

The Brassneck Brewery

Business Plan

Prepared August 2012

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Executive Summary

Who We Are

The Brassneck Brewery is a start up brewery that plans to open early in 2013. We will brew a diverse range of beer styles in small batches. The brewery will be located in the Main Street neighborhood right next to Vancouver's historic 'Brewery Creek' district.

Nigel Springthorpe and Conrad Gmoser are the brewery's founders. Nigel is one of the owners of The Alibi Room, which is Vancouver's most highly regarded craft beer focused restaurant. Over the past five years, they have enjoyed considerable success and have had a leading role in the development of beer culture in Vancouver. Conrad Gmoser has been head brewer at Steamworks Brewing Company since July 1996. During his tenure Steamworks has become Vancouver's busiest brewpub. Conrad has mastered numerous beer styles and has garnered national and international awards for his work.

What We Sell

The Brassneck Brewery will offer a varied and rotating selection of small batch brews. We will serve 1 and 2 liter growlers in our retail store. The retail store will also provide us with an opportunity to educate our customers about the various styles of beer that we brew. In addition, we will sell 50 and 20 liter kegs to licensees.

Who We Sell To

Vancouver is home to a vibrant and growing population of craft beer enthusiasts. Main Street is home to a large number of establishments that promote craft beer. Main Street is also one of Vancouver's busiest north south transit arteries. We intend to use our retail store to engage local residents and visitors to the area. We also plan to offer keg sales to local licensees and other Vancouver establishments who strive to maintain a varied list of beers on tap.

Financial Summary

Financial Highlights

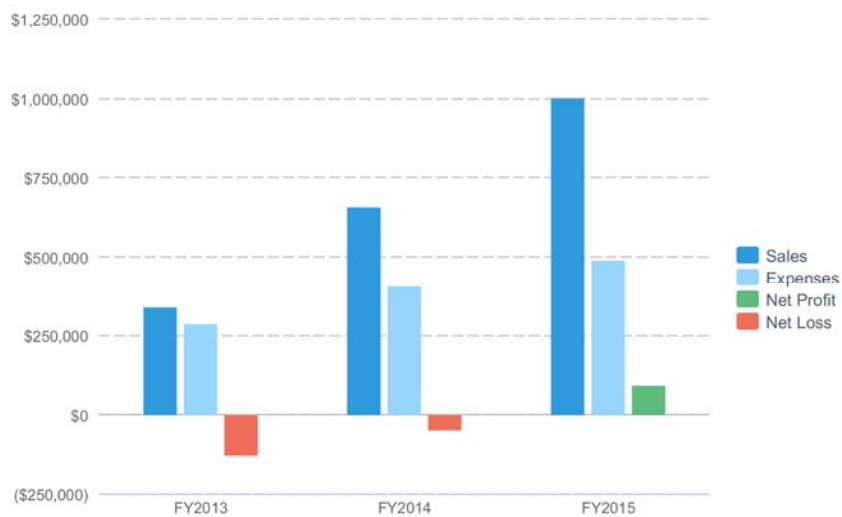
The Brassneck Brewery will fund its start up with shareholder loans.

The funds needed include:

- \$500,000 for tenant improvements
- \$150,000 for brewing equipment
- \$200,000 for start up costs and operating capital

It will take some time to build on-site retail sales but by the end of the first year, we expect positive cash flow.

Financial Highlights by Year



Products

Products and Services

The Brassneck Brewery will feature a store with a retail counter where customers can purchase 1 and 2 liter growlers. The growlers will be filled to order by the retail staff. We will strive to maintain an interesting and varied beer list. We will stock 1 and 2 liter growlers as well as specialty swing top growlers. The retail store will also feature merchandise such as brewery t-shirts and memorabilia.

For visitors who would like to know more about us, we will offer brewery tours with some sampling in the tasting room.

We will also sell both 20 and 50 liter kegs to licensees. Due to our varied beer list, we will be able to offer unique brews to establishments that are looking for more variety.

Competitors

The nearest private liquor stores to our location are Brewery Creek Liquor Store at 16th and Main and Legacy Liquor Store in the Olympic Village. Both stores offer an excellent selection of craft beer. They are both located approximately 1 km from our location. There is also a B.C. Liquor Store located at Kingsgate Mall at 370 E. Broadway, which is four blocks away.

Draught competitors

The draught market for craft beer in Vancouver is very competitive. We may have a small advantage due to the fact that we are local to Vancouver. The following craft breweries are also located in the GVRD.

- R & B Brewing
- Parallel 49 Brewing
- Coal Harbour Brewing
- Red Racer
- Red Truck
- Steamworks Brewing Co.
- Russel Brewing Co

There is also a brewery in planning that is to be located at 7th and Scotia.

Target Market

Market Overview

Since we are starting out small, we plan to focus initially on our retail store. We have identified the following groups of potential retail customers.

