

TUPPS BREWERY



THE GRANARY IN MCKINNEY

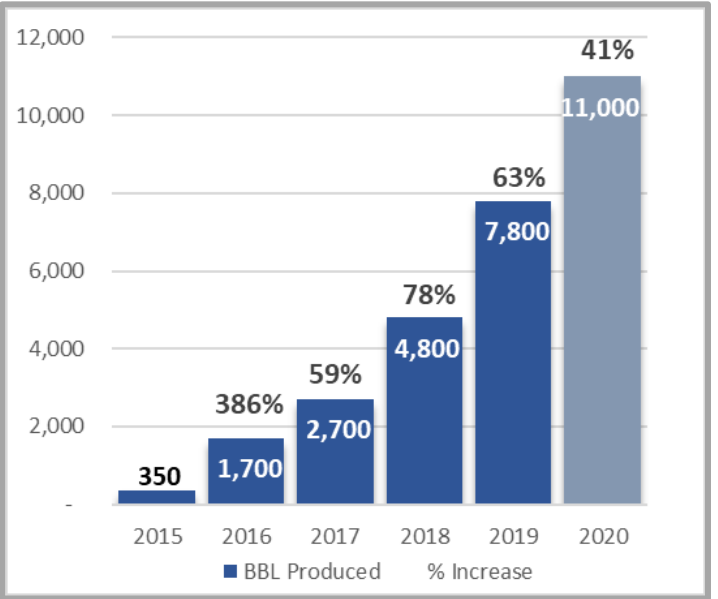


HISTORY AND GROWTH

- 2015 — Open Brewery
- 2016 — Launch Cans
- 2017 — Launch Austin and First Expansion
- 2018 — Sign with Ben E Keith
- 2019 — Massive Expansion and Launch OK and Launch into Kroger in DFW
- 2020 — Launch of Blur Hard Seltzer
- 2021 — Need to Find a New Location – Looking at alternatives



Keith Lewis Founder, CEO
Tupper Patnode Founder, COO
Chris Lewis Head Brewer



CRAFT COMMUNITY

This is about more than running a successful business. It's about creating a craft focused community.
The goal of this project is to build the epicenter for culture in McKinney.



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- McKinney St. Patrick Day – an annual event catering to North Texans that like green beer (4,000 attendees)
- McKinney Music Festival – first time event that supports community charities (4,000 attendees est.)
- Wish 100 cycling event (1,000 attendees)
- Division II National Championship Pep Rally (750 attendees)
- McKinney 4th of July Post Party (500 attendees)
- Ratrodtober – Car show with live entertainment (1,000 attendees)
- Weekly live music
- North Texas Crit Cycling Competition (250 participants)
- Treasured Vessels Charity Fundraiser (500 attendees)
- Special Olympics Fundraiser (600 attendees)
- Fall Fest Art Show (750 attendees)

We Can Do More:

- Support local musicians
- Local artist and craftsman
- Local food vendors – Coffee, cheese, and others



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RECENT GROWTH

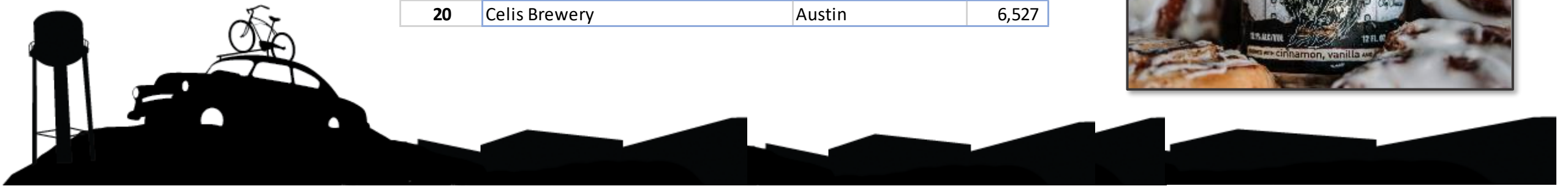
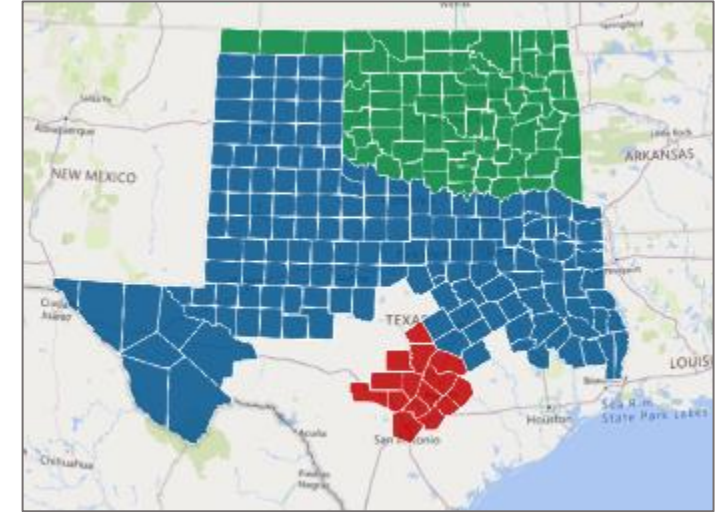


Texas Craft Breweries Volume by Barrel (estimated)

