

We show your region where to find your beer.
CraftGeneration is **here**. Our platform is ready to serve your Craft **now**.

Every once in a while, a product comes along which serves a market with exceptional timing. In 2014, craft beer will continue to rise. Currently, America is adding thousands of craft beer jobs with hundreds of new companies underway. Talents have been honed and tastes of the marketplace are most definitely modifying and maturing. Craft is here to stay, and this adds a world of new challenges to the modern beer distributor.



We now live in a market with a growing number of brewers, shelf/draft beer SKU's and consumer tastes. The responsibilities of the distributor include attracting new brands, servicing a wider range of products, educating retailers and reaching consumers. The craft beer industry is in a

Gold Rush phase, and modern distributors must deploy every tool possible to remain competitive, relevant and contemporary. It's no secret virtually every industry has been impacted to the core by the digital economy. The distributor must be counted present online as well as on site, and the cost of entry to develop sufficient, sustainable online platforms can be extensive. CraftGeneration was built to

deliver a team to solve the ongoing necessity to point your region's consumers directly to the craft beer you sell. Craft beer lovers are more than moderately connected to the internet. They live online, and their entire lives play out electronically via their careers, their social media and interpersonal communication.

Likewise, lovers of craft beer have little resource for finding the products they want, the beer they wish to try and the retailers who carry both.



Imagine being able to point any consumer toward any of your brands, instantly. As in 1.5-3.0 seconds instantly. Imagine if any craft beer lover could visit your website and surf

all of your brands, spark curiosity and find the nearest retailers who offer what you sell. And craft beer is so much more than Point A-Point B logistics. Craft beer distributing requires a vigilant approach to super serving the brewer, retailer and consumer equally. Earning, retaining and building a brand means putting your best foot forward at every step of the sales cycle. CraftGeneration exists to shorten the

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last mile between the retailer and the consumer, bridging one of the most important continuous gaps in your business model as a modern distributor.

The sheer task of bringing your current product and retail list to the consumer is daunting, or it used to be. CraftGeneration is comprised of professionals trained in the operation of contemporary beer distributors, and how to take your information and build custom applications which lead craft beer consumers **directly to your product**. It is a labor intensive process, yet one we are capable of handling very well on an ongoing basis.

Online presence for any business tends to be a giant headache. Thousands of businesses do not keep their digital front door open well, don't update it often and fail to maintain relevance. Typically, web firms come and go just as often as the internal employees who handle such tasks. We've all run into "key man" situations where too much reliance on the talents of one person places the entire organization at a loss when the "key", for some reason, departs the company. The critical nature of building a long term solution, such as consumer outreach in the growing craft field, requires these issues to be addressed at the outset of any potential project. Then you look at the project itself, and the choices necessary to build a functional online tool become all the more puzzling and risky. Who can do this today, and who can keep this going tomorrow? Who can make this work, and who can keep this competitive? **CraftGeneration is the only company in North America focused entirely on**

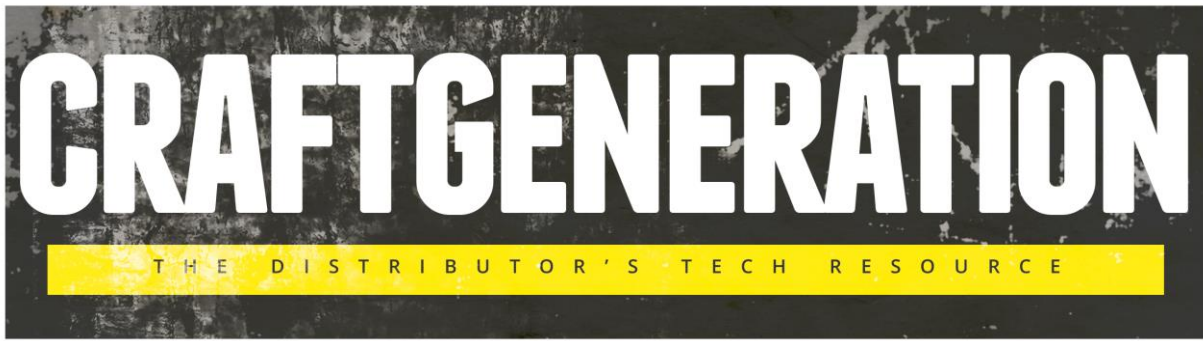
directing consumers to their favorite craft beer. Not only are we prepared to deliver your craft beer brands to the consumers in your area now, we're prepared to accomplish these projects with a **minimum of time and resource from your staff.** We've learned, we've streamlined and we're ready.

