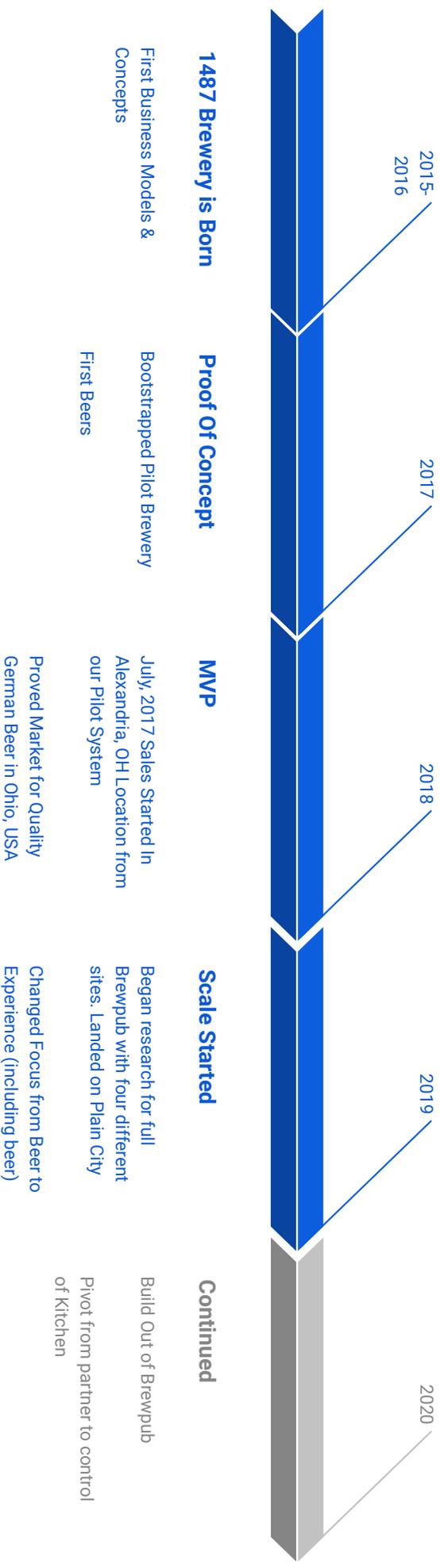


1487 Brewpub I, LLC Journey To Date



Journey To Date (Timeline)



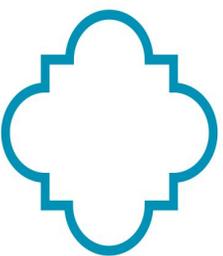
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Journey To Date (Milestones)

Brand Strategy & Brand Book

- While Beer is critical, #1 objective is experience and to drive people to our location. We focus on **Gemütlichkeit** for experience and #2 is authentic and quality German beer following the **Reinheitsgebot** for our core beers.
- New Logos locked in supporting strategy:
- **eCommerce: 1487brewery.com/shop Launches soon**



1487
BREWERY



Color Code &
Text Style

Main Logo



+



+



+



For Clothing



Icons

Craft Seal

For Swag



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Journey To Date (Milestones)

PERMITS & ZONING

Zoning

- Property rezoned in August, 2019 for our purposes
- Right to 1) Manufacture, 2) Distribute & 3) Sell Retail for on and off site consumption

Liquor Permitting

- Federal Permit (Brewer's Notice), now complete
- State Permit for A1C approved (Allows us to sell, distribute or consumption on site beer produced on site), waiting for final inspection
- **State Permit for A1A & D6 (to serve Liquor, Wine & other beer) Working on A1A (Unrestricted), Restricted is good to go.**

Build Out Permit:

- In Place December, 2019 (with all architectural drawings approved)
- No new additional construction permits needed

Journey To Date (Milestones)

Build Out Status

- September 25: Target for Brewery and Events Center
- October 5: Target for Restaurant & Beer Garden



