



ACRO
IT SOLUTIONS



BOTTOMSUP™



BOTTLECAPPS™
LIQUOR STORE SOLUTIONS
Your Store. Your Customers. Your App.

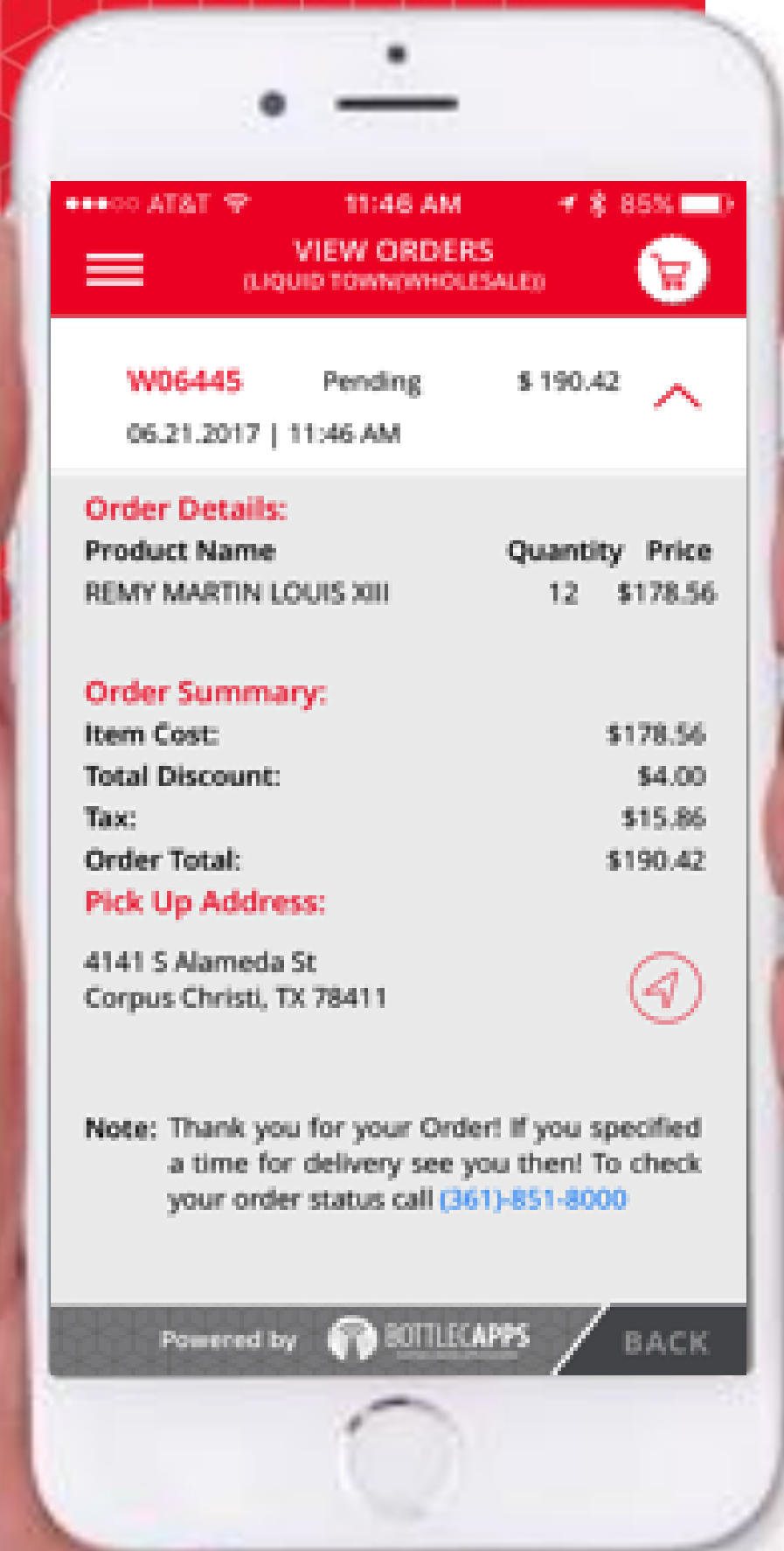
BOTTLECAPPS™

Directly market to your customers while providing a more convenient shopping experience.

Our apps reach your current and potential customers on their smartphone device (the average time spent is 5 hours a day per person). We also offer Digital Signage and websites that you control all from one easy-to-use platform.

As the market continually moves toward more convenient digital/mobile methods, BOTTLECAPPS makes it easy for liquor stores to tap into this trend while making it convenient and easy for liquor store owners/managers.

- A digital platform on phone, desktop, and in store.
- Push notification (most effective form of marketing--ever)
- Branded e-commerce functionality that sets you apart from the competition.



BOTTLECAPPS BACKGROUND

Established in 2011;
headquartered in Dallas, Texas.

**Custom Digital Solutions
Specialist**
for Liquor Retailers.



100 years of Experience
combined in Information Technology,
Business and Liquor Sales.

