



Williamson Mead and Brewings

A Beverage Revolution!

Williamson Mead and Brewing

Building a Better Product!

Meads

Fermentation of
Honeys



Ciders

Fermentation of
Apples



Seltzers

Fermentation of
Sugars



The Williamson Taste Experience

142 Awards for Brewing Excellence in under 9 months.

25 Awards in International and Commercial Competitions.

Awarded "Mead Producer of the Year" for 2021 by the 10th Annual New York International Beer Competition.



The Marketplace

Wine

Total Revenue
\$25.9 Billion

Annual
Growth 3%

Ciders

Total Revenue
\$589.1 Million

Annual
Growth 6%

Seltzers

Total Revenue
\$4.4 Billion

Annual
Growth 16%

Problem: Making Wine Modern

Technology and Techniques have not changed since the late 19th Century in wine making.

Williamson Mead and Brewing is a bold Innovator.

We are faster, cleaner, and more efficient than our “Classical” Competitors.

What is The Williamson Process?

Scandinavian sourced non-commercial yeasts coupled with a unique nutrient schedule and water.

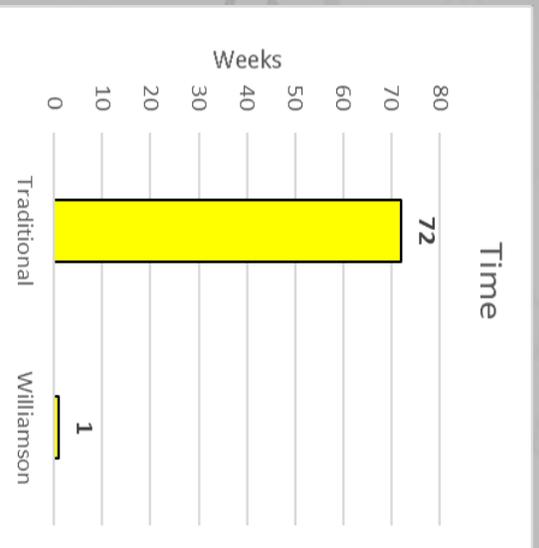
Shorter fermentation periods that take **WEEKS** instead of **MONTHS**.

Cleaner and better products, that do not require long term storage for aging or mellowing.

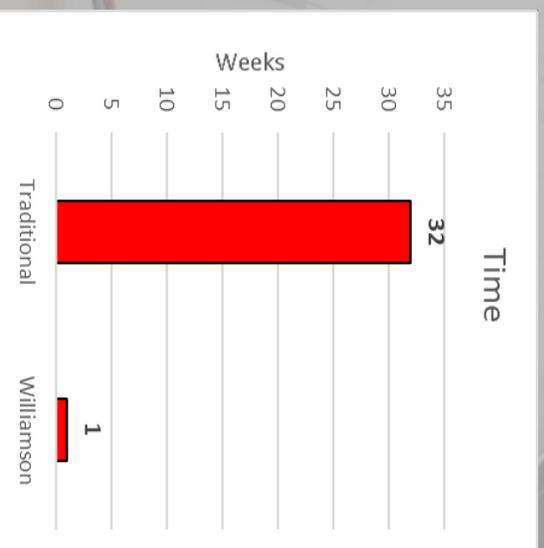
Creating a beverage of superior quality!

Why are We Better? Faster

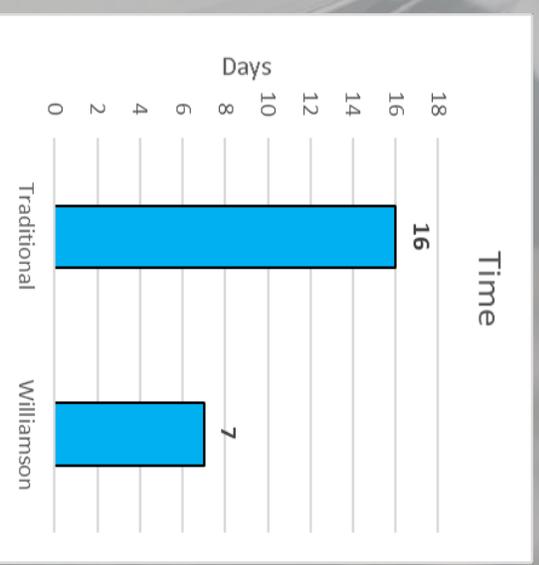
Mead Production



Cider Production



Seltzer Production



Why are We Better? Cleaner!

