

# **Holidaily Brewing Company** *America's Dedicated Gluten-Free Brewery* *Investor Presentation*



# HOLIDAILY STORY

## Karen Hertz, Founder of Holidaily Brewing Company

➔ Masters in Business Administration in **Entrepreneurship**

➔ Over **15 years** of beer industry experience

➔ **Survived cancer** (twice!), adopted a gluten-free diet

➔ Founded the **gluten-free revolution** that is Holidaily Brewing Company



# holi•daily

*/ˈhɑːləˌdɑːli/* verb

to make every day a holiday

**WE ARE A CRAFT BREWERY THAT BRINGS  
HAPPINESS AND COMMUNITY TO  
PEOPLE BY CREATING  
WORLD-CLASS, GLUTEN-FREE BEER**



# HOLIDAILY TODAY

## GOLDEN TAPROOM


## DISTRIBUTION

## DTC TAPROOM

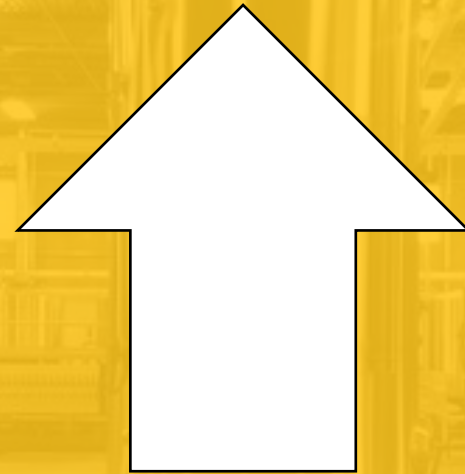




# HOLIDAILY PRODUCTION GROWTH



2016 – 257 BARRELS  
2017 – 750 BARRELS  
2018 – 1200 BARRELS  
2019 – 1800 BARRELS  
2020 – 2200 BARRELS  
2021 - 3400 BARRELS  
2022 – 4500 BARRELS



**1500+%** GROWTH



# AWARDS AND ACCOLADES



- Great American Beer Festival - Gold, Silver, Bronze
- U.S. Beer Open - Bronze
- Denver International Beer Competition - Gold, Silver, Bronze
- World Beer Cup - Silver



- Craft Brewery of the Year (CO Manufacturing Awards)
- Rising Star (Brewbound)
- Woman-Owned Business of the Year (Denver Business Journal)
- Best Customer Service, Brewery, and Happy Hour (CO Community Media)
- Top 100 Woman-Owned Company (Colorado Biz Magazine)
- Top 10 Breweries Around the World Owned by Women (GirlsNiteLive.com)
- Top 50 Colorado Companies to Watch (Colorado Biz Magazine)
- 50 Fastest Growing Companies in Colorado (Denver Business Journal)
- Top 200 Company in Colorado (Colorado Biz Magazine)



- Food and Wine Magazine
- FoodNetwork.com
- Popsugar
- Delight Gluten-Free Magazine
- Authority Magazine
- Men's Journal
- Eatingwell Magazine
- Wine Enthusiast Magazine

