

Lake Mary OCB, LLC  
Orange County  
Brewers *powered*  
*by*  
Total Beverage

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# Introduction to OCB

- Total Beverage “TB” and its partners got involved with Orange County Brewers in early April 2019. At that time, it was a mere shell of a building and construction had ceased for many months. TB came with a complete team of 50 experts, specialists, professionals and solution-based companies that cover every aspect of running a business, specifically a brewery, bar and restaurant. TB had looked at several dozen potential locations from Daytona Beach to Orlando, some out of business bars, restaurants and clubs and other properties yet to be developed. TB came across OCB in March 2019 and signed an operational agreement on April 5, 2019, which gave TB operational control of the property due to our expertise in the industry.

# Orange County Brewers – March 2019

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- We took this picture of the outside of the brewery during one of our inspections of the property after our introduction meeting with the partner. After the meeting we entered into negotiations and eventually retained controlling interest and operations of the property.





Interior of the brewery in early April 2019. The brewery equipment was the only furnishings in the interior when TB got involved with the existing partner, Orange County Brewers.



# A slight change of plans...

- Although TB came with a complete team of 50 experts, specialists, professionals and solution-based companies that cover every aspect of running a business, our new partner was the site general contractor, the “GC” and oversaw the initial buildout. As part of the negotiations we kept our new partner on as the GC. This meant that we had to abandon our initial plan of using many of our own vendors, purveyors and our own general contractor. Eventually we were able to incorporate as many of the initial team of experts, specialists, professionals and solution-based companies and got back on track to follow the business plan as originally intended. As you can see in the next few pages the buildout continued.

May 2019 the brewhouse was connected (left) and then in early June 2019 the serving vessel tower was constructed (right).





Serving vessels were inserted into the tower and the beginning of the build out of the dining room and kitchen was started in June 2019.



# The Buildout from July 2019 through Early September 2019

- Although TB was pushing for the buildout to be more productive and the timeline to be shortened, the buildout took however long it did and we wound up going through a litany of inspections from fire, building, electrical, plumbing and several other divisions from the City of Lake Mary, Florida to insure and protect that we were compliant with all of the local codes, licensing and permitting. The following pages are accelerated buildout pictures and images in chronological order from July through early September 2019. Our soft opening took place on September 23, 2019 and our Grand Opening was on October 5, 2019. The Lake Mary community welcomed us with open arms and seem to really enjoy the first brewery in Lake Mary.



Wood Paneling goes into the brewery and the wall above the kitchen area is installed in July 2019



# Kitchen hood installation and kitchen equipment is delivered in July 2019



White marble countertop is installed, and high-end vendor Coca Cola does their installation in July 2019





Buildout of cold walk-in room for food and beer storage and Sysco foods professional chef starts the food tasting to create our food menu





# Sysco foods tasting to choose the best options for our customized menu, Breads, Brats, Meats and Onion Rings and Rings and more Rings



The bar shelf is installed along with the wall mural on how to brew beer and our managing partner, Sandeep Bhatnagar oversees the brewery buildout





The Brewery is hiring and training to follow in August 2019

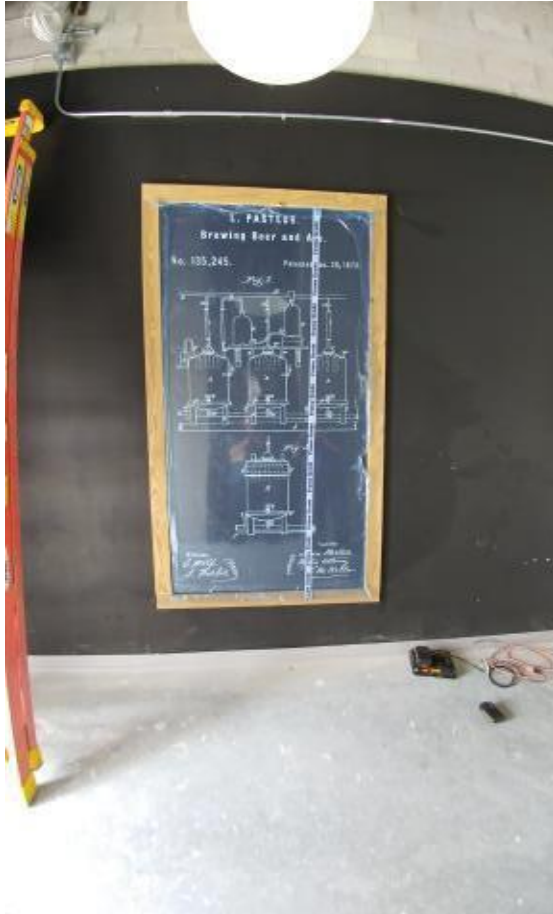


Brewery chairs and stools are delivered, and the beer tap system is installed in August 2019

