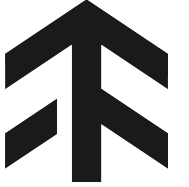




# **Investment Opportunity**

**Premium Craft Beer and Hospitality Company**

# OUR FOUNDERS



**18 Years Building a Global-Ready Craft Platform:** FiftyFifty Brewing Co was founded in 2006 by Andy and Alicia Barr. Our focus is building craft brands and hospitality centered businesses with a local epicurean experience focus, and with a globally scalable nature.



**Andy Barr**

**Co-Founder, Chairman & CEO**

- 18+ Years Industry Expertise in Beer and Hospitality
- BS (Summa Cum Laude) and MS Electrical Engineering, University of California Davis
- Master Engineer and Technical Lead, Signal Integrity Server Division at Hewlett Packard
- Chair of National Brewers Association Export Development Committee
- Board of Director for regional \$100M+ company

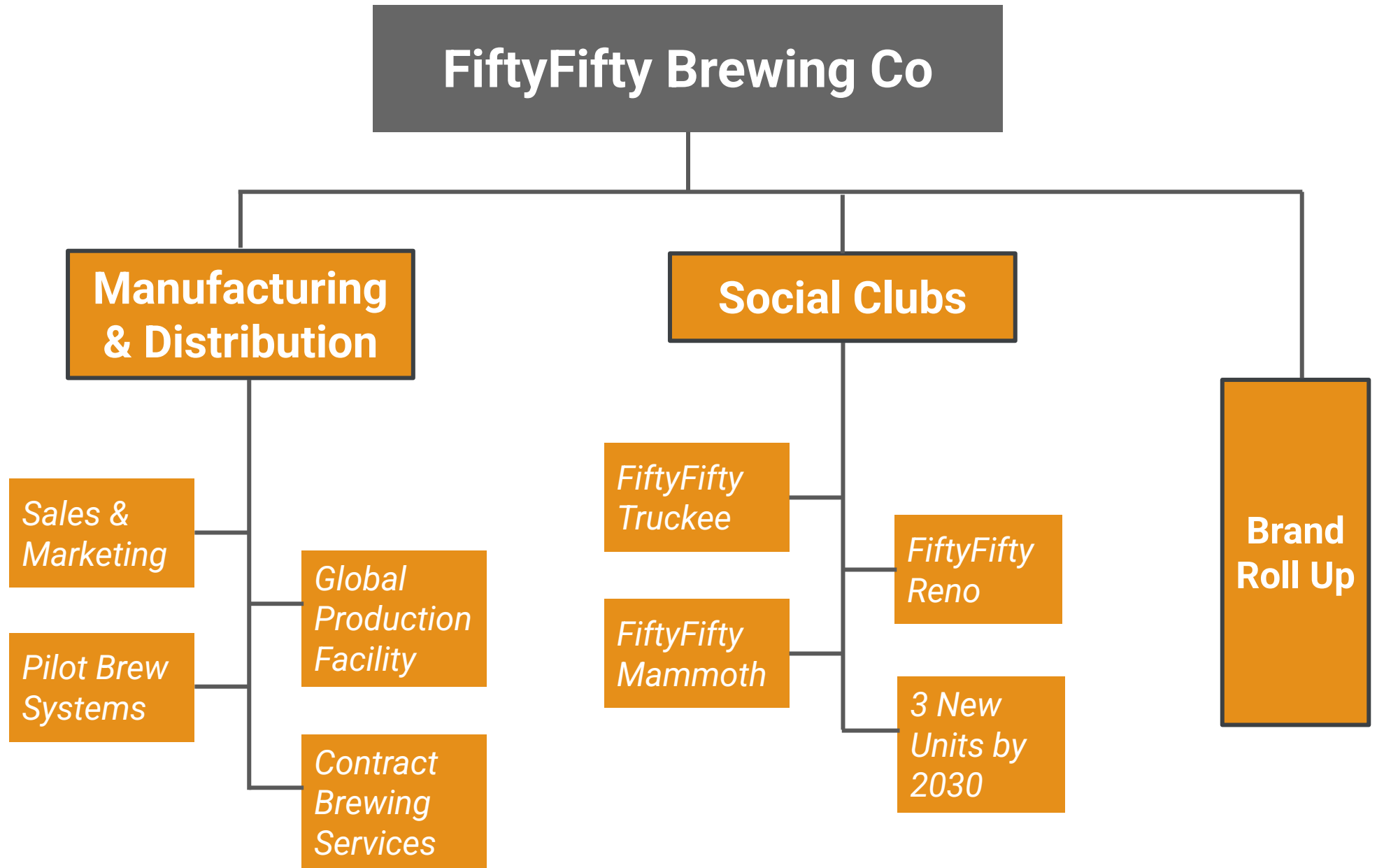
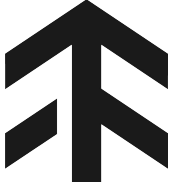


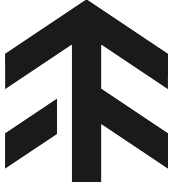
**Alicia Barr**

**Co-Founder, Director & CXO**

- 18+ Years Industry Expertise in Beer and Hospitality
- MS Mechanical Engineering, Stanford University
- R&D Engineer, Warranty Supply Chain Manager, Enterprise Storage Division at Hewlett Packard
- Vice Chair of CA Craft Brewers Association
- Brewers Assoc Gvmt Affairs Committee
- Board of Director for Tahoe Forest Health System Foundation
- 4 x World Champion and 10 x National Champion (player and coach) Ultimate Frisbee

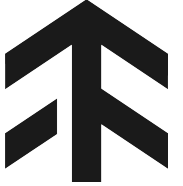
# COMPANY OVERVIEW





## Scope, Scale, and Brand Expansion

- Social Club Platform Expansion
  - 6-10 Brewpub Social Clubs across CA, NV and Western US.
  - 3 in construction and open with 6 months
  - Each Unit is a profitable venue and live R and D Lab.
- Manufacturing as Distribution Scale: 20,000 BBL/year
  - Natural Organic Growth and Partnerships
  - Social Clubs based volume
  - Optimized Brewing efficient and economies of scale
- Strategic Rollup / House of Brands:
  - Acquire 1 or more craft brands that have existing GOODWILL and can be opportunistically/creatively purchased.
  - Leverage Social Club Model, Manufacturing expertise and capacity, Distribution channels, scale economics and TECH and DATA capabilities.
- Projected Revenue -> \$29M, Projected EBITDA -> \$6.5M

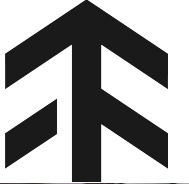


## FIFTYFIFTY BREWING Comprehensive - Pro Forma

Full and comprehensive P and Ls for each silo available.

Reno Opens Jan 26, Truckee Opens Jan 26, Mammoth opens June 2026

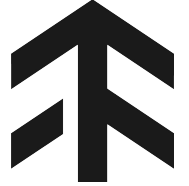
	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)	Year 4 (2029)	Year 5 (2030)
<b>REVENUES</b>					
FiftyFifty Social Truckee	\$ 4,781,472	\$ 5,350,656	\$ 5,635,248	\$ 5,925,648	\$ 6,216,048
FiftyFifty Social Reno	\$ 3,006,003	\$ 3,237,234	\$ 3,699,696	\$ 3,935,646	\$ 4,407,546
FiftyFifty Social Mammoth	\$ 2,390,736	\$ 5,066,064	\$ 5,350,656	\$ 5,641,056	\$ 5,931,456
5050 MFG	\$ 3,066,900	\$ 3,481,390	\$ 4,497,329	\$ 6,514,862	\$ 8,534,148
FIFTYFIFTY SOCIAL Unit 4			\$ 3,006,003	\$ 3,237,234	\$ 3,699,696
FIFTYFIFTY SOCIAL Unit 5				\$ 3,006,003	\$ 3,237,234
FIFTYFIFTY SOCIAL Unit 6					\$ 3,006,003
ROLLUP BRANDS - NOT MODELLED					
<b>TOTAL</b>	<b>\$ 13,245,111</b>	<b>\$ 17,135,344</b>	<b>\$ 22,188,932</b>	<b>\$ 25,254,446</b>	<b>\$ 28,788,894</b>
<b>OPERATING PROFIT</b>					
FiftyFifty Social Truckee	\$865,618	\$1,102,867	\$1,206,068	\$1,360,980	\$1,380,059
FiftyFifty Social Reno	\$474,474	\$572,426	\$822,323	\$918,238	\$1,095,020
FiftyFifty Social Mammoth	\$350,804	\$922,484	\$1,095,480	\$1,265,224	\$1,269,026
5050 MFG	\$ (4,095)	\$ 20,251	\$ 166,323	\$ 619,478	\$ 1,049,939
FIFTYFIFTY SOCIAL Unit 4			\$ 474,474	\$ 572,426	\$ 822,323
FIFTYFIFTY SOCIAL Unit 5				\$ 474,474	\$ 572,426
FIFTYFIFTY SOCIAL Unit 6					\$ 474,474
ROLLUP BRANDS - NOT MODELLED					
<b>TOTAL</b>	<b>\$ 1,686,800</b>	<b>\$ 2,618,028</b>	<b>\$ 3,764,667</b>	<b>\$ 5,210,819</b>	<b>\$ 6,663,266</b>



## Craft Beer Manufacturing

- Small scale distribution began in 2009. Full scale Production Facility opened in 2018.
  - Fully automated brewing system, plus full canning line and bottling line.
  - Onsite QA Lab
  - Barrel aging facility.
- World wide cult following of Eclipse Barrel-Aged Imperial Stout®
- Distribution to 11 states and 7 countries.
- Growing chain store placements with a focus on “Tahoe Pilz”, and traditional craft innovation focus.
- Positive growth in 2025 for both volume and revenue.
- Contact Brewing as a service to optimize equipment utilization



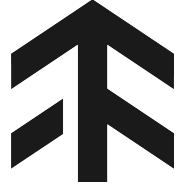


## Our Philosophy

We believe that awards and accolades demonstrate consistent quality, build **REPUTATION**, build **BRAND TRUST**, and build **PERCEIVED BRAND VALUE**. This is incredibly important to our national and global brand growth and is an honestly unique differentiator for FiftyFifty that can't be duplicated by many breweries.

*However, we also believe that the true measure of a beer is whether customers like it. If it tastes good, it is good, and that is the real measure of quality. A happy drinker.*





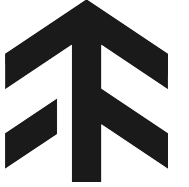
## Recent Highlights

**>> 2018 GABF Brewery Group of the Year <<**

- ◆ 2025 US Beer Open Championships Silver Medal “Donner Party Porter” ◆
- ◆ 2025 US Beer Open Championships Bronze Medal “Eclipse” ◆
- ◆ 2025 US Beer Open Championships Bronze Medal “Truckee Blonde” ◆
- ◆ 2025 European Beer Star Awards Gold Medal “CAPA: California Pale Ale” ◆
- ◆ 2025 European Beer Star Awards Silver Medal “Tahoe Pilz” ◆
- ◆ 2024 Brewers Cup of California Gold Medal “Tahoe Pilz” ◆
- ◆ 2024 Brewers Cup of California Silver Medal “CAPA” ◆
- ◆ 2024 World Beer Cup Bronze Medal “Totality” ◆
- ◆ 2024 European Beer Star Awards Gold Medal “Tahoe Pilz” ◆

These awards are across numerous styles, from lagers, to hoppy, to dark stouts - demonstrating the depth and breadth of our commitment to quality.

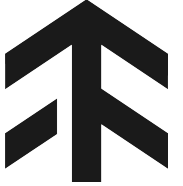




## Full List of Beer Awards Can Be Found On Our [Website](#)

- **Among the worlds most decorated breweries.**
- Have won a major beer award every year since opening:
  - Great American Beer Festival
  - World Beer Cup
  - European Beer Star Awards
- Have won major awards across multiple categories:
  - Lagers
  - Hoppy Beers
  - Dark Beers
  - Barrel-Aged Beers
  - Specialty Innovation Styles

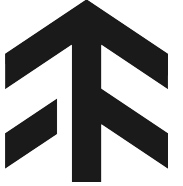




## Social Clubs: Reinventing Modern Hospitality - Human Centered & Data Driven

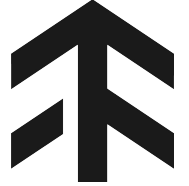
### Higher Margins, Richer Data, Direct Customer Ownership

- Flexible Hospitality: Dynamic Service Models - Full Table Service, Counter Service, Tech assisted Service - adapting to traffic flow and labor efficiency - MEETING THE CUSTOMER WHERE THEY WANT TO BE.
- Efficient Labor Economics: Concierge style operations deliver **5+ point labor** improvement
- Third Place Design: Spaces intentionally built as “home away from home or office” - social, productive, experiential and comfortable.
- Data Native Infrastructure: Every guest interaction becomes data - enabling real time insight, personalization, and forecasting
- Direct Sales Channel: Direct customer access and interaction generating superior data and customer meaning
- Craft Beer Experience: On site small batch production and Beta Test.



## Social Clubs: 4 Pronged Value Proposition

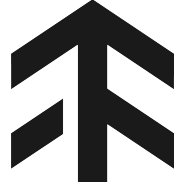
1. Profitable Venue:
  - Each social club operates as a high revenue, high margin, self sustaining business with strong unit economics, flexible service and lean labor.
2. Volume Drive for Manufacturing
  - Each unit is expected to drive ~500 BBL/year directly of production from our main manufacturing facility beyond locally produced small batch beers on site.
3. Brand Platform and Marketing Engine:
  - Localized, Experiential, Brand building.
4. Distributor Leverage
  - The extra volume and brand awareness gives us a stronger position with distributors and partners.



## Strategic Plan: Distribution

Capacity Readiness: Our Truckee Production Facility, with a fully automated brewhouse, automated canning line, QA lab, pasteurizer, is engineered for 10x volume growth with minimal capital investment.

- Strategic Map
  - **Dominate Regional Strongholds** - Deepen share in local Western markets using both traditional craft innovation and chain placements led by Tahoe Pilz (51% YOY chain growth).
  - **Integrate Distribution with Branded Venues** - Pair branded Social Clubs with market specific distribution goals (e.g. Mammoth with SoCal) -
    - Each Venue is DTC testing hub and regional brand activation
  - **Strategic Partnerships** (e.g. Reno Aces, Palisades Ski Resort)
  - **Contract Brewing** (where synergies are value creative.)



## Data and Tech: Turning Beer and Hospitality into Intelligence

Our Social Clubs, distribution channels and digital channels create a real time data feedback loop that informs everything - product innovation, pricing, distribution, marketing and hospitality monetization - making FiftyFifty one of the most data-aware craft breweries in the country.

- Live Behavioral Insights - **500k+ annual visitors (2027)** creates a massive dataset.
- Integrated Data Stack and Applied Intelligence-
  - Data merged across venues + distribution data + social sentiment and digital engagement.
  - Enable early trend detection, financial optimization and the “ability to see around the corner”
- Strategic Advantage -
  - In a challenging market Data Driven decisions reduce guesswork in production, marketing and hospitality.
  - Self reinforcing loop: better data - smarter products/offerings - stronger brand positioning - more data.

# Thank You



[www.fiftyfiftybrewing.com](http://www.fiftyfiftybrewing.com)