

IMPERIAL
BEVERAGES
LEADING
DISTRIBUTION COMPANY
PROFILE

We are a Beverage company that currently distribute wine and liqueurs to the Sri Lanka market. We have a large range of wine portfolio from entry-level to premium.

✉ www.imperialbeverages.lk

🌐 info@imperialbeverages.lk



COMPANY SNAPSHOT

Our Company IMPERIAL BEVERAGES is a Small and medium-sized enterprise incorporated to carry out an innovative product such as tea wine on behalf of the IMPERIAL GROUP in 2013.



SCOPE OF BUSINESS ACTIVITIES

- IMPERIAL BEVERAGES is a distribution company that started the distribution of wine from California, France, Italy, Australia and New Zealand.
- The company engaged to distribute whiskey, syrups, liquors, confectionery items for the bakery and fruit juices for cocktails or as welcome drinks.
- In addition to distribution supports the hospitality sector with staff training as a value-added service.

CLIENT SEGMENTS (INDICATIVE)

- Retailers: Spar supermarket, Keels supermarket, House of wine,
- Hotels: Cinnamon Chain, Brown group, Uga Chain,
- Restaurants:
- Others: hotels functions such as banquet,

GEOGRAPHIC PRESENCE

- Main distribution hub in Sri Lanka.
- Currently in discussion to expand into Malaysia and Kenya

STRATEGY

- By 2025 have a market share of 10% in Sri Lanka in the wine distribution industry.
- Diversification of product distribution.
- Diversify into new markets.
- Establish own brand to sustain the company.
- Roof distribution company.

OWNERSHIP

- IMPERIAL BEVERAGES (PVT) LTD main shareholding is
IMPERIAL TEAS (PVT) LTD
www.imperialteasgroup.com

OVERVIEW

- Management :
Board of Directors -
Jayantha Karunaratne, Illanaga Karunaratne,
Abhaya Gurusinghe, Jeewaka Karunaratne, Jalinda Karunaratne
- HQ address: 151 Biyagama Road, Kelaniya.
- Website: <http://imperialbeverages.lk/>



STRATEGY

A decorative background image in the top right corner showing three cocktails: a tall glass with a pink drink and ice, a martini glass with an orange drink, and a lowball glass with a brown drink and ice. They are set against a blurred background of warm, bokeh lights.

STRENGTHEN CORE BUSINESS

Risk management
Sign long-term contracts
with suppliers
Increase customer base to
generate more revenue

Operation management
Working capital monitoring
Maintain standard pricing
Throughout product range
main required GP% margin

Pandemic was not foresee
risk that company expected.

Management is monitoring
Sri Lanka's tourism and
disposable revenue to buy
wine and spirits which
management is in discus-
sion to diversify the market
into Malaysia and Kenya.

PRODUCT PORTFOLIO TO DISTRIBUTE

Company is planning to
establish its own brand in
the wine stream as J&U.

Company lost key accounts
in the past due to a loss of
agency. Which has reduced
revenue which had affected
working capital.

DEMERGER

Company planning to establish new markets to cover foreign earnings and balance sheet growth where IMPERIAL BEVERAGES will stand out from IMPERIAL GROUP.

The company will have more strength as a distributor for importation. Currently, IMPERIAL BEVERAGES depend on group company foreign earnings. Same time as the balance sheet improves company will move from SME to a larger enterprise.

EXPAND MARKET SHARE

The Company signing contracts with more customers in Sri Lanka.

Sametime looking to distribute wine in Maldives and Kenya.

This is to compete with the main competitors with less product portfolio.

Where the company holding cost is less but has a larger supplier chain.

DISTRIBUTE NON-ALCOHOLIC BEVERAGES

The Company signing contracts with more customers in Sri Lanka.

Sametime looking to distribute wine in Maldives and Kenya.

This is to compete with the main competitors with less product portfolio.

Where the company holding cost is less but has a larger supplier chain.

BOARD OF DIRECTORS



**Mr Jayantha
Karunaratne**

Mr Karunaratne is the founder, Chairman and Managing Director of the Imperial Teas Group. His 30-plus years of experience in the tea trade began in 1977 when he served as a Tea Taster at a leading tea export company in Sri Lanka. Extensive travel has given him in-depth knowledge of overseas markets and trading concepts and methodologies. He currently serves as the Chairman of the Colombo Tea Traders Association and is the Immediate Past President of the Tea Exporters' Association. Mr Karunaratne is also the Vice President of the National Chamber of Exporters of Sri Lanka. He is a Board Member of the Sri Lanka Tea Board and a former President of the Sri Lanka-Russia Business Council (SLRBC). He is also a member of the American Chamber of Commerce of Sri Lanka. In September 2007, the Ceylon Chamber of Commerce appointed him as leader of the Trade & Investment Promotion Mission to Russia and Ukraine. He was also a member of the Sri Lanka Team that conducted negotiations with Russia regarding the latter's proposed accession to the World Trade Organization (WTO).



