

A collection of craft beer bottles and glasses, with a blue square overlay in the upper right. The background is a blurred image of various beer bottles and glasses, some with labels and some with foam on top. A solid blue square is positioned in the upper right quadrant of the image.

**Uniting American craft breweries  
to the global community of beer  
aficionados.**

**International Distribution Prospectus**

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**International Distribution Prospectus**

# 1. Letter From Our President and CEO

Dear Prospective Distributor,

Thank you for your interest in our exclusive product lines! Craft alcohol beverages is one of the fastest growing segments in the beverage industry, and we are looking for partners abroad interested in distributing the brands we represent.

We specialize in exporting some of the most innovative craft beer, wine, hard-cider, and spirit brands from the USA. Our products' uniqueness, the training and support we offer our distributors, and the access to upcoming new products offer a tremendous business opportunity.

In this Distribution Prospectus you will find information that will help you understand our business model, our brands, and the type of distributors we are looking for. Thank you again and I personally look forward to working with you in the near future.



President and CEO

## 2. Our Story

[REDACTED] was born from an opportunity to import wine into the United States. However, in the process we realized the growing demand for craft, American flavors abroad.

The business model was flipped and now Velour Imports is the leading portal to America's most authentic flavors.

[REDACTED] unites American craft breweries to the global community of beer aficionados.

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# 3. Product Overview

[REDACTED] distributes only the most eye-catching, trendiest of export-ready brands available in the United States.

Among our portfolio of brands, we have America's award-winning IPAs, Double IPAs, Lagers, and Ales for today's aged beer aficionado or curious millennials.

Taking a step above the competition, [REDACTED] can also supply brands from requested states (Continental United States only).

# 4. Product Lines

 holds exclusive fixed-length distribution agreements with independent brands from America's most popular craft brewing states like Colorado, California, and Oregon. Each product line is available for distribution throughout the Caribbean, Central, and South America.

In the next pages you will find information about the brands we represent and a sample of the product lineup.

# Aspen Brewing Company • Aspen, Colorado



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# Aspen Brewing Company • Aspen, Colorado

Aspen Brewing Company was founded in 2008 with one simple goal: Make World-class Beer, Downstream from Nobody. With a passion for craft beer and the mountain lifestyle, its small and dedicated team strives to make delicious craft beer fit for any and every occasion. Eight years later, Aspen Brewing Company continues to grow to new heights, produce a wide range of award winning craft beer and represent the outdoor lifestyle embodied in Aspen.

## **Product Lineup:**

- Independence Pass Ale (see next page)
- This Season's Blonde
- Silver City



# Aspen Brewing Company • Aspen, Colorado

## Independence Pass Ale (ABV: 7%)

Aspen's high-altitude rendition of the classic IPA. Sweet caramel malt balanced by floral and grapefruit hops.

Case 12oz 4-packs

2016 World Beer Cup Gold Medal

2017 International Beer Challenge Bronze Medal -  
English IPA

# Aspen Brewing Company • Aspen, Colorado

Independence Pass Ale (ABV: 7%)



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# Church Street Brewing Co. • Chicago, Illinois

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# Church Street Brewing Co. • Chicago, Illinois

## **Old World Brewing Done Chicago Suburban Style!**

Church Street Brewing Company is a craft brewery located in a western suburb of Chicago. Church Street Brewing Company brews traditional and unpretentious lagers and ales that represent the old and new beer styles of European influence. Their award-winning beers are as tasty as they sound!

### **Product Lineup:**

- Heavenly Helles Lager (see next page)
- Continental Lager
- Shony Scottish Ale
- Brimstone IPA
- Devil's Advocate Pale Ale

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# Church Street Brewing Co. • Chicago, Illinois

## Heavenly Helles Lager (ABV: 5.4%)

Utilizing old world decoction mashing techniques for a truly unique sweet malt character, this gentle drink also features a straw colored-clarity that's clearly heavenly!

Best Lager, Chicago Magazine

Best of Show Midwest, Brewers Fest

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# Church Street Brewing Co. • Chicago, Illinois



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# Oceanside Ale Works • Oceanside, California



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# Oceanside Ale Works • Oceanside, California

The big, rich, and malty American ales from Oceanside Ale Works were the first in Oceanside, California. A pioneer of the great microbrewery boom of San Diego, Oceanside Ale Works strives to not only create award-winning beers, but create a variety sure to please any palate.

