

But wait, what's Mead?

Well, we're glad you asked. While it's one of the world's oldest fermented beverages, we're not planning on serving anything alcohol. Our take on Mead is something new, something refreshing. We've pushed the boundaries and created a genre of beverage that lies between beer and wine. Our mead is closer in character to wine and allows us to please the palates, but as a mead, it's a whole range of flavors, tastes and fermenting styles. We're fermenting honey. Our mead tends to present a light on the palate with a distinctive taste and the rest of our product line are made using the most advanced, natural ingredients possible. We are able to offer a product that's unique, approachable. One that has the ability to appeal to a wide range of customers, both beer lovers and wine connoisseurs. And since we're able to use that same process every day for more.



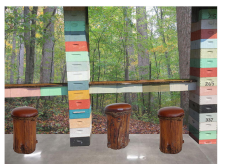
Non-Negotiables...

These are the values that are important to us, that we're not willing to budge on.

1. We want to retain control of the company and continue to push in the direction we envisioned. It's not that we don't want them to help us, we absolutely do. We're passionate about MeadLovers and want to see it "blossom" it's best.
2. We need to pay our employees a living wage and treat them well. Everyone deserves an opportunity to show us just how awesome.
3. We will not use any artificial flavors or colorings. We take pride in offering a high quality product. From our equipment to using high quality ingredients to make high quality finished products. Even if it costs a little more and makes our margins a little smaller, it's just what our brand represents.
4. We feel it's necessary to continue to support local beekeepers and ensure that our main ingredients, honey comes from their region.
5. We will continue to support rural communities, like RobinsonGA, and keep production of our products in these areas, providing jobs where they're most needed.
6. We love nature and the environment. We have children and want them to have this beauty around them when they grow up. As a result, we're dedicated to keeping a check on water production, recycling, reusing, and using clean energy whenever possible.

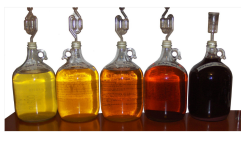
Wehrroom - AVL

Imagine walking into our Asheville location. As you come in you realize the walls are lined with images of the forest. Careful how you step because the logs and make up the steps and skidding, getting a similar feel to our Daykin Robinsonville location. We want you to have a small escape from the city and be able to sit back and enjoy a nice glass of mead in the woods with us.



What if our customers could participate?

We believe the best marketing is the kind that doesn't feel like marketing, but makes you feel included. As such, part of our marketing strategy is to get customers involved about the creation of new and existing flavors. We plan to invite all loyal MeadLovers to sign up for a once a month mead-making event at our Asheville location. We'll bring more on-taps and explore new flavor combinations, and be there to answer any questions. We want the participants to have the final say. Who knows, maybe our next production mead will be born out of one of these events. Either way, we are going to come back and bring these MeadLovers to the beverages they helped create.



Investor Q&A

What does your company do?

We're MeadLovers, whose has been able to making Mead. We maintain hundreds of lines of our own and support hundreds more through contract. We manufacture an entire line of about 100 products. And last but not certainly not least, we've established mead makers. Making delicious beverages from the honey we collect in our pastures.

Where is your company based in 5 years?

MeadLovers - Asheville is just the first step in our growth plan. We see it as a way to move our business model beyond our small town of Robinsonville located in the mountains with a population of less than 1000 and we have a much larger market Asheville with a population of over 200K and annual visitors upwards of 2M, but what about an even bigger market Atlanta, GA. We see it as our next step and we're excited to see Asheville will be invaluable.

Why did you choose this idea?

We started off as an enthusiastic homebrewer making everything honey. We loved the idea of honey wine, but couldn't find one that we liked, so we decided to make our own. We began making premium beverages that was dry, lightly carbonated, glass-free and simply refreshing.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?

The craft beverage scene in the entire country has really exploded, with a new meadery opening to open every three days somewhere in the states, but our focus is on supporting the Asheville meadery to create. We have been able to get into the craft beer market through our 100 glass-free lines, a wide range of flavors, and it's simply delicious. But as homebrewers we understand that the only way to get an edge is to be the first to market. We've been able to come by in large quantities. We think this is truly the mead we need and we're available for you. We plan to change that soon, with your help.

What is your proudest accomplishment?

MeadLovers was able to secure permits to not only manufacture mead, but sell it in North Carolina last July 1st 2016. This was our first step in the process, but it took nearly two years of pushing over numerous issues by the state legislature and talking with countless government agencies. It really was more to connecting the local officials that our goal was to be a well-regulated form product. We have the gift and destination to be any other, with a twist.

How far along are you? What's your biggest obstacle?

We started production last year to allow us an opportunity to begin distributing this year and feel the progress we made will allow us to financially move into a new product. We also built into our structure the ability to add more existing capacity with little needed other than more taps. We will add 100 bottles a day and plan to reach over 200K sold by the end of the year. The biggest obstacle we have at this time is the access to the capital to make it happen. We're a fairly new company that is very much in its infancy and have numerous all-around to fund our growth. Having more a second location will require more in working funds than we have available.

Who are your competitors? Who is the biggest threat?

There are 12 permitted commercial meaderies in NC, most being in the central and eastern part of the state. There have 3 meaderies in Asheville. We feel by using production capacity we will become the largest mead maker in the state. Most of our competitors make a product that is more wine-like in character, often sweeter and usually higher in alcohol content. Our competitors products are usually sold at a higher price point ranging from 16 to 20 per gallon of dry. Our first two products are more approachable from a price standpoint of 10 to 16, and we feel our dry, sweet meads are able to appeal to the wider range of beer and wine drinkers in terms of flavor and taste.

What do you understand that your competitors don't?

We're fortunate enough to have the experience of being full-time homebrewers. This allows us access to honey resources that our competitors don't have. We know the beekeepers in this region and are able to communicate our needs with them. Many meads are more available to us and at a better price. Allowing our products to be produced with better margins. We also understand the microbiology behind yeast health. This allows us to make our mead in a slightly different manner allowing quicker turn around on variable tank sizes and overall greater production capacity.

How will you make money?

Our Asheville location will offer our honey and also new lines for sale, but we need to be a success. Selling mead by the glass and in bottles to go will be our primary source of revenue. We hope to serve between five and seven customers weekly and making the mead will leave with a little of mead, honey or both to go. We anticipate average returns to be between 10% and 15%.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?

The biggest threat would be having another meadery based on the porch. There are a few small meaderies in the region. We don't feel that's likely, but it's certainly possible. Our plan is to move into Asheville strong and grow quickly. We want to be the largest meadery in the southeast and to get people thinking of us when they think of mead. Mead. The other threat would be a year with a poor honey crop. We feel by controlling the supply chain from the field to the fermentation tank, we can mitigate this risk as much as possible. We're very conscious of always stockpiling honey on good years and remain partners with many local beekeepers around the country.

What do you need the most help with?

Marketing our unique products will be the main area we'll need help with. Many people are completely unfamiliar with mead or have preconceptions that it's sweet. We need to change their assumptions and tap into people more adventurous side.

What would you do with the money you raise?

If we raise \$100K, our use of funds will be as follows:

- 45% Purchasing equipment - fermenters and secondary labeling machines.
- 20% Raw materials (Honey) and packaging (Bottles, labels, caps).
- 15% Hiring employees (Manufacturing, mead making).
- 10% Marketing (ad spend and having events).
- 10% Working capital/contingency planning

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