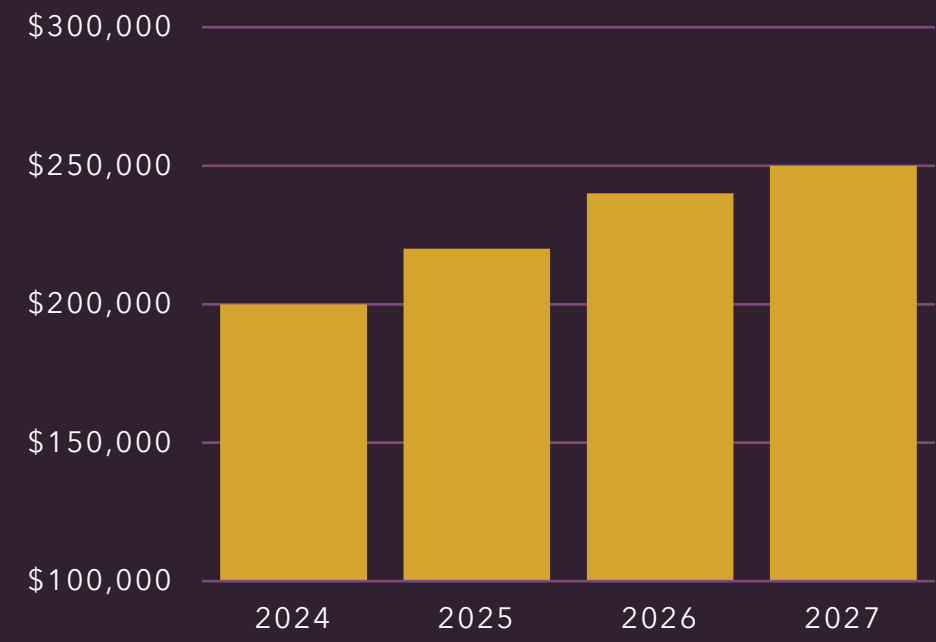
# TRACTION

Forecasting for success

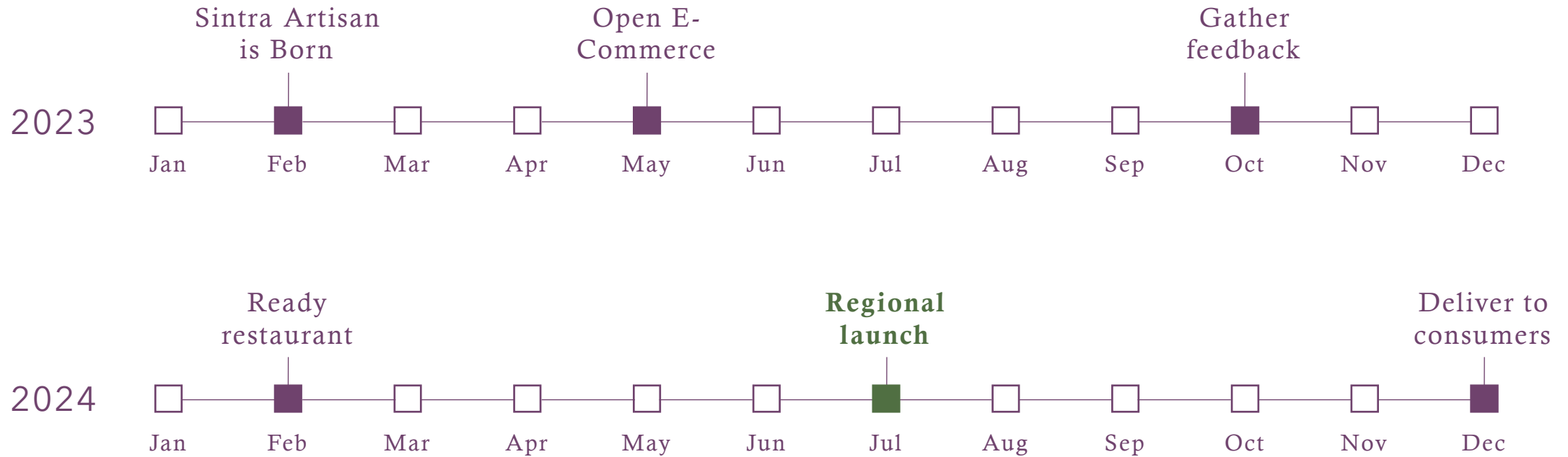
## KEY METRICS

	CLIENTS/ DAY	GROSS REVENUE	NET REVENUE
2024	340	\$707,155	\$206,915
2025	357	\$742,510	\$217,734
2026	375	\$779,638	\$229,030
2027	393	\$818,620	\$240,822

