

Information  
Memorandum



## Every Beer, Everywhere

**We disrupt how beer and wine is made, distributed, and poured - with our own innovative processes. Enhanced with our real time data from across the industry.**



## Introducing BrewFirst.

We do 3 things that no one else can



We make and deliver world-class beer, hard seltzer, and wine to hotels, restaurants, bars, and event locations, everywhere, under their own brand name.



We provide mobile self-serve 4 tap units using our patented QR code software, to enhance the customer experience, increase sales, and lowering pouring and foam loss.



Our cloud-based software controls everything from exact pours to collecting data on customers to making better product, inventory, and marketing decisions.

## \$1B Revenue Opportunity



**Hotels, Motels,  
Resorts,  
All-Inclusives**  
2,500 locations to  
reach  
**\$300,000,000** in  
annual revenue



**Restaurants, Bars,  
Theatres,**  
5,000+ locations  
Adds **\$100,000,000**  
annually



**Chain Restaurants,  
Theme parks  
Stadiums, Event Locations**  
2,500+ locations  
Adds **\$300,000,000**  
annually



**Direct to Consumer**  
2mm users  
Adds another **\$250,000,000**  
in annual sales



**Data Collection**  
Adds another  
**\$50,000,000**  
in annual sales

## Platform for Growth

**Beverage Manufacturing and Distribution** – Using our foolproof system for making beer, wine, and hard seltzer, we are developing a nationwide manufacturing and distribution network supplying hotels, bars, restaurants, event venues and even direct to consumers with private labeled and BrewFirst branded beverages from small to large quantities.

**Self-serve Taps** – We have a national sales network for reaching our customer base, currently focusing on the East coast. Our equipment is manufactured so cost effectively that one machine can be offered free (*our payback is within 90 days*). Establishments requiring more than one four tap machine can purchase additional machines at a fraction of the competition, through our leasing partners.

**Data Collection** – Our platform collects real time data with every pour. That data will have value for every participant in the chain of production and selling, creating a software platform that can enhance management tools and simplify marketing for the largest players in hospitality.

**Per Pour Fee** – We charge a per ounce fee of \$.015 on every ounce dispensed from our equipment. Our fee covers software and hardware.

## How We Do It:

### Private Labeled beverages delivered to our customers' door

Increases visibility and awareness with their own branded beverages.

They can pick and choose flavor profiles from our endless selection, to best suit their customers, keeping them coming back for more, or create their own special blends, unique to their brand.



## Why Self-serve Taps Matters



Clients can use our cumulative data in real-time to see what everyone else is selling, helping to only carry the best sellers.



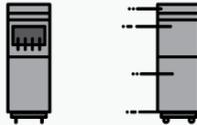
With our self-serve taps, sales and margins increase, with less labor, no over pours, and no foam.



We own the patent for using a QR code to pour beverages, frictionless as it costs nothing per customer, great because each customer has it sent automatically to their phone – now you have a lasting connection for marketing.



The first self-serve tap machine is free. That's 4 taps, free. Each unit holds up to 6 sixtel kegs or can be connected to lines from larger kegs in refrigeration. Additional machines sold at only \$5,000.00 each.



Our mobile units are easily installed without any remodeling costs, providing flexibility in placement around an establishment. Just plug it in and turn on wifi. Our machines are the first to offer a clean in place solution.



Our software collects data in real-time, helping to manage sales and inventory. great for marketing to customers.

## Our Data Platform

Self Pour Taps create real time data from users - as well as real time beverage analysis.

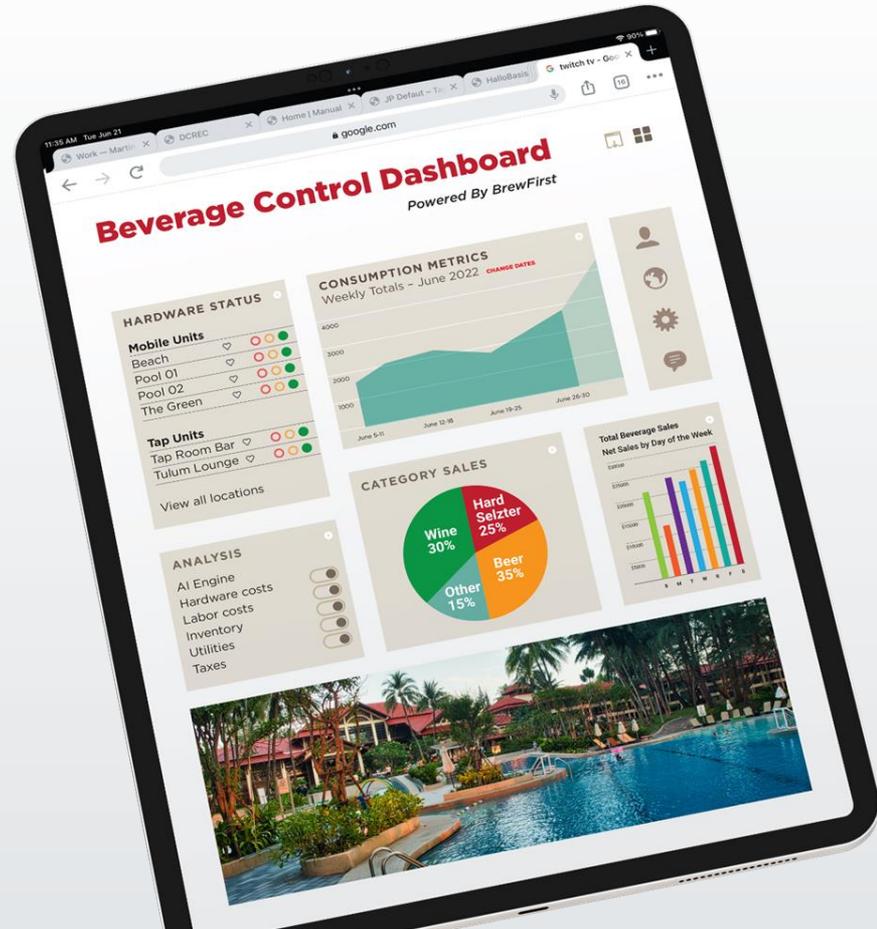
Our data can be shared across all participants in our process:

**Localized Manufacturing:** inventory needs, customer inventory status, direct ordering from B2B and B2C

**Resellers of Alcohol:** Inventory management, customer preferences, marketing

**B2C:** Best sellers, post and see ratings, where they can find our resellers and manufacturers

Eventual Integration with AI from leading platforms: IBM, Amazon, Oracle, Google, Microsoft



## BrewFirst – the Better Solution

**Beverage Selection** → **Tap Pouring Systems** → **Margins** → **Serving** → **Customer Serving**

### Current Practices:

Limited variety sold, at the mercy of Distributors and Local Breweries, quality is out of your control

Traditional countertop systems pour extensive amounts of foam, every second of foam equals 2 ounces

50% – 65% based on cost and loss from over pour and foam

Physical taps operated by humans – takes time, can be messy, requires customers to pay tip

Little to no customer data captured – Bartender “gut feel” on inventory

### BrewFirst Solution

Widest selection of wines, beers, and seltzers: all ABV ranges, exotic flavor profiles. Can customize per location

Self-Serve with latest technology and direct pour from refrigeration that eliminates foam

75%+ based on cost and no loss from over pour and foam

Automated taps dispensed with customer QR codes in seconds, no tipping, 30% more sales on average

User-specific data captured, great for inventory management and marketing

### Impact

More satisfied customers, now you can sell swag from your brand

20% savings in foam, proven to increase sales by 30%

15-30% cost savings +Increased sales

Significant labor cost savings over time

Your QR codes sit on their phone, easy to market directly to customers to generate repeat business

## Competition

No competitor can make and sell the range of beverages we provide in any quantity, large or small, as private label at our price points.

Self-serve taps are currently sold primarily to locations needing to remodel or build out, requiring extensive cost, space, and ongoing maintenance. Our equipment is completely free standing and mobile. It can be installed in a morning and up and running by lunch. No need for a remodel.

Pour My Beer, Sestra, I Pour It, and Drink Command must use RFID chips, costly and clumsy, we use QR codes - frictionless and no cost. Our mobile units provide direct draw from refrigeration, eliminating foam.

### BrewFirst

**Brew Quality Craft Beer – Delivered**



**Making Quality Wine and other beverages – Delivered**



**Mobile Tap Unit with Direct Pour**



**Low Equipment Cost, One Free Machine**



### I POUR IT

Wireless, owns software, expensive, focused on permanent tap walls, charge per ounce poured



### Sestra

Using touchless taps, owns software, expensive, charge per ounce poured, investment in RFID cards

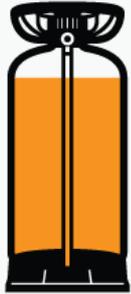


### Pour My Beer

Expensive, sells software not hardware, requires server on premise, focused on tap walls, does not own software. Uses RFID chips.

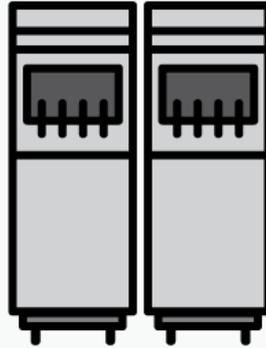


## How It Works...It's This Easy



### STEP ONE

Select your beer, hard seltzers and wine from our menu of flavor profiles. All of our kegs are sixtels, easy for handling.



### STEP TWO

We deliver your free self-serve 4-tap machine prior to delivery of the beverages. If you need more units, no problem. We provide long-term financing and rebates, making it simple and cost-effective.



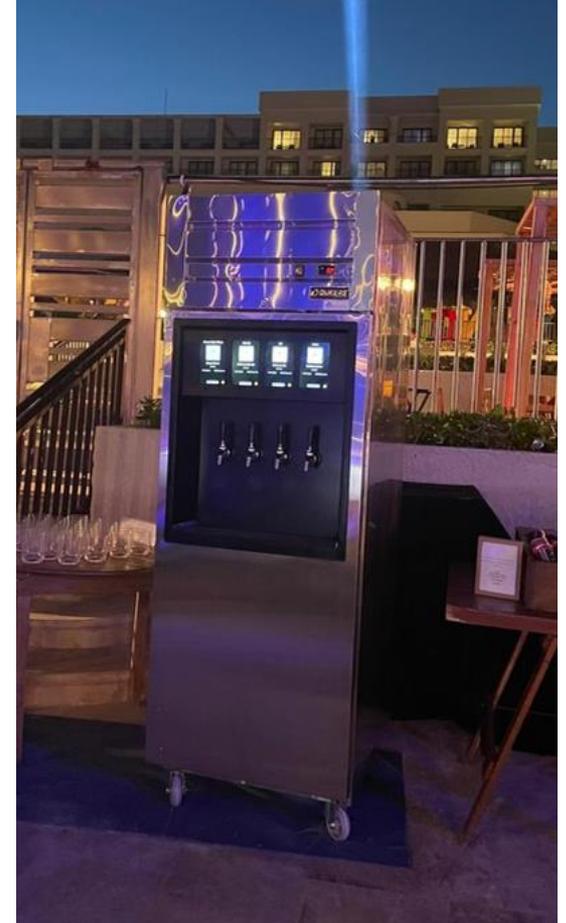
### STEP THREE

Start selling customized beverages under your own brand name at quality craft beer and wine pricing.

## Our First Installation

Marriott has chosen our self serve mobile units to use at resorts outside the US, beginning with the JW Marriott Cancun and soon to be in Puerto Vallarta at an All Inclusive Marriott.

They use our system for making beer and wine on premise at each location.



## Our Board

### **Darryl Cohen, CEO**

Serial entrepreneur, graduate of UC Berkeley, sold two beauty companies, one to Helen of Troy (Public company: HELE), the other to a Private Equity Group. Business development consultant with experience in advertising, sales to mass merchandisers, product development, scaling businesses and offshore manufacturing.

### **Dan Bish, *Partner FranLaunch USA,***

Extensive experience in business development and raising capital to grow franchise brands. Specializes in bringing established, international franchise concepts to the US market. Over 38 years in the franchising sector as a franchisor, franchisee and franchise investor. FINRA Licensed Investment Banking Representative.

### **James Ahn**

Management consultant and private equity executive for 23 years, with expertise in joint ventures and M&A in the global beer industry.

## Our Team

### **Nate Tomforde, *Senior Vice President, Business Development***

Successful entrepreneur, started first Tap Room Franchise concept, developed patented software utilizing QR code to pour beverages, owner of 3 breweries and taprooms in South Carolina.

### **Rich Baker, *Operations Director - Software and Hardware***

A graduate of James Madison University's hospitality management program, Rich started his career at Marriott in Washington, DC and has had roles at Intercontinental and Omni Hotels primarily in food and beverage. He also embraces technology, designing and installing over 900 taps in the last three years for PourMyBeer. He brings a comprehensive approach to food and beverage projects, with the full understanding of the needs of the hospitality industry. He has designed and oversees our tap machine manufacturing, and works directly with our software partner in the development, deployment, and enhancement of our platform.

### **Edward Walter, *Branding***

Principal at Strategy Studio, providing brand design and strategy. He has worked with numerous Fortune 500 companies, and has taught at Parsons School of Design for over 25 years. His work has been published internationally and in most of the major design publications. He has been actively involved with BrewFirst since its inception, overseeing brand development, graphics, and marketing materials.

## Investment

We are looking to raise in the short-term...

**\$250k -500k**

**To enhance Proof of Model**

And in the mid-term...

**\$2.5mm - 5mm**

**To scale to over 50mm in revenue**

Thank you!

*Contact:*

Dan Bish

Board Member / Partner – FranLaunch USA

FINRA Licensed Investment Banking Representative

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