The Goal: To Produce the Best
E-Commerce retail app in the
liquor industry at the lowest cost



Strategic Partnerships
with liquor POS providers and liquor
stores internationally.

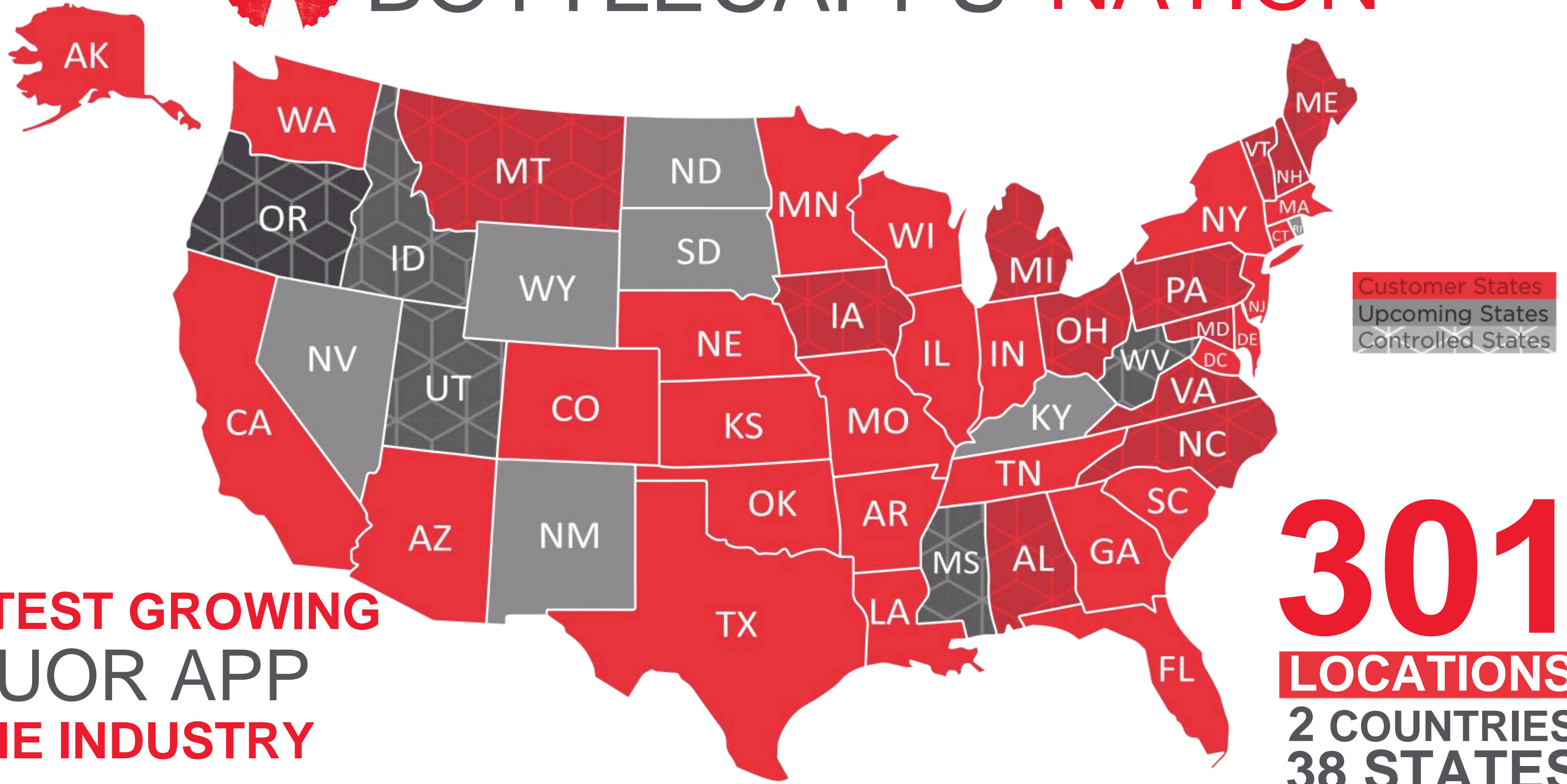
A+ Rating with the BBB
Better Business Bureau (BBB)

3 2 C G Dun & Bradstreet Rating
Dun & Bradstreet SER
(Low Risk, Extensive Experience, Established—
top 12%)





BOTTLECAPPS NATION



**FASTEST GROWING
LIQUOR APP
IN THE INDUSTRY**



WHY YOU NEED AN APP



\$1.7 Billion

In e-Commerce alcohol sales in 2017



50% of All E-Commerce

Of All E-Commerce now Runs on mobile. (apps)



32.7% Increase

Increase of online alcohol sales from 2016 to 2017



82% Smart Phone Users

of Smart Phone users consult their phones on purchases they're about to make in store



The IMPORTANCE OF APPS IN BUSINESS

“ If you don't have a mobile app you are throwing away a large chunk of your business and things are only going to get worse. ”

Google

“ Mobile Marketing is the most powerful media ever invented! ”

The New York Times

“ If you're not using mobile marketing to attract new customers to your business, don't worry—your competitors are already using it and are getting those customers instead. ”

