



OAKSHIRE BREWING – A STORY OF BOOTSTRAPPED GROWTH

Oakshire, Inc.

1055 Madera St

Eugene, OR 97402

P: 541-688-4555 | F: 541-345-6263



Our Story – Willamette Brewery, LLC

It Began as a Homebrewing Hobby

- Jeff's Hobby – With Brother Chris' Help
- Plans Formed Over Beers in 2003 & 2004
- Clear Market Opportunity
- LLC Registered in 2004



Willamette Brewery Founded by Althouse Brothers

- Two Seed Investors Commit in 2005
- Jeff Heads the Plant Installation
- October 2006 – The Inaugural Batch
- Initially Focused on Draft Beer
- Self-Distribution Eugene/Corvallis
- Distributor in PDX

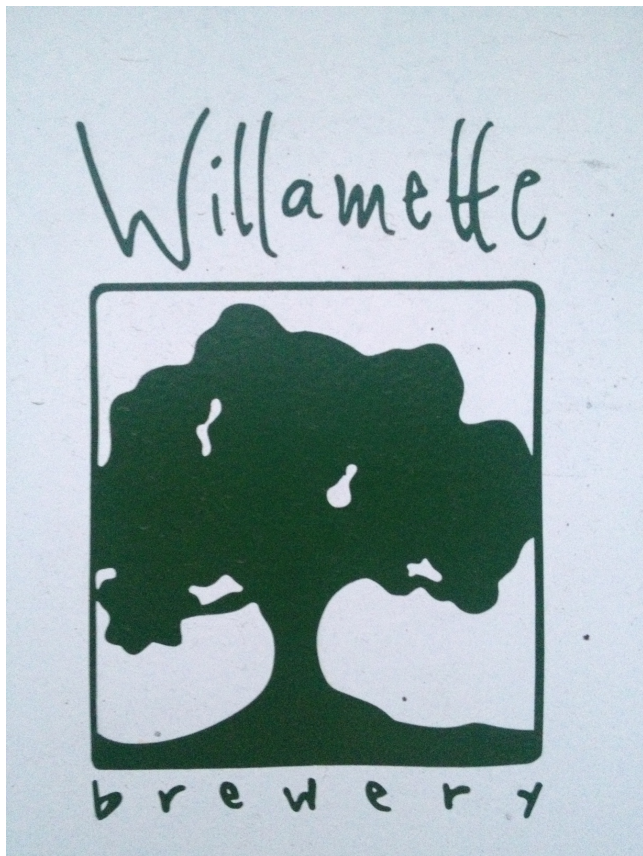


2006 Barrelage = **6**

2007 Barrelage = **361**

2008 Barrelage = **1138**

Our First Pivot - 2007



WILLAMETTE VALLEY
VINEYARDS



Oakshire Brewing – Our Brand



Independence

Strength

Community



Following 6000% Growth, Banks ignore us Summer 2008 - **Thanks Lehman Bros...**



Who do we know? What do we know? What are we willing to lose?

An effectual approach to growth capital...



Innovation Under Financial Constraints – Tank Sponsorship Program (2008-2011)

Subtitle: The value of a strong social network (Who do I know? How much social capital am I willing to lose?)



Leadership & History

Company Growth Led by Jeff Althouse as GM



- First Employees Hired in 2007
- Continuous Plant Upgrades
- Capacity Added Annually
- Operations Professionalized Further Each Year

March 2009 - Matt Van Wyk Becomes Brewmaster



- 12 Years of Industry Experience
- 2006 GABF Brewmaster of the Year
- 10-Time GABF Medalist
- 2 World Beer Cup Medals

2009 Barrelage = **1822**

2010 Barrelage = **3244**



Leadership & History

Dec 2011 – Travis Hanson Becomes Operations Mgr./CFO



- Finance, Univ. of Portland – MBA, Univ. of Oregon
- Strong Team Background – Exceptional Leader
- Professionalized Accounting and Inventory Systems
- Quickly Won Over Our Entire Team

