

Community Briefing



Forward-Looking Statements

This presentation contains forward-looking statements regarding future events and the future results of Full Circle Brewing Co. Ltd. LLC (“FCB”) that are based on current expectations, estimates, forecasts, and projections about the industries in which FCB operates and the beliefs and assumptions of the management of FCB. In particular, among other statements, certain statements with regard to management objectives, trends in results of operations, margins, costs, return on equity, risk management and competition are forward-looking in nature. Words such as ‘expects,’ ‘anticipates,’ ‘targets,’ ‘goals,’ ‘projects,’ ‘intends,’ ‘plans,’ ‘believes,’ ‘seeks,’ ‘estimates,’ variations of such words, and similar expressions are intended to identify such forward-looking statements.

These forward-looking statements are only predictions and are subject to risks, uncertainties, and assumptions that are difficult to predict because they relate to events and depend on circumstances that will occur in the future. Therefore, FCB’s actual results may differ materially and adversely from those expressed or implied in any forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to, economic conditions globally, the impact of competition, political and economic developments in the countries in which FCB operates, regulatory developments in the United States and changes in the margins for FCB products.

Any forward-looking statements made by or on behalf of FCB speak only as of the date they are made. FCB does not undertake to update forward-looking statements to reflect any changes in FCB’s expectations with regard thereto or any changes in events, conditions or circumstances on which any such statement is based.



About Us



Full Circle Brewing Co. Ltd., LLC, owner and operator of the longest-running brewery in Central California, is poised for significant growth within the state.

We create and produce in-house, a variety of craft beers and ciders, sourced from a variety of regional and national hop and grain vendors.

Our unique business model combines quality, craft beer and one-of-a kind entertainment experiences.

This model gives us a competitive advantage because our revenue stream is enhanced by the draw of music enthusiasts and consumers seeking new and exciting entertainment activities.



Our Mission & Our Goal



Our mission is to deliver the **best** of craft beer and live entertainment experiences to lovers of both.

Our goal is to become the premier craft brewery in Central California by creating a portfolio of tantalizing craft beverages sold through our tasting rooms, self distribution, and strategic distributor relationships, with the ultimate goal of ultimately producing up to 10,000 barrels per year.

Highlights



AUGUST 2016

- Purchased the longest-running brewery in Central California
- Renovations & Equipment installed



SEPTEMBER 2016

- Soft Opening



OCTOBER 2016

- Begin Booking New Entertainment
- Juicy is Born



NOVEMBER 2016

- First Major Event 559 Fest



DECEMBER 2016

- Hire Event Coordinator
- Engage Services of Talent Buyer



Highlights



JANUARY 2017

- Purchase New Tanks



MARCH 2017

- Hire Sales Team & Established Wholesale distribution channel



APRIL 2017

- Seek out Canning Machine



JUNE 2017

- Largest event yet POD
- Run out of Beer



JULY 2017

- Win Central Valley Hop Shootout



AUGUST 2017

- Hired Regional Beer Production Manager to Scale Operations



Products



The company currently produces nine different craft beers. The two most popular:

- Juicy Northeastern (NE) IPA, and
- Cluster Fuggle Cream Ale.

"We are in a constant state of creativity, releasing and testing new recipes every two months."

