

*Nuestra Cultura.
Nuestra Cerveza.*
(Our Culture. Our Beer.)



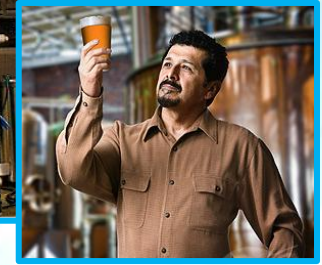
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About The Company



Americana Brewery is a startup phase Craft Brewery to be based in South Florida. The site is to utilize a 30 barrel system which is capable of producing over 900 gallons or 60 kegs per production run. The Brewery itself will have tourist appeal as a tour destination. There will be a public tasting room, guided educational tours of the brewing facility and the opportunity to taste the beer in the tasting room.

Americana Brewery will also offer contract brewing services marketed to local craft beer houses that do not have their own production brewery, as well as to existing craft beer companies that are not made locally, such as craft breweries in other states looking to expand their market to South Florida. The Brewery also envisions offering restaurant and entertainment venues.

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Management Team

Americana Brewery is led by **Ken Wood**, a small craft brewer and member of the **Brewers Association** and a member of the Fort Lauderdale Area Brewers know as FLAB. He is the owner of Commercial and Residential Services Inc., General Contractor in the State of Florida and is the owner of Coño Active Wear Clothing Company. Ken is a certified operator for chemical processing facilities and deionization/reverse osmoses water plants and is a certified technician in Air Conditioning and Refrigeration as well.



Michael Gonzalez has been brewing for 7 years and is a member of the Ft. Lauderdale Area Brewer's Club holding office for two years as treasurer. His specialty brews include Belgium Dubbels and full flavor lagers.

Michael has also been in the Produce or Agriculture Industry for 21 years, starting on the docks and advanced his career by working varied positions in the industry gaining deep respect and insight for the growing, harvesting, packing, transportation, distribution, purchasing and sales of fresh produce.

Currently Michael has spent the past 10 years with Sysco Corporation managing the purchasing office for all fresh produce growing or originating for all of Sysco on the east coast, as well as further processed related products.

They have the experience and discipline to get the job done. They will hire a master brewer along with sales, marketing and production staff with the skills to run a first class production brewery.



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Product Lines

The companies initial plans are to produce three main lines of products: Coño Lager, Coño Ale, and Dragon Ale. These products will be sold in 12-ounce bottles and kegs of beer. They will be extensively distributed throughout Florida where the market is appreciative of readily available, good quality brew. Americana Brewery Company has already developed and market-tested these three beers, which are ready to ramp up to production level.

Coño Lager, which is a Latin America-style lager, is expected to be particularly popular. Americana Brewery will execute an extensive branding campaign intended to promote a fun, youthful, unique brand. The Coño beers, for example, are promoted as drinks that “emphasize and intensify your Persona, Chi or Attitude.” Our goal is the unity of all people but a celebration of Latin culture and love of life.

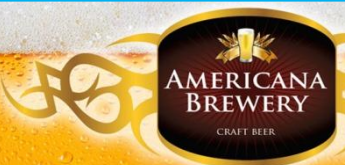
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Products



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The Latino Culture.



The Latino Market is very loyal to our Passions. We are passionate about Family, Food/Drink & Music. We Dance, We Love and We Live Life to the Fullest. We take care of our Own and support the Brands that express and embody our life and now we want to share with the world. Es Nuestra Vida!

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Marketing

Our Brands will embrace the Passion We have for Life and Our Culture!

“Coño! It’s Who I am.”

“Coño!”
Ese es Quien Soy.

AMERICANA BREWERY CRAFT BEER

“Coño!”
Ese es Quien Soy.

AMERICANA BREWERY CRAFT BEER



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Florida Market



Florida ranks 44th in breweries per capita in the U.S. Yet the population includes savvy beer consumers who patronize the stores and bars that carry craft beer. The success of craft breweries such as Orlando Brewing and Florida Beer Company in Central Florida, as well as the new Tequesta Brewing in North Palm Beach, has shown that the market is clearly there for good, local craft brews.

Americana Brewery Company, Inc. intends to be one of the companies at the forefront of the South Florida locally produced beer movement. Producing Coño[®] Beer for the Latino market will be another distinguishing factor and will become a trademark name that is well recognized.

The Company will target distribution at restaurants, bars, liquor stores and grocery/convenience stores across the 5.5 million people in the South Florida market, statewide, and eventually the throughout the country and internationally.

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US Brewery Market



Beer sales in the U.S. in 2010 reached \$101 billion – more than five times that of the distilled spirits industry. Statistics from the Brewers Association show that the 110-year brewery count in the U.S. is at an all-time high, now exceeding the pre-Prohibition era, when there were small breweries in nearly every mid-sized or larger community.



Craft Brewers Continue to Climb

2009 Total U.S. Breweries



1587 of 1630 breweries operating in 2009 were craft breweries

2010 Total U.S. Breweries



1716 of 1759 breweries operating in 2010 were craft breweries

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Competitive Analysis

The Orlando Brewery currently only produces its own beer and is only sold in the Orlando area. The Florida Beer Company located in Melbourne, Florida produces their own beer and is a contract brewer for other craft beers of which have made a good showing in the market place, starting a trend that will grow. Florida Beer Company has grown substantially over the past years and they are now expanding into a larger facility to accommodate a larger brewing system.

In addition, Tequesta Brewing Company opened in early 2011 in North Palm Beach. It has an onsite brewery, tasting room and bar that serves food from a nearby café. It currently only sells on premises but plans to distribute kegs to local restaurants and bars in the future. All other craft beers come from out of state. **[Not one of these beer companies makes products for the Latin market.](#)**

Florida Breweries			
Establishments	Total Sales	Annual Payroll	Paid Employees
8	\$307,717,900	\$19,566,100	512
<u>Sales per Establishment</u> \$38,464,738		<u>Payroll per Establishment</u> \$2,445,763	
<u>Employees per Establishment</u> 64.0		<u>Payroll as a Percent of Sales</u> 6.4%	
<u>Annual Payroll per Employee</u> \$38,215		<u>Sales Per Employee</u> \$601,012	

[Read The following Article:](#)

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Trademarked Brand



“Coño!”: a Powerful Latino term!

“Coño” “ emphasizes and intensifies your Persona, Chi or Attitude. The light inside you. It is all that you are and the freedom to express it.

We currently hold the copyright and trademark on Coño[®], Coño(l), oño![™], oñ![™], Coñito[™], ono![™], on![™], Conito[™]

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Marketing Plan



Initially Americana Brewery will focus on the Florida market, specifically the Latin market around South Florida because it is the fastest-growing market for its products. An interactive website will be a major marketing undertaking, giving people a site to visit and see the Company's craft beers, video segments of shows that are hosted at the tasting room, virtual brewery tours, "Coño® Girls," a map of the brewery's location, memorabilia, tee shirts and other activities and events. Americana Brewery owns two domain names, including Americanabrewery.com and Coñobeer.com.

Another marketing strategy is to market the brewery as a tourist and local attraction, posting links on tourist and other promotional sites. The sites will talk about Americana Brewery's tasting room and stage, its great craft beers and tours of the brewery; encouraging everyone on the internet to stop by, say hello and have a good time.

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Contract Manufacturing

Americana Brewery Company's contract brewing services will be marketed to local craft houses, existing craft beers not made locally and craft breweries in other states looking to expand their market. The Company's sales pitch: *"Come to our brewery and brew your beer on our system, ensuring freshness and quality each and every time your beer is brewed."* The Company will also provide these companies a place in the tasting room to place their beer on tap for everyone to taste and buy.



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Products

In addition to the beer, we will reinforce the brand awareness by the support and promotion of various Fashion Products.



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The Deal

Americana Brewery Company, Inc. is seeking an investment over five years with 3.5 return to purchase South Florida real estate and initiate the construction of the Brewery and Restaurant. The chart below illustrates the projected ROI.

Investor Return					
	Investment	Years Invested	Investment Multiple	5th Year Value	Company Share
Initial	\$10,000,000	5	3.5	\$35,000,000	32.6%
Total	\$10,000,000		3.5	\$35,000,000	32.6%
5th Year Company Earnings					
	5th Year Company Earnings	5th Year Multiple	5th Year Company Value		
Company	\$10,731,920	10.0	\$107,319,199		
Year 8 IRR					
Normal Case	25.9%				
Best Case	35.5%				
Worst Case	13.7%				

Financial Overview						
	Year 1	Year 2	Year 3	Year 4	Year 5	
Gross Revenue	\$13,098,265	\$28,549,419	\$45,762,263	\$68,203,997	\$94,027,884	
Gross Profit	\$1,953,746	\$4,715,721	\$8,277,201	\$13,385,475	\$19,871,038	
Operating Profit	(\$95,434)	\$1,102,671	\$3,115,494	\$6,465,504	\$11,157,420	
Earning Before Interest & Taxes	(\$433,121)	\$734,671	\$2,728,744	\$6,058,754	\$10,731,920	
Earnings	(\$433,121)	\$734,671	\$2,728,744	\$6,058,754	\$10,731,920	
Gross Margin Percentage	14.9%	16.5%	18.1%	19.6%	21.1%	
Operating Profit Percentage	-0.7%	3.9%	6.8%	9.5%	11.9%	
EBIT Percentage	-3.3%	2.6%	6.0%	8.9%	11.4%	
Earnings Percentage	-3.3%	2.6%	6.0%	8.9%	11.4%	
Net Cash Flow	(\$610,901)	\$568,794	\$2,559,568	\$5,860,298	\$10,525,589	
Cash Balance	\$1,037,199	\$1,605,993	\$4,165,560	\$10,025,859	\$20,551,448	

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Use of Funds

The Pre-Operating expenses and funding occur before the Company receives revenue.

Pre-Operating Use of Funds	
Expenses	
Marketing & Advertising	\$100,000
Travel & Entertainment	\$40,000
Legal & Accounting	\$45,000
Professional Services	\$35,000
Consultants	\$45,000
Contractors	\$60,000
Rent Deposit	\$50,000
Research & Development	\$15,000
Staff/Payroll	\$1,200,000
Fees/Dues/Subscriptions	\$1,500
Insurance	\$60,000
Office Supplies	\$6,400
Total Expenses	\$1,657,900
Assets	
Inventory	\$80,000
Property	\$4,000,000
Equipment	\$2,114,000
Building	\$500,000
Total Assets	\$6,694,000
Total Use of Funds	\$8,351,900

Pre-Operating Source of Funds	
Investment	
Owner	\$0
Investor	\$10,000,000
Total Investment	\$10,000,000
Debt	
Current Debt	\$0
Long-Term Debt	\$0
Total Debt	\$0
Total Source of Funds	\$10,000,000

Total Source & Use of Funds	
Total Source of Funds	\$10,000,000
Total Use of Funds	\$8,351,900
Month 1 Starting Cash	\$1,648,100

Break-Even	
Analysis	Month
Operating Break-Even	29
Investment Cash Flow Break-Even	48

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Financial Overview

(The chart below projects for the first 5 years.)

Financial Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
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Revenue Projections

(The chart below projects for the first 5 years.)

Yearly Revenue					
	Year 1	Year 2	Year 3	Year 4	Year 5
Units					
Case of Bottles	454,614	990,893	1,588,316	2,367,223	3,263,518
Clothing	22,042	48,043	77,009	114,774	158,231
Beer in Taste Room	165,314	360,325	577,569	860,808	1,186,734
Keg	36,369	79,271	127,065	189,378	261,081
Total Units	678,340	1,478,532	2,369,960	3,532,184	4,869,564
Unit Price					
Case of Bottles	\$23.83	\$23.83	\$23.83	\$23.83	\$23.83
Clothing	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00
Beer in Taste Room	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
Keg	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
Revenue					
Case of Bottles	\$10,833,459	\$23,612,972	\$37,849,563	\$56,410,923	\$77,769,631
Clothing	\$330,629	\$720,649	\$1,155,139	\$1,721,617	\$2,373,468
Beer in Taste Room	\$661,257	\$1,441,298	\$2,310,277	\$3,443,233	\$4,746,935
Keg	\$1,272,920	\$2,774,499	\$4,447,284	\$6,628,224	\$9,137,850
Gross Revenue	\$13,098,265	\$28,549,419	\$45,762,263	\$68,203,997	\$94,027,884
Unit Cost					
Case of Bottles	\$20.83	\$20.41	\$20.01	\$19.61	\$19.21
Clothing	\$6.00	\$5.88	\$5.76	\$5.65	\$5.53
Beer in Taste Room	\$0.53	\$0.52	\$0.51	\$0.50	\$0.49
Keg	\$22.00	\$21.56	\$21.13	\$20.71	\$20.29
Direct Costs					
Case of Bottles	\$9,469,616	\$20,227,488	\$31,774,465	\$46,409,476	\$62,701,737
Clothing	\$132,251	\$282,494	\$443,758	\$648,149	\$875,684
Beer in Taste Room	\$87,617	\$187,153	\$293,990	\$429,399	\$580,141
Keg	\$800,121	\$1,709,092	\$2,684,736	\$3,921,300	\$5,297,890
Direct Cost of Revenue	\$10,489,605	\$22,406,227	\$35,196,949	\$51,408,323	\$69,455,453



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Summary

Americana Brewery is seeking investor(s) who understands the need for a craft brewery in South Florida and who also realizes the value in the trademark and ownership of the Coño name and it's impact on the Latino market. This is a projected 60 month long growth phase to the investor for a return of 3.5% for equity stake in the company.

The Latino Market is the fastest growing market in South Florida and thus presents a real opportunity for Americana Brewery to make beers for the Latin population. Coño® Beer, a trademark name they will recognize as one of their own, will help create a buzz about the brewery, location and its other products.