1) No byproducts = No Need for Aging!

2) Never any cooperage/barreling.

3) Modern clarification techniques & Centrifuge technology.

Centrifuge



- ❖ Removes all yeast
- ❖ Protection for Intellectual Property
- ❖ Makes Brew Schedule Consistent
- ❖ One of only a handful in use for Mead production
- ❖ Saves WEEKS of time!!

*1 BBL = 31 Gallons = 159 - 750ml Bottles

Direct Savings vs. a Typical Winery

We need less physical footprint and less equipment. No "Aging" Storage needed.

No oak barrels. Our products are keg and taproom friendly.

Cost Category	2,000
Receiving <u>Equipment</u>	\$58,023.75
Cellar Equipment	\$16,623.25
Material Handling	\$49,520.00
Refrigeration System	\$28,918.57
Fermentation & Storage	\$49,800.45
<u>Cooperage</u>	\$51,944.00
Tasting Room	\$3,675.95
Plant & Office	\$302,388.00
<u>Total Investment</u>	\$560,893.97
<u>Per Unit</u>	
\$/Case	\$280.45
\$/Gallon	\$117.83
\$/750 ml	\$23.37

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Williamson

\$1,400

\$0

Savings
\$108,568

Why are We Better? Efficiency

1) No boiling during the creation process.



2) Fermentation at ambient temperature ranges.



3) Lower Temps means Less Energy = Higher Efficiency!

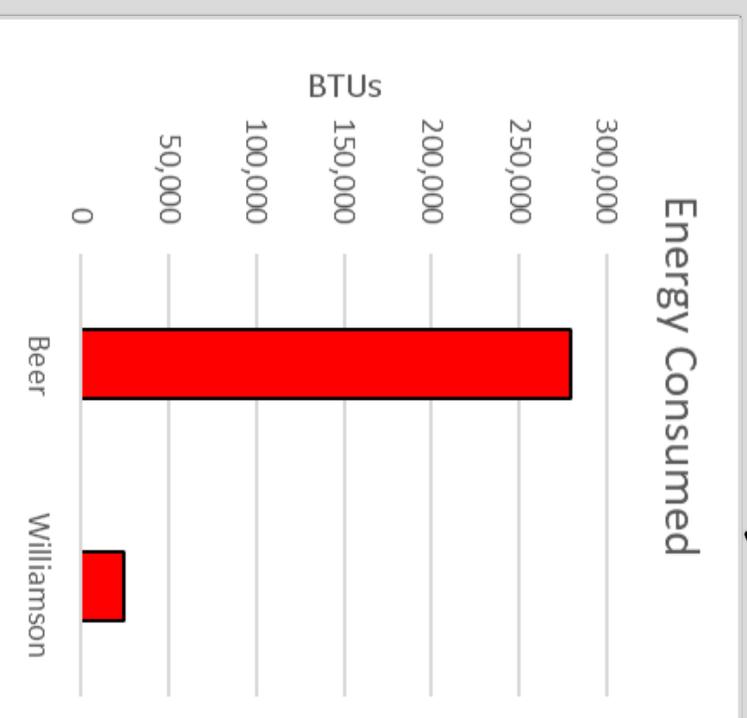
Power Consumption Comparison

◆ Brew 5 BBL of Beer

Vs.

◆ Brew 5 BBL of
Williamson Process

10 times more energy
efficient!