-- Arthur Moye, CEO



Awards



The Fresno Bee's
**PEOPLE'S
CHOICE**
Awards
2017



Revenue Model



We Do Beer



Craft beer Market Overview: Fasting-Growing Category

\$23.5B U.S. Craft Beer Market

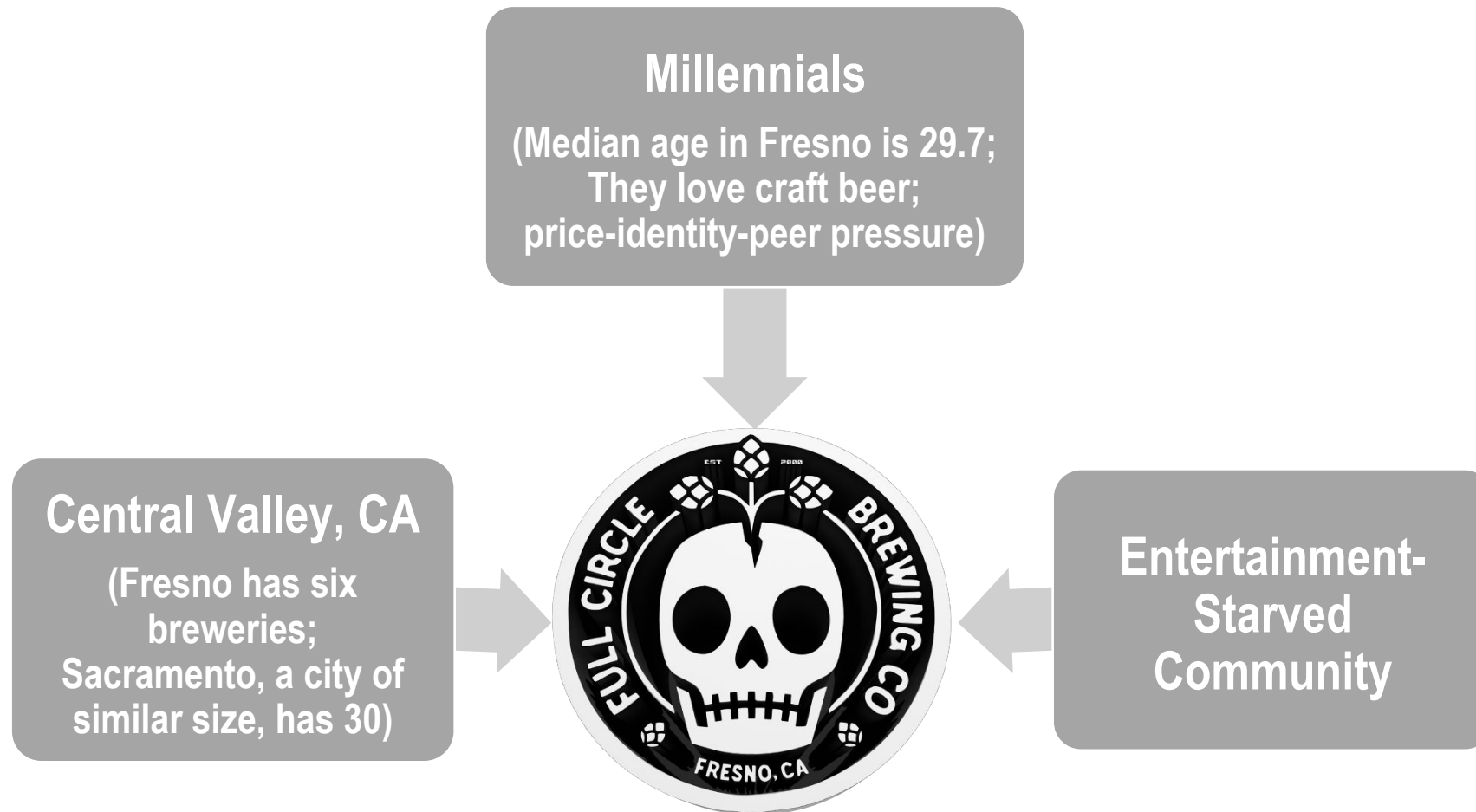


\$6.9B California Craft Beer Market

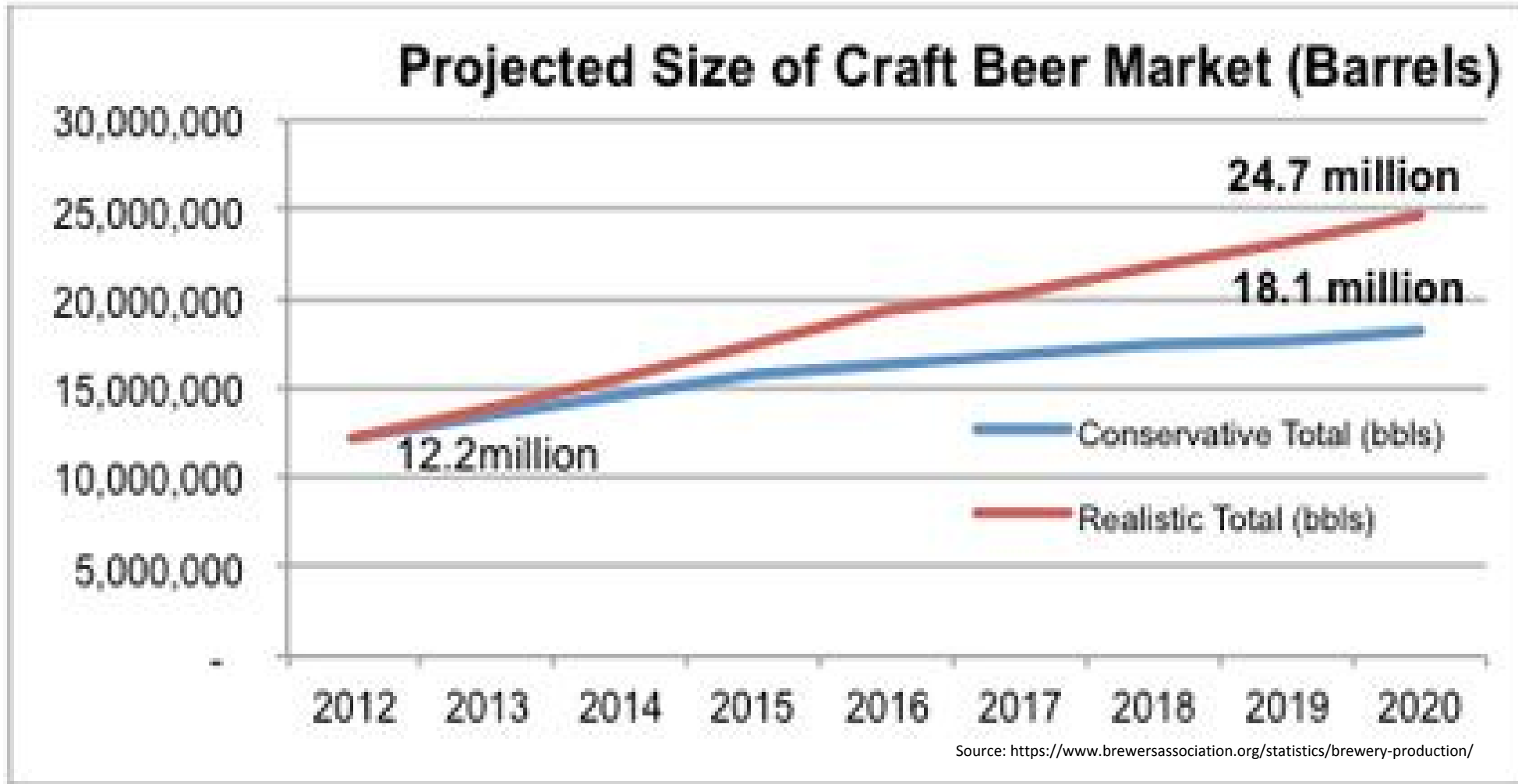


Target market & current trends

Despite its size and growing population, Fresno lags behind other California cities in the number of craft breweries.



Market Trends: Volume on the Rise



Competition

NO local competitors offer unique entertainment and a craft beer experience.

NO other local competitor has the ability to deliver in cans.

Type	Venue Name	Address	Commentary
Direct	Tioga-Sequoia Brewing Co.	Fresno, CA 93721	Tioga-Sequoia Brewing Company was founded in 2007 and features outdoor seating only. It is located in downtown Fresno and maintains a high rating on review sites.
	House of Pendragon Brewing	Clovis, CA 93619	Established in 2012, House of Pendragon Brewing Company specializes in small batch artisan ales and lagers. It is opened all week, has a limited seating capacity, and maintains a high rating on review sites.
	Three Monkeys Brewing	Madera, CA 93637	Established in 2009, Three Monkeys is a smaller local brewery with limited entertainment options and social media exposure.
	Riley's Brewing Company	Madera, CA 93638	Established in 2011. Lacks a full customer facing presence and is primarily a production brewery.
