

# WineRides seeks £75-100K development capital

TRAVEL & LEISURE

EARLY STAGE

SOUTH EAST

EXPERIENCED MANAGEMENT TEAM



## WineRides

Seeking £75,000-£100,000 development capital

This opportunity may not be suitable or appropriate for your personal circumstances. The levels and basis of taxation may change and depends on your individual circumstances. The marketability of this type of investment is often restricted and you may have difficulty selling at any price. If you are in any doubt, you should consult a suitably qualified financial advisor.

**WineRides was Founded by Husband and wife team Hayley & Alex Baines-Buffery. Hayley is Head of Sustainable Business at World Leading environmental charity Bioregional. Alex is an Associate TV Producer who has worked with Sir David Attenborough.**

### OPPORTUNITY

Wine Rides combines moderate exercise: cycling or walking between vineyards with good food, excellent wine and distinctive accommodation on-site in stunning natural settings.

Based in the south east of England, we aim to become the leading provider of vineyard-based events in Europe: Crafting experiences which take place in and around working vineyards. We are the only business combining organised activities in and around vineyards with accommodation in the vineyards themselves.

We are Vineyard events specialists. Our packages have been developed to bring thousands of new customers, money and press coverage to the Vineyards we partner with with minimal impact on their operations.

The Wine Rides offer is ideal for large groups. Our environmental credentials make us the perfect event organisers for charities, corporate social responsibility groups and team building events. We also cater to the enormous number of individuals who want to celebrate birthdays, anniversaries, and stag/hen parties with a special experience.

### INVESTMENT

WineRides is seeking £75,000 initial equity investment for expansion. We will create a unique, scalable operating web platform, purchase more operating equipment and increased targeted web-marketing activity to drive growth.

Our business forecast comfortably projects a minimum aggregate internal rate of return equivalent to over 20% per annum after a 5-6 year period.

The web-platform will provide a smooth, automated and scalable booking process, allowing groups to self-organise. A key feature planned within the new web platform is seamless integration of a mechanism which will transform WineRides into a viral marketing engine for our vineyard partners. We will also invest in more operating equipment (camping & catering kit) in order to cope with increased customer demand.

We are seeking investors who can partner with us for the long-term, where there is a clear alignment of shared interests. However, for those seeking a purely financial investment subject to results, we would intend to provide investment exit opportunities within 5 years.



The value of investments can go down as well as up, so you could get back less than you invested.

For more information, please contact:

Alex Baines-Buffery on [alex@winerides.co.uk](mailto:alex@winerides.co.uk) or call 07967 373958

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