*1 BBL = 31 Gallons = 159 - 750ml Bottles

Output to Size Comparison

More Production for Less

Temblor Brewing Company

- Starting Cost: \$1-3M
- Brewhouse Size: 20 BBL
- Fermenter Space: 240 BBL
- Production Volume: ~3,000 BBL

Williamson Mead and Brewing

- Starting Cost: \$250K
- Brewhouse Size: 1 BBL
- Fermenter Space: 36.5 BBL
- Production Volume: 1,752 BBL

*1 BBL = 31 Gallons = 159 - 750ml Bottles

Williamson Process Maximized

Assume:

- ◇ 1 BBL Brewhouse
- ◇ 2 hr Brews
- ◇ Nine 3.5 BBL Fermenters, One 5 BBL Fermenter
- ◇ 1 Week Tank Turnaround (with Centrifuge)

$$\frac{36.5 \text{ BBL}}{1 \text{ Weeks}} \times \frac{4 \text{ Weeks}}{1 \text{ Month}} \times \frac{12 \text{ Months}}{1 \text{ Year}} \times \frac{\$3000}{1 \text{ BBL}} = \$5,256,000$$

- ◇ 1,752 BBL Brewed Annually

*1 BBL = 31 Gallons = 159 - 750ml Bottles

Profit Per One BBL* Sold Retail

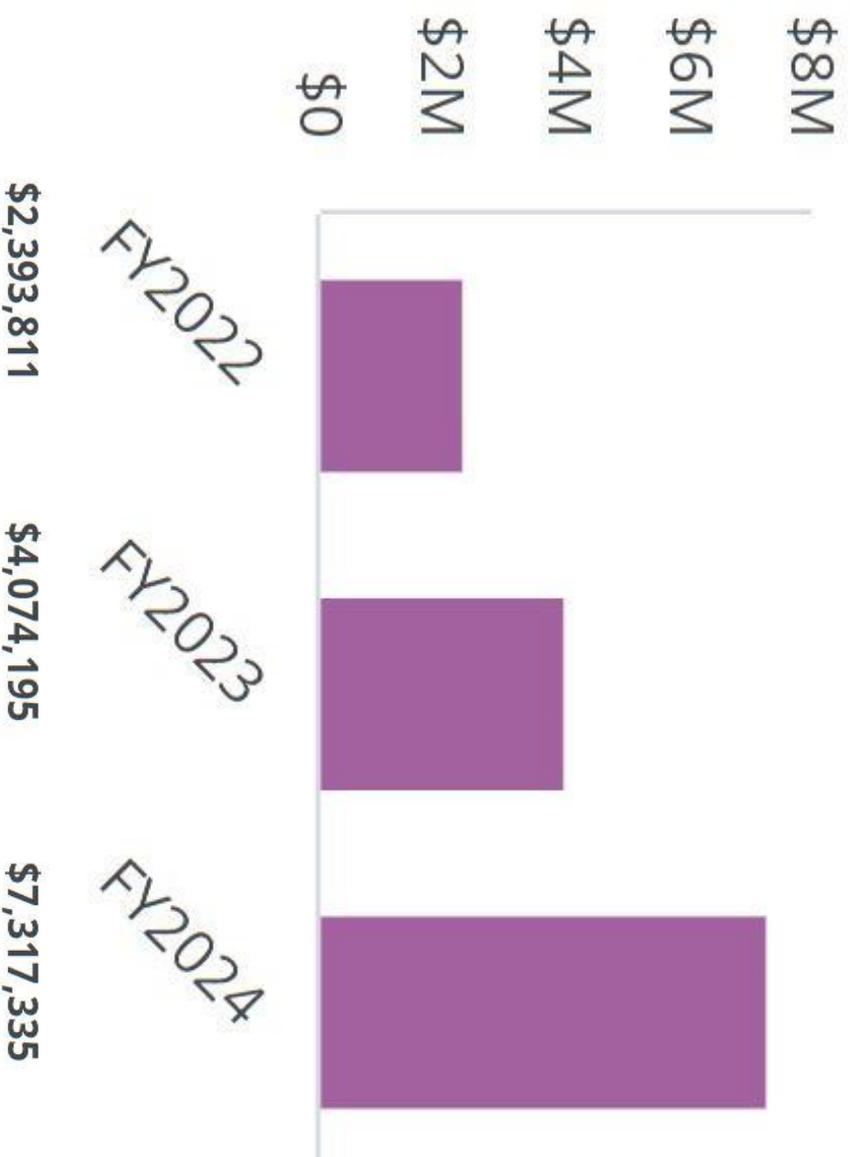
Meads = \$3,300

Ciders = \$3,250

Seltzers = \$3,700

*1 BBL = 31 Gallons = 159 - 750ml Bottles

Revenue Forecast



Creating Distribution

Phase One on Day one:

Opening a Tasting Room and Online Store



Phase Two Within 90 Days:
Creating Local Partnerships

Phase Three Within 12 Months:

CA and National Distributor Partnerships



Who are our customers?



