



Debellation Brewing Co. is not accepting investment.

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Craft Beer

Debellation Brewing Co.

Brewery

822 Longwood Dr
Richmond Hill, GA 31324

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Debellation Brewing Co. previously received \$147,300 of investment through Mainvest.

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This is a preview. It will become public when you start accepting investment.

Early Investor Bonus: The investment multiple is increased to 1.5x for the next \$10,000 invested.

This is a preview. It will become public when you start accepting investment.

THE PITCH

Debellation Brewing Co. is seeking investment to obtain operating capital.

BUSINESS OVERVIEW

“Like the Norse Vikings before us and in our family lineage, Debellation Brewing Co 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.” Debellation Brewing Co will be the only craft beer brewery based in the city of Richmond Hill, Georgia with no other brewery within a 20 minute drive. We are situated in full view of Interstate 95 off exit 90 where millions of cars drive by every month. Come drink beer worthy of the Gods! SKOL!

Debellation Brewing Co. will be the only craft beer brewery based in the city of Richmond Hill, Georgia. The Company specializes in producing delicious new-styled Craft Beer. Debellation Brewing is offering a range of craft beers with twelve unique flavors that are in demand among consumers. The Company’s management is extensively experienced with expert craft beer making knowledge, understanding consumer preferences and working with a particular goal to satisfy their customers by introducing innovative flavors in the Craft beer industry.

Like the Norse Vikings before us and in our family lineage, Debellation 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 Debellation Brewing Co?

No local brewery in the city of Richmond Hill or anywhere within a 30-minute drive

Extremely experienced owners with proven experience of over five years. Their prior knowledge of restaurant ownership is also an asset when they bought a struggling 1100sf Irish Pub in 2016 with \$220k in annual gross revenue and transformed it into a 4000 square feet Irish pub with roughly \$1.4 million in annual gross revenue by 2019. This additional local business will also allow Debellation Brewing Co. to take benefit of their built-in customer base right from the start, an advantage over many other brewery start-ups.

The community of loyal customers is desperately waiting for the launch of Debellation Brewing

Debellation Brewing Co strongly believes in unique flavor combinations and aims to introduce unique products to exceed the expectations of beer consumers.

Prime Location with several hotels, motels and gas stations in the immediate vicinity.

Business Model: Debellation Brewing Co. will be operating as a wholesaler and retailer both. The Company’s activities will involve the following:

Production: As a producer of top-notch craft beers, Debellation Brewing Co. will work with external suppliers to buy quality raw material to produce premium craft beers.

Distribution: The Company anticipates that 90% of its sales will occur through a retail location with sales of craft beer, growlers, canned beer and merchandise. The remaining 10% will be the distribution of kegs to retail locations. These numbers will undoubtedly change as the production brewery expands in the future.

In addition to that, Debellation Brewing Co. aims to generate strong demand through exceptional marketing strategies and through the introduction of unique products in the industry.

Phases:

Phase I: Debellation 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, Debellation Brewing will expand into a 7-10 barrel brewhouse utilizing open space adjacent to it within 3-5 years.

LAYOUT

[Previous](#)

[Next](#)

INTENDED USE OF FUNDS

We previously received funding which took care of the buildout and cash flow through early March. Due to some delays by contractors and inspections, our opening date is pushed to the end of March to early April. We only await our state license in order to brew which should be in next couple of weeks. Need additional funding to pay employees, leases, utilities and 2nd beer batch order. Grand opening expected by end of March to early April due to delays in licensing and inspections.

[Inspections passed](#)

[Payroll on hold due to delays](#)

[City alcohol license secured](#)

[Previous](#)

[Next](#)

THE TEAM

[David Goodell](#)

[CEO and Brewer](#)

Mr. Goodell is a retired Army Commissioned Officer turned brewer and has experience-based knowledge; he has always been a self-motivator and accomplished every goal he set out to pursue throughout his career. His professional interests focus on building a successful business through the production of high-quality craft beer, where he has over six years of hands-on experience. Mr. Goodell has won back to back 1st place awards in the annual Domras Cup Beer Homebrewers Beer Competition for 2019 and 2020. His knowledge of brewing, restaurant ownership, marketing, I.T. and military leadership experience allow him to be successful at any business he chooses to run and operate.

[Teresa Goodell](#)

[General Manager](#)

Mrs. Goodell is the General Manager of Debellation Brewing Co. Teresa is also a military Veteran! She is a highly motivated individual who excels at whatever she does. She has been preparing and researching for this venture for the past few years co-running their prior restaurant, learning HR, staffing and payroll. Her strategic planning and execution make her well suited to lead the Company as 2nd in command!

Updates

[Investor Exclusive](#)

[OCTOBER 23RD, 2022](#)

[Q3 2022 report](#)

Hello!

