



## COMMUNITY BRIEFING



# FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements regarding future events and the future results of Full Circle Brewing Co. Ltd. LLC (“FCB”) that are based on current expectations, estimates, forecasts, and projections about the industries in which FCB operates and the beliefs and assumptions of the management of FCB. In particular, among other statements, certain statements with regard to management objectives, trends in results of operations, margins, costs, return on equity, risk management and competition are forward-looking in nature. Words such as ‘expects,’ ‘anticipates,’ ‘targets,’ ‘goals,’ ‘projects,’ ‘intends,’ ‘plans,’ ‘believes,’ ‘seeks,’ ‘estimates,’ variations of such words, and similar expressions are intended to identify such forward-looking statements.

These forward-looking statements are only predictions and are subject to risks, uncertainties, and assumptions that are difficult to predict because they relate to events and depend on circumstances that will occur in the future. Therefore, FCB’s actual results may differ materially and adversely from those expressed or implied in any forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to, economic conditions globally, the impact of competition, political and economic developments in the countries in which FCB operates, regulatory developments in the United States and changes in the margins for FCB products.

Any forward-looking statements made by or on behalf of FCB speak only as of the date they are made. FCB does not undertake to update forward-looking statements to reflect any changes in FCB’s expectations with regard thereto or any changes in events, conditions or circumstances on which any such statement is based.





# ABOUT US



Full Circle Brewing Co. Ltd., LLC, owner and operator of the longest-running brewery in Central California, is poised for significant growth within the state.

We create and produce in-house, a variety of craft beers and ciders, sourced from a variety of regional and national hop and grain vendors.

Our unique business model combines quality, craft beer and one-of-a kind entertainment experiences.

This model gives us a competitive advantage because our revenue stream is enhanced by the draw of music enthusiasts and consumers seeking new and exciting entertainment activities.





## OUR MISSION & OUR GOAL

**Our mission** is to deliver the **best** of craft beer and live entertainment experiences to lovers of both.

**Our goal** is to become the premier craft brewery in Central California by creating a portfolio of tantalizing craft beverages sold through our tasting rooms, self distribution, and strategic distributor relationships, with the ultimate goal of ultimately producing up to 10,000 barrels per year.

# HIGHLIGHTS



## AUGUST 2016

- Purchased the longest-running brewery in Central California
- Renovations & Equipment installed



## SEPTEMBER 2016

- Soft Opening



## OCTOBER 2016

- Begin Booking New Entertainment
- Juicy is Born



## NOVEMBER 2016

- First Major Event 559 Fest



## DECEMBER 2016

- Hire Event Coordinator
- Engage Services of Talent Buyer



# HIGHLIGHTS



## JANUARY 2017

- Purchase New Tanks



## MARCH 2017

- Hire Sales Team & Established Wholesale distribution channel



## APRIL 2017

- Seek out Canning Machine



## JUNE 2017

- Largest event yet POD
- Run out of Beer



## JULY 2017

- Win Central Valley Hop Shootout



## AUGUST 2017

- Hired Regional Beer Production Manager to Scale Operations





# PRODUCTS



The company currently produces nine different craft beers. The two most popular:

- Juicy Northeastern (NE) IPA, and
- Cluster Fuggle Cream Ale.

