Invest in Soulmate Brewing

Located between a ski resorts in the fastest growing town in Vermont this decade

Alcohol Food Retail Manufacturing Marketing

A QA by jonathanmogar.com

NO VIDEO

I've been fortunate in my beer and wine from around the world from my many service and travels as a civilian, I moved to VT in 2012 and while there are amazing beers here, quite a few breweries grow year after year selling a product that is not the best quality. I want to change that and have quality foods and tourism to have the awesome ski facility for the locals.

Jonathan Mogar Founder and CEO @ Soulmate Brewing

Why you may want to invest in us...

- Proven military and business leadership
- Solid team of Vermont brewers with decades of experience and unique recipes not on the market
- Location tasting room already outfitted with indoor and outdoor furniture
- Annual savings of $13,000 in rent
- Multifaceted marketing strategy designed to rapidly increase sales and expand the brand
- Logo designed by nationally known artist, Patrick Reid O'Brien who was commissioned by Jimmy Buffett for his Margaritaville locations decor
- Cost to open 70% below other brewing businesses as we have completed most of what we need as of today
- seating capacity waste water permit for the location is 91. A savings of $60,000 in permit fees
- **Lead Investor**: Todd Rohr invested $25,000

Our Team

Our team is across six continents.

Jonathan Mogar
Founder and CEO
Jonathan is one of the most amazing lifelong relationships in my professional and personal life.

Mariah Bickliff
Event Manager
Temporary — Please do not delete.

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Soulmate Brewing Company

Soulmate Brewing Company ™

Think about this number: 1,000,000. One million is the number of people who visit Vermont annually specifically for craft beer. This number excludes those coming to hike, bike, fish, beer, kayak, camp, view fall foliage, apple pick, attend art and music festivals, view festivals, and attend other events where beer is consumed, and which may be for the way, also drink craft beer. Vermont has more people visiting the state annually but less than it does residents. The number is finally.

Our vision is to establish a brewery along the main travel artery between two of the biggest craft beer towns between in the state and also near two established and frequented breweries in Morrisville, is a building we already own. These breweries are Alchemist and 14[] Brewstead. Both have been receiving international awards in beer circles year after year and continue to be in the news. The breweries in Morrisville are Rock Art and Lost Nation. There's a reason ONLY six is between the ON RAPE. Additionally, Fullybaked in Shelburne VT just opened their new brewing facility which has the capacity to produce 100,000 barrels per year. Established opened for business in 2013 in a building shared with a pizzeria. An article published August 20, 2013 in the Times Reporter highlighted Lawson's Finest Liquids's success in its first year of operation. Lawson's Finest Liquids has announced its increasing the six-barrel brewhouse available to us. We will be bringing in the brewery of drinkable beers not currently available with our own master brewer just like everyone else. But what will make us stand out from everyone else you ask? We have relationships with existing brewers, both seasonal and professional who have every recipe not commercially produced. These beers will be released under our brand. Soulmate brewing will own the recipes and global rights to market as well. These brewers are beer artists who mentioned feel conflicted about producing the same beer day after day for their employer. This would give those brewers the opportunity to see their creativity with us and have their own beer on tap. Each brewer will be given the opportunity to be featured periodically in the beer platform for these brewing artists + one to two of our brewer beers. Our relationship with these brewers is what will set us apart from the current craft beer landers. Our plan will be the groundwork for us to join the ranks of the current standard brewers and most likely lead us to be the brewery others want to be.

Our Vision

To be the premier craft beer destination in Vermont like no other sets a model like no other. Beyond that, to craft a brand we can eventually bring to the international market. In 2011 Montreal had a record 89 Billion in revenue from tourism with Toronto leading in with over 81 Billion with projected annual tourism growth of 5%. Our close proximity to Canada brings many people to our town as we are a main route for those who live in Quebec. As we build the brand in Vermont and begin to introduce our company to the Canadian market we will be able to share the benefits our northern neighbors are experiencing.

Brewery Location

The Town

Morrisville is considered a hub for business and commerce. We have four major pharmacies, two grocery stores, a hospital and supporting medical professions, movie theaters, art center, locally owned food coop, elementary middle and high schools all walking distance to our location (lots of parents and teachers in need of a good drink!). A sample of major businesses include:

- Concepts (www.concepts.com), a company founded by US Olympic athletes originally creating companies team and an years after its inception, are leaders in fitness equipment used by athletes, rehab centers and more.
- MD Manufacturing Solutions (www.mdm.com) is a large manufacturing engineering and supply chain operation.
- Belmont Mountain Amey Dying (buttermountainsoftware.com/about) is one of the largest producers of organic maple syrup in the US purchasing maple sap from farms all over Vermont with the fulltime employees at their facility.
- Copley Hospital (www.copleyhospital.com) With more than 65 specialties, Copley provides a full range of both inpatient and outpatient care, including a 24-hour emergency service, and the Copley Birthing Center. Recently, Copley has been named a Top 100 Critical Access Hospital five times in a row, has been named a Solucient 100 Top Rural Hospital for several years and has been named one of the Top 50 hospitals in New England based on patient satisfaction.

