

The Problem

Imagine growing up in a tough area of town, you don't know your father and your mother makes just enough to keep the lights on...

Offering support and brotherhood, it's easy to see why young kids want to join gangs. Unfortunately, the only people who seem to be doing "well" are those selling drugs.

Fast forward a few years and those same kids are 16, have picked up a couple of felonies, and, at this point, any chance at a career is gone. The only viable option is to continue selling drugs and deal with the associated violence.



Bloods



Crips



Growth & Developments

At TRU Colors, we believe this is purely an economic issue that can be solved with real opportunity and, when properly channeled, gangs can become a positive influence in our community.



www.trucolors.co

If you have questions or need additional information,
please contact us at:

gang@trucolors.co

A photograph of three glasses of beer on a wooden surface. Each glass is topped with a different colored bandana: black and white, red, and blue. The glasses are arranged in a row, slightly overlapping. The background is a dark, out-of-focus surface.

**TRU
COLORS**
BREWING CO

UNITY IS THE NEW GANGSTER

NOT YOUR
AVERAGE...



BROTHERHOOD.



The Story

In June of 2017, 11 gang leaders came together to form TRU Colors Brewing. Made up of active Bloods, Crips, and Growth and Developments, TCB is driving gang culture to become a positive influence in our community and inspiring others to stop the violence.

TRU = The Real Us

Each TCB founding member went through a stringent hiring process that included a personality assessment, peer interviews, and a 6-week startup boot camp, ensuring the right person ends up in the right role.

By providing careers to rival gang members, TRU Colors has proven that opportunity is truly the greatest equalizer.

Does it work? Since inception, zero (not one, 0, zilch) shots have been fired between the gangs working with TCB - even during challenging situations that would traditionally call for violence.

"We are only as strong as we are united, as weak as we are divided."

J.K. Rowling



The Opportunity

The Brewery:

TRU Colors will open the doors to its flagship Wilmington location in the first half of 2018 and staff over 100 active gang members. TCB Beer will be sold on-site and distribution will be focused in the state of North Carolina. However, TCB is more than just great beer...

Each TRU Colors' location will also house a gang-themed brewpub designed to educate patrons, invoke meaningful conversation, bridge the existing cultural gap – oh, and serve great food!

The Scale:

To scale the impact and share our beer, TRU Colors plans to roll out regional breweries throughout the United States that will provide a wide range of opportunities to local gang members, while supplying TCB beer to their respective states. These locations will be managed entirely by active gang members - following our successful business model.



TRUTH



UNITY



GREAT BEER

“I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts, and beer.”

Abraham Lincoln

The Team

The TRU Colors' team is... resilient, adaptive, talented, and passionate. However, just as importantly, our founding members are influential. They represent every gang in Wilmington and have influence over 600 active members - which is the key to stopping the violence!

To learn more go to: www.trucolors.co.

STRENGTH IN
NUMBERS.



EACH ONE.
TEACH ONE.
EVERYBODY REACH
ONE.



Bruce Hall
Entrepreneur



Cory Wrisborne
Digital Marketing
Specialist



Dacious Smith
Project Assistant



Eileen O'Malley
Project Manager



Johnnathun Smith
Recruitment Specialist



Jovon Genwright
Entrepreneur



Khalilah Olokunola
Project Manager



Lennard Waddell
Apprentice



Stephen Barnett
PR/Media Specialist



Veshon Shaw
Apprentice



William Lane
Project Assistant



Xavier Hall
Project Assistant



George Taylor
Chairman

“Coming together is a beginning. Keeping together is progress. Working together is success.”

Henry Ford