This 3Q for 2022 was slightly less than 2Q and we can confidently say that this was in large part due to the economy. Our Harvest Host RV guests dropped off during Q2 and Q3 due to gas prices and the heat. Each of those guests contribute an average of \$40 and that was a large chunk of revenue we did not receive. However, it's cooler now and gas prices are lowering so our RV numbers are trending back up as those in the north migrate down to the south. Despite that, we managed to nearly match the 4Q 2021 gross sales in 3Q 2022 which says a lot about our success. During the worst economic time of the year in this uncertain economy, the support for Debellation Brewing by locals stayed strong. We estimate nearly \$570,000 - \$600,000 in gross sales by the end of 2022. Given our last 3 Q's numbers, we are about \$430k. If we can manage to eek out \$50k in the last 3 months of 2022, we will be close to our goal! If you recall when we were doing our capital raises here on Mainvest, in our business plan posted up, we forecasted a year 2 gross sales of \$516k and we will certainly beat that! We are certainly on track to exceed that by \$60k-\$80k! We wish to again thank you all for your trust and support with your investment. On a final note, we have been catching up the perks owed to some of you and hope to finalize that in 60 days. We really do appreciate the patience in this. After our loss of the head brewer, I took that role on in addition to many others so I fell behind on some tasks. The recent hiring of my sister Christine as our admin manager is helping us tie up the loose ends. She has certainly been a valuable asset to our team and we love having her with us! Additionally, we have recently partnered with South Magazine for

additional exposure and hope this helps us reach a bigger audience. We also were voted for the 2nd time one of the best breweries in the South and had the #2 bartender! This says a lot when we are a brewery and the other contenders were actual bars and restaurants! Our brewery was the only one that made the cut! See the link below for more on that! Until next time, Skål!

<https://www.southmag.com/debellation-brewing-co-richmond-hill-ga/>

<https://www.southmag.com/and-the-meat-grinder-goes-to/>

More is posted to our website! Enjoy and thank you for supporting us!

Dave Goodell

Investor Exclusive
APRIL 8TH, 2022
ONE YEAR!

Wow! What a year! First, let's discuss what has been the issues. Perks. These have been slow to get out because in November we lost Dave Greene our head brewer due to Crohn's disease. He reluctantly stepped down and we understood why and we hope he can manage that and get back into the brewing industry. But don't fear, the owner Dave knows how to brew as well and has been doing a terrific job in Greene's absence. That was our second issue. Being a one-man operation isn't easy and involves 7 days a week with no days off constantly brewing, marketing, payables/receivables, payroll and so much more. Other than that, the brewery has been barreling forward which brings us to the good stuff. Each quarter has been better than the previous one since opening. March 2022 set a new record of gross sales of over \$65k! That's twice the average of the first few months in 2021. When we set gross sales projections for the first year, we anticipated roughly \$390k in gross sales. From April 8th 2021, to today one year later, we grossed approximately \$509k! WOW! We are looking to exceed that for the next year to over \$600k. We are now looking to purchase 1 or two additional fermenters to increase our production and that should get us to our goal. the 1st QTR of 2022 will be submitted to Mainvest soon so watch for it! Tomorrow, we are finally getting our wood flooring installed, further enhancing our taproom to an ever more gorgeous place to enjoy our ales. Another thing for all of us here to be proud of is our recent rankings in Georgia. Of the 8 breweries in the Savannah area, we were #2! Quite an accomplishment having only been open under a year! They also ranked us #55 of all breweries in the state of Georgia of the 157 now operating. What a great place to be! Better than 2/3rds of all breweries! That said, we are hoping to take home some beer awards this year to further our accomplishments and get us raked even higher and increase traffic to our wonderful brewery. All of this could not have happened without YOU. You trusted your investment with us and we made sure to make good on that. We want you to be proud of this investment and hope you will consider it again in the future should we need it. Again, thanks for trusting us and hanging in there with perks. We haven't forgotten and will make sure those get done ASAP. If you are in the area this weekend, swing by and visit us!

https://brewerystars.com/savannah-georgia-brewery-rankings/?fbclid=IwAR2VzPEIXEidzISvEMhFn43ZI_w6ap7mKznI6pb-WnH_M9wkd12jm1NVuhQ

NOVEMBER 7TH, 2021
Best of Georgia Nominee!

One of our amazing guests apparently nominated us for Best of Georgia Breweries, so if you agree, please click link below and VOTE FOR US! Let's get the WIN! A win will get us more publicity, guests and ultimately, more revenue that is passed on to YOU, our awesome investors! Thanks for your support!

<https://www.gbj.com/best-of/vote/food-drink>

Investor Exclusive
OCTOBER 18TH, 2021
Thanks for all your support!

Hello!

We had another good quarter! A few things to report are as follows:

1st, we have recently partnered with Harvest Host which allows RV's and travel trailers to stay overnight with us. Having an average of 4-5 each night generates about \$30 in revenue for each of them daily with zero cost to us as a brewery. This is great for our bottom line and gets us exposed to tens of thousands of other members in their app and website! They started staying here in September and we had 75 stays. We have already reached that for October! Definitely staying busy here!

2nd, we are gathering up the remainder of perks for those who have not received theirs yet. We really appreciate it as we only have 3 people working here, brewing, bartending and doing everything generally. So we have been crazy busy. But we have recently hired an additional bartender so we look to catch up perks very soon.

