

AMERICAN ICON BREWERY LLC

BUSINESS PLAN/FINANCIAL PROJECTIONS

This document contains forward-looking statements. You should not place undue reliance on these statements. Forward-looking statements include information concerning possible or assumed future results of operations, goals and objectives for future operations, among other things. As you read and consider the information in this document, you should understand that these statements are not guarantees of performance or results. They involve risks, uncertainties and assumptions.

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AMERICAN ICON BRWERY LLC

Start-Up Costs

SUMMARY	
I.) Fees, Services, Consultants, Premiums	\$319,550.00
II.) Construction	\$770,000.00
III.) Taproom: Furniture, Fixtures and Equipment	\$420,500.00
IV.) Brewery	\$439,000.00
V.) Misc.	\$133,500.00
Total	\$2,082,550.00

I.) Fees, Services, Consultants, Premiums	Costs
Prepaid Rent	\$25,000.00
Additional Prepaid Rent with Sales Tax (Upon Receipt of Master Permit)	\$25,000.00
Architectural, Landscape and Survey – Conceptual/Consulting	\$13,750.00
Land Use Attorney	\$7,500.00
Corporate Legal Fees	\$10,000.00
Branding Agency	\$8,000.00
Architecture Fee to go to CO	\$35,000.00
Landscape Fee to go to CO	\$3,000.00
MEP (including Fire Drawings)	\$16,800.00
Structural Engineer	\$20,000.00
Civil Engineer (Includes the sewer lateral plans)	\$20,000.00
Kitchen Design Fee	\$10,000.00
Interior Design Fee	\$25,000.00
Permit Expeditor	\$2,500.00
Application and Permit Fees to City to CO	\$15,000.00
Dept of Hotel & Restaurants	\$2,500.00
DEP Fees	\$2,500.00
Surety Bond Fee (2% of Construction Contract)	\$0.00
Insurance Premium (3 months payment)	\$7,500.00
Accounting Software and Setup	\$1,500.00
Utility Deposits (Water, Gas and Electric)	\$5,000.00
Printing - Business Cards and Stationery	\$1,500.00
Business Licenses (ATB, TTB, Bond, etc.)	\$20,000.00
Grand Opening Event Fee	\$15,000.00
Cable and Internet Installation	\$0.00
Freight and Rigging	\$10,000.00
Brewery Labor Installation	\$10,000.00
Website Creation	\$7,500.00
Total	\$319,550.00

II.) Construction	Costs
Natural Gas Supply from Florida City Gas w/meter	\$0.00
Fire Sprinkler System & Fire Alarm	\$55,000.00
City wet tap 2" main, backflow prev. 4" fire main	\$20,000.00
Fire Alarm, Alarm System and Life Safety Items	\$35,000.00
Equipment Rental	\$5,000.00
Interior Demolition	\$10,000.00
Underground Contract Work for Sewer Connection	\$30,000.00
Waste and Debris Collection Removal (\$500 load)	\$5,000.00
Electrical service upgrade via FPL (Not necessary immediately)	\$0.00
Electrical Panels & Distribution (incl conduit wire & disconnects)	\$50,000.00
Plumbing Contract including natural gas	\$25,000.00
Slab cut, rebar, mesh, re pour	\$20,000.00
Brewery floor, urethane top coat	\$35,000.00
Masonry (in-fill, surfaces, wall, roof)	\$10,000.00
Structural	\$20,000.00
Dry Wall Framing	\$10,000.00
Ventilation fans and louvers	\$10,000.00
Roofing penetrations, sealing and insulation	\$50,000.00
Roll up doors	\$15,000.00
Exterior and Interior Doors	\$15,000.00
Impact Windows	\$0,000.00
Air Conditioning including ductwork (both sides of tap room only – 40 Tons)	\$80,000.00
Exterior Site Improvements – Site Lighting, Paving, etc.	\$150,000.00
Landscaping in Front of Bldg and in Front Parking Lot	\$40,000.00
Interior Taproom Wall Finishings/Decor	\$10,000.00
GC Fee	\$70,000.00
Total	\$770,000.00

IV.) Brewery	Costs
Pilot Brewing System - present until opening	\$5,000.00
15 BBL (3 Vessel) MLT/BK/WP/HX/pumps/controls	\$150,000.00
Hot Liquor Tank (40BBL)	\$17,000.00
Cold Liquor Tank (60BBL)	\$25,000.00
Pumps CLT and HLT, hard piping, valves, hardware	\$10,000.00
10 BBL Unitanks (2x)	\$13,600.00
20 BBL UniTanks (2x)	\$20,800.00
20 BBL Bright Tank (1x)	\$9,600.00
Remote panels for Liquor Tanks	\$5,000.00
Kegs	LEASED
Oak Barrels for Barrel Aging - 52USG (20 x \$500)	\$10,000.00
Keg Washer	\$15,000.00
Hoses	\$3,500.00
Field hardware	\$3,500.00
Cellar Pump w/VFD	\$3,500.00
Lab	\$10,000.00
Water Treatment - RO/Softner/Controls	\$15,000.00
RO Storage Tank	\$5,000.00
Chiller Tron Fermentation Control System	\$17,500.00
Glycol Chiller and install	\$40,000.00
Steam Boiler and install	\$35,000.00
Four Head Bottling Machine	\$35,000.00
Malt Mill	\$12,500.00
Air Compressor and Install	\$10,000.00
Storage Racks and containers	\$2,500.00
Used Forklift and Scissor Lift	\$20,000.00
Total Cost	\$439,000.00

V.) Misc.	Costs
Operating Cash at Opening (Final GC payments will come over course of 2-3 months post opening thus providing additional cash on hand)	\$50,000.00
Management Labor before Opening (1 month max)	\$15,000.00
Starting Inventory of Ingredients	\$25,000.00
Coasters and Kitchen/Bar Towels	\$1,000.00
Paper goods, Napkins etc	\$2,500.00
Event Marketing Kit (Tent, beer taps, etc)	\$5,000.00
Computers/Telecom	\$7,500.00
Initial Uniform and Merchandise Order	\$5,000.00
Taphandles (Design Fee and Initial Order)	\$4,000.00
Cable and Internet Installation	\$1,000.00
Signage	\$17,500.00
Total Cost	\$133,500.00

III.) Taproom: Furniture, Fixtures and Equipment	Costs
Large Island Bar	\$20,000.00
Barstools (75)	\$12,000.00
Booth/Sofas	\$20,000.00
Low Tables (8)	\$12,000.00
Bar Height Tables (8)	\$12,000.00
Interior Props	\$10,000.00
Lighting Fixtures	\$20,000.00
Games (Billiard etc)	\$5,000.00
TV's (8), Sound, Security System & Cameras and Wiring	\$25,000.00
Live Music sound system and lights	\$15,000.00
Bar Dispense System - Long Draw with chiller	\$25,000.00
Dispense portion control	\$15,000.00
Cold Room for Taproom and Initial Distribution	\$25,000.00
Bar Lowboy Refrigerators	\$5,000.00
Ice Maker	\$2,500.00
Glass Washer	\$4,000.00
Glassware (16 oz)	\$5,000.00
Glassware (sample glasses)	\$2,000.00
Growler Filler	\$20,000.00
Growlers	\$2,500.00
Flight Carriers	\$1,500.00
Soda Gun Syrup System	\$1,500.00
POS System	\$10,000.00
Cleaning Equipment	\$1,500.00
Front Exterior Courtyard	\$10,000.00
Bathroom Fixtures and Finishings	\$10,000.00
Washer and Dryer	\$4,000.00
Kitchen Equipment	\$150,000.00
Total	\$420,500.00

