

Case Study:

BACCHUS WINE CLOSURES

About Bacchus Wine Closures

UK business operating globally

Developed and patented technology called the Bacchus Barrier™

Bacchus Barrier™ is an effective way to of eliminating corked wine. It stops cork tainting and controls the flow of oxygen into the wine.

The technology is under licence to the world's 2nd largest cork manufacturer.

The Bacchus Barrier™ and cork is fully recyclable and 99.99% natural, available from a sustainable resource.

Bacchus is the name of the Roman God of Wine

www.bacchuswineclosures.com

David Taylor
MD, Bacchus Wine Closures



Bacchus Wine Closures is a fast growing business. The brainchild of David Taylor, it has founded a new technology that prevents TCA contamination and premature oxidation in wine. What that means in layman's terms is that by adding a unique, special coating to a cork, fewer bottles of wine are spoilt - this currently amounts to a significant percentage of the 20 billion bottles produced worldwide each year.

Bacchus has developed and patented the Bacchus Barrier™ in conjunction with major wineries and cork producers around the world and perfected the machinery required for automatically applying it to corks in volume production.

Bacchus Wine Closures has been operational since 2002 and has struggled through the various stages of development from prototype to testing to manufacture. David was disheartened by the 'stop, start' nature of the business - the flow of work being halted whenever investment was required. He decided to take the company forward with a serious amount of investment and that's where Chris Spencer-Phillips of First Flight Placements first came in.

First Flight put forward a number of candidates that resulted in the appointment of two excellent, high calibre investing Non-Executive Directors - David Moëd and Nick Thorne. They shared a passion for the wine business and an enthusiasm for David's vision. David Moëd is a chartered accountant and has a background in corporate leadership, having been MD of Comunica plc and Non-Exec Chairman of Executive Lounge Services plc. Nick Thorne is a seasoned international Director with an impressive track record at a senior level within the BIC Group and Cadbury Schweppes plc.

Apart from the sizeable investment made by both NXDs, they also brought additional gravitas and credibility to Bacchus. Their investment and skills led the business to be able to license the product to the second largest cork producer in the world who has just completed a rigorous 3-year testing period and is now marketing it globally.





"David and Nick have added financial control and commercial weight to make Bacchus more profitable and have opened up new aspects for us" commented David Taylor. "They helped to fine-tune the business plan and their top level negotiation skills added value by elevating the business when representing us. They gave the business an extra dimension in professionalism, and the result is that we are treated with great respect."

Since then, Chris Spencer-Phillips has introduced Jolyon Griffiths as a third investing NXD to the company. Jolyon has wide banking and fund management experience and now consults to a number of businesses and has his own champagne and wine importation company.

Bacchus now has a foothold in the wine closures market and intends to build from there by challenging the effectiveness of screw tops and synthetic corks. There has been a backlash against screw tops from an environmental angle and there is now pressure on the wine industry to make use of wine closures from a renewable source. Bacchus' mission isn't modest or easy. They have to tackle market perceptions and realities, including cost, through the wineries, retail channels and ultimately the consumer. However, if they succeed in growing their market share from the 500 million corks currently planned to anywhere near the 3 to 4 billion potentially available, they will have achieved their mission.

David believes the NXD route is an ideal way to introduce capital, contacts and credibility to a business. "It is an excellent way to expand. By paying a small fee, First Flight will introduce you to a lot of people with a lot of money. I would recommend First Flight to anyone with a strong business proposition, it is a pleasure to work with them".

He acknowledges that there comes a time when you have all the NXDs you could need and there will be a requirement to look for investment elsewhere. To meet that challenge Bacchus was already equipped with an impressive business, product and supporting board members when it recently raised a further £300k from non NXD private investors. Bacchus



Wine Closures faces an interesting and extremely exciting time ahead with a product that could completely revolutionise the wine closure market and with the right Board of Directors to support it all the way.

About First Flight

UK company specialising in:

- **Non-Executive Directors**
- **Investing Non-Executive Directors**
- **Management Buy-Ins and company acquisitions**

Largest active candidate database with entrepreneurs and ex directors of blue chip companies, many of whom want to invest

120 NXD projects where candidates have invested £4m

MBI successes total over £15m in the last 18 months

First Flight's service of providing investing Non-Execs significantly strengthens a company's board providing strategic input, contacts and assistance to the MD plus some investment which increases the company's chances of gaining major funding.

**Chris Spencer-Phillips
MD, First Flight**