60second
marketer™



WHY YOU NEED BOTTLECAPPS™

- 1.To connect you, and keep you connected with your customers.
- 2.Create loyalty with your customers
- 3.Help grow your sales online and in store.
- 4.Create a direct marketing channel.
- 5.Easy to use platform to control multiple services and products.
- 6.Developing your own solutions is expensive



CURRENT MARKETING EXPENSES

MARKETING SOURCE RESPONSE

	WEBSITE	3%
	NEWSPAPER INSERTS	0.16%
	SMS RESPONSE TEXT	7%
	EMAIL	2.09%
	RADIO	0.10%
	PRINT	0.03%
	DIRECT MAIL	1.61%
	FOOD AND BEV APP	25%
	RETAIL INDUSTRY APP	12%

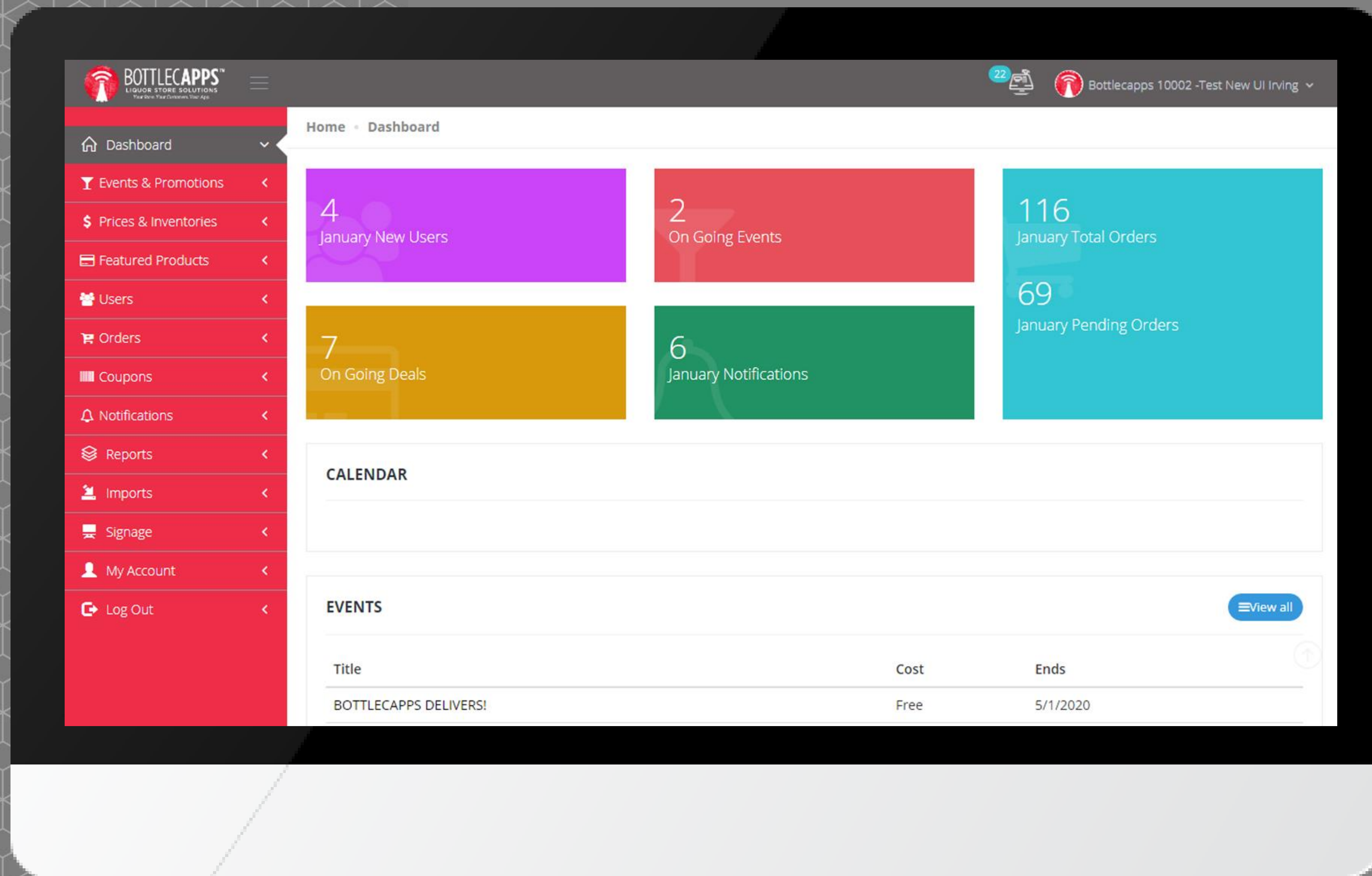
BOTTLECAPPS APP FOR MARKETING

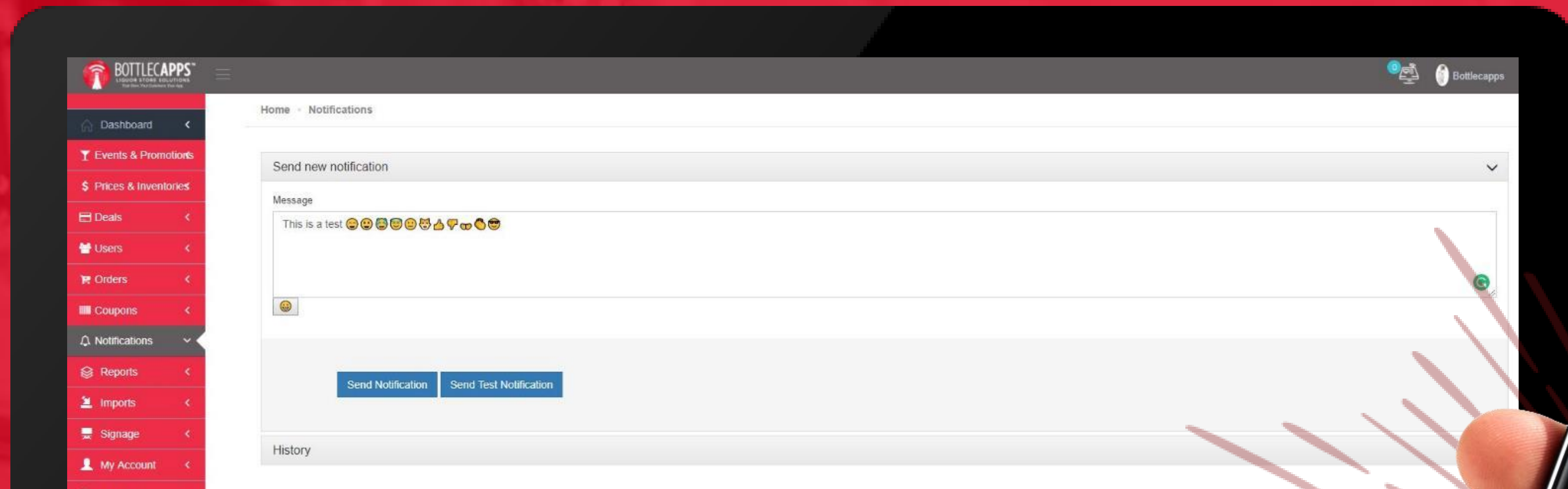
- 79% purchase liquor 4 or more times a month
- 34% said they shop the store more because of the app
- 89% have used the app to browse inventory
- 73% look for specials
- 37% learn about upcoming events
- 14% to read product reviews
- FLASH SALE STORIES



