

## Family, friends, perfect atmosphere, and beer. What more do you need?



[prolificbrewingcompany.com](http://prolificbrewingcompany.com) Murrieta CA

[Alcohol & Vice](#) [Risk & Mortar](#) [Brewery](#)

### LEAD INVESTOR



**Laura Davis** Laura Davis

When we heard our friends had a dream of opening a craft brewery we were beyond excited for them! Our Family is honored to be a part of the Prolific Brewing Company and so happy to support our friends' dreams. We have become quite accustomed to the local craft brews in Alaska and love what we have tried from Prolific so far (can't wait to try more). We believe in their vision and eagerly anticipate seeing what the years to come will hold. Cheers!

Invested \$20,000 this round

## Highlights

- 1 Award-Winning product
- 2 Our Hands Full IPA Won 1st Place America's Finest City Homebrew Competition
- 3 Our Hands Full IPA took 2nd Place California State Homebrew Competition
- 4 7 Years of brewing experience, 8 Years of manufacturing experience
- 5 2000+ social media followers within a year of launch, plus multiple collaborations within community
- 6 A growing craft brewery industry in California with 840+ breweries
- 7 8900+ Breweries Nationally

## Our Team



**Evan Kadow** Co-Founder / Chief Brewing Officer

Head of manufacturing/production for Automotive OEM 6 years. Increased production throughput by 130% and quality by 70% while reducing overall time to produce. Gold medal winning IPA in the San Diego Region and Red Ribbon Winner in CA State.

We are passionate about beer. The art of designing a beer. The craft of making beer. The joys of drinking beer. All of it. We love crafting a product that brings a smile to peoples faces. We want to create a space that allows adults to enjoy themselves while in the company of friends and family.



**Eric Bovich** Co-Founder / Chief Revenue Officer

Launched new branded platforms with 12 companies. (AAV \$2,000,000 ea) Worked with C-suite of INC 500 companies to develop new and innovative products for their companies. Sales Manager for over 10 years



**Aubrey Kadow** Co-Founder / Director of Marketing

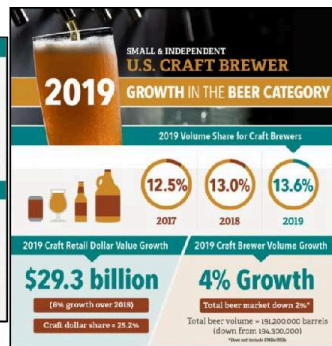
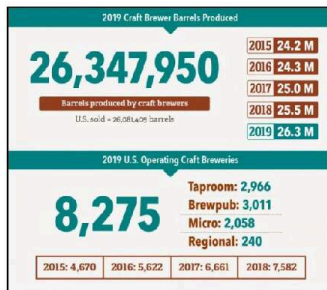


Tyler Bovich Co-Founder / Director of Hospitality

## Pitch



### Industry Data



### Industry Data

#### State Craft Brewery Growth

- In 2017, California had 764 craft breweries. In 2018, California had 811 craft breweries.
- In 2018, California produced 3,421,295 barrels of beer - ranking them 2nd nationwide for production.
- California has 2.9 Breweries Per 100,000 21+ Adults - ranking them 28th nationwide.
- The average adult in California consumes 3.6 gallons of beer per year - ranking them 16th nationwide.

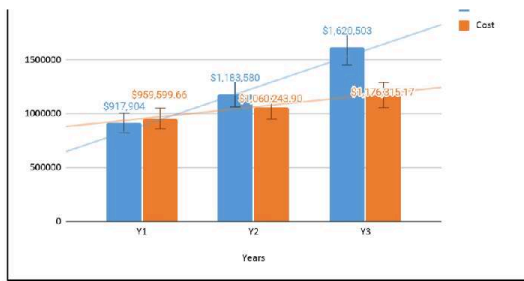
Market Analysis	Avg Growth	2019	2020	2021	2022	2023
Potential Customers						
Age 21 - 84 - Murietta	8.7%	66,900	72,720	79,047	85,924	93,399
Age 21 - 84 - Temacula	5.3%	64,960	68,403	72,028	75,846	79,865
Age 21 - 84 - Menifee	5.0%	54,273	56,987	59,839	62,828	65,969
<b>Total</b>	<b>6.3%</b>	<b>186,133</b>	<b>197,921</b>	<b>210,466</b>	<b>223,785</b>	<b>237,958</b>

### 3 Year Forecast

Sales

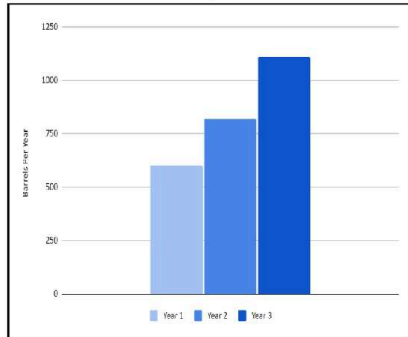
Profit Analysis





Forward looking projections cannot be guaranteed.

### 3 Year Forecast Production



Forward looking projections cannot be guaranteed.

### Kitchen Yearly Forecast

	Monday - Friday			Saturday & Sunday		
	8am-11am	11am-2pm	4pm-9pm	8am-11am	11am-2pm	4pm-9pm
200 seat Capacity						
Avg Customer	53	76	260	50	123	200
Avg Check	\$8.00	\$12.00	\$12.00	\$6.00	\$12.00	\$12.00
Revenue	\$420.00	\$912.00	\$3,120.00	\$300.00	\$1,476.00	\$2,400.00
Labor	\$60.00	\$300.00	\$900.00	\$30.00	\$246.00	\$480.00
Food Cost	\$140.00	\$525.00	\$1,050.00	\$140.00	\$504.00	\$840.00
Profit	\$160.00	\$675.00	\$1,390.00	\$130.00	\$666.00	\$1,080.00
Week Total Avg Customer	423			370		
Week Total Avg Check	\$11.53			\$11.47		
Week Total Revenue	\$4,500.00			\$4,246.00		
Week Total Labor	\$960.00			\$946.00		
Week Total Food Cost	\$1,715.00			\$1,484.00		
Week Total Profit	\$2,225.00			\$1,996.00		
Average Weekly Customer	795					
Average Weekly Revenue	\$9,140.00					
Average Weekly Labor	\$1,828.00		Based off 20% per check			
Average Weekly Food Cost	\$3,159.00		Based off 30% per check			
Average Weekly Profit	\$4,112.00		Based off 45% per check			
Average Yearly Customer	9543					
Average Yearly Revenue	\$109,680.00					
Average Yearly Labor	\$31,928.00		Based off 20% per check			
Average Yearly Food Cost	\$38,368.00		Based off 35% per check			
Average Yearly Profit	\$49,386.00		Based off 45% per check			

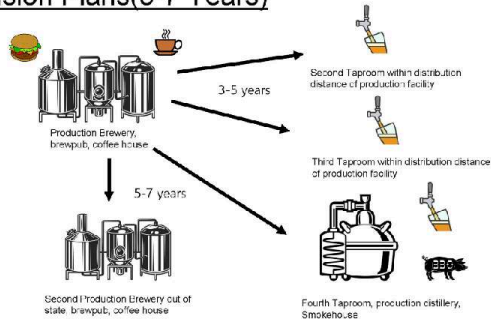
### Coffee Yearly Forecast

	Monday - Friday			Saturday & Sunday		
	8am-11am	11am-2pm	4pm-9pm	8am-11am	11am-2pm	4pm-9pm
200 seat Capacity						
Avg Customer	125	20	0	0	0	0
Avg Check	\$8.00	\$5.00	\$	\$5.00	\$5.00	\$
Revenue	\$1,000.00	\$100.00	\$	\$500.00	\$100.00	\$
Labor	\$125.00	\$100.00	\$	\$100.00	\$100.00	\$
Drinks Cost	\$187.50	\$37.00	\$	\$120.00	\$50.00	\$
Profit	\$312.50	\$63.00	\$	\$100.00	\$50.00	\$
Week Total Avg Customer	160			100		
Week Total Avg Check	\$8.00			\$5.00		
Week Total Revenue	\$1,300.00			\$500.00		
Week Total Labor	\$150.00			\$100.00		
Week Total Food Cost	\$225.00			\$150.00		
Week Total Profit	\$378.00			\$250.00		
Average Weekly Customer	260					
Average Weekly Revenue	\$1,250.00					
Average Weekly Labor	\$250.00		Based off 20% per check			
Average Weekly Food Cost	\$375.00		Based off 30% per check			
Average Weekly Profit	\$625.00		Based off 50% per check			
Average Yearly Customer	3000					
Average Yearly Revenue	\$15,000.00					
Average Yearly Labor	\$3,000.00		Based off 20% per check			
Average Yearly Food Cost	\$4,500.00		Based off 30% per check			
Average Yearly Profit	\$7,500.00		Based off 50% per check			

### Start Up Costs

Startup Requirements	
Startup Expenses	
Building Upfitting Expenses	\$300,000
Incidental Expenses	\$150,000
Licenses & Permitting Expenses	\$8,000
Marketing Expenses	\$2,000
Professional Service Expenses	\$15,000
Rent Expenses	\$16,000
Warehouse Expenses	\$5,000
Two years of start up capital for ingredients, labor, consumables, buffer	\$350,000
<b>Total Startup Expenses</b>	<b>\$850,000</b>
Startup Assets	
Other Current Assets	\$20,000
Long term Assets	\$330,000
<b>Total Assets</b>	<b>\$350,000</b>
<b>Total Requirements</b>	<b>\$1,200,000</b>

## Expansion Plans(3-7 Years)



Forward looking projections cannot be guaranteed.

Payback Plan							
Invested		Year 1	Year 2	Year 3	Year 4	Year 5	Total
\$ 75,000.00	36.6%	\$ 27,537.11	\$ 35,507.39	\$ 48,615.08	\$ 38,340.42	\$ -	\$ 150,000.00
\$ 50,000.00	24.4%	\$ 18,353.07	\$ 23,671.59	\$ 32,410.05	\$ 25,530.28	\$ -	\$ 100,000.00
\$ 25,000.00	12.2%	\$ 9,176.54	\$ 11,835.80	\$ 16,205.03	\$ 12,765.14	\$ -	\$ 50,000.00
\$ 20,000.00	9.8%	\$ 7,343.23	\$ 9,468.64	\$ 12,864.02	\$ 10,224.11	\$ -	\$ 40,000.00
\$ 15,000.00	7.3%	\$ 5,507.42	\$ 7,101.48	\$ 9,723.02	\$ 7,688.08	\$ -	\$ 30,000.00
\$ 10,000.00	4.9%	\$ 3,671.61	\$ 4,734.32	\$ 6,482.01	\$ 5,112.06	\$ -	\$ 20,000.00
\$ 5,000.00	2.4%	\$ 1,835.81	\$ 2,367.16	\$ 3,241.01	\$ 2,556.03	\$ -	\$ 10,000.00
\$ 2,500.00	1.2%	\$ 917.90	\$ 1,183.58	\$ 1,620.50	\$ 1,278.01	\$ -	\$ 5,000.00
\$ 1,000.00	0.5%	\$ 367.16	\$ 473.43	\$ 648.20	\$ 511.21	\$ -	\$ 2,000.00
\$ 500.00	0.2%	\$ 183.58	\$ 236.72	\$ 324.10	\$ 255.60	\$ -	\$ 1,000.00
\$ 250.00	0.1%	\$ 91.79	\$ 118.35	\$ 162.05	\$ 127.80	\$ -	\$ 500.00

### Investment Perks

-  **\$250 – Swag(Hat + Shirt) + \$20 Gift Card**
-  **\$500 – Beer Glass + Swag(Hat + Shirt) + \$20 Gift Card**
-  **\$1,000 – Beer Glass + Swag(Hat + Shirt) + \$100 Gift Card**
-  **\$2,500 – Beer Glass + Swag(Hat + Shirt) + 10% off in Brewpub(1 person) + \$50 Gift Card Annually**
-  **\$5,000 – Beer Glass + Swag(Hat + Shirt) + 10% off in Brewpub(2 People) + \$100 Gift Card Annually**
-  **\$10,000 – Beer Glass + Swag(Hat + Shirt) + 10% off in Brewpub(2 People) + \$200 Gift Card Annually + Annual Swag**
-  **\$20,000 – Beer Glass + Swag(Hat + Shirt) + Brewday with the Founders + Name a Beer(founders have exclusive Veto rights), 10% off in Brewpub(2 people) + \$300 Gift Card Annually + Annual Swag(2 people)**