



A Comprehensive Guide into InterCellar platform and features



To make fine wine and spirits collection accessible and enjoyable for everyone.

*Guaranteed authenticity, secure storage, and access to exclusive collections, it's the
ultimate way to invest in the world of luxury wines.*



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1. Discover InterCellar

The next-gen wine & spirits marketplace

InterCellar transforms wine and spirits into digital assets with NFTs, allowing easy, secure trading and investment in fine bottles. With guaranteed authenticity, secure storage, and access to exclusive collections, it's the ultimate way to invest in the world of luxury wines.

Our vision is to make fine wine and spirits collection accessible and enjoyable for everyone.

InterCellar is a Web3 Marketplace that allows the acquisition and exchange of exclusive bottles of wine and spirits. It offers wineries and brands the opportunity to share their history and products with a younger, digital Web3 community, while establishing a direct contact with the consumer. InterCellar solves recurrent problems of the industry: storage, traceability, liquidity and environmental footprint; adding to it a most innovative customer experience.

2. Intercellar Platform

a. Acquire Wine

Marketplace

We carefully select and work in close collaboration with the producers / brands to support them and bring their wines to you. Within the marketplace you can find all the wines and spirits curated by InterCellar's team offered for sale by the producers themselves.

Mention "En Primeur": method of purchasing wine carried out while the wine is still aging in barrels, before bottling and its official market launch.

All "En Primeur" wines contains a "Deliverability" date, meaning when the wine will have aged enough it will be ready for delivery. The digital twin can be freely traded meanwhile.

Drops

Bottles, collections, limited editions are sold at drops events. These events happen times to times and are communicated through our socials. So, make sure to follow us to get the news first.

These drops can have several formats: fixed price sale, auction, first come first served or airdrop. At the end of this drop, your InterCellar digital twin will be sent directly to your wallet and visible in your digital cellar.

Secondary Market

Past the initial drops operated by InterCellar's you can also find wines place for sale by other collectors. It can be a chance to find bargains or rare wines not for sale anymore. You can list, bid or purchase your digital twins directly on the InterCellar Marketplace. Only your digital twin is exchanged, the physical asset does not move, this way it helps reducing carbon footprint and ensure safest storage conditions for the wine all along.

Technology

Each bottle (or item) will be assigned a corresponding NFT. The NFTs (digital twins) are minted on the Polygon blockchain. A layer 2 of Ethereum, known as one of the least energy-consuming and fastest blockchains.

Authenticity



On InterCellar, wineries & spirit brands mint and sell their wines / spirits directly, without intermediaries. The bottles are stored at the brand's warehouse or transferred straight from the brand's warehouse to our secure storage, where they are insured and kept at a controlled temperature. When you redeem your bottle, you can verify the shipment by comparing the code on the bottle with your digital NFT code.

Payment Method

Drops by InterCellar: Euros through Credit/Debit Card, USDC on Polygon chain.

Secondary Market: USDC on Polygon chain.

b. Store Wine

Once the digital twins are minted, your bottles remain stored in our accredited warehouses, ensuring optimal provenance and conditions. You'll be able to monitor your stocks in real time and access proof of reserve. No more worries about your storage conditions, your wines will be ready to be delivered or resold.

Storage fee is 0.2€ / bottle / month, the storage fees will be offered for all holders of CELLAR token for one year as from its official launch (date to be announced on our socials).

"En primeur" items are not considered deliverable and storage charges are only applied to them from the "deliverability date".

Insurance

InterCellar takes care of your bottles. Our insurance covers 100% of the value of the bottles, from the storage area to delivery to your door, in the event of breakage, theft or loss.

c. Get delivered

InterCellar delivers to more than 40 countries worldwide. Potential custom clearance fees are not included. Please check local regulations or contact InterCellar for any information.