WEB CONSOLE

HOME SCREEN



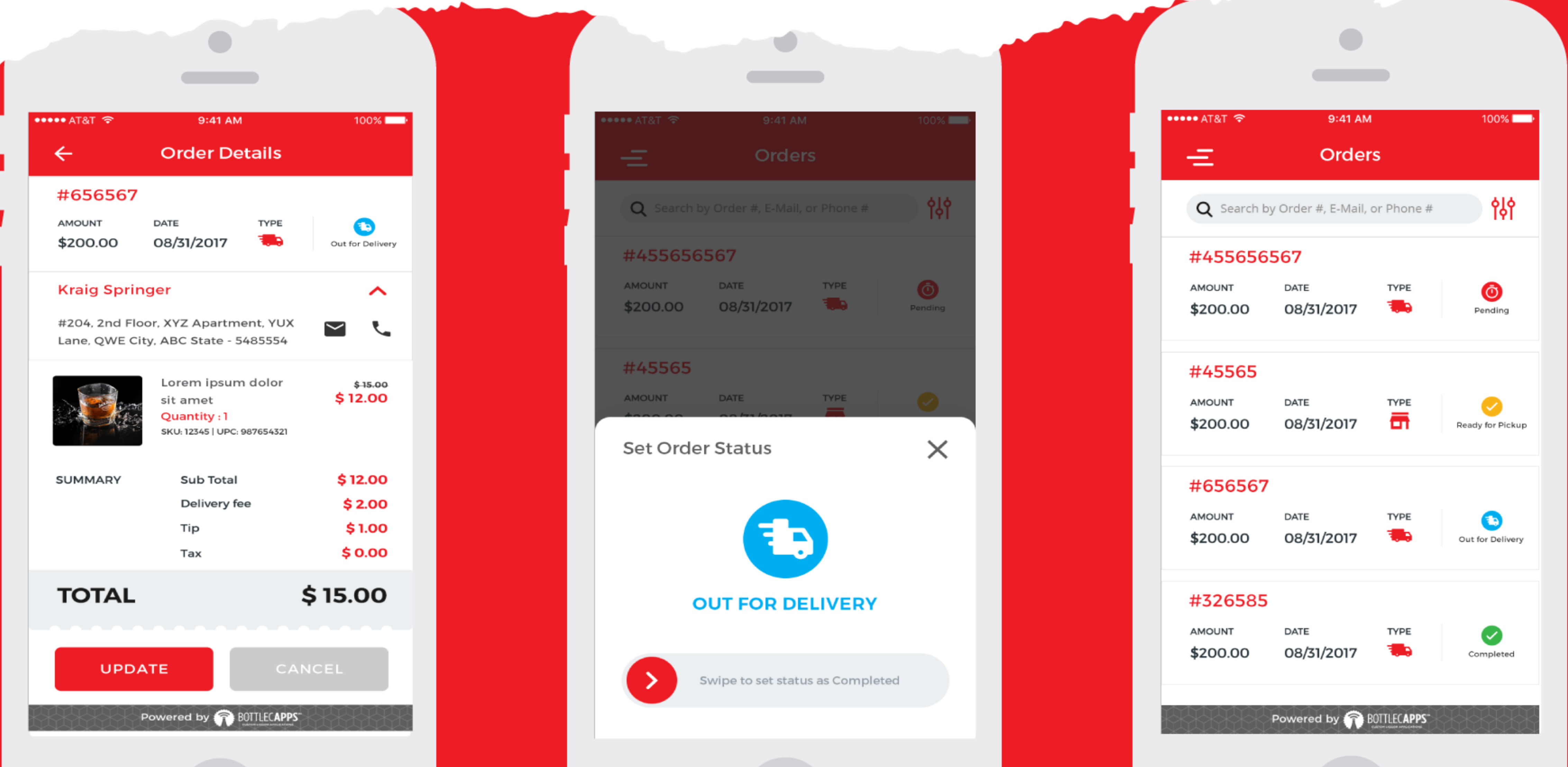


SEND MESSAGES
DIRECTLY TO YOUR
CUSTOMER'S PHONE!