Additionally, Morrisville is the fastest growing town in Vermont this decade and doesn't show signs of slowing anytime soon. Morrisville lands in population and new home construction. 50 new home units were just approved from zoning all within walking distance of the brewery and other landowners have received approval to subdivide to create more home lots to support the continued expansion. The Vermont housing authority just purchased a vacant lot adjacent our location and is building a luxury multifamily unit for all millitue. CVS, the owners of the four pharmacies, could have built their building 100 yards from where they are for a fraction of the land acquisition cost but they wanted to be at a traffic light. They paid over $500,000 for a building just to tear it down so they could be at a traffic light. Morrisville is a town where business owners are investing in their businesses and the town with the fulltime employees at their facility.

- Copley Hospital (www.copleyhospital.com) With more than 65 specialties, Copley provides a full range of both inpatient and outpatient care, including a 24-hour emergency service, and the Copley Birthing Center. Recently, Copley has been named a Top 100 Critical Access Hospital five times in a row, has been named a Solucient 100 Top Rural Hospital for several years and has been named one of the Top 50 hospitals in New England based on patient satisfaction.

The town also benefits from being part of the Lamoille Valley Rail Trail which is a converted historical train road that spans Northern Vermont from the Connecticut River to Lake Champlain. The trail is 93 miles long and connects 15 towns and villages and when completed will have zero continuous miles. The recreational path is used for hiking, jogging, walking, snowmobiling, cross-country skiing, horseback riding and school classes studying nature. Our town is the only downtown the trail currently goes through. This is a big draw for downtown businesses and would benefit our brewery. So many people use the trail and large parking area that has been owned a directory so that people entering and exiting the trail know what businesses are in town. It has been a great success for the local economy.

The two-lane Mountainview Road is the warmer months Morrisville's main source of entertainment that creates more opportunities for businesses to interact with residents and visitors for the wealthy event.

There are four malls within seven near Morrisville. Stowe Mountain and Smugglers Notch to Mount Mansfield, Stowe Spring Sands Lodge and Cabellous Outdoor Center for cross-country skiing. We are centrally located to benefit from those people who come to ski.

The Building:

Located at 14 Portland Street in Morrisville, Vermont the building is owned by Jonathan Mogar, the founder of Soulmate Brewery, and business associates of Rentals of South Florida.

Just under 10,000 square feet of finished space, the building consists of:

- Two second floor office suites
- Two-acre level yard, known as Portland Street. The useable space boasts a real estate office. The largest space would be the brewery occupying 6,000 square feet. There is also an outside patio for seating.
- Restaurant space on the back side of the building accessible from the town municipal parking lot. This parking lot is also easily accessible from the front of the building where the brewery would be.

The setting for the brewery and tasting room is in the historic village of Morrisville. Constructed in 1835, it is listed on the historical registry in Washington DC and is one of the most recognizable buildings in the downtown area. We purchased the building in 2014 and invested in infill updates from the local historical society. We updated the electrical installation, all of the plumbing, electrical, added two ADA bathrooms, ADA patio, headboard and more. We have been recognized for our best projects so we have an established reputation in the area during the massive overhaul.

Publicity

- Onsite People are generally very supportive of cranes. I have a few that we very important to me that I want to support through our beer sales.
- Veterans: My best friend Scott McHugh served in the US Navy with me. He invested in the cinema after active service. His mentor, Lt[], Retired Public Information Battalion Chief, Jim Dolan, was a Marine for 20 years. Jim's son, Lt. Jimmy Dolan, USMC, was killed in a bomb blast in his balcony since WWII on May 2, 2004. Scott was one of the seven fellows who didn't survive. I'd like an appreciation blab linen in his honor and for the veterans who come and work with us we suggest veterans and if those who made the ultimate sacrifice or who have retrained home and need support, I would like to also offer a 10% discount on beer purchases and 20% off merchandise for anyone who is serving or has served our country.

Pete J. have been a part of the pet rescue family for many years. From fostering, adopting and donations there are many amazing people who work (or) to save animals from kill shelters. Having a beer dedicated to rescue animals and the people who volunteer would be another worthy cause.

Safe homes: The last of the waste here I'd like to consider is for parents and children who are fleeing a dangerous situation. Women, Men and children in distress require a special group of consultants and safe homes to help get these traumatized families back on their feet. In Leesville County, we the Clarice Howard Nichols Center to help with domestic violence.

All of these outlets and worthy charities will keep our brand front and center as we offer new beer selections and handcrafted events.

In addition, there are 4 promotions we disclosed in marketing and publicity Mother of the Ideas is being used by our brewers currently. Use a recipe or so, the other is used with our brewers currently. Use a recipe or so, the other is destroying with our brewers currently. Five day open to the public. Details of these our marketing campaign will be revealed to our shareholders.

