

# PREMIUM COFFEE FOR A NEW GENERATION OF VETERANS



INVEST IN AERIAL RESUPPLY COFFEE

## Caffeine & Support for a New Generation of Veterans

[aerialresupplycoffee.com](http://aerialresupplycoffee.com)

Charlottesville VA



## Highlights

- 1 On track for 5x projected revenue growth in 2023
- 2 ARC founder spent 20 yrs in logistics for the biggest industry in the world (US Military)

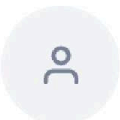
- 3 Poised well to capitalize on a 3-tiered distribution model: DTC, B2G, "in-store" veteran experience
  - 4 Already a \$90 lifetime customer value, with early brand recognition
  - 5 Our subscription model has increased 56% YoY
  - 6 B2B launches with Kroger & VT Athletics this summer
  - 7 Nationally-recognized, veteran-owned non-profit Support partner secured: 22Zero.org
  - 8 Soon ARC becomes THE modern veteran support system: coffee shop, gym, coworking, shooting range, etc
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## Our Team

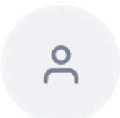


**Michael Klemmer** Founder & CEO

Building a Veteran-Owned Coffee Company. Army Veteran. Father. Entrepreneur.



**Will Johnson** Director of Sales



**Mack Johnson** Social Media Marketing



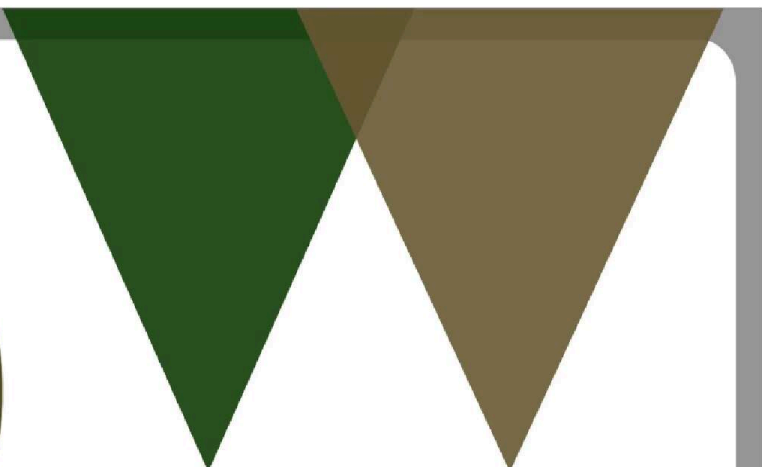
**Mara Klemmer** Graphic Designer



Maria Kiemmer Graphic Designer

Built the entire line of flavored coffee products, graphics, and marketing

## Pitch



### Caffeine & Support

for a New Generation of Veterans



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## Who Is Speaking To This New Generation of Veterans?



Legacy Veteran Support Systems Are Not Supporting Everyone

100% eligible veterans who 25% average age of an



10%

eligible veterans who  
actually joined the VFW

67

average age of an  
American Legion member

Current Veteran-Owned CPG Brands Are Divisive &amp; Polarizing

-82%

5-quarter stock **depreciation**  
value of the leading veteran-  
owned coffee brand

5%

difference in political party  
identification among veterans

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## Aerial Resupply Coffee

Caffeine & Support  
for a New Generation of Veterans

### Stay Caffeinated

#### Great Coffee

- Everyday roasts, 2x-caffeinated, ground, whole bean & K-cup.

#### Without The Bull\*\*\*\*

- We don't play the politics game.
- Supporting every veteran & unsung hero.

### Support Forward

#### Virtual Community

- Veteran-run support orgs. for healing, rebuilding & thriving in civilian life.

#### Gathering Spaces

- Modern day veteran support system: coffee shop, gym, co-working space, shooting range, etc.

*"We support first responders, active military, their families, veterans, and the unsung heroes who work behind the scenes supporting all of us. First with coffee, but forward-looking to a supportive community and modern day gathering spaces." ~ Mike Klemmer*

## Spectre

Spectre is our darkest espresso roast -- because it's best when black. Just like the guys & gals that fly the AC130, which only operates at night, I wanted to pay homage to those who that keep the world running while the rest of us sleep.

