

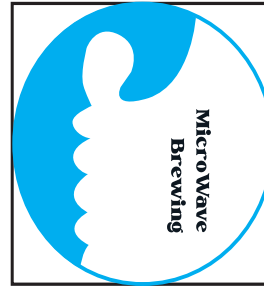
MicroWave Brewing Company

- ✓ **Affordability**
- ✓ **Craft**
- ✓ **Flavor**



Local surf legend catching a tube amongst the pacific beach

1456 Wind Ave, San
Diego, CA, 91901



The MicroWave Brewing company is located in San Diego, California. This is going to be a small company that is going to target the tourists that are visiting this special location and for the locals to explore. Having a company that starts off small is good for our business because we really wanna see this idea take off. This is no ordinary brewing company because you are going to be able to purchase microwaveable foods behind the counter, once they are purchased you can go to one of the many microwaves that are located throughout the establishment. The ability to partner with places like Trader Joes, will give us the ability to sell great tasting food to customers who have been drinking all day. The image MicroWave portrays is to give off the most surfing vibe that California has to offer, we want people visiting from out of state or even country to see what we're about. The competitors that we fear are Ballast Point Brewing, Stone Brewing Tap Room, Bolt Brewery, and Coronado Brewing Company.

The demographics for this company can be locals that want to try a new fun place out or tourists that want a unique



experience. People in their mid to late 20's will be visiting this establishment on a weekly basis. The needs of this audience is to explore a brewery that gives you a taste of the ocean with beautiful scenery while making memories that are everlasting. We want our consumers to walk away with a different experience than all of the breweries that surround our area.



Explore the Brew!

- IPA's
- Lagers
- Stouts
- Sours
- & more!