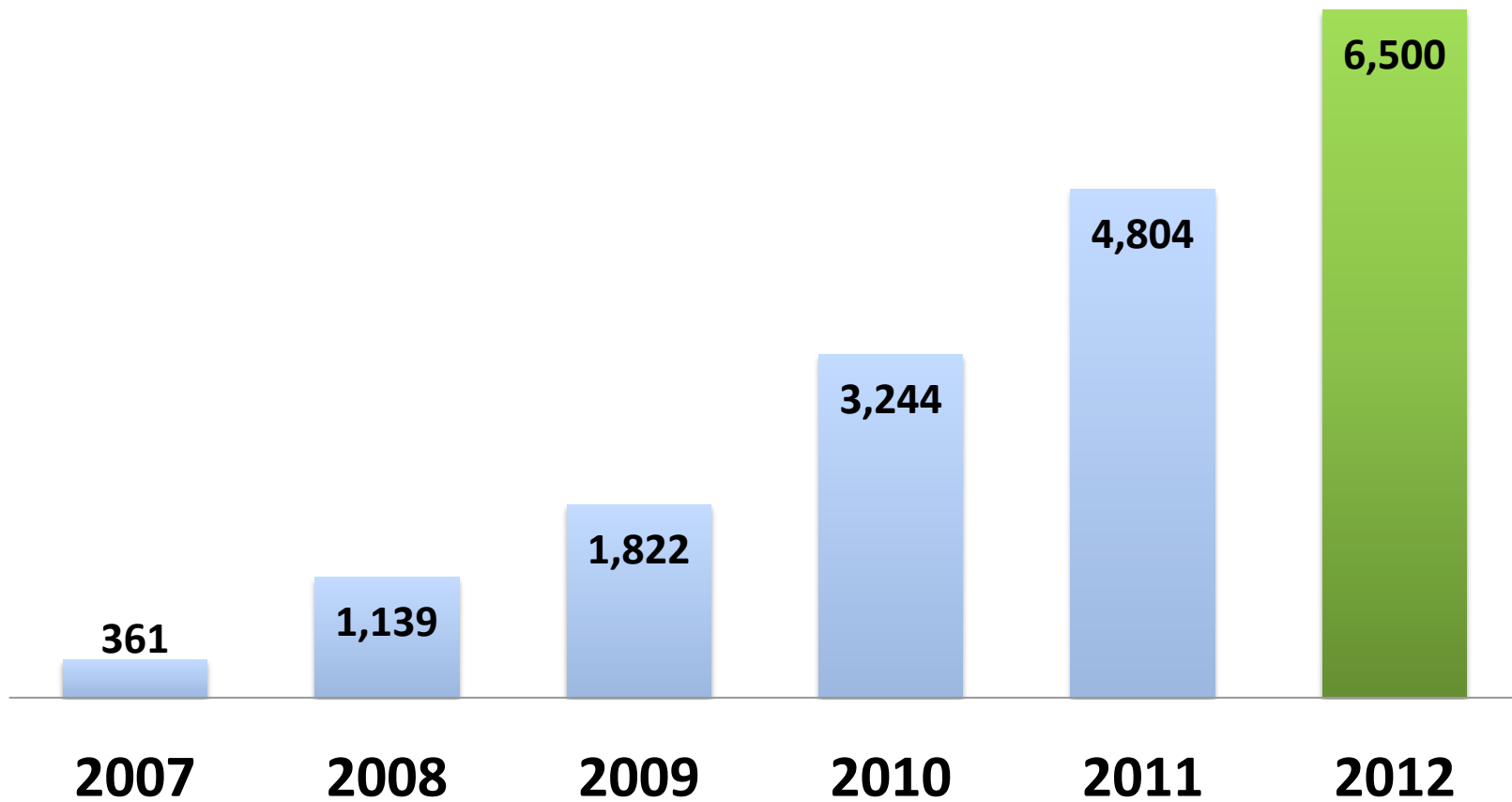


2011 Barrelage = **4804**



Profitable in 2011

Annual Barrels Sold



Market Opportunity

Continued Market Penetration on Existing Product Mix

- 22oz Bottle Sales Continue to Grow
- Full Chain Operations – Safeway, Rite Aid, Albertson's, Trader Joe's, Fred Meyer / Kroger, etc.
- Continue Draft Penetration in Existing Territories

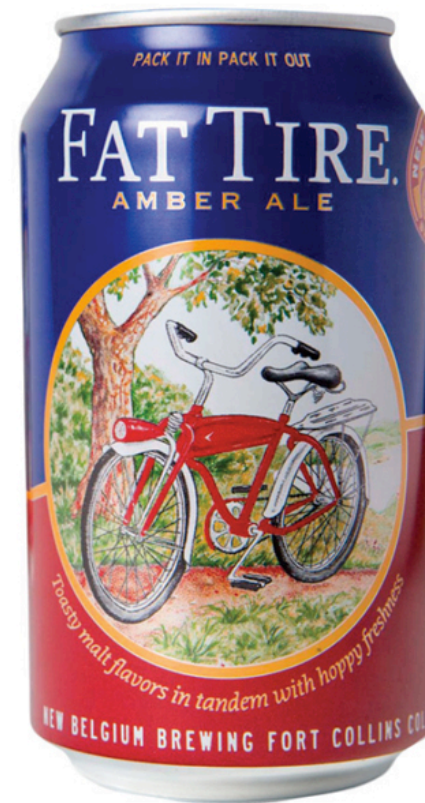
Diversify Product Mix – Craft Beer in Cans

- Opportunity to Become NW Leader in Category
- Leverage Distribution Network to Gain Placements



Market Opportunity

Mainstreaming of Craft Cans



Market Opportunity

March 2013



Spring 2012 – Equity Raise for Growth, But Still Bootstrapping...

