

Investment Teaser

Premium Alcohol & Wine Distribution Platform (Sri Lanka)

Founded: 1970 | Sri Lanka

Business Overview

Established in 1970, this is the oldest licensed importer and distributor of wines and spirits in Sri Lanka, with uninterrupted operations for over five decades. The company is the only alcohol and wine importer in the country with bonded warehouse facilities, operating in a highly regulated and high-entry-barrier environment. It holds exclusive distribution rights for more than 15 globally recognized alcohol brands and serves a robust B2B network of 500+ premium customers. Clients include five-star hotels, airlines, foreign missions, modern retail chains, and licensed nightlife venues. It also owns and operates the National Mixology Challenge, Sri Lanka's leading promotional platform for premium spirits and cocktails.

Value Proposition

- ❑ Exclusive distribution partner for renowned global alcohol brands worldwide
- ❑ Sole operator in Sri Lanka with bonded warehousing and full regulatory clearance
- ❑ Deep integration with Tier 1 retail (Keells, SPAR, Arpico) and luxury hospitality
- ❑ Extensive brand-building expertise and trade marketing platforms
- ❑ Operates in a high-barrier, license-restricted environment protecting incumbent advantage

Financial Highlights

- ❑ Revenue Potential: USD 4.2 million
- ❑ Gross Margins: >35% on select SKUs
- ❑ Asset Base: Includes bonded warehouse, distributor licenses, and import quota rights
- ❑ Client Base: 500+ active customers including institutional and retail clients



Market Opportunity

- ❑ Sri Lanka's premium wine & spirits segment is projected to grow at >20% CAGR from 2024–2029
- ❑ Recovery in inbound tourism and premium retail spending post-COVID
- ❑ Rising demand for organized, compliant importers by global liquor brands
- ❑ Strong consumer shift toward premium wine, spirits, and curated alcohol experiences

Strategic Growth Path

- ❑ Brand portfolio expansion (craft spirits, mixers, low-alc)
- ❑ Entry into e-commerce, duty-free, and gifting segments
- ❑ Expansion of sales data, digital inventory systems, and route-to-market efficiency

The Offer

- ❑ The promoter seeks to hand over the platform under a 10-year management structure, not an immediate divestment
- ❑ Opportunity suited for strategic brand principals, global distributors, or regional FMCG platforms
- ❑ Clean licensed platform, ready for scaling via operational and marketing investments

Management Opportunity & Future Pathway

- ❑ Structured 10-year management arrangement with full operational control
- ❑ Possibility of acquiring the company or negotiating equity participation during or after the term
- ❑ Designed for global brand owners or regional distributors seeking long-term, license-secure market entry
- ❑ Value creation through brand expansion, distribution scale, and operational optimization

