



## OFFERING MEMORANDUM

facilitated by



# Dead Bird Brewing Company

## FORM C

### OFFERING MEMORANDUM

#### Purpose of This Form

A company that wants to raise money using Regulation Crowdfunding must give certain information to prospective investors, so investors will have a basis for making an informed decision. The Securities and Exchange Commission, or SEC, has issued regulations at 17 CFR §227.201 listing the information companies must provide. This form – Form C – is the form used to provide that information.

Each heading below corresponds to a section of the SEC's regulations under 17 CFR §227.201.

#### (A) The Company

|                       |                                                                                 |
|-----------------------|---------------------------------------------------------------------------------|
| Name of Company       | Dead Bird Brewing Company                                                       |
| State of Organization | WI                                                                              |
| Date of Formation     | 03/20/2015                                                                      |
| Entity Type           | Corporation                                                                     |
| Street Address        | 630 Poplar Way, Verona WI, 53593                                                |
| Website Address       | <a href="https://www.deadbirdbrewing.com/">https://www.deadbirdbrewing.com/</a> |

#### (B) Directors and Officers of the Company

|                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Person                                           | Jeremy Hach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Position with the Company<br><br>Title<br>First Year | CoOwner<br>2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Other business experience<br>(last three years)      | <p>Sonic Foundry, Inc., Event Services<br/>Account Manager, April, 6th 2015-present</p> <p>My job is to handle the existing duties of the project manager role for event clients (my previous role), along with sales, contract negotiations, and writing quotes. I handle around \$2M in sales/projects per year and have personally executed projects on five continents for major corporations.</p> <p>Sonic Foundry is a trusted leader for video creation, management solutions as well as virtual, hybrid, and onsite events. With thousands of customers in the healthcare, education, enterprise, and events industry in 65 countries, Sonic Foundry empowers organizations to place video at the heart of every class, training, communication, and event.</p> |

|                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Person                                           | Nicholas Kocis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Position with the Company<br><br>Title<br>First Year | CoOwner<br>2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Other business experience<br>(last three years)      | <p><b>Brewmaster</b> (Dead Bird Brewing, 03/01/2015- still employed) - Brewery, create recipes, manufacture product, sales, cellaring, marketing, management</p> <p><b>R&amp;D Team Lead</b> (Virent Alternative Energy System, 01/11/2017, 05/04/2018) - Alternative fuel research and development. Manage the research and development team operating the test pilot plants for alternative plant based fuel.</p> <ul style="list-style-type: none"> <li>• <b>Job Title</b> (<i>Employer Name, Start Date - End Date</i>) – Description of the employer's principle business and this person's job responsibilities.</li> </ul> |

(C) Each Person Who Owns 20% or More of the Voting Power

| Name of Holder | % of Voting Power (Prior to Offering) |
|----------------|---------------------------------------|
| Jeremy Hach    | 50%                                   |
| Nicholas Kocis | 50%                                   |

(D) The Company's Business and Business Plan

Our Mission

We aim to make the most amazing beer we can make and whenever possible, participate in charitable events, community outreach projects and fundraisers in our distribution area.

- Community Oriented
- Socially Conscious
- Environmentally Friendly

Our Story

Founded in 2015, we specialize in high ABV craft beers with a spotlight on unique & locally sourced vegan ingredients.

- Dead Bird's motto is 'Outstanding Beer by Upstanding Gentlemen'. We strive to embody

both parts as best we can.

- We've teamed up with Bay View Printing to create a poster series for charity each month. 100% of every poster sale will be donated to benefit charities which are important to us and our community. Please let us know if you have any suggestions for future charity donations!

## The Team

### Nick Kocis, Owner/Brewmaster

Nick Kocis has nearly a decade of experience in the professional brewing industry and 15 years in the craft beverage market. He studied biochemistry and molecular biology at the University Wisconsin at Platteville. He has worked in large scale 50,000+ bbl a year breweries and on small 10bbl brewhouses. He is dedicated to making sure that Dead Bird Brewing makes the best possible beverages it can while giving back to the community via charitable organizations and unique fundraisers and collaborations. He ensures that all operations at the company are as eco friendly as possible from infrastructure to food options to packaging.

### Nick Wersel, Assistant Brewer/Forager

Forager, food writer, and skilled cook Nick "The OTHER Nick" Wersel is our resident forager, assistant brewer, and kitchen manager at Dead Bird Brewing Company. He is in charge of soda development and production and his work last year earned us second place in the Shepherd Express' "Best of Milwaukee" for best craft soda. Nick's contributions and dedication to excellent flavors have given us access to the highest quality and most unique ingredients for our sodas, beers, and food.

### Celeste Kulla, Operations Manager

Celeste Kulla is the Operations Manager at Dead Bird Brewing Company. She oversees all operations and projects currently running at the brewery, as well as running social media, marketing and community outreach. Her dedication to organization keeps everything else running and grounded while the Nicks create off the wall ideas.

For more information, please refer to the Page View included with this filing.

## (E) Number of Employees

The Company currently has 3 employees. The Company may hire or discharge employees in the future to meet its objectives.

## (F) Risks of Investing

A crowdfunding investment involves risk. **YOU SHOULD NOT INVEST ANY FUNDS IN THIS OFFERING UNLESS YOU CAN AFFORD TO LOSE YOUR ENTIRE INVESTMENT.** In making an investment decision, investors must rely on their own examination of the issuer and the terms of the offering, including the merits and risks involved. Please review the [Educational Materials](#) for risks that are common to many of the companies on the MainVest platform.

THESE SECURITIES ARE OFFERED UNDER AN EXEMPTION FROM REGISTRATION UNDER FEDERAL LAW. THE U.S. SECURITIES AND EXCHANGE COMMISSION (THE "SEC") HAS NOT MADE AN INDEPENDENT DETERMINATION THAT THESE SECURITIES ARE EXEMPT FROM REGISTRATION. THE SEC HAS NOT PASSED UPON THE MERITS OF THE SECURITIES OR THE TERMS OF THE OFFERING, AND HAS NOT PASSED UPON THE ACCURACY OR COMPLETENESS OF THE OFFERING DOCUMENTS OR LITERATURE.

THESE SECURITIES HAVE NOT BEEN RECOMMENDED OR APPROVED BY ANY FEDERAL OR STATE SECURITIES COMMISSION OR REGULATORY AUTHORITY. FURTHERMORE, THESE AUTHORITIES HAVE NOT PASSED UPON THE ACCURACY OR ADEQUACY OF THIS DOCUMENT.

Please refer to Appendix A for additional risks to consider when investing in this offering.

**(G) Target Offering Amount and Offering Deadline**

|                        |              |
|------------------------|--------------|
| Target Offering Amount | \$50,000     |
| Offering Deadline      | May 26, 2021 |

If the sum of the investment commitments does not equal or exceed the Target Offering Amount as of the Offering Deadline, no securities will be sold in the offering, investment commitments will be canceled, and all committed funds will be returned. The Company may extend the Offering Deadline and shall treat such an extension as a material change to the original offer and provide Investors with notice and opportunity to reconfirm their investment in accordance with Section (K) of this Memorandum.

**(H) Commitments that Exceed the Target Offering Amount**

|                                                                             |                                                                   |
|-----------------------------------------------------------------------------|-------------------------------------------------------------------|
| Will the Company accept commitments that exceed the Target Offering Amount? | Yes                                                               |
| What is the maximum you will accept in this Offering?                       | \$100,000                                                         |
| If Yes, how will the Company deal with the oversubscriptions?               | We will accept subscriptions on a first-come, first-served basis. |

**(I) How the Company Intends to Use the Money Raised in the Offering**

The Company is reasonably sure it will use the money raised in the offering as follows:

| Use                       | Amount (Minimum) | Amount (Maximum) |
|---------------------------|------------------|------------------|
| Glycol System             | \$7,000          | \$10,000         |
| Electrical Infrastructure | \$5,000          | \$8,000          |
| 3bbl Unitanks             | \$13,000         | \$54,000         |
| Operating Capital         | \$22,000         | \$22,000         |
| Mainvest Compensation     | \$3,000          | \$6,000          |
| TOTAL                     | \$50,000         | \$100,000        |

The amounts listed estimates and are not intended to be exact description of the Company's expenditures. Exact allocation and use of funds may vary based upon legitimate business expenditures and economic factors.

## (J) The Investment Process

### To Invest

- Review this Form C and the [Campaign Page](#)
- If you decide to invest, enter an amount and press the Invest button
- Follow the instructions

### TO CANCEL YOUR INVESTMENT

Send an email to [info@mainvest.com](mailto:info@mainvest.com) no later than 48 hours before the Offering Deadline or go to the dashboard for your user account to cancel manually. In your email, include your name and the name of the Company.

### Other Information on the Investment Process

- Investors may cancel an investment commitment until 48 hours prior to the Offering Deadline.
- MainVest will notify investors when and if the Target Offering Amount has been raised.
- If the Company reaches the Target Offering Amount before the Offering Deadline, it may close the offering early if it provides notice about the new Offering Deadline at least five business days before such new Offering Deadline, absent a material change that would require an extension of the offering and reconfirmation of the investment commitment.
- If an investor does not cancel an investment commitment before the 48-hour period before the Offering Deadline, the funds will be released to the Company upon closing of the offering and the investor will receive securities in exchange for his or her investment.

For additional information about the investment and cancellation process, see the [Educational Materials](#).

## (K) Material Changes

In the event the issuer undergoes a material change, the Investor will be notified of such change. The investor will have five (5) business days from the receipt of such notice to reconfirm their investment. IF AN INVESTOR DOES NOT RECONFIRM HIS OR HER INVESTMENT COMMITMENT WITHIN FIVE (5) DAYS OF THE NOTICE OF MATERIAL CHANGE BEING SENT, THE INVESTOR'S INVESTMENT COMMITMENT WILL BE CANCELLED, THE COMMITTED FUNDS WILL BE RETURNED, AND THE INVESTOR WILL NOT BE ISSUED ANY OF THE SECURITIES REFERENCED IN THIS OFFERING.

### Explanation

A “material change” means a change that an average, careful investor would want to know about before making an investment decision. If a material change occurs after you make an investment commitment but before the Offering closes, then the Company will notify you and ask whether you want to invest anyway. If you do not affirmatively choose to invest, then your commitment will be cancelled, your funds will be returned to you, and you will not receive any securities.

## (L) Price of the Securities

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as “Notes.” The Notes are being offered at their face amount. For example, you will pay \$1,000 for a Note with a face amount of \$1,000.

## (M) Terms of the Securities

### Overview

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as the “Notes.” The Terms of the Notes are set forth in the Revenue Share Agreement accompanying this Form C in Appendix A. Copies of the Note and Revenue Sharing Agreement are attached to this Form C.

### Summary of Terms

|                                                                                     |                                                                                                |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Revenue Percentage <sup>1</sup>                                                     | 4.0 - 8.0% <sup>2</sup>                                                                        |
| Payment Deadline                                                                    | 2028-01-01                                                                                     |
| Maximum Payment Multiple <sup>3</sup><br>- Early Investors<br>- All Other Investors | 1.6 x<br>1.5 x                                                                                 |
| Sharing Start Date                                                                  | The first day after disbursement that the company has revenues greater than one (\$1) dollar   |
| First Payment Date                                                                  | The last day of the calendar quarter ending not less than 90 days after the Sharing Start Date |
| Seniority                                                                           | Subordinated                                                                                   |
| Securitization                                                                      | Unsecured                                                                                      |
| Accrual Rate                                                                        | %                                                                                              |

<sup>1</sup> as defined in the note agreement included in Appendix A

<sup>2</sup> The rate of revenue sharing is calculated on a linear scale with a minimum rate of 4.0% and a maximum rate of 8.0% and is rounded to the nearest 1/10th percent. The final rate is based on the amount raised and is calculated after the offering has successfully closed. As the amount raised in the offering increases, the rate of revenue sharing increases. For example, a hypothetical offering could result in the following revenue sharing percentages, depending on the amount raised:

| Amount Raised | Revenue Sharing Percentage |
|---------------|----------------------------|
| \$50,000      | 4.0%                       |
| \$62,500      | 5.0%                       |
| \$75,000      | 6.0%                       |
| \$87,500      | 7.0%                       |
| \$100,000     | 8.0%                       |

<sup>3</sup> To reward early participation, the investors who contribute the first \$50,000.0 raised in the offering will receive a 1.6x cap. Investors who contribute after \$50,000.0 has been raised in the offering will receive a 1.5x cap.

### Your Right to Payments under the Note

Your right to payments under the Note is set forth in the Note, together with a separate document



called the Revenue Sharing Agreement. Copies of the Note and Revenue Sharing Agreement are attached to this Form C. Additionally, general terms are outlined below and in the Company's offering page.

#### Obligation to Contribute Capital

Once you pay for your Note, you will have no obligation to contribute more money to the Company, and you will not be personally obligated for any debts of the Company. However, under some circumstances you could be required by law to return some or all of a distribution you receive from the Company.

#### No Right to Transfer

You should plan to hold the Notes until maturity. The Notes will be illiquid (meaning you might not be able to sell them) for at least four reasons:

- The Revenue Sharing Agreement prohibits the sale or other transfer of Notes without the Company's consent.
- If you want to sell your Note the Company will have the first right of refusal to buy it, which could make it harder to find a buyer.
- Even if a sale were permitted, there is no ready market for Notes, as there would be for a publicly-traded stock.
- By law, for a period of one year you won't be allowed to transfer the Investor Shares except (i) to the Company itself, (ii) to an "accredited" investor, (iii) to a family or trust, or (iii) in a public offering of the Company's shares.

#### Security

The Notes are not secured by any assets of the Company or any assets of persons associated with the Company.

#### Modification of Terms of Notes

The terms of the Notes and the Revenue Sharing Agreement may be modified or amended with the consent of Investors holding 50% of the Notes, measured by the total amount outstanding under each Note.

#### Other Classes of Securities

|                                                                                        |     |
|----------------------------------------------------------------------------------------|-----|
| Name of Security                                                                       | N/A |
| Number of Shares Outstanding                                                           |     |
| Describe Voting Rights of These Securities, Including Any Limitations on Voting Rights |     |
| How these securities differ from the revenue sharing notes being offered to investors  |     |

#### Dilution of Rights

The Company has the right to create additional classes of securities, both equity securities and debt securities (e.g., other classes of promissory notes). Some of these additional classes of securities could have rights that are superior to those of the Notes. For example, the Company could issue promissory notes that are secured by specific property of the Company.

#### The People Who Control the Company

Each of these people owns 20% or more of the total voting power of the Company:

| Name of Holder | % of Voting Power (Prior to Offering) |
|----------------|---------------------------------------|
| Jeremy Hach    | 50%                                   |
| Nicholas Kocis | 50%                                   |

#### How the Exercise of Voting Rights Could Affect You

You will receive payments with respect to your Note only if the Company makes enough money to pay you, or, if the Company does not make enough money to pay you, if there is enough value in the collateral the Company pledged as security for the Notes.

The people with voting rights control the Company and make all the decisions about running its business. If they make good business decisions, it is more likely you will be paid. If they make poor business decisions, it is less likely you will be paid. For example, if they hire too many people and/or try to expand too quickly, the business could be harmed. The people with voting rights could also decide to file for bankruptcy protection, making it more difficult for you to be paid.

#### How the Notes are Being Valued

The Notes are being valued at their face value. We don't anticipate that we'll ever need to place a value on the Notes in the future.

#### (N) The Funding Portal

The Company is offering its securities through MainVest, Inc., which is a "Funding Portal" licensed by the Securities and Exchange Commission and FINRA. MainVest Inc.'s Central Index Key (CIK) number is 0001746059, their SEC File number is 007-00162, and their Central Registration Depository (CRD) number is 298384.

#### (O) Compensation of the Funding Portal

MainVest will be paid 6.0% of the final offering amount, upon the successful completion of the offering. MainVest does not receive compensation if the offering does not succeed. MainVest, Inc. owns no interest in the Company, directly or indirectly, and will not acquire an interest as part of the Offering, nor is there any arrangement for MainVest to acquire an interest.

#### (P) Indebtedness of the Company

The Company has no indebtedness outside of the debt the Company is expecting to raise through regulation crowdfunding on MainVest.

#### (Q) Other Offerings of Securities within the Last Three Years

The Company has not made any offerings with other third-party regulation crowdfunding companies in the past three years.

#### (R) Transactions Between the Company and “Insiders”

The Company has not entered into any business transactions, including stock Purchases, salaries, property rentals, consulting arrangements, guaranties, or other agreements with any individual identified in Section 227.201 (r)(1)-(4) of Regulation Crowdfunding during the 12 months preceding this Offering.

#### (S) The Company’s Financial Condition

No other outstanding debt or equity

The capital raised through Mainvest will make up the entirety of the Dead Bird Brewing Company’s fundraising. However, Dead Bird Brewing Company may require additional funds from alternate sources at a later date.

##### Historical Milestones

Since our inception in March of 2015, we have accomplished much.

Within 6 months of putting our first beer on shelves, we were cash flow positive. We grew our wholesale distribution area to over 75 locations.

