

GO BREWING

Remember Tomorrow.







A person is standing on a rocky outcrop, looking out over a vast landscape. The person is wearing a dark t-shirt and shorts, and is standing with their back to the camera. The landscape features a dense forest of evergreen trees in the foreground and a large body of water in the distance. The sky is a clear, light blue. The overall scene is peaceful and scenic.

MISSION STATEMENT:

*To create the best-tasting
non-alcoholic/low-alcoholic beers on
on the planet...*

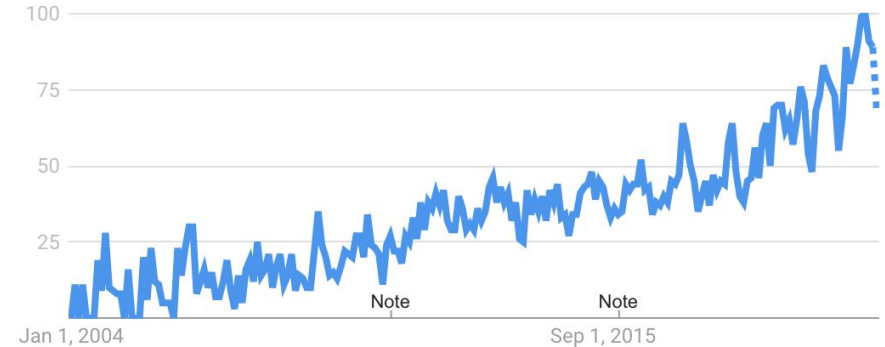
THE PROBLEM

-  There is no bar or restaurant in the region that has a NA/LA beer on draft
-  We want to get back in shape and be healthier but not sacrifice our social life?
-  Our “fun” nights are often followed by unproductive days
-  We want an experience where alcohol is not the center of it

Interest over time

Google Trends

● non alcoholic beer

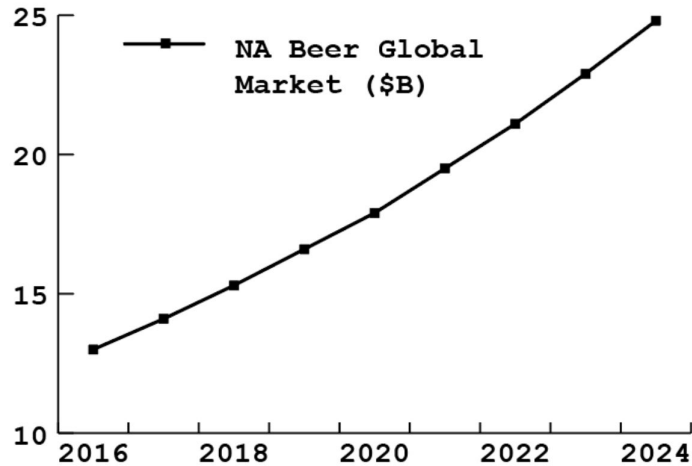


demand is far greater than supply

THE OPPORTUNITY

Growth to 2024

NA Beer: 8.3% CAGR
Beer: 1.8% CAGR



Health, Cost and Hangovers Fuel Sobriety

Among U.S. adults who said they're drinking less compared to five years ago



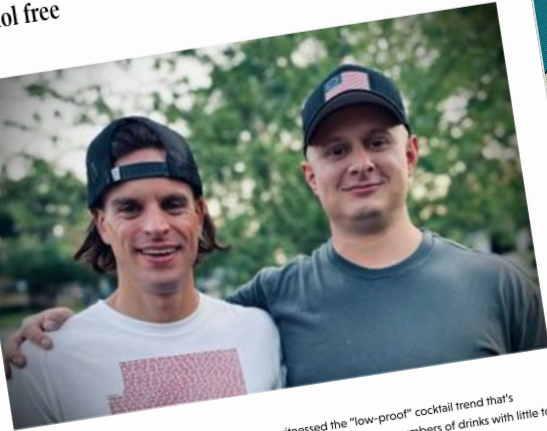
Share who said "this isn't a reason at all" are not shown

MORNING CONSULT

Responses collected from 471 U.S. adults in a July 16-18, 2019 survey with a margin of error of +/-5%.

THE OPPORTUNITY

LIBATIONS
y bar is coming to Columbus, and it's entirely
ol free



JACK MCLAUGHLIN

Chances are you've witnessed the "low-proof" cocktail trend that's sweeping the city, turning out increasing numbers of drinks with little to no alcohol content.

One new Columbus business plans to take things a full step further. We're talking about [The Dry Mill](#), which is ready to serve as an entirely alcohol-free



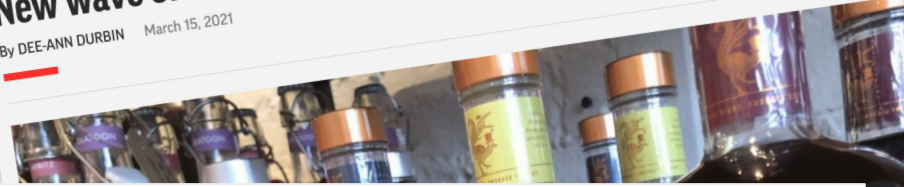
AMERICAN CHRONICLES SEPTEMBER 27, 2019 ISSUE AN EX-DRINKER'S SEARCH FOR A SOBER BUZZ

Can the booming market for non-alcoholic drinks offer a safe way to return to the bar?

By John Seabrook
— MAY 10, 2021

New wave of bars creates buzz without the booze

By DEE-ANN DURBIN March 15, 2021



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TASTE LIFESTYLES FOOD AND RESTAURANTS

New wave of bars without booze creating plenty of buzz

Aimed at the growing number of people exploring sobriety, the bars pour adult drinks like craft cocktails without the alcohol.

By Dee-Ann Durbin | Associated Press | Mar 30, 2021, 7:30am CDT

SHARE

Footnotes: <https://www.newyorker.com/magazine/2021/09/27/an-ex-drinkers-search-for-a-sober-buzz>
<https://spectrumnews1.com/oh/columbus/news/2021/09/01/ohio-bars-embrace-alcohol-free-beer>



THE SOLUTION

GOBREWING

The **FIRST non-alcoholic/
low-alcohol brewery** in Illinois
ready for direct to consumer,
local/regional distribution, and
a tap room experience for all.

OUR TEAM

We have the expertise to make this a reality and change the game



Joe Chura

Local Naperville Resident, Entrepreneur, and Philanthropist. Fitness aficionado and healthier living advocate. Built two companies in Naperville ~800 employees.



Heather Chura

Local Naperville Resident, former marketing professional. Fitness aficionado and healthier living advocate.



James Bigler

Former head brewer at Alter Brewing and tired of having little other options than high ABV beer. Healthier living advocate.



Bruce Etcorn

Former operations leader at Dealer Inspire (local Naperville business), beer and design aficionado. Healthier living advocate.

TASTING ROOM



Will include:

- ~Five GO Brewing non alcoholic and/or low alcoholic craft beers
- Local food trucks (with beer pairings)
- Local guest beer <25% of total volume
- Experiential events
 - Yoga
 - Stretching
 - Physical training
 - Lessons
- Live music and activities

DISTRIBUTION PLAN



Will include:

- *Local restaurants (our goal is to provide non-alcoholic draft beer to every local restaurant)*
- *Canning to Grocery, restaurant, etc*
- *Direct to consumer**

** given we will be distributing non-alcoholic beer we can ship direct to consumer*

WHERE @

We will be moving into:

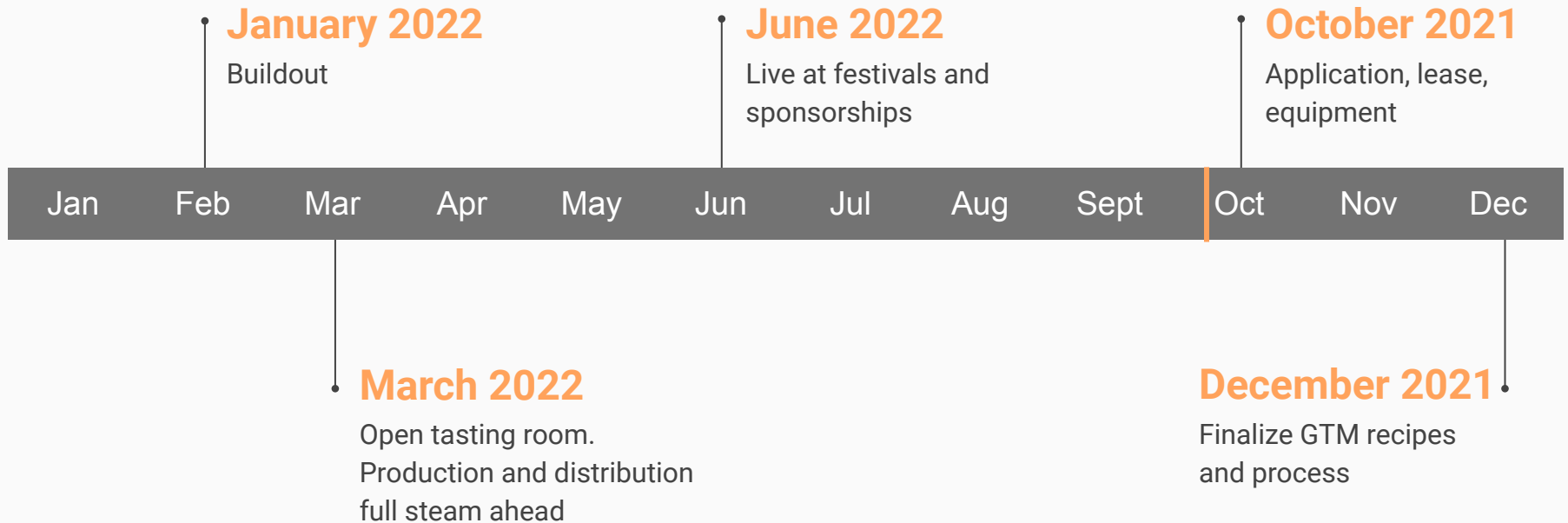
Two Fools Cidery
1665 Quincy Ave #155

- Equipped with infrastructure needed
- Complimentary neighboring businesses



MILESTONES

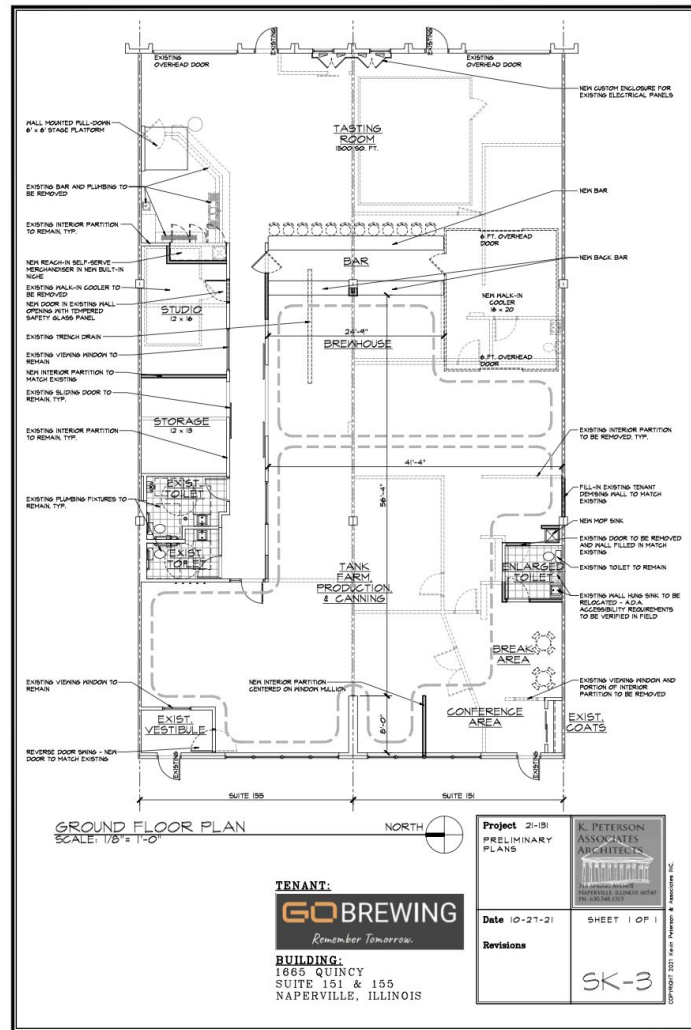
Here's where we are at...

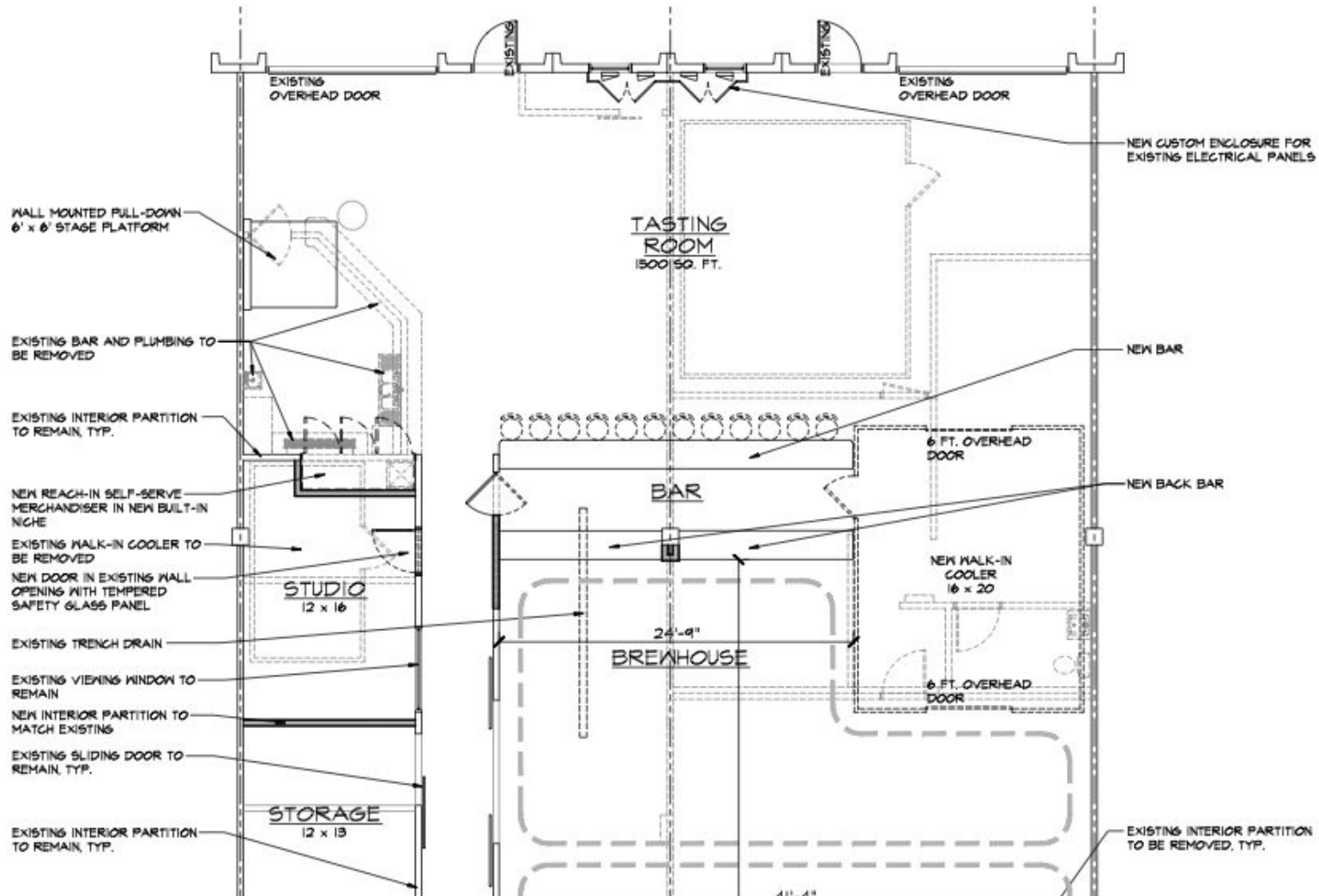


TENTATIVE PLAN

Will include:

- Larger production facility
- Video/Audio Studio
- Slightly expanded tap room not to exceed 25% of total indoor footprint





Q&A

THANK YOU

