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## Peppe Asia & Pacific LLC

Peppe Asia & Pacific LLC (<http://www.ingwerer.co.jp>, <http://www.ingwerer.ch>) is a Swiss export and sales company that specialises in establishing high-quality premium beverage brands in foreign markets, namely in the region Asia and Pacific. Acting as Peppe LLC's exporting branch, the company's ambition is to become a relevant player in the region for innovative alcoholic beverages. Supported by a broad network, thorough market research and analyses, both in domestic and foreign markets, Peppe Asia & Pacific LLC aims at satisfying customers' wishes and desires in Asia and beyond. Given an ever-changing market environment the company's scope of business dynamically adapts to available challenges and opportunities.

## Current Products & Customer Segments

### Products **Peppes' Ingwerer**

Peppe's Ingwerer is a handmade ginger liquor produced and bottled by Peppe LLC in Bern, Switzerland and is currently its flagship product. The product portfolio will be enriched in the near future and can be made available for foreign markets.

### Customer Segments **Wholesalers, Retailers, Bars, Restaurants, B2C**

In Switzerland Peppe's Ingwerer is marketed and sold to wholesalers, retailers, bars & restaurants as well as directly to consumers (B2C). In Japan, a similar strategy is desirable, however, this also depends on the capabilities of potential partners. Several bars in Tokyo have received samples and are interested in listing and ordering the product.

## Organisational Structure of Company & Management

### Legal Form **Limited Liability Company (LLC)**

Registered in Bern, Switzerland

### Nature of Business **Manufacturer and Exporter of Peppe's Ingwerer**

Peppe Asia & Pacific LLC acts as Peppe LLC's exporting branch. The company is endowed with a flat/lean hierarchical and organisational structure, enabling flexibility and swift action.

### Employees **Currently three employees**

Peppe Asia & Pacific LLC is currently employing three people, Peppe LLC is currently employing 15 people. Both companies are constantly expanding.

### Languages **English, Japanese**

Peppe Asia & Pacific LLC's language of correspondence is English and Japanese (via translator).

### Company History **Peppe LLC (2013), Peppe Asia & Pacific LLC (2017)**

Peppe LLC was founded in 2013 in Bern, Switzerland and has been producing Peppe's Ingwerer for the last four years, successfully marketing the product to the Swiss, German and Austrian markets. Production and sales have been increasing on a yearly basis and the product has gained widespread popularity in the DACH region. Peppe Asia & Pacific LLC was founded in 2017 in Bern, Switzerland as Peppe LLC's exporting branch in order to Export Peppe's Ingwerer to Japan and other Asian countries.

**Professional Background** **Experience & Background at Peppe Asia & Pacific**  
Peppe Asia & Pacific LLC's management team consist of three members; Tim Glaus, Alexander Thoma and Bjørn Strømme. Tim Glaus and Alexander Thoma both hold a Bachelor's degree in Management and a Master's degree in Banking and Finance from the University of Zurich and have been working in the finance industry for the past five years. Bjørn Strømme holds a Bachelor's degree in Fine Arts from the Hochschule der Kuenste Bern (HKB) and works as an event manager, organising various marketing initiatives for relevant projects and companies. All three are also founding partners of Ukiyo LLC (<http://www.ukiyo-llc.ch>), a Swiss import/export company specialising in trade with alcoholic and non-alcoholic beverages in Switzerland and Asia.

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## Business Development, Infrastructure & Marketing

**Business Development** **High Growth Potential in Japan**  
Due to the popularity of ginger-based products in Japan, and given successful marketing initiatives in 2017 (organised tastings in different bars across Tokyo with positive feedback), Peppe Asia & Pacific LLC believes that Ingwerer can be successfully marketed in Japan. The expected growth can be achieved by working with local distributors and industry experts. Export and import modalities have been negotiated and established. The shipment can be executed timely if a suitable partner is found.

**Infrastructure, Warehousing** **Warehousing and Distribution Network in Japan**  
Peppe LLC and Peppe Asia & Pacific LLC have access to suitable infrastructure and warehouses in Switzerland. In Japan, Peppe Asia & Pacific LLC requires a strong partner which can provide warehousing and an extensive distribution network in order to deliver and promote its products.

**Marketing Initiatives** **Promotion Tour Tokyo 2017**  
Peppe's Ingwerer was promoted by Peppe Asia & Pacific LLC in spring 2017 in Tokyo across several bars, receiving extremely positive feedback. Upon forming a strong partnership with a Japanese company, a launch party is planned for 2017 in Tokyo, whereby a suitable location has already been established. Furthermore, Peppe Asia & Pacific LLC proposes to send one of its employees to Tokyo for at least one year in order to support its Japanese partner in promoting the product across Tokyo (and potentially other cities).

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## Sales Figures

**Peppe LLC** **Peppe's Ingwerer Swiss Sales 2015, 2016 & 2017**  
Jan 2015 - Dec 2015: 10'541 bottles sold in Switzerland  
Jan 2016 - Dec 2016: 27'390 bottles sold in Switzerland  
Jan 2017 - Jun 2017: 17'609 bottles sold in Switzerland

**Peppe Asia & Pacific LLC** **Peppe's Ingwerer Japan Projected Sales 2017, 2018 & 2019**  
Sep 2017 - Dec 2017: Testing phase with few bars and restaurants  
Jan 2018 - Dec 2018: 500 - 1000 bottles per month (gradual increase)  
Jan 2019 Onwards: Gradual increase according to demand and capacity

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## Contact Persons

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