



But wait, what's Head?

Well, we're glad you asked. While it's one of the world's oldest fermented beverages, we're not planning on serving anything dried. Our take on Head is something new, something refreshing. We've pushed the boundaries and created a genre of beverages that lies in the line between beer and wine. Our need is almost in character to ride and chase its glimmer like a unicorn, but in no way tied with a whole range of berries, instead of fermenting apples, we're fermenting honey. Our needs tend to present as light on the palate with a distinctive taste and like the rest of our product line are made using the most wholesome, natural ingredients possible. We are able to offer a product that's unique yet approachable. One that has the ability to appeal to a wide range of customers, both beer lovers and wine connoisseurs. And even importantly, one that has proven itself back for years.



Non-Negotiables...

These are the values that are important to us, that we're not willing to budge on.

1. We want to retain control of the company and continue to push it in the direction we envisioned. It's not that we don't trust those at Heald, we absolutely do. We're passionate about Healdroom and want to see it "bust" it's best.
2. We need to pay our employees a living wage and treat them well. Everyone deserves an opportunity to thrive and just survive.
3. We will not use any artificial flavors or colorings. We take pride in offering a high quality product. From our experience it takes high quality ingredients to make high quality finished products. Even if it costs a little more and makes our margins a little smaller, it's part of what our brand represents.
4. We feel it's necessary to continue to support local businesses and ensure that our main ingredients, honey comes from this region.
5. We will continue to support local communities, like Asheville, and keep production of our products in these areas, providing jobs where they're most needed.
6. We love nature and the environment. We have children and want them to have this beauty around them when they grow up. As such, we're dedicated to keeping a check on water production, recycling, eating and saving glass energy whenever possible.

Wehrlooom - AVL

Imagine walking into our Asheville location. As you come in you realize the walls are lined with images of the forest. Careful how heavy supports the bar tops and make us display and shelving giving a similar feel to our flagship Asheville location. We want you to have a small escape from the city and be able to sit back and enjoy a nice glass of Head in the woods with us.



Designwork by AVL Systems

What if our customers could participate?

We believe the best marketing is the kind that doesn't feel like marketing, but makes you feel included. As such, part of our marketing strategy is to get customers excited about the creation of new and exciting flavors. We plan to invite all long old members to sign up for a once a month event making event at our Asheville location. We'll bring some on-boards and explore new flavor combinations, and be there once as facilitators. We want the participants to know the final say. Who knows, maybe our next production run will be born out of these events. Else, we may not be going to come back and bring the friends to try the beverages they helped create.



Investor Q&A

What does your company do?

We're Healdroom, whose head has shifted to making Head. We maintain hundreds of lines of our own and support hundreds more through contract. We manufacture an entire line of about 200 products. And last but certainly not least, we're committed to real values. Making delicious beverages from the honey we collect in our pastures.

Where will your company be in 5 years?

Well, Asheville is just the first step in our growth plan. We see it as a way to move our business model beyond our small town of Asheville to the mountains with a population of two thousand and we have a much larger market. Asheville with a population of over 200k and annual visitors upwards of 200k, but what about an even bigger target? Atlanta, GA is one of our sales and what we have in Asheville will be invaluable.

Why did you choose this idea?

We started off as a restaurant, looking at everything honey. We loved the idea of honey wine, but couldn't find one that we liked, so we decided to make our own. We began making a premium beverage that was dry, lightly carbonated, gluten-free and simply refreshing.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?

The craft beverage scene in the entire country has really exploded, with a new readiness to give every three days somewhere in mind, but our focus is on regional. Asheville dedicated to craft. We have made it going to be the next big thing. It's gluten-free, has a wide range of flavors, and it's simply delicious. But as healdroom we understand that the way we're going to be successful is to be able to come by in large quantities. We think this is truly the reason most craft readily available yet. We plan to change that soon, with your help.

What is your proudest accomplishment?

Well, we were able to secure permits to not only manufacture Head, but sell it in North Carolina last July 1st. That was our first step. We have a huge plan, but it took nearly two years of getting over our own issues. We have a lot of experience and sales with countless government agencies. It really came down to convincing the local officials that our product was in fact a value-added item. We have the gift and destination to be any chance, with a smile.

How far along are you? What's your biggest obstacle?

We started production last year to allow us an opportunity to begin with distribution this year and feel the response we made will allow us to immediately move into a new market. We also built into our structure the ability to add more packaging capacity with little needed other than more staff. We sold 100 bottles to date and plan to reach over 200k sold by the end of 2018. The biggest obstacle we have at this time is the access to the capital to make it happen. We're a fairly new company that is not covered by us, and have numerous all profits to fund our growth. Having more a second location will require more in terms funds than we have available.

Who are your competitors? Who is the biggest threat?

There are 12 permitted commercial wineries in NC, most being in the central and eastern part of the state. There have 10 wineries in Asheville. We had by making production again we will become the largest local producer in the state. Most of our competitors make a product that is more wine like in character, often sweeter and usually higher in alcohol content. Our competitors products are usually sold at a higher price point ranging from \$14 to \$20 a bottle. We feel our products are more approachable from a price standpoint of \$9 to \$11, and we feel our dry, sweetened drinks are able to appeal to the wider market of beer and other drinkers in terms of flavor and taste.

What do you understand that your competitors don't?

We're fortunate enough to have the experience of being full time healdroom. This allows us access to lower resources that our competitors don't have. We know the healdroom in this region and we are able to communicate our needs with them. Many needs to be more available to us and at better prices. Allow our products to be produced with better margins. We also understand the microclimate behind great taste. This allows us to make our needs in a slightly different manner allowing quality turn around on valuable stock space and overall greater production capacity.

How will you make money?

Our Asheville location will offer our honey and also new lines for sale, but by and large it will be a taproom. Serving Head by the glass and in bottles to go will be our primary source of revenue. We hope to serve between five and seven customers weekly and predict that many will leave with a bottle of Head, honey or both to go. We anticipate average volume to be between 100 and 150.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?

The biggest threat would be having another meadery based in the area. There are a few small makers in the region. We don't find this likely but it's certainly possible. Our plan is to move into Asheville strong and grow quickly. We want to be the largest meadery in the southeast and to get people talking of it as what they love the word "Head". The other threat would be a year with a poor honey crop. We feel by controlling the supply chain from the field to the fermentation tank we've mitigated this risk as much as possible. We're very conscious of always stockpiling honey on good years and remain partners with some local healdrooms already in existence.

What do you need the most help with?

Marketing our unique products will be the main area we'll need help with. Many people are completely unfamiliar with Head or have a preconception that it's sweet. We need to change that acceptance and try to provide more information.

What would you do with the money you raise?

If we raise \$100k, our use of funds will be as follows:

- 40% Purchasing equipment -destoners and appending labeling machines.
- 20% Raw materials (honey) and packaging (bottles, labels, caps).
- 15% Hiring employees (manufacturing, head, sales).
- 10% Marketing (ad spend and branding events).
- 15% Working capital/contingency planning
- 0.5% Volunteer fee.