



Case Study

V-One Vodka

CHALLENGE

Paul Kozub introduced his premium, wheat-based vodka to the Massachusetts market in 2005. A former commercial loan officer at a big bank, Kozub left his steady job with a promising future to pursue his dream of creating a business venture inspired by his grandfather.

With a clear vision, months of research under his belt and a capital intensive product to manufacture, brand and sell, Paul knew he needed to watch every penny and pursue a sound strategy.

As a lending officer, he'd been impressed with Kevin Vann's accounting work and knew of the Vann Group's reputation, so he chose Kevin as his accountant. Soon, Paul realized that the Vann Group could provide the strategic guidance that his entrepreneurial venture needed.

SOLUTION

The Vann Group guided the start up and launch strategy for V-One Vodka. Knowing the competitive nature of the market and having studied the successes and failures of others in this vertical, the Vann Group charted a strategy for the venture that was ambitious yet focused and conservative. As a trusted advisor, the Vann Group works with Paul to evaluate new growth opportunities for V-One.

"Even though they work with so many businesses," said Paul Kozub, President of V-One Vodka, "I always feel like I'm their only client and I have 100% of their attention."

Additionally, the Vann Group has opened many doors for V-One Vodka: "The Vann Group is well connected. They know the market, they know the business and they know where to go and whom to talk to."

RESULT

V-One Vodka has surpassed every milestone that Paul had set for the company, including turning a profit in the first year.

"The Vann Group has helped me get my arms around the numbers and spending, in addition to overall strategy. Due to their advice, my Company was in the black in year one."

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- Paul Kozub