

## **Greenview Brewing, LLC d/b/a ALT Brew Business Plan**

### **Executive Summary**

ALT Brew's gluten-free craft beer is brewed one barrel at a time in a nano-brewery located in Madison, Wisconsin. Using only gluten-free ingredients on dedicated gluten-free equipment, ALT Brew is bringing beer quality and variety back to those with a gluten-free diet.

Brew-master Trevor Easton was inspired to gluten-free brewing when his wife was diagnosed with a Celiac disease. Their once shared love of beer - and Trevor's long interest in the brewing process - could no longer be enjoyed together in the same way. Gluten-free options available on the market did not hold up to the quality of craft beers, and it was no fun to raise a beer glass alone.

A trained engineer, Trevor sought a solution, developing a gluten-free recipe that lives up to craft beer lovers' expectations. The result? A growing line of craft beers so good, you won't know they are gluten-free.

ALT Brew's beers have been met with enthusiasm in both the Madison market and elsewhere. ALT Brew and its beers have been the subject of many local articles and the Copperhead Copper Ale recently won a silver medal at the 2016 Great American Beer Festival in Denver, Colorado.

The craft beer market is continuing to expand, with \$22.3 billion in craft beer sales in 2015, up from \$19.6 billion in 2014.

In addition to tapping into the growing craft beer market, both in Wisconsin and nationally, ALT Brew's unique product offerings also take advantage of the growing gluten-free food and beverage industry. In 2014, the gluten-free food and beverage market in the United States was estimated to be approximately \$12.2 billion dollars. By 2020 it is expected to reach approximately \$23.9 billion.

Since it began commercial production in 2014, ALT Brew has increased its fermentation capacity from one barrel to 16 barrels just to respond to the demand in the Madison market. ALT Brew plans to expand its distribution and currently needs to further expand capacity. Given the projected growth and potential of both the craft beer and gluten-free markets, ALT Brew plans to add a 15-20 barrel brew system in its current location to meet current demand and expand into more Wisconsin markets.

### **Management Capabilities**

ALT Brew is owned by Trevor and Maureen Easton, and primarily managed by Trevor. Trevor is a University of Wisconsin Engineering graduate and holds a MBA from the University of DePaul. He spent over seven years leading the quality improvement team at the American Red Cross as the Senior Lean Manufacturing Engineer.

## Goals

ALT Brew is a small, self-distributed packaging brewery. By capitalizing on Wisconsin breweries' ability to self-distribute, ALT Brew can wholesale directly to retain vendors and sell directly to consumers at the brewery's taproom.

Over the next three years, ALT Brew plan to:

- Continue to offer four standard styles of gluten-free craft beer, along with a selection of seasonal styles and limited edition specialty beers available only at the brewery's taproom;
- Expand the brew system to a 15-20 barrel system with full bottling line;
- Expand distribution to include all of Dane County and into Rock County, the Greater Milwaukee area, and other Wisconsin markets; and
- Begin packaging in 12 oz. bottles to increase market present in bars and restaurants and increase marketability.

Over the next five years, ALT Brew plans to:

- Continue to increase capacity and expand to a regional brewery; and
- Expand distribution throughout the Midwest.

## Product Mix

ALT Brew currently has the following styles available at numerous retailers and bars in the Madison area, at MobCraft Beer in Milwaukee, and at ALT Brew's taproom. They are available in 22 oz. "Bomber" bottles, ¼ barrel kegs, ½ barrel kegs from ALT Brew or retailers and in pints, flights, and growlers at the taproom.

- Hollywood Nights Blonde IPA. ALT Brew's flagship beer. A well-balanced hop profiled IPA with a clean herbal flavor and beautiful blonde color. Citrus notes balance the smooth bitterness for an amazing finish.
- Rustic Badger Farmhouse Ale. Brewed with a Belgian yeast and two types of hops for a refreshing, slightly bitter beer with notes of crisp apple.
- Copperhead Copper Ale. With a striking copper color this Copper Ale is made with roasted millet for a malty, chocolaty, supremely drinkable beer. Silver medal winner at the 2016 Great American Beer Festival.
- Brown Eyed Girl Brown Ale. Relax with this old friend. Caramel and chocolate aromas, and medium body lets you ease into your evening.
- Kickback Kölsch. A crisp, clean, and refreshing beer with a bright, straw-yellow hue. Perfect for a summer afternoon.

- Solstice Saison. Brewed with a Belgian yeast and a blend of hops for a balanced, fruity, spicy, and refreshing beer.
- Limited Edition Belgian Tripel. Brewed with malted teff, this beer is full-bodied with a dry finish and juicy notes of clove to balance the alcohol warmth for a beer that is meant to be enjoyed.

### **Target Market**

ALT Brew's target market is men and women, 25 to 55 years old, particularly those that are health-conscious or gluten-free.

### **Marketing**

ALT Brew's primary marketing strategy is to create awareness through word of mouth, social media, and local print and radio advertising. ALT Brew also works with vendors to do promotions and tasting events and participates in local beer festivals, including the Great Taste of the Midwest and the Isthmus Beer and Cheese Festival.

### **Sales**

ALT Brew has seen sales grow from fewer than four barrels a month to over 12 barrels a month in the last six months. With its plan to move into 12 oz. bottles and increase brewing capacity, ALT Brew expects that it will be able to increase sales to 15 to 30 barrels a week.

ORDER ONLINE FOR CURBSIDE PICKUP AT OUR TAPROOM.

All of our beer is made using only gluten-free ingredients. Enjoy!

Pickup at our Madison, WI taproom Tuesday-Thursday 10a-4p and Friday and Saturday 10a-9p.

Call 608-286-1481 upon arrival.

**Order an ALT Brew Gift Card Here!**

#### FEATURED BEER

Our newest and limited edition beers

##### **Igneous West Coast IPA 22oz Bomber**

West Coast IPA - 6.7% - This West Coast IPA is absolutely exploding with Amarillo, Mosaic, and Columbus hops. It is big, badass, bitter, and sure to rock your pallet.

\$8.99



##### **No Supervision Stout 22oz Bomber**

Stout - 7.1% - Brewed with 9 different malts, this stout is complex and roasty. The roast and assertive bitterness are balanced by residual sweetness and a full mouthfeel. Featuring original...

\$8.99



##### **Greenview Juicy Pale Ale 12oz 4-Pack**

Juicy Pale Ale - 5.5% - Our summer seasonal offering. Citra and Simcoe hops impart tropical fruit flavors and aromas which are balanced by a malty finish.

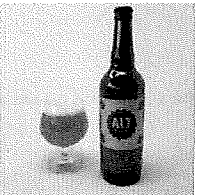
\$11.99



##### **Holy Hop Grenade DIPA 22oz Bomber**

Double IPA - 8.9% - A robust, malty body and high alcohol content perfectly balance the assertive hop profile of our Holy Hop Grenade DIPA. Generous additions of Simcoe, Amarillo, and Citra...

\$8.99



#### 12OZ BOTTLE 4-PACKS

4-packs of our 12oz bottles. Mix and match any 6 four packs and use coupon code SAVE15 for a case discount!

##### **Greenview Juicy Pale Ale 12oz 4-Pack**

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\$11.99



**Ripped Jeans and Wolf Shirts DDH Hazy IPA 12oz 4-Pack**

DDH Hazy IPA - 6.7% - This double dry-hopped hazy IPA is an ode to our two brewers' preferred attire and bursts with a beautiful orange citrus flavor and aroma. It is packed with Columbus, ...

\$14.49



**Hollywood Nights Blonde IPA 12oz 4-Pack**

Blonde IPA - 7.2% - Hop heavy with a clean herbal flavor and beautiful blonde color. Citrus notes balance the smooth bitterness for an amazing finish.

\$11.99



**1808 Robust Porter 12oz 4-Pack**

Robust Porter - 5.6% - 2020 GABF SILVER MEDAL AWARD WINNER Malty dark ale with complex roasty characteristics.

\$11.99



**Copperhead Copper Ale 12oz 4-Pack**

Copper Ale - 5.1% - GABF SILVER & WBC BRONZE MEDAL WINNER With a striking copper color this Copper Ale is made with roasted millet for a malty, chocolaty, supremely...

\$11.99



**Rustic Badger Farmhouse Ale 12oz 4-Pack**

Farmhouse Ale - 6.6% - Brewed with a Belgian yeast and two types of hops for a refreshing, slightly bitter beer with notes of crisp apple.

\$11.99



**SINGLE 22oz BOMBERS**  
Individual 22oz Bombers

**Igneous West Coast IPA 22oz Bomber**

West Coast IPA - 6.7% - This West Coast IPA is absolutely exploding with Amarillo, Mosaic, and Columbus hops. It is big, badass, bitter, and sure to rock your pallet.

\$8.99

**No Supervision Stout 22oz Bomber**

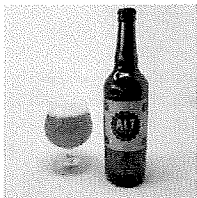
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\$8.99

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Double IPA - 8.9% - A robust, malty body and high alcohol content perfectly balance the assertive hop profile of our Holy Hop Grenade DIPA. Generous additions of Simcoe, Amarillo, and Citra...

\$8.99



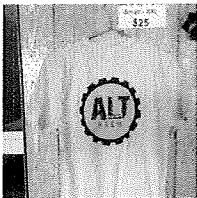
**SWAG**  
ALT Brew branded clothing and accessories

**Ice Grey T-shirt**

Unisex cut

\$10.00

*Low stock*

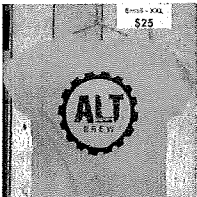


**Azalea T-shirt**

Women's Cut

\$10.00

*Low stock*

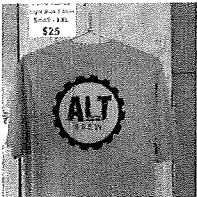


**Light Blue T-shirt**

Comes in both Men and Women's cut

\$15.00

*Low stock*

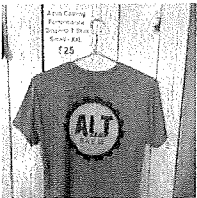


**Graphite T-shirt**

Men and Women's cut

\$15.00

*Low stock*



**ALT Brew Logo Pint Glass**

A sturdy 16oz glass with our ALT Brew Bottle Cap logo.

\$4.50



**Bike Jersey**

\$80.00

*Low stock*

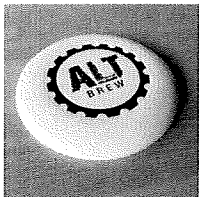


**ALT Frisbee**

High quality frisbee with ALT Brew logo.

\$15.00

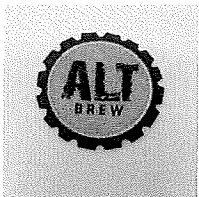
*Low stock*



**ALT Brew Logo Patch**

A high quality sew-on patch. It measures 3 inches in diameter.

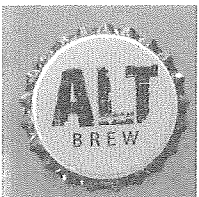
\$3.50



**Magnetic Cap**

Our ALT Brew bottle cap with a magnet backing attached.

\$1.50





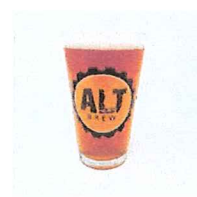
Order and check out directly from our menu and we'll deliver straight to you

#### Table 4

##### **Copperhead Copper Ale 16oz Draft**

Copper Ale - 5.1% - GABF SILVER & WBC BRONZE MEDAL WINNER With a striking copper color this Copper Ale is made with roasted millet for a malty, chocolaty, supremely drinkable beer.

\$3.50 - \$6.00



##### **Hiking Boots Blonde Ale 16oz Draft**

Blonde Ale - 4.7% - This delightfully drinkable blonde ale was originally brewed as part of the annual Pink Boots Collaboration Brew Day. The custom hop blend consists of Cashmere,...

\$3.50 - \$6.00



##### **Greenview Juicy Pale Ale 16oz Draft**

Juicy Pale Ale - 5.5% - Our summer seasonal offering. Citra and Simcoe hops impart tropical fruit flavors and aromas which are balanced by a malty finish.

\$3.50 - \$6.00



##### **Ripped Jeans & Wolf Shirts 16oz Draft**

DDH Hazy IPA - 6.7% - This double dry-hopped hazy IPA is an ode to our two brewers' preferred attire and bursts with a beautiful orange citrus flavor and aroma. It is packed with Columbus, ...

\$3.75 - \$6.50



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\$3.75 - \$6.50



##### **No Supervision Stout 12oz Draft**

Stout - 7.1% - Brewed with 9 different malts, this stout is complex and roastv. The roast and





assertive bitterness are balanced by residual sweetness and a full mouthfeel.

\$3.75 - \$6.00

### Olives from Sicily

Pitted Green Olives 1.1oz. Individually packaged.

\$1.99 *Low stock*

### Kettle Chips

Certified Gluten-Free Kettle Brand Potato Chips. Available in Cheddar and Sea Salt Flavors. 1.5oz bags.

\$1.99

### Soda Pop

12oz can of Sprite or Diet Coke 16oz bottle of Sprecher's Root Beer

\$2.00 - \$3.25

### Roasted Seaweed

Crispy roasted seaweed crisps. Sea salt and avocado oil flavor. Certified gluten-free and organic.

\$2.00 *Out of stock*

### Snyder's GF Pretzel Sticks

Certified gluten-free pretzel sticks.

\$1.49

### 6 pounds of Jalepenos in a big can

6lb 2.7oz of pickled jalapenos in a big ass can. Served with a fork.

\$15.00 *Low stock*