March 13, 2020: From Front Door



Brewery In Place



Ground breaking on Biergarten

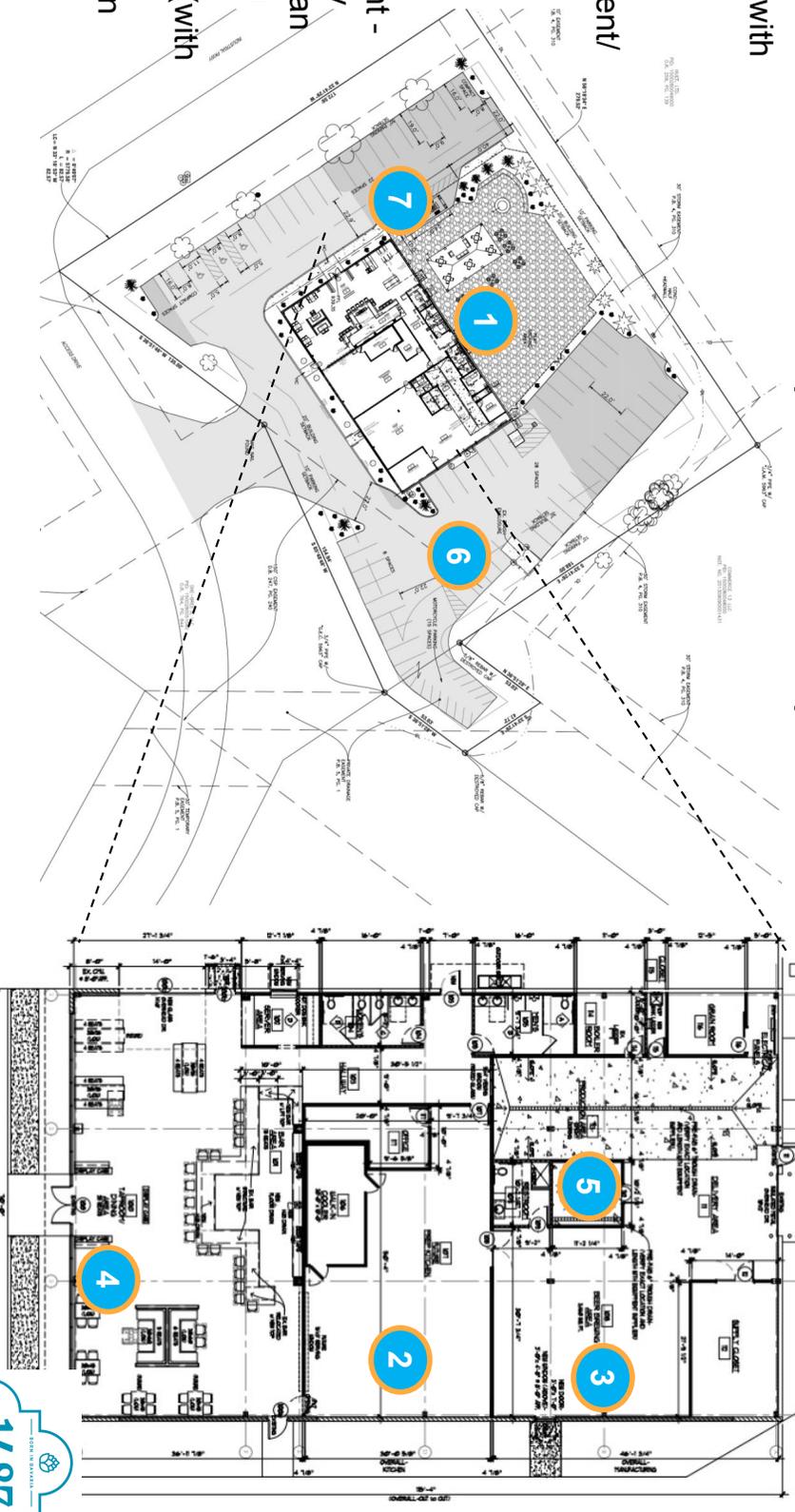
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Journey To Date (Milestones)

7620 Industrial Parkway,
Plain City, OH 43064

- 1) Outdoor Biergarten with 100+ capacity and:
 - a) Fire feature
 - b) Pavilion
 - c) Outdoor market/event/ gaming area
- 2) Kitchen
- 3) Brewery Area and Event Space - 100 person capacity
- 4) Taproom / restaurant - 100 person capacity
- 5) Pilot Brewery that can be used for catering kitchen
- 6) Food truck parking (with charging stations) + optional prep kitchen space in #2
- 7) Food Truck pad for serving



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Journey To Date (Milestones)

Business Model

- Original Model: 1487 Brewery to focus on Beer and partner for food
- New Model: We will do full service restaurant in addition to brewery
- Adding Catering & Delivery through Uber Eats

After working with 10+ Restaurateurs, it became apparent that 1487 Brewery needed to control our kitchen. We know what we don't know so we established a non equity advisory board for food service that includes:



- Executive Chef, Valtter Veliu**
- Owner/Executive Chef at Velter's At the Maennerchor
 - 20+ Years experience
 - The most authentic German food in Columbus



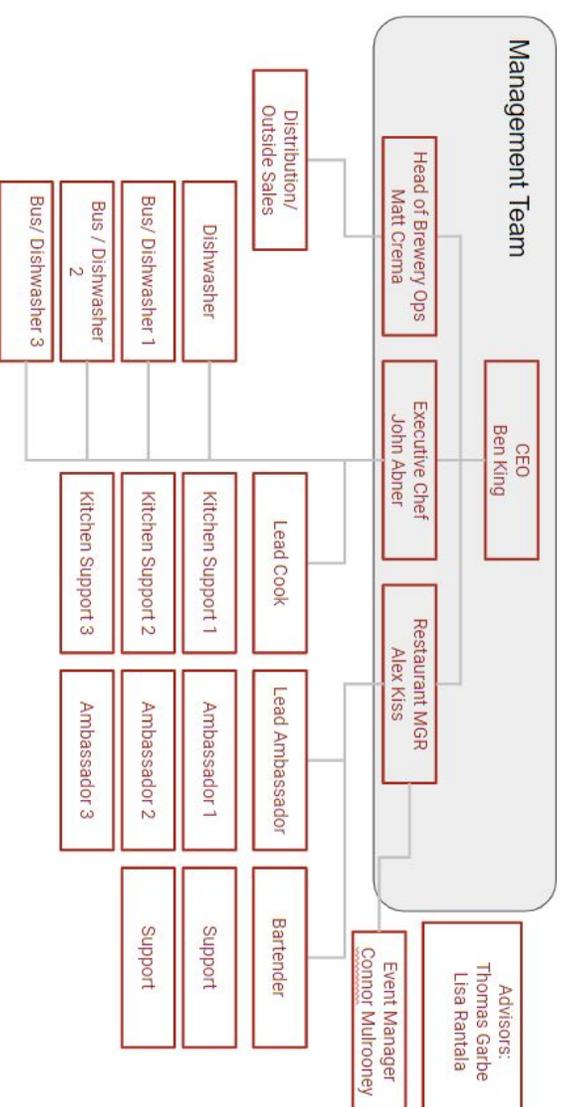
- Executive Chef, Pat Zemba**
- Assistant Culinary Professor at Maysville Culinary Institute
 - 10+ Years experience



Journey To Date (Milestones)

TEAM

- Management Team now in place:
 - Head Brewer
 - Executive Chef
 - Brewpub MGR
 - Events MGR
- Payroll Started March 1, 2020
- 17 FTE's to be hired by Grand Opening



Org Chart

Journey To Date (Milestones)

Social Media Insights

Facebook is primary SM: @1487brewery

- 1,687 Followers (up 12% month over month)
- 400+ Columbus, 200+ Plain City, 70+ Marysville, 50+ Dublin
- 35-44 yr old is #1 category, #2 25-34, #3 is 45-54 yr old. Equal Split between men/women

Instagram https://www.instagram.com/1487_brewery/?hl=en

- 532 followers
 - #1 Columbus, #2 Plain City, #3 Marysville, #4 Dublin
- Twitter @1487Brewery (Will drive more after opening)
- 110 Followers

Linked In: <https://www.linkedin.com/company/10858012>

- 39 Followers

Direct email campaign:

- 480+ with #1 is Dublin
- 47 on VIP List
- Running over 40% open and 25% click through rate.



Examples of some of our highlights from SM

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Journey To Date (Milestones)

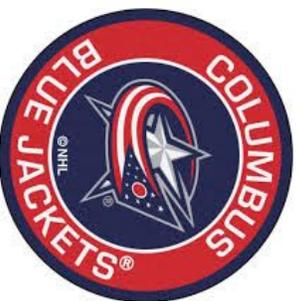
Marketing Insights

Tourism

- Licking County Ale Trail
- Union County Visitors Guide
- ODOT State Signage (on Freeway Exists)
- Columbus Blue Jackets interest!