Start Up Expenses to Fund	\$1,108,050.00
Start Up Assets to Fund	\$974,500.00

FLL Brewing LLC

Balance Sheet

<u>Start-Up Funding</u>	
Start Up Expenses to Fund	\$1,108,050.00
Start Up Assets to Fund	\$974,500.00
Total Startup Funding Required	\$2,082,550.00

<u>Assets</u>	
Inventory (Current Assets)	\$25,000.00
Equipment (Fixed Assets) *	\$899,500.00
Cash Balance on Starting Date	\$50,000.00
Total Assets	\$974,500.00

*Depreciation not included

<u>Capital and Liabilities</u>	
Capital	
Investment (Excluding Real Estate)	\$2,082,550.00
City CRA Grant	\$0.00
Total Planned Investment	\$2,082,550.00
Start up Expenses	\$1,108,050.00
Total Capital	\$974,500.00
Liabilities	
Current Borrowing	\$0.00
Long Term Liabilities	\$0.00
Accounts Payable (Outstanding Bills)	\$0.00
Other Current Liabilities	\$0.00
Total Liabilities	\$0.00
Total Capital and Liabilities at Startup	\$974,500.00

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COG'S VIA 16 OZ PINT SALES (Based on 1 BBL)				
	Yield	Price per Unit Sold	\$	%
Beer Sales by Pint (248 if no	231	\$6.00	\$1,383.84	100%
Cost of Goods Sold	Quantity	Price per Unit, G or LB		
Malt	50 lbs	\$0.65	\$39.00	
Yeast			\$3.00	
Hops	1 lbs	\$10.00	\$10.00	
Water	100 gallons	\$0.016	\$1.60	
Sewer	69 gallons	\$0.016	\$1.10	
Electric	20 KWH	\$0.115	\$2.30	
Gas	1 Therm	\$2.22	\$2.22	
CO2			\$0.20	
Cleaning Chemicals			\$0.15	
Federal Taxes			\$7.00	
State Taxes			\$15.00	
No packaging cost				
TOTAL COST OF GOODS SOLD WITHOUT LABOR			\$81.57	5.89%

COG'S VIA 64 OZ GROWLER SALES (Based on 1 BBL)				
	Yield	Price per Unit Sold	\$	%
Beer Sales by Growler (62 if no	58	\$14.00	\$807.24	100%
Cost of Goods Sold	Quantity	Price per Unit, G or LB		
Malt	50 lbs	\$0.65	\$39.00	
Yeast			\$3.00	
Hops	1 lbs	\$10.00	\$10.00	
Water	100 gallons	\$0.016	\$1.60	
Sewer	69 gallons	\$0.016	\$1.10	
Electric	20 KWH	\$0.115	\$2.30	
Gas	1 Therm	\$2.22	\$2.22	
CO2			\$0.20	
Cleaning Chemicals			\$0.15	
Federal Taxes			\$7.00	
State Taxes			\$15.00	
			64 oz Bottle (Seperately purchased by consumer)	\$0.00
TOTAL COST OF GOODS SOLD WITHOUT LABOR			\$81.57	10.11%

COG'S VIA 15.5 G KEG SALES (Based on 1 BBL)				
	Yield	Price per Unit Sold	\$	%
Beer Sales by Keg (2 if no	1.93	\$120.00	\$231.60	100%
Cost of Goods Sold	Quantity	Price per Unit, G or LB		
Malt	50 lbs	\$0.65	\$39.00	
Yeast			\$3.00	
Hops	1 lbs	\$10.00	\$10.00	
Water	100 gallons	\$0.016	\$1.60	
Sewer	69 gallons	\$0.016	\$1.10	
Electric	20 KWH	\$0.115	\$2.30	
Gas	1 Therm	\$2.22	\$2.22	
CO2			\$0.20	
Cleaning Chemicals			\$0.15	
Federal Taxes			\$7.00	
State Taxes			\$15.00	
No packaging cost				
TOTAL COST OF GOODS SOLD WITHOUT LABOR			\$81.57	35.22%

COG'S VIA 24oz SPECIAL RELEASE SALES (Based on 1 BBL)				
	Yield	Price per Unit Sold	\$	%
Beer Sales by 24oz Bottle (165	153	\$15.00	\$2,301.75	100%
Cost of Goods Sold	Quantity	Price per Unit, G or LB		
Malt	50 lbs	\$0.65	\$39.00	
Yeast			\$3.00	
Hops	1 lbs	\$10.00	\$10.00	
Water	100 gallons	\$0.016	\$1.60	
Sewer	69 gallons	\$0.016	\$1.10	
Electric	20 KWH	\$0.115	\$2.30	
Gas	1 Therm	\$2.22	\$2.22	
CO2			\$0.20	
Cleaning Chemicals			\$0.15	
Federal Taxes			\$7.00	
State Taxes			\$15.00	
24 oz Bottle			\$0.50	
TOTAL COST OF GOODS SOLD WITHOUT LABOR			\$82.07	3.57%

ACTUAL COST OF GOODS W/O LABOR

<u>Year</u>	<u>Pint Sales</u>	<u>Pint COG's %</u>	<u>Pint Total COG's w/o Labor</u>	<u>Growler Sales</u>	<u>Growler COG's %</u>	<u>Growler Total COG's w/o Labor</u>	<u>Keg Sales</u>	<u>Keg COG's %</u>	<u>Keg Total COG's w/o Labor</u>	<u>Special Bottle Release Sales</u>	<u>Bottle Release COG's %</u>	<u>Bottle Release Total COG's w/o Labor</u>	<u>True Total COGS w/o Labor</u>	<u>True Total COGS w/o Labor %</u>
1	\$967,200.00	5.89%	\$57,014.09	\$104,160.00	10.11%	\$10,525.68	\$26,400.00	35.22%	\$9,298.59	\$272,250.00	3.57%	\$9,707.68	\$86,546.03	6.32%
2	\$1,104,840.00	5.89%	\$65,127.63	\$130,091.50	10.11%	\$13,146.13	\$372,377.50	35.22%	\$131,158.56	\$408,375.00	3.57%	\$14,561.52	\$219,140.00	10.87%
3	\$1,145,760.00	5.89%	\$67,539.76	\$143,220.00	10.11%	\$14,472.81	\$955,900.00	35.22%	\$336,686.47	\$544,500.00	3.57%	\$19,415.35	\$433,260.56	15.53%
4	\$1,227,600.00	5.89%	\$72,364.03	\$161,122.50	10.11%	\$16,281.91	\$1,538,212.50	35.22%	\$541,788.20	\$612,562.50	3.57%	\$21,842.27	\$649,849.49	18.36%
5	\$1,304,325.00	5.89%	\$76,886.78	\$183,500.63	10.11%	\$18,543.28	\$1,968,140.63	35.22%	\$693,217.20	\$689,132.81	3.57%	\$24,572.56	\$810,489.54	19.55%
6	\$1,323,506.25	5.89%	\$78,017.47	\$200,731.78	10.11%	\$20,284.54	\$2,299,888.59	35.22%	\$810,065.25	\$704,446.88	3.57%	\$25,118.62	\$932,939.82	20.60%
7	\$1,389,681.56	5.89%	\$81,918.35	\$210,768.37	10.11%	\$21,298.77	\$2,417,622.54	35.22%	\$851,533.42	\$708,849.67	3.57%	\$25,275.61	\$979,869.16	20.73%
8	\$1,459,165.64	5.89%	\$86,014.26	\$215,632.26	10.11%	\$21,790.28	\$2,542,818.40	35.22%	\$895,629.83	\$711,931.62	3.57%	\$25,385.50	\$1,028,709.98	20.87%
9	\$1,511,695.60	5.89%	\$89,110.78	\$220,455.61	10.11%	\$22,277.69	\$2,675,999.96	35.22%	\$942,538.95	\$730,538.93	3.57%	\$26,048.99	\$1,079,312.92	21.00%
10	\$1,565,830.65	5.89%	\$92,301.91	\$225,222.22	10.11%	\$22,759.37	\$2,816,142.62	35.22%	\$991,899.90	\$749,227.13	3.57%	\$26,715.35	\$1,133,010.17	21.15%