**Ms Illanga
Karunaratne**

Starting her career as a management trainee at a leading export company, Mrs Karunaratne gained wide experience in Financial Accounting, Management Accounting, Auditing, Taxation, Budgetary Control and Financial Management. She joined the company as a Director in 1994. In recognition of her contribution towards empowering women in the export sector, she was named Runner Up at the Women Entrepreneurs Awards 2002 organized by the Women's Chamber of Industry and Commerce.



Mr. Abhaya Gurusinghe

With a background in engineering, Mr. Gurusinghe rose to the position of Technical Manager at a public sector organisation and subsequently worked overseas at a leading company in the same field. Mr. Gurusinghe joined the Imperial Teas Group as Director of Production in 1994. He holds a Diploma in Civil Engineering from the University of Moratuwa and a Diploma in Business Management from the National Institute of Business Management of Sri Lanka.



Mr. Jalinda Karunaratne

Mr. Jalinda Karunaratne is a past pupil of Ananda College. During his time in school, he was appointed as a Senior Prefect and also served as the President of the Ananda College Music Circle in 2008. In addition to possessing musical talents, he also holds a Bachelor of Business and Commerce Degree majoring in Marketing and Management from Monash University, Australia. He has over 10 years of tea tasting experience, whilst also having successfully completed an Executive Tea Training Programme at The Mel's Tea Academy. Mr. Jalinda Karunaratne currently serves on the company's main board simultaneously also serving on the boards of Premier Packaging (Pvt) Ltd and Imperial Spices (Pvt) Ltd. He is directly engaged in Tea and Marketing for the company. He is also a member of the National chamber of commerce.



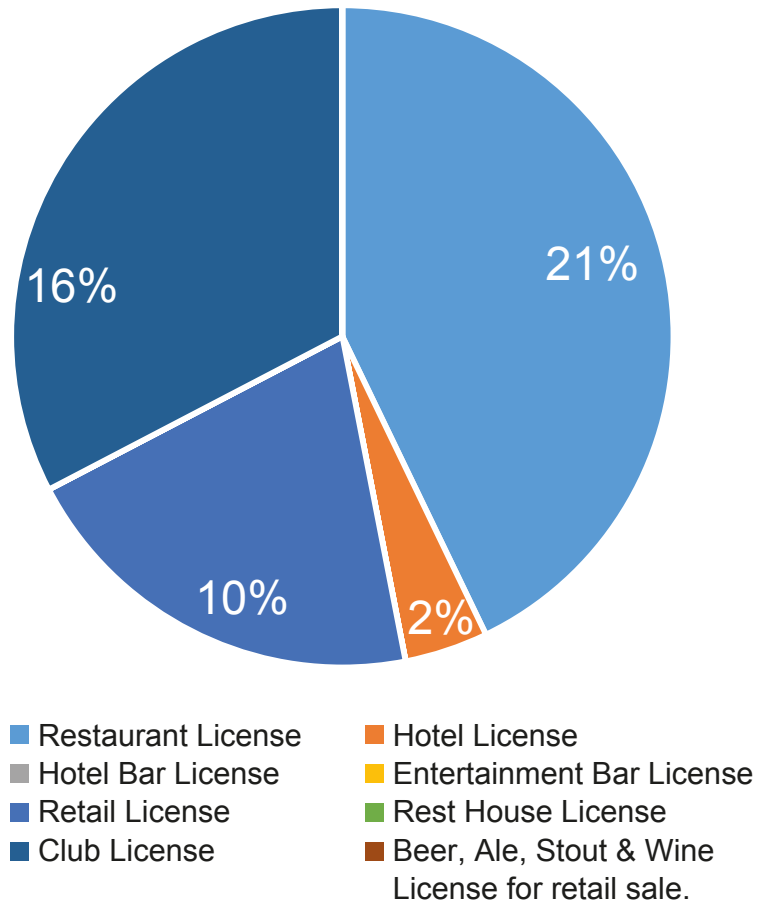
Mr Jeewaka Karunaratne

Mr Jeewaka Karunaratne graduated from Monash University in 2008 with a Bachelor of Business with a major in Accounting and a minor in Statistics and Risk Management and has recently completed an executive MSc in Finance. Mr Jeewaka Karunaratne commenced his career at Tea Broker Company as a Management Trainee. He then developed his skills further in terms of tea tasting and joined the family business in January 2009. Upon gaining extensive knowledge in all areas of the business he was appointed to lead various projects within the company. Jeewaka's current role in the company is involved with Strategic Planning. Some projects initiated by him are; the introduction of an ERP solution for order processing, launching the company's flagship brand IMPRA in Australia and New Zealand, conducting of internal audits for systems and processes, Iced tea manufacturing and the Implementation of an HR manual.