You can redeem your bottle at any time by filling out a redeem form. By redeeming the bottle, you'll be exchanging the digital version for the physical one, which means the



visual of your NFT will change to indicate that the NFT is no longer backed by a physical asset. It's essential to note that there is no going back once you redeem it, and you won't have access to the initial digital token anymore. When redeeming, you'll need to enter your shipping address, and you must comply with your jurisdiction's rules to receive the bottle. We will ship your bottle safely using priority and insured mail. The redeemer will be responsible for covering the shipping, duties and potential storage costs, which will only be incurred when the physical bottle is redeemed.

Deliverable Country List

France, Germany, Austria, Belgium, Denmark, Spain, Finland, UK, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Sweden, Iceland, Bulgaria, Croatia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia, Czech Republic, Switzerland, USA, Canada, Hong-Kong, Japan, China, South-Korea, Singapore, Malaysia, Philippines, South Africa, Mauritius, Australia and New Zealand.

This list is subject to change according to customs regulations or events beyond the control of InterCellar. If necessary, NFT holder should contact InterCellar to find the most appropriate alternative solution.

3. Le Club

a. Join the Club

On top of the basic features the platform is offering, InterCellar plans to take greater care of its most loyal members. Additional features will be unveiled in the upcoming months

The access to the Club will be announced later, but it will include a minimum of CELLAR holding; might be included the holding duration of the CELLAR, depending on a given period and a minimal MyCellar value or volume that has passed through the account.

b. AI Sommelier

We want you to be well advised, at all times, on our platform, that is why we are preparing you an assistant powered by AI that knows what's in your MyCellar and provide various advice and information around wines. This way when you do not know what to drink with a Boeuf Bourguignon your assistant sommelier will always be here to provide guidance. Recommendations, answering questions, helping you discern your preferences and



even indicating you when your wines have aged well enough, it is capable of numerous actions. This feature will be accessible only to the members of the Club.

c. Enhanced Portfolio

Additional data in the Cellar Page available for the members of the Club to further help you gain knowledge on wines and savor your wine at the most propitious timing. Maturity, apogee date, tasting advices (temperature, decanting duration, prior opening timing), aging phases or taste scales; all those information available on top of the basic ones to level up your wines' knowledge. This features will be available for the Club members only.

d. Special Event Access

All members of the Club will be eligible to participate to raffles to get their entry into Châteaux or Events where InterCellar is present.

Conditions will apply to make sure there is no abuse and people winning the ticket will actually attend the event.

Raffle for tickets to Tour of famous Châteaux, unavailable for the public and Side events along crypto events InterCellar is attending to.

4. CELLAR token

a. Utilities

The CELLAR token is aiming at enhancing your usage of the platform. How so? By providing various benefits such as discounts on the fees from the platform, or discount on the price for Drop Event Bottles, even early access to those bottles. Plus, this is not a membership or a subscription, it takes the form of a momentary lock of a given amount of CELLAR ("Staking"). You do not give them away, they're simply kept safe for the duration of the plan you've chose, from 3 to 9 months, past that time you are getting your CELLAR back, plus a little bonus to reward your loyalty.

Whitelist for Drop Event Bottles

To make sure you're having access to the bottles you're aiming for, you can benefit of an early access to the sales operated by InterCellar. From 1-hour up to a 24-hour prior



entry, so that you got plenty of time to secure the bottles in the quantity you desire. A must have for all wine trader or collector, especially with the fine wines InterCellar curate.

Discount on Drop Event Bottles

On top of having access to fine wines early on, you can even benefit from a discount on the public price. From 5% up to an astonishing 15% on the public price, this is a true bargain when you regularly purchase wine.

Discount on Secondary Market Fees

Whether you are purchasing wines from other collectors on a regular basis or trading wines acquired with an early access you can benefit from 1% up to a full discount (4%) on all fees for secondary market.

Discount on Storage Fees

Storage fee is 0.2€ / bottle / month, the storage fees will be offered for all holders of CELLAR token for one year as from its official launch (date to be announced on our socials).