General Labor Model

YEAR 1 TAPROOM LABOR

General Labor (excluding Mgmt)*	Total Labor Hours Per Day	Avg Wages per hour	Total Labor Cost Per Day	Number of Days Per Month	Total Labor Cost Per Month
Monday - Thursday**	40	\$8.00	\$320.00	18	\$5,760.00
Friday - Sunday***	70	\$8.00	\$560.00	12	\$6,720.00
TOTAL GENERAL LABOR PER MONTH:					\$12,480.00
% of On Site Beer Sales					13.98%

*Taproom GM salary is in fixed expenses

Minimum wage for tipped employees is \$5.03/hr

**FOH Weekday Operating Hours 11am - 12am

***FOH Weekend Operating Hours 11am - 2am

Weekday Schedule	No of People	Total No of Hours
Opening: 11am - 12pm	1	1
Lunch: 12pm - 3pm	3	9
Midday: 3pm - 5pm	2	4
Evening: 5pm - 12am	4	24
Clean Up: 12pm - 1am	2	2
Total		40

Weekend Schedule	No of People	Total No of Hours
Opening: 11am - 12pm	1	1
Lunch: 12pm - 3pm	4	12
Midday: 3pm - 7pm	3	12
Evening: 7pm - 2am	6	42
Clean Up: 2am - 3am	3	3
Total		70

YEAR 1 BREWING LABOR

General Labor (excluding Mgmt)*	Number of Employees Per Day	Avg Hours per person per day	Total Labor Hours per Day	Avg Wages per hour	Total Labor Cost Per Day	Number of Days Per Month	Total Labor Cost Per Month
Brewing Cellar Employee - Experienced	1	8	8	\$15.00	\$120.00	20	\$2,400.00
Brewing Cellar Employee - Non Experienced	1	8	8	\$10.00	\$80.00	20	\$1,600.00
TOTAL GENERAL LABOR PER MONTH:							\$4,000.00
% of All Beer Sales							3.50%

* Brewmaster is manager - salary is in fixed expenses

Minimum wage is \$8.05/hr

** Brewing wont occur every day

YEAR 1 KITCHEN LABOR

General Labor	Total Labor Hours per Day	Avg Wages per hour	Total Labor Cost Per Day	Number of Days Per Month	Total Labor Cost Per Month
Weekdays*	37	\$12.00	\$444.00	22	\$9,768.00
Weekends**	56	\$12.00	\$672.00	8	\$5,376.00
TOTAL GENERAL LABOR PER MONTH:					\$15,144.00
% of Food Sales					19.42%

*FOH Weekday Operating Hours 12pm - 11pm

**FOH Weekend Operating Hours 12pm - 1am

Weekday Schedule	No of People	Total No of Hours
Morning Prep: 10am - 12pm	2	4
Lunch: 12pm - 3pm	3	9
Afternoon Cleanup/Prep: 3pm - 5pm	2	4
Dinner: 5pm - 11pm	3	18
Clean Up: 11pm - 12am	2	2
Total		37

Weekend Schedule	No of People	Total No of Hours
Morning Prep: 10am - 12pm	2	4
Lunch: 12pm - 3pm	4	12
Afternoon Cleanup/Prep: 3pm - 5pm	3	6
Dinner: 5pm - 1am	4	32
Clean Up: 1am - 2am	2	2
Total		56

