

Nordic Wolf



Mead

Strong, Bold and Bee Friendly

Business Concept and Overview

- ❖ Nordic Wolf Mead crafts unique and sustainable wine
 - ❖ 12-16% ABV using raw honey and other natural ingredients.
- ❖ Our honey and fruits sourced locally when available
- ❖ Opening a mead hall and taproom in Asheville
 - ❖ Selling mead by the glass, growler and bottle, and offer tastings and tours.
- ❖ Step-back-in-time theme, rustic and similar to the medieval and renaissance periods.
- ❖ A production facility, taproom and bottle shop.
- ❖ Expand distribution to on-line sales and local wine shops in first two years.



How We Got Started



Fulfilling a Need

- » Mead is currently the fastest growing alcohol in the country
- » In 2017, a new meadery opened its doors every three days in the US
- » The new popularity in mead is driven by Millennials and GenXers (This group makes up the majority of the Asheville population and nearly half the tourist traffic in the city)
- » There are no other known meaderies in Asheville



Founder's Backgrounds

❖ Alex Thompson

Management and Business Development

❖ Jill Thompson

Business Operations and Marketing

❖ Marcus Thompson

Mead Maker and Project Manager

AB Tech Incubation Program

How it will help us

- ❖ Space to expand our product development
- ❖ Resources to perfect our craft
- ❖ Business startup support
- ❖ Expanding our network

References

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Thank You