Benefits Details

Rewards Chart

							
	1	2	3	4	5	6	WBC
	Apprentice Sommelier	Sommelier	Master Sommelier	Cyborg Sommelier	Intergalactic Sommelier	Bacchus Apostle	WBC members
Amount in \$CELLAR to lock	3,000	12,500	40,000	100,000	125,000	150,000	-
Lock Time	from 3 months up to 9 months	from 3 months up to 9 months	from 3 months up to 9 months	from 3 months up to 9 months	from 3 months up to 9 months	from 3 months up to 9 months	-
Wine & Spirits Allocation	-	-	1h Whitelist	12h Whitelist	24h Whitelist	24h Whitelist	24h Whitelist
Primary Market Discount	-	-	-2%	-3%	-5%	-6%	15% Boost
Storage Costs Discount	Free for 1 year from TGE	Free for 1 year from TGE	Free for 1 year from TGE	Free for 1 year from TGE	Free for 1 year from TGE	Free for 1 year from TGE	15% Boost
2nd Market Fees	4%	3%	2%	1%	0.5%	0%	15% Boost
Harvest APY (Staking)	From 4% to 14% based on lock duration	From 4% to 14% based on lock duration	From 4% to 14% based on lock duration	From 4% to 14% based on lock duration	From 4% to 14% based on lock duration	From 4% to 14% based on lock duration	-

Upcoming Features

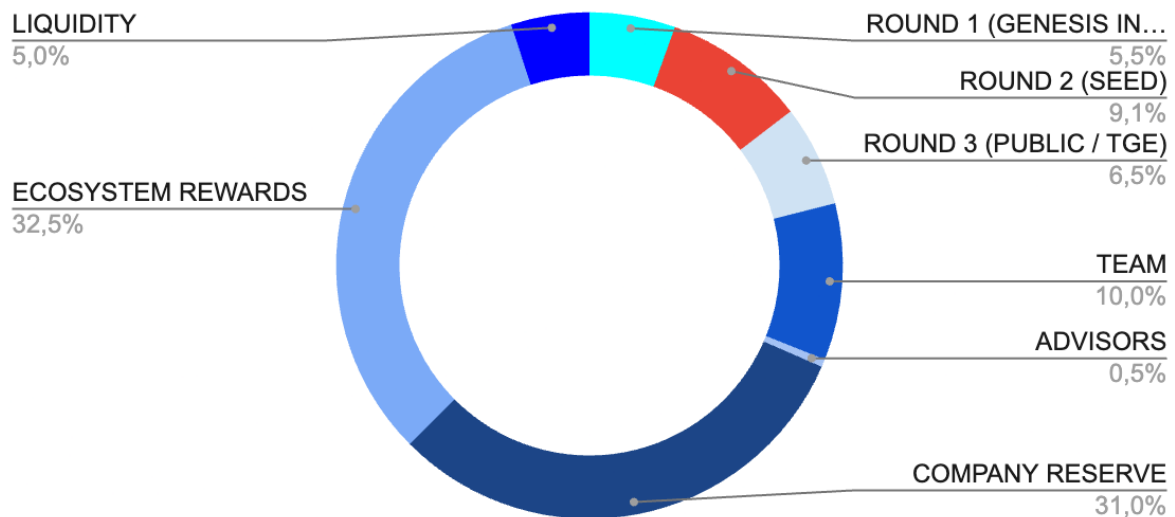
The above-mentioned utilities for the CELLAR are only the first step to level-up your experience as a wine collector.

As mentioned previously all Le Club members will benefit from the upcoming features: AI Sommelier, Event Access, Enhanced Portfolio, Special Event Access.

b. Tokenomic

Round	Share (%)	CELLAR Amount
Pre-Sale	21,05%	105,241,059.00
Team	10,00%	50,000,00.00
Advisors	0,50%	2,500,000.00
Company reserve	31,00%	155,000,000.00
Ecosystem rewards	32,45%	162,258,941.00
Liquidity	5,00%	25,000,000.00
Total	100,00%	500,000,000.00