3rd, in the new edition of the prestigious South magazine, readers have voted us one of the top breweries in the Southeast! That is HUGE for us and an honor to be featured in that magazine. Check it out in link below and you can order a copy from them too. <https://www.southmag.com/bar-crawl-2021/>

Finally, thanks for believing in us! We are doing well and hope we are making you proud (and some ROI!).

Skal!

The staff at Debellation Brewing!

Investor Exclusive

JULY 6TH, 2021

Hello everyone! Update!

First I want to say thank you all for believing in us! We finally were able to officially open in April on the 9th and have been trucking ever since. We did experience a few hiccups along the way but we were able to adjust and conquer them! One was running out of beer on day 12! The good side was we sold nearly everything we made which was 14BBLs (28 kegs) of beer! The downside was not being able to brew to replace it because our supplier got us our grains 8 days late. Add to that the time it takes to get beer from grain to glass and we were sitting on our hands selling beer without backups. However, we caught up quickly and the demand never stopped.

Over the 3 months in Q2, our sales steadily increased as we had hoped but not quite where we want to be. The main reason was lack of food trucks. Not that there aren't any, but because the city of Richmond Hill requires any food truck doing business in the city to have a food permit and inspection from DPH. When we opened, there was only 1 locally permitted food truck. Now we have a few more. And more are applying. When food trucks are scheduled which has been sporadic since Savannah gobbles them up, our sales skyrocket as you might guess. That said, we now have a taco truck every Thursday and working on more to fill the other days. It's just a matter of getting the trucks inspected and paperwork done. It'll get there. When we do not have food trucks, we do have some limited food to hold people over like pulled pork sandwiches, brats, dogs, nachos and a couple other things. Food is key at breweries if you want people to stay and spend more. We are confident that we will see a dramatic increase in sales directly related to the increase of food trucks. The other great thing as investors are concerned is that it costs us ZERO to have them here. So sales increase at no cost to us. We just keep the beer flowing. With this in mind, we should soon see regular monthly increases of gross sales grossing \$40k+, which keeps us on target with our business plan forecasts.

Switching gears, the perks have been a little slow in getting out to you and we apologize. This is because of the unexpected costs along the way during and after buildout. Things like costly cooler issues requiring HVAC repairs, added electrical installs to facilitate the new keg washer, and AC issues plaguing our taproom during the heat. However, we now have those issues worked out. Each week, we get more streamlined and smoother, which equates to increased profits and a very bright future. We have been putting out new beers every week just to keep up with the demand but that's a good thing. If you check us out on Untappd, you will see all of the beers that have been listed. But we digress. The perks should start rolling out soon as we get caught up on volume and accounts payables. We appreciate everyone's patience and thank you for your trust in us!

Finally, looking forward, we hope to acquire 2 more fermenters to increase volume for local distribution and increased volume in the taproom. We are filling all 4 of ours as fast as they are emptying! We will also be installing a small 2BBL system for sours in the coming months. That's another reason to get 2 more fermenters. Smaller 3BBL FV's shouldn't cost that much and won't require a loan or investment. Our cash flow by summer's end should allow us that purchase but we will update you when we know we can. For now, we are just brewing like crazy and are entering 2 beers into the Great American Beer Festival which is the gold standard for breweries to want to win awards at. Winners will be announced in September. Wish us luck!

We will be uploading our docs and numbers this week and we know you will be pleased thus far! Again, thanks so much for believing in us and we won't let you down!

From Dave the owner, his wife Teresa, Dave the Head Brewer, and beertender Loki Lee, we thank you all and hope to meet everyone of you at least once!

Skal!

Dave Goodell

Investor Exclusive

APRIL 16TH, 2021

Ribbon cutting!

The Richmond Hill-Bryan County Chamber of Commerce invites you to attend the Grand Opening and Ribbon Cutting Ceremony for Debellation Brewing on Friday April 16, 2021 at 4:00 p.m. The Ribbon Cutting will take place at Debellation Brewing located at 822 Longwood Dr, Richmond Hill, GA.

Chamber members and their guests are invited to enjoy an evening of congratulating

Debellation Brewing on their Grand Opening and Welcoming them to the RHBC Chamber.

"Debellation Brewing is about to open with wonderful, crafted beer in the Low Country, based in Historic Richmond Hill, Georgia. The founders of Debellation Brewing Company are both military veterans, who will always honor the men and women of our military, police, fire departments, and first responders. Why a Viking Theme? The founders trace their name and lineage back to Norway by way of England and Ireland. Like the Norse Vikings before us in our family lineage, Debellation Brewing Company wants to leave its mark on the world with our beers.

Discovering new styles and flavors of beer using locally sourced ingredients when possible, to craft a delicious beer that people truly enjoy, is what we strive to accomplish. When you stop by, Raise your glass, pronounced Say "skål!" (pronounced "skoal") with gusto. The word skål itself has origins made misty over time. Some claim that the term has a root in the skulls of the vanquished, from which Viking warriors would drink to celebrate their victory. But this grisly story, is surrounded in myth with little facts. Historians believe it actually means "CHEERS!"

Debellation Brewing Company is located right off Interstate I-95 at Exit 90 at 822 Longwood Drive in Richmond Hill. Stop by, make our acquaintance and enjoy our craft. We would love to meet you."

