HUMBOLDT COUNTY, CALIFORNIA A CRAFT BREWERY OWNED BY CALIFORNIA'S LARGEST TRIBE

HISTORY

ONE OF THE FIRST TRIBALLY OWNED BREWERIES IN

OWNED BY THE LARGEST TRIBE IN CALIFORNIA

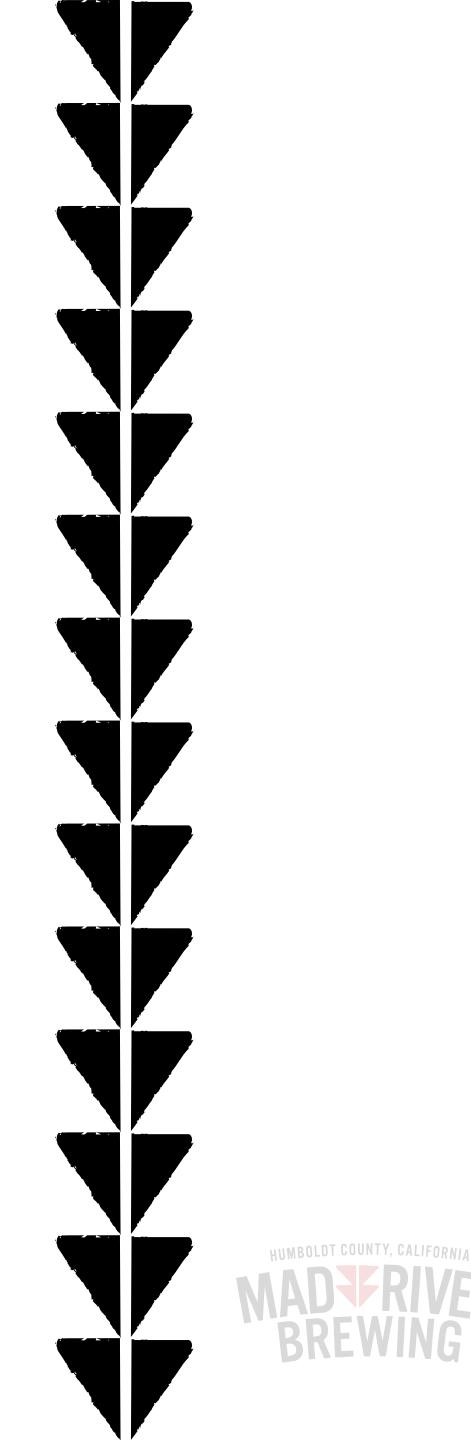




INTRODUCTION

- Only 4% of breweries in the US are Native owned, and even fewer have the distinction of being tribally owned.
- Whereas Native and Indigenous owned breweries are beginning to emerge, as a tribally owned brewery **our business is** directly tied to tribal economics and ultimately, tribal sovereignty.
- Launching a rebranding effort, Mad River Brewery is forging a new path for an Indigenous category in craft beer and beyond, while building on top of a 33-year legacy of producing the higest quality craft beverages.
- Brewing craft ales since 1989, Mad River Brewery has been recognized as a **Gold, Silver, and Bronze award winner of** the Great American Beer Festival[®], for Best Brewery in the Nation in its Class, Small Brewing Company of the Year, and Small Brewing Company Brewer of the Year.







INTRODUCTION (COTN'D)

- The brewery is also recognized for green production processes, winning 7 WRAP awards for waste reduction, and now displays a first-of-its-kind tribal certification.
- Yurok Country[®] certification marks products that meet the highest standards for environmental and social responsibility, providing also a pathway for indigenous visibility and opportunity.
- Mad River Brewery is women-led, championed by CEO, Linda Cooley; Linda is a Yurok tribal member, nationally recognized for her public advocacy with 20 years of experience in the beer industry.
- In 2021-2022, the brewery announced historic partnerships with California State Parks, the San Francisco Giants, the San Jose Barracuda, and Grey Snow Management Solutions, an enterprise of the loway Tribe of Kansas and Nebraska.
- Mad River Brewery continues to press onward with a meaningful message to raise awareness, increase visibility, and **make for a more sustainable, environmentally restorative, and equitable future**, all while remaining steadfast to a commitment to employ the most holistic brewing methods, crafting products that are in a league of their own.





