## **Product Lineup:**

- Double Dude IPA (see next page)
- American Strong Ale
- Pier View Pale Ale
- Elevation 83 Pale Ale
- Oxymoron Black Ale
- Big Ru Wee Heave Ale

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# Oceanside Ale Works • Oceanside, California

## **DUDE Double IPA (ABV: 9.4%)**

A strong aroma, intense and complex hop flavor.  
This Double IPA will make you scream “dude.”

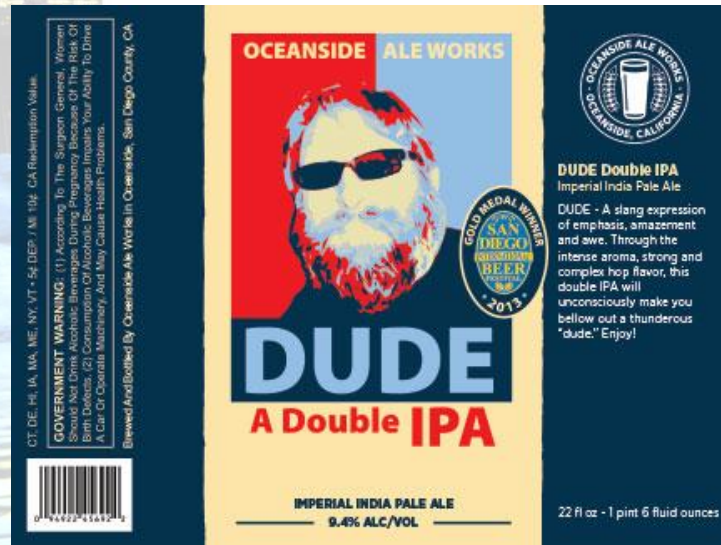
22 oz. bottles

Gold Medal Winner, San Diego International Beer  
Festival, 2013

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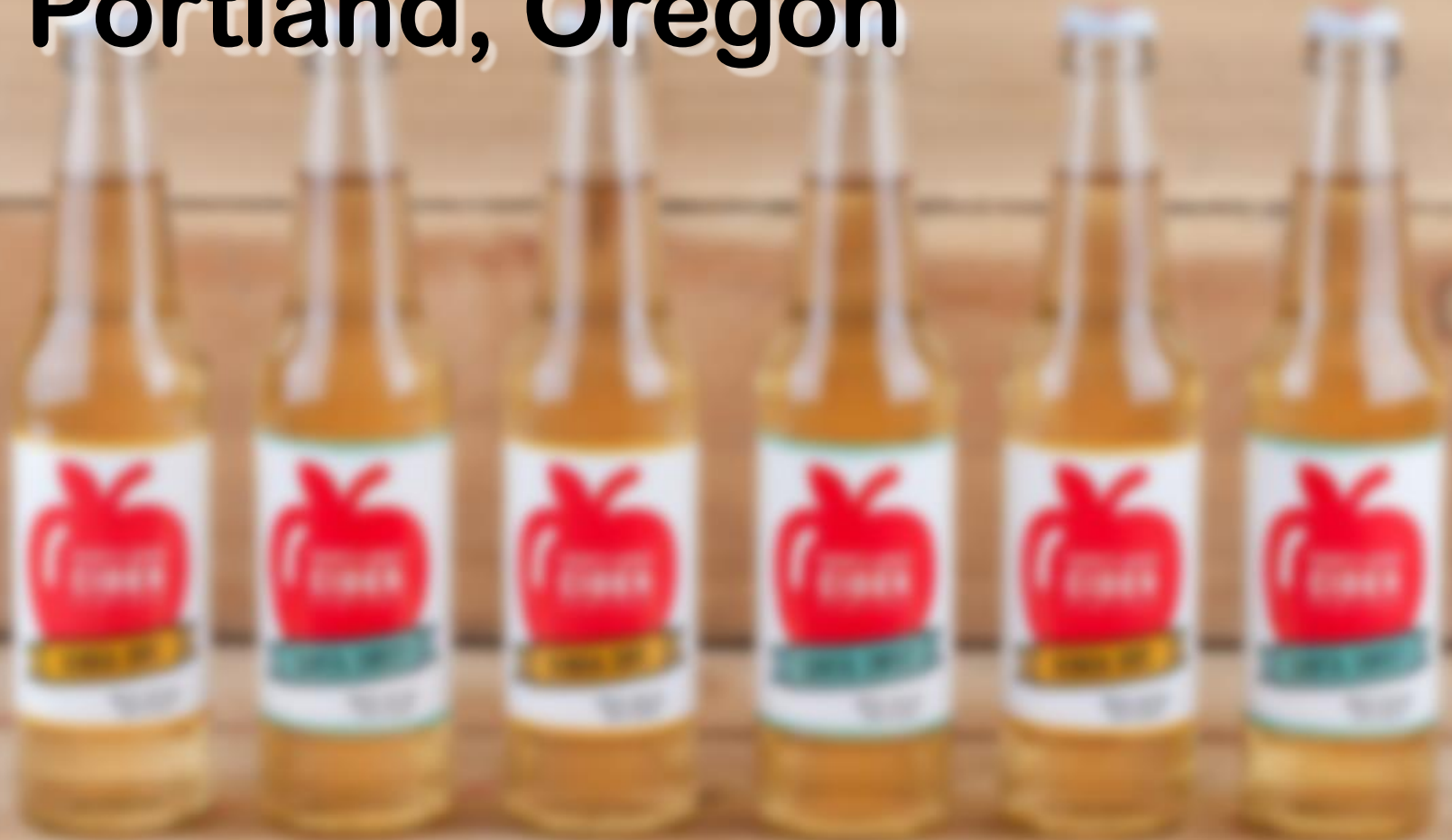
# Oceanside Ale Works • Oceanside, California