Fair Trade / South America, Africa, Indonesia  
Dark Roast

# M.O.A.B.





Mother of All Brews, named for the Mother of All Bombs. The actual weapon, MOAB, is the largest non-nuclear ever dropped in combat.

Like this HUGE weapon, MOAB is a powerhouse double caffeinated coffee.

100% Robusta Bean, Medium Roast  
Double Caffeinated.



## Fire Watch

Oh, Fire Watch... being woken up at 2am so you can sit awake & watch over everyone to ensure their safety, just to wake up the next person at 3 am... then try to go back to sleep for 90 mins before everyone is woken up for the day ahead. What better name for a coffee, than a nod to the need to stay awake!

100% Colombian Supremo  
Medium

## 15W40

Military coffee often looks & acts like motor oil. We want our coffee to be as strong as possible. Hence, 15W40. Catered mostly to mechanics & a nod to those that work on machinery, this roast really is about the people who work to keep the gears of society going.

100% Colombian Supremo  
Dark roast

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“

*I absolutely love this new Aerial Resupply Coffee. It has a great taste without being too bold.*

*I'm a new fan of ARC, that's for sure.*

**Gordon Sumner**

“

*I am a fan of coffee that has a punch. 15W40, like you would expect with a name like that, delivered.*

*Enough of a bite to the taste to let you know you are drinking*

”

*When I opened the bag I thought wow, this is the best smelling coffee I've ever smelled, so nutty. Loved the smell & it made an incredibly smooth silky pot of coffee. ARC bumped other brands off my list; I'm a customer for good now!*

**Melissa Gandy**

TESTIMONIAL CUSTOMER

let you know you are drinking  
the real deal. As the name implies,  
this will keep all the body parts  
moving throughout the day.  
Don McKeefery

R  
A  
L  
S



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## Separating Our Brand

Hands-On Support For a  
New Generation of Veterans

Divisive  
Veteran Owned  
Brand



Inclusive &  
Non-Polarizing,  
Veteran Owned  
Brand



Hands-On Support NOT  
Build Into Business Model



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## Our Distribution Channels

### Market Entry

Direct-To-  
Consumer / Biz



- DTC online driven by 39K+ personal following
- 3PL aids in signing w/ food service providers

1

### Market Growth

Business-To-  
Government



- DOD fed-mandated 5% on vet./min. owned SMBs
- Veteran Affairs only contracts w/ vet. owned

2

### Core Market

Brick & Mortar  
Support Systems



Modern day veteran support system: coffee shop, gym, co-working space, shooting range, etc.

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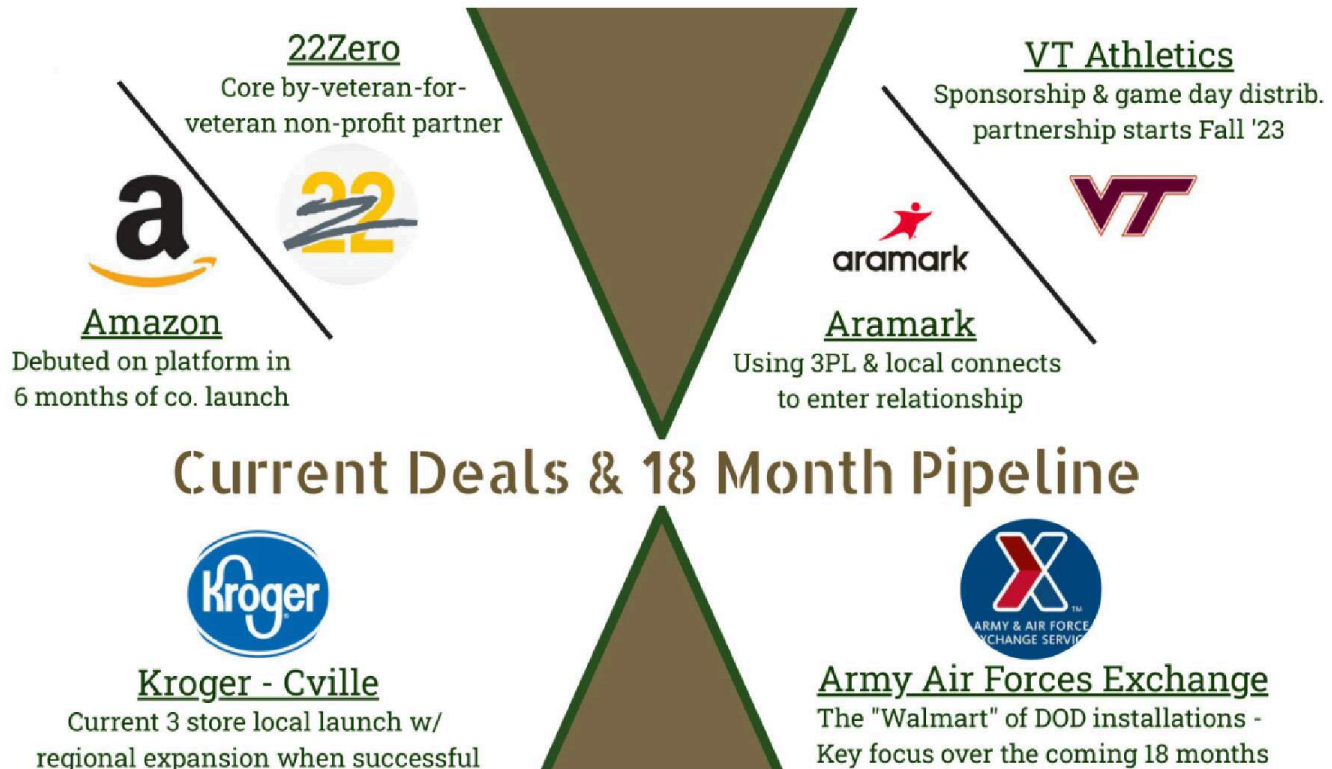
Certified veteran owned + 3PL corp. structure + intimate

