

BLUE CHIP  
GROUP OF FUNDS

MARKET INDEPENDENT RETURNS

# BLUE CHIP WINERY FUND

AN INVESTMENT SUMMARY

## ATTRACTIVE RETURNS THROUGH WINERY OWNERSHIP

### Imagine the thrill of ownership in your own winery!

The Blue Chip Winery Fund has been set up to capitalize on unique opportunities to own and develop Wineries and Vineyards in markets where assets can be purchased on attractive terms relative to comparable global properties, including properties in both the old world wine regions of Europe along with the new world wine regions of Canada.

#### Investor Focus:

1. Capitalize on the growing popularity and consumption of wine
2. Maximize cash-flow through complimentary business development
3. Profit from the rising global viniculture values
4. Enjoy investor "ownership" perks

**7% Dividend Yield + Long Term Capital Appreciation**

THE ULTIMATE

# LIQUID INVESTMENT



Have you ever wanted to experience the excitement and fun of owning your own winery? Or how about enjoying a luxurious guest house in the middle of the vineyard to entertain family, friends and clients? Or proudly serve your own wine at dinner parties? The Blue Chip Winery Fund has been designed to generate attractive investment returns and allow investors to benefit from ownership perks.

**HOT ZONES**

**INTEREST IN WINE**

In recent years there has been an ongoing shift in preference away from beer and distilled spirits towards wine, one of the reasons for this trend is the widely reported health benefits of wine consumption. In Canada, wine consumption has increased 23.9% in the past 5 years, while in Asia regions such as Taiwan for example have reported a staggering increase of 174%. Of note is that while in general wine consumption is increasing, in particular the consumption of fine wines is increasing at a faster rate than the consumption of common table wines.

Wine consumption is being driven by increased volume sales in emerging markets, such as China and Russia, underpinned by improving living standards and rising disposable incomes. The gradual “Westernisation” of the lifestyles of younger consumers is also a significant driver of growth in many markets. Enjoying fine wine and changing patterns of consumption fit in with the developing lifestyles has also led to increased sales, including Australia and some Scandinavian countries. Growing consumer demand for more expensive, high quality variants of wine is most clearly visible in the markets of Scandinavia, the UK and Ireland.

Growth is also being driven by increasing consumer interest in its potential health benefits. It is claimed that polyphenols occurring in red wine reduce the risk of heart disease, stroke and cancer, with possible beneficial effects for muscular degeneration and Alzheimer’s disease. The red wine sector has been further boosted by a growing awareness of its compatibility with food and the increasingly sophisticated nature of consumer demand.

**INTEREST IN WINE TOURISM**

When a Rioja winery decided to invest millions in the construction of the celebrated Frank Gehry Hotel de Marques de Riscal, many were amazed at the amount of money that was poured into the project. Yet this is just one example of the growth that is being seen around the world in wine tourism. Linked with culinary, eco- and agri-tourism, wine tourism is expanding in most major wine growing regions, including France, Spain, Germany, Italy, South Africa, Australia, New Zealand, Austria, Chile, and other developing regions.

The growth in wine appreciation has created an entire category of travel focusing on the wine tourist. In the United States, tourists traveling to Napa valley now outnumber visitors to Disneyland each year. Many wine makers are seemingly more interested in cellar door sales, whereas wine tourists are looking for the total experience. This creates an opportunity to capitalize on the beautiful surroundings of the wine regions to provide tourist accommodations, along with complimentary culinary experiences such as on-site restaurant and cooking schools. Future developments could incorporate spa and resort facilities to maximize increases in wine tourism.



**Foundations of success in wine and investing:**  
**Enterprise+Culture.**  
**Teamwork+Passion.**  
**Heritage+Vision.**  
**Experience+Clarity.**



INTEREST IN VINEYARD OWNERSHIP

Wine tourists are being offered an opportunity to “own” part of a vineyard or winery. For example, at certain wineries, visitors can buy a grapevine or give one as a gift. The purchase price includes a deed, a plaque with the buyer's name next to the grapevine, and the opportunity to visit the vine anytime they want. Or they can buy a barrel for the winery and be invited to help the winemaker make wine and fill the barrel at various times throughout the year. At the end of the aging cycle, customers have the opportunity to purchase a case of wine from their barrel and donate the barrel to the winery--a very innovative way to involve visitors and make them feel good about subsidizing the costs of a barrel.