MARKET LANDSCAPE

Currently distribution market - Sri Lanka By liquor licence type customer percentage

MARKET SHARE WINE & SPIRITS SRI LANKA



CUSTOMERS

TOTAL CUSTOMERS AS OF THE YEAR 2022

85 CUSTOMERS - MAIN CUSTOMERS LISTED BELOW

CINNAMON CHAIN

UGA CHAIN

SPAR SUPERMARKET

KEELS SUPERMARKET

BROWNS HOTEL CHAIN

AITKEN CHAIN - KANDALAMA

Product portfolio ongoing due to economic situation

CHILEAN WINE

VDA (Paraiso brand) - 6 products

<https://www.deaguirre.cl/en/>

AUSTRALIAN WINE

Casella family (Yellow tail brand) - 13 products

<https://www.yellowtailwine.com/>

SPANISH WINE

CLOS MONTBLANC - 4 products

<https://closmontblanc.com/>

CURRENT AGENCIES COMPANY HAS

<i>Company Name</i>	<i>Website</i>	<i>Brand Name</i>
CASA VINICOLA ZONIN SPA	https://www.zonin.it/	BORGIO SANLEO
CHAMPAGNE BARONS DE ROTHSCHILD	https://www.champagne-bdr.com/	BARONS DE ROTHSCHILD
Viña de Aguirre	https://www.deaguirre.cl/en/	PARISO
Ctra de Montblanc	CLOS MONTBLANC	CLOS MONTBLANC
John Bouchard	https://www.jean-bouchard.com/	JOHN BOUCHARD
Historic Wines	http://www.historicwines.co.za/	LEOPARDS LEAP
Sacred Hill	https://sacredhill.com/	SACRED HILL
TEQUILAS DEL SEÑOR	https://www.tequilasdelsenor.com.mx-/home?idioma=es	SOMBRERO
SAS PAGES VEDRENNE	https://vedrenne.fr/	VEDRENNE
Casella Wines Pty Limited	https://www.casellafamilybrands.com/	YELLOW TAIL PETER LEHMANN WINES



MESSAGE FROM THE CEO



As the Director / CEO of this company needs to enable the vision of the company which is set out. Our plans are set out with the vision of global distributorship with a limited product portfolio as a short-term strategy. Currently, our distributorship is limited to Sri Lanka with wine and tea. We are in negotiations with Maldives hotels for expansion of distribution.

Currently, we seek more brands or products for distribution.





OUR TEAM

Our sales force is led by the industry's well-known reputed character - Leonard Goerge. Same time he is supported by the administration team and handles sales support to logistics.

Our team is audited by internal auditors to maintain a better company system to achieve sales targets for each brand/product we distribute.



IMPERIAL
BEVERAGES

WINE PORTFOLIO

VDA
VIÑA DE AGUIRRE

CLOS
MONT-
BLANC





CLOS MONTBLANC



ÚNIC SAUVIGNON BLANC

FRESH & CLEAN AROMA.
SOFT & BALANCED ACIDITY.
CITRIC & EXOTIC FRUIT NOTES.
NOCTURNAL HARVEST.
FERMENTATION AT 16°C.
7.500 BOTTLES



ÚNIC PINOT NOIR

HINTS OF PLUM JAM,
MINERAL NOTES & SWEET TANNINS.
AGED 6-10 MONTHS / BATONNAGE.
8.000 BOTTLES



CASTELL RED

TEMPRANILLO/CABERNET SAUVIGNON
AROMAS OF FRESH RED FRUIT
(RASPBERRIES & BLACKBERRIES).
2-3 MONTHS IN OAK BARRELS.
150.000 BOTTLES



CLOS MONTBLANC CASTELL

MACABEU/CHARDONNAY

NOTES OF PEACH & PINEAPPLE FRESH &
BRIGHT ACIDITY.

FERMENTATION AT 16°C.

140.000 BOTTLES



YELLOW TAIL



CABERNET SAUVIGNON

FLAVOUR

CLASSIC AND VELVETY, WITH NOTES OF
JUICY BLACKCURRANTS, SWEET MOCHA
AND SPICE.