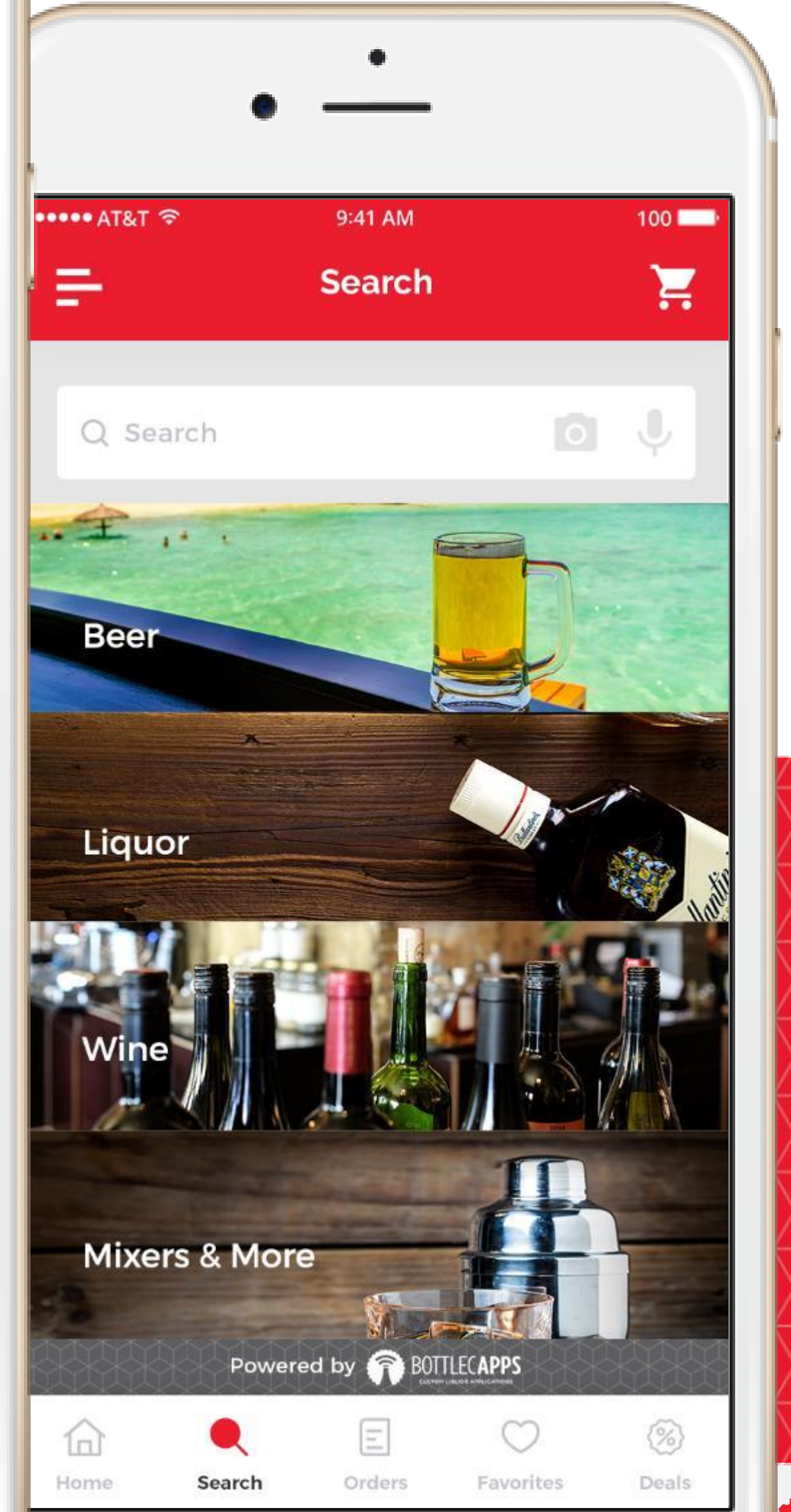
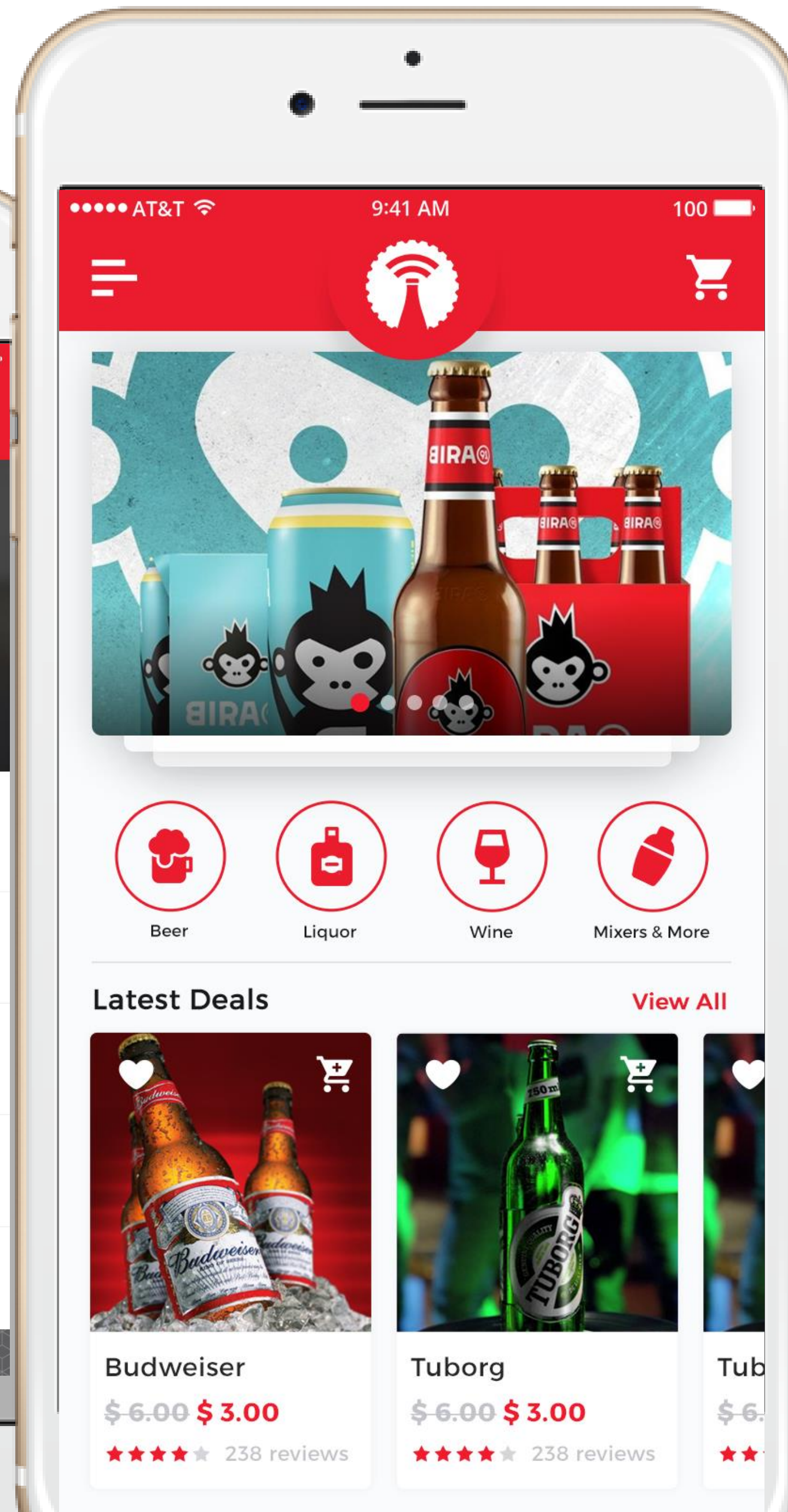