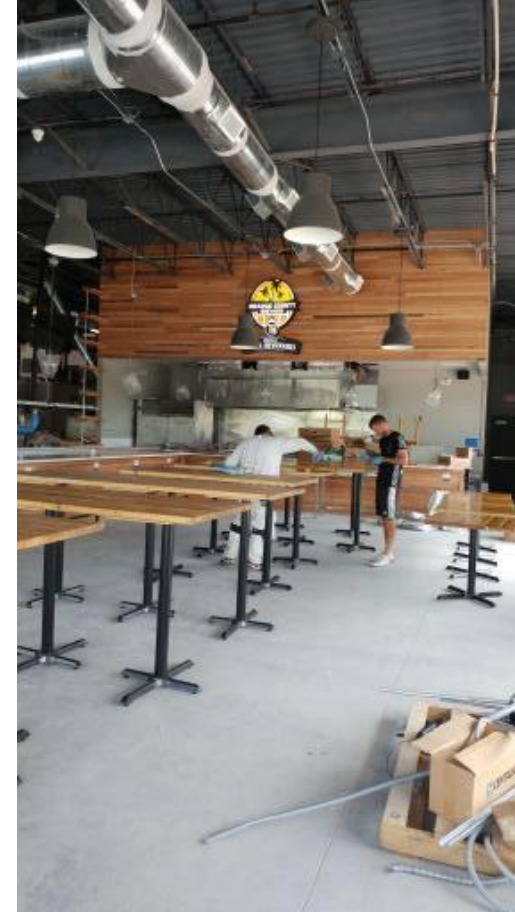
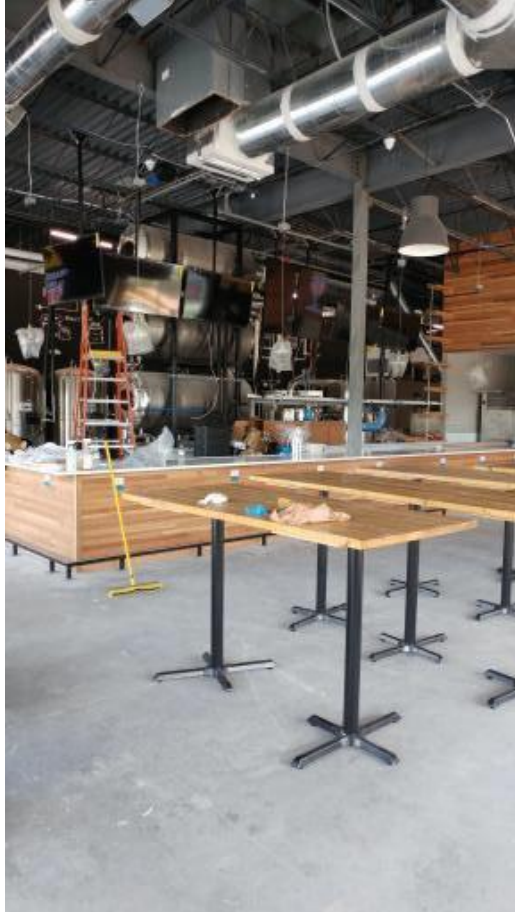




The first beer patent by Louis Pasteur was done in January 1873 and is reflected in our wall mural and 13 – 55 inch TV's are installed in August 2019



Interior tables are hand-built in August 2019



# Kegged Beer and Beer Delivery System





# Employee Team Members are hired and trained in Sept 2019





# Training Session for team members and kitchen team members in Sept 2019



# Friends & Family Day just prior to the Soft Opening in September 2019





# Soft Opening on Sept 23, 2019 & Jeep Night





# Grand Opening on Oct 5, 2019



The Biggest and Best Food in Lake Mary. Brats and our famous Buffalo Chicken Sandwich and waffle fries with a touch of cinnamon and powdered sugar in Nov 2019





# The patio scene and Friday night live entertainment in December 2019





# Review

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- The previous slides were a timeline and chronological order of our development of the brewery property over a 6-month period covering all aspects of the buildout, development and progression of the menu, hiring, training and the introduction to the public. One of the contributing factors about this particular property was the geographic demographics, which translated into median household income in Lake Mary, Florida of \$135,000 per household, when nearby towns like Sanford and University of Central Florida and downtown Orlando were far less. Another factor was 55,000 employees within a mile on International Parkway, which includes home offices and offices of Deloitte, Verizon, AAA, Chase, Jeunesse and Seminole State University to mention a few.

# Overview of financial revenues and expenses and goals

- From September 23, 2019 through December 31, 2019, the revenue for the brewery was approximately \$200,000.00, which was on target to reach approximately \$1,000,000.00 in the first 12 months depending on the investment into advertisement and promotion, which is the key to success in food & beverage. The proper investment into advertisement and promotion will result in a transformative increase in revenue, which is the key to an investor's return of investment or ROI. With a continual reinvestment into advertisement and promotion the anticipated increase should potentially reach 20% in the first three months and then an additional 35% within 180 days or 6 months. TB engaged a 10-point advertisement and promotion program to increase revenues with a nominal investment. Success also depends on the dedication and focus to sticking to the original business plan. Our goal was to continue to implement our successful, proven, recognized and verified sales and marketing plan and management policies, procedures and strategies. TB has created a strong foundation to continue to build upon. Total Beverage as of November 2020, has decided to sell its equity shares to the remaining partners. TB is looking to expand its industry footprint and has plans to open several production brewery facilities in several states to provide beer to other brewpubs, bars, restaurants, lounges, clubs, bistros, taverns as well as to convenience and package goods stores and gas stations. For information, please call us Toll Free at 1-833-870-2739 (BREW) in the United States and Canada or email us at [Opportunity@tbmicrobrewery.com](mailto:Opportunity@tbmicrobrewery.com). Thank you. The Total Beverage Companies.