Investor Exclusive

APRIL 12TH, 2021

FINALLY OPEN!

We are now OPEN DAILY at noon! Our initial opening last weekend was a HUGE success! If you are in the area or will be, come enjoy some great locally crafted beer and play while you're at it! We have cornhole, foosball, darts, ping pong and even board games! Nintendo and old school video games coming soon!

<http://facebook.com/debellationbrewing>

APRIL 6TH, 2021

VIP event

Hello!

We have emailed out everyone yesterday but if you did not get it, check your spam box. The email contained the below info:

We finally have our VIP event for shareholders, sponsors and investors scheduled for this Thursday from 5-9pm! There will be live music from Seldom Sober, an Irish duo, as well as food catered for you to enjoy on us and some free tastings of our beer before the general public gets to try it. Additionally, you will be able to pick up your perks while you are here. Most everything is in to give to you but some are still being worked such as the pressurized growlers. The hats, tees, glass growlers and 90% of the skull mugs are completed. If you have a level that gets the bar stool, those are also not quite ready and we hope to get our wall of Vahalla back by then to hang in the brewery. In any case, if there are items not given or ready, we will have that list working and will notify you when completed. For those who live outside this area or in other states, we will be shipping your perks to you soon. If you cannot attend but will be swinging by later, we can hold your perks here until you are ready to pick them up. Therefore, please reply with RSVP for this Thursday by Wednesday at 5pm. This event is closed to the public and you may bring a +1. It will be catered as well.

Otherwise, we will be having a grand opening on Friday, April 9th starting at 4PM. The City of Richmond Hill & Chamber of Commerce will do the ribbon cutting at 4PM and at 6PM, ROCK 106.1 will arrive to do their LIVE broadcasting here followed by live music by the rockabilly band Crooked Pointer from 7-11p with cornhole and other events occurring throughout the evening. We hope to see you at one or both events but that said, WE ARE FINALLY OPENING!

APRIL 3RD, 2021

Opening next week!

Getting closer to opening which will be next week! On Monday we will update with details on the opening and the VIP event. All of you here who are investors are invited to the VIP opening which will be on Thursday from 5:00 to 8:00 but closed to the public. That night will be just for you so you can come in try the beers before everyone else, pick up your perks and hang out and get to know other investors and sponsors. There will be food and live music as well. Look forward to all the details in an email forthcoming later this weekend! We appreciate everyone who has helped us get to the finish line!

MARCH 31ST, 2021

So shiny...

Floors are almost done! So shiny!

MARCH 30TH, 2021

Kegging this week- prep for opening

This week we are kegging 14 BBLs of delicious beer in preparation for opening potentially on April 8-9. Although we still have some decor and loose ends to tie up, we should be ready by then. We will announce the official date later this week. This means that all of you investors will have a private event the day prior to receive your perks, check out the digs and sample some beer before the general public gets to! We really appreciate all who have helped us get this far! That said, this final small round will be closing in a little over a week so we hope to reach our goal and get some much needed funds for our next beer batches, payroll (we are working without pay) and to prepare for opening. The delays caused by red tape and bureaucracy stretched us really thin. Should have opened in early March but here we are. In any case, the opening day will be soon and hope to see all of you there or soon after! For those out of the area, we will be shipping your perks to you unless you are picking up. See you soon!

Skal!

MARCH 23RD, 2021

All fermenters are now full!

We have all fermenters filled! This means we will have 7 beers to offer at our grand opening! But we need your help to get us there! This is our last round for a long time, if we ever do one again. Perhaps with our growth we may consider another to help us grow bigger in the future. Our target is \$10k. Our cash flow is critical due to unexpected delays of licensing and inspections. With your help, we can resume payroll, pay upcoming rent and utilities and order next batches ingredients! Thanks to everyone who has invested already!

MARCH 18TH, 2021

We are brewing!!!!

Our first beer is mashed in! It is a Viking recipe called Sahti. Sahti is recognized as one of the oldest continually brewed beer styles in the world. It is an unfiltered, unpasteurized, top fermented beer with a cloudy disposition; brewed with additions of juniper berries and branches. In the 1930's, a sunken Viking ship was discovered off the coast of Norway. In the ship were wooden barrels of a 9th century design, thought to have contained Sahti. This find seems to corroborate earlier barrel remains and Sahti residue found on a Viking burial ship at Oseburg, Norway in 1904. Over the next several days, we will have all the beers into the fermenters! Perfect day to start! 🍀

SKÖL!

MARCH 10TH, 2021

Waiting to brew!

We have passed our inspections and are now waiting for our state license to be able to brew and that should be shortly. We have already received our city license. In the meanwhile we are tidying up and getting The tap room ready in preparation for opening sometime at the end of March or early April.

FEBRUARY 21ST, 2021

Today's FB Livestream Update!

Updates on the brewery and Q&A today at 4PM for anyone with questions! Will Live stream, field your questions and and show you in real time what the brewery currently looks like.

<https://www.facebook.com/events/962788774254977>

FEBRUARY 21ST, 2021

Check out our mural in progress!

Dean Deck has been working on this custom mural we wanted as a backdrop for our brewery! Wow!