Break Even P&L for Year 1 of Operating

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total - Year 1	
Sales														
Beer Sales via Pint	\$41,600.00	\$42,432.00	\$43,280.64	\$44,146.25	\$45,029.18	\$45,929.76	\$46,848.36	\$47,785.32	\$48,741.03	\$49,715.85	\$50,710.17	\$50,849.62	\$557,068.18	41.89%
Beer Sales via Growler	\$4,025.00	\$4,145.75	\$4,270.12	\$4,398.23	\$4,530.17	\$4,666.08	\$4,806.06	\$4,950.24	\$5,098.75	\$5,251.71	\$5,409.26	\$5,571.54	\$57,122.92	4.30%
Beer Sales via Special Release Bottles	\$0.00	\$0.00	\$20,000.00	\$0.00	\$0.00	\$26,000.00	\$0.00	\$0.00	\$33,800.00	\$0.00	\$0.00	\$35,490.00	\$115,290.00	8.67%
Beer Sales via Keg (Distribution)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,750.00	\$4,125.00	\$4,537.50	\$4,991.25	\$5,490.38	\$5,655.09	\$28,549.21	2.15%
Food Sales	\$33,000.00	\$33,990.00	\$35,009.70	\$36,059.99	\$37,141.79	\$38,256.04	\$39,403.73	\$40,585.84	\$41,803.41	\$43,057.52	\$44,349.24	\$45,679.72	\$468,336.98	35.22%
Non-Alcoholic Beverage Sales	\$ 2,461.80	\$ 2,521.93	\$ 2,583.58	\$ 2,646.81	\$ 2,711.64	\$ 2,778.13	\$ 2,846.32	\$ 2,916.25	\$ 2,987.97	\$ 3,061.52	\$ 3,136.98	\$ 3,185.47	\$33,838.37	2.54%
Growler Merchandise Sales	\$2,070.00	\$2,132.10	\$2,196.06	\$2,261.94	\$2,329.80	\$2,399.70	\$2,471.69	\$2,545.84	\$2,622.21	\$2,700.88	\$2,781.91	\$2,865.36	\$29,377.50	2.21%
Misc Merchandise Sales (T-Shirts, Hats etc)	\$2,910.49	\$2,982.76	\$3,056.90	\$3,132.96	\$3,210.99	\$3,291.04	\$3,373.17	\$3,457.42	\$3,543.87	\$3,632.56	\$3,723.56	\$3,785.31	\$40,101.04	3.02%
Total Sales	\$86,067.29	\$88,204.54	\$110,397.01	\$92,646.18	\$94,953.58	\$123,320.75	\$103,499.32	\$106,365.91	\$143,134.74	\$112,411.29	\$115,601.48	\$153,082.11	\$1,329,684.20	100.00%
Cost of Goods														
Raw Materials for Beer Manufacturing (including Taxes and Utilities but net labor) (6.32% COG's year 1)	\$2,882.21	\$2,942.40	\$4,267.30	\$3,066.64	\$3,130.75	\$4,838.70	\$3,500.00	\$3,591.99	\$5,823.01	\$3,787.71	\$3,892.00	\$6,163.44	\$47,886.16	3.60%
Food (30% COG's)	\$9,900.00	\$10,197.00	\$10,502.91	\$10,818.00	\$11,142.54	\$11,476.81	\$11,821.12	\$12,175.75	\$12,541.02	\$12,917.25	\$13,304.77	\$13,703.92	\$140,501.09	10.57%
Non-Alcoholic Beverages (30% COG's)	\$738.54	\$756.58	\$775.07	\$794.04	\$813.49	\$833.44	\$853.90	\$874.87	\$896.39	\$918.46	\$941.09	\$955.64	\$10,151.51	0.76%
Growler Merch (35% COG's)	\$724.50	\$746.24	\$768.62	\$791.68	\$815.43	\$839.89	\$865.09	\$891.04	\$917.77	\$945.31	\$973.67	\$1,002.88	\$10,282.13	0.77%
Merchandise - Shirts, Hats, Etc. (35% COG's)	\$1,018.67	\$1,043.97	\$1,069.92	\$1,096.54	\$1,123.85	\$1,151.86	\$1,180.61	\$1,210.10	\$1,240.35	\$1,271.40	\$1,303.25	\$1,324.86	\$14,035.36	1.06%
Gross Profit	\$70,803.36	\$72,518.36	\$93,013.18	\$76,079.28	\$77,927.52	\$104,180.04	\$85,278.60	\$87,622.16	\$121,716.19	\$92,571.17	\$95,186.70	\$129,931.38	\$1,106,827.95	83.24%
Variable Operating Expenses														
Manufacturing General Labor - 3.5% of Total Beer Sales	\$1,596.88	\$1,630.22	\$2,364.28	\$1,699.06	\$1,734.58	\$2,680.85	\$1,939.15	\$1,990.12	\$3,226.20	\$2,098.56	\$2,156.34	\$3,414.82	\$26,531.06	2.00%
FOH General Labor - 13% of on Site Beer Sales (Special Release Months 10%)	\$5,931.25	\$6,055.11	\$6,755.08	\$6,310.78	\$6,442.72	\$7,659.58	\$6,715.07	\$6,855.62	\$8,763.98	\$7,145.78	\$7,295.53	\$9,191.12	\$85,121.62	6.40%
Kitchen General Labor - 20% of Food Sales	\$6,600.00	\$6,798.00	\$7,001.94	\$7,212.00	\$7,428.36	\$7,651.21	\$7,880.75	\$8,117.17	\$8,360.68	\$8,611.50	\$8,869.85	\$9,135.94	\$93,667.40	7.04%
Management Fee - 6% of Total Sales (Manager's Salaries)	\$5,164.04	\$5,292.27	\$6,623.82	\$5,558.77	\$5,697.21	\$7,399.25	\$6,209.96	\$6,381.95	\$8,588.08	\$6,744.68	\$6,936.09	\$8,184.93	\$79,781.05	6.00%
Payroll Taxes - 11.5% of ALL Labor	\$3,575.60	\$3,631.19	\$3,972.69	\$3,746.77	\$3,806.83	\$4,276.95	\$4,547.67	\$4,616.66	\$5,259.98	\$4,761.06	\$4,836.65	\$5,488.58	\$52,520.63	3.95%
Advertising, Marketing and Event Budget - 5% of Total Sales	\$4,303.36	\$4,410.23	\$5,519.85	\$4,632.31	\$4,747.68	\$6,168.04	\$5,174.97	\$5,318.30	\$7,156.74	\$5,620.56	\$5,780.07	\$7,654.11	\$66,484.21	5.00%
Additional Waste, Employee Discounts and Promotions - 2% of Total Sales	\$1,721.35	\$1,764.09	\$2,207.94	\$1,852.92	\$1,899.07	\$2,466.42	\$2,069.99	\$2,127.32	\$2,862.69	\$2,248.23	\$2,312.03	\$3,061.64	\$26,593.68	2.00%
Merchant Services - Avg of 2.5% of Total Sales	\$2,151.68	\$2,205.11	\$2,759.93	\$2,316.15	\$2,373.84	\$3,083.02	\$2,587.48	\$2,659.15	\$3,578.37	\$2,810.28	\$2,890.04	\$3,827.05	\$33,242.10	2.50%
Keg Leasing - \$4 per Keg per month	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$27,000.00	2.03%
Variable Expenses	\$31,594.13	\$32,587.22	\$40,105.32	\$33,020.77	\$33,651.22	\$42,653.02	\$36,120.00	\$36,105.72	\$50,441.72	\$36,441.52	\$36,475.50	\$44,075.50	\$430,391.75	32.36%
Fixed Operating Expenses														
Rent (including sales tax)	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$101,034.96	7.60%
Real Estate Taxes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,000.00	1.50%
Additional Parking or Valet	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
Electric (excluding manufacturing which is built into COGS)	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$48,000.00	3.61%
Water (excluding manufacturing which is built into COGS)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00	1.35%
Gas (excluding manufacturing which is built into COGS)	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$15,600.00	1.17%
WorkmanComp	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00	1.35%

General Liability and Liquor Liability Insurance	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$22,500.00	1.69%
Cable, Telephone & Internet	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$10,000.00		0.75%
Kitchen Manager/Head Chef Salary	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00	4.51%
Brand Manager/Director of Sales Salary	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$30,000.00	2.26%
Taproom General Manager Salary	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00	4.51%
Bookkeeper (\$15/hr @ 30 hours week)	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$21,600.00	1.62%
Accounting (\$250/hr @3 hours month)	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$9,000.00	0.68%
Janitorial	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	1.80%
Cleaning Supplies	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.90%
Trash Collection	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$9,600.00	0.72%
Payroll -ADP	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.45%
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	0.15%
Brand Art & Design for Bears	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.90%
Website and Social Media Management	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,500.00	0.41%
Glassware/Coasters/Bar Supplies	\$0.00	\$0.00	\$0.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$11,250.00	0.85%
Computer TechSupport	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
Toiletries, Soap, Paper Towels, Napkins etc	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.90%
Cops/Security/Misc. Labor (\$500 per week)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	1.80%
DJ's/Bands/Taproom Entertainment(\$500 per week)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	1.80%
Travel Expenses/Client Entertainment	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.45%
Pest Control	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00	0.23%
Mobile Keg Tracking Software	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00	0.05%
Keg Collars, Keg Caps and Stretch Wrap	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$6,000.00		0.45%
Bank Charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00	0.09%
Printing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.45%
Office Supplies	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00	0.18%
Misc. Restaurant Supplies	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.45%
Annual Licenses/Permits (Alcohol, Music, Food etc)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00		0.38%
Point of Sale Monthly Fee	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00	0.18%
Security System (Monitoring Service)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00	0.09%
Fixed Expenses	\$42,403.50	\$40,919.50	\$40,969.50	\$41,710.50	\$46,719.50	\$47,719.50	\$51,719.50	\$51,719.50	\$52,719.50	\$52,719.50	\$52,719.50	\$51,719.50	\$51,719.50	\$516,004.96	60.32%
EBITDA	-\$4,210.37	-\$3,737.45	\$10,338.09	-\$7,469.06	-\$4,422.35	\$13,577.15	-\$5,566.01	-\$7,163.71	\$18,199.88	-\$7,189.07	-\$609.48	-\$746.39	\$1.23	0.00%	
MARGINS %	-4.89%	-4.24%	9.36%	-8.06%	-4.66%	11.01%	-6.34%	-6.73%	12.72%	-6.40%	-0.53%	-0.49%	0.00%		

Projected Brewery P&L for Year 1 of Operating

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total-Year 1	
Sales														
Beer Sales via Pint	\$72,700.00	\$74,044.95	\$75,414.78	\$76,809.96	\$78,230.94	\$79,678.21	\$81,152.26	\$82,653.58	\$84,182.67	\$85,740.05	\$87,326.24	\$88,946.38	\$967,200.00	38.77%
Beer Sales via Growler	\$7,350.00	\$7,570.50	\$7,797.62	\$8,031.54	\$8,272.49	\$8,520.66	\$8,776.28	\$9,039.57	\$9,310.76	\$9,590.08	\$9,877.79	\$10,022.70	\$104,160.00	4.17%
Beer Sales via Special Release Bottles	\$0.00	\$0.00	\$45,000.00	\$0.00	\$0.00	\$58,500.00	\$0.00	\$0.00	\$76,050.00	\$0.00	\$0.00	\$92,700.00	\$272,250.00	10.91%
Beer Sales via Keg (Distribution)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,450.00	\$3,795.00	\$4,174.50	\$4,591.95	\$5,051.15	\$5,337.41	\$26,400.00	1.06%
Food Sales	\$66,000.00	\$67,980.00	\$70,019.40	\$72,119.98	\$74,283.58	\$76,512.09	\$78,807.45	\$81,171.68	\$83,606.83	\$86,115.03	\$88,698.48	\$90,685.48	\$936,000.00	37.51%
Non-Alcoholic Beverage Sales	\$ 4,403.73	\$ 4,509.29	\$ 4,617.54	\$ 4,728.53	\$ 4,842.34	\$ 4,959.04	\$ 5,078.72	\$ 5,201.45	\$ 5,327.32	\$ 5,456.40	\$ 5,588.78	\$ 5,736.87	\$60,450.00	2.42%
Growler Merchandise Sales	\$3,780.00	\$3,893.40	\$4,010.20	\$4,130.51	\$4,254.42	\$4,382.06	\$4,513.52	\$4,648.92	\$4,788.39	\$4,932.04	\$5,080.00	\$5,154.53	\$53,568.00	2.15%
Misc Merchandise Sales (T-Shirts, Hats etc)	\$5,398.18	\$5,529.93	\$5,665.08	\$5,803.72	\$5,945.93	\$6,091.82	\$6,241.49	\$6,395.03	\$6,552.56	\$6,714.18	\$6,880.00	\$7,782.08	\$75,000.00	3.01%
Total Sales	\$159,631.91	\$163,528.08	\$212,524.62	\$171,624.23	\$175,829.70	\$238,643.89	\$188,019.72	\$192,905.23	\$273,993.02	\$203,139.73	\$208,502.43	\$306,685.45	\$2,495,028.00	100.00%
Cost of Goods														
Raw Materials for Beer Manufacturing (including Taxes and Utilities but not labor) (6.32% COG's year 1)	\$5,056.90	\$5,155.80	\$8,099.41	\$5,359.59	\$5,464.58	\$9,267.24	\$5,898.89	\$6,032.16	\$10,974.08	\$6,312.26	\$6,459.65	\$12,465.47	\$86,546.03	3.47%
Food (30% COG's)	\$19,800.00	\$20,394.00	\$21,005.82	\$21,635.99	\$22,285.07	\$22,953.63	\$23,642.24	\$24,351.50	\$25,082.05	\$25,834.51	\$26,609.54	\$27,205.65	\$280,800.00	11.25%
Non-Alcoholic Beverages (30% COG's)	\$1,321.12	\$1,352.79	\$1,385.26	\$1,418.56	\$1,452.70	\$1,487.71	\$1,523.62	\$1,560.44	\$1,598.19	\$1,636.92	\$1,676.64	\$1,721.06	\$18,135.00	0.73%
Growler Merch (35% COG's)	\$1,323.00	\$1,362.89	\$1,403.57	\$1,445.68	\$1,489.05	\$1,533.72	\$1,579.73	\$1,627.12	\$1,675.94	\$1,726.21	\$1,778.00	\$1,804.09	\$18,748.80	0.75%
Merchandise - Shirts, Hats, Etc. (35% COG's)	\$1,889.36	\$1,935.48	\$1,982.78	\$2,031.30	\$2,081.08	\$2,132.14	\$2,184.52	\$2,238.26	\$2,293.40	\$2,349.96	\$2,408.00	\$2,723.73	\$26,250.00	1.05%
Gross Profit	\$130,241.52	\$133,327.33	\$178,647.78	\$139,733.11	\$143,057.22	\$201,269.45	\$153,190.72	\$157,095.75	\$232,369.36	\$165,279.86	\$169,570.61	\$260,765.46	\$2,054,548.17	82.75%
Variable Operating Expenses														
Manufacturing General Labor - 3.5% of Total Beer Sales	\$2,801.75	\$2,856.54	\$4,487.43	\$2,969.45	\$3,027.62	\$5,134.46	\$3,268.25	\$3,342.09	\$6,080.13	\$3,497.27	\$3,578.93	\$6,906.43	\$47,950.35	1.92%
FOH General Labor - 13% of on Site Beer Sales (Special Release Months 10%)	\$10,406.50	\$10,610.01	\$12,821.24	\$11,029.39	\$11,245.45	\$14,669.89	\$11,690.71	\$11,920.11	\$16,954.34	\$12,392.92	\$12,636.52	\$19,198.91	\$155,575.99	6.24%
Kitchen General Labor - 20% of Food Sales	\$13,200.00	\$13,596.00	\$14,003.88	\$14,424.00	\$14,856.72	\$15,302.42	\$15,761.49	\$16,234.34	\$16,721.37	\$17,223.01	\$17,739.70	\$18,137.10	\$187,200.00	7.50%
Management Fee - 6% of Total Sales (Manager's Salaries)	\$9,577.91	\$9,811.68	\$12,751.48	\$10,297.45	\$10,549.78	\$14,318.63	\$11,281.18	\$11,574.31	\$16,439.58	\$12,188.38	\$12,510.15	\$18,401.13	\$149,701.68	6.00%
Payroll Taxes - 11.5% of ALL Labor	\$5,495.41	\$5,597.54	\$6,424.36	\$5,809.83	\$5,920.15	\$7,040.92	\$6,762.19	\$6,885.15	\$8,394.47	\$7,141.68	\$7,275.51	\$9,136.01	\$81,883.22	3.28%
Advertising, Marketing and Event Budget - 5% of Total Sales	\$7,981.60	\$8,176.40	\$10,626.23	\$8,581.21	\$8,791.49	\$11,932.19	\$9,400.99	\$9,645.26	\$13,699.65	\$10,156.99	\$10,425.12	\$15,334.27	\$124,751.40	5.00%
Additional Waste, Employee Discounts and Promotions - 2% of Total Sales	\$3,192.84	\$3,270.56	\$4,250.49	\$3,432.48	\$3,516.59	\$4,772.88	\$3,760.39	\$3,858.10	\$5,479.86	\$4,062.79	\$4,170.05	\$6,133.71	\$49,900.56	2.00%
Merchant Services - Avg of 2.5% of Total Sales	\$3,990.80	\$4,088.20	\$5,313.12	\$4,290.61	\$4,395.74	\$5,966.10	\$4,700.49	\$4,822.63	\$6,849.83	\$5,078.49	\$5,212.56	\$7,667.14	\$62,375.70	2.50%
Keg Leasing - \$4 per Keg per month	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$27,000.00	1.08%
Variable Expenses	\$50,145.80	\$50,508.94	\$75,173.88	\$52,234.13	\$53,963.54	\$86,637.49	\$60,526.06	\$61,201.99	\$113,139.24	\$71,741.43	\$70,540.33	\$103,911.69	\$866,351.00	34.72%
Fixed Operating Expenses														
Rent (including sales tax)	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$8,419.58	\$101,034.96	4.05%
Real Estate Taxes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,000.00	0.80%
Additional Parking or Valet	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
Electric (excluding manufacturing which is built into COGS)	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$48,000.00	1.92%
Water (excluding manufacturing which is built into COGS)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00	0.72%

Gas (excluding manufacturing which is built into COGS)	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$15,600.00	0.63%
Workman Comp	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00	0.72%
General Liability and Liquor Liability Insurance	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$22,500.00	0.90%
Cable, Telephone & Internet	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$10,000.00	0.40%	
Kitchen Manager Salary	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$50,000.00	2.40%	
Brand Manager/Director of Sales Salary	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$30,000.00	1.20%
Taproom General Manager Salary	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$50,000.00	2.40%	
Bookkeeper (\$15/hr @ 30 hours week)	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$21,600.00	0.87%
Accounting (\$250/hr @ 3 hours month)	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$9,000.00	0.36%	
Janitorial	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	0.96%	
Cleaning Supplies	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.48%	
Trash Collection	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$9,600.00	0.38%	
Payroll - ADP	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.24%	
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00	0.08%	
Brand Art & Design for Beers	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.48%	
Website and Social Media Management	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,500.00	0.22%	
Glassware/Coasters/Bar Supplies	\$0.00	\$0.00	\$0.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$11,250.00	0.45%	
Computer Tech Support	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%	
Toiletries, Soap, Paper Towels, Napkins etc	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.48%	
Cops/Security/Misc. Labor (\$500 per week)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	0.96%	
DJ's/Bands/Taproom Entertainment(\$500 per week)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	0.96%	
Travel Expenses/Client Entertainment	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.24%	
Pest Control	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00	0.12%	
Mobile Keg Tracking Software	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00	0.02%	
Keg Collars, Keg Caps and Stretch Wrap	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$6,000.00	0.24%
Bank Charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00	0.05%	
Printing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.24%	
Office Supplies	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00	0.10%	
Misc. Restaurant Supplies	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.24%	
Annual Licenses/Permits (Alcohol, Music, Food etc)	\$0.00	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$5,000.00	0.20%	
Point of Sale Monthly Fee	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00	0.10%	
Security System (Monitoring Service)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00	0.05%	
Fixed Expenses	\$42,485.58	\$42,868.86	\$43,969.48	\$41,719.50	\$46,700.50	\$47,719.50	\$41,719.50	\$47,719.50	\$47,719.50	\$47,719.50	\$47,719.50	\$47,719.50	\$47,719.50	\$562,324.31	22.54%
EBITDA	\$29,625.34	\$30,850.81	\$62,499.96	\$26,179.09	\$32,534.11	\$72,912.38	\$31,845.45	\$32,094.18	\$86,030.56	\$36,318.75	\$41,302.49	\$80,131.19	\$562,324.31	22.54%	
MARGINS%	18.56%	18.87%	29.41%	15.25%	18.50%	30.55%	16.94%	16.64%	31.40%	17.88%	19.81%	26.13%	22.54%		

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total - Year 1	
Sales														
Beer Sales via Pint	\$89,500.00	\$89,947.50	\$90,397.24	\$90,849.22	\$91,303.47	\$91,759.99	\$92,218.79	\$92,679.88	\$93,143.28	\$93,609.00	\$94,077.04	\$95,354.59	\$1,104,840.00	32.98%
Beer Sales via Growler	\$10,500.00	\$10,552.50	\$10,605.26	\$10,658.29	\$10,711.58	\$10,765.14	\$10,818.96	\$10,873.06	\$10,927.42	\$10,982.06	\$11,036.97	\$11,660.25	\$130,091.50	3.88%
Beer Sales via Special Release Bottles	\$0.00	\$0.00	\$95,000.00	\$0.00	\$0.00	\$99,750.00	\$0.00	\$0.00	\$104,737.50	\$0.00	\$0.00	\$108,887.50	\$408,375.00	12.19%
Beer Sales via Keg (Distribution)	\$15,500.00	\$17,360.00	\$19,443.20	\$21,776.38	\$24,389.55	\$27,316.30	\$30,594.25	\$34,265.56	\$38,377.43	\$42,982.72	\$48,140.65	\$52,231.46	\$372,377.50	11.12%
Food Sales	\$91,500.00	\$91,866.00	\$92,233.46	\$92,602.40	\$92,972.81	\$93,344.70	\$93,718.08	\$94,092.95	\$94,469.32	\$94,847.20	\$95,226.59	\$96,326.50	\$1,123,200.00	33.53%
Non-Alcoholic Beverage Sales	\$ 5,611.00	\$ 5,636.22	\$ 5,661.55	\$ 5,687.00	\$ 5,712.56	\$ 5,738.25	\$ 5,764.04	\$ 5,789.96	\$ 5,815.99	\$ 5,842.14	\$ 5,868.41	\$ 5,925.37	\$69,052.50	2.06%
Growler Merchandise Sales	\$4,800.00	\$4,824.00	\$4,848.12	\$4,872.36	\$4,896.72	\$4,921.21	\$4,945.81	\$4,970.54	\$4,995.39	\$5,020.37	\$5,045.47	\$5,330.40	\$59,470.40	1.78%
Misc Merchandise Sales (T-Shirts, Hats etc)	\$6,663.06	\$6,693.27	\$6,723.61	\$6,754.09	\$6,784.71	\$6,815.47	\$6,846.37	\$6,877.41	\$6,908.60	\$6,939.93	\$6,971.40	\$7,522.11	\$82,500.00	2.46%
Total Sales	\$224,074.06	\$226,879.48	\$224,912.44	\$233,199.74	\$236,771.40	\$240,411.04	\$244,906.30	\$249,549.36	\$259,374.94	\$260,223.42	\$266,366.53	\$263,238.19	\$3,349,906.90	100.00%
Cost of Goods														
Raw Materials for Beer Manufacturing (including Taxes and Utilities but not labor) (10.87% COG's Year 2)	\$12,556.86	\$12,813.44	\$23,422.70	\$13,403.11	\$13,742.38	\$24,960.59	\$14,528.13	\$14,983.27	\$26,873.39	\$16,043.84	\$16,661.45	\$29,150.82	\$219,140.00	6.54%
Food (30% COG's)	\$27,450.00	\$27,559.80	\$27,670.04	\$27,780.72	\$27,891.84	\$28,003.41	\$28,115.42	\$28,227.88	\$28,340.80	\$28,454.16	\$28,567.98	\$28,897.95	\$336,960.00	10.06%
Non-Alcoholic Beverages (30% COG's)	\$1,683.30	\$1,690.87	\$1,698.47	\$1,706.10	\$1,713.77	\$1,721.47	\$1,729.21	\$1,736.99	\$1,744.80	\$1,752.64	\$1,760.52	\$1,777.81	\$20,715.75	0.62%
Growler Merch (35% COG's)	\$1,680.00	\$1,688.40	\$1,696.84	\$1,705.33	\$1,713.85	\$1,722.42	\$1,731.03	\$1,739.69	\$1,748.39	\$1,757.13	\$1,765.92	\$1,865.64	\$20,814.64	0.62%
Merchandise - Shirts, Hats, Etc. (35% COG's)	\$2,332.07	\$2,342.64	\$2,353.26	\$2,363.93	\$2,374.65	\$2,385.41	\$2,396.23	\$2,407.09	\$2,418.01	\$2,428.97	\$2,439.99	\$2,632.74	\$28,875.00	0.86%
Gross Profit	\$178,371.83	\$180,784.34	\$268,071.13	\$186,240.58	\$189,334.90	\$281,617.73	\$195,406.27	\$200,454.43	\$298,249.56	\$209,786.67	\$215,170.67	\$318,913.43	\$2,723,401.51	81.30%
Variable Operating Expenses														
Manufacturing General Labor - 3.5% of Total Beer Sales	\$4,042.50	\$4,125.10	\$7,540.60	\$4,314.94	\$4,424.16	\$8,035.70	\$4,677.12	\$4,823.65	\$8,651.50	\$5,165.08	\$5,363.91	\$9,384.68	\$70,548.94	2.11%
FOH General Labor - 13% of on Site Beer Sales (Special Release Months 10%)	\$13,000.00	\$13,065.00	\$19,600.25	\$13,195.98	\$13,261.96	\$20,227.51	\$13,394.91	\$13,461.88	\$20,880.82	\$13,596.84	\$13,664.82	\$21,590.23	\$188,940.20	5.64%
Kitchen General Labor - 20% of Food Sales	\$18,300.00	\$18,373.20	\$18,446.69	\$18,520.48	\$18,594.56	\$18,668.94	\$18,743.62	\$18,818.59	\$18,893.86	\$18,969.44	\$19,045.32	\$19,265.30	\$224,640.00	6.71%
Management Fee - 6% of Total Sales (Manager's Salaries)	\$13,444.44	\$13,612.77	\$19,494.75	\$13,991.98	\$14,206.28	\$20,424.66	\$14,694.38	\$14,972.96	\$21,562.50	\$15,613.40	\$15,981.99	\$22,994.29	\$200,994.41	6.00%
Payroll Taxes - 11.5% of ALL Labor	\$7,542.50	\$7,587.25	\$9,416.46	\$7,684.69	\$7,738.00	\$9,678.03	\$7,855.65	\$7,920.86	\$9,980.70	\$8,066.65	\$8,148.45	\$10,353.97	\$101,973.21	3.04%
Advertising, Marketing and Event Budget - 5% of Total Sales	\$11,203.70	\$11,343.97	\$16,245.62	\$11,659.99	\$11,838.57	\$17,020.55	\$12,245.32	\$12,477.47	\$17,968.75	\$13,011.17	\$13,318.33	\$19,161.91	\$167,495.35	5.00%
Additional Waste, Employee Discounts and Promotions- 2% of Total Sales	\$4,481.48	\$4,537.59	\$6,498.25	\$4,663.99	\$4,735.43	\$6,808.22	\$4,898.13	\$4,990.99	\$7,187.50	\$5,204.47	\$5,327.33	\$7,664.76	\$66,998.14	2.00%
Merchant Services - Avg of 2.5% of Total Sales	\$5,601.85	\$5,671.99	\$8,122.81	\$5,829.99	\$5,919.29	\$8,510.28	\$6,122.66	\$6,238.73	\$8,984.37	\$6,505.59	\$6,658.16	\$9,580.95	\$83,747.67	2.50%
Keg Leasing - \$4 per Keg per month	\$3,410.00	\$3,819.20	\$4,277.50	\$4,790.80	\$5,365.70	\$6,009.59	\$6,730.74	\$7,538.42	\$8,443.03	\$9,456.20	\$10,590.94	\$11,490.92	\$81,923.05	2.45%
Variable Expenses	\$91,025.74	\$92,135.07	\$109,642.94	\$94,652.05	\$95,003.25	\$117,381.48	\$99,122.53	\$97,243.53	\$127,553.01	\$95,729.66	\$98,100.25	\$131,445.31	\$1,107,250.77	32.74%
Fixed Operating Expenses														
Rent (including sales tax)	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$9,935.52	\$119,226.21	3.56%
Real Estate Taxes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,000.00	0.60%
Additional Parking or Valet	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
Electric (excluding manufacturing which is built into COGS)	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$48,000.00	1.43%
Water (excluding manufacturing which is built into COGS)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00	0.54%