Subject to minor changes before TGE



Vesting Schedule & Charts

Stakeholders	% distributed	Number of token	Cliff (Lock up period)	Unlocked at TGE	Vesting period	MarketCap
ROUND 1 (GENESIS INVESTORS)	5,47%	27372966	4	8,0%	8	2189837
ROUND 2 (SEED)	9,11%	45569900	4	8,0%	8	3645592
ROUND 3 (AGORA / SWISSBORG)	6,46%	32298193	0	8,0%	8	2583855
TEAM	10,00%	50000000	12	0,0%	36	0
ADVISORS	0,50%	2500000	4	8,0%	12	200000
COMPANY RESERVE	31,00%	155000000	1	0,0%	24	0
ECOSYSTEM REWARDS	32,45%	162258941	1	2,25%	24	3657032
LIQUIDITY	5,00%	25000000	0	10,0%	36	2500000
TOTAL SUPPLY	100%	500 000 000				



c. How to obtain

TBD

d. How to get the benefits

Link to Staking page to be delivered

e. Security & Audit

Audit Link: <https://app.intercellar.io/audit/audit.pdf>

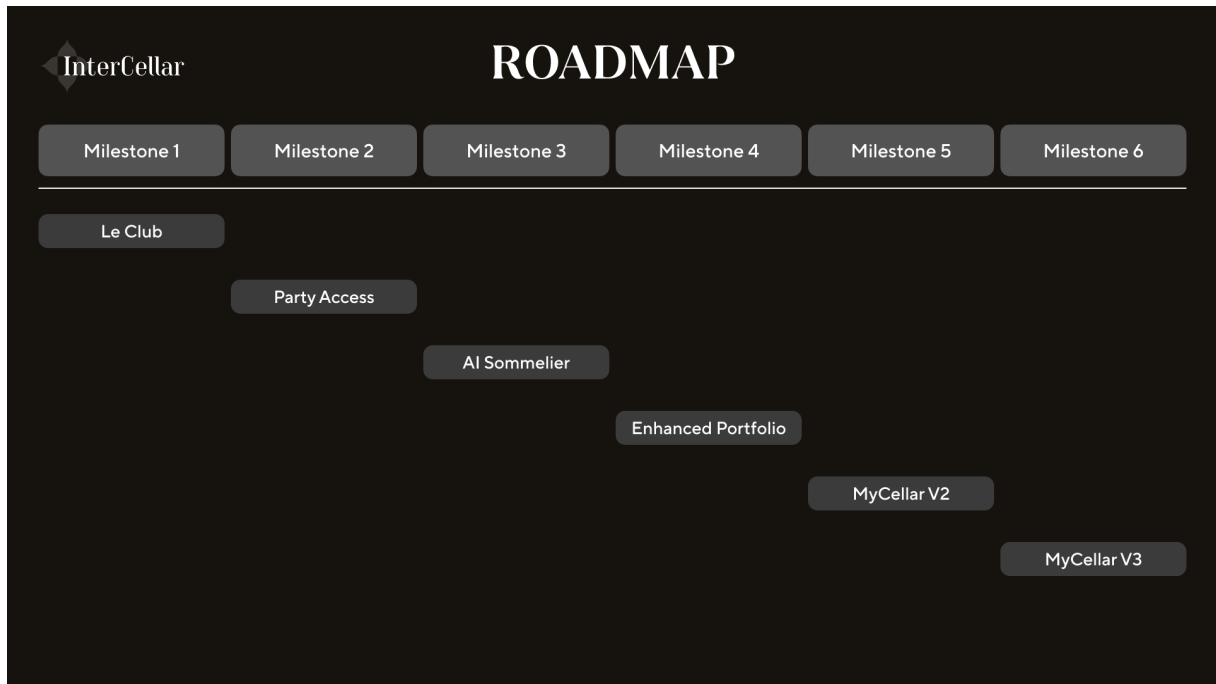
Solana

Token Contract:	TBD
Deployer:	TBD
Ownership address:	TBD
Supply address:	TBD

Polygon

Token Contract:	TBD
Deployer:	TBD
Ownership address:	TBD
Supply address:	TBD

5. Roadmap



6. Team

The InterCellar team is made up of **15 dedicated collaborators**, each bringing expertise across key areas such as technology, marketing, growth, and sales. This diverse group ensures that all aspects of the platform are expertly managed, from cutting-edge tech development to strategic marketing initiatives, business expansion, and customer acquisition. Together, the team works cohesively to drive the success of InterCellar and its mission to revolutionize the wine and spirits industry.