This is our differentiator.



knowledge & connections in B2G purchasing space =  
we are particularly well suited to capitalize here

our end goal, the core reason we started,  
and what you are investing in today



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### Mike Klemmer

Founder, Veteran, Father

Mike & Nikki Klemmer are the founders of Aerial Resupply Coffee. For 20 years as a logistics officer in the U.S. Army, my career was to provide people with beans, bullets, and beds. I was a part of the unsung heroes supporting the courageous front line. After years of post-service, logistics work for public-private companies, I've gone all in on my passion of providing premium roasted coffee & community support to veterans and all of the unsung heroes behind the scenes, that keep our society running.



Logistics & distribution are key in this business, and having spent 20 years doing just that with the biggest industry in the world (the US military), and another couple of decades working logistics in civilian life, I feel confident in our ability to expand ARC to distribution points across the USA.

## A Logistics & Distribution Leader



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## Aerial Resupply By The Numbers

**4,000**

Total Orders  
Last Year

**5x**

Projected Growth  
in 2023

**\$90**

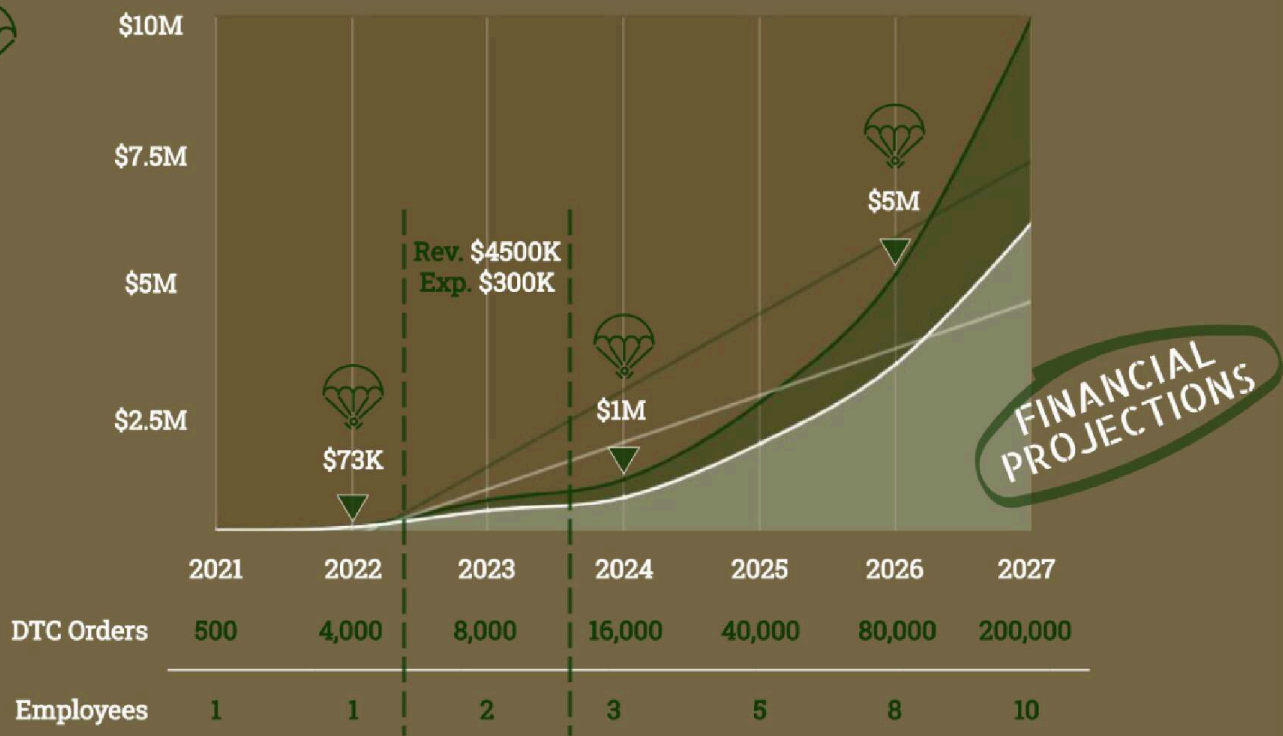
Lifetime Value  
of Customer

**56%**

YOY Increase in  
Subscriptions

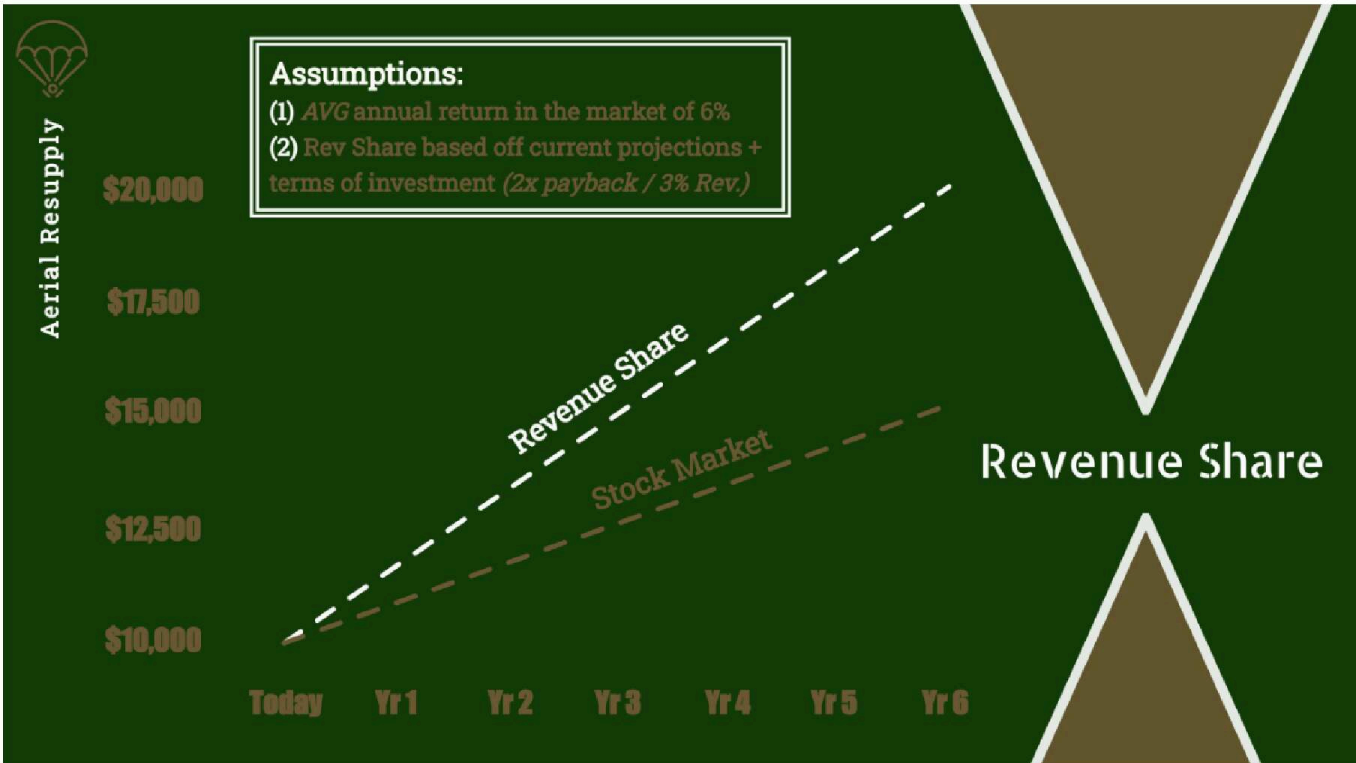
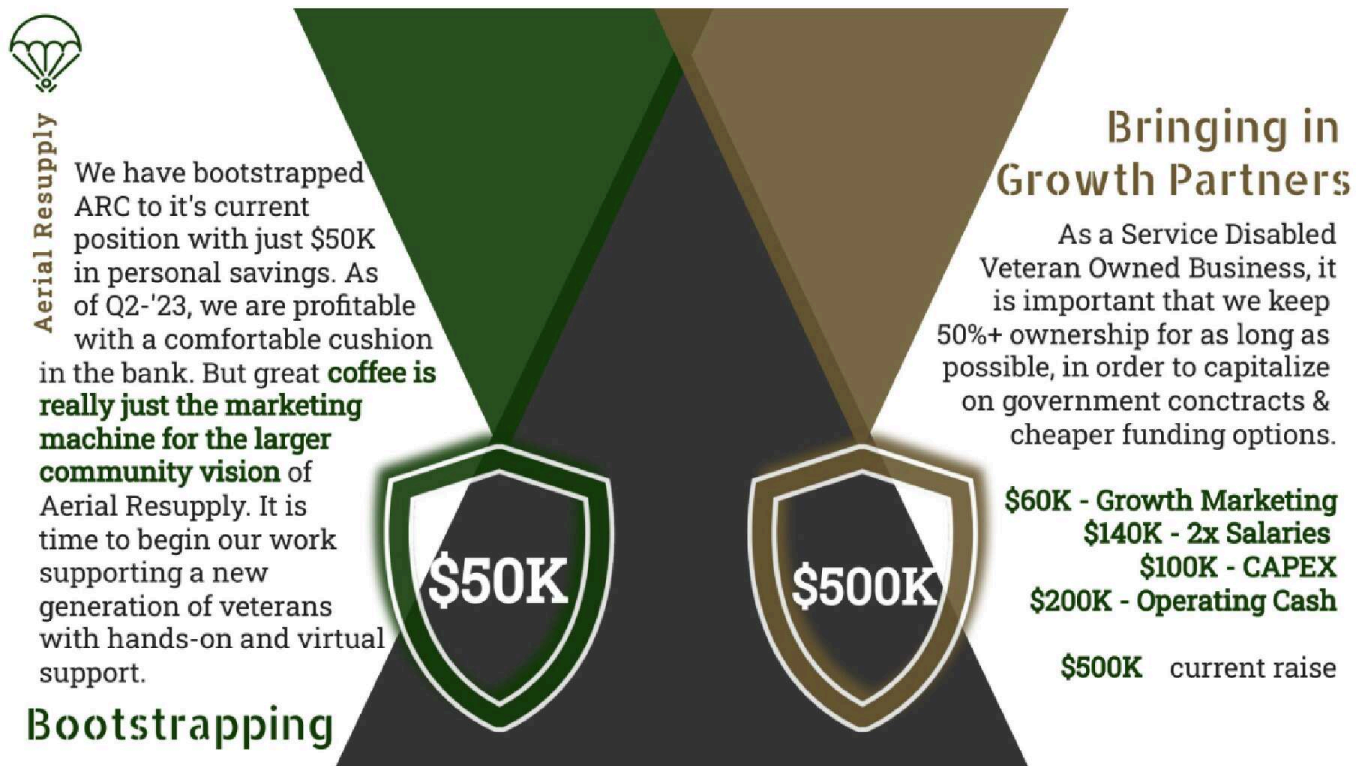


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Forward-looking projections are not guaranteed.

