





1. Who we are:

Company founded in 2015 by professionals with vast experience in sales and marketing. Focused in brand construction and development as well as sales of products in the Spirits and Beverage industry.

We are born from our interest and efforts to link the new Chilean consumer with brands, styles and categories that are trending world-wide.

Managing Director: Sebastian Fontbona U.

- Brand Manager Corona Extra, Modelo Group , for Chile and Argentina.
- Trade Marketing Manager at local distributors in Chile and Argentina.
- On Premise Manager Chile, at local distributor.
 - Working with Portfolio: Pernod Ricard, Brown-Forman, William Grants & Sons, Red Bull, A&B InBev.

Accounting Department: Roberto Medina F.

- Financial Manager British American Tabaco (BAT) Chile & Perú
- Auditor at the Republic's General Treasury
- Advisor and director for several companies and local startups.

And of course the most important thing: our TEAM with whom -in whole- we look forward in realizing our growth objectives.



2. Our Mission:

Have a successful representation, marketing and sales of products in the beverage industry with focus in:

- Brand construction/ durable relationship with suppliers
- Development, implementation and supervision of strategic Marketing, Sales and Communications plans.
- Premium Product (*brands*) development that target new segments and tendencies in the industry;
 - a) Brands with powerful content and differentiating attributes
 - b) that target new segments or categories to be developed
 - c) brands that add value to the consumer, its category or the industry as a whole.

3. What we do:

We advise and lead all efforts necessary for new brands (products) to enter Latin American markets based on these 3 fundamental pillars:

- Brand representation / international Scouting and local investigation.
- Strategic planning and implementations for brands.
- National sale and distribution of products .



4. How we do it / key success factors:

- Detecting opportunities, analyzing variables and identifying brands that can cater to specific industry needs.
- Having a thorough knowledge and know how of how the local industry works:
 - a) Knowledge of local consumers and needs.
 - b) Important network in different brands, distributors, media and other relevant platforms.
 - c) International Tendency identification and comprehension thus to anticipate possible arrivals to local markets.
- Being a new, and dynamic company with a modern structure.

5. Resume:

- A. We have a very relevant Chilean On Premise existing client portfolio which allows us to generate selective coverage of POP's, achieving visibility for our brands and products.
- B. We count with the necessary support to develop marketing plans and generate an impact with their implementations.
- C. We have a distribution center in Santiago from where we administrate imports and coordinate our client's supplies.
- D. Active contract with an outsourced distribution company which allows us to deliver within 24 hours of an order being received.
- E. We are a team of professionals and executives that take care of the back office, sales and supply while lawyers and legal counsel oversee legal aspects.
- F. We already have exclusive distribution rights for Chile in our first international client: **Thomas Henry GmbH & Co.**, the German *trendy* beverages with whom we start operations on November 2015



More info:
www.atfcompany.cl