Ages 21-34
represent only 25
percent of adults
but accounts for
approximately 50
percent of Alcohol
consumption.



Gaming and
Entertainment Industries
are marketing to them,
introducing Mead and
Cider, while making
Billions.

Inspiration and Experience

Matthew Williamson

President/CEO

20+ Years

Homebrewing
Experience

142 Awards for

Brewing Excellence

“California Meader

Of the Year 2021”



Richard McEnty

Director Brewing
Operations

6+ Years Commercial

Experience

Certified German

Master Brewer

Trained VLB Berlin

Our Team

Dr. Megan
Bolender



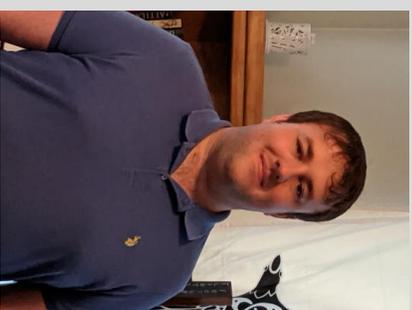
Health
Consultant

Mr. Joel B.
Wilson



Cellarman and
Equipment
Engineer

Mr. Ethan
Bolender



Consultant for
Information
Technology

Join the Williamson Brewings Revolution!

◇ E mail: WilliamsonBrewing@outlook.com

◇ Website: www.williamsonbrewing.com

◇ Facebook: <https://www.facebook.com/WilliamsonBrewing>

◇ Youtube:

www.youtube.com/channel/UCBxYB3F5y8M4t5WzJfglU8A

Addendum Slides

Our Award-winning Meads



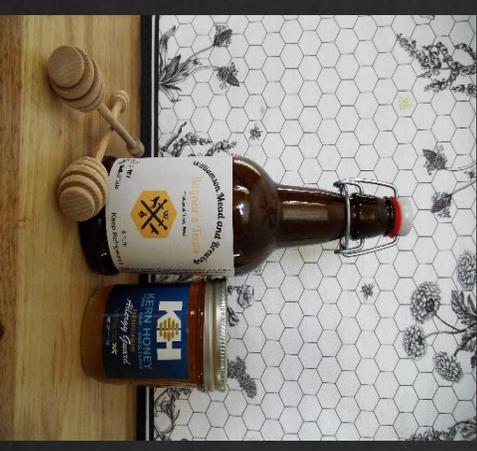
Braggi's Mead
Blood Orange,
Pomegranate,
Cranberry



Floki's Laughter
Blueberry,
Raspberry,
Blackberry



Freya's Mead
Strawberry,
Cherry



Ragnar's Tears
Kern Honey

Fruit Cider



Hard Cider

Spice Cider

Hard Seltzer

Welcome to Carnival Row!



Bubblegum



Blue Razzberry

Bringing the SWEET to HARD SELTZER!

Centrifuge Advantage

Maximum Annual Production Without Centrifuge:

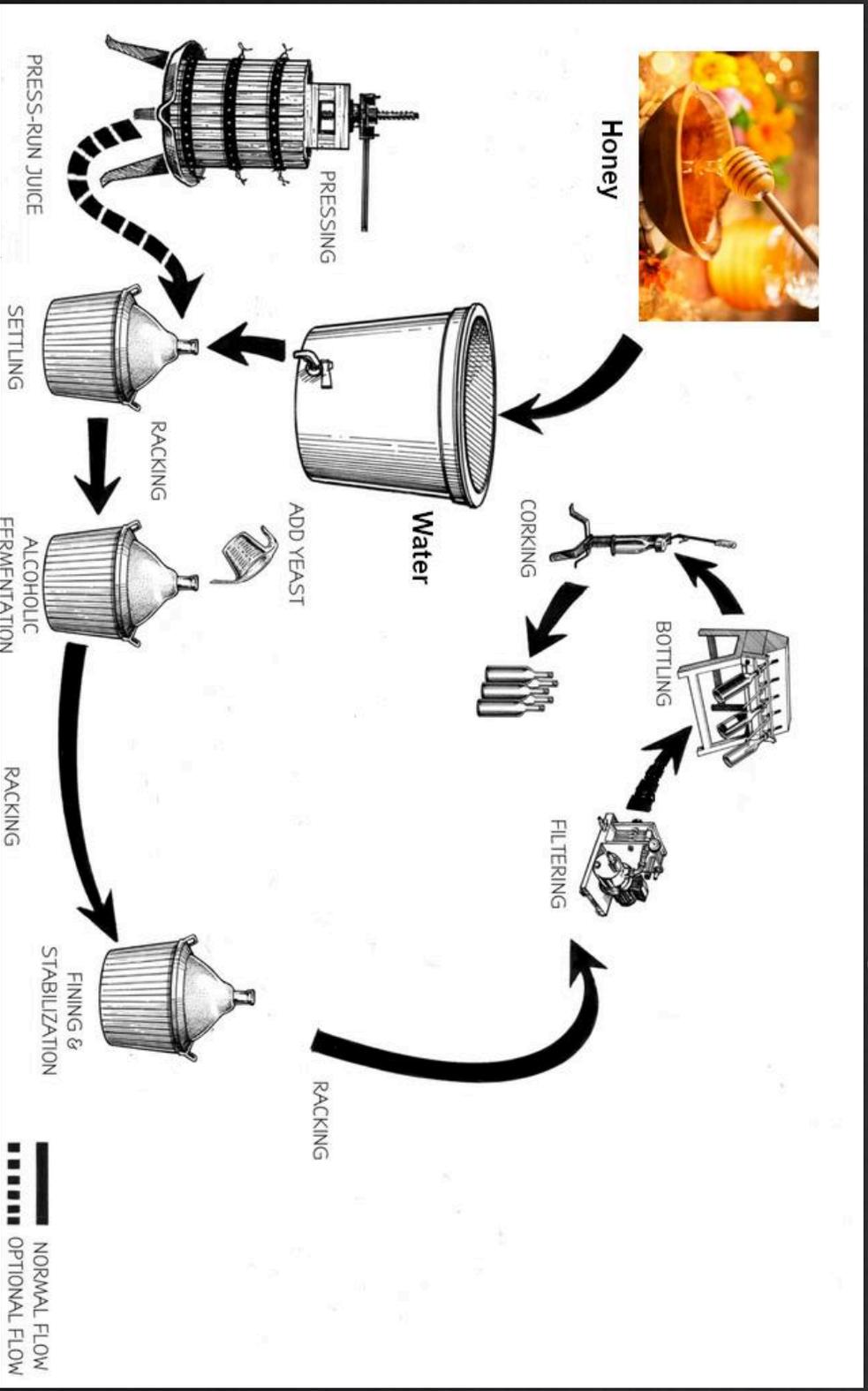
$$\frac{12.5 \text{ BBL}}{2 \text{ Weeks}} \times \frac{4 \text{ Weeks}}{1 \text{ Month}} \times \frac{12 \text{ Months}}{1 \text{ Year}} \times \frac{\$3000}{1 \text{ BBL}} = \$900,000$$

Maximum Annual Production With Centrifuge:

$$\frac{12.5 \text{ BBL}}{1 \text{ Weeks}} \times \frac{4 \text{ Weeks}}{1 \text{ Month}} \times \frac{12 \text{ Months}}{1 \text{ Year}} \times \frac{\$3000}{1 \text{ BBL}} = \$1,800,000$$

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Williamson Mead Making Process