In 2018 we decided to look for a taproom and opened our current space in 2019.

Within 6 months of opening weekly sales were above \$5,000 on a consistent basis and were continuing to climb. Due to COVID, our 2020 sales are substantially lower than predicted and do not represent future sales numbers.

With the addition of our new brewhouse, onsite canning equipment, and onsite small-batch label printing we have been able to keep COGS below 38% and canned sales have increased week over week since January 1st, 2021.

#### (T) The Company’s Financial Statements

Please see Appendix B for historical financial statements.

##### Pro Forma Income Statement

In order to illustrate its future earning potential, the Company has provided a summary of its - year financial forecast. The forecast has been developed by the Company using reasonable best efforts based on their understanding of the industry and market they wish to enter. Please refer to Section (F) of this Offering Memorandum for a list of the risks associated with an investment in the Company and utilizing any pro forma provided by the Company for making investment decisions.

|                    | Year 1    | Year 2    | Year 3    | Year 4    | Year 5    |
|--------------------|-----------|-----------|-----------|-----------|-----------|
| Gross Sales        | \$325,000 | \$357,500 | \$382,525 | \$401,651 | \$413,700 |
| Cost of Goods Sold | \$55,000  | \$60,500  | \$64,735  | \$67,971  | \$70,010  |
| Gross Profit       | \$270,000 | \$297,000 | \$317,790 | \$333,680 | \$343,690 |
| EXPENSES           |           |           |           |           |           |
| Rent               | \$56,856  | \$58,277  | \$59,733  | \$61,226  | \$62,756  |
| Utilities          | \$4,200   | \$4,305   | \$4,412   | \$4,522   | \$4,635   |
| Salaries           | \$108,000 | \$118,800 | \$127,116 | \$133,471 | \$137,474 |
| Insurance          | \$120     | \$123     | \$126     | \$129     | \$132     |
| Operating Profit   | \$100,824 | \$115,495 | \$126,403 | \$134,332 | \$138,693 |

#### (U) Disqualification Events

Neither The Company nor any individual identified by Section 227.503(a) of Regulation Crowdfunding is the subject of a disqualifying event as defined by Section 227.503 of Regulation Crowdfunding.

#### Explanation

A company is not allowed to raise money using Regulation Crowdfunding if certain designated people associated with the Company (including its directors or executive officers) committed certain prohibited acts (mainly concerned with violations of the securities laws) on or after May 16, 2016. (You can read more about these rules in the Educational Materials.) This item requires a company to disclose whether any of those designated people committed any of those prohibited acts before May 16, 2016.

#### (V) Updates on the Progress of the Offering

To track the investment commitments we've received in this Offering, click to see the [Progress Bar](#).

#### (W) Annual Reports for the Company

The Company will file a report with the Securities and Exchange Commission annually and post the report on our website no later than 120 days after the end of each fiscal year. It's possible that at some point, the Company will not be required to file any more annual reports. We will notify you if that happens.

#### (X) Our Compliance with Reporting Obligations

The Company has never raised money using Regulation Crowdfunding before, and therefore has never been required to file any reports.

#### (Y) Other Information Prospective Investors Should Know About

The Issuer may offer "Perks" as a means of showing appreciation to investors for supporting

small community businesses. The offering of “Perks” by issuers is done purely on a voluntary basis and have no influence upon the terms of the Offering. As such, Investor “Perks” are not contractual conditions governed by “the Note” and are not enforceable under “the Note”.

#### Additional Information Included in the Form C

|                         | Most recent fiscal year-end (tax returns) | Prior fiscal year-end (tax returns) |
|-------------------------|-------------------------------------------|-------------------------------------|
| Total Assets            | \$159,821.00                              | \$121,584.00                        |
| Cash & Cash Equivalents | \$10,738.00                               | \$13,775.00                         |
| Accounts Receivable     | \$0                                       | \$0                                 |
| Short-term Debt         | \$11,699.00                               | \$12,173.00                         |
| Long-term Debt          | \$56,000.00                               | \$0                                 |
| Revenues/Sales          | \$97,186.00                               | \$0                                 |
| Cost of Goods Sold      | \$43,950.00                               | \$0                                 |
| Taxes Paid              | \$0                                       | \$0                                 |
| Net Income              | \$0                                       | \$0                                 |

Jurisdictions in which the Company intends to offer the securities:

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY, B5, GU, PR, VI, 1V