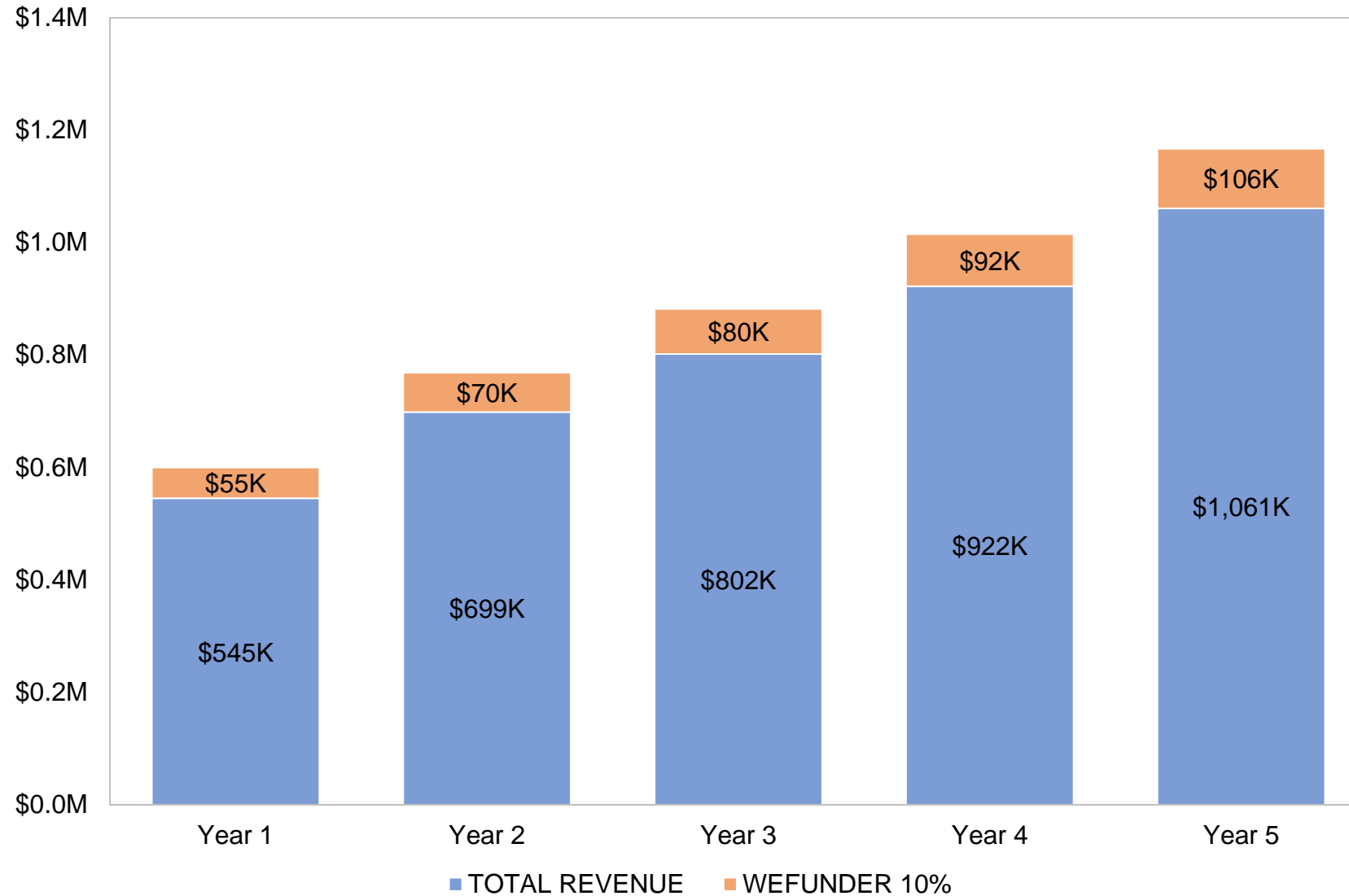
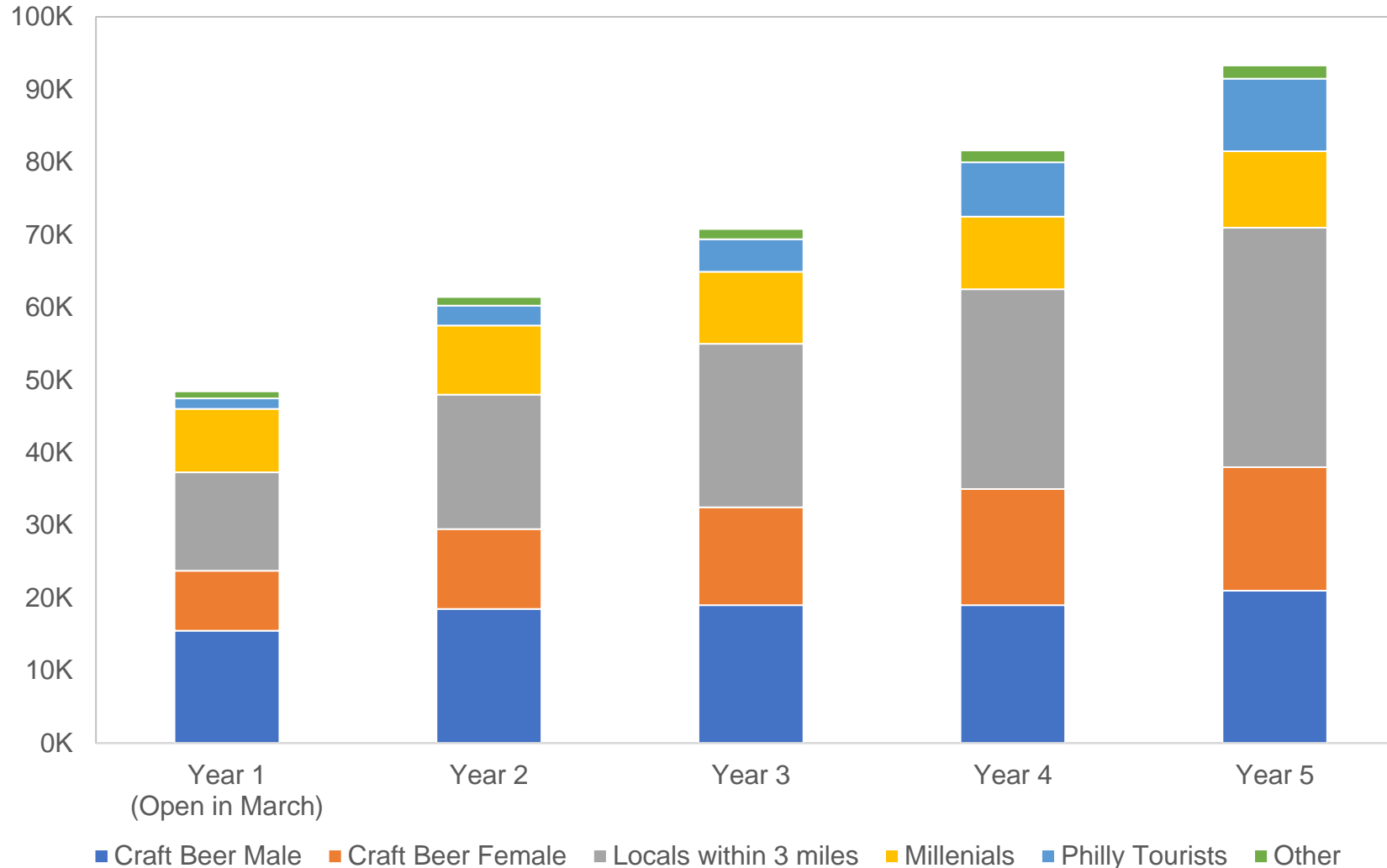


