

MEDIA8
VENTURES

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OFFICIAL
BEER CO.

OFFICIAL BREWERY

FUNDING ROUND 2

We've launched a beer company and the micro-brewery is next. We want you on the team!

Investment in: Beer, Brewery, Venue, More Beer, Future Venues

*An investor may get back less than the amount invested. Information on past performance, where given, is not necessarily a guide to future performance.

**All investments are made under the Corporations Act 2001-SE 708 (small scale offerings)



OPPORTUNITY

Who hasn't dreamed of owning their own brewery or sipping on a schooner of a frosty cold beer that they are a part owner of!

We have opened the venue, the beer is on tap and brand is starting to take off.

The current round of financing will see investors provided with a convertible note on receipt of funds. 12 months from issuance, the convertible note will be converted into (c) class (non-voting) shares.

Options to invest start from \$35,000.

***A convertible note is a debt instrument which turns into equity when a specified trigger event takes place. The trigger for this investment will be the 12-month date from issuance.



WHAT IS AN ARTISAN BREWERY?

Media8 Ventures is backing the development of an Artisan Brewery and Beer Brand based on the Gold Coast. An artisan brewery is a business that produces craft beer using traditional brewing methods and high-quality ingredients. The demand for craft beer has increased over the years, creating an opportunity for artisan breweries to establish a presence in the market.

The artisan brewery (The Official Brewery) will produce a range of high-quality craft beers using traditional brewing methods and locally sourced ingredients. The brewery will focus on creating unique and innovative beer flavours and styles, while also offering classic styles to appeal to a wider audience. The brewery currently has a taproom (The Yard, located at Mermaid Beach) where customers can enjoy the beers on site and purchase beer to go.





TARGET MARKET

The target market for the Official Brewery will be craft beer enthusiasts who appreciate high-quality and unique beer flavours. The brewery will also target the local community and tourists who visit the area. The brewery will offer a variety of beer styles to appeal to a broad range of customers, including IPA, stout, lager, and seasonal and limited-edition beers.

MARKETING

- The marketing strategy for the Official Brewery will focus on building a strong brand and engaging with the local community. The brewery will participate in local events and festivals to raise awareness of its brand and products. The brewery will also utilise social media and email marketing to engage with customers and promote new beer releases and events. Whilst being cheeky in our approach, we will provide opportunity for the future sale of the business by utilising contacts in the Influencer market
- Establish a strong brand identity: We will develop a unique brand that sets our beer apart and connects with our target audience. This includes everything from our brewery name and logo, to our packaging design and marketing messaging.
- Engage on Social Media: We have secured the relevant Social Media accounts and will use social media platforms like Instagram, Facebook, and Twitter to showcase our brewery, highlight new beer releases, and connect with fans. We will be collaborating with influencers and running social media contests to increase brand awareness and engagement.
- Participation in beer festivals and events: We intend to attend local and national beer festivals and events to get our beer in front of a large audience and connect with other breweries and industry professionals.



MARKETING

- Leverage online reviews: We are all about encouragement and we want to encourage satisfied customers to leave positive reviews on sites like Yelp, Google My Business, and Untappd to help build social proof and credibility for our brewery.
- Brewery tours and tastings: Once the Brewery is built, we will invite customers to tour our brewery and sample our beer, giving them an immersive experience and creating a personal connection with our brand.
- Build partnerships: We have already started to collaborate with local restaurants, bars, and retailers to get our beer in front of new customers and create mutually beneficial marketing opportunities.
- Overall, the key to successfully marketing beer is to build a strong brand, engage with customers both online and offline, and create memorable experiences that inspire them to choose our beer over the competition. We have started and we will continue to be the best at this, utilising our cheeky demeanor as well as utilising our contacts in sport and entertainment to promote us throughout the country.



THE OFFICIAL SUBSCRIPTION

- Official Brewery will be offering a monthly Subscription model based on the Official Club
- The subscription will be set up as a monthly auto-renewal, with customers charged on a recurring basis.
- Each month, subscribers will receive a package containing a 4-pack of the Official Brewery's featured beer of the month, along with a new, exclusively designed t-shirt.
- The beer selection will be curated by the brew master, with a focus on highlighting different beer styles, seasonal releases, or limited-edition brews.
- The t-shirt design will be created specifically for the subscription service and feature unique artwork or branding that's not available elsewhere.
- The subscription will be priced at a set amount per month (currently \$100 p.c.m), with the option to pay for multiple months up front at a discounted rate.
- Subscribers will have the option to skip a month or pause their subscription at any time, with the ability to resume at a later date.
- The subscription will also come with additional perks, such as early access to new beer releases, exclusive merchandise, or discounts on taproom purchases.
- Overall, this subscription model will offer customers a convenient and exciting way to try new beers and get exclusive brewery merchandise on a regular basis, while also providing a predictable revenue stream for the brewery.

TEAM OFFICIAL

\$100 BI-MONTHLY SUBSCRIPTION

Not in a position to invest, but love beer, and more importantly great times, then we would love to welcome you to Team Official.

As a Team Official member, on sign-up you will receive:

- A Team Official membership card
- 1 x 4 pack of Official beer each month
- a \$100 VIP drink card to use at the venue
*one per annum
- An Official tee
- An Official hat

As an ongoing bonus you will receive:

- 10% off all web sales
- 10% off all drink sales on site



- The first investment for the Official Company is The Yard, a location based in Mermaid Beach on the Gold coast
- The location is in the previous home of GC institution Alfred's Apartment so has an existing customer base that needs to be reactivated
- We have taken a 50% stake in the location along with our partners from Surfers Paradise Brewing
- Drinks are served from a Beer Bus and we will be the first open beer-garden style Tap House on the Gold Coast
- Operating seven days a week for coffee and cake in the morning, and beer and food in the evening
- Our first Craft Brewery will be built just down the road from The Yard in the coming months



FUTURE SITES

- We have secured a deal with North Gold Coast Seahawks Basketball to be the Official Beer for all home games and are negotiating with other local clubs to wholesale our beers on tap
- Media8 is involved in building multiple sporting venues across the region and there will be an Official Brewery in each of these locations
- We are aiming to have our beer on tap and in cans in at least 10 venues in a wholesale capacity in the next 12 months
- We will be looking at owning three separate venues over the next three years



INVESTMENT OPTIONS

FUNDING ROUND 2

Only available to sophisticated investors

As an OFFICIAL investor, you will receive a percentage share in the Official Beer Co. business. You will also be the proud part OWNER of a brewery, licensed venue, range of merchandise and a selection of great tasting, attention grabbing beers and beverages. You will also receive regular invitations to VIP events and functions.

Investors also receive:

- Official Merchandise
- 10% off all drink sales on site
- 15% off all web sales

Designed for those who take their beer seriously and want to make a return, as much as they want to savour an ice-cold pale ale!

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\$350,000 for 11%



\$100,000 for 3%



\$35,000 for 1%

PROPOSED TIMELINE

