



EMPYREAN
BREWING CO.®

Eccentric (Seasonal)

We've crafted beers to complement the seasons, each with their own unique identity and flavor profile to keep customers coming back for more.

- Fallen Angel Sweet Stout
- Super Nova Summer Fest
- Pitched Blue Black & Blueberry Ale
- Aries Marzen Oktoberfest
- Winter Wisdom Hazelnut Brown

Draught and 6-pack bottles



January-April

April-July

July-August

August-October

October-December

Carpe Brewem (Limited)

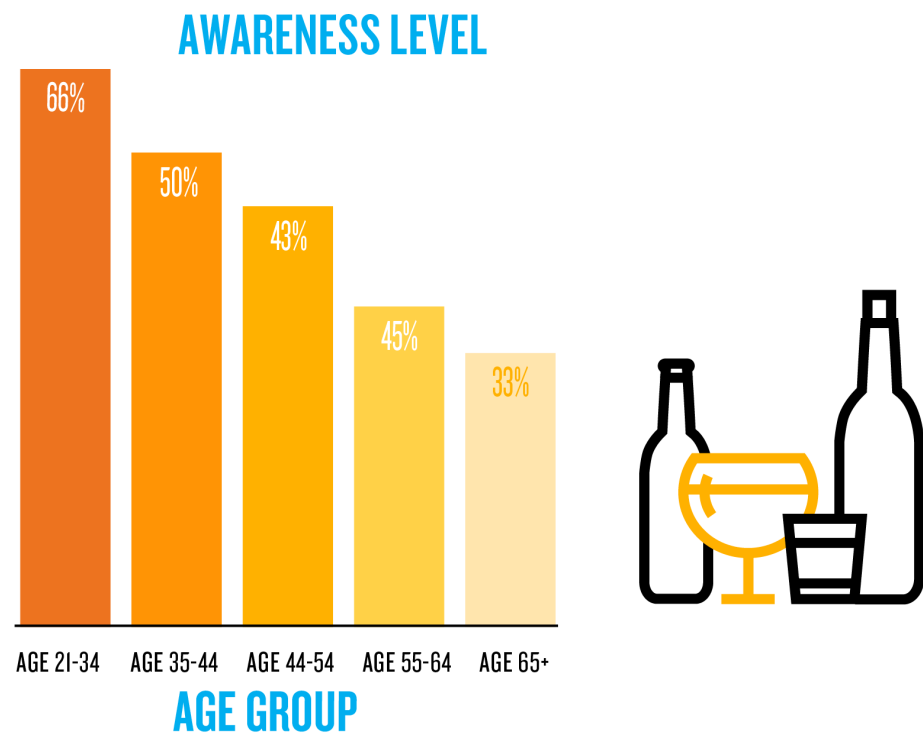
Our Carpe Brewem line is a collection of experimental and innovative twists on traditional classics that we brew on a limited scale.

We brew around 20 different Carpe Brewems each year, here are just a few of our more recent offerings.