Mad River Brewery has been brewing quality craft ales for over 30 years. We have decades of experience in developing products that fill the gap, delivering timeless classics and new offerings for a truly memorable craft experience. In constant pursuit of perfection, we are cultivating, experimenting, and sharing our successes, with new product releases, refined old favorites, and special recipes in celebration of exclusive partnerships. Indulging the passion for a palate-satisfying offering, we are known for award-winning flagships like Steelhead Pale Ale, our Jamaica Red Ale, as well as our market-disrupting Undammed Hard Hopped Seltzer.



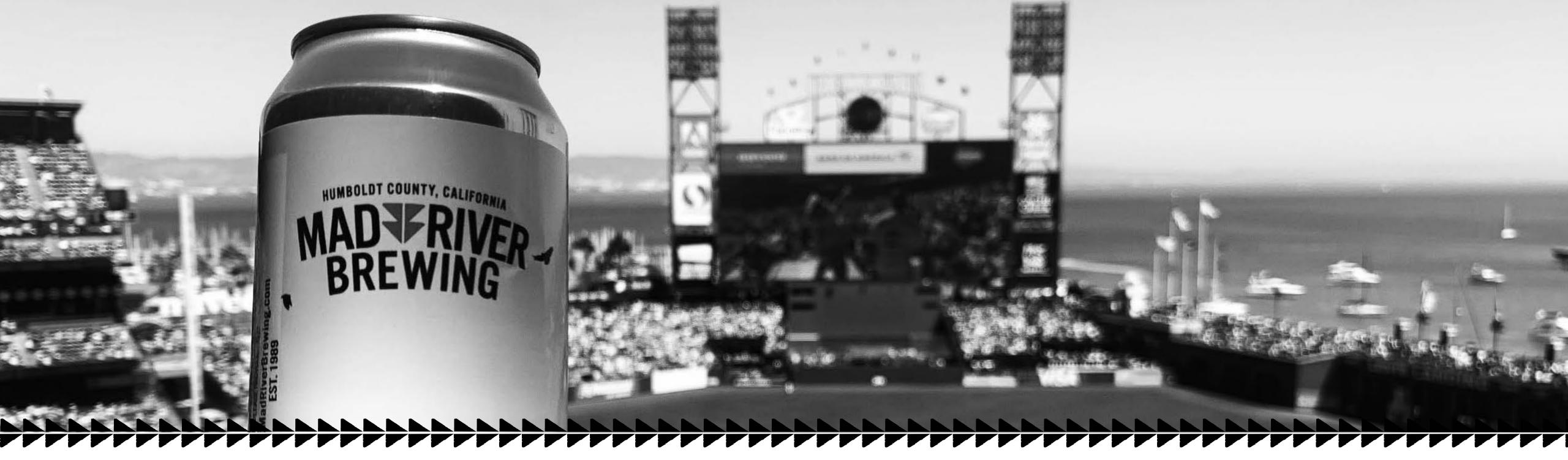
DECADES OF CRAFT

INNOVATION & GROWTH

Mad River Brewery is known for our exceptional hand-crafted ales that bring craft beer lovers back time and time again. Our portfolio is meticulously curated with a balance of creativity and approachability for the full spectrum of craft beer drinkers. Innovation in our production processes and craft over the years has led to the expansion of operations and the capacity to deliver our competetive products to a larger market. With the foundation laid for reaching new markets, our operations look to multiplying our distribution channels across the country. As we look to 2023, we work towards building our second brewery.