[Louis de Bonnecaze](#) - CEO & Co-founder

Louis is a graduate of the world's best MSc in Wine and Spirits Management. He has over 10 years of experience as a fine wine merchant and is also the founder of the first wine website to accept crypto. Additionally, Louis is one of the most notable French voices in the wine and spirits industry.

[Maxime Garraud](#) - COO & Co-founder

Maxime is a serial web entrepreneur with two successful exits to his name. Over and above, he is also an expert salesman, having sold over \$1 million in NFTs in 2022 through WineBottleClub. He also holds the title of the youngest salesman in Europe for Porsche supercars.

[Sabrina Masur](#) - COO

Sabrina is a former BCG consultant with a focus on Web3 projects, including Vechain, and holds a PhD in Physics from the University of Cambridge. Her background combines strategic expertise and project structuring in blockchain, allowing her to guide organisations through technological innovation and effective implementation.

[Bilal El Alamy](#) - CTO

Bilal is a serial entrepreneur with an MSc in Mathematics from ESCP Europe and over 7 years of experience building successful startup products, amassing 1 M monthly active users.



Photo 1: Part of the team at the InterCellar offices in Bordeaux

Rooted in bordeaux : a strategic choice for intercellar's growth

At InterCellar, we are exceptionally proud to be headquartered in France, particularly in Bordeaux. In an industry where many companies operate from distant or tax-advantaged countries, we've chosen to remain rooted in France, reflecting our commitment to the wine and spirits sector. Our decision to base operations in Bordeaux brings us closer to the world's finest brands, enhances team cohesion, and positions us for sustainable growth. Here's why this location is key to our success:

- ❖ **Strategic Location for Sourcing:** Being based in Bordeaux, France, puts us in close proximity to the largest and most prestigious wine and spirits brands, including those from Champagne, Cognac, Bordeaux, and Burgundy. This proximity strengthens our ability to source and collaborate with these iconic names, making Bordeaux an obvious choice for our headquarters.
- ❖ **Commitment to a French Unicorn:** In our mission to become a French unicorn, we actively engage with state organizations such as BPI (Banque Publique d'Investissement), the CCI (Chamber of Commerce), and relevant ministries,



including agriculture and digitalization. Being headquartered in France allows us to benefit from these essential partnerships as we scale.

- ❖ **Team Cohesion:** Two-thirds of our team, around 10 people, are based in our Bordeaux office. In the early stages of a startup, physical presence in a shared office fosters stronger relationships and teamwork, which are key to building a successful company culture.
- ❖ **Centralizing Operations:** Bordeaux will serve as the central hub for our marketing efforts and future media initiatives, such as launching our own podcast. Centralizing these activities helps streamline our operations and ensure consistent growth.
- ❖ **World Capital of Wine and Spirits:** Bordeaux, the global capital of wine and spirits, offers unparalleled advantages for a company like InterCellar. This strategic location not only enhances our industry connections but also reinforces our identity as a leader in the wine and spirits market.
- ❖ **Token Issuance from France:** Unlike many companies that issue tokens from tax havens like Dubai, InterCellar is proud to issue its token from France, further solidifying our commitment to operating transparently and ethically from our home base.

7. Official Links

Website: <https://www.intercellar.io/>

Twitter: <https://twitter.com/InterCellar>

Instagram: <https://www.instagram.com/intercellar.io/>

LinkedIn: <https://www.linkedin.com/company/intercellar-wine-spirits/>

Discord: <https://discord.gg/intercellar>