## DUDE Double IPA (ABV: 9.4%)



## International Distribution Prospectus

# Portland Cider • Portland, Oregon



**International Distribution Prospectus**

# Portland Cider • Portland, Oregon

**Portland Cider Company marries English cider traditions with the innovative Northwest micro-brewing culture.** The first batches began in the founders' guest room closet, 5 gallons at a time, made to quench their own thirst. They then introduced it to their friends and family, most never having drank cider before, and discovered they were on to something when their cider's popularity soared and those small batches went fast! That cider is what became their signature and bestselling "Kinda Dry."

## **Product Lineup:**

- Kinda Dry (See next page)
- Sorta Sweet
- Pearfect Perry
- Passion Fruit
- Sangria
- Hop 'Rageous
- Apple

**International Distribution Prospectus**

# Portland Cider • Portland, Oregon

**Kinda Dry (ABV: 6.5%)**

Blended in the spirit of traditional English cider. Light, clean, refreshing, with a pleasant finish. The kind of cider you can drink all day long!

Available in 22oz and 12oz 6-pack bottles

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# Portland Cider • Portland, Oregon

**Kinda Dry (ABV: 6.5%)**

Gold Medal – Oregon Wine Awards 2015

Silver Medal – Great Lakes International Cider &

Perry Competition 2013 – 2014 (Bronze Medal 2015)

Bronze Medal – World Cider Championships 2016

Bronze Medal – Drink Outside the Grape

Competition 2016

Bronze Medal – Great Lakes International Cider &

Perry Competition 2015

**International Distribution Prospectus**

# Portland Cider • Portland, Oregon

Kinda Dry (ABV: 6.5%)



**International Distribution Prospectus**

# 5. Ideal Candidate Profile

Ideal distributors are representatives of the hotel and restaurant industry.

Distributors, importers, or agents purchasing delicious craft beer and hard ciders to complement an already existing beer, wine, and food menu.

Preferences are for candidates with:

- Established regional distribution.
- Already serving top-tier luxury hotels and resorts.
- With temperature controlled transportation and warehousing.

Existing beverage distributors interested in branching into the craft beer market are also welcomed.



# 6. Requirements

Candidates interested in exclusive distribution rights must possess:

- Experience in the craft beer industry.
- A long-standing history of using temperature controlled warehousing and refrigerated vehicles.
- The capacity to distribute nationwide.
- Ability to assign a brand manager to coordinate the stocking of current and oncoming stores.
- Ability to meet annual sales goals.

# 7. Investment

The type and level of investment needed to successfully launch these brands and penetrate the market depends on the Membership Level: Partner or Affiliate.

See next pages for details on the Membership Level investment requirements.