Despite pandemic challenges and across-the-board hits to the economy, Mad River Brewery has been laying the groundwork for reemergence, developing a new brand identity and new channels. Working closely with global organizations, National and State Parks, inter-tribal business partners, and professional sports teams, Mad River Brewery is making headlines with many firsts as one of the first tribally-owned breweries in history. The journey towards recognition on multiple platforms has begun, expanding and connecting with a wider audience. Our products and our story work in tandem enhancing our value proposition offering craft beer and seltzer drinkers a one-of-a-kind experience.



A NEW BEGINNING

2022 HIGHLIGHTS

Mad River Brewery products have long been on shelves in regional chain-stores, featured in accounts including Costco, Safeway, Target, BevMo!, and more.

In late 2022/early 2023, Mad River Brewery expanded, adding a catalog of accounts in Northern California.

Also new to the mix, are major professional sports platforms. Multiple Mad River Brewery products are now sold in Oracle Park, as well as in Tech CU Arena. We have 10 locations in Oracle Park where packaged products are sold. In Tech CU Arena, we now have a permanent location as the Mad River Brewery Bar, featuring 6 taps. Our packaged products are also sold in the Barracuda Drink Market as well as the Sharks' SAP Center.

The story of our products paired with timeless quality is what has secured our position in our most recent accounts. **There is a demand for diversity** and partners as well as consumers are intrigued by our unique story and endeavors.















CONSUMER ETHOS

- In addition to making timeless craft ales, Mad River Brewery has been known for exceptional green production processes for decades. Through the transition of becoming a tribally owned brewery, environmental endeavors and social impact have only multiplied.
- In the process of re-introduction of Mad River Brewery flagship ales as well as the introduction of new products, support and love for our products has only grown.
- **Purchasing ethos is a strong factor for craft beer drinkers**, especially as stories about climate change and threats to the planet's natural resources dominate the headlines. Without crossing any cultural boundaries, our efforts are one in the same with the Yurok Tribe, and **our products support environmental work related to water and** land restoration.
- The Undammed Seltzer line gets its namesake from the decades long fight of the Tribe in the undamming of the Klamath River, the largest dam removal in US history.
- Our Historic State Park IPA is a tribute to the historic partnership between the California State Parks and the Yurok Tribe in a co-management agreement.
- Products like Steelhead Extra Pale Ale and Jamaica Red Ale with their cult-following, proudly bear the Yurok Country Certified seal—tying them to the big-picture of social and environmental responsibility.







EXECUTIVE TEAM

Our executive team is small but tenacious, navigating through tough transitions with truly remarkable solutions, delivering all-new opportunities. Spearheaded by Linda Cooley, Yurok tribal member and CEO with 20+ years in the beer industry, our team works around the clock on all business operations. Our experts have a sophisticated understanding of the craft beer market with a pulse on consumer trends and preferences. All marketing, campaign development, partnership negotiations, and artwork is developed in-house.







What started with a love and passion for great beer to share with friends has grown into a much bigger story. Mad River Brewery has delivered the Northern California experience every time you raise your glass since 1989, and as not only the largest tribal brewery in California, but our track record of cult-favorites, we stand out among the competition. We continue to gain recognition as our audience expands, and demand for our products grows. Because of our unique distinction, our channels and connections in the world of tribal business lend us to a future with massive demand.



RECOGNITION & DISTINCTION

MAD RIVER BREWING

MAD & RIVER BREWING



CONSISTENT, TIMELESS

Adaptation is essential. In a world where technology, environmental factors, economics and consumer preferences are constantly changing, we adapt as well. Where others make impulsive decisions resulting in poor brand-equity and consumer confusion, we refine and develop our products that will serve the full spectrum of craft beer and seltzer consumers. By diversifying our portfolio, our offerings deliver a memorable experience that have a real hold on long-term trends and the future of the craft beer market.





HUMBOLDT COUNTY, CALIFORNIA