FEBRUARY 19TH, 2021

Final inspection passed!

Final city inspection passed! Big thanks to Norwood Construction Savannah Electric & Construction, Platinum Concrete, Atlantic Coastal Equipment, LLC., Grove River Machinery, Jay and his plumbers, City Of Richmond Hill, Rich McGuire (HVAC), and all those individuals who have come in to assist with the build! What happens now? We still need approval from the GA ATF and GA Dept of Agriculture which should be soon. Then we brew beer! Meantime, we are still working on the inside and outside decor in preparation for the opening in March. Details on the opening will come soon!

FEBRUARY 16TH, 2021

Brewhouse installed!

The fermenters and kettles have been moved into place! This week we will be setting it up for testing. Almost there!

FEBRUARY 13TH, 2021

Update on brewery!

On February 14th at 4PM, we will host a livestream for everyone to catch up on current state of the brewery! Join us!

<https://www.facebook.com/events/148810136976910>

FEBRUARY 6TH, 2021

Next Update Livestream!

Updates on the brewery and Q&A for anyone with questions! Will Livestream, field your questions and and show you in real time what the brewery currently looks like. Join us at 4PM EST!

<https://www.facebook.com/events/157894485987066>

FEBRUARY 4TH, 2021

Perks!

Did you know you get some really awesome perks when you invest with us? Probably the best perks you ever received from an investment here ion Mainvest. To see them all, see our website! If you have already invested but not given us the info for your shirts, hats and engravings, please email us at debellionbrewing@gmail.com. Your investment corresponds with the levels you see there. You can also invest more and we will combine them into one. If you are on the fence and watching, whatcha waiting for? Join our family of Vikings!

SKOL!

<http://debellionbrewing.com/join>

FEBRUARY 3RD, 2021

More updates

We got the sheetrock people in there now doing the sheetrock since the electrical was pretty much wrapped up and hopefully next week we're going to do our final inspection

FEBRUARY 1ST, 2021

More updates!

Final electrical inspection will be Wednesday and today the parking lot is almost finished. Tomorrow they stripe it. Drywall will be done by week's end too. It's all coming together now....

JANUARY 25TH, 2021

Update!

All electrical will be completed within about 3 days and ready for inspection. The parking lot is being resurfaced and expanded as we speak and will also be ready by Thursday. We have some minor plumbing to be finished at the bar later this week and the AC systems for the cooler and glycol machine will be finished by the weekend. Lots of stuff happening as we are nearing completion of Richmond Hill's first and only brewery! More updates will be posted this week with pics! With that being said, we will be submitting more more small round of investment for those who would like to add to their existing investments or those who have been watching us. A HUGE THANKS to those who have the trust and backing of our brewery. We really appreciate all the love and support from all over the country! For those who have invested, your perks are almost ready! Watch for that email soon on the private event for that with tastings! For those farther out, we will be shipping your stuff to you! Please email us if you have not received the email on that. Email is debellionbrewing@gmail.com or see our website and social media.

JANUARY 15TH, 2021

Livestream update this Sunday!

Updates on the brewery and Q&A for anyone with questions! Will Live stream, field your questions and and show you in real time what the brewery currently looks like.

<https://www.facebook.com/events/421212025787554>

JANUARY 5TH, 2021

Moving faster now!

Bar is built (minus finished top slab) brewery separation wall done (waiting for glass and drywall) and bathrooms are underway. Paint for ceiling is tomorrow and electric soon after. Getting closer to opening!

JANUARY 2ND, 2021

Livestream Brewery Update!

This Sunday at 3pm, join us for a livestream as we give you updates on the progress of the build and other tidbits!

<https://www.facebook.com/events/161720591971706>

DECEMBER 28TH, 2020

Like perks?

If you are considering investing, please know we have the best perks you'll ever get with any investment! To see what perks you get, see our link below and the perks correspond to your investment! Cool stuff!

<https://www.debellationbrewing.com/join>

DECEMBER 27TH, 2020

Plumbing inspection done

Plumbing completed and passed inspection. Tomorrow we pour concrete back into plumbing cuts and prepare for electrical and bathroom renovations.

DECEMBER 16TH, 2020

Next livestream update Dec 20th

Updates on the brewery and Q&A for anyone with questions! Will Live stream, field your questions and and show you in real time what the brewery currently looks like.

JOIN US!

<https://www.facebook.com/events/144658637411189>

DECEMBER 1ST, 2020

Next Livestream update Dec 6th 3PM

Updates on the brewery and Q&A for anyone with questions! Will Live stream, field your questions and and show you in real time what the brewery currently looks like. Click link below for event details on Facebook.

<https://www.facebook.com/events/784124359114715/>

NOVEMBER 26TH, 2020

Happy Thanksgiving!

May your feast, family and friends be plentiful! Hope everyone is having a great holiday. Keep those deployed, on call and working elsewhere in your prayers if they are away from you.

NOVEMBER 11TH, 2020

Happy Veterans Day!

Just wanted to say Happy Veterans Day to all of you who had the courage and strength to raise that right hand, swearing the oath to defend this great nation. And let us not forget those who made the ultimate sacrifice in doing so. Honor and cherish them always. Reach out to a lonely veteran and let them know how much we appreciate them. From this veteran to you and yours....thank you.

