

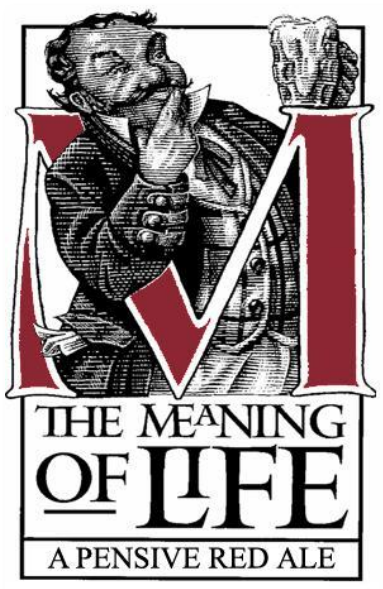
TROUBLE BREWING, LLC

Damned fine ales![™]

Executive Summary

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We're not going to save the world or cure cancer, but Trouble Brewing, LLC promises to make *damned fine ales!* Our award-winning brews, *The Meaning of Life*, *A Pensive Red Ale*[™] & *Cade's Felony*, *English Small Ale*[®], are proven sellers, flavorful, distinctive, well balanced, and nitrogenated; a process that yields a showy dispense cascade, a whipped cream-like head and a smoother mouthfeel. Enjoyed moderately, our products enable consumers to outlive teetotalers by 10%, to experience reduced stress, to need fewer lawyers, to enjoy meals more and to perceive others as more attractive. Trouble Brewing, LLC is a contract brewery that will begin operations in mid-2009 to "tap" the currently underserved craft brew market that exists in Georgia and adjacent states for craft brewing; a niche characterized by flavorful, all-malt beers. Based on a "per sales call" relationship sales model and adding two salespersons per year, revenues of \$15 million with a gross margin of 38% are anticipated by mid-2014.

This market opportunity exists for three reasons; 1) that craft beer has grown fastest among all beer segments for the past 20 years, 2) that the Southeast has the fastest U.S. craft beer growth rate and Southeasterners quaff more beer than most of the country, and 3) that "blue laws" have

stifled startups in this high-consumption and growth market, leaving this region in the U.S. the least saturated by craft brewers. These three factors create a *damned fine* opportunity for Trouble!

The typical craft beer drinker is well-educated, male, urban, Caucasian, and has a household income of \$50,000 or higher; this demographic is abundant in Georgia and the Southeast. Georgia's three packaging breweries currently fill only 11% of the state's craft beer demand. Currently the unfilled demand is being breached by out-of-state producers such as Brooklyn Brewery, Sierra Nevada and Flying Dog, is going to imports or is going to downward substitution to "premium" domestics such as Michelob AmberBock[®]. We have developed a strategy to minimize the negative effects of archaic state regulations while following the proven business model of Samuel Adams[®]. Trouble Brewing has a management team experienced with nearly 60 years in sales, advertising, accounting, brewing production and quality assurance, and 90+ years of beer drinking. Trouble Brewing will outsource production for at least its first five years; this strategy will reduce overhead and allow Trouble to focus on sales volume to reach minimum economies of scale before investing in our own physical brewing facility.

Trouble Brewing needs an investment of \$300,000 to begin operations.

Income Statement		:: Years 1-5 x Year In Thousands						
	% of Total Sales		% of Total Sales		% of Total Sales		% of Total Sales	
	1	2	3	4	5	1	2	3
Sales								
Net Sales	\$492	\$1833	\$5268	\$9904	\$15074	100%	100%	100%
Cost of Goods Sold								
Total Cost of Goods Sold	\$247	\$991	\$2975	\$5866	\$9357	50%	54%	56%
Gross Profit	\$245	\$842	\$2292	\$4038	\$5717	50%	46%	44%
Total Operating Expenses	\$452	\$496	\$1102	\$1933	\$3184	92%	27%	21%
Income from Operations	(\$207)	\$345	\$1190	\$2105	\$2532	-42%	19%	23%
Income Before Taxes	(\$198)	\$356	\$1224	\$2131	\$2573	-40%	19%	23%
Taxes on Income*	\$ -	\$43	\$416	\$724	\$875	0%	2%	8%
Net Income (Loss)	(\$198)	\$313	\$808	\$1406	\$1698	-40%	17%	15%
Growth Rate		258%	158%	74%	21%			
EBITDA	(\$65)	\$472	\$1242	\$2175	\$2573			