Gas (excluding manufacturing which is built into COGS)	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$15,600.00	0.47%
Workman Comp	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00	0.54%
General Liability and Liquor Liability Insurance	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00	0.90%
Cable, Telephone & Internet	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$500.00	\$500.00	\$1,500.00	\$10,000.00	0.30%	
Kitchen Manager Salary	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00	1.79%	
Brand Manager/Director of Sales Salary	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00	1.79%	
Taproom General Manager Salary	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$60,000.00	1.79%	
Bookkeeper (\$15/hr @ 30 hours week)	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$21,600.00	0.64%	
Accounting (\$250/hr @4 hours month)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.36%	
Janitorial	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	0.72%	
Cleaning Supplies	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.36%	
Trash Collection	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.36%	
Payroll - ADP	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.18%	
Repairs and Maintenance	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.18%	
Brand Art & Design for Beers	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.36%	
Website and Social Media Management	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,500.00	0.16%	
Glassware/Coasters/Bar Supplies	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$1,250.00	\$15,000.00	0.45%	
Computer Tech Support	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00%	
Toiletries, Soap, Paper Towels, Napkins etc	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	0.36%	
Cops/Security/Misc. Labor (\$500 per week)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	0.72%	
DJ's/Bands/Taproom Entertainment (\$500 perweek)	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00	0.72%	
Travel Expenses/Client Entertainment	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.18%	
Pest Control	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00	0.09%	
Mobile Keg Tracking Software	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$600.00	0.02%	
Keg Collars, Keg Caps and Stretch Wrap	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$6,000.00	0.18%	
Bank Charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00	0.04%	
Printing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.18%	
Office Supplies	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00	0.07%	
Misc. Restaurant Supplies	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00	0.18%	
Annual Licenses/Permits (Alcohol, Music, Food etc)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00	0.15%	
Point of Sale Monthly Fee	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00	0.07%	
Security System (Monitoring Service)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00	0.04%	
Fixed Expense	\$53,895.62	\$54,185.52	\$55,182.32	\$56,185.52	\$57,185.32	\$58,185.32	\$59,185.52	\$60,185.52	\$61,185.52	\$62,185.52	\$63,185.52	\$64,185.52	\$65,185.52	\$664,725.21	20.44%
EBITDA	\$43,659.83	\$44,462.75	\$103,242.67	\$45,402.19	\$49,065.44	\$111,048.73	\$52,858.25	\$53,025.35	\$120,511.01	\$55,012.31	\$62,884.90	\$110,240.88	\$851,414.33	25.42%	
MARGINS %	19.48%	19.60%	31.78%	19.47%	20.72%	32.62%	21.58%	21.25%	33.53%	21.14%	23.61%	28.77%	25.42%		

AMERICAN ICON BREWERY LLC

Year	Total Annual Gross Sales	EBITDA	Margin %
Year 1*	\$2,495,028	\$562,324.31	22.54%
Year 2	\$3,349,907	\$851,414.33	25.42%
Year 3	\$4,248,640	\$1,130,758.33	26.61%
Year 4	\$5,139,569	\$1,416,513.13	27.56%
Year 5	\$5,899,563	\$1,670,267.29	28.31%
Year 6	\$6,370,631	\$1,797,440.15	28.21%
Year 7	\$6,667,122	\$1,885,046.34	28.27%
Year 8	\$6,971,456	\$1,974,718.95	28.33%
Year 9	\$7,286,682	\$2,068,221.93	28.38%
Year 10	\$7,476,224	\$2,076,360.47	27.77%

