

# advintage distributing

January 22, 2024

Domaine AF Gros  
5 Grande Rue  
Pommard, France 21630

To Whom It May Concern:

The purpose of this letter is to provide notice that LeGrande Hospitality, LLC, First Miracle, LLC, Vintage Pursuits, LLC [doing business as Advintage (collectively “Advintage”), is entering into a strategic partnership that will result in a partial transfer and sale of ownership interests in Advintage.

The partnership will in no way impact or change the day to day operations, management, or sales force team and no interruption in operations will occur as result of the transaction. I will retain a substantial equity interest in the company and continue as CEO and President.

Advintage remains fully committed to continuing our relationship with your company and building your portfolio of brands throughout the state(s) we currently service on your behalf. Advintage will continue its operations in the same prudent and professional manner as it has for the past 20 years. Please see the enclosed Announcement of Strategic Partnership that provides more details about this exciting partnership. We hope you share in our enthusiasm for this transaction and support the unique opportunity it presents to our mutual business growth.

The transaction will result in the transfer and sale of a portion of ownership interests in Advintage to its new partner, and therefore, pursuant to franchise law NCGS §18B-1206, TN 47-25-1508, as applicable, and/or any applicable contract provisions between your company and Advintage, this letter is to serve as notice of the transaction and respectfully request (i) your consent to this transfer, and (ii) waiver of any rights you may have to match or redirect the transfer.

We respectfully request that you acknowledge your consent to the transaction by executing below and returning your response either via email to [ecmosley@maynardnexsen.com](mailto:ecmosley@maynardnexsen.com) or mail to:

Erin Mosley, Esq.  
Maynard Nexsen PC  
800 Green Valley Rd., Suite 500  
Greensboro, NC 27408

If Advintage does not receive a response within sixty (60) days, it will conclude that you do not object.

On behalf of all of Advintage, we look forward to continued success in representing your fine brands and please do not hesitate to contact us with questions or concerns.



## ANNOUNCEMENT OF STRATEGIC PARTNERSHIP

In 2023, Advintage celebrated its 20th year in business! Over these years the company evolved into more than I could have ever asked for or even imagined. We have you, our suppliers, to thank for our growth and success!

In order to continue to facilitate growth and success for you, your brands, and our team, Advintage is very excited to announce that it is entering into a strategic partnership with the Mitchell Company. This partnership will provide the Advintage team with robust back office support and infrastructure that will allow for us to continue the rapid growth that we have experienced over the past few years.

The Mitchells have over 70 years of distribution expertise in the beverage industry, and are one of the highest performing in accurate fulfillment logistics in our industry. They carry the same core values and principals in their organization that we do here at Advintage: Serving our staff, suppliers and customers was something that was absolutely mission critical for me, and the Mitchell's also share this passion. Manny Mitchell, the patriarch of the business has a saying.... ***"when you put the right people in the right place, anything is possible."*** I completely agree with this sentiment and I believe that together the Gabriels and the Mitchells can improve Advintage and, as a result, improve the sales, marketing, distribution, and growth of your brands.

Additionally, like Advintage, the Mitchell Company is a family owned business, currently operated by its family members Adam Mitchell and Evan Athanas. The family shares a common value with Advintage, which is to instill a commitment to quality and service along with pride in every aspect of operations.

We are excited to partner with Mitchells and welcome them to the Advintage family, which we expect to formally take place on or around April 1, 2024. Advintage will continue to be led by Henri Gabriel as President and CEO and its current executive management team, including Jessica Haldeman and Luke Harvey. We will retain our employees and sales teams so that your relationships are not disrupted. There will be no interruption in operations nor will there be a change in Advintage's commitment to the growth of your brands in the geographic territory in which it currently conducts business. Advintage will continue to operate out of their existing state-of-the-art facilities in the same prudent and professional manner that it has for the past 20 years.

I am immensely grateful for the commitment over the last 20 years from all of you, who have helped get us to where we are now, and I am excited to watch what the next 20 years will bring.

Should you have any questions, please do not hesitate to contact me or an Advintage team member. My email address is [henri@advintagedistributing.com](mailto:henri@advintagedistributing.com)



Sincerely Yours,



Henri Gabriel

CONSENTED TO AND ACKNOWLEDGED BY:  
[Supplier]

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

