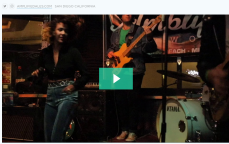


Amplified Ale Works

Award-winning brewery supporting musicians through collaborations and live shows



After several years of being able to deliver unique live musical experiences, our restaurant may find it a bit odd not having beer and dining experiences at our local university. As a result, we've been able to gain lots of live music by supporting artists through collaborations, beer releases and performances at our live events.

Ale Works: Company member @ Amplified Ale Works

ABOUT | UPDATES | CONTACT | ASK A QUESTION

Why you may want to support us...

- 7 years of revenue growth, averaging \$5.7 million in 2019.
- 2,000+ events and shows annually, including a diverse mix of live music, comedy, and other entertainment.
- Produce direct-to-consumer beer products in-house + delivery + Pacific Beach and East Village San Diego sub-markets.
- Multiple music events at high-profile locations (highlights and benefits) local musicians. Weekly events + shows, live music - 40+ people.
- Future growth: live music, growth of collaborations, beer releases.
- We have been able to get our live music, comedy, and other entertainment to a wider audience, and we have been able to create a community within our environment.
- International media for live music: "American Lager", "American Wheat Ale", "Venus Lager", and "Brewed & Bottled".
- Created 12+ collaborations with local and touring bands, including original artwork to coincide with the release of a new album or tour.

Our Team

- Mike Brown**
Founder & CEO
Mike Brown is the founder and CEO of Amplified Ale Works. He has been in the industry for over 10 years and has been instrumental in the growth of the company. He is a passionate supporter of the local music scene and has been instrumental in the growth of the company.
- James Reynolds**
Operations Manager / Consultant
James Reynolds is the Operations Manager / Consultant for Amplified Ale Works. He has been in the industry for over 10 years and has been instrumental in the growth of the company. He is a passionate supporter of the local music scene and has been instrumental in the growth of the company.
- Michael A. Craig**
General Manager / Consultant
Michael A. Craig is the General Manager / Consultant for Amplified Ale Works. He has been in the industry for over 10 years and has been instrumental in the growth of the company. He is a passionate supporter of the local music scene and has been instrumental in the growth of the company.
- Andrea Miller**
Marketing Manager / Consultant
Andrea Miller is the Marketing Manager / Consultant for Amplified Ale Works. She has been in the industry for over 10 years and has been instrumental in the growth of the company. She is a passionate supporter of the local music scene and has been instrumental in the growth of the company.
- Paul Stettin**
Sales Manager / Consultant
Paul Stettin is the Sales Manager / Consultant for Amplified Ale Works. He has been in the industry for over 10 years and has been instrumental in the growth of the company. He is a passionate supporter of the local music scene and has been instrumental in the growth of the company.
- Jeff Campbell**
Finance Manager / Consultant
Jeff Campbell is the Finance Manager / Consultant for Amplified Ale Works. He has been in the industry for over 10 years and has been instrumental in the growth of the company. He is a passionate supporter of the local music scene and has been instrumental in the growth of the company.
- Indira Wilson**
Human Resources Manager / Consultant
Indira Wilson is the Human Resources Manager / Consultant for Amplified Ale Works. She has been in the industry for over 10 years and has been instrumental in the growth of the company. She is a passionate supporter of the local music scene and has been instrumental in the growth of the company.
- Paul Smith**
Operations Manager / Consultant
Paul Smith is the Operations Manager / Consultant for Amplified Ale Works. He has been in the industry for over 10 years and has been instrumental in the growth of the company. He is a passionate supporter of the local music scene and has been instrumental in the growth of the company.

In the news

Amplified Ale Works is featured in the following news stories:

Downloads

Download the Amplified Ale Works app for your mobile device.

\$3.6M in annual revenue, 12+ band collaborations, and a rotating 20+ house beer offerings later...

In the end, Amplified Ale Works has been able to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.



We've grown steadily with award-winning beer, competing food, and a dynamic environment that brings friends and neighbors together.

Over the years, we've been able to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.



How we make money

Amplified Ale Works has been able to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.



Beer Garden: The restaurant's beer garden is a unique space for us to create a vibrant, social atmosphere that enhances live music, food, and entertainment.

Direct to Consumer: Beer releases at events allow us to deliver value to our customers.

Amplified Food Truck: As a live music venue, we have been able to create a unique live music experience for our customers.

The Plan

We have been able to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.

Revenue	Growth	Expenses
Amplified Ale Works has been able to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.	We have been able to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.	We have been able to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.

Our mission is to create a unique live music experience for our customers. We have been able to create a community within our environment, and we have been able to create a community within our environment.



We're building a new brewing facility

We are currently in escrow for the former Lemon Grove Bakery at 3308 Main St in Lemon Grove. The 5,000 sq ft building is well-suited for a brewery and will also allow us to develop an outdoor, 1,500 sq ft beer garden on a portion of the existing parking lot.



The 15-barrel brew house and additional fermentation capacity will allow us to grow our current 2,000 barrels to 10,000 barrels annually, a sufficient amount to supply 3-5 more future Amplified beer garden locations.

Milestones

This hub and spoke model, focusing on getting fresh beer directly to the consumer, foregoes traditional distribution models and allows us to not only control the condition of the beer from grain to glass, but also maximize our revenue per barrel of beer produced. We have our eyes set on Vegas, LA, Phoenix, and Orange County as future markets ripe for Amplified's growth.

Expected Date	Milestone
■ March 12, 2020	Close on 3308 Main St site
■ June 1, 2020	Finish renovation and begin brewing in Lemon Grove
■ September 1, 2020	Open Lemon Grove Tasting Room & Beer Garden

Join us today!

We're an institution for numerous craft beer fans, dog lovers, outdoor groups, and an exciting growing music and arts scene. We operate under the auspices of "Don't bore us, get to the chorus!". We don't have time for solos. We're building these harmonies together. Open auditions to join the band. Invest today and help us grow!



Investor Q&A

What does your company do? ▾

— COLLAPSE ALL

Amplified creates world-class beer and serves it in a communal beer garden environment beside thoughtfully prepared Mediterranean cuisine, all while focusing our support on local musicians and the live music experience.

Where will your company be in 5 years? ▾

Once our Lemon Grove production facility is established in 2020, we intend to set our sights on selectively developing Amplified beer garden & music venues in Las Vegas, Phoenix, LA, Orange County, & north county San Diego. Our East Village San Diego location (opened Aug 2018) provides the ideal template for this business model.

Why did you choose this idea? ▾

What started 10 years ago as a desire to create a fast-casual Mediterranean restaurant morphed into a love affair with brewing beer and designing environments that build community. As we have grown, we have focused on our love of live music by supporting artists through collaboration beer releases and performances at our two music venues.

How will you make money? ▾

We have historically been profitable every year of our existence, with the exception of the last 18 months of expansive growth and expense from the addition of our East Village location and Pacific Beach's Backstage Beer Lounge.

We anticipate profitability again in 2020 and beyond through a decrease in our brewery production costs at the Lemon Grove facility while increasing our direct to consumer beer sales and forgoing traditional distributors. Revenue at our East Village location is up 30% year-over-year from our opening in August 2018 and expected to continue to steadily increase.

Empowered by the implementation of our own canning line, we will work closely with bands to create compelling can artwork to promote them and more deftly monetize and leverage the ever-increasing demand for our sessionable lagers and progressive IPA's.