**"WE ARE IN A CONSTANT STATE OF CREATIVITY,  
RELEASING AND TESTING NEW RECIPES  
EVERY TWO MONTHS."**

*--Mike Sumaya, Brewmaster*



# AWARDS



*The Fresno Bee's*  
**PEOPLE'S  
CHOICE**  
*Awards*  
**2017**





# REVENUE MODEL



**WE DO BEER**



# CRAFT BEER MARKET OVERVIEW: FASTING-GROWING CATEGORY

**\$23.5B U.S. Craft Beer Market**

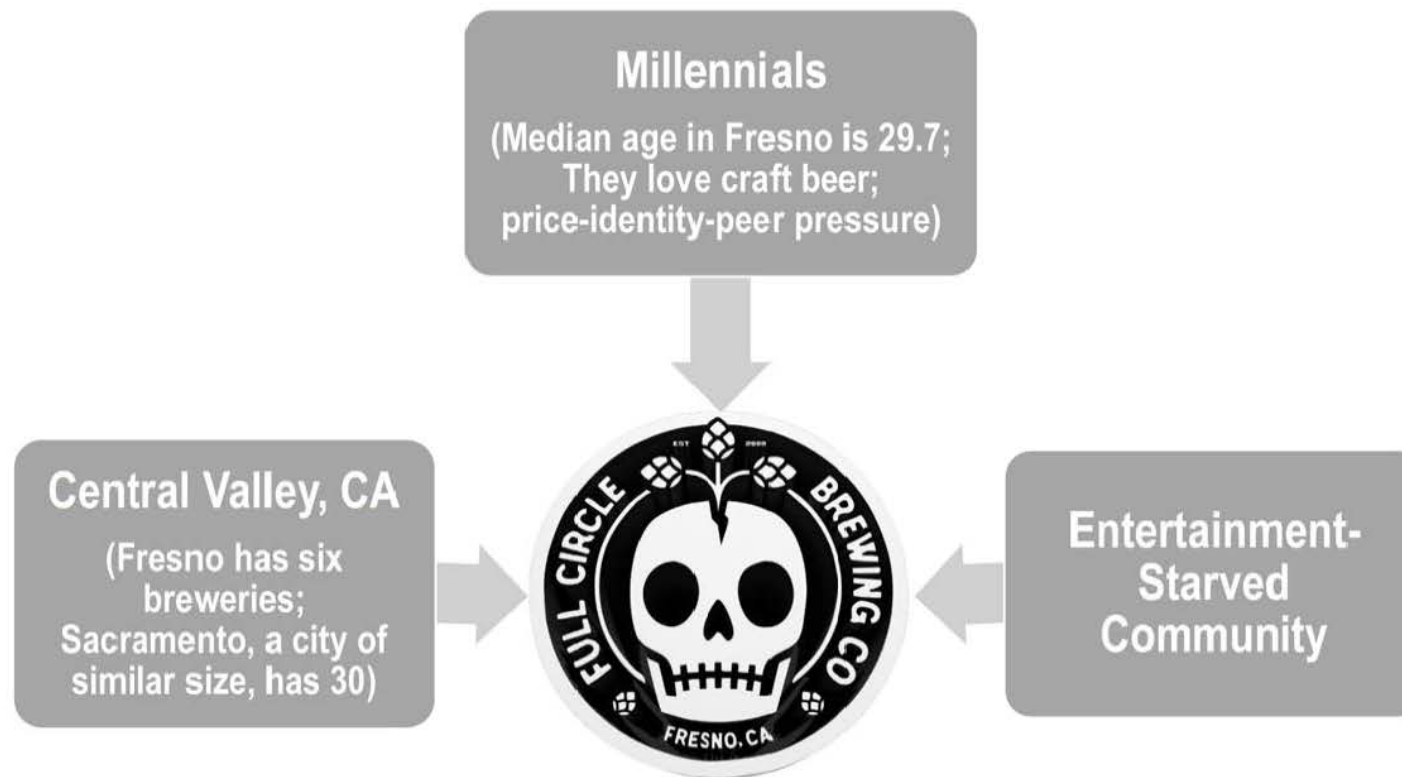


**\$6.9B California Craft Beer Market**



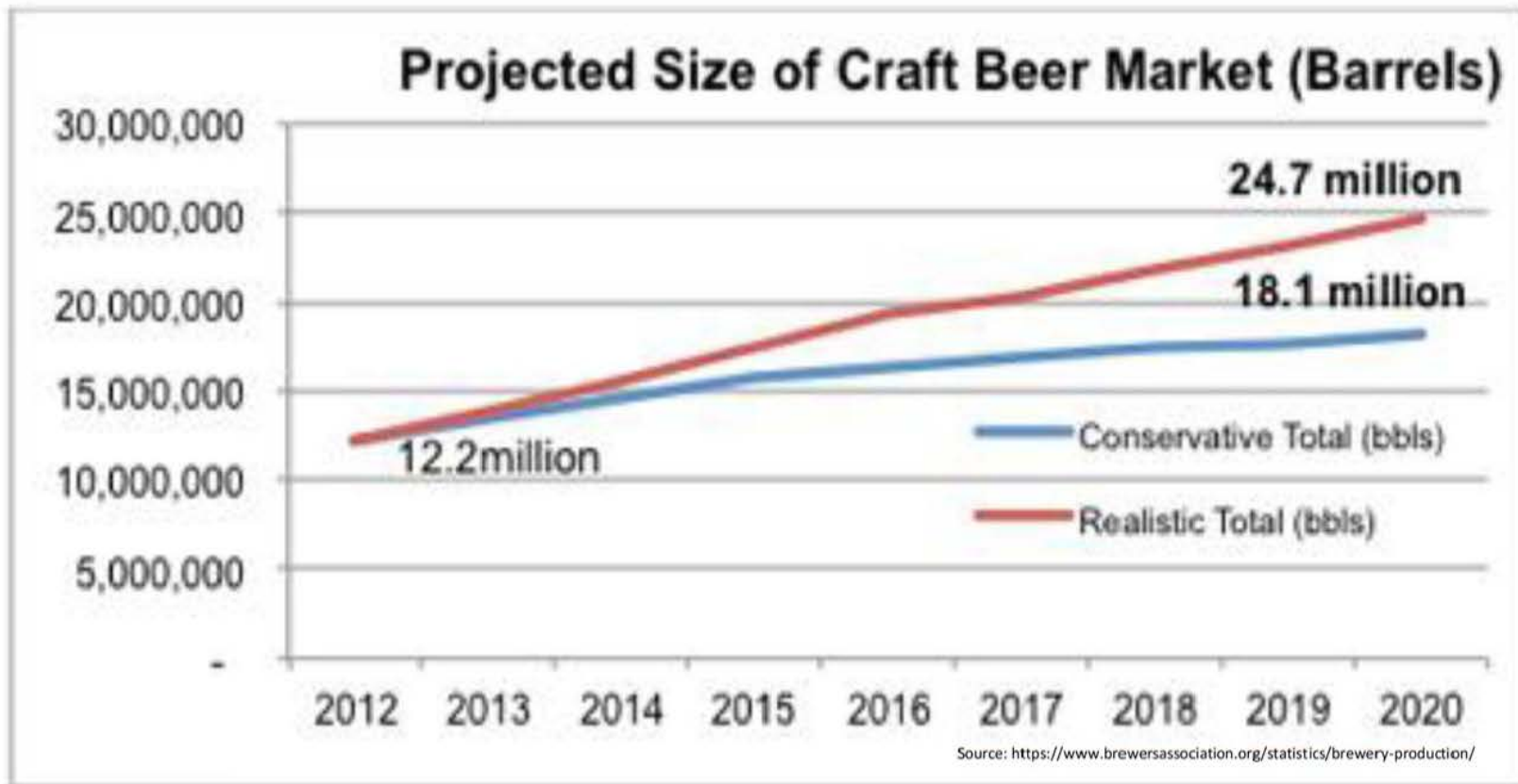
## TARGET MARKET & CURRENT TRENDS

Despite its size and growing population, Fresno lags behind other California cities in the number of craft breweries.





## MARKET TRENDS: VOLUME ON THE RISE



# COMPETITION

**NO local competitors offer unique entertainment and a craft beer experience.**

**NO other local competitor has the ability to deliver in cans.**

Type	Venue Name	Address	Commentary
<b>Direct</b>	Tioga-Sequoia Brewing Co.	Fresno, CA 93721	Tioga-Sequoia Brewing Company was founded in 2007 and features outdoor seating only. It is located in downtown Fresno and maintains a high rating on review sites.
	House of Pendragon Brewing	Clovis, CA 93619	Established in 2012, House of Pendragon Brewing Company specializes in small batch artisan ales and lagers. It is opened all week, has a limited seating capacity, and maintains a high rating on review sites.
	Three Monkeys Brewing	Madera, CA 93637	Established in 2009, Three Monkeys is a smaller local brewery with limited entertainment options and social media exposure.
	Riley's Brewing Company	Madera, CA 93638	Established in 2011. Lacks a full customer facing presence and is primarily a production brewery.
<b>Indirect</b>	Strummer's	Fresno, CA 93728	Named in honor of deceased punk rock visionary & front man of The Clash Joe Strummer, this new concert hall/restaurant/bar/club has an average rating on review sites and features a limited seating capacity.
	Fulton 55	Fresno, CA 93721	Nestled in Downtown Fresno's Cultural Arts District, Fulton 55 is a music venue and bar that offers quality entertainment options and has a an above average rating on review sites.



# COMPETITIVE ADVANTAGE

Unique Revenue Model

First Mover Advantage

Business Savvy

Focused Branding

Packaging Variety

People





# THE TEAM



Arthur Moya  
CEO

Jacob Iest  
CFO

Adrian Barerra  
Brewery Ops Manager

Nate Johns  
Venue Ops Manager

Mike Sumaya  
Head Brewer

Skip Tuttle  
Sales

Tully Huffaker  
Event Promoter

# Growth Plans



Enhance Capacity



Streamline Operations



Engage a Wholesale Distributor





# GROWTH PLANS

Revenue	Year 1		%	Year 2		Year 3	
Current Annual Brew	\$	600,000.0		\$	900,000.0	\$	1,260,000.0
Draft Accounts (1/6B)		200,000			300,000		420,000
Cases (\$/24 cans)		218,750			328,125		459,375
<b>Total Revenue</b>	<b>\$</b>	<b>1,018,750</b>	<b>100%</b>	<b>\$</b>	<b>1,528,125</b>	<b>100%</b>	<b>\$ 2,139,375</b>
<b>Cost of Goods Sold</b>	<b>\$</b>	<b>360,625</b>	<b>35%</b>	<b>\$</b>	<b>523,438</b>	<b>34%</b>	<b>\$ 712,813</b>
<b>Gross Margin</b>	<b>\$</b>	<b>658,125</b>	<b>65%</b>	<b>\$</b>	<b>1,004,688</b>	<b>66%</b>	<b>\$ 1,426,562</b>
<b>Total Operating Expenses</b>	<b>\$</b>	<b>508,234</b>	<b>20%</b>	<b>\$</b>	<b>612,472</b>	<b>16%</b>	<b>\$ 749,848</b>
<b>Income (Before Other Expenses)</b>	<b>\$</b>	<b>149,891</b>	<b>15%</b>	<b>\$</b>	<b>392,216</b>	<b>26%</b>	<b>\$ 676,714</b>
<b>Other Expenses</b>							
Depreciation	\$	111,429		\$	111,429	\$	111,429
Financial	\$	7,435		\$	6,335	\$	5,167
<b>Total Other Expenses</b>	<b>\$</b>	<b>118,864</b>	<b>12%</b>	<b>\$</b>	<b>117,764</b>	<b>8%</b>	<b>\$ 116,596</b>
<b>Net Income Before Income Tax</b>	<b>\$</b>	<b>31,027</b>		<b>\$</b>	<b>274,452</b>	<b>\$</b>	<b>560,118</b>
<b>Income Tax</b>	<b>\$</b>	<b>6,522</b>	<b>1%</b>	<b>\$</b>	<b>55,247</b>	<b>\$</b>	<b>112,224</b>
<b>Net Income/Loss</b>	<b>\$</b>	<b>24,505</b>	<b>2%</b>	<b>\$</b>	<b>219,205</b>	<b>\$</b>	<b>447,894</b>





## USE OF PROCEEDS

We are seeking up to \$1 million in funding to scale production:  
Equipment, staffing, marketing, facility improvements.

INTENDED USE	PERCENTAGE	\$ (USD)
BUILDING IMPROVEMENTS	24%	236,000
BREW EQUIPMENT & BREW HOUSE REMODEL	42%	424,500
MARKETING	1%	14,591
PERSONNEL	8%	82,500
CONTINGENCIES	8%	78,209
INVENTORY & SECURITY EQUIPMENT	2%	24,500
COSTS OF RAISE	14%	139,700
TOTAL	100%	\$ 1,000,000



## INVESTMENT TERMS

<b>Target Raise:</b>	\$300,000
<b>Maximum Raise:</b>	\$1,000,000
<b>Type of Security:</b>	Class (B) Membership Units
<b>Total Units Available:</b>	250,000
<b>Price per Unit:</b>	\$4.00
<b>Minimum Investment:</b>	125 Units (\$500.00)
<b>Voting Rights:</b>	None



# INVESTOR PERKS

## Investor levels      \$ Amount

FAN	500
SUPER FAN	1,000
ROADIE	2,500
GROUPIE	5,000
IN THE BAND	10,000

## Rewards

SWAG PACK, OFFICIAL NOTE

DISCOUNT KEYCHAIN, OWNER'S BEER

EXCLUSIVE GROWLER, NAMING RIGHTS

VIP EVENT ACCESS, INVESTOR MUG, TICKET DISCOUNTS

SEAT AT THE TABLE —STEERING COMMITTEE





# EXIT STRATEGY

- Distributions through Cash Flow
- Sale of the Company to Larger Competitor
- Company Re-Purchase Program
- Subsequent Capital Raise

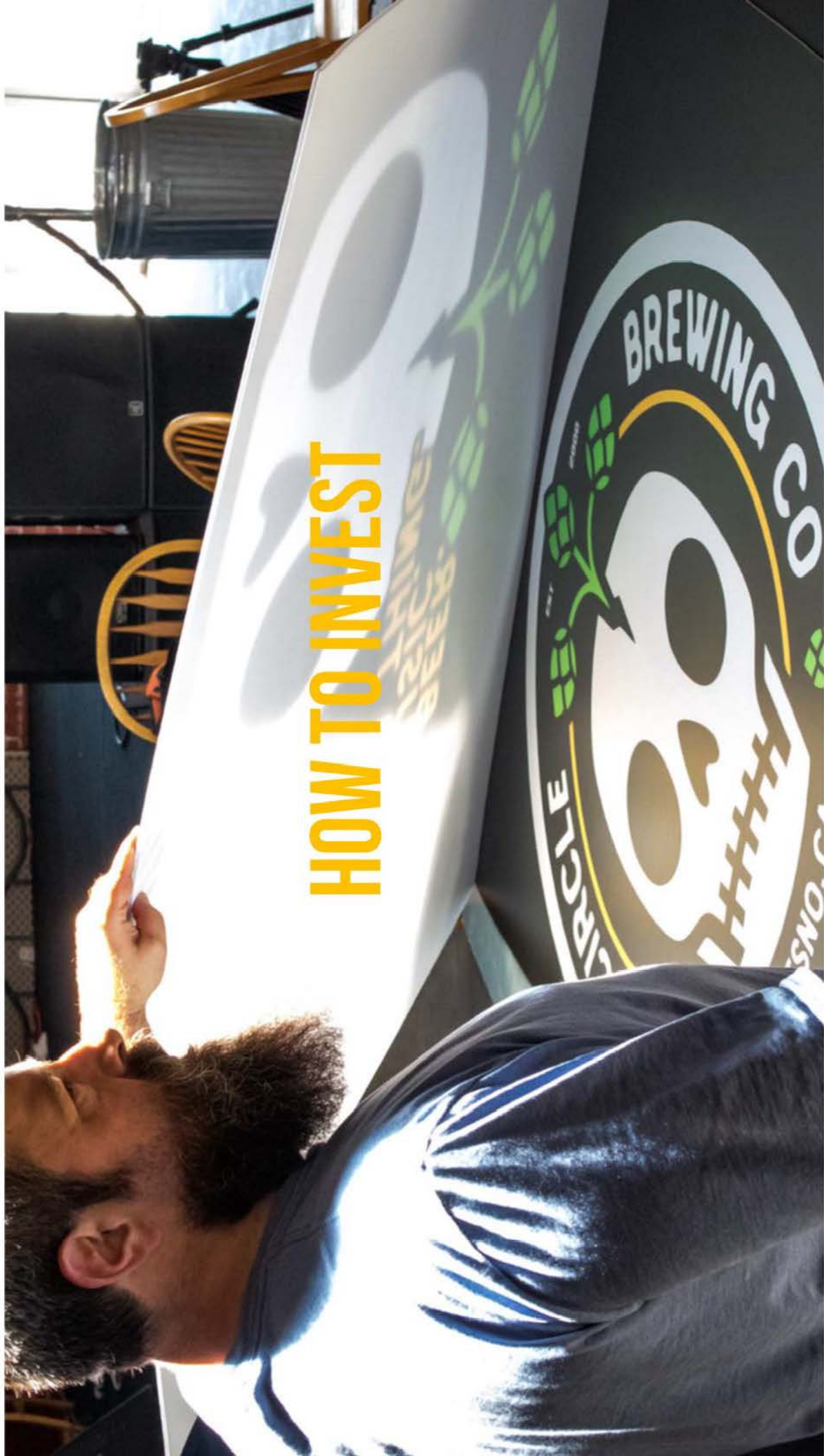


## WHY INVEST IN FULL CIRCLE BREWING CO. LTD, LLC?

- \$6.9B California Craft Beer Sales are on the Rise
- Compelling and Unique Financial Model
- Highly Scalable
- Strong “Exit” Scenarios



# HOW TO INVEST





# REGISTRATION & SUBSCRIPTION DOCUMENTS

1. Visit [www.breakawayfunding.com/invest](http://www.breakawayfunding.com/invest) and register as a New Investor. You will be prompted to provide a user ID, password and other personal and financial information to establish a new user account.
2. Review and acknowledge receipt of the Offering Statement and related documents.
3. Review and digitally sign the Subscription Agreement.
4. Complete and return a copy of the Alcohol Industry Investor Questionnaire.
5. Acknowledge the Agreement to Accede to the Second Restated and Amended Operating Agreement of Full Circle Brewing Co. Ltd., LLC
6. Verify Identity. You will be prompted to upload a digital copy of your government-issued photo identification.
7. Pay for your investment via wire transfer, by check or money order. You will be provided with wiring instructions and deposit ticket forms that can be printed or emailed. **Take these instructions with you to your bank to send funds (DO NOT SEND FUNDS TO FULL CIRCLE BREWING CO.)**



# TWO WAYS TO PAY FOR YOUR INVESTMENT

## 1.) Payments by Wire Transfer

You must pay the full subscription price by check, bank draft or money order along with the Subscription Agreement and Alcohol Industry Investor Questionnaire, both which can be found in the Documents section of Full Circle Brewing Co. Ltd., LLC's offering page:

<https://login.breakawayfunding.com/offers/zpvWVLVa/documents>

The payment must be in U.S. dollars and made payable to:

**Fresno First Bank as Deposit Agent for  
Full Circle Brewing Co. Ltd. LLC  
7690 N. Palm Avenue, Fresno, CA 93711  
559-439-0200**

**ABA # 121144146**

**FBO: Full Circle Brewing Co. Ltd., LLC Escrow Account #100030979**



# PAYMENT FOR YOUR INVESTMENT

## 2.) Payments by Check or Money Order:

The payment must be in U.S. dollars and made payable to:

**Fresno First Bank as Deposit Agent for  
Full Circle Brewing Co. Ltd. LLC  
7690 N. Palm Avenue, Fresno, CA 93711  
559-439-0200**

*WE HAVE THE RIGHT TO REJECT ANY SUBSCRIPTION AGREEMENT THAT IS SUBMITTED WITH LESS THAN THE FULL SUBSCRIPTION PRICE, WHICH SUBSCRIPTION AGREEMENT IS INCOMPLETE, WHICH DOES NOT ACCOMPANY THE ALCOHOL INDUSTRY INVESTOR QUESTIONNAIRE AND THE ACCESSION AGREEMENT.*

"THE SHARING OF VIEWS BY MEMBERS OF THE *CROWD* IS CONSIDERED BY SOME TO BE AN INTEGRAL PART OF CROWDFUNDING. BROKER-DEALERS AND FUNDING PORTALS, THROUGH THEIR CROWDFUNDING PLATFORMS, ARE REQUIRED TO HAVE COMMUNICATION CHANNELS TRANSPARENT TO THE PUBLIC—FOR EXAMPLE, ON AN ONLINE FORUM—RELATING TO EACH PARTICULAR INVESTMENT OPPORTUNITY. IN THESE CHANNELS, THE *CROWD* OF INVESTORS CAN WEIGH IN ON THE PROS AND CONS OF AN OPPORTUNITY AND BE ABLE TO ASK THE COMPANY QUESTIONS. ALL PERSONS REPRESENTING THE COMPANY MUST IDENTIFY THEMSELVES. IT MAY BE WORTHWHILE TO MONITOR THESE COMMUNICATION CHANNELS BEFORE AND AFTER YOU MAKE YOUR COMMITMENT TO INVEST."







**WE'D LIKE TO RAISE A PINT  
TO OUR COMMUNITY FOR ITS  
CONTINUED SUPPORT.**

**CHEERS!**