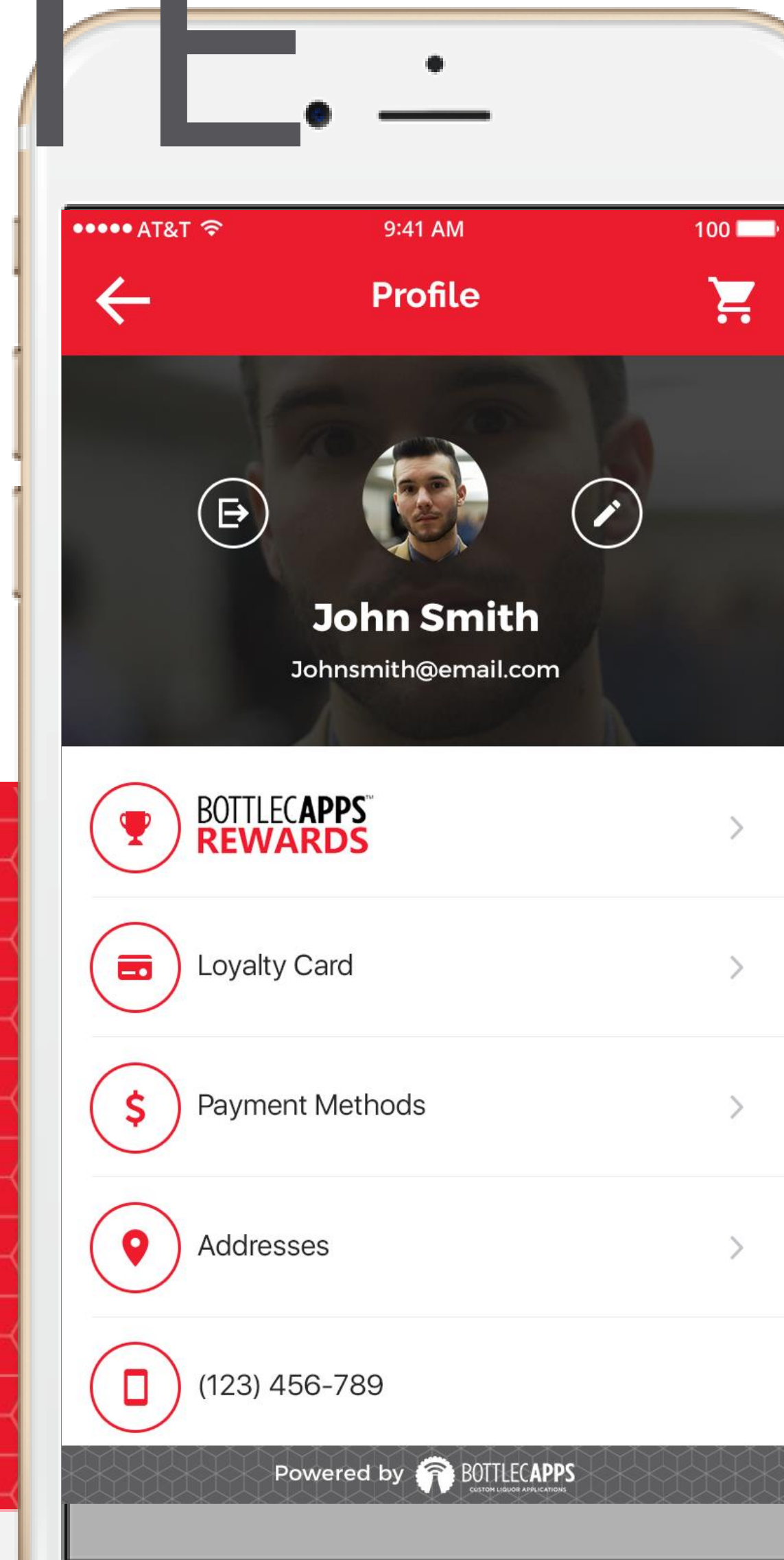
**58% of surveyed
customers wanted more
updates.**