- Limited: draught and 4-pack bottles



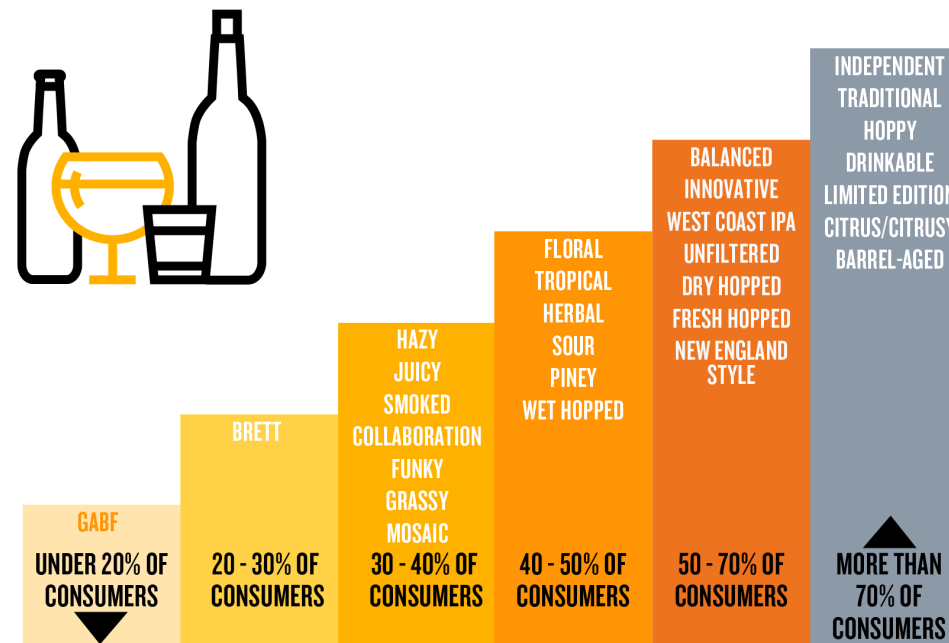
CRAFT BEER TERM AWARENESS BY AGE GROUP



Source: Harris Poll Craft Buzzwords Survey, May 19-23, 2017

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CONSUMER CRAFT BEER BUZZWORDS AWARENESS LEVEL



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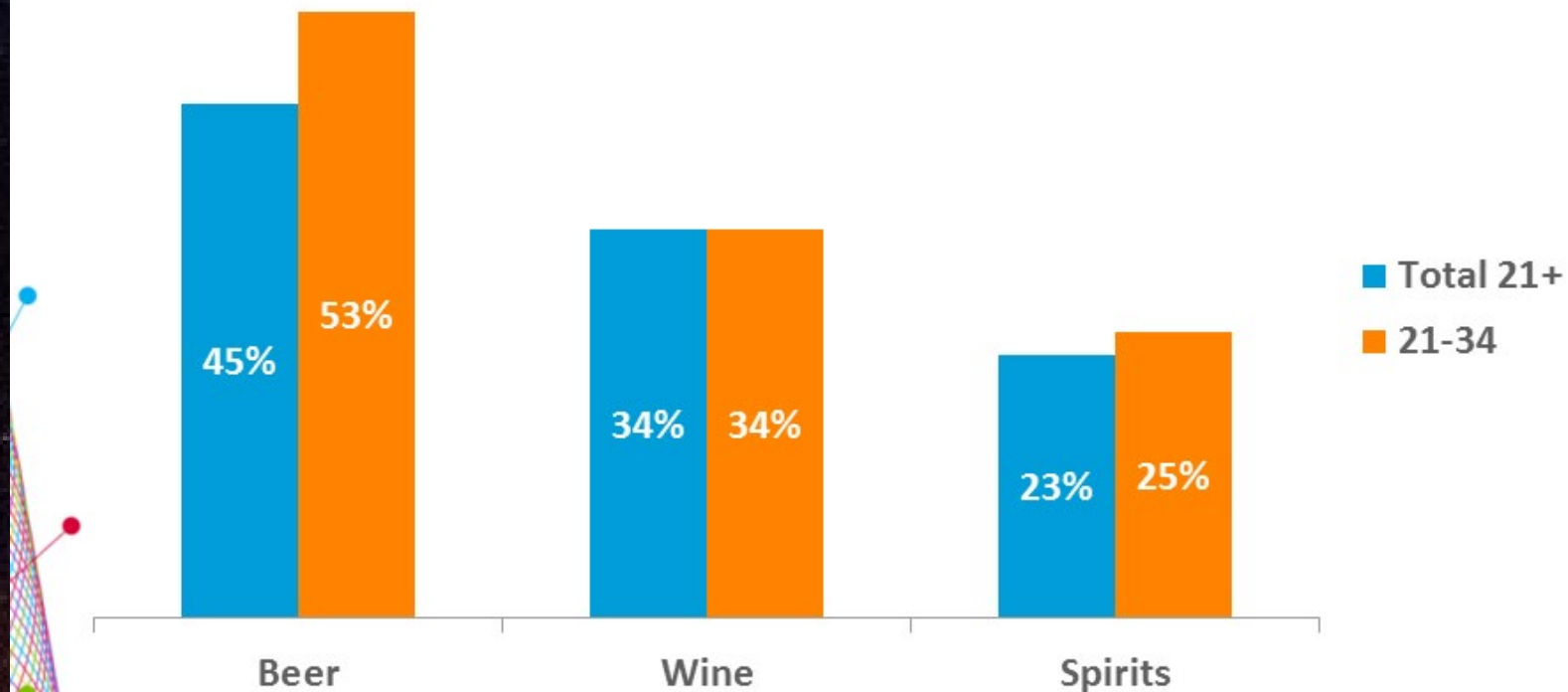
*GABF; Great American Beer Festival

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LOCAL IS MOST IMPORTANT TO THE BEER BUYER, EVEN MORE PRONOUNCED AMONG 21-34 YEAR OLDS

How important is being locally made in your purchase decision for

Base: consumers 21+ who drink each category at least several times a year (total U.S.)



Craft Beer Profit Potential

| Price Per Serving | \$4.00 | \$5.00 | \$6.00 |
|--------------------------|----------|----------|----------|
| Pour=12 oz. Yield=165 | \$660.00 | \$825.00 | \$990.00 |
| Pour=14 oz. Yield=141 | \$564.00 | \$705.00 | \$846.00 |
| Pour=16 oz. Yield=124 | \$456.00 | \$620.00 | \$744.00 |
| Pour=20 oz. Yield=99 | \$396.00 | \$495.00 | \$594.00 |