New Website: www.1487brewery.com

Also Noteworthy: www.thebeerlaw.com



231"
 21"
 36"
 9 1/2"
1487 BREWERY
 KITCHEN & BIERGARTEN



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Journey To Date (Milestones)

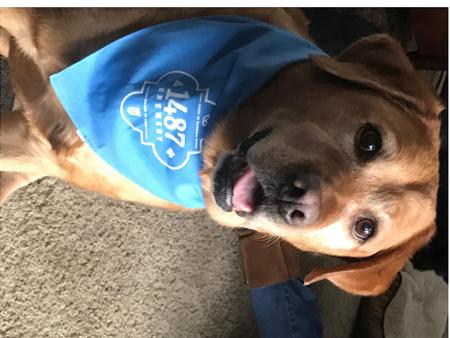
Marketing Insights

SWAG

- Shirts
- Hats
- Polos
- Bandanas (handkerchief)
- Glassware
- Stickers

Staff Uniforms

Ecommerce Site to Launch by April 1, 2020



Staff Uniforms

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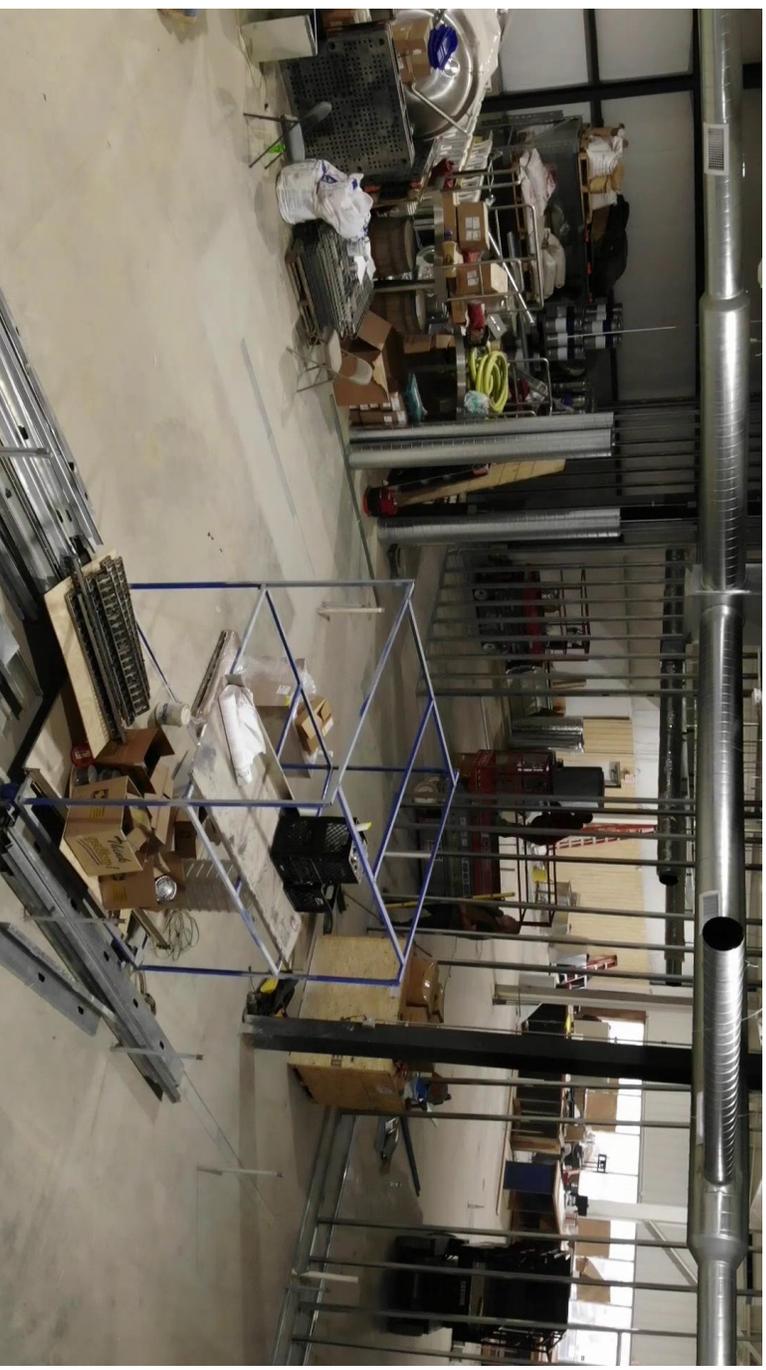


Journey To Date (Milestones)

Marketing Insights

Kickstarter Campaign

- Objective: To raise awareness
- Launching in March
- Foster lovemark feeling through “founder” offering to drive loyalty
- Target: \$4,000.
- Minimum raise
- **SUCCESS** with over \$6,000 raise.