Beer enthusiasts: Vancouver is home to a growing sub-culture of beer enthusiasts. They are people who love to share their passion for beer. They will seek out new and interesting local beers.

Local residents: Mount Pleasant is a high density neighborhood that is home to a young population. We believe that there will be many potential customers in the neighborhood who will appreciate a local brewery that produces high quality beer.

Visitors to Main Street: Main Street is home to an eclectic mix of cafes, eateries, bistros and boutiques. Our brewery will benefit from the large number of Vancouverites who visit Main Street for a unique shopping experience.

Bus commuters: Main Street is also one of the city's busiest north-south transit arteries. Our brewery will be highly visible to bus riders. Our location is less than half a block from the northbound bus stop. We are also less than a block away from the 5th Avenue bicycle path.

We will also distribute draught beer. We have identified two categories of licensed establishments that we plan to target.

Immediate Neighbors: Main Street is home to a great number of licensed establishments. Many restaurants make a concerted effort to serve local products. We expect that many establishments in our immediate neighborhood will be proud to serve beer from a brewery that is just down the street.

Craft Beer Focused Establishments: Vancouver is home to a growing number of restaurants and bars that make a point of providing a good selection of craft beer on tap. These establishments strive to maintain a diverse range of beers from a broad number of different breweries. Many such establishments also like to promote local breweries.

Strategy and Implementation

Marketing Plan

Overview

The Brassneck Brewery will rely on word of mouth and community connections to attract customers. The following are some of the ways with which we plan to market our brewery:

The Craft Beer Community: Both Nigel and Conrad are well known by Vancouver craft beer drinkers, restaurateurs, bar owners and brewers. These connections will help us sell draught beer and capture the interest of craft beer enthusiasts in Vancouver.

Online Marketing: Our website, blog and social media presence will be vital in our efforts to connect with both established and potential customers.

Promotional Events: Beer festivals and occasional in-house tasting events will provide us with opportunities to engage with people who are interested in learning more about beer.

Visits to Licencees: We will visit both established and prospective draught customers so that we can gauge their needs and assess their satisfaction with our beer.

Positioning

The Brassneck Brewery will provide craft beer drinkers with an unparalleled variety of rotating small-batch brews. At our location both the faithful and the beer-curious will be able to engage brewery staff to learn more about us.

Pricing

Our growler pricing will be in line with other locations in Vancouver that supply growlers:

Growler fills:

- 2 liter growler - \$12.00
- 1 liter growler - \$6.00
- Empty Growler - \$5.00

Our keg pricing will be positioned at the upper end for B.C. craft beer. We believe that the fact that we are producing small batches of unique styles of beer will allow us to charge a premium price:

- 50 liter keg - \$220
- 20 liter keg - \$90

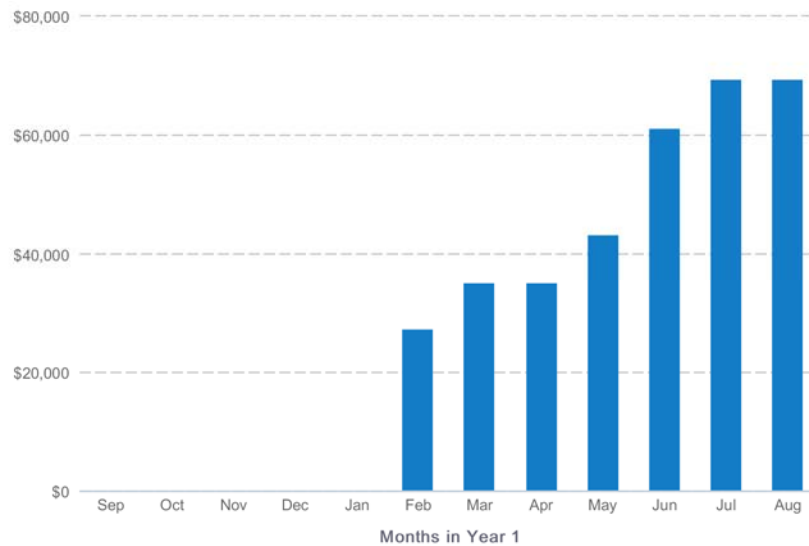
Financial Plan

Sales Forecast

Sales Forecast Table

	FY2013	FY2014	FY2015
Unit Sales			
Growler Fills - In House	18,300	35,000	56,000
Growler Fills - Licensee	4,145	5,600	9,000
Growlers	5,700	11,500	17,000
Keqs	335	750	1,000
Price Per Unit			
Growler Fills - In House	\$10.71	\$10.71	\$10.71
Growler Fills - Licensee	\$8.92	\$8.92	\$8.92
Growlers	\$7.00	\$7.00	\$7.00
Keqs	\$200.00	\$200.00	\$200.00
Sales			
Growler Fills - In House	\$195,993	\$374,850	\$599,760
Growler Fills - Licensee	\$36,973	\$49,952	\$80,280
Growlers	\$39,900	\$80,500	\$119,000
Keqs	\$67,000	\$150,000	\$200,000
Total Sales	\$339,866	\$655,302	\$999,040
Direct Cost Per Unit			
Growler Fills - In House	\$2.79	\$2.79	\$2.79
Growler Fills - Licensee	\$2.79	\$2.79	\$2.79
Growlers	\$3.00	\$3.00	\$3.00
Keqs	\$59.00	\$59.00	\$59.00
Direct Cost			
Growler Fills - In House	\$51,057	\$97,650	\$156,240
Growler Fills - Licensee	\$11,565	\$15,624	\$25,110
Growlers	\$17,100	\$34,500	\$51,000
Keqs	\$19,765	\$44,250	\$59,000
Total Direct Cost	\$99,487	\$192,024	\$291,350
Gross Margin	\$240,379	\$463,278	\$707,690
Gross Margin %	71%	71%	71%

Sales by Month



Personnel Plan

	FY2013	FY2014	FY2015
Head Brewer / Director	\$60,000	\$70,000	\$80,000
Sales-Marketing / Director	\$17,500	\$30,000	\$40,000
Manager-Director	\$11,669	\$22,000	\$24,200
Assistant Brewer	\$8,800	\$23,000	\$40,000
Retail Full Time	\$14,585	\$26,000	\$27,000
Retail Part Time	\$8,750	\$21,000	\$30,000
Driver	\$6,000	\$12,000	\$18,000
Total	\$127,304	\$204,000	\$259,200

Budget

	FY2013	FY2014	FY2015
Expenses			
Salary	\$127,304	\$204,000	\$259,200
Employee Related Expenses	\$19,099	\$30,600	\$38,880
Marketing & Promotion	\$10,000	\$10,000	\$15,000
Rent	\$91,430	\$108,108	\$109,538
Utilities	\$16,500	\$26,000	\$35,000
Office Supplies	\$1,500	\$1,500	\$1,500
Permits	\$1,458	\$1,226	\$1,226
Insurance	\$5,040	\$6,500	\$6,500
Repairs & Maintenance	\$4,500	\$7,000	\$8,000
Shipping & Delivery	\$4,020	\$7,000	\$10,000
Professional Fees	\$5,000	\$5,000	\$5,000
Total Expenses	\$285,851	\$406,934	\$489,844
Major Purchases			
Brewing System (Used)	\$90,000	\$0	\$0
Additional Equipment	\$60,000	\$0	\$0
Additional Equipment - Year 2	\$0	\$30,000	\$0
Additional Equipment - Year 3	\$0	\$0	\$60,000
Tenant Improvements	\$500,000	\$0	\$0
Start Up - Permits	\$7,600	\$0	\$0
Start Up - Consultants Fees	\$33,000	\$0	\$0
Start Up - Professional Fees	\$10,000	\$0	\$0
Total Major Purchases	\$700,600	\$30,000	\$60,000

Cash Flow Assumptions

Cash Inflow

% of Sales on Credit	10%
Avg Collection Period (Days)	15

Cash Outflow

% of Purchases on Credit	70%
Avg Payment Delay (Days)	30

Loans and Investments

Loans and Investments Table

	FY2013	FY2014	FY2015
Shareholder Loans			
Financing at 0% interest	\$850,000	\$0	\$0
Total Amount Received	\$850,000	\$0	\$0

Sources of Funds

The financing for The Brassneck Brewery will be entirely in the form of shareholder loans.

