



**BROWNRIGG**

Hard Cider

SODO • SEATTLE

MOSTLY LOCAL



ALWAYS CRAFTY



## Why us?

We are an award-winning producer of fast-selling and distinct hard apple cider.



**Double Gold**  
**Fig Leaf Cider**

*Cidercraft Magazine Best Ciders of 2018*

**Double Gold**  
**White Peach Basil Cider**

*Sip Magazine Best of the Northwest 2019*

- Retail sales up 37% in 2020
- Sales 173% increase 2018 over 2019
- Hard cider demand up 10% in the Pacific Northwest
- Popular Seattle taproom in prime location

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# People love it

5-stars rated on Google, Yelp & Facebook.



**Brownrigg Hard Cider**

426 S Massachusetts St Unit #3, Seattle, WA

5.0 ★★★★★



**1. Brownrigg Hard Cider**



Cideries



★ 5 out of 5 ⓘ

*"...[m]y friends were in from out of town and one of them loves hard cider. So we decided to hit a few of the usual suspects and a few smaller ones in between. Out of the 5 or 6 cideries we hit, all of us tonight that Brownrigg Hard Cider was **THE BEST.**"*

—P J, (Bellevue, WA- Yelp)

*"Brownrigg Cider has changed my cider life. It is now the standard by which I measure all cider."*

—Becky D (San Francisco, CA- Yelp)

*"I can't rave enough about this cider. Perfectly balanced. Unique flavors you are not going to find anywhere else. Fresh product much of what is coming From Chris's own orchard."*

—Vanessa L (Federal Way, WA- Yelp)

*"Hands down one of the best ciders I've had!"*

—Kristina Messenger (Google)

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## Our sales are strong

But we have hit a plateau and need some infrastructure growth.



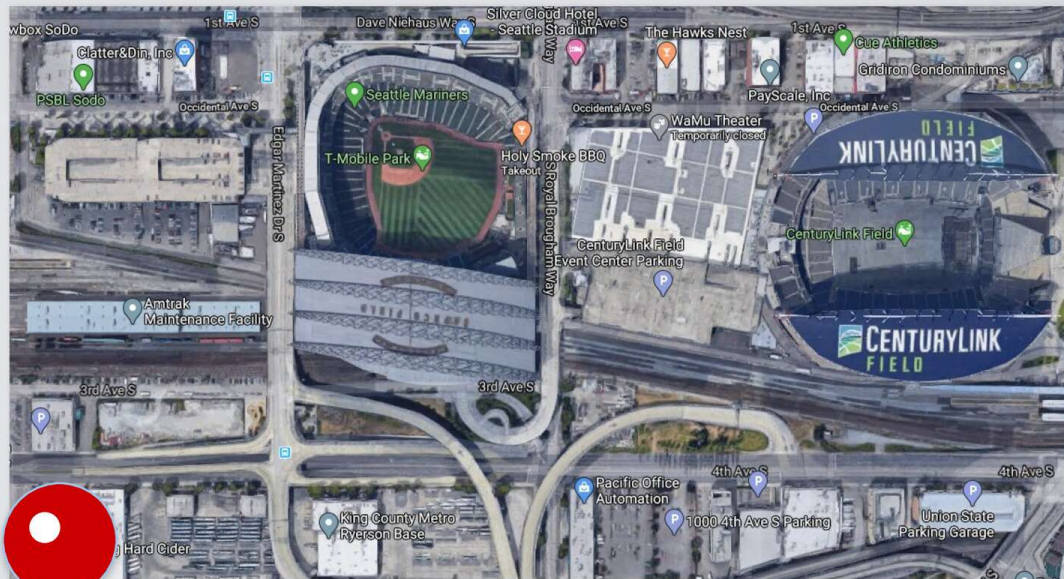
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## Located 1/2 mile from Seattle stadiums



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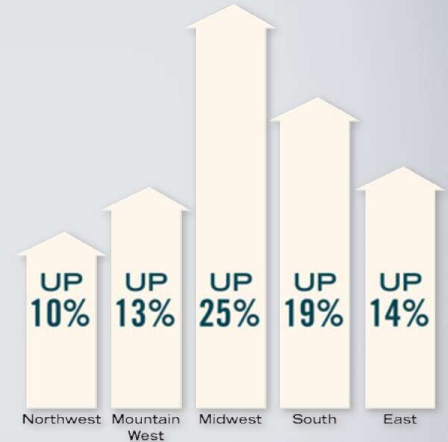
**BROWNRIGG**

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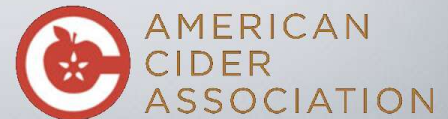
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## Demand for craft cider is up!

Our Taproom sales up 37% first 6 months of 2020 with PNW demand up 10% YOY.



Off-Premise Retail Sales Growth 2019, Year over Year  
Nielsen LLC



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## Our cider is special

Our recipes take a culinary approach when combining fresh fruit juices with botanical, herbal and spiced elements.

- Natural (often orchard grown) ingredients
- 40+ unique recipes
- Vegan
- Low in sugar
- Unfiltered
- Gluten free
- Delicious



**Rose Top Cider**, Blood orange, rose and cardamom



# Milestones/What's Next

## 2012-2020

- 2012 In SW England Chris has a revelatory cider experience and becomes a dedicated home cider maker
- 2014 Brownrigg Hard Cider incorporated
- 2017 Brownrigg Hard Cider opens
- 2019 Sales up 173% (year over year 2019/2018)
- 2020 Our taproom pivots to to-go sales during COVID-19, retail sales up 37%

## 2020-2023

- 2020 Hire Mariana Gonzalez as full time Assistant Cider Maker
- 2020 Infrastructure improvements including 2 new tanks and taproom makeover
- 2021 Introduction of our first canned cider for WA state distribution
- 2022 Wholesale sales to pre-covid levels, out of state canned cider available
- 2023 Second Seattle taproom opens, canned cider expansion increases





## Our team is ready



### **Chris Brownrigg** Principal, Cider Maker

A longtime home cider maker Chris transitioned careers from software to cider making in 2016. Opening the cidery in 2017, Chris was able to triple cider production by 2019 introducing a barrel ageing program and creating some 4 dozen unique recipes.



### **Mariana Gonzalez** Partner, Assistant Cider Maker

Mariana became obsessed with Brownrigg Hard Cider in 2019, so she naturally decided to work with Chris to make cider and promote the product. In her free time, she volunteers at a greyhound shelter and goes hiking.



### **Robert E Well** Partner, Graphic Designer, Brand Consultant

After relocating to Seattle, Robert's passion for photography spread to interest in digital imaging and graphic applications. With his experience in print production and graphic design, Robert brings a unique balance of technical and creative skill to his projects.



### **Ellen Maier** Partner, Accounting Consultant

As a true Pacific Northwest native, Ellen relishes the cozier side of life. You'll usually find her cooking all day stews, knitting sweaters, and curling up on the couch with a good book and a coffee.



### **Millie Bobby Brownrigg** Security, Pug Dog

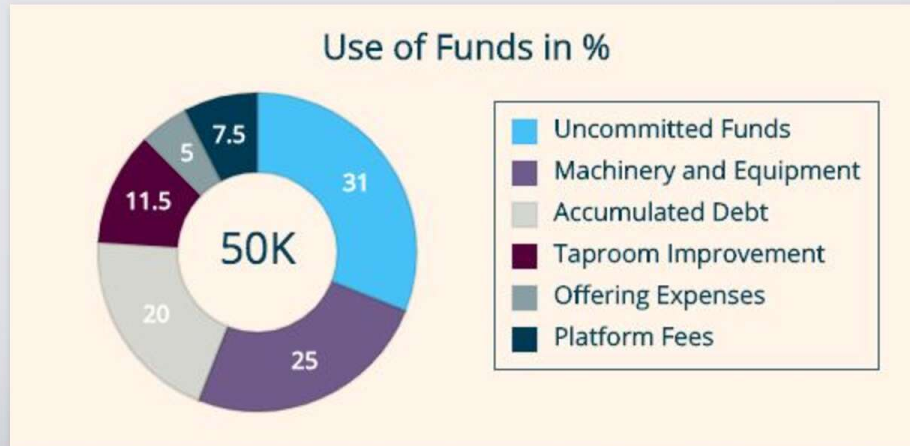
Will bark at you until you are close enough to love on -- cider house mascot Millie enjoys people, walks and meal toppers. She is fierce and [famous](#).



# We will go far with your help!

## Use of funds

- 2 new tanks will increase our infused cider production capacity by 10 times!
- Full time staff will give us vital additional days at the taproom and a 55% increase in production hours.
- A taproom makeover will allow us to offer more cider on tap and a quicker, safer customer experience.



Thank You!

*Oliver*

*Mimi*



*Robert*

*Edna*