## REVENUE BY YEAR



# 2-YEAR ACTION PLAN



# FINANCIALS

Start Up Costs																
Revenue	OCT'23	NOV'23	DEC'23	JAN'24	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Estimated sales Revenue	\$165,750	\$166,441	\$167,134	\$167,830	\$168,529	\$169,231	\$169,936	\$170,644	\$171,355	\$172,069	\$172,786	\$173,506	\$174,229	\$174,955	\$175,683	\$2,560,079
E-Commerce	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$150,000
Miscellaneous	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$15,000
Cost of Goods Sold*	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$124,300)	(\$1,864,500)
Gross Profit	\$176,750	\$177,441	\$178,134	\$178,830	\$179,529	\$180,231	\$180,936	\$181,644	\$182,355	\$183,069	\$183,786	\$184,506	\$185,229	\$185,955	\$186,683	\$2,725,079
<b>Total Revenue</b>	<b>\$52,450</b>	<b>\$53,141</b>	<b>\$53,834</b>	<b>\$54,530</b>	<b>\$55,229</b>	<b>\$55,931</b>	<b>\$56,636</b>	<b>\$57,344</b>	<b>\$58,055</b>	<b>\$58,769</b>	<b>\$59,486</b>	<b>\$60,206</b>	<b>\$60,929</b>	<b>\$61,655</b>	<b>\$62,383</b>	<b>\$860,579</b>
Expenses	OCT'22	NOV'22	DEC'22	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Salaries & Wages	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$19,721	\$295,815
Marketing/Advertising	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$15,000
Licenses/Insurance	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$565	\$8,475
Employee Meal discounts	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$35	\$33,635
Cleaning supplies	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$2,486	\$37,290
Office Expenses	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,750
Equipment	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$34,500
Website	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$1,275
Utilities	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$18,000
Rent	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$6,666	\$99,990
Dumpster	\$100	\$100	\$100	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,700
Miscellaneous	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$3,000
<b>Total Expenses</b>	<b>\$36,973</b>	<b>\$36,973</b>	<b>\$36,973</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$37,073</b>	<b>\$34,708</b>	<b>\$553,430</b>
Income Before Taxes	\$15,477	\$16,168	\$16,861	\$17,457	\$18,156	\$18,858	\$19,563	\$20,271	\$20,982	\$21,696	\$22,413	\$23,133	\$23,856	\$24,582	\$27,675	\$0
Income Tax Expense	\$3,095	\$3,234	\$3,372	\$3,491	\$3,631	\$3,772	\$3,913	\$4,054	\$4,196	\$4,339	\$4,483	\$4,627	\$4,771	\$4,916	\$5,535	\$0
<b>NET INCOME</b>	<b>\$12,382</b>	<b>\$12,934</b>	<b>\$13,489</b>	<b>\$13,966</b>	<b>\$14,525</b>	<b>\$15,087</b>	<b>\$15,651</b>	<b>\$16,217</b>	<b>\$16,786</b>	<b>\$17,357</b>	<b>\$17,930</b>	<b>\$18,506</b>	<b>\$19,085</b>	<b>\$19,665</b>	<b>\$22,140</b>	<b>\$245,720</b>

# MEET THE TEAM



MICHELLE & GABE  
Founders

# FUNDING



## INVESTMENTS

Amount obtained through  
other investors



## SUMMARY

At Sintra, we believe in giving 110%. By improving the tools of restaurant management, we help businesses streamline their point-of-sale experience. We thrive because of our market knowledge and a great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



## THANK YOU

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