# (cont.) Investment

## Membership Level: Partner


- **Purchase commitment:** 12-month commitment to place purchase orders, once a quarter.
- **Inventory:** Commitment to purchase starts at \$7,125 per quarter (\$28,500 annually).
- **Promotional activities:** \$5,000 per quarter for digital and social media marketing (\$20,000 annually); \$5,000 per quarter for print advertising (\$20,000 annually); \$5,000 per quarter for point-of-sale merchandise (\$20,000 annually).
- **Store launches:** Minimum of \$5,000 for digital and social media marketing, print advertising, and point of sale merchandise per new store opening.
- **Personnel:** Assign a Brand Manager (*suggested*).
- **Specialized equipment:** Temperature-controlled warehouse and transportation (preferred).
- **Special features:** On site promo events such as Brew Master dinners, professional seminars, etc. with a selected brewer of your choice (prices and brewers subject to availability).

# (cont.) Investment

## Membership Level: Affiliate

- **Purchase commitment:** Try various brewers with no commitment to future purchases (avg. purchase period: 90 days).
- **Inventory:** Unlimited purchases, from \$8,587 to \$9,650 per purchase.
- **Promotional activities (90 days):** \$5,000 on point-of-sale merchandise; \$5,000 on print marketing; \$5,000 on digital and social media support.
- **Store launches:** Minimum of \$5,000 point of sale merchandise, print marketing, and digital and social media advertising per store opening. Brewer branded t-shirts, coasters, glassware, and other items sold separately.
- **Personnel:** None.
- **Specialized equipment:** Ambient product storage acceptable, temperature controlled preferred.

# 8. Corporate Support

 budgets a substantial amount of its budget for a combination of digital, print, and social media support to enhance the sale of products.

There is a fund of matched brewer contributions especially for point-of-sale merchandise and manufacturers are available for featured in-person promotional events throughout the year such as brew master dinners and professional seminars (subject to availability).

# (cont.) Corporate Support

**Partners** ready for a 12-month commitment to purchase, once per quarter, enjoy the following benefits:

- Per case discounts.
- Master Brewer attended promotional events throughout the year.
- Support in digital, print, and social media marketing dollars.
- Print advertising and point of sale materials, supported by contributions into a brewer-to-distributor matched fund.
- World-class customer service.

# (cont.) Corporate Support

An **Affiliate** membership is best suited for importers interested in the craft beer market but unsure of the reception of products in their market.

Affiliates receive the following benefits:

- Digital marketing support without the commitment to future purchases.
- 90 days worth of marketing and advertising in digital and social media promotions.
- World-class customer service

# 9. Wholesale Pricing Sample

The pricing model is simple. Each purchase order must equal a minimum of 2 pallets (140 - 240 cases). One pallet may contain 70 to 120 cases. Container loads are sold by special arrangements. Year-round selections are categorized into a standard or premium price range. Seasonal selections available a la carte.

Smaller purchase orders are intended to eliminate a need to hold inventory on site. Importers are encouraged to make smaller purchases on a more frequent basis (monthly, weekly). Rather than holding inventory on site, purchase smaller orders more frequently. Shipments available weekly, monthly, and quarterly.



# (cont.) Wholesale Pricing Sample

Aspen Brewing Company	ABV	Case/Unit	C/B	Affiliate	Partner
				<u>Per Case</u>	<u>Per Case</u>
Independence Pass Ale	7.00%	24/12oz	CAN		

Church Street Brewing Co.	ABV	Case/Unit	C/B	Affiliate	Partner
				<u>Per Case</u>	<u>Per Case</u>
Heavenly Helles Lager	5.40%	24/12oz	BTL		

Oceanside Ale Works	ABV	Case/Unit	C/B	Affiliate	Partner
				<u>Per Case</u>	<u>Per Case</u>
DUDE, Double IPA	9.40%	12/22oz	BTL		

Portland Cider Company	ABV	Case/Unit	C/B	Affiliate	Partner
				<u>Per Case</u>	<u>Per Case</u>
Apple	5.50%	24/12oz	CAN		
Kinda Dry	6.50%	24/12oz	BTL		
Passion Fruit	6.40%	12/22oz	BTL		

# 10. Next Steps

Are you interested in this unique distribution opportunity?

1. Contact [REDACTED], [REDACTED] Regional Sales Manager for Latin America and the Caribbean, by e-mail ([REDACTED]) or by phone [REDACTED] to request any additional information you may need.
2. If you don't need any additional information, request the International Distributor Application.
3. Once the International Distributor Application is received, it is evaluated by our International Business Department.
4. A decision is made whether the application is approved or needs more work. If it is approved, an International Distribution Agreement is signed.
5. Training and support are provided for the successful launch of the brands.



**International Distribution Prospectus**