Rank	Brewery	Home Market	2019 Es
1	Saint Arnold Brewing Co	Houston	62,227
2	Real Ale Brewing Co	Austin	50,239
3	Deep Ellum Brewing Co	DFW	47,201
4	Austin Beerworks	Austin	20,293
5	Community Beer Co (Est.)	DFW	19,342
6	Independence Brewing	Austin	18,697
7	Rahr and Sons Brewing Co	DFW	16,204
8	Thirsty Planet Brewing Co	Austin	13,000
9	Southern Star Brewing	Houston	12,000
10	(512) Brewing Co	Austin	10,246
11	Martin House Brewing Company	DFW	10,096
12	Live Oak Brewing Co	Austin	9,547
13	8th Wonder Brewery	Houston	9,000
14	Lone Pint Brewery	Austin	8,272
15	Buffalo Bavou Brewing Co	Houston	8,000
16	TUPPS Brewery	DFW	7,700
17	Wild Acre Brewing Company	DFW	7,631
18	Hops & Grain Brewing	Austin	7,500
19	Lakewood Brewing Co	DFW	7,403
20	Celis Brewery	Austin	6,527



Current Distribution Footprint



NEW LOCATION



We've been in discussions with Frisco, Allen, and McKinney



RECENT GROWTH – NEW SITE

- Growth has forced us to move from our current location. We are currently working with three municipalities on potential new locations.
- Discussions with McKinney and the City Manager's office have led to the McKinney Grain site.
- The project would align and coincide with approved east side infrastructure improvements.

City of McKinney Infrastructure Improvements



MCKINNEY GRAIN



PROJECT DRAWINGS

- This drawing shows the proposed aerial view of the project.
- The existing building labeled as 2 and 14 would be rehabilitated to house the new taproom. The existing building would be retained for historical value.
- Buildings 3 and 4 would be new construction as well as all other listed improvements. Existing elements and materials would be used as much as possible to maintain the historical appeal.



- 1 Office approx. 2K SF
 - 2 Tap Room approx. 10K SF
 - 3 Shop and Barrel Age Room approx. 6K SF
 - 4 Brewery and Packing with Roof Top Bar approx. 20K SF
 - 5 Culinary School and Restaurant Incubator approx. 10K SF
 - 6 Parking
 - 7 Stage
 - 8 Outside Bar
 - 9 Kid's Zone
 - 10 Adult Kid's Play Zone
 - 11 Garden for Beer Making and Culinary School
 - 12 Greenhouse
 - 13 Silo Shops
 - 14 Outdoor Beer Garden / Dining / Water Feature
 - 15 Loading Dock
 - 16 Bathrooms
- *Areas surrounded by yellow could



PROJECT RENDERINGS

These rendering were completed by the City of McKinney. Further costing detail and additional renderings are in process.



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PROJECT COST

Contractor Initial Estimate

(preliminary and not based on drawings or material selection)

	Firm 1	Firm 2	Firm 3	Average	
Brewery	\$ 5,169,600	\$ 5,625,000	\$ 4,567,500	\$ 5,120,700	
Barrel Room	\$ 682,000	\$ 1,350,000	\$ 1,218,000	\$ 1,083,333	
Taproom Kitchen	\$ 50,562	\$ 50,562	\$ 50,562	\$ 50,562	
Taproom	\$ 1,950,000	\$ 2,250,000	\$ 2,030,000	\$ 2,076,667	
Landscaping	\$ 3,760,000	\$ 2,000,000	\$ 2,080,000	\$ 2,613,333	
Office	\$ 360,000	\$ 400,000	\$ 406,000	\$ 388,667	
TOTAL	\$ 11,972,162	\$ 11,675,562	\$ 10,352,062	\$ 11,333,262	<== Proposed to MCDC

Equipment - Brew	\$ 2,879,000	<== Proposed to EDC
Equipment - Kitchen	\$ 139,800	
TOTAL	\$ 3,018,800	

TOTAL PROJECT \$ 14,352,062



SHARED VISION

A Long Term Mutually beneficial Partnership

- TUPPS commits to continued growth in McKinney and signs a long-term lease
- TUPPS builds its FOREVER home with a focus on fostering a craft community
- TUPPS becomes a catalyst for growth on the east side of downtown
- TUPPS builds a community hub with shared space and local events
- Increased charity work and community events



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*Area surrounded by yellow could be designated community space

BREWERY IMPACT

In cities across the country, breweries have played an integral role in revitalizing and spurring economic development in industrial zones. A perfect partnership for economic growth.

Denver's RiNo District: Formerly home to several heavy manufacturing facilities, with the help of craft breweries, RiNo is now a top, up and coming neighborhood, with increasing property values and other new development.

Portland's Pearl District: Up until the 1950's the PD was a vibrant industrial zone but by the 80's was delapidated and mostly abandoned. Now it is a hot spot for development and home to five breweries.

Minneapolis's Central Avenue: A neglected warehouse district just outside of downtown is now a vibrant hot spot for development and home to breweries and innovative new restaurants.

Charlotte's NoDa Neighborhood: Post industrial neighborhood home to textile manufacturing that had turned into a hub for crime in the 70's is now a sought-after arts district and home to huge growth driven by several breweries.



BEER TOURISM

“The economic ripple effects are definitely there,” said David Barnett, a Chicago-based senior research analyst for JLL, the commercial brokerage firm. Breweries “create a cool tourism aspect for out-of-towners, but it’s been good for residents as well.”

How Craft Breweries Are Helping to Revive Local Economies, C. J. Hughes
<https://www.nytimes.com/2018/02/27/business/craft-breweries-local-economy.html>

Let’s bring people to Downtown McKinney

Since September 1st of last year we’ve seen over 30,400 unique customers from across the metroplex.

Current
Downtown
Square

Future Growth
of the Square

Project
Location