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Critical Business Implications

Brewery, Corona Virus (Covid 19), “Dry” law

Brewery Provisioning

- Collaboration with Dalton Union and Endeavor for Hefeweizen and Kölsch in place
- Brewery was provisioned July 21, 2020 with **first brews made on site expected for sale on September 14, 2020**

Corona Virus (Covide 19)

- **Ohio has reopened for restaurants and bars.**
- Full capacity with 2 meters of separation is now allowed for full service for both inside and outdoor.
- Masks are required for staff at all times and patrons for entry and while they move around the site (not while seating).
- Despite not yet being open, we are getting an average of 20 cars a day pulling in to see if we're open.

“Dry” Law for High Spirituous Liquor

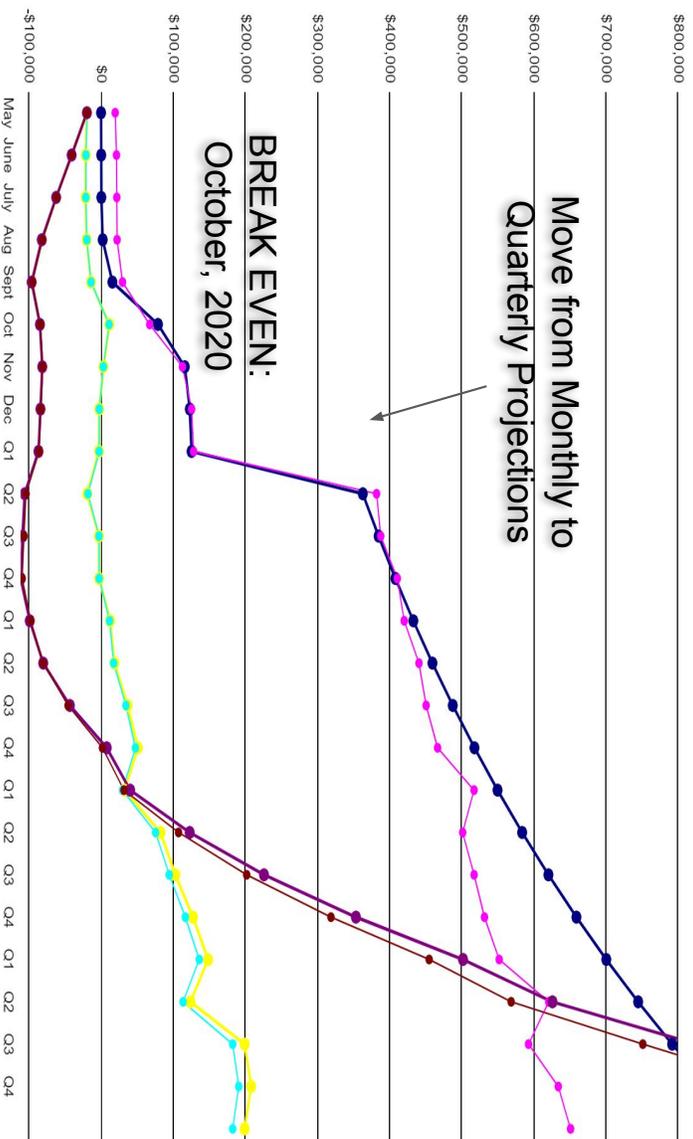
- 1487 Brewery plans to have a full service bar; Our precinct has a law from prohibition, set in 1933 that only impacts liquor above 42 proof (not beer or wine).
- Worst case scenario, High Spirituous Liquor will not be available until a successful ballot which will be the local ballot in November, 2020.
- **This has a less than 5% impact on revenue.**

Financial Status - Projections

DISASTER PLAN (COVID 19)

Implications

- COVID 19
- EMERGENCY ACTION PLAN
- Open October 3, 2020
- Start Catering in October, 2020
- Launch Crowler Sales via delivery and mail order
- Assumes \$117K raise on outstanding stock raise



- Total Revenue
- Total Expenses, including Taxes
- Monthly/Quarterly EBIT
- Discounted Monthly/Quarterly EBIT
- Accumulated Total EBIT
- Discounted Rolling Total

PROJECTIONS

- 2020 Sales: \$521K
- 2021 Sales: \$1.9M
- 2022 Sales: \$2.4M
- 2020 EBITDA: -51K
- 2021 EBITDA: \$258K
- 2022 EBITDA: \$425K
- Positive Cash Flow: September, 2020

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