Revenue Projections



Customer Traffic Projections



- Projecting a 15% Customer Increase each year*
- Largest growth coming from Locals and Philly Tourists
- 402,000+ Adults 25-70 within 5 miles
- Major developments happening in Germantown to attract future homebuyers and increase tourism to the dozens of historic and cultural sights throughout the neighborhood
- 3,000 sq ft taproom, open 7 days/wk, located next to Deke's BBQ

- Projecting a 27% Customer Increase Year 2 because we will be open the full year
- Customer projections based on industry research. 2017 PA Miro-brewery Median Sales increase +25%

Year 1 Sales Breakdown



ITEM	SALES	% OF TOTAL SALES
On-Premise Draft	\$484K	89%
To-go Growler	\$48K	9%
Off-Premise Kegs	\$13K	2%
TOTAL	\$545K	100%

- Average 1,200 customers weekly
- 2 drinks per person (Industry average 2.5)
- Draft beer average price \$5, Growler average price \$12

Revenue Assumptions



Year	1	2	3	4	5
# of customers	48K	61K	71K	82K	93K
# of drinks per customer	2.0	2.0	2.0	2.0	2.0
Draft beer average price	\$5	\$5	\$5	\$5	\$5
Revenue per customer	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
On-Premise Draft revenue	\$484K	\$616K	\$708K	\$814K	\$936K
To-go Growler revenue	\$48K	\$62K	\$71K	\$81K	\$94K
Off-premise Kegs revenue	\$13K	\$21K	\$23K	\$27K	\$31K
Total revenue	\$545K	\$699K	\$802K	\$922K	\$1,061K

Year 1 Monthly Expenses