Admin App



NEW UI UPDATE.



DIGITAL SIGNAGE



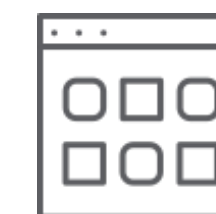
Display Content On TV Screens



Deals



Events



Control From Same Web Console as the App

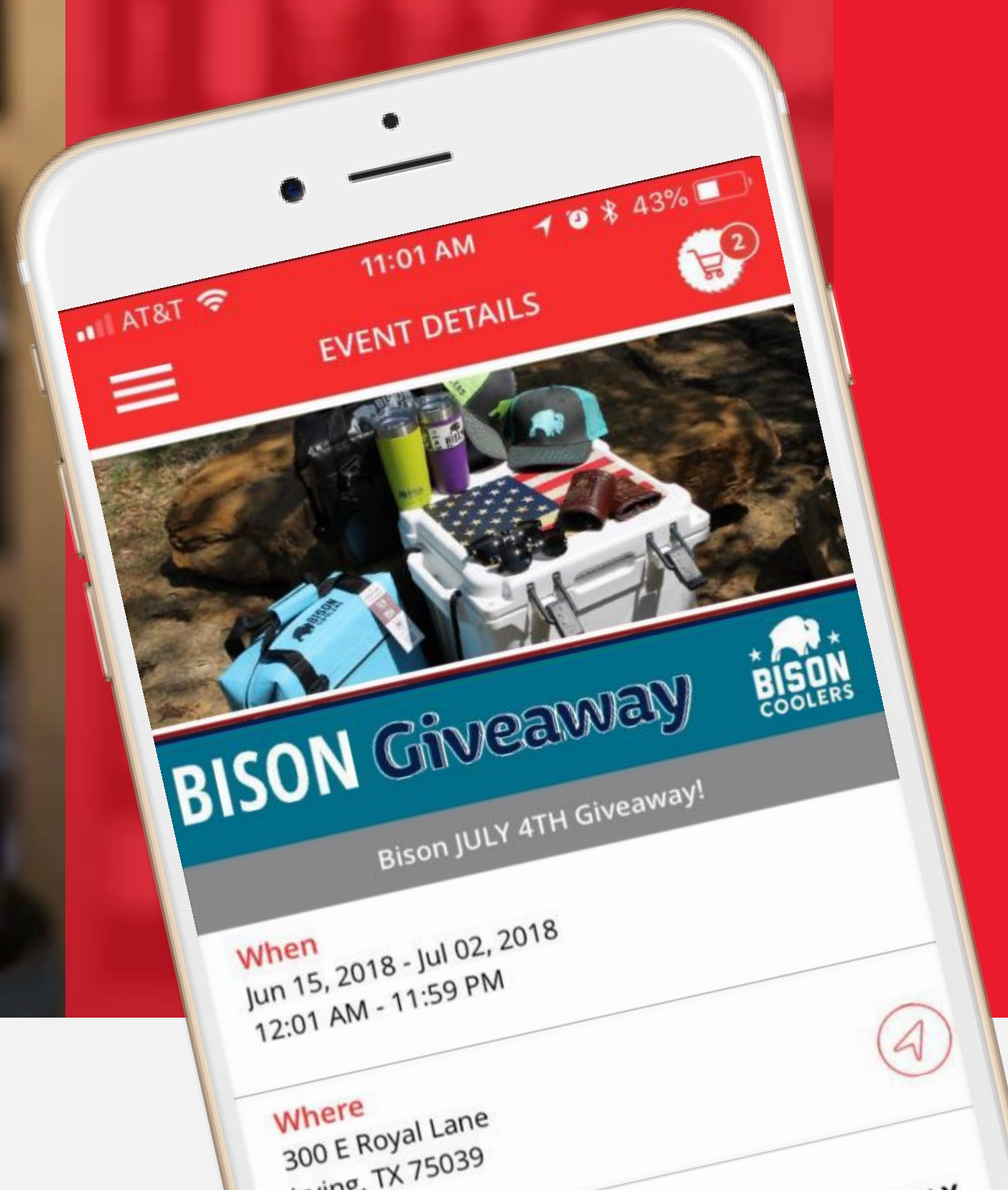


MOBILE MARKETING TEAM



WE DEVELOP A CUSTOM
MOBILE-FIRST PLAYBOOK
FOR YOUR STORE THAT
INCLUDES:

- ✓ APP CONTENT MANAGEMENT
- ✓ COUPONS
- ✓ PUSH NOTIFICATIONS
- ✓ EVENTS
- ✓ DEVs
- ✓ WEB CONSOLE TRAINING
- ✓ IN STORE PROMOTION TRAINING
- ✓ MARKETING IDEAS
- ✓ A DEDICATED MOBILE MARKETING SPECIALIST
- ✓ BOTTLECAPPS REWARDS
- ✓ BRANDED LANDING PAGE
- ✓ STORE NETWORK APP

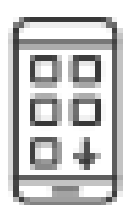




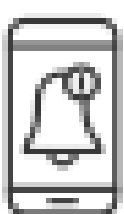
BOTTLESERVICE

PAID SERVICE OFFERINGS

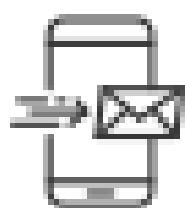
(\$99/MONTH PER STORE; MIN. OF 3 STORES)



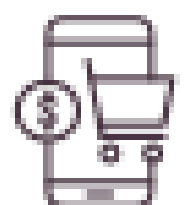
App Content Management



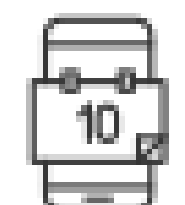
Push Notifications Schedule



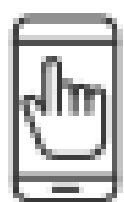
Email Blasts



In-Store Marketing Materials



Quarterly VIP Promotions



Social Media Marketing








BOTTLECAPPS™ Packages

Makes the App and Digital Signage Work!

We develop packaged plans to better fit your stores digital and marketing needs-- saves your store money!

DETAILS

-  Store App
-  Digital Signage
-  Marketing Services
-  Websites
-  Web Console controls all the above



YOUR NEXT STEPS with BOTTLECAPPS™



ONBOARDING
PROCESS



SIGN UP FOR PAYMENT
GATEWAY MONTHLY SERVICE



IMPLEMENTATION
TIMELINE



TRAINING &
EDUCATION



ONGOING TECHNICAL
SUPPORT



CARETEAM & USER
GROWTH STRATEGIES



INTERESTED ?

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