With the leading edge of the baby boom generation starting to hit retirement age, many are opting to pursue the lifestyle of owning a vineyard and winery. For example, in British Columbia a KPMG study indicated that the Okanagan would see upwards of \$300 million invested in vineyards, production facilities and tourism infrastructure between 2007 and 2012. Since future land to be developed into vineyards is limited, there is a supply and demand opportunity at play here. It is believed by the General Partner that the limited availability of land and the long-term baby boomer interest in wine country real estate will continue to drive up property values.

The beauty that the Wine County encompasses intrigues many who want to share in this rich culinary and wine lifestyle in a new world with an industry charmed with a prevalent old world culture. The opportunity to secure a beautiful vineyard estate is appealing and is our primary acquisition objective. The options are as plentiful as the vast difference in the economic feasibility of each potential acquisition. Realistic expectations of the time and fiscal requirements coupled with the potential risks will help troubleshoot unforeseen complications and enable solid investment planning to maximize viniculture real estate values.

INTEREST IN WINERY OWNERSHIP

Investors worldwide are demonstrating that the value and interest in winery ownership is increasing—the Chinese are now firmly in the race for chateaux in Bordeaux. Longhai International Trading Company Ltd recently purchased chateau Latour-Laguens for an undisclosed sum and is the first ever French wine estate purchase by Chinese buyers. Paralleling worldwide trends, Bordeaux wine exports to China have recently increased by 100% and the country currently consumes 1.8% of all exported Bordeaux, with particular demand for top brands.

The interest in owning, or being closely associated with vineyard and winery properties is at an all time high. At the same time a growing number of wine companies that will change hands as their founders and owners retire. What we see right now is that there is a consolidation that is about to occur, as there are many properties that are going to come on the market in the next five years.

Interest in winery ownership has never been higher, and is evident everywhere, from the CIBC commercial where a woman from Canada realizes her dream of winery ownership to the television program Hollywood & Vines that chronicles those involved in winery ownership, the trend is growing and will continue to do so for many years.



**“Over the long run, land ownership continues to return favorable economic returns” - Wine Business Monthly**



INVESTMENT STRATEGY

VINEYARD/WINERY ACQUISITION

The Blue Chip Winery Fund focuses on investing in high-end vineyard real estate assets that are essential to fine wine production. With its capital base and extensive winery development, viticultural and financial expertise, Blue Chip is uniquely positioned to capitalize on inefficiencies in the wine industry, supply constraints on high-end vineyard land and the continued growth of global demand for fine wine.

With a broad geographic focus including Canada and Europe, we are well positioned to take advantage of regional variances in values by analyzing opportunities as they are presented or uncovered. For example, at the present time there are undervalued and underdeveloped vineyards and wineries that due to various reasons are ripe for acquisition. This may be due to family succession, economic conditions, or a weak business strategy simply due to the fact that funds for development have not been readily available.

MAXIMIZE VALUE

The focus of the Fund will be to acquire wineries and vineyards that have the ability to become a fully integrated, tourism-based winery. Integrating value-added business models to these wineries and vineyards may include one or more of the following:

**On-site Wine Shop:** Provides a direct relationship to customers; opportunity for spin-off revenue from wine tourists.

**Retail Merchandise On-site:** Wineries often do significant sales of merchandise such as wine accessories, culinary items, books, and other items.

**Vineyard Inn and Accommodation:** Vineyard Inns and guesthouses compliment the vineyard experience and solidify the investor/wine tourist relationship, while presenting another revenue stream.

**Restaurant and/or Cooking School:** Similar to some cooking schools in Niagara, Ontario (Strewn), or British Columbia (Burrowing Owl), this is a further compliment to the vineyard experience and is often an undeveloped revenue stream.

**Real Estate Development:** Often vineyard properties and adjacent lands are suitable for real estate development adding to long-term growth.

**Investor Fringe Benefits:** Fringe benefits enjoyed by Investors such as discounts on wine merchandise, accommodations and meals help Investors become ambassadors for the business, furthering the growth strategy.

REAL ESTATE DEVELOPMENT

Vineyard properties are among the most desired locations of exclusive private residences. Whenever travelers describe their vacation experiences, there are always stories about wine and food. Through equity holdings in vineyard and winery properties, we have the opportunity to generate revenue from the properties by participating in the creation of private residences, club facilities, and the development of wine and vineyard-themed communities. There is also the opportunity to develop fractional ownership communities, combining residential development with hotel and tourism possibilities, similar to the Reserve Collection residences by Bellstar Resorts in British Columbia. Fractional ownership communities generally command 1.6 to two times the price premium over individual ownership.



A real estate and asset backed investment opportunity in growing wine regions.