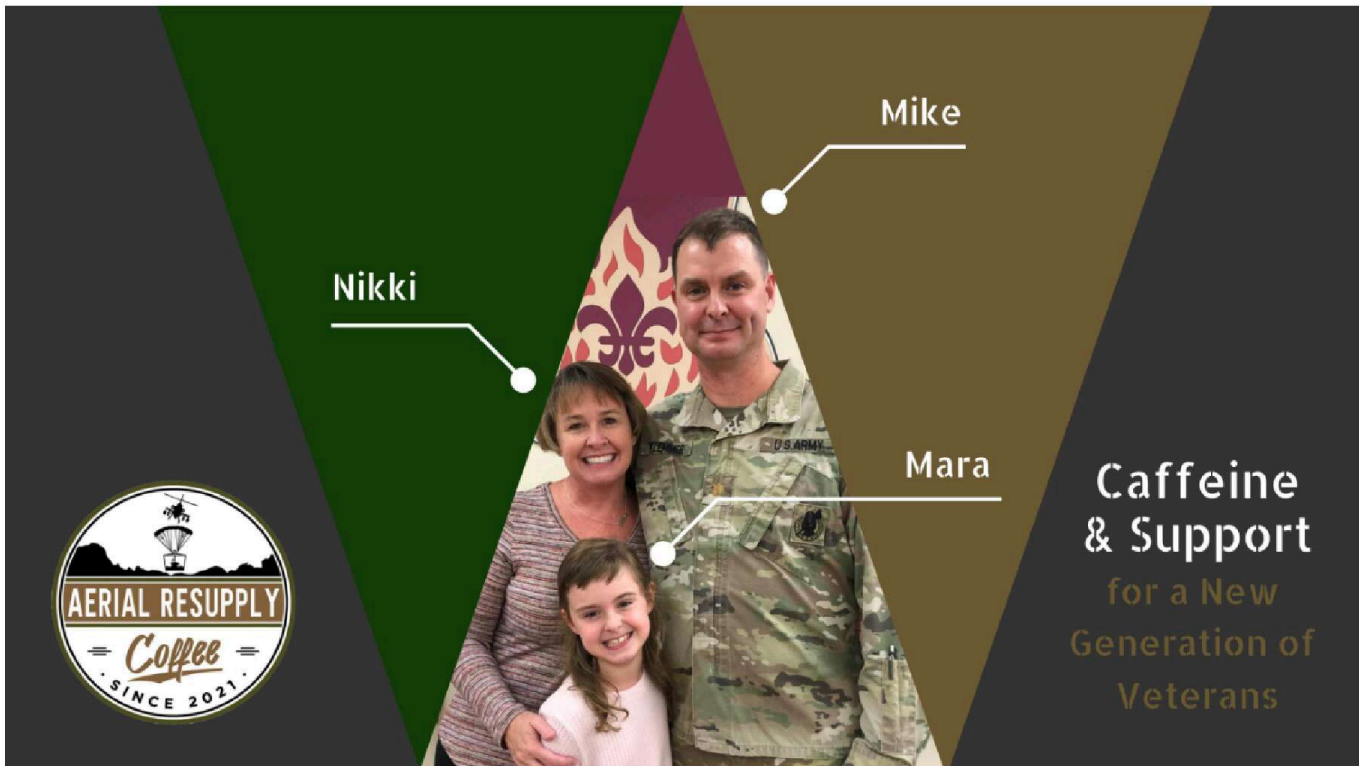


Forward-looking statements are not guaranteed.

# Turning \$500K Into \$1 Billion

| CURRENT              | NEXT 6                                      | NEXT 18                                     | SERIES A                                        | LIQUIDITY                         |
|----------------------|---------------------------------------------|---------------------------------------------|-------------------------------------------------|-----------------------------------|
| Solopreneur          | ☆ COO, Sales & Marketing (B2B)              | ---                                         | CFO, VP of B2G, CPO, CMO                        | 60%+ Veteran-led Team             |
| 1x Roasting Facility | 2nd Roasting & Dist. Facility               | ---                                         | ☆ First 3 Veteran Support Locations             | 50+ Support Locations             |
| DTC                  | Key B2C Non-Profit Partners / Local Grocery | Corp. Food Service / Government ☆ Contracts | National B2B Expansion / "In-Store" Experiences | Black Rifle-level Brand Awareness |

*Forward-looking statements are not guaranteed.*



Nikki

Mike

Mara

**Caffeine & Support**  
for a New Generation of Veterans



## Downloads



[Aerial Resupply Revenue Share Projections.pdf](#)