Indirect	Strummer's	Fresno, CA 93728	Named in honor of deceased punk rock visionary & front man of The Clash Joe Strummer, this new concert hall/restaurant/bar/club has an average rating on review sites and features a limited seating capacity.
	Fulton 55	Fresno, CA 93721	Nestled in Downtown Fresno's Cultural Arts District, Fulton 55 is a music venue and bar that offers quality entertainment options and has a an above average rating on review sites.



Competitive advantage

Unique Revenue Model

First Mover Advantage

Business Savvy

Focused Branding

Packaging Variety

People



Growth Plans



Enhance Capacity



Streamline Operations



Engage a Wholesale Distributor



Growth Plans

Revenue	Year 1		Year 2		Year 3		
Current Annual Brew	\$	600,000.0	\$	900,000.0	\$	1,260,000.0	
Draft Accounts (1/6B)		200,000		300,000		420,000	
Cases (\$/24 cans)		218,750		328,125		459,375	
Total Revenue	\$	1,018,750	100%	\$ 1,528,125	100%	\$ 2,139,375	100%
Cost of Goods Sold	\$	360,625	35%	\$ 523,438	34%	\$ 712,813	33%
Gross Margin	\$	658,125	65%	\$ 1,004,688	66%	\$ 1,426,562	67%
Total Operating Expenses	\$	508,234	20%	\$ 612,472	16%	\$ 749,848	14%
Income (Before Other Expenses)	\$	149,891	15%	\$ 392,216	26%	\$ 676,714	32%
Other Expenses							
Depreciation	\$	111,429		\$ 111,429		\$ 111,429	
Financial	\$	7,435		\$ 6,335		\$ 5,167	
Total Other Expenses	\$	118,864	12%	\$ 117,764	8%	\$ 116,596	5%
Net Income Before Income Tax	\$	31,027		\$ 274,452		\$ 560,118	
Income Tax	\$	6,522	1%	\$ 55,247	4%	\$ 112,224	5%
Net Income/Loss	\$	24,505	2%	\$ 219,205	14%	\$ 447,894	21%



Use of Proceeds

We are seeking up to \$1 million in funding to scale production:
Equipment, staffing, marketing, facility improvements.