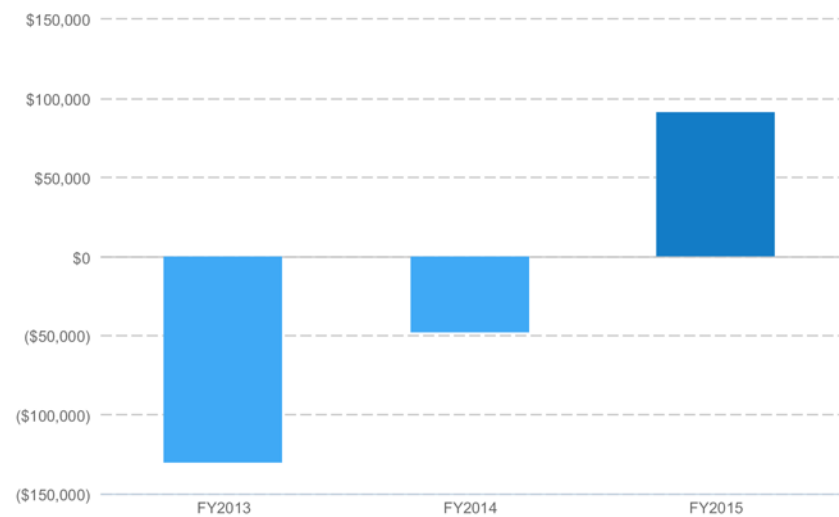
Financial Statements

Profit and Loss Statement

Profit and Loss Statement

	FY2013	FY2014	FY2015
Revenue	\$339,866	\$655,302	\$999,040
Direct Cost	\$99,487	\$192,024	\$291,350
Gross Margin	\$240,379	\$463,278	\$707,690
Gross Margin %	71%	71%	71%
Expenses			
Salary	\$127,304	\$204,000	\$259,200
Employee Related Expenses	\$19,099	\$30,600	\$38,880
Marketing & Promotion	\$10,000	\$10,000	\$15,000
Rent	\$91,430	\$108,108	\$109,538
Utilities	\$16,500	\$26,000	\$35,000
Office Supplies	\$1,500	\$1,500	\$1,500
Permits	\$1,458	\$1,226	\$1,226
Insurance	\$5,040	\$6,500	\$6,500
Repairs & Maintenance	\$4,500	\$7,000	\$8,000
Shipping & Delivery	\$4,020	\$7,000	\$10,000
Professional Fees	\$5,000	\$5,000	\$5,000
Total Expenses	\$285,851	\$406,934	\$489,844
Operating Income	(\$45,472)	\$56,344	\$217,846
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$85,073	\$104,371	\$112,943
Income Taxes	\$0	\$0	\$13,637
Net Profit	(\$130,545)	(\$48,027)	\$91,266
Net Profit / Sales	(38%)	(7%)	9%

Net Profit (or Loss) by Year



Balance Sheet

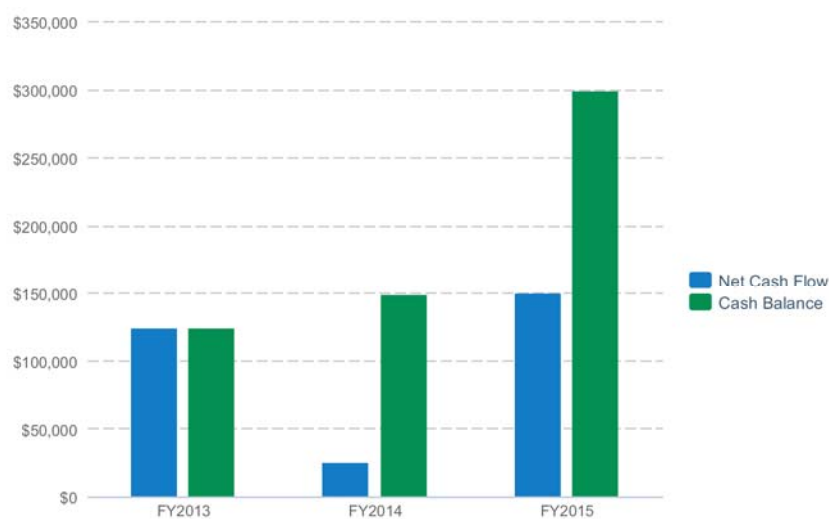
As of Period's End	FY2013	FY2014	FY2015
Cash	\$123,827	\$148,816	\$298,523
Accounts Receivable	\$3,462	\$2,736	\$4,170
Inventory	\$0	\$0	\$0
Total Current Assets	\$127,289	\$151,552	\$302,693
Long-Term Assets	\$700,600	\$730,600	\$790,600
Accumulated Depreciation	(\$85,073)	(\$189,444)	(\$302,387)
Total Long-Term Assets	\$615,527	\$541,156	\$488,213
Total Assets	\$742,816	\$692,708	\$790,906
Accounts Payable	\$23,361	\$21,280	\$28,212
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
Total Current Liabilities	\$23,361	\$21,280	\$28,212
Long-Term Debt	\$850,000	\$850,000	\$850,000
Total Liabilities	\$873,361	\$871,280	\$878,212
Paid-In Capital	\$0	\$0	\$0
Retained Earnings	\$0	(\$130,545)	(\$178,572)
Earnings	(\$130,545)	(\$48,027)	\$91,266
Total Owner's Equity	(\$130,545)	(\$178,572)	(\$87,306)
Total Liabilities & Equity	\$742,816	\$692,708	\$790,906

Cash Flow Statement

Cash Flow Statement

	FY2013	FY2014	FY2015
Operations			
Net Profit	(\$130,545)	(\$48,027)	\$91,266
Depreciation and Amortization	\$85,073	\$104,371	\$112,943
Decrease in Accounts Receivable	(\$3,462)	\$726	(\$1,434)
Decrease in Inventory	\$0	\$0	\$0
Increase in Accounts Payable	\$23,361	(\$2,081)	\$6,932
Increase in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	(\$25,573)	\$54,989	\$209,707
Investing & Financing			
Assets Purchased or Sold	(\$700,600)	(\$30,000)	(\$60,000)
Investments Received	\$0	\$0	\$0
Increase in Short-Term Debt	\$0	\$0	\$0
Increase in Long-Term Debt	\$850,000	\$0	\$0
Net Cash Flow from Investing & Financing	\$149,400	(\$30,000)	(\$60,000)
Cash at Beginning of Period	\$0	\$123,827	\$148,816
Net Increase in Cash	\$123,827	\$24,989	\$149,707
Cash at End of Period	\$123,827	\$148,816	\$298,523