# CURRENT NATIONAL ACCOUNTS







AT MILE HIGH STADIUM

Add This to Your Story >

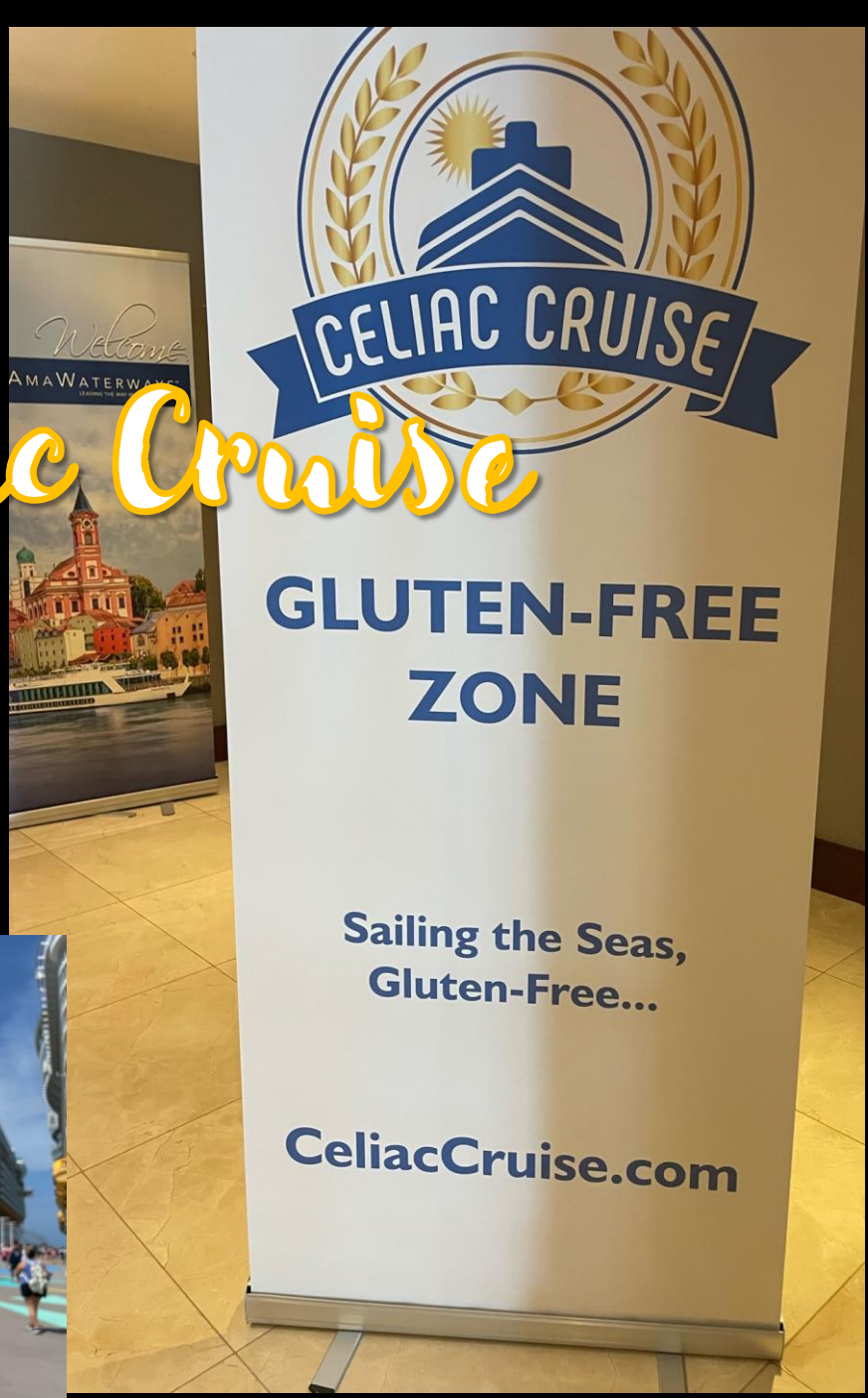


Placements in stadiums  
and venues

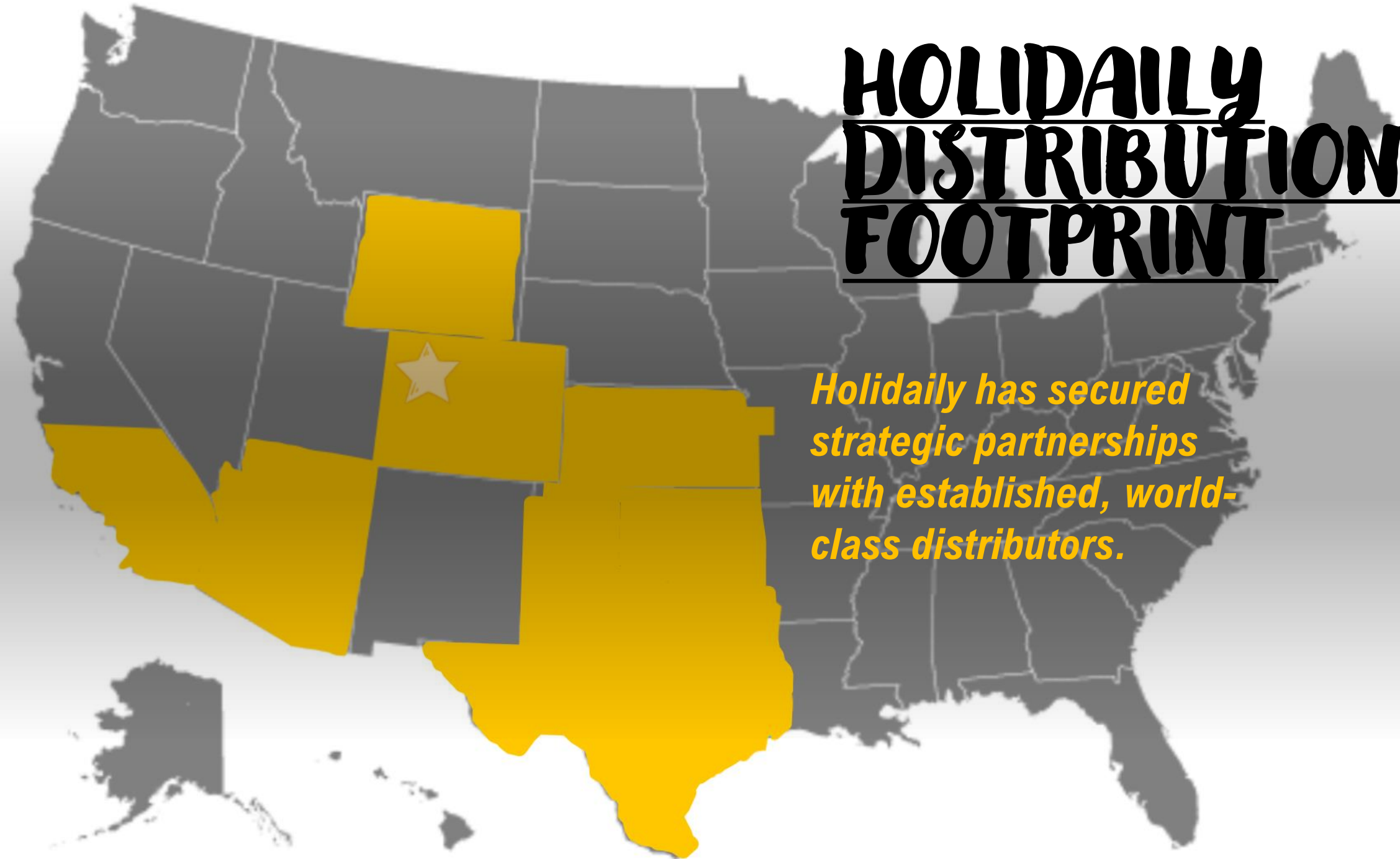




# Official beer of the Celiac Cruise



# HOLIDAILY DISTRIBUTION FOOTPRINT



*Holidaily has secured strategic partnerships with established, world-class distributors.*



A grayscale map of the United States serves as the background. Several black pushpin icons are scattered across the map, primarily in the western and northern regions.

