



BY THE NUMBERS

— THE STATE OF THE CRAFT BEER INDUSTRY —



THE AVERAGE CITY IN CALIFORNIA HAS 30-40 BREWERIES.
THERE ARE ONLY 5 BREWERIES IN FRESNO, CA.

FULL CIRCLE BREWING CO. IS ONE OF
THE LARGEST BREWERIES IN FRESNO.



87% OF MILLENNIALS
DRANK A BEER
LAST WEEK

47% OF MILLENNIALS
DRINK CRAFT BEER

*cities similar in size to Fresno, CA
Source: "Millennials seek adventure and engagement from their fave beer brands", slingshot llc, 9/29/2012

WHERE DOES MY INVESTMENT GO?

BROKEN DOWN INTO PERCENTAGES (%)

42

BREW EQUIPMENT &
BREWHOUSE REMODEL

24

BUILDING
IMPROVEMENTS

14

COSTS OF RAISE

8

CONTINGENCIES

8

PERSONNEL

2

INVENTORY &
SERVICE EQUIPMENT

1

MARKETING



VISIT WWW.TAPIN.BEER FOR MORE INFORMATION

IN THE FIRST HALF OF
2017, FCB HAS EXPERIENCED
A GROWTH OF

450%

COMPARED TO THE FIRST HALF OF 2016

JULY 2017

FULL CIRCLE BREWING
WINS THE HOPSHOOT

TAP INTO
FULL CIRCLE BREWING!

visit www.tapin.beer
to invest!



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INVESTOR PERKS



FAN

\$500



**SWAG BAG
OFFICIAL NOTE**

 **SUPER FAN**

\$1,000



**DISCOUNT KEYCHAIN
OWNER'S BEER**

 **ROADIE**

\$2,500



**EXCLUSIVE GROWLER
NAMING RIGHTS**

 **GROUPIE**

\$5,000



**VIP EVENT ACCESS
INVESTOR MUG
TICKET DISCOUNTS**

 **IN THE BAND**

\$10,000



**SEAT AT THE TABLE
STEERING COMMITTEE**

**all perks receive the perks
of the lower levels*