















Created based on an old idea held by the three original founders of Destemperados - Lela Zaniol, Diego Fabris and Diogo Carvalho - of having an innovative space dedicated to food and cooking, Casa Destemperados has as its main goal to provide unique experiences and generate relevant contents for people who enjoy truly experiencing food and cooking.



CASA DESTEMPERADOS'S TEN COMMANDMENTS



-  We present food and cooking experiences that inspire us.
-  We are consumers, not specialists.
-  Food is just part of the experience. Ambiance, services and detail are also very important.
-  We respect and appreciate your opinion, so we can always improve.
-  We are flexible and we love to explore different styles of food and cooking experiences. From most ordinary to most sophisticated.
-  Feel at home and find out new ways to experience this space.
-  We believe in the power of collaboration. If you have an innovative idea, share it with us.
-  We appreciate truthfulness and transparency in all that we provide here.
-  The experiences and contents available at Casa Destemperados are always undergoing improvements.
-  We are food and drink aficionados. Please forgive us in case of lack of moderation.

EVENTS

Each month we have a different theme, working as a background canvas for all the events held at Casa Destemperados. Selections are made based on captivating topics, places and ideas that fascinate us. We organize dinner parties, classes, courses, fairs and tastings based on a specific theme. There are several events held at Casa, among which: **Puertas Cerradas**, **Churras no Quintal**, **Cook Show**, **Guided Tastings**, **Food Fair**, **Food Talk**, **Food Truck**, and **Parrilla Sin Misterios**.



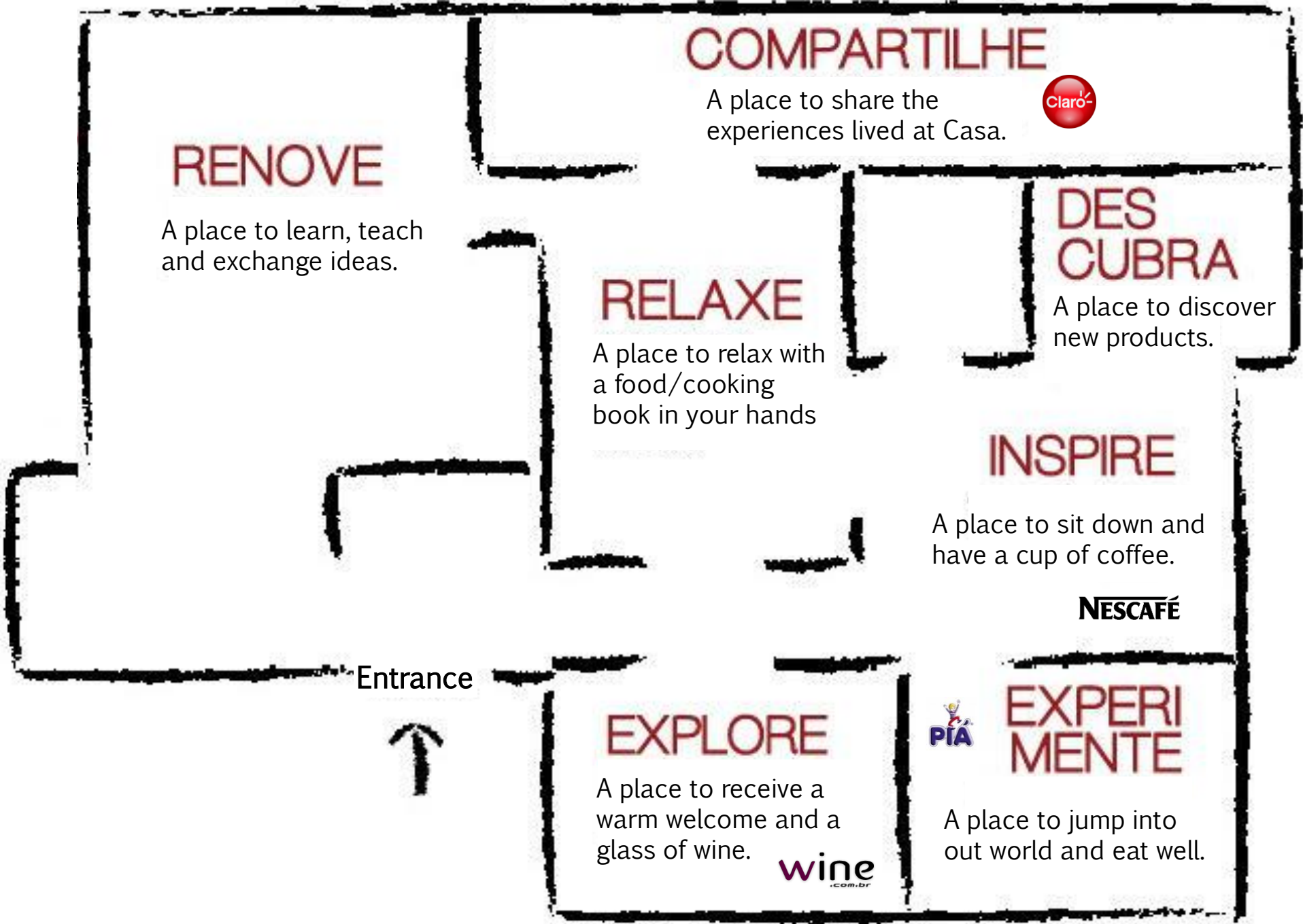


Casa Destemperados has 7 indoor areas, in addition to its outdoor area.

In each area, several activities are held. Furthermore, people can get a taste of the products served at Casa by our Partners.



SPACES



SPONSORS



2015 RESULTS



Revenue

- Casa's sponsorships agreements have generated BRL 1.2 million (32% of the revenues for the platform)
- B2B events at Casa: BRL 576,000.00 (15% of the revenues for the platform)
- B2C events at Casa: BRL 185,000.00

Sponsorship Agreements Celebrated:

- Ambev (6 months – BRL 270,000.00),
- Wine.com (12 months – BRL 336,000.00),
- Fruki (36 months – BRL 360,000.00),
- Nescafé (12 months – BRL 540,000.00),
- Piá (6 months – BRL 168,000.00),
- Claro (6 months – BRL 144,000.00),
- D'água Natural (6 months – BRL 60,000.00),
- Santa Massa (6 months – BRL 60,000.00),
- Uniagro (3 months – BRL 22,500.00),
- Stropwafel (6 months – BRL 12,000.00),
- Isla Sementes (12 months – BRL 24,000.00),

Brands that have organized events at Casa:

- | | | | | | |
|-----------|---------|------------|----------|------------|----------|
| ○ Pullman | ○ Kibon | ○ Tio João | ○ Gerdau | ○ Previsul | ○ Amcham |
| ○ Cielo | ○ YPO | ○ Unisinos | ○ Dell | ○ Cyrela | ○ ARP |

2015 RESULTS

Increase in Media Revenue:

- In 2015, our digital performance with regard to sponsorships resulted in BRL 357,000.00 and our performance in printed media resulted in BRL 199,000.00. Moreover, sponsors pay a monthly fee so they can establish their presence at Casa Destemperados.
- In the first half of 2015 (when Casa Destemperados was not yet open), our total revenue for digital media was BRL 163,000.00 and for printed media was BRL 170,000.00. So, there was a 119% increase for digital media and a 17% increase for printed media.

Numbers:

- 30,000 people visited Casa
- 200 events held
- 100 courses offered
- 8 guides published in newspaper Zero Hora.
- 4 million accesses on our website
- 100,000 copies of our pocket guides handed over.
- 60,000 followers on Instagram.