Cash Flow by Year



Appendix

Sales Forecast

Sales Forecast Table (With Monthly Detail)

FY2013	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Unit Sales												
Growler Fills - In House	0	0	0	0	0	1,500	1,900	1,900	2,300	3,300	3,700	3,700
Growler Fills - Licensee	0	0	0	0	0	320	425	425	525	750	850	850
Growlers	0	0	0	0	0	450	575	575	750	1,000	1,175	1,175
Kegs	0	0	0	0	0	26	34	34	43	60	69	69
Price Per Unit												
Growler Fills - In House	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71	\$10.71
Growler Fills - Licensee	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92	\$8.92
Growlers	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Kegs	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Sales												
Growler Fills - In House	\$0	\$0	\$0	\$0	\$0	\$16,065	\$20,349	\$20,349	\$24,633	\$35,343	\$39,627	\$39,627
Growler Fills - Licensee	\$0	\$0	\$0	\$0	\$0	\$2,854	\$3,791	\$3,791	\$4,683	\$6,690	\$7,582	\$7,582
Growlers	\$0	\$0	\$0	\$0	\$0	\$3,150	\$4,025	\$4,025	\$5,250	\$7,000	\$8,225	\$8,225
Kegs	\$0	\$0	\$0	\$0	\$0	\$5,200	\$6,800	\$6,800	\$8,600	\$12,000	\$13,800	\$13,800
Total Sales	\$0	\$0	\$0	\$0	\$0	\$27,269	\$34,965	\$34,965	\$43,166	\$61,033	\$69,234	\$69,234

Cont....

FY2013	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Direct Cost Per Unit												
Growler Fills - In House	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79
Growler Fills - Licensee	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79	\$2.79
Growlers	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
Kegs	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00	\$59.00
Direct Cost												
Growler Fills - In House	\$0	\$0	\$0	\$0	\$0	\$4,185	\$5,301	\$5,301	\$6,417	\$9,207	\$10,323	\$10,323
Growler Fills - Licensee	\$0	\$0	\$0	\$0	\$0	\$893	\$1,186	\$1,186	\$1,465	\$2,092	\$2,372	\$2,371
Growlers	\$0	\$0	\$0	\$0	\$0	\$1,350	\$1,725	\$1,725	\$2,250	\$3,000	\$3,525	\$3,525
Kegs	\$0	\$0	\$0	\$0	\$0	\$1,534	\$2,006	\$2,006	\$2,537	\$3,540	\$4,071	\$4,071
Total Direct Cost	\$0	\$0	\$0	\$0	\$0	\$7,962	\$10,218	\$10,218	\$12,669	\$17,839	\$20,291	\$20,290
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$19,307	\$24,747	\$24,747	\$30,497	\$43,194	\$48,943	\$48,944
Gross Margin %	0%	0%	0%	0%	0%	71%	71%	71%	71%	71%	71%	71%

	FY2013	FY2014	FY2015
Unit Sales			
Growler Fills - In House	18,300	35,000	56,000
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Growlers	5,700	11,500	17,000
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Kegs	\$67,000	\$150,000	\$200,000
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Growlers	\$17,100	\$34,500	\$51,000
Kegs	\$19,765	\$44,250	\$59,000
Total Direct Cost	\$99,487	\$192,024	\$291,350
Gross Margin	\$240,379	\$463,278	\$707,690
Gross Margin %	71%	71%	71%

Personnel Plan

Personnel Table (With Monthly Detail)

FY2013	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Head Brewer / Director	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Sales-Marketing / Director	\$0	\$0	\$0	\$0	\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Manager-Director	\$0	\$0	\$0	\$0	\$0	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667
Assistant Brewer	\$0	\$0	\$0	\$0	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100
Retail Full Time	\$0	\$0	\$0	\$0	\$0	\$2,083	\$2,083	\$2,083	\$2,084	\$2,084	\$2,084	\$2,084
Retail Part Time	\$0	\$0	\$0	\$0	\$0	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Driver	\$0	\$0	\$0	\$0	\$0	\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Total	\$5,000	\$5,000	\$5,000	\$5,000	\$6,100	\$14,100	\$14,100	\$14,600	\$14,601	\$14,601	\$14,601	\$14,601