NOVEMBER 10TH, 2020

Correction

Today was supposedly the last day but in fact you have until Wednesday Nov 11th to invest with us. The perks associated with your investment are also still in play.

<https://mainvest.com/b/debellation-brewing-co-richmond-hill>

NOVEMBER 9TH, 2020

Last day!

Tuesday November 10th is the last day you can get in on this great investment with perks you won't find on any other business on Mainvest! Just take a look at our website for the perks that go along with your investment! Add to your current investment, or get a friend to join you!

<http://debellationbrewing.com/join>

NOVEMBER 9TH, 2020

Goal reached!

Thanks to all of you who have chipped in to get us to our minimum of \$50k! You still have until tomorrow to add to your investment or share with anyone else who wants to invest! Watch for updates later this week for our livestream!

NOVEMBER 5TH, 2020

6 days left!

We are nearing the end of our offering and if you have been wanting to add more or have been just watching, now is the time! Help this veteran owned and operated brewery get to its goal! We have a couple of larger investors getting ready to chip in so get in on this 1.8X ROI while you still can! a HUGE thanks to each and every one of you who has already trusted us with your money. It's going to pay off nicely for all of us! SKOL!

~Dave and Teresa

NOVEMBER 4TH, 2020

Q&A with DBCO tonight at 6PM!

Tonight is another brewery update livestreamed from our FB page! Watch it to see what's up with us so far! Updates on the brewery and Q&A for anyone with questions! Will Live stream and field your questions about the brewery, our plans going forward, investments and show you in real time what the brewery currently looks like. Starts at 6PM! Join us!

<https://www.facebook.com/events/681618516117347/>

OCTOBER 30TH, 2020

Brewhouse has arrived!

Big thanks to Adam, Freddie, Brian P, Brian R, Eric and Teresa for all the help with the unloading of the brewery equipment from the truck! Also special thanks to Grove River Machinery down the street for providing the forklift (thanks Marisa!).

OCTOBER 28TH, 2020

ZOOM meeting tonight

anyone attending the ZOOM video tonight at 6PM, link below:

<https://us05web.zoom.us/j/86254076392?pwd=TkRLME1aZlV0Tzlpell4OEK1aU44QT09>

meeting ID: 862 5407 6392

passcode is skol!

If you do not have the app installed, please do that prior to the meeting. We will discuss the brewery status, show the brewery as it is now and more. Link is also posted on our website and FB page.

OCTOBER 27TH, 2020

Q&A with Debellation Brewing!

Update and view of the brewery before we get started. Will Live stream and field your questions about the brewery, our plans going forward with status updates, remaining investment opportunities and we will show you in real time what the brewery currently looks like. Then we will update the progress as we move forward weekly. Starts tonight on our FB page and for those not on social media, we will have a ZOOM call later this week! For those on FB, see link below for the event tonight! Hope to see you in the livestream!

<https://www.facebook.com/events/649655262419855/>

SEPTEMBER 28TH, 2020

Final floor plan layout

Architectural drawings completed! Now we will have our contractors pull some permits! Big thanks to Barnard Architects and Blackburn Electrical Engineering! Ready to get building this thing! To see the layout, check out our link below.

<https://www.debellationbrewing.com/thats-whats-up/2020/9/25/plans-update>

SEPTEMBER 25TH, 2020

Plans update

Our building plans are completed and we are reviewing them over the weekend. Pending changes, we will forward them on to our contractors and pull permits to build! Progress!

SEPTEMBER 11TH, 2020

Architect update

Just wanted to give a shout out to Barnard Architects who are doing our brewery plans along with Blackburn Electrical Engineering. They did our drawings for the last location and will now be revising for our new location. Looking forward to showing you all their professionalism all drawn up! Will post up when we are ready! Once those are done, our contractor will pull permits and the build begins! So pumped!

SEPTEMBER 4TH, 2020

Norwood Construction is our contractor!

Big shout out to Norwood Construction! They are doing the build in our brewery! Once our architect has finished the updated plans, they are pulling our permits and then we are rolling! Looking forward to their expediency to get us up and brewing! Updates to follow!

Skol!

SEPTEMBER 2ND, 2020

Perks!

Did you know you get some really awesome perks when you invest with us? Probably the best perks you ever received from an investment. To see them all, see our website! Join our family of Vikings!

SKOL!

<http://debellationbrewing.com/join>

SEPTEMBER 2ND, 2020

Lease is SECURED!

We have secured the lease for our building today and now have keys! Norwood Construction will be handling our build once the architect is done with our plans. Looking forward to sharing the drawings with all of you soon! Should be in 2-3 weeks. SKOL!

This is a preview. It will become public when you start accepting investment.

