



“The least covert operation in history”

The problem

- Queensland has very few places for craft brewers to 'contract brew' beer
- The Gold Coast has one craft beer bar and one brewery
- Both Sydney and Melbourne have established facilities that attract the best brewers
- Every other major city in Australia has a thriving and exploding craft beer bar and microbrewery scene

Enter Black Hops Brewing

In 2015 we are building Queensland's 3rd largest privately owned brewery. We are levelling the playing field for contract brewers in Queensland. And we are putting the Gold Coast on the map as a craft beer destination.

We are sharing our journey and bringing the craft beer community with us.

We want you to come too.

Traction

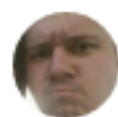
- First commercial brew Eggnog stout pre-sold 14 kegs to top craft beer bars in Brisbane
- First keg sold out in 2 hours 20 minutes at our launch
- Eggnog Stout rates 4 stars on Untappd making it one of the highest rating Queensland beers
- Accepted into GABS 2015, asked to brew for Good Beer Week, Brewsvegas and others





Mark is drinking an **Eggnog Stout** by **Black Hops Brewing** at **Newstead Brewing Co.**

I liked this originally but I think a bit of age has made it even better.



Andrew T. is drinking an **Eggnog Stout** by **Black Hops Brewing**

One of my favorites going around right now. I chase the kegs around Brisbane drinking this delicious spiced god-juice!



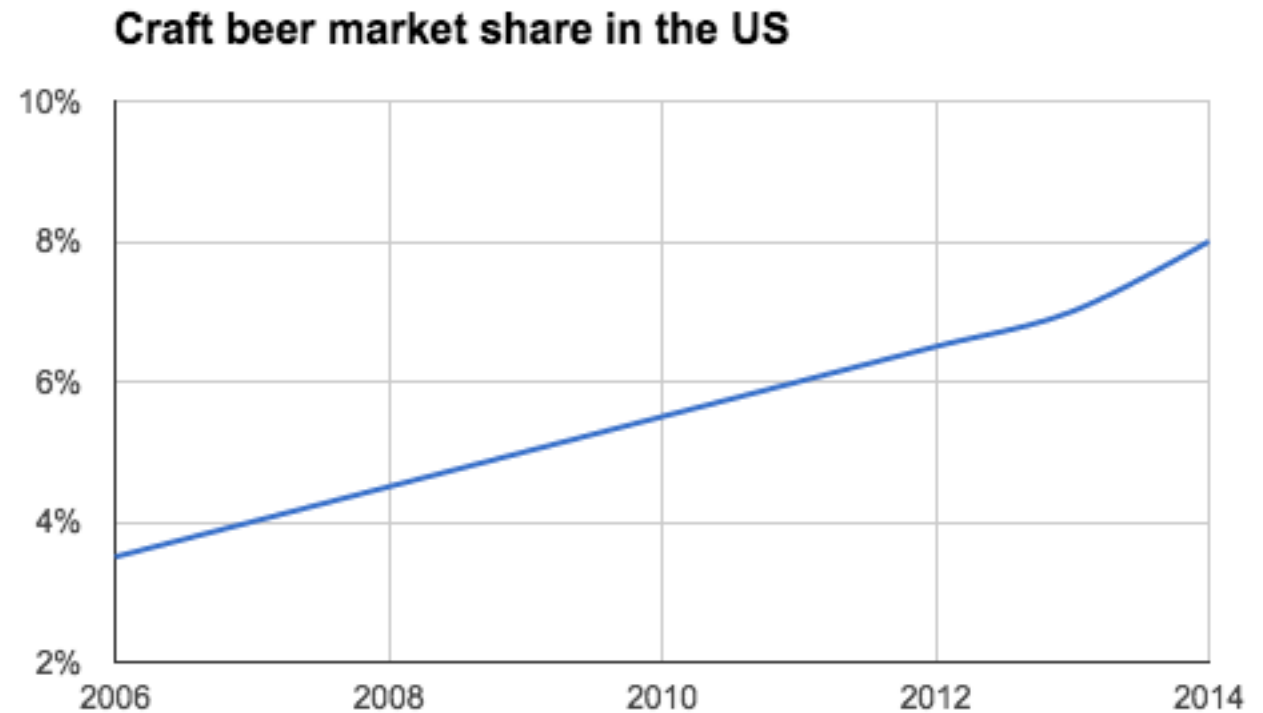
Matthew D. is drinking an **Eggnog Stout** by **Black Hops Brewing** at **Newstead Brewing Co.**

Outstanding! Easily the best stout I have ever drunk!



Market opportunity

- Craft beer makes up 3% of the Australian beer market
- In the US craft beer has risen from 3% to 8%
- Total Australian beer market size: \$5b
- IBIS forecast 5% 5 year growth for Australian craft beer sector



Product

- We make creative but approachable beer
- First beer (Eggnog Stout) surprised a few people and encouraged non stout drinkers to try something different
- We have brewed 15 pilot batches and we are ready to release a full range of beers when we open our own facility



Projected revenue

- Year 1 profit margin 6% (min capacity)
- Full capacity margin 40%, revenue \$5m+
- Break up (83% kegs, 17% cellar door)
- Revenue projections are extremely conservative. Contract brewing, bottling, merchandise and cellar door events are not included

Marketing and growth

- Create a great product that people love and share
- Share our journey through content (blog), social media & press
- Our story is resonating with beer lovers already
- Networking with bars and industry events



The Crafty Pint



Dan: Built a million dollar WordPress business in under 2 years.

Award winning content marketer and online influencer.

Govs: Extremely well regarded brewer with 10 years experience.

Has brewed most of Queensland's best beers (4 out of 7 in the top 100 of 2014).

Eddie: Networking, relationships and all round legend.

Beer fanatic and friend to everyone in the Qld craft beer scene



Competition

We will be competing with other craft breweries and big breweries for tap space in bars.

The Queensland scene has been hugely supportive, easily selling our first 14 kegs before we brewed the beer. All of our customers have asked us for more and we've had plenty of enquiries from interstate that we can't yet fulfil.

Investment

\$xx0,000 total cost of setting up 2,000L operation (which includes \$30k capital for cash-flow)

\$xx0,000 by founders

Raising \$xxx,000 for xx% of the business

“The guys have set the bar very high with Eggnog Stout so I imagine there’s a rather loud buzz of expectation circling the Gold Coast right about now.

Maybe it’s a cluster of Blackhawk helicopters? More than likely it’s those venues champing at the bit.”

250beers.com.au