

A TALE OF TWO Breweries

Two ways to start a microbrewery

San Diego's potent craft beer community thirsts to create and launch the next great brew. But microbrewery startups consume a lot of capital before the first pint is even poured. See how they can fall flat or flourish depending on the approach—the traditional way or **Brewery Igniter**, a serious set of turnkey brewing facilities designed for serious beer artisans.

TRADITIONAL WAY



SETUP



Finding adequate space before purchasing and installing a complete brewery system is a frustrating process that takes months to complete.

Brewery Igniter provides all the equipment and space needed to launch a microbrewery, which minimizes start up risk for entrepreneurs.

RISK



Purchasing costly brewing equipment outright, signing a long-term lease and going over half a year before selling a single beer is often too risky for investors.



Having a complete brewing system already in place when leasing at Brewery Igniter eliminates construction risk and drastically reduces upfront capital investment.

COST

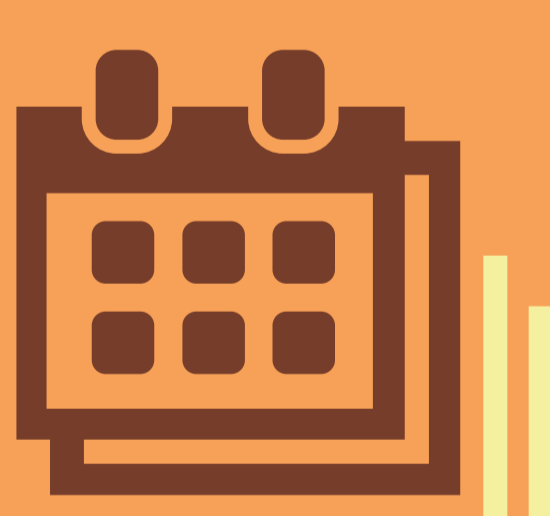


It would take at least \$400,000 to build a brewhouse of this size and innovation from scratch.



Initial startup capital is significantly lower, which stretches the value of each dollar.

TIME



Can take between 6-9 months before a brewery is ready to sell a single pint. Then they have to build a tasting room.



Brewery Igniter allows brewers to begin selling their product from their own tasting room in as little as two months.

PROFIT



More debt is incurred and a brewer would go almost an entire year before making money with the traditional approach.



With minimal debt and less dependency on outside investors, the path to profit is much faster.



Where passion meets profit!

Facilities are ready to lease in July 2015. Get on the interest list now.
email interest@breweryigniter.com

www.BreweryIgniter.com