Data Room

Intended Use of Funds

Target Raise

Maximum Raise

Build out of upper deck \$9,112

Electrical parts and labor \$4,950

Misc build out (furniture, Tv's, etc) \$1,000

Fermentation tank \$8,250

Mainvest Compensation \$1,688

Total \$25,000

Financial Forecasts

Year 1 Year 2 Year 3 Year 4 Year 5

Gross Sales \$567,000 \$781,893 \$923,416 \$1,090,486 \$1,280,868

Cost of Goods Sold \$88,000 \$116,000 \$159,000 \$189,000 \$221,000

<https://mainvest.com/b/debellation-brewing-co-richmond-hill>

Gross Profit \$479,000 \$665,893 \$764,416 \$901,486 \$1,059,868

EXPENSES

Operating Expenses \$282,000 \$361,000 \$491,000 \$549,000 \$629,000

Operating Profit \$197,000 \$304,893 \$273,416 \$352,486 \$430,868

This information is provided by Debellation Brewing Co.. Mainvest never predicts or projects performance, and has not reviewed or audited this financial forecast. Please see below for additional risk disclosures.

Documents

Investor Agreement

2021 Balance Sheet

2021 Income Statement

2022 Balance Sheet

2022 Income Statement

stats-report 2022.pdf

Debellation Bus Plan.pdf

Investment Round Status

Target Raise \$25,000

Maximum Raise \$35,000

Amount Invested \$0

Investors 0

Investment Round Ends May 25th, 2022

Summary of Terms

Legal Business Name DEBELLATION BREWING CO.

Investment Structure Revenue Sharing Note

Early Investor Bonus

Investment multiple for the first \$10,000 invested

1.5x

Investment Multiple 1.2x

Business's Revenue Share 0.7%-1%

Minimum Investment Amount \$100

Repayment Schedule Quarterly

Securitization None

Maturity Date December 31st, 2028

Financial Condition

Forecasted milestones

Debellation Brewing Co. forecasts the following milestones:

Achieve \$391k revenue in first 12 months. We did that and surpassed our first year projections by \$117,924 in our first 12 months of operation during the pandemic.

Achieve \$516,868 in 2022. We surpassed that goal by \$52,866 despite the economy.

Historical financial performance is not necessarily predictive of future performance.

Other challenges

Debellation Brewing Co. has had the following other challenges that are not otherwise captured in the Financial Condition Section, the Risks Section, or the Financial Statements:

Glycol Chiller failed in late 2022 causing us to purchase another bigger chiller. However, this provides capacity for future expansion with more fermentation vessels.

Continued glycol chiller issues in 2022 slowed down beer production

We are at taproom capacity and in order to sell more beer, we are building an upper deck/loft and later in 2023, an enclosed patio to serve even more guests.

With only 4 fermentation tanks, we are brewing at capacity. More tanks will be purchased to increase volume in 2023.

Risk Factors

You Might Lose Your Money

When you buy a certificate of deposit from a bank, the Federal government (through the FDIC) guarantees you will get your money back. Buying a Note is not like that at all. The ability of Debellation Brewing Co. to make the payments you expect, and ultimately to give you your money back, depends on a number of factors, including many beyond our control.

Limited Services

Debellation Brewing Co. operates with a very limited scope, offering only particular services to potential clients, making them vulnerable to changes in customer preferences.

Lack of Accounting Controls

Larger companies typically have in place strict accounting controls. Smaller companies typically lack these controls, exposing themselves to additional risk.

Competition

The market in which we operate is highly competitive and could become increasingly competitive with new entrants in the market. Debellation Brewing Co. competes with many other businesses, both large and small, on the basis of quality, price, location, and customer experience. Changes in customer preference away from Debellation Brewing Co.'s core business or the inability to compete successfully against the with other competitors could negatively affect Debellation Brewing Co.'s financial performance.

Reliance on Management

As a securities holder, you will not be able to participate in Debellation Brewing Co.'s management or vote on and/or influence any managerial decisions regarding Debellation Brewing Co.. Furthermore, if the founders or other key personnel of Debellation Brewing Co. were to leave Debellation Brewing Co. or become unable to work, Debellation Brewing Co. (and your investment) could suffer substantially.

Financial Forecasts Risks

The financial forecasts provided by us herein are reasonable forecasts by us based upon assumption of stable economic conditions and other various assumptions regarding operations. The validity and accuracy of these assumptions will depend in large part on future events over which Debellation Brewing Co. and the key persons will have no control. Changes in assumptions or their underlying facts could significantly affect the forecasts. To the extent that the assumed events do not occur, the outcome may vary significantly from the projected outcomes. Consequently, there can be no assurance that the actual operating results will correspond to the forecasts provided herein. Additionally, Debellation Brewing Co. is a newly established entity and therefore has no operating history from which forecasts could be projected with.

Inability to Sell Your Investment

The law prohibits you from selling your securities (except in certain very limited circumstances) for 12 months after you acquire them. Even after that one-year period, a host of Federal and State securities laws may limit or restrict your ability to sell your securities. Even if you are permitted to sell, you will likely have difficulty finding a buyer because there will be no established market. Given these factors, you should be prepared to hold your investment for its full term.

The Company Might Need More Capital

Debellation Brewing Co. might need to raise more capital in the future to fund/expand operations, buy property and equipment, hire new team members, market its services, pay overhead and general administrative expenses, or a variety of other reasons. There is no assurance that additional capital will be available when needed, or that it will be available on terms that are not adverse to your interests as an investor. If Debellation Brewing Co. is unable to obtain additional funding when needed, it could be forced to delay its business plan or even cease operations altogether.