ENJOY

WITH A SUNDAY ROAST, FAMILY AND
FRIENDS. ABV: 13.5%



MERLOT

FLAVOUR

SOFT AND SMOOTH, WITH NOTES OF
DARK PLUM, MULBERRIES AND SUBTLE
SPICE.

ENJOY

WITH ANTIPASTO, GOOD TIMES AND
GREAT FRIENDS. ABV: 13.5%



SHIRAZ

FLAVOUR

RICH AND SMOOTH, WITH JUICY RED
BERRIES AND HINTS OF SPICE.

ENJOY

WITH A STEAK OR IN FRONT OF A ROAR-
ING FIRE.
ABV: 13.5%



CHARDONNAY

FLAVOUR

RICH AND VIBRANT, WITH FRESH PEACH AND MELON FLAVOURS AND A HINT OF VANILLA.

ENJOY

WITH ROAST CHICKEN OR A PICNIC IN THE PARK. ABV: 13.0%



PINOT GRIGIO

FLAVOUR

FRESH AND ZESTY, BURSTING WITH RED APPLE, PEAR AND PASSIONFRUIT FLAVOURS.

ENJOY

WITH ASIAN INSPIRED FOOD ON A WARM SUMMER EVENING. ABV: 11.5%



SAUVIGNON BLANC

FLAVOUR

CRISP AND REFRESHING, BURSTING WITH ZINGY PASSIONFRUIT AND GRAPEFRUIT FLAVOURS.

ENJOY

WITH SEAFOOD, SUNSHINE AND GREAT FRIENDS. ABV: 11.5%



YELLOW TAIL



RIESLING

FLAVOUR

FRESH AND VIBRANT, BURSTING WITH
JUICY GREEN APPLE, CITRUS AND
FLORAL NOTES.

ENJOY

WITH FRESHLY GRILLED FISH ON A
WARM AFTERNOON. ABV: 11.5%



BUBBLES

FLAVOUR

CRISP AND ZESTY, WITH NOTES OF
TROPICAL AND CITRUS FRUITS WITH A
HINT OF FLORALS.

ENJOY

WITH SUMMERY SALADS, FRUIT SALAD
OR GELATO. ABV: 11.5%



BLENDED RED WINE

TASTING NOTES COMPLEX AND FLAVORFUL, WITH A GOOD BALANCE OF FRUITINESS, SPICINESS, AND STRUCTURE.

FOOD PAIRING WITH WINE ON ITS OWN OR PAIR WITH A VARIETY OF FOODS, SUCH AS GRILLED MEATS, HEARTY STEWS, OR AGED CHEESES.



CABERNET SAUVIGNON

TASTING NOTES CHARACTERISTICS OF THE GRAPE VARIETY AND THE WINE-MAKING STYLE.

FOOD PAIRING WITH WINE WELL WITH BOLD AND HEARTY DISHES, AS WELL AS WITH CONTEMPLATIVE MOMENTS.



MERLOT

TASTING NOTES
RELATIVELY CLEAR AND MEDIUM-BODIED, WITH SOME VISCOSITY.
FOOD PAIRING WITH WINE GOES WELL WITH A VARIETY OF DISHES, SUCH AS ROASTED OR GRILLED MEATS, LIKE BEEF, PORK, OR LAMB, AS WELL AS PASTA DISHES WITH TOMATO-BASED SAUCES OR HERBS.



BLENDED WHITE WINE

TASTING NOTES REFRESHING AND VERSATILE WINE, WITH A WIDE RANGE OF FLAVOR AND AROMA PROFILES. FOOD PAIRING WITH WINE PAIRS WELL WITH A VARIETY OF DISHES, SUCH AS SEAFOOD, SALADS, OR LIGHT PASTA.



CHARDONNAY

TASTING NOTES VERSATILE WINE THAT PRESENTS A NUMBER OF LOVELY FLAVORS. IT SHOWCASES ELEGANCE AND RICHNESS OF THE GRAPE VARIETY, AS WELL AS THE SKILL AND CREATIVITY OF THE WINEMAKER. FOOD PAIRING WITH WINE VARIETY OF DISHES, SUCH AS SEAFOOD, POULTRY, PASTA, OR CHEESE



SAUVIGNON BLANC

TASTING NOTES REFRESHING AND VIBRANT WINE, WITH A CRISP AND CLEAN FLAVOR PROFILE AND CHARACTERISTICS OF THE GRAPE VARIETY AND THE TERROIR, WITH A FOCUS ON FRESHNESS, ACIDITY, AND FRUITINESS. FOOD PAIRING WITH WINE SEAFOOD, SALADS OR CASUAL OCCASIONS

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151, Biyagama Rd,
Kelaniya, Sri Lanka.



+94 11 290 4000



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