	<u>If Target</u> <u>Amount Sold</u>	<u>If Maximum</u> <u>Amount Sold</u>
Total Proceeds	100,000	\$1,000,000
Less: Offering Expenses		
(A) Broker-Dealer	10,000	100,000
(B) Other Consulting Fees	15,000	36,200
(C) Escrow	0	3,500
Net Proceeds	75,000	860,300
Building Improvements	7,046	236,000
Brew Equipment & Brew House		
Remodel	27,500	424,500
Marketing	15,000	14,591
Inventory & Security Equipment	20,000	24,500
Personnel	0	82,500
Contingencies	5,455	78,209
Total	75,000	860,300



Investment Terms

Target Raise:	\$100,000
Maximum Raise:	\$1,000,000
Type of Security:	Class (B) Membership Units
Total Units Available:	250,000
Price per Unit:	\$4.00
Minimum Investment:	125 Units (\$500.00)
Voting Rights:	None



Perks of invest

INVESTOR LEVELS	\$	REWARDS
TIER 1	500	Miscellaneous merchandise bag, name on investor wall.
TIER 2	1,000	Discount emblem to receive up to 25% off beer and merchandise. Exclusive rights to purchase, "Investor Only can releases, early access to beer releases.
TIER 3	1,500	Exclusive "Investor Only" shirt and growler, bi-annual participation in beer naming.
TIER 4	2,000	VIP event access, event ticket discounts, discount venue rental, 20 oz. Owners Mug
TIER 5	5,000	Brewers "Owners Only" button-up shirt. Seat on the Inner Circle Steering Committee. Access to private Owners Only brewer lead brewery tours, and offsite events.



Exit Strategy

- Distributions through Cash Flow
- Sale of the Company to Larger Competitor
- Company Re-Purchase Program
- Subsequent Capital Raise



Why Invest in Full Circle Brewing Co. Ltd, LLC?

- \$6.9B California Craft Beer Sales are on the Rise
- Compelling and Unique Financial Model
- Highly Scalable
- Strong “Exit” Scenarios



How to invest



Registration & subscription documents

1. Visit www.breakawayfunding.com/invest and register as a New Investor. You will be prompted to provide a user ID, password and other personal and financial information to establish a new user account.
2. Review and acknowledge receipt of the Offering Statement and related documents.
3. Review and digitally sign the Subscription Agreement.
4. Complete and return a copy of the Alcohol Industry Investor Questionnaire.
5. Acknowledge the Agreement to Accede to the Second Restated and Amended Operating Agreement of Full Circle Brewing Co. Ltd., LLC
6. Verify Identity. You will be prompted to upload a digital copy of your government-issued photo identification.
7. Pay for your investment via wire transfer, by check or money order. You will be provided with wiring instructions and deposit ticket forms that can be printed or emailed. **Take these instructions with you to your bank to send funds (DO NOT SEND FUNDS TO FULL CIRCLE BREWING CO.)**



Two ways to pay for your investment

1.) Payments by Wire Transfer

You must pay the full subscription price by check, bank draft or money order along with the Subscription Agreement and Alcohol Industry Investor Questionnaire, both which can be found in the Documents section of Full Circle Brewing Co. Ltd., LLC's offering page:

<https://login.breakawayfunding.com/offers/zpvWVLVa/documents>

The payment must be in U.S. dollars and made payable to:

**Fresno First Bank as Deposit Agent for
Full Circle Brewing Co. Ltd. LLC
7690 N. Palm Avenue, Fresno, CA 93711
559-439-0200**

ABA # 121144146

FBO: Full Circle Brewing Co. Ltd., LLC Escrow Account #100030979



Payment for your investment

2.) Payments by Check or Money Order:

The payment must be in U.S. dollars and made payable to:

**Fresno First Bank as Deposit Agent for
Full Circle Brewing Co. Ltd. LLC
7690 N. Palm Avenue, Fresno, CA 93711
559-439-0200**

We have the right to reject any Subscription Agreement that is submitted with less than the full subscription price, which Subscription Agreement is incomplete, which does not accompany the Alcohol Industry Investor Questionnaire and the Accession Agreement.

"The sharing of views by members of the *crowd* is considered by some to be an integral part of crowdfunding. Broker-dealers and funding portals, through their crowdfunding platforms, are required to have communication channels transparent to the public—for example, on an online forum—relating to each particular investment opportunity. In these channels, the *crowd* of investors can weigh in on the pros and cons of an opportunity and be able to ask the company questions. All persons representing the company must identify themselves. It may be worthwhile to monitor these communication channels before and after you make your commitment to invest."





we'd like to raise a pint
to our community for its
continued support.

Cheers!

