



This newsletter is intended as a one-page overview of Cape Cod Cellars Limited ("CCC"). It is not intended as an offer to sell securities; however, CCC has such an Offering Memorandum which describes the company in detail including but not limited to CCC brief history, management team, business plan, financial forecast and details of the offering. All questions should be directed to Director Tim Cooney tim@capecodcellars.co.uk

Executive Summary

by Timothy Cooney

Cape Cod Cellars® Limited's ("CCC") goal is to create a global aspiration brand similar to Hermes, or Robert Talbott. We have seen a remarkable increase in geographic vanity brands based on geographic or lifestyle themes. Examples on the casual end include Tommy Bahamas, Vineyard Vines, and Black Dog. No company has created a global brand based on Cape Cod.

How do we plan to get there?

Leveraging the success of our pilot beverage projects in Chatham, Cape Cod, we will execute in stages. Focusing on our wines (Nantucket Red®, Chatham Chardonnay, Schooners Sauvignon Blanc, Chatham Cabernet), CCC will be known as a premier collection of the best wines in the world. This will include our own private labeled brands and others considered the best (e.g. Opus One).

For our own brands, we will source juice from a variety of vineyards and have them labeled, bottled and delivered (thus reducing overhead) to our flagship CCC Cuisine & Wine Bar in Southampton, England.

It is important to emphasize that this location, while upscale in design and location, will be small. We want to leverage the Oyster Bar for our wines, merchandise and apparel.

The Cape Cod Cellars Brands

Through years of pilot projects and trademark protection, CCC has found an extremely positive reception to adjacent brands. Our storyline is straightforward.

"In the 19th century, English and Irish Seaman would consult French negociants when selecting which wines to serve at high table. Cape Cod Cellars has brought back this tradition. We select wines from around the world that reflect the spirit, taste and quality of the Cape and the islands of Nantucket and Martha's Vineyard. Enjoy."

Cape Cod Cellars Apparel & Merchandise

We invest significant resources into our website for the ability to both purchase wines and create a major online shopping network for our upscale apparel and merchandise.

UK HMRC Approves SEIS-EIS Assurance

CCC Limited received advanced assurance from Her Majesty's Revenue & Customs on both EIS & SEIS status. CCC was approved to raise up to £3

million where investors, among other incentives, can claim tax relief from as much as 30-50% off their invested capital and would have no capital gains tax upon a sale. Sapphire Capital advised CCC Ltd on the application.

