



Drinkky.ca

Canada's Artisanal Alcohol Portal
945 Wellington Street
London, Ontario, Canada, N6A 3T1
519-914-1204 / 1-866-4DRINKY

Drinkky.ca: Canada's Beverage Solution

- The retail value of the Canadian alcohol market is approximately \$22 billion per year.
- Canadians are shifting their tastes towards 'Artisan, Boutique and Craft' – or ABC – producers of alcohol as a show of support and keen interest in discovering new products.
- The market has responded with an unprecedented number of beer, wine and spirits producers, with no signs of stopping.
- Drinkky.ca is a legal and unique alternative for finding these unlisted products and represents the hard work of a small group of business people, industry experts and first-class programmers.
- Shelf space with traditional government retailers and large chain stores is limited to just a few products per category or large companies that 'own the aisles'. Even the LCBO's new online venture is limited in the range of available products.
- Canadian provinces and territories just announced* that they will allow inter-provincial 'free trade'.
- Drinkky.ca is being positioned as 'Canada's Beverage Solution'!
- It's a perfect merge of my experience: entrepreneur, wine agent, ecom / digital marketer
- Rules? We have done everything we can to respect the law of the land and will continue to do so
- We think there are great opportunities to promote products across the country – we're in place to adapt to the changes that have been promised
- We're looking for partners / funders
- Help us? Register, subscribe, follow. Supplier: add profile and product



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August, 2016 – Ontario, Canada. Drinky.ca is now available for all Canadians.

We're excited to announce the launch of Drinky.ca, a site that will revolutionize the way you browse for, discover and purchase unique and unlisted alcoholic beverages in Canada.

"Between the owners and investors in Drinky.ca, we have several decades of experience with online marketing, programming, design and alcohol industry knowledge," says owner and 'Chief Sipster' Bill Wittur.

"We've met a lot of people that are keen entrepreneurs like us and who would like to get more visibility for their beverages. However, shelf space with government regulators and other distribution channels are nearly impossible to come by and extremely expensive to maintain if you're lucky enough to get a listing."

As Bill Wittur explains, "Drinky.ca is the answer to those questions so many people have asked: 'how come this amazing wine I found in Italy isn't available here?' or 'I was visiting a town nearby, and discovered this incredible beer. How come it's not at the 'official' store?'"

Drinky.ca has been developed as a 'self-serve' platform, where suppliers set up their profiles and product pages, all of which can be browsed, reviewed and shared by enthusiasts seeking something new.

"This market is poised to shift drastically over the coming years as we discover that incredible range of talent that's in our own backyard ... or that's been blocked out by arbitrary buying decisions with traditional options," says Wittur.

"What's important in all of this is that the site and objectives are 'on-side' with regulators because the responsibility of fulfillment, follow-up, ID check and testing rests with the supplier or agent representing a supplier. We do everything we can to make sure that the supplier is following the rules in the jurisdiction in which they're licensed. We are NOT encouraging 'disruption' in the digital sense of the word."

Bill Wittur, the 'Chief Sipster' and owner of Drinky.ca, has been a digital marketing expert and entrepreneur for nearly 20 years. He has worked for some of the largest agencies and media buyers in Canada and has a unique perspective on operating a 'dot-com' venture in Canada. He also operates a wine agency in Ontario, although this will be faded out as Drinky.ca expands. Interested investors or funding partners can contact bill@drinky.ca.



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*July 2016: Provinces & territories announce agreement to allow inter-provincial trade.



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