	FY2013	FY2014	FY2015
Head Brewer / Director	\$60,000	\$70,000	\$80,000
Sales-Marketing / Director	\$17,500	\$30,000	\$40,000
Manager-Director	\$11,669	\$22,000	\$24,200
Assistant Brewer	\$8,800	\$23,000	\$40,000
Retail Full Time	\$14,585	\$26,000	\$27,000
Retail Part Time	\$8,750	\$21,000	\$30,000
Driver	\$6,000	\$12,000	\$18,000
Total	\$127,304	\$204,000	\$259,200

Budget

Budget Table (With Monthly Detail)

FY2013	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Expenses												
Salary	\$5,000	\$5,000	\$5,000	\$5,000	\$6,100	\$14,100	\$14,100	\$14,600	\$14,601	\$14,601	\$14,601	\$14,601
Employee Related Expenses	\$750	\$750	\$750	\$750	\$915	\$2,115	\$2,115	\$2,190	\$2,191	\$2,191	\$2,191	\$2,191
Marketing & Promotion	\$0	\$0	\$0	\$0	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Rent	\$2,455	\$2,455	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652
Utilities	\$700	\$700	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510
Office Supplies	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Permits	\$175	\$0	\$0	\$0	\$0	\$183	\$0	\$1,100	\$0	\$0	\$0	\$0
Insurance	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420
Repairs & Maintenance	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375
Shipping & Delivery	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335
Professional Fees	\$416	\$416	\$416	\$416	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Total Expenses	\$10,751	\$10,576	\$17,583	\$17,583	\$20,099	\$29,482	\$29,299	\$30,974	\$29,876	\$29,876	\$29,876	\$29,876
Major Purchases												
Brewing System (Used)	\$90,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Additional Equipment	\$0	\$0	\$0	\$60,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Additional Equipment - Year 2	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Additional Equipment - Year 3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tenant Improvements	\$0	\$0	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Start Up - Permits	\$0	\$0	\$7,600	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Start Up - Consultants Fees	\$0	\$0	\$33,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Start Up - Professional Fees	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Major Purchases	\$100,000	\$0	\$540,600	\$60,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

	FY2013	FY2014	FY2015
Expenses			
Salary	\$127,304	\$204,000	\$259,200
Employee Related Expenses	\$19,099	\$30,600	\$38,880
Marketing & Promotion	\$10,000	\$10,000	\$15,000
Rent	\$91,430	\$108,108	\$109,538
Utilities	\$16,500	\$26,000	\$35,000
Office Supplies	\$1,500	\$1,500	\$1,500
Permits	\$1,458	\$1,226	\$1,226
Insurance	\$5,040	\$6,500	\$6,500
Repairs & Maintenance	\$4,500	\$7,000	\$8,000
Shipping & Delivery	\$4,020	\$7,000	\$10,000
Professional Fees	\$5,000	\$5,000	\$5,000
Total Expenses	\$285,851	\$406,934	\$489,844
Major Purchases			
Brewing System (Used)	\$90,000	\$0	\$0
Additional Equipment	\$60,000	\$0	\$0
Additional Equipment - Year 2	\$0	\$30,000	\$0
Additional Equipment - Year 3	\$0	\$0	\$60,000
Tenant Improvements	\$500,000	\$0	\$0
Start Up - Permits	\$7,600	\$0	\$0
Start Up - Consultants Fees	\$33,000	\$0	\$0
Start Up - Professional Fees	\$10,000	\$0	\$0
Total Major Purchases	\$700,600	\$30,000	\$60,000

Loans and Investments

Loans and Investments Table (With Monthly Detail)

FY2013	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Shareholder Loans Financing at 0% interest	\$850,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Amount Received	\$850,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

	FY2013	FY2014	FY2015
Shareholder Loans Financing at 0% interest	\$850,000	\$0	\$0
Total Amount Received	\$850,000	\$0	\$0

Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

FY2013	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Revenue	\$0	\$0	\$0	\$0	\$0	\$27,269	\$34,965	\$34,965	\$43,166	\$61,033	\$69,234	\$69,234
Direct Cost	\$0	\$0	\$0	\$0	\$0	\$7,962	\$10,218	\$10,218	\$12,669	\$17,839	\$20,291	\$20,290
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$19,307	\$24,747	\$24,747	\$30,497	\$43,194	\$48,943	\$48,944
Gross Margin %	0%	0%	0%	0%	0%	71%	71%	71%	71%	71%	71%	71%
Expenses												
Salary	\$5,000	\$5,000	\$5,000	\$5,000	\$6,100	\$14,100	\$14,100	\$14,600	\$14,601	\$14,601	\$14,601	\$14,601
Employee Related Expenses	\$750	\$750	\$750	\$750	\$915	\$2,115	\$2,115	\$2,190	\$2,191	\$2,191	\$2,191	\$2,191
Marketing & Promotion	\$0	\$0	\$0	\$0	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Rent	\$2,455	\$2,455	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652	\$8,652
Utilities	\$700	\$700	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510	\$1,510
Office Supplies	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Permits	\$175	\$0	\$0	\$0	\$0	\$183	\$0	\$1,100	\$0	\$0	\$0	\$0
Insurance	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420
Repairs & Maintenance	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375
Shipping & Delivery	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335	\$335
Professional Fees	\$416	\$416	\$416	\$416	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Total Expenses	\$10,751	\$10,576	\$17,583	\$17,583	\$20,099	\$29,482	\$29,299	\$30,974	\$29,876	\$29,876	\$29,876	\$29,876
Operating Income	(\$10,751)	(\$10,576)	(\$17,583)	(\$17,583)	(\$20,099)	(\$10,175)	(\$4,552)	(\$6,227)	\$621	\$13,318	\$19,067	\$19,068
Interest Incurred	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation and Amortization	\$1,190	\$1,190	\$7,624	\$8,339	\$8,339	\$8,339	\$8,339	\$8,341	\$8,342	\$8,343	\$8,343	\$8,344
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Profit	(\$11,941)	(\$11,766)	(\$25,207)	(\$25,922)	(\$28,438)	(\$18,514)	(\$12,891)	(\$14,568)	(\$7,721)	\$4,975	\$10,724	\$10,724
Net Profit / Sales	0%	0%	0%	0%	0%	(68%)	(37%)	(42%)	(18%)	8%	15%	15%

	FY2013	FY2014	FY2015
Revenue	\$339,866	\$655,302	\$999,040
Direct Cost	\$99,487	\$192,024	\$291,350
Gross Margin	\$240,379	\$463,278	\$707,690
Gross Margin %	71%	71%	71%
Expenses			
Salary	\$127,304	\$204,000	\$259,200
Employee Related Expenses	\$19,099	\$30,600	\$38,880
Marketing & Promotion	\$10,000	\$10,000	\$15,000
Rent	\$91,430	\$108,108	\$109,538
Utilities	\$16,500	\$26,000	\$35,000
Office Supplies	\$1,500	\$1,500	\$1,500
Permits	\$1,458	\$1,226	\$1,226
Insurance	\$5,040	\$6,500	\$6,500
Repairs & Maintenance	\$4,500	\$7,000	\$8,000
Shipping & Delivery	\$4,020	\$7,000	\$10,000
Professional Fees	\$5,000	\$5,000	\$5,000
Total Expenses	\$285,851	\$406,934	\$489,844
Operating Income	(\$45,472)	\$56,344	\$217,846
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$85,073	\$104,371	\$112,943
Income Taxes	\$0	\$0	\$13,637
Net Profit	(\$130,545)	(\$48,027)	\$91,266
Net Profit / Sales	(38%)	(7%)	9%

Balance Sheet

Balance Sheet (With Monthly Detail)

As of Period's End	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Cash	\$742,750	\$732,051	\$178,773	\$101,190	\$81,967	\$76,130	\$72,644	\$67,188	\$68,343	\$84,387	\$104,761	\$123,828
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$1,363	\$1,748	\$1,748	\$2,159	\$3,052	\$3,462	\$3,461
Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$742,750	\$732,051	\$178,773	\$101,190	\$81,967	\$77,493	\$74,392	\$68,936	\$70,502	\$87,439	\$108,223	\$127,289
Long-Term Assets	\$100,000	\$100,000	\$640,600	\$700,600	\$700,600	\$700,600	\$700,600	\$700,600	\$700,600	\$700,600	\$700,600	\$700,600
Accumulated Depreciation	(\$1,190)	(\$2,380)	(\$10,004)	(\$18,343)	(\$26,682)	(\$35,021)	(\$43,360)	(\$51,701)	(\$60,043)	(\$68,386)	(\$76,729)	(\$85,073)
Total Long-Term Assets	\$98,810	\$97,620	\$630,596	\$682,257	\$673,918	\$665,579	\$657,240	\$648,899	\$640,557	\$632,214	\$623,871	\$615,527
Total Assets	\$841,560	\$829,671	\$809,369	\$783,447	\$755,885	\$743,072	\$731,632	\$717,835	\$711,059	\$719,653	\$732,094	\$742,816
Accounts Payable	\$3,501	\$3,378	\$8,283	\$8,283	\$9,159	\$14,860	\$16,311	\$17,082	\$18,027	\$21,646	\$23,363	\$23,361
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$3,501	\$3,378	\$8,283	\$8,283	\$9,159	\$14,860	\$16,311	\$17,082	\$18,027	\$21,646	\$23,363	\$23,361
Long-Term Debt	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000	\$850,000
Total Liabilities	\$853,501	\$853,378	\$858,283	\$858,283	\$859,159	\$864,860	\$866,311	\$867,082	\$868,027	\$871,646	\$873,363	\$873,361
Paid-In Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings	(\$11,941)	(\$23,707)	(\$48,914)	(\$74,836)	(\$103,274)	(\$121,788)	(\$134,679)	(\$149,247)	(\$156,968)	(\$151,993)	(\$141,269)	(\$130,545)
Total Owner's Equity	(\$11,941)	(\$23,707)	(\$48,914)	(\$74,836)	(\$103,274)	(\$121,788)	(\$134,679)	(\$149,247)	(\$156,968)	(\$151,993)	(\$141,269)	(\$130,545)
Total Liabilities & Equity	\$841,560	\$829,671	\$809,369	\$783,447	\$755,885	\$743,072	\$731,632	\$717,835	\$711,059	\$719,653	\$732,094	\$742,816