Stick to our Bootstrapping Roots

- Borrow Less, Control More
- Future Capacity Will Be Increased

Start with Cash Generating Activities

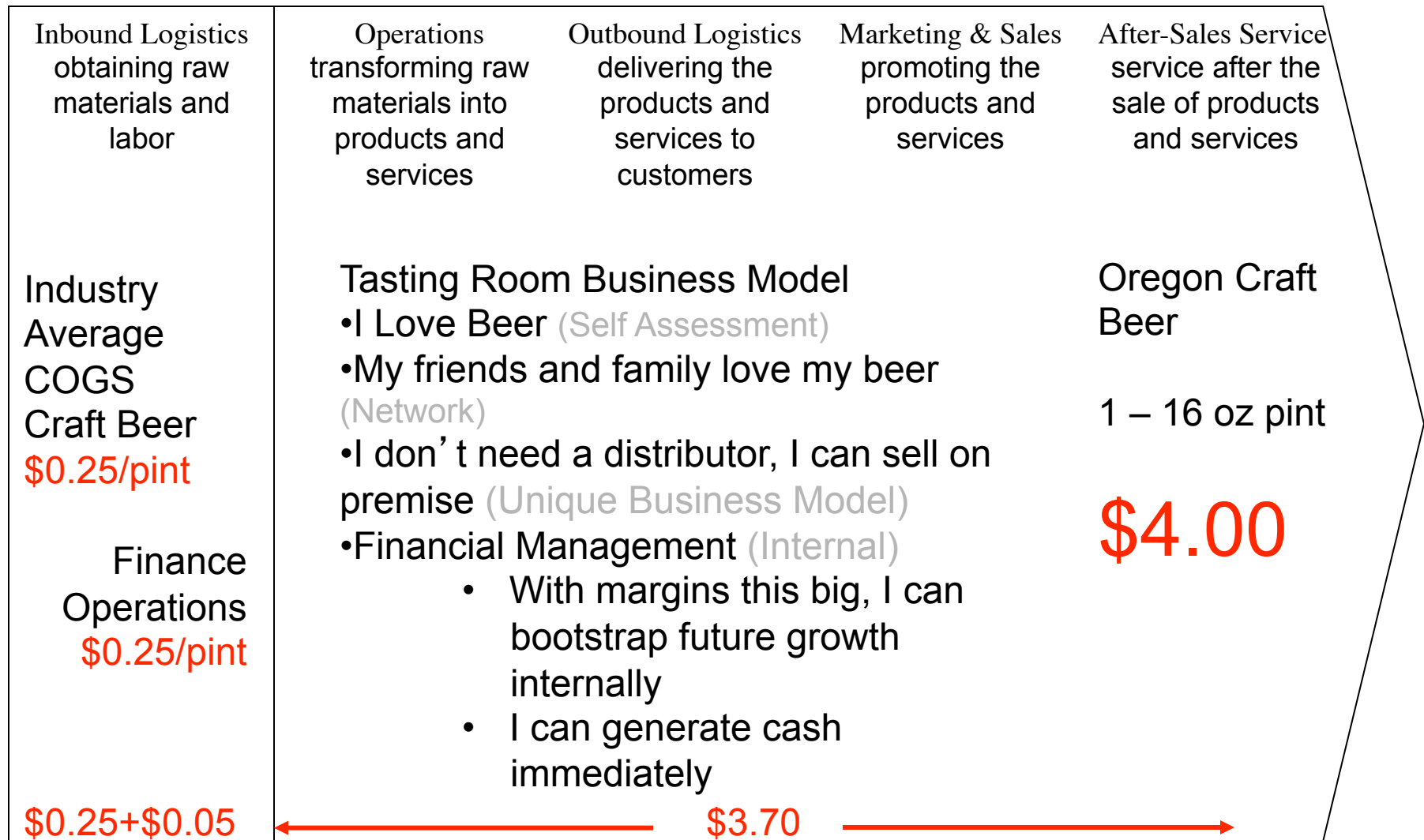
- Where are the margins?
- Has our affordable loss calculus changed?



Now we control the conversation, We are now 'Bankable'

- Banks that used to ignore us, now call all the time
- What financial discipline has bootstrapping taught us?

The Value Chain for Craft Breweries: New Innovation: Tasting Room



The Value Chain for Craft Breweries: New Innovation: Brewpub