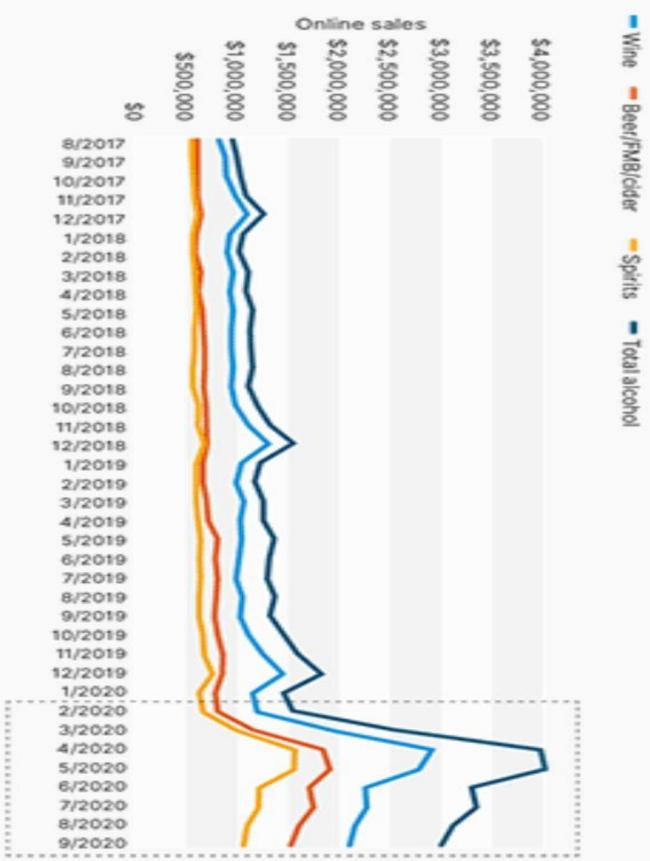
New Growth in Online Sales

E-COMMERCE TRENDS IN ALCOHOL

E-commerce trends in alcohol

With consumers sheltering and working from home, online sales became important for all alcohol producers. Growth in delivery company accounts for companies like Drizly and Instacart exploded. We believe there is a permanent consumer shift to more online purchases of wine, which will expand with the coming of age of millennial consumers.

Figure 11: E-commerce trends in alcohol
Explosive growth in COVID-19 period



Note: *FMB* stands for flavored malt beverage.
Source: Nielsen/Rakuten Intelligence

Where Lips meet Liquid!

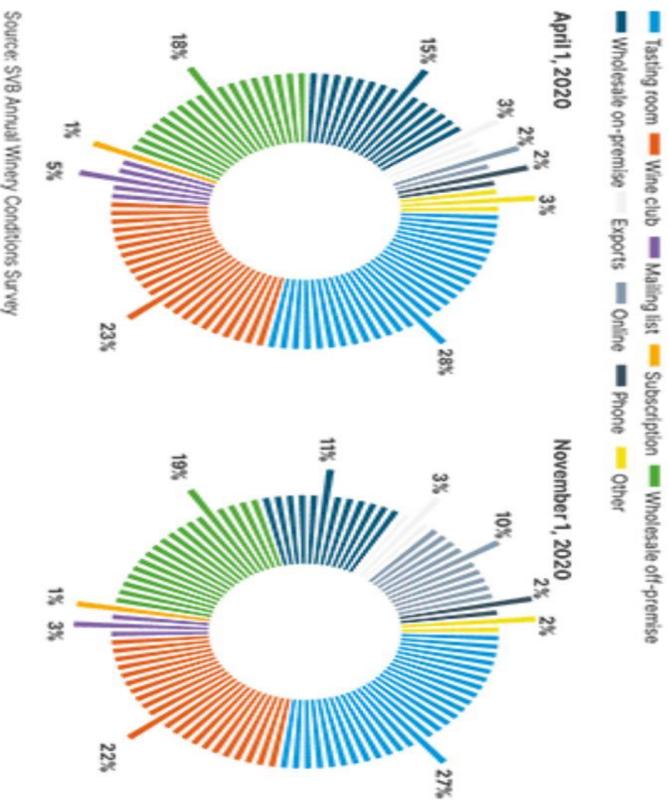
AVERAGE WINERY SALES CHANNELS PRE-COVID AND DURING COVID

Average winery sales channels pre-

COVID and during COVID

Restaurants and tasting room sales made up about 43 percent of the average winery's sales in April 2020, when the government issued shelter-in-place orders, closing both channels. Resilient producers immediately evolved to phone sales, e-commerce, Zoom tastings and curbside pickup, among other tactics. By November, the magnitude of the shift was apparent, with online sales showing the greatest total change.

Figure 7: Average winery's sales channels



Source: SVB Annual Winery Conditions Survey