

# Debellation Brewing Co.



“Like the Norse Vikings  
before us and in our  
family lineage ...

...Debellion Brewing wants to leave its mark  
on the world with our beers. Discovering new  
styles and flavors of beer that people truly  
enjoy is what we strive to accomplish.”



# Why Debellion Brewing Co?

- No local brewery in the city of Richmond Hill or anywhere within a 30-minute drive
- Owners with proven experience
- The community of loyal customers is desperately waiting for our launch
- Prime location with several hotels, motels and gas stations in the immediate vicinity.





# Market Opportunity

- The growth of craft beer brewing in the last decade across America has been explosive, with the number of breweries in the US tripling, from just over 2,000 back in 2012 to a point where there are now close to 8,000 today. Beer consumers are shifting from national labels to local favorites.
- The outlook for this industry appears to be strong, especially in Georgia and the Southeastern U.S. because analysis by IBISWorld shows that the Southeastern states account for about one-quarter of the U.S. population, but only 15 percent of the craft brewers are located within this region.







# GEORGIA

[FIND A BREWERY ▶](#)

[STATE LAWS ▶](#)



**1.1** Breweries per Capita\*

(RANKS 50<sup>TH</sup>)

\*per 100,000 21+ Adults

**\$**  
ECONOMIC IMPACT

**1,596**  
Million Economic Impact  
(RANKS 17<sup>TH</sup>)

**221.25**  
Impact per Capita  
(RANKS 38<sup>TH</sup>)

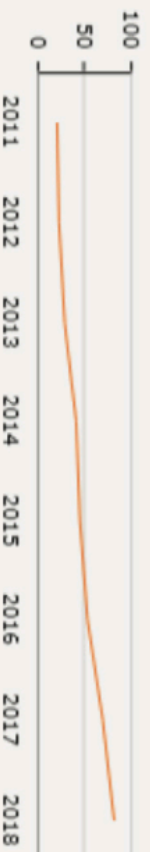


PRODUCTION

**449,485**  
Barrels of Craft Beer Produced  
per Year  
(RANKS 15<sup>TH</sup>)

**1.8**  
Gallons per 21+ Adult  
(RANKS 31<sup>ST</sup>)

NUMBER OF CRAFT BREWERIES OPERATING PER YEAR



# Business Model

- Debellation Brewing Co. will be operating as a producer, wholesaler and retailer.
- Debellation Brewing Co. aims to generate strong demand through exceptional marketing strategies and through the introduction of unique products in the industry.



# Our Growth Plan

- Phase I: Debellion Brewing Company will initially start operations as a small microbrewery that will have a three-barrel brewhouse with an average of 500-700 barrels a year produced. It will sell beer flights to its guests, pints, growlers and growler fills, cans of beer to purchase for home consumption and merchandise for gifts or souvenirs.
- Phase II: In the second phase, Debellion Brewing will expand into a 7-10 barrel brewhouse utilizing open space adjacent to it within 3-5 years.





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