Changes in Economic Conditions Could Hurt Debellation Brewing Co.

Factors like global or national economic recessions, changes in interest rates, changes in credit markets, changes in capital market conditions, declining employment, changes in real estate values, changes in tax policy, changes in political conditions, and wars and other crises, among other factors are unpredictable and could negatively affect Debellation Brewing Co.'s financial performance or ability to continue to operate. In the event Debellation Brewing Co. ceases operations due to the foregoing factors, it can not guarantee that it will be able to resume operations or generate revenue in the future.

No Registration Under Securities Laws

The Notes will not be registered with the SEC or the securities regulator of any State. Hence, neither Debellation Brewing Co. nor the Notes will be subject to the same degree of regulation and scrutiny as if they were registered.

Incomplete Offering Information

Title III does not require us to provide you with all the information that would be required in some other kinds of securities offerings, such as a public offering of shares (for example, publicly-traded firms must generally provide investors with quarterly and annual financial statements that have been audited by an independent accounting firm). Although Title III does require extensive information, it is possible that you would make a different decision if you had more information.

Lack of Ongoing Information

Debellation Brewing Co. will be required to provide some information to investors for at least 12 months following the offering. However, this information is far more limited than the information that would be required of a publicly-reporting company; and Debellation Brewing Co. is allowed to stop providing annual information in certain circumstances.

Uninsured Losses

Although Debellation Brewing Co. will carry some insurance, Debellation Brewing Co. may not carry enough insurance to protect against all risks to the business. Additionally, there are some kinds of risks that are very difficult or impossible to insure against, at least at a reasonable cost. Therefore, Debellation Brewing Co. could incur an uninsured loss that could damage its business.

Changes in Laws

Changes in laws or regulations, including but not limited to zoning laws, environmental laws, tax laws, consumer protection laws, securities laws, antitrust laws, and health care laws, could negatively affect Debellation Brewing Co.'s financial performance or ability to continue to operate. Specifically, any additional regulation on the industry could significantly negatively affect the business.

Conflict of Interest With Companies and Their Management

In many ways, your interests and the interests of Debellation Brewing Co.'s management will coincide: you both want Debellation Brewing Co. to be as successful as possible. However, your interests might be in conflict in other important areas, including these: You might want Debellation Brewing Co. to act conservative to make sure they are best equipped to repay the Note obligations, while Debellation Brewing Co. might prefer to spend aggressively to invest in the business. You would like to keep the compensation of managers low, while managers want to make as much as they can.

Future Investors Might Have Superior Rights

If Debellation Brewing Co. needs more capital in the future and takes on additional debt or other sources of financing, the new investors might have rights superior to yours. For example, they might have the right to be paid before you are, to receive larger distributions, to have a greater voice in management, or otherwise.

The Company is Not Subject to the Corporate Governance Requirements of the National Securities Exchanges

Any company whose securities are listed on a national stock exchange (for example, the New York Stock Exchange) is subject to a number of rules about corporate governance that are intended to protect investors. For example, the major U.S. stock exchanges require listed companies to have an audit committee made up entirely of independent members of the board of directors (i.e., directors with no material outside relationships with Debellation Brewing Co. or management), which is responsible for monitoring Debellation Brewing Co.'s compliance with the law. Debellation Brewing Co. will not be required to implement these and other investor protections.

You Have a Limited Upside

Notes include a maximum amount you can receive. You cannot receive more than that even if Debellation Brewing Co. is significantly more successful than your initial expectations.

You Do Have a Downside

Conversely, if Debellation Brewing Co. fails to generate enough revenue, you could lose some or all of your money.

Payments and Return Are Unpredictable

Because your payments are based on the revenue of Debellation Brewing Co., and the revenue of Debellation Brewing Co. can go up or down (or even disappear altogether) unpredictably, it is impossible to predict how much you will receive and when. And because the payments are unpredictable, so is your ultimate return.

The Notes Are Unsecured and Uninsured

The Notes are not secured by any collateral, nor are they guaranteed or insured by the FDIC or any other entity.

Subordination

The Notes shall be subordinated to all indebtedness of Debellation Brewing Co. to banks, commercial finance lenders, leasing and equipment financing institutions, and/or other institutions regularly engaged in the business of lending money.

Lack of Guaranty

The Notes are not personally guaranteed by any of the founders or any other person.

Limitation of Individual Rights in Event of Default

In the event of a default under the Notes, you will not be able to enforce your rights individually (for example, by bringing a lawsuit). Instead, a representative will be appointed according to the procedures set forth in the Note Indenture. It's possible that you will not like the representative, or that the representative will do things you believe are wrong or misguided. If an event of default has occurred and a representative has been appointed, all of the representative's reasonable expenses must be paid before any further payments are made with respect to the Notes.

COVID-19 Impact

The ongoing COVID-19 pandemic may impact the Company's ability to generate revenue and/or continue operations. If operations are ceased due to COVID-19 restrictions, the Company can not guarantee that it will resume operations in the future.

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