**9,000+**

NUMBER OF COMMERCIAL  
BREWERIES IN THE USA

**16**

COMMERCIALY  
LICENSED GLUTEN  
FREE BREWERIES IN  
THE USA

**HOLIDAILY**  
BREWING CO.  
GOLDEN, COLORADO

**1**

★ LARGEST IN US  
★ GF CERTIFIED  
★ CERTIFIED WOMAN  
OWNED

# Market Overview

# HOLIDAILY TEAM



**KAREN HERTZ**  
Chief Brewista



**LAURA UKOWICH**  
COO



**ALAN WINDHAUSEN**  
Head Brewer



**SCOTT WHITLEY**  
Board Advisor



**ETHAN STIENSTRA**  
Marketing



**BRANDON SHEPARD**  
Finance Manager



**DAN KIEFER**  
Marketing





**30%**

**Of consumers  
follow a gluten  
free lifestyle**

**\*CNET.COM**

**\$46B**

**Estimated  
revenue increase  
in the gluten-free  
industry by 2026**

**85%**

**Better-for you beer  
segment growth**

**\*Brewers Assoc.**

- **GF beer**
- **Seltzer**
- **Cider**
- **Hard kombucha**

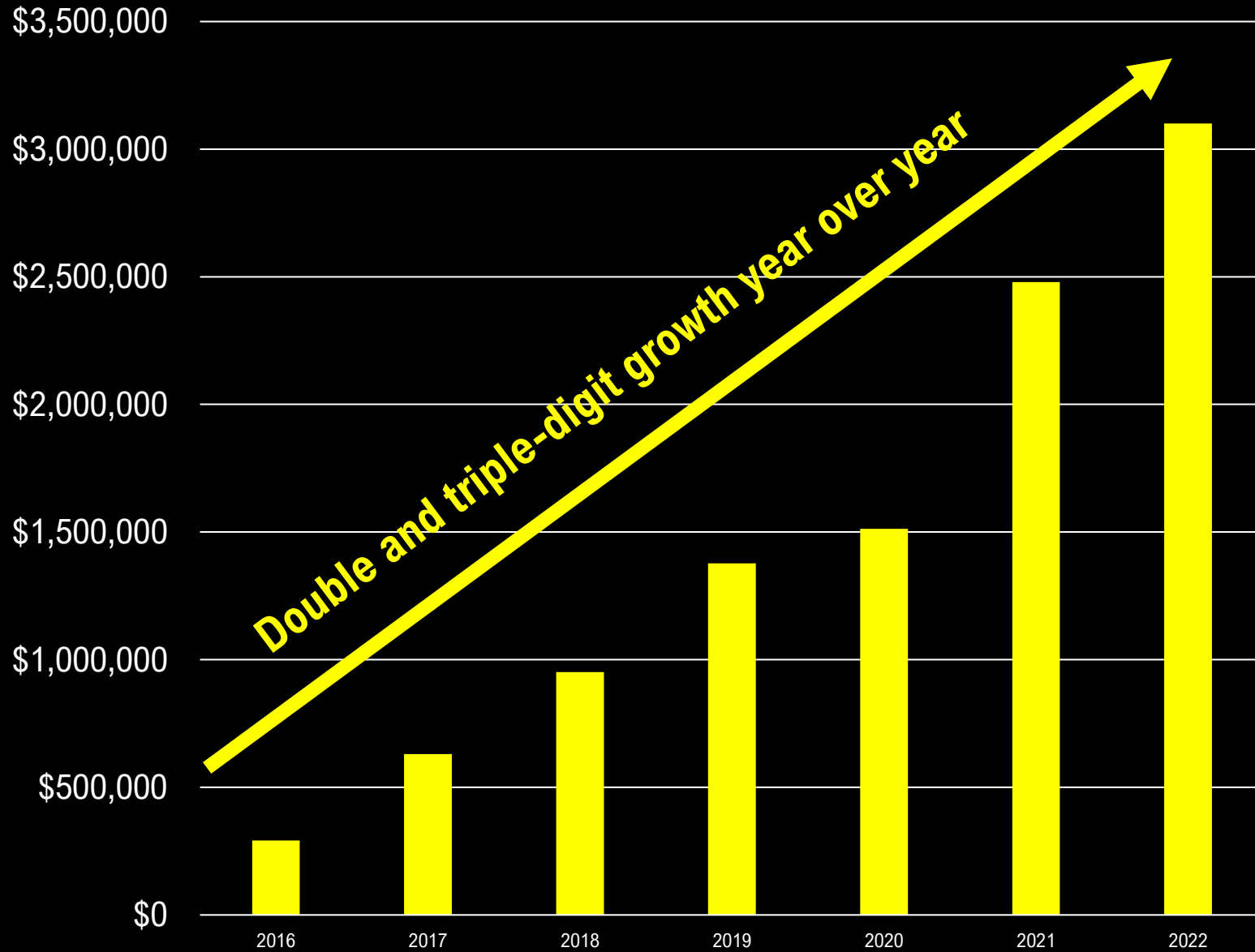
**\$745,000,000**

**Consