

# ORANGE BIKE BREWING CO.

Portland Maine's First Dedicated Gluten-Free Brewery

*– Powered by People & Purpose*

## THE PROBLEM

**In an era of great beer, millions of people are being excluded from the craft beer experience.**



Americans **suffer** from **undiagnosed gluten sensitivity, gluten allergies or Celiac disease**



Americans are trying to **reduce their consumption of gluten\***

**\*30 % of American Households**



**Tasty, gluten-free craft beer offerings *readily* available in New England**

The information in this deck is confidential



## OPPORTUNITY

Seizing the opportunity of a fast growing beverage segment at the right time (*the shift has already happened*) before the multinational corporations grab market share, thus fuelling sustainable change.

Become the **Northwest market leader** in the gluten-free beer space

Break into the vastly **untapped dedicated gluten-free market** segment experiencing **double-digit annual growth**

Meet the **underserved demand of retailers and consumers** for a gluten-free beer option



## THE REAL OPPORTUNITY

**Reimagining the Beer Business – On all levels.  
Including 'better for you' beer without gluten.**

Diversity

Sustainability

Equity

Social  
Change

Inclusion

***Craft beer should be something everyone can enjoy.***

The information in this deck is confidential



# Differentiators

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## Why does it taste so good?

- Brewed only with **gluten-free super grains**: millet, buckwheat, quinoa, oats, and brown rice
- **No sorghum, syrups, added sugars, or extracts**
- Brewed with historical **Peter Austin System** in the traditional manner
- **Maine's Sebago Lake Water** provides an unmatched base ingredient. It is one of only 50 water supplies in the United States **so pure that it needs no filtration before treatment**. Beer is 90-95% water
- Well balanced, lighter and lower alcohol

## X-Factor: Alan Pugsley

- All OBB recipes exclusively formulated by world class **Master Brewer Alan Pugsley**
- Opened over **100 internationally recognized breweries** including Magic Hat, Long Trail and Shipyard
- **3-year exclusive** contract for gluten-free beer in Maine



**As good as any beer, anywhere.**



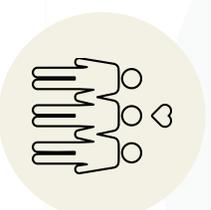
## ORANGE BIKE BREWING COMPANY CORE VALUES



**Honor the  
Essential Dignity  
of All People**



**Protect the  
Planet We Call  
Home**



**Invest in the  
Communities We  
Serve**

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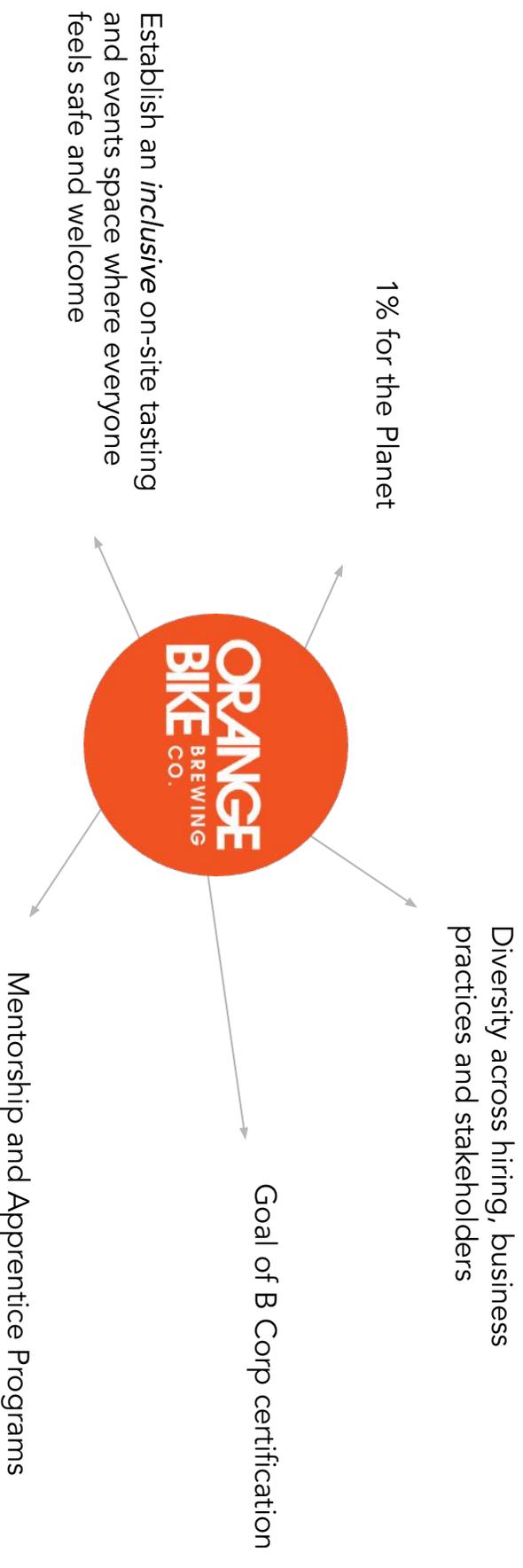


## OUR MISSION

***Brew the greatest gluten-free beer on Earth.***

So we attract great people, partners, and customers who believe in and back us.

Better beer for a better future.



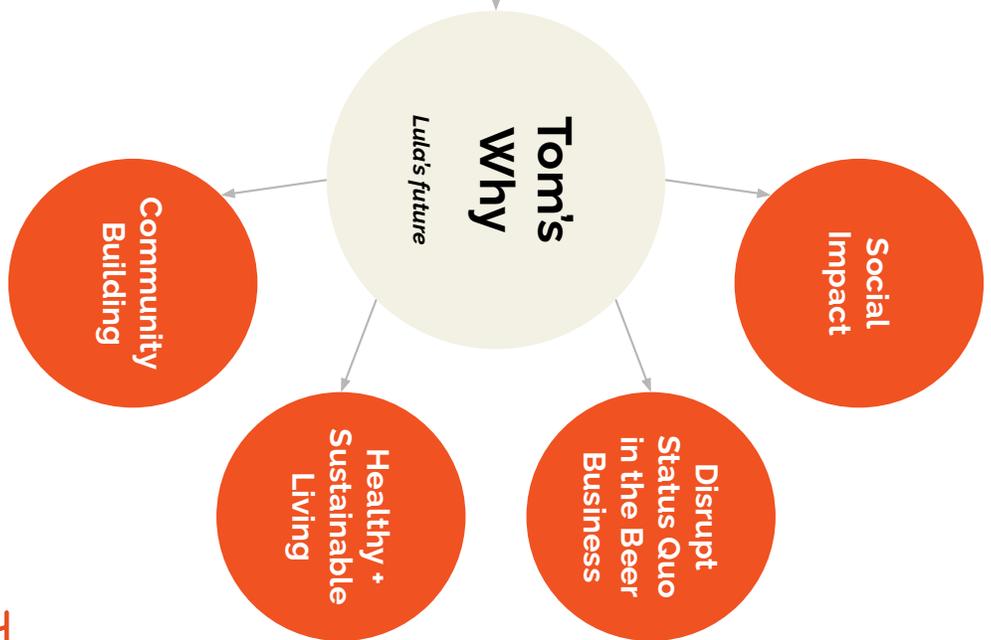
*What started as a mission to make the best gluten-free beer in the Northeast has evolved into something much bigger: Building a great company to make the best gluten-free beer – the platform used for social impact, strengthening community and driving change. Brewing better beer for a better future.*

Where the stagnant reside is where you'll find opportunity. The risk-reward equation rests heavily on the side of innovation. But innovation is challenging. The best advice I've heard about it is quite simple: Don't look down; don't focus on the obstacles. Look in the direction you want to go, and that's where you'll end up. Focus, vision and a clear view of your endgame are the ingredients for success—and for disruption.

But what is disruption? We sling that term around pretty freely. Disruption is a seismic event. It can be destructive or it can be constructive. It is at the intersection of "How it's always been done" and "The new approach." It's the thing that causes revolutions of thought. It's what brought us the internet and email and Tindr. It's what brought us out of the Dark Ages and into the Renaissance. It's a freshness of thinking that creates change. It is the very foundation of this country.

You are driving that change. You are a part of something important and soulful. It doesn't matter if you own a doughnut shop, a dry cleaner, a tech startup or a franchise. Your ability to see new things and innovate fearlessly in your approach to business is the key to disruption. And all of it together is key to making a lasting economic impact and creating lasting opportunities.

The accelerated, frenetic pace of innovation right now is undeniable and...



# A better future: Protecting the Planet

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In order to brew the “greatest” gluten free beer on earth, Orange Bike is in the process of developing a sustainability strategy in line with Tom’s why.

Tom’s *why* drives the effort as Orange Bike aspires to:

- Learn and understand its impact on the earth
- Act on its triple bottom line efforts to honor its aspirations
- Nurture sustainability efforts given the ongoing decisions the brewery makes in day to day management of its operations



# Efforts to protect the place we call home

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To embed sustainability into the OBB strategy, analysis will be needed to:

1. Develop a sustainability mission that brings continuous value to the firm
2. Understand material concerns throughout the value chain and with stakeholders
3. Create policies to drive the aspirational ethical principles of the brewery for all stakeholders
4. Understand the supply chain and efforts to strategically embed sustainability and DEI elements
5. Create a baseline environmental management system

*Orange Bike Brewing will accomplish this work with the help of OBB Sustainability Director Dr. Jeremy Pare (Duke University & Thomas College) and the talented student-led team with the UNH B Impact Clinic*



# Regional Market Opportunity



- *There are only 19 dedicated gluten-free breweries in the US and over 85% of them are in the Western US*
- 5.9 million gluten conscious beer drinkers reside in the Northeast
- Self-distribution in Maine to start, then partner with distributors in the Northeast



The information in this deck is confidential

# Committed Distribution Partners (Demand)

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**BIER CELLAR**  
BEER • WINE • CIDER • MEAD



OYSTER CO  
**EVENTIDE**  
— PORTLAND, ME —



**Manteis**  
FINE FOODS



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## IMMEDIATE NEED

As of today, Whole Foods and Trader Joe's in the Northeast **do not have a dedicated gluten-free beer** on their shelf despite ongoing interest in providing this option.



*We are in talks with buyers for both*

The information in this deck is confidential



# Community Partnerships



The information in this deck is confidential

# Our Team

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**Tom Ruff**

Founder/CEO

CEO & Founder Tom Ruff  
Executive Search (30 year  
company sold to Paragon  
Executive Search) Beer  
Enthusiast. Author. Business  
Climate Advocate -  
ClimateWork Maine Advisory  
Board. Biking Activist



**Neil Spillane**

COO

Co-founder Fork Food Lab,  
Former CEO & CFO Urban  
Farm Fermentory, Startup  
Advisor and Homebrewer



**Alan Pugsley**

Master Brewer,

Recipe Formulation

Co-founder Shipyard  
Brewing, Brewery  
Consultant for 100 startups  
around the world including  
Magic Hat, Dempsey's and  
Long Trail Brewing



**Zeke Callanan**

General Counsel

Startup & Corporate  
Attorney, Beer Industry  
Advocate, Co-founder Brew  
Festival



**Ryan D'Wolf Munro**

Tom's Mentor

DoorDash robotics leader,  
Goldman Sachs alum,  
Brewery Founder  
Homebrewer and Portland  
SCORE Mentor

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# Our Advisors

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**Ren Navarro**

Leading Beer Industry Diversity and Inclusion Consultant



**Jason Wadler**

Co-Founder/Chief Strategy Officer at Leapfrog before being acquired by Dentsu Aegis; Past President Vasculitis Foundation



**Lauren Glennon**

MECA&D AVP of Institutional Advancement and Strategic Planning, Consultant: Organizational Strategy, Strategic Planning, Community Relations, Capital Projects



**Meg Batterson, LCSW, MS Clinical Social Work**

Licensed Clinical Social Worker, Columbia University, New York, The Relational Center, Los Angeles, CA



**Josh Benthien**

CEO & Partner, Northland Commercial Development, Trustee, Maine Preservation, Former National Champion Rally Car Co-driver



**Ikechukwu Ndu, PhD, CPA, CFE, FCA**

Assistant Professor Finance & Accounting University of Southern Maine Business School Principal, NCS Accountants and Advisors, LLC



**Ken Berlin**

Co-Founder at Pearhead, Inc. Co-creator of the patented Ubbi Steel "stinkless" Diaper Pail

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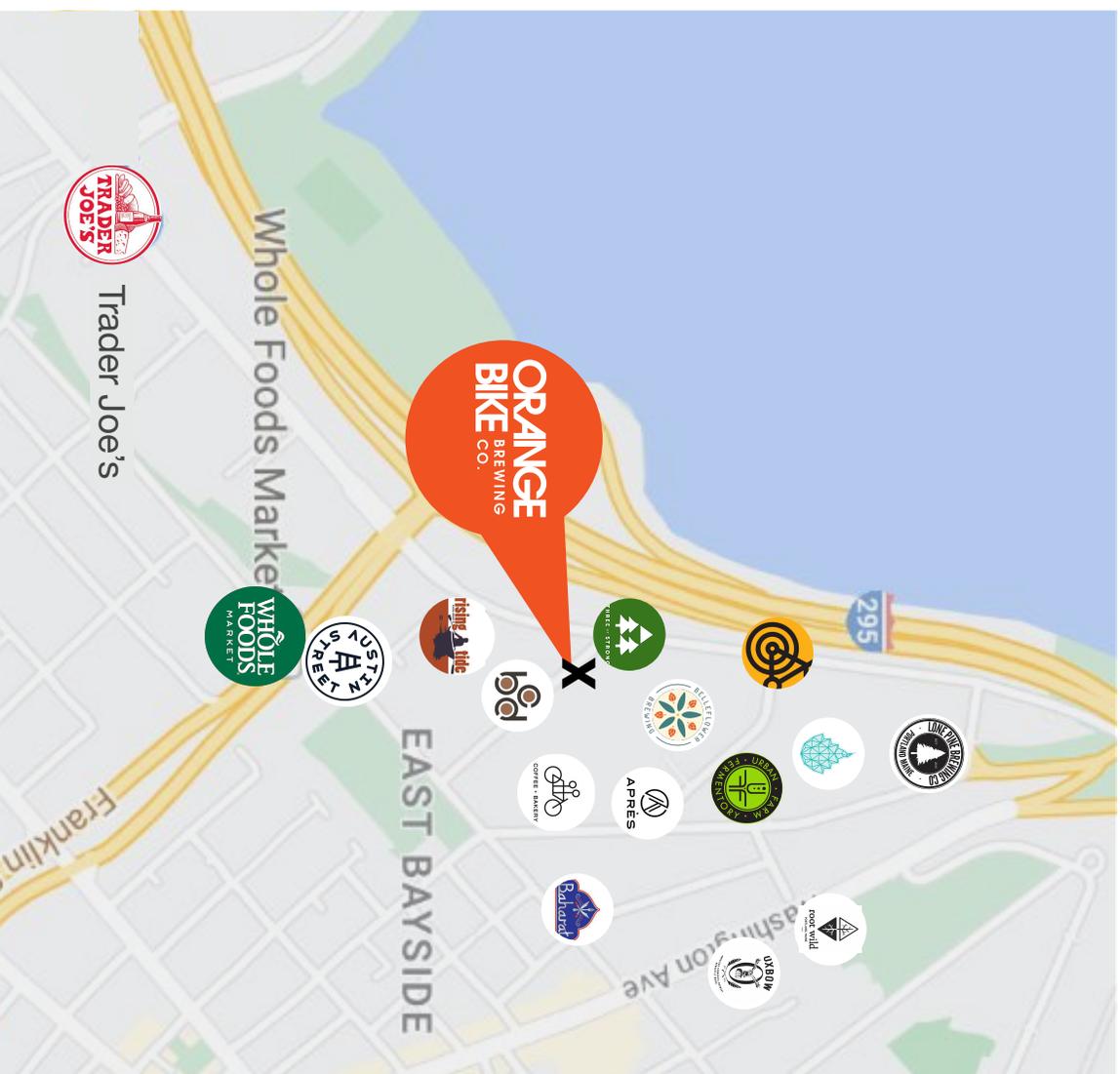
# Timeline



# Prime Location

📍 **31 Diamond Street,  
Portland ME**

Located in East Bayside: the epicenter of Maine craft brewing and tourism



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# Our Space

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## **31 Diamond Street Portland, ME**

Lease signed: 5/5/2022

Occupancy: 149 people

Lease total: 20 years

*5 year lease, three options of renewing another 5 years. Negotiated all outdoor space behind brewery for beer gardens and outdoor activities.*



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# Our Space

## 31 Diamond Street, Portland ME

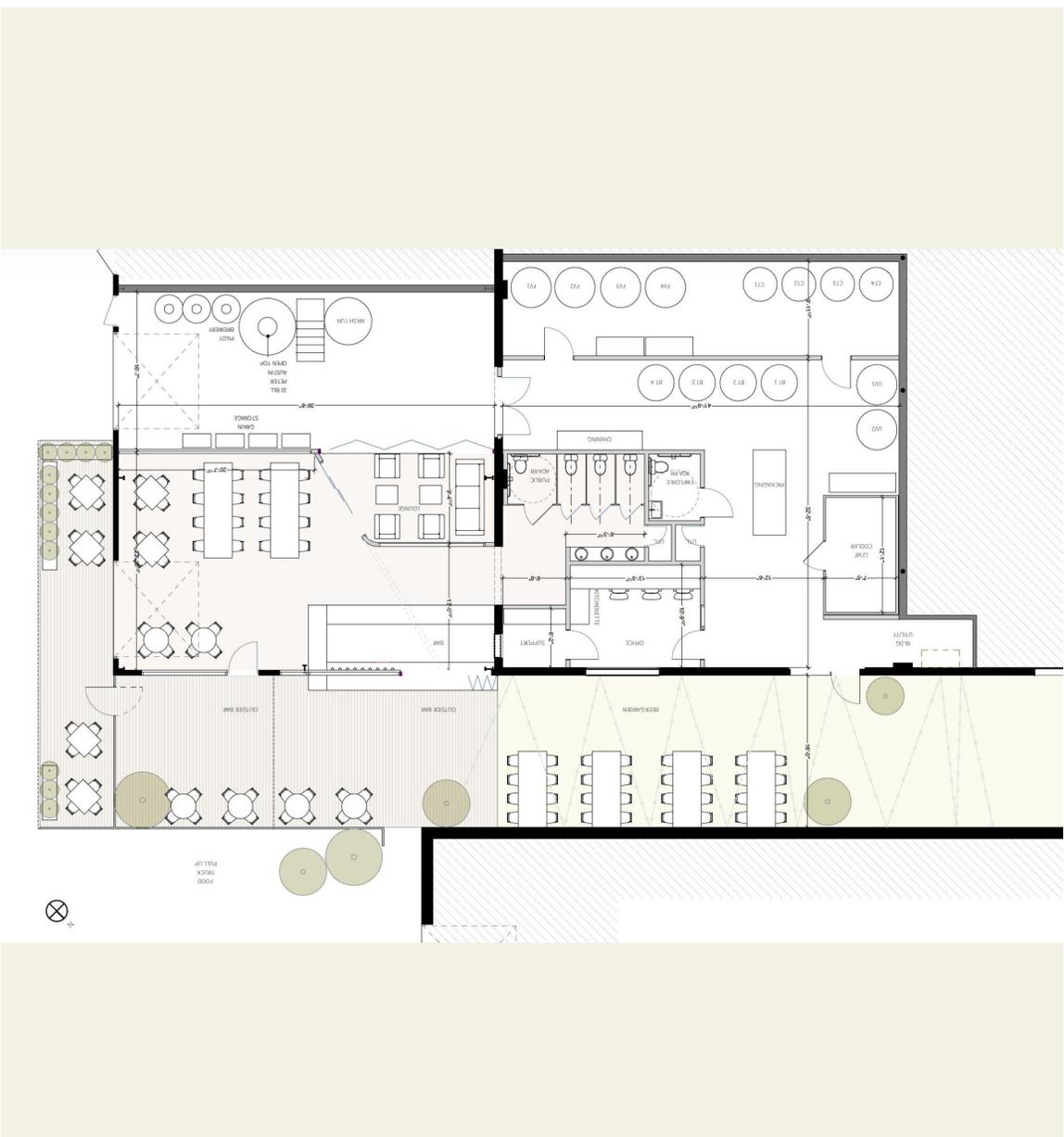
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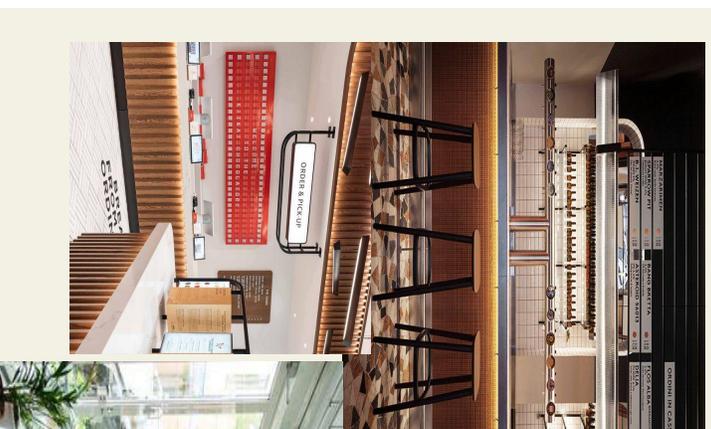
# Mood Board

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## 📍 31 Diamond Street, Portland ME

- Outdoor beer garden
- Outdoor movie theatre
- Food pop-ups
- Live music events
- Community events

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# Competition

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Brewery	Location	Dedicated Gluten-Free	All-Grain
<b>Orange Bike Brewing</b>	<b>Portland, ME</b>	✓	✓
Lucky Pigeon	Biddeford, ME	✓	✓
Glutenberg	Montréal, Canada	✓	
Omission	Portland, OR	Gluten-reduced	
Stone Delicious IPA	Richmond, VA	Gluten-reduced	✓
Geary's Inray	Portland, ME	Gluten-reduced	✓

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# Why the Orange Bike?



**Tom is known around Portland, Maine, as "the guy on the orange bike."**

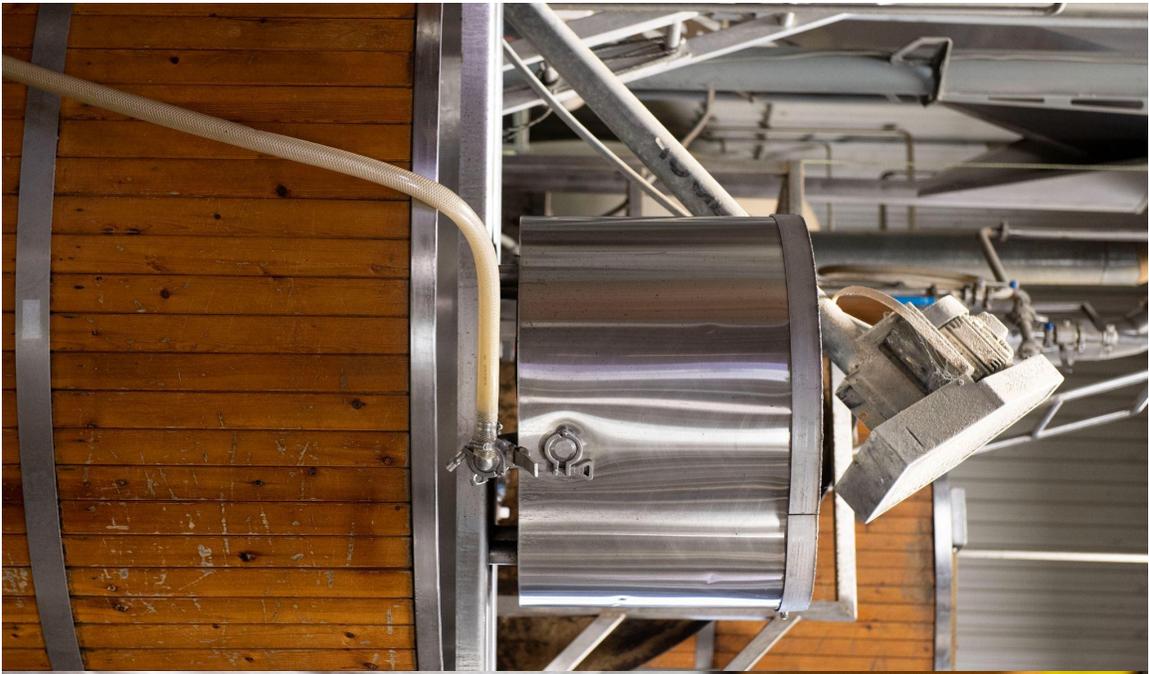
He bought the bike during Covid to spend more time outdoors with his daughter. He took a year off to be a full-time stay at home dad with Lula. He's logged 4000 miles, has avoided buying a second car, and both he and the bike are still going strong.

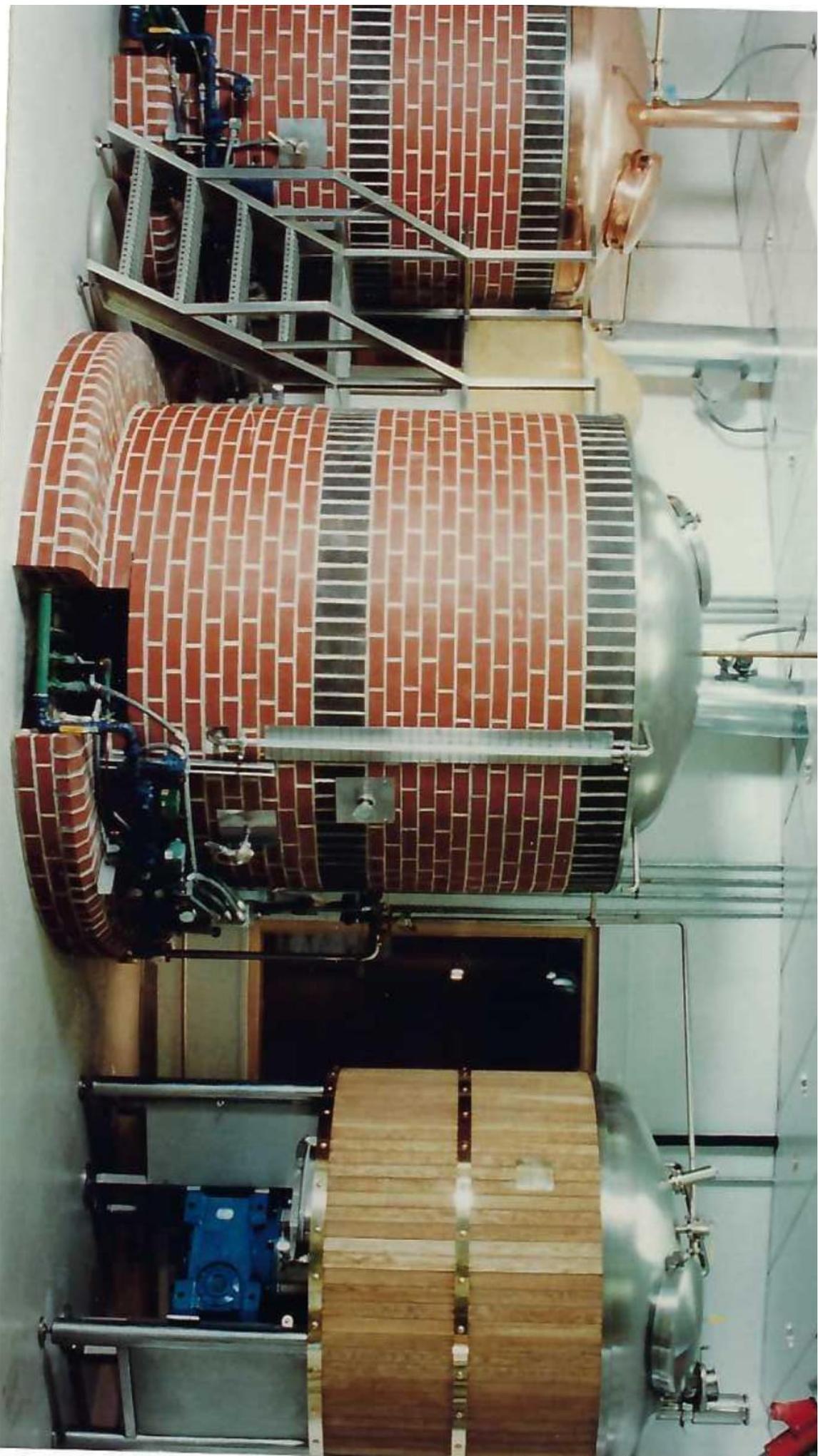
Twice hit by cars – fortunately, while Lula was not aboard – he has become a bike activist. He supports and volunteers for the Bicycle Coalition of Maine.

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# ORANGE BIKE

## BREWING CO.

### Our Newest Beers



Nitro Stout



Belgian Wit



Hoppy Pale



# ORANGE BIKE

## BREWING CO.



### WHOLESALE/RETAIL SELL-SHEET

## Belgian Wit [4.6% abv]

Designed after the classic traditional style from Belgium, this witbier has water salts added to replicate the Flemish water profile native to Belgium. We utilized pale millet, buckwheat and some rolled oats to perfect mouthfeel and deployed gentle hopping with a regime of three different hops. Coriander seed and bitter orange peel are added to give the beer a very drinkable overall pleasing profile when fermented with our classic Belgian Wit yeast.

**Malt Bill:** Pale Millet, Pale Buckwheat, Rolled Oats

**Hops:** Hallertau, Saphir, Saaz

**Additions:** Coriander Seed, Curacao Orange Peel

**Recommended serving temperature:** 40-50 degrees F

**Availability:** Year-round wholesale 4-pack cans and tasting room draft pours



# ORANGE BIKE BREWING CO.

Join us for the ride.

To bring a purpose-driven brewery to Portland, Maine.  
We are powered by something much bigger than beer.

*We are seeking mission aligned investors to help us drive change. If you or someone you know is interested in learning more about our investment opportunity or getting involved with our project, please reach out to our Founder, Tom Ruff*

Tom Ruff

Founder

310-850-1496

[tom@orangebikebrewing.com](mailto:tom@orangebikebrewing.com)

# Appendix

## Alan Pugsley's Completed Brewery Project List – The “Johnny Applesseed” of Craft Beer

### Orange Bike Brewing will be his 100th Project

1. **Dempsey's Brewery, Dublin,Ireland, 1982**
2. Bodicote Brewery, Bodicote UK, 1982
3. Royal Clarence Hotel, Burnham on Sea, UK, 1982
4. Orange Brewery, Pimlico,London, UK 1983
5. Long Barn, Slough, UK, 1983
6. Mash Tun brewpub, Wirchester, UK, 1983
7. Sam Powells Brewery, Wales, 1983
8. MOPA Brewery, Nigeria, 1983
9. Derry Brewing, Londonderry, NI, UK, 1983
10. Reepharn Brewery, Reepharn,Norfolk UK, 1984
11. Martin Ales, Martin,Kent, UK, 1984
12. Holt Plant & Deakin, Dudley, UK, 1984
13. **Le Brasseur de Deux Rivieres, Morlaix, Brittany, 1984**
14. Granite Brewery, Halifax,NS, Canada, 1985
15. **Domus, Leuven, Belgium, 1985**
16. Brewers Brewery, Lille, France, 1985
17. Nethergate Brewery, Clare,Suffolk, UK, 1985
18. Ken Jones Brewery, Devon, UK, 1985
19. St.Georges Brewery, Johannesburg, South Africa, 1986
20. Tianjin Brewery, Tianjin, China 1986
21. Changsha Brewery, Changsha, China, 1986
22. Clermont Ferrand Brewery, France, 1986
23. Golden Lion Brewery, Lenoxxville, QU, Canada, 1986
24. **D.L. Geary Brewing Company, Portland, ME, USA 1986**
25. AshMine Brewery, Trudokhill, Somerset, England, UK, 1988
26. **Gitty McDuff's, Portland, ME, USA, 1988**
27. Okhney Brewing Company, Okhney Islands, 1988
28. McAuslan Brewing Company, Montreal, Canada, 1989
29. Wild Goose Brewing Company, Cambridge, MD, USA, 1989
30. **Long Trail Brewing Company, VT, USA 1989**
31. **Hartford Brewery, Hartford, CT, USA 1991**
32. Red Feather Brewing Company, Chambersburg, PA, USA 1991
33. Hart Breweries, Cartleton Place, ON, Canada, 1991
34. Granite Brewery, Toronto, ON, Canada, 1991
35. **Kennebunkport Brewing Company, Kennebunk, ME, USA 1992**
36. Oliver's Brewery, Baltimore, MD, USA 1992
37. **Seadog Brewing Company, Camden, ME, USA 1993**
38. Grizzly Peak Brewpub, Ann Arbor, MI, USA 1993
39. Tremont Brewery, Charlestown, MA, USA 1993
40. **Magic Hat Brewing Company, Burlington, VT, USA 1993**
41. Nethergate Brewing Company ( expansion), Clare, Suffolk, UK, 1993
42. RedTown Brewery,Dudinka, Siberia, 1993 built, 1995 installed.
43. **Shipyard Brewing Company, Portland, ME, USA, 1994**
44. White Tail Brewery, York, PA, USA, 1994
45. Pittsfield Brewing, Pittsfield, MA, USA, 1994
46. Blue n Gold, Alexandria, VA, USA 1994
47. Clocktower Brewery, Ottawa, ON, Canada, 1994
48. **Cooperstown Brewing Company, Cooperstown, NY, USA, 1994**
49. **Ship Inn, Milford, NJ, USA, 1995**
50. Traverse City Brewing, Traverse City, MI, USA, 1995
51. Shannon Kelly's Brewpub, St.Paul, MN, USA, 1995
52. **Middle Ages Brewing Company,Syracuse, NY, USA, 1995**
53. **Old Nutfield Brewing Company,Derry, NH, USA, 1995**
54. **The Shed, Stowe, VT, USA, 1995**
55. **Seadog Bangor, Bangor, ME, USA, 1995**
56. **Carrabassett Brewing Company, Sugarloaf, ME, USA, 1995 ( now at the Run of the Mill,Saco,ME)**
57. **Gitty's, Freeport, ME, USA, 1995**
58. Stewarts Brewing Company, Bear, DE, USA, 1995
59. **New Jersey Brewery, NJ, USA 1995**
60. **Woodstock Inn and Brewery, North Woodstock, NH, USA, 1995**
61. **Watch City Brewing, Waltham, MA, USA, 1995**
62. Picaroons, Fredericton, NB, Canada, 1995
63. Reds, Edmonton, AB, Canada, 1995
64. **Shipyard Brewery, Orlando, FL, USA, 1996**
65. Brunswick Grp, Eden Prairie, MN, USA, 1996
66. **Madison's Brewery, Bennington, VT, USA, 1996**
67. Barley Creek Brewing, Pocomo, PA, USA, 1996
68. Danvers Brewing, Danvers, MA, USA, 1996
69. Knoxville Brewing Company, Knoxville, TN, USA, 1996
70. Camelot Lancaster, PA, USA, 1996
71. Arcadia Brewing Company, BattleCreek, MI, USA, 1996
72. **Davidson Brothers Brewpub, Glens Falls, NY, USA, 1996**
73. Bank Street Brewing, Stamford, CT, USA, 1996
74. **Brewery De Lanse, Anse, Quebec, Canada, 1996**
75. **AleWife, Glastonbury, CT, USA, 1997**
76. Red Brick Station, Baltimore, USA, 1997
77. Mackinaw, Traverse City, MI, USA, 1997
78. Peak Northwest, Portland, OR, USA, 1997
79. Brunswick Group, Kennesaw, GA, USA, 1998
80. Stewarts, Downingtown, DE, USA, 1999
81. Canal Inn and Brewery, Glasgow, Scotland, 2000
82. St John Brewers, St. John, USVI, 2004
83. **Gitty's, Auburn, ME, USA, 2005**
84. **Seadog Brewpub, Bangor, ME, USA, 2010**
85. Ashton Brewpub, Ashton, ON, Canada, 2011
86. Woodstock Brewery expansion, No Woodstock, NH, USA, 2013
87. Four Mile Brewery, Victoria, BC, Canada, 2014
88. Lake George (Glens Falls) Brewing Company, Queensbury, NY, 2014
89. Seadog Brewery, Clearwater, FL, USA, 2014
90. Antilla Brewing Company, St. Lucia, Caribbean, 2015
91. Northampton Brewery ( Picaroons expansion), Fredericton, NB, Canada, 2016
92. St. John Brewers, St. John, USVI, 2018
93. Ashton Brewery expansion, Ashton, ON, Canada, 2018
94. Kelly Brewing Company, Morgan Hill, CA, USA, 2018
95. Outer Limits Brewery, Proctorsville, VT, USA, 2019
96. Bravo Brewing Company, Pascoag, RI, USA, 2019
97. Girl and Gyle Brewing Company, Kyle, TX, 2022 - in the works
98. Leader Brewing Company, Melbourne Beach, FL, 2022
99. St. John Brewers, St.Thomas Brewery, USVI expansion 2022 - in the works
100. **Orange Bike Brewing Company, Portland, Maine 2022/2023 - in the works**