As of Period's End	FY2013	FY2014	FY2015
Cash	\$123,827	\$148,816	\$298,523
Accounts Receivable	\$3,462	\$2,736	\$4,170
Inventory	\$0	\$0	\$0
Total Current Assets	\$127,289	\$151,552	\$302,693
Long-Term Assets	\$700,600	\$730,600	\$790,600
Accumulated Depreciation	(\$85,073)	(\$189,444)	(\$302,387)
Total Long-Term Assets	\$615,527	\$541,156	\$488,213
Total Assets	\$742,816	\$692,708	\$790,906
Accounts Payable	\$23,361	\$21,280	\$28,212
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
Total Current Liabilities	\$23,361	\$21,280	\$28,212
Long-Term Debt	\$850,000	\$850,000	\$850,000
Total Liabilities	\$873,361	\$871,280	\$878,212
Paid-In Capital	\$0	\$0	\$0
Retained Earnings	\$0	(\$130,545)	(\$178,572)
Earnings	(\$130,545)	(\$48,027)	\$91,266
Total Owner's Equity	(\$130,545)	(\$178,572)	(\$87,306)
Total Liabilities & Equity	\$742,816	\$692,708	\$790,906

Cash Flow Statement

Cash Flow Statement (With Monthly Detail)

FY2013	Sep '12	Oct '12	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13
Operations												
Net Profit	(\$11,941)	(\$11,766)	(\$25,207)	(\$25,922)	(\$28,438)	(\$18,514)	(\$12,891)	(\$14,568)	(\$7,721)	\$4,975	\$10,724	\$10,724
Depreciation and Amortization	\$1,190	\$1,190	\$7,624	\$8,339	\$8,339	\$8,339	\$8,339	\$8,341	\$8,342	\$8,343	\$8,343	\$8,344
Decrease in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	(\$1,363)	(\$385)	\$0	(\$411)	(\$893)	(\$410)	\$1
Decrease in Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increase in Accounts Payable	\$3,501	(\$123)	\$4,905	\$0	\$876	\$5,701	\$1,451	\$771	\$945	\$3,619	\$1,717	(\$2)
Increase in Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Operations	(\$7,250)	(\$10,699)	(\$12,678)	(\$17,583)	(\$19,223)	(\$5,837)	(\$3,486)	(\$5,456)	\$1,155	\$16,044	\$20,374	\$19,067
Investing & Financing												
Assets Purchased or Sold	(\$100,000)	\$0	(\$540,600)	(\$60,000)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investments Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increase in Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increase in Long-Term Debt	\$850,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$750,000	\$0	(\$540,600)	(\$60,000)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash at Beginning of Period	\$0	\$742,750	\$732,051	\$178,773	\$101,190	\$81,967	\$76,130	\$72,644	\$67,188	\$68,343	\$84,387	\$104,761
Net Increase in Cash	\$742,750	(\$10,699)	(\$553,278)	(\$77,583)	(\$19,223)	(\$5,837)	(\$3,486)	(\$5,456)	\$1,155	\$16,044	\$20,374	\$19,067
Cash at End of Period	\$742,750	\$732,051	\$178,773	\$101,190	\$81,967	\$76,130	\$72,644	\$67,188	\$68,343	\$84,387	\$104,761	\$123,828

	FY2013	FY2014	FY2015
Operations			
Net Profit	(\$130,545)	(\$48,027)	\$91,266
Depreciation and Amortization	\$85,073	\$104,371	\$112,943
Decrease in Accounts Receivable	(\$3,462)	\$726	(\$1,434)
Decrease in Inventory	\$0	\$0	\$0
Increase in Accounts Payable	\$23,361	(\$2,081)	\$6,932
Increase in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	(\$25,573)	\$54,989	\$209,707
Investing & Financing			
Assets Purchased or Sold	(\$700,600)	(\$30,000)	(\$60,000)
Investments Received	\$0	\$0	\$0
Increase in Short-Term Debt	\$0	\$0	\$0
Increase in Long-Term Debt	\$850,000	\$0	\$0
Net Cash Flow from Investing & Financing	\$149,400	(\$30,000)	(\$60,000)
Cash at Beginning of Period	\$0	\$123,827	\$148,816
Net Increase in Cash	\$123,827	\$24,989	\$149,707
Cash at End of Period	\$123,827	\$148,816	\$298,523