



## OKANAGAN CRUSH PAD

### INVESTMENT INTRODUCTION

Okanagan Crush Pad (OCP) is an established and highly awarded winery located in Summerland, BC, with mature vineyard holdings at Garnet Valley Ranch (GVR) and Switchback Vineyard where the wine production facility is located.

#### INVEST IN WINERY GROWTH

OCP founders Christine Coletta and Steve Lornie have built a highly experienced team capable of managing all aspects of OCP's business, from viticulture, winemaking, marketing, sales, hospitality, to logistics. With all the key elements for growth in place, the team is ready for the next phase of OCP's development. You can become part of that growth and excitement by joining The Owners Circle. Shares are now available in OCP for Accredited Investors.

#### RESPECTFULLY FARMING • PURE ORGANIC WINES

OCP is dedicated to land conservation and has organic farmed since 2011. Its stewardship program reflects the core values that drive the business. The team crafts wines that are "shaped by nature" and feels a deep responsibility to the land, making socially responsible investments towards habitat restoration, conservation, and forward-thinking environmental practices in the vineyards. Wildlife corridors, restored waterways, protected native habitat, crop biodiversity, and regenerative farming practices are all utilized.







## AN ASSET BACKED INVESTMENT

The OCP team has earned a reputation as innovators and leaders in their sector, crafting premium organic wines. Over the past 15 years OCP has moved through its start up phase of building out the winery, making strategic land acquisitions and planting out 70% of the plantable acreage acquired. During this time OCP undertook custom crush production runs for other wineries while building up its own brands: Haywire, Narrative, Free Form, and Bizou + Yukon. With a portfolio of premium organic wines, and using low intervention winemaking, the winery team is a driving force in defining a new style of wine for the Okanagan, bringing international recognition to the valley as one of the world's great undiscovered wine regions.

## A STATE-OF-THE-ART WINERY

OCP owns an 11,000 square foot certified organic production facility and guest centre at Switchback Vineyard. The building, designed and equipped for premium wine production, opened in 2011 and has a 30,000-case production capacity using existing equipment and tanks.

## FOUR PREMIUM WINE PORTFOLIOS

OCP produces four wine portfolios, Haywire, Narrative, Free Form and Bizou + Yukon, showcasing the varieties and styles of wines the Okanagan excels at. Chief winemaker Matt Dumayne has been recognized as one of the most exciting wine producers in the Okanagan with strong accolades from some of the toughest international wine critics.

## 330 ACRES OF RARE OKANAGAN LAND

OCP owns 330 acres of organic certified vineyards and land on two sites in Summerland, BC: winery site Switchback Vineyard (10 acres) and GVR (320 acres). GVR is a rare, unspoiled site that has been carefully and thoughtfully designed to integrate with the wild natural landscape it envelops. The ranch is home to vineyards, organic vegetables and a lavender farm. Future plans call for a guest centre with an exclusive VIP "living room" for The Owners Circle. At the ranch you can explore vineyard blocks surrounded by free and open wildlife corridors, a restored pond and wetland area, and enjoy estate grown premium wines.

## A SALES AND MARKETING DIVISION

The Vancouver based sales team HQ Wine + Spirits, represents OCP brands, other BC wineries and select import wines. HQ Wine + Spirits is fully owned by OCP and can take on more import wine brands in the future and increase revenue through expanded representation.





## THE OWNERS CIRCLE

AT OKANAGAN CRUSH PAD

### JOIN THE OWNERS CIRCLE - INVESTOR DETAILS

With all the key elements for growth in place, the team is ready for the next phase of OCP's development. You can become part of that growth and excitement by joining The Owners Circle. The Owners Circle offers an opportunity for wine enthusiasts who are Accredited Investors. Founders Christine and Steve recognize that for the past decade OCP has seen strong growth with the support of a loyal group of founding shareholders, and a passionate following of wine club members. This "inner circle" has helped the winery grow, evolve, and prosper.

The wine business attracts people seeking a deep and involved connection with wine and the current engagement model is a wine club, offering benefits such as reserve wine releases, free shipping, special events, and VIP treatment. But now OCP has launched a program that offers a much higher level of engagement, winery ownership.

With the Owners Circle, people can experience a deep connection to the inner workings of the winery and share in the next phase of OCP's journey including its growth and profits. The Owners Circle shareholders will have the same share rights as existing OCP shareholders, be treated to the same perks as existing grandfathered founders wine club members with the added benefit of special offerings and VIP access to GVR, future earnings, and potential land and capital appreciation.

### INVESTMENT HIGHLIGHTS

- A successful, award-winning winery operation that is poised for future growth and expansion on a solid business operation.
- 30% EBC Tax Credit of \$7,200 per unit (for BC residents).
- Strong asset-backed investment that includes 330 acres of organic certified land.
- A single class of shares that puts new investors on the same footing as founding shareholders.
- Includes ownership of a successful and integrated Vancouver-based sales agency.
- A stake in a company committed to land stewardship, organics, and ethical farming.

\$24,000 per unit, minimum investment (1,600 Common Shares @ \$15 per share). This is eligible for Accredited Investors only.





**POND HOUSE**  
AT GARNET VALLEY RANCH

## THE OWNERS CIRCLE BENEFITS

The Owners Circle investors are entitled to limited-release vintages, winery direct discounts, free VIP tours and tastings at the winery, and farm tours of GVR. The investor relations concierge will help you book your experience at the winery or the ranch, help you select wines, and make sure your visit here is the highlight of your trip.

- A sneak preview tour next summer of the spectacular GVR.
- Shareholders get first dibs on small lot wine offers along with discounts on select wines.
- An exclusive shareholder “living room” at The Pond House at GVR.
- Shareholders visiting OCP will be given priority to book a seated VIP hosted wine tasting.
- A yearly event held at The Pond House at GVR, with food, wine, and live music.
- Invitation to other exclusive events at the winery.
- Your name on a vineyard row.
- Numerous perks including exclusive VIP guest experiences and wine perks, shipping credits, access to limited release products and special events.

## QUALIFIED INVESTORS

Subscriptions can only be received from Accredited Investors as defined by the Securities Commissions in your principal residence’s jurisdiction, or from close friends, family or associates of the founders and principals of Okanagan Crush Pad Winery Ltd.

## FOR INVESTMENT INFORMATION CONTACT

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