



# BY THE NUMBERS

## — THE STATE OF THE CRAFT BEER INDUSTRY —

THE AVERAGE CITY IN CALIFORNIA HAS 30-40 BREWERIES.  
THERE ARE ONLY 5 BREWERIES IN FRESNO, CA.

FULL CIRCLE BREWING CO. IS ONE OF  
THE LARGEST BREWERIES IN FRESNO.



**87%** OF MILLENNIALS  
DRANK A BEER  
LAST WEEK

**47%** OF MILLENNIALS  
DRINK CRAFT BEER

\*cities similar in size to Fresno, CA. Source: "Millennials seek adventure and engagement from their fave beer brands", Slingshot LLC, 9/29/2012

## WHERE DOES MY INVESTMENT GO?

BROKEN DOWN INTO PERCENTAGES (%)

**42**

BREW EQUIPMENT &  
BREWHOUSE REMODEL

**24**

BUILDING  
IMPROVEMENTS

**14**

COSTS OF RAISE

**8**

CONTINGENCIES

**8**

PERSONNEL

**2**

INVENTORY &  
SERVICE EQUIPMENT

**1**

MARKETING



VISIT [WWW.TAPIN.BEER](http://WWW.TAPIN.BEER) FOR MORE INFORMATION

IN THE FIRST HALF OF  
2017, FCB HAS EXPERIENCED  
A GROWTH OF

**450%**

COMPARED TO THE FIRST HALF OF 2016

JULY 2017  
FULL CIRCLE BREWING  
WINS THE HOPSHOOT

TAP INTO  
FULL CIRCLE BREWING!  
visit [www.tapin.beer](http://www.tapin.beer)  
to invest!



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# INVESTOR PERKS



**FAN**

**\$500**



**SWAG BAG  
OFFICIAL NOTE**



**SUPER FAN**

**\$1,000**



**DISCOUNT KEYCHAIN  
OWNER'S BEER**



**ROADIE**

**\$2,500**



**EXCLUSIVE GROWLER  
NAMING RIGHTS**



**GROUPIE**

**\$5,000**



**VIP EVENT ACCESS  
INVESTOR MUG  
TICKET DISCOUNTS**



**IN THE BAND**

**\$10,000**



**SEAT AT THE TABLE  
STEERING COMMITTEE**

\*all perks receive the perks of the lower levels