Long Term Vision

While Vermont is an amazing place to begin, there is an opportunity to do something that larger breweries like Crown and Ichor are missing. People appreciate the talents of craft brewers. I already mentioned that our goal is to be international and will use close proximity to Canada, it makes it easier to expand outside the USA via distributors.

When we are established with product sales requiring contract brewing to expand demand, we should consider deploying the same model out of our area. This is already done with 13 competitors in Colorado establishing manufacturing in North Carolina to bring their beer into product line that we are known for, we can identify a market known for beer consumption, match it with our own customer sales history and tap into one these new markets.

Investor Q&A

+ CREATE Q+

What does your company do?

We have a team of brewers who develop and produce high quality beer with some of the best being entered in competition and winning awards in New England for beer entered beer in a number of categories. One of the brewers currently works for a well established brewery and the other one has hundreds of winning awards in beer, cider and distilling.

Where will your company be in 5 years?

We see the company in two years with distribution throughout Vermont with a solid footprint in New England, Upstate NY and Canada. As sales supports growth we envision Soulmate Brewing Company tasting rooms outside of our immediate area. Increasing our customer base and allowing us to position ourself to our new distribution areas so we have established brands in the area. Our tasting rooms will be accessible to enjoying when they fill their mug with any of our offerings.

Why did you choose this idea?

I've been fortunate to try beer and wine from around the world from my navy service and travels as a civilian, I moved to VT in 2012 and while there are amazing beers here, quite a few breweries grow year after year selling a product that is not the same league as what we have. Someday craft foods and tourism we love the wine and beer in the area.

Why is this a good idea, right now? What changed in the world? Why haven't this done it over the years ago?

I created a unique brand that is not like any other brand. A brand that is relatable to people and that is not overdone in our industry. Put the brand with the people and many of the beers we have to offer and we have an in a position to grow. The brewers in the area are international. Relationships with an average of over a miles from our building. They're expanding the canopy weather 500 feet to accommodate bigger jets for the affluent who fly to VT for beer tasting. Many of the brewers and breweries will collaborate with each other and have an opportunity to bring in market a beer of their own we will be invited and received. We also have a competitive advantage since we do not have to pay rent for 6000+ square feet of space.

How far along are you? What's your biggest obstacle? -

We have the location, the bar area is complete with indoor and outdoor furniture and we have 90% of the money we are seeking to buy the remaining equipment. The obstacle is reaching people who see the value in our plan and have the ability to invest. As a savvy veteran, I produced proof of funds from our investors in my bank from the initial CD seeking new equipment financing. The current being that want the business to be open in the next 6 months. We have a lot of work to do and we have been working on it. We have included an appointment once we are able to show proof of equipment purchase. So we continue to put one foot in front of the other and move forward sharing our vision and plan knowing we will eventually reach the right people.

Who competes with you? What do you understand that they don't?

We don't look at other breweries as competition in Vermont. Vermont is a unique place where local is a way of life. Many of the breweries and brewers will collaborate with each other and have fun creating new beers. Our vision is to be coast to coast as a major craft brewery. We will be in the same boat as the rest of the craft beer industry and make other they make a place to expand. We look at our brand and product with excitement and passion that we want to bring to you and not wait for you to come to us. A lot of the success we see with breweries when quality isn't what we would offer given because of the high volume of customers we enjoy. We want the people who do beer so much that they want to be a part of it. We want to be the brewery people want to go to want to come back and see us so they get a sock-in that fans who they see our beer being offered at a restaurant they stop in for a bite. We love Vermont but we think of ourselves as the two and we very comfortable and confident in our ability to bring business to Vermont to beer brewers can stop at a time, expanding onward as demand and cash flow allows for into core areas.

How will you make money? -

Beer has a high profit margin and can only get better as you expand production capacity. Merchandise also provides a significant source of revenue. We have a national beer artist designing our beer label art who was commissioned by Jimmy Buffett for his Margaritaville locations decor. We will be selling merchandise with our unique and relatable brand and customized art including the option to customize merchandise for any occasion. We have a unique promotions we will announce when we open designed to enhance our guests experience which also leverages social media. We have these ideas that are very important to us that will also allow us to have fundraisers for Veterans, animal rescues and parents having adverse relationships.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? -

With anything in life there are risks and we are no different. We do however mitigate many of the risks a new business faces. I did this by working with people who have an ability and vision to secure the building. The building has offices and rental spaces we rent out. My apartment with my partner is in the building in that I take care of the tenants, keep the building sound, supervise leases with our tenants and keep everyone happy. For this I have a reduced rent and my partner is the property manager. We have management of property we do not pay rent. We do have to set aside funds to cover vacancies and loss and any expensive we would like to do which is a great position to be in.

I do not think we'll fail when we have done so much already. I thought for a moment what if we do not get the permit to open the brewery. We have the ability to sell our equipment and there are brewers who would be interested in purchasing the entire system for any reason. We have a unique promotions we will announce when we open designed to enhance our guests experience which also leverages social media. We have these ideas that are very important to us that will also allow us to have fundraisers for Veterans, animal rescues and parents having adverse relationships.

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