**PERKS—OWNERSHIP HAS ITS REWARDS**

The objective is to provide investors with an extraordinary life-style experience combined with long-term financial returns. To that end, investors are provided with “perks” - our Investor Rewards program which includes exclusive fringe benefits such as:

1. Invitation to a private annual **“Gala Wine Release Party”** for Investors only
2. Invitation to **“Partners Harvest Celebration,”** where each year partners will have the opportunity to volunteer to help out with the harvest in the vineyard and the crush in the winery. An excellent opportunity to roll up your sleeves and really learn about the wine industry.
3. A discount of 25% on any Blue Chip winery guesthouse, inn, or hotel property.
4. At check in, an automatic room upgrade if available.
5. A discount of 25% on any services provided by Blue Chip winery spa or retreat facilities.
6. A discount of 25% on any merchandise sold by Blue Chip winery gift shops.
7. A discount of 25% on any culinary services including meals and catering provided by winery restaurants owned by the investors.
8. **“Owners Privilege”** allowing the purchase of one case of Premium Owner’s Reserve wine each calendar year, which would be an exclusive **“Owner’s Only”** selection of wines from properties owned by Blue Chip Winery Investors.
9. **“Front Of The Line Privilege”** to purchase up to two cases of wine from each Blue Chip property in advance of being released each year to the public.
10. The priceless opportunity, for those so inclined, to participate in the wine making experience. You are welcome to help pick grapes, prune vines, and taste-test the wines as they progress from juice to bottled wine.
11. The winery facilities available at a discount of 25% for corporate dinners, family gatherings, or simply when you want to call your friends and say **“Come Visit My Winery!”** for an exclusive experience that you, as an investor and owner, can fully enjoy.
12. Our exclusive **“Annual Investor Weekend”** for investors including VIP tours, special guests, and Investor dinners.

**OWNERSHIP, VALUE, REWARD**

The Blue Chip Winery Fund is your entry into the exciting and profitable world of fine Vineyard and Winery ownership. Long term financial returns accrue from land value appreciation, the addition of complimentary tourism based businesses such as inn, restaurant, and spa, and the growth in interest and value of fine wines worldwide.

Currently there are several exciting opportunities to exploit and maximize long term values of existing Vineyard and Winery properties. Blue Chip Winery Investor’s focus is to maximize long term investment values, while rewarding investors through the enjoyment of exclusive ownership benefits.

The rewards of ownership are like no other— the benefit of a long term investment that matures like a fine wine, increasing in value, while providing a unique and enjoyable experience along the way.



**It’s all about Passion and Enthusiasm and Interest—an Investing Philosophy mirrors the Passion of the target of acquisition.**



**OVERVIEW OF THE OFFERING**

**Incorporation** Blue Chip Winery Fund is organized under the laws of the Commonwealth of The Bahamas as a Standard Investment Fund. The Investment Manager is organized under the laws of the Commonwealth of The Bahamas.

**The Offering** This offering (“Offering”) consists of a maximum of 499,000 Preference Shares (the “Shares”) of Blue Chip Winery Fund (the “Fund”) at an initial offering price of CDN \$10,000 per Share (the “Purchase Price”). The minimum initial subscription for Units is CDN \$10,000, with further subscriptions in increments of a minimum of CDN \$10,000.

**Closing Date** The Offering is a continuous offering and will be open until the maximum amount is completed. There is no minimum offering amount. Subscriptions will be closed and registered as received and accepted.

**Use of Proceeds** The net proceeds of the Offering, after the payment of the expenses of the Offering, will be utilized to execute the Fund’s acquisition of Wineries and Vineyards in markets where assets can be purchased on attractive terms related to comparable global properties.

**Investment Manager** Blue Chip Fund Management acts as the Investment Manager and as the Investment Advisor of the Blue Chip Winery Fund, responsible for the allocation and the management of the Fund’s assets.

**Shares Outstanding** The Fund presently has 499,000 Preference Shares each with an initial value of CDN \$10,000. Upon completion of the Offering, the Fund will have a maximum of 499,000 Units, with a value calculated by adding all the holdings of the Fund, less the Fund’s liabilities.

**Price Per Share** Upon completion of the Offering, the value of the Fund Units will be equal to the assets less liabilities, determined in accordance with International Accounting Standards.



**Equity returns through property appreciation.**

**Capital preservation through ongoing income, appreciating investment values.**



**THE BOTTOM LINE**

- 7% Dividend + Capital Appreciation in the future value of land and winery assets
- Attractive growth through maximizing tourism potential
- Ongoing generation of cash flow in a growth industry
- Exclusive fringe benefits offered to investors
- Unparalleled lifestyle+investment opportunity

If you wish to invest, please visit our website at [visitBlueChip.com](http://visitBlueChip.com) or contact us at 242-677-5360.



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