10 YEAR PROJECTIONS

Year	Production in Barrels	Percentage Sold via 15 oz Pints	# of 15oz Pints Sold (248 Pints per Barrel)	16 oz Pint Sale Price	Total Sales via 16 oz Pints	Percentage Sold via 64oz Growler Fills	# of 64 Oz Growler Fills (62 Growlers per Barrel)	64oz Growler Cost per Fill	Total Sales via 64oz Growler Fills	Percentage Sold Special Bottle Releases	# of 24 Oz Bottle Releases (165 Bottles per Barrel)	24 oz Bottle Sale Price	Total Sales via Special Bottle Releases	Percentage Sold via 15.5 g Kegs	# of 15.5 g Kegs Sold (2 Kegs per Barrel)	15.5 Keg Sale Price to Distributor	Total Sales via 15.5 Kegs	Total All Beer Sales	Food Sales	Non-Alcoholic Beverage Sales	Growler Merch. Sales (\$9 each)	Merchandise Sales (Shirts, Hats etc (Avg \$15 each))	Total Combined Sales
Year 1*	1,000	65.00%	161,200	\$6.00	\$967,200.00	12.00%	7,440	\$14.00	\$104,160.00	11.00%	18,150	\$15.00	\$272,250.00	12.00%	240	\$110	\$26,400.00	\$1,370,010.00	\$936,000.00	\$60,450.00	\$53,568.00	\$75,000.00	\$2,495,028.00
Year 2	2,750	27.00%	184,140	\$6.00	\$1,104,840.00	5.45%	9,292	\$14.00	\$130,091.50	6.00%	27,225	\$15.00	\$408,375.00	61.55%	3385	\$110	\$372,377.50	\$2,015,684.00	\$1,123,200.00	\$69,052.50	\$59,470.40	\$82,500.00	\$3,349,906.90
Year 3	5,500	14.00%	190,990	\$6.00	\$1,145,780.00	3.00%	10,230	\$14.00	\$143,220.00	4.00%	36,300	\$15.00	\$544,500.00	79.00%	8990	\$110	\$955,900.00	\$2,789,380.00	\$1,235,620.00	\$71,610.00	\$81,380.00	\$90,750.00	\$4,248,640.00
Year 4	8,250	10.00%	204,600	\$6.00	\$1,227,600.00	2.25%	11,509	\$14.00	\$161,122.50	3.00%	40,838	\$16.00	\$612,562.50	84.75%	13994	\$110	\$1,538,212.50	\$3,539,497.50	\$1,359,072.00	\$76,725.00	\$64,449.00	\$99,825.00	\$5,139,568.50
Year 5	10,313	8.50%	217,388	\$6.00	\$1,304,328.00	2.05%	13,107	\$14.00	\$183,500.63	2.70%	45,942	\$15.00	\$689,132.91	86.75%	17892	\$110	\$1,968,140.63	\$4,145,099.06	\$1,404,978.20	\$81,620.31	\$68,167.38	\$109,807.50	\$5,899,563.45
Year 6	11,859	7.50%	220,584	\$6.00	\$1,323,508.25	1.95%	14,338	\$14.00	\$200,731.78	2.40%	48,963	\$15.00	\$704,448.88	88.15%	20508	\$110	\$2,290,888.59	\$4,528,573.50	\$1,560,728.16	\$82,719.14	\$68,822.33	\$120,788.25	\$6,370,631.38
Year 7	12,452	7.50%	231,614	\$6.00	\$1,389,681.58	1.95%	15,055	\$14.00	\$210,768.37	2.30%	47,267	\$15.00	\$708,849.67	88.25%	21978	\$110	\$2,417,622.54	\$4,726,922.14	\$1,648,214.57	\$86,655.10	\$72,263.44	\$132,967.08	\$6,667,122.32
Year 8	13,075	7.50%	243,194	\$6.00	\$1,459,165.64	1.90%	15,402	\$14.00	\$215,632.28	2.20%	47,462	\$15.00	\$711,931.62	88.40%	23117	\$110	\$2,542,818.40	\$4,920,547.92	\$1,730,625.30	\$91,197.85	\$73,931.06	\$146,153.78	\$6,971,455.91
Year 9	13,729	7.40%	251,949	\$6.00	\$1,511,695.80	1.85%	15,747	\$14.00	\$220,455.81	2.15%	48,703	\$15.00	\$730,538.93	88.60%	24327	\$110	\$2,675,999.96	\$5,138,690.09	\$1,817,156.56	\$94,480.99	\$75,594.78	\$180,769.16	\$7,286,681.57
Year 10	14,415	7.30%	280,972	\$6.00	\$1,665,830.65	1.80%	16,087	\$14.00	\$225,222.22	2.10%	49,948	\$15.00	\$749,227.13	89.80%	25601	\$110	\$2,816,142.62	\$5,216,279.95	\$1,909,014.39	\$97,864.42	\$77,219.05	\$176,848.68	\$7,476,223.88
Total Combined Sales																							
		Beer COGS	Food COGS (30%)	Non-Alcoholic Beverages COGS (30%)	Growler Merch COGS (30%)	Merchandise COGS - Shirts, Hats etc (30%)																	
\$2,495,028.00		\$95,545.00	\$259,800.00	\$18,125.00	\$	\$ 748.80	\$	\$ 750.00	\$2,064,548.17		\$19,854.98	\$86,235.90											
\$3,349,906.90		\$219,149.59	\$336,440.00	\$20,715.75	\$	\$ 614.04	\$	\$ 615.90	\$2,723,401.51		\$69,726.31	\$1,107,269.01											
\$4,248,640.00		\$433,260.24	\$370,556.00	\$31,483.85	\$	\$ 793.00	\$	\$ 792.60	\$3,369,594.94		\$70,718.21	\$1,579,510.40											
\$5,139,568.50		\$609,849.46	\$497,731.80	\$33,917.50	\$	\$ 229.15	\$	\$ 229.70	\$4,001,484.01		\$74,726.21	\$1,999,944.60											
\$5,899,563.45		\$810,499.34	\$448,403.14	\$26,290.08	\$	\$ 285.68	\$	\$ 283.64	\$4,553,836.35		\$79,729.21	\$2,325,642.84											
\$6,370,631.38		\$922,339.39	\$470,918.45	\$24,616.74	\$	\$ 187.61	\$	\$ 173.59	\$4,875,593.66		\$74,726.71	\$2,295,427.50											
\$6,667,122.32		\$979,869.18	\$484,464.37	\$26,056.33	\$	\$ 202.20	\$	\$ 203.48	\$5,094,936.59		\$80,726.71	\$2,400,104.04											
\$6,971,455.91		\$1,028,709.85	\$519,187.59	\$27,559.36	\$	\$ 213.87	\$	\$ 193.62	\$5,319,169.29		\$84,726.31	\$2,500,724.19											
\$7,286,681.57		\$1,083,312.92	\$545,146.97	\$28,344.29	\$	\$ 224.67	\$	\$ 209.21	\$5,551,153.51		\$89,726.71	\$2,603,056.37											
\$7,476,223.88		\$1,133,951.11	\$572,404.32	\$29,336.32	\$	\$ 235.67	\$	\$ 219.13	\$5,652,527.28		\$94,726.21	\$2,701,416.70											

* Year One as displayed here begins on Opening Day which will be 12 months +/- from lease execution