Where is my favorite craft beer? Where is the new beer I heard about? Where is this new product I want to try? Who is the closest retailer who can sell it to me? CraftGeneration is built to answer all these questions, and keep them answered, with minimum effort on part of the local distributor.



The CraftGeneration Distributor Process

The process begins with a Distributor Assessment. We'll find out where you are in terms of your online presence, and where you wish to go. Our intent is not to change your website, if you're happy with it. Our intent is to add to it, and give you a level of functionality which represents the 2014 marketplace. You are the pilot in every aspect. **We must demonstrate a level of understanding with regard to how a modern distributorship operates.** Chances are you have great talent in your organization, but your talent is busy. **Developing, testing and deploying a world class application to locate beer for consumers is likely not on your staff's current task list.** Yet, it becomes more and more necessary every single day. Once we have completed a Distributor Assessment, the real work



begins. We will ask for a Confidentiality Agreement which protects both your distributorship and CraftGeneration. Once the paperwork is done, you will see us go to work at breakneck speed to deliver your inventory to your market's consumers on a rapid time frame. Our Location Engine lists all of your products with a logo, and a selection tool which enables the consumer to choose a package or draft attribute, then search for retailers. Once the retailers are located, which can be further drilled down by distance, we'll display the retailer information with a map right to the front door. A lot occurs behind the scenes to make this happen. But the work happens behind our scenes while you go on about your day to day operations. The data you deliver is studied and hand edited to bring our utilities to life. We understand your staff hasn't the time to consistently focus on such issues, and this is the first area we'll demonstrate how CraftGeneration was built to be an absolute best friend to your distributorship. When you drop your car off at the mechanic, you don't have to stand there and pass the shop tools and instructions to get the job done. The vehicle is repaired, the car is delivered and you drive away. This is how CraftGeneration operates. We will take data directly from your internal system and custom build the online applications which display craft beer, and your important retailers, to the general public. This is a giant leap forward for every step in the sales cycle, from the brewer to the consumer. We don't ask for any special work to be done on your end to prepare your data for us. We accept what you give us, and work to learn your distributorship's internal codes and package descriptions. We will have questions as the process

gets underway, so we will need one very accessible point of contact as your data is morphed from the [Distributor-Retailer] model to the [Retailer-Consumer] model necessary to serve craft beer lovers online.

Time to Go Live. We will quote a number of days to "Go Live" with a demonstration of your retail database for presentation to the consumer. The results, we believe, will surprise you. You will enjoy a truly functional and gorgeous application populated with your products and your retailers, ready for you to promote to your marketplace.

You'll give us:

- Our project agreements to move forward
- Your data and logos in their raw forms
- The name and phone number of the staff member you assign as our Ambassador
- New data and updated/new product logos every 60 days for seasonal refresh, or on a cycle specified in our original agreement

We'll give you:

- Your intended "Go Live" demo date
- Our absolute full attention and effort
- A terrific end product performing well

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- All of our upgrades and new features as they are deployed
- Freshly updated engine and logos on a 60 day data cycle, or as specified in our agreement.



The 60 Day Refresh Standard Agreement renews retailer and product data, and your logos, on a 60 day cycle. This exceeds natural seasonal stock changes, while offering a relevant search product for the

consumer. This is a labor intensive process, one which would likely fall behind if required to be handled in house. We stay on top of this for you to assure your data is current. We'll ask you for your latest data exports and new logos. You won't have to remember, because CraftGeneration is on your team.

Now is when we're ready. This isn't vaporware or a really cool product coming next year. CraftGeneration is ready to deploy in every single market in the United States right now. The faster our rep has your inquiry, the faster we can complete a Distributor Assessment,

quote a Go Live Date and begin working on your data.

For every distributor, this is the Craft Generation. It's time to bring all digital weapons to the field to make sure your brewers are appropriately represented, your retailers properly recognized and your consumers properly informed.

Who are we, you ask? CraftGeneration was born to serve local distributors exclusively, the first such undertaking of its kind. The next level of concepts and refinements are already underway. Led by a 20 year broadcaster with an equal number of years coding applications, CraftGeneration enjoys the talents of devoted developers dedicated to mapping out the future face of the craft beer consumer environment. All you have to do is supply us with the data we need, promote the resulting product in your market, and keep the craft beer flowing.

To prevent from overpromising, we are quoting Go Live Dates on a first-come basis to launch new CraftGeneration Distributors. The earlier you inquire and submit data, the faster your consumers will begin seeing your products live.

Want to call our founder and have a chat? His name is Jason and his phone number is 423-544-1801. He'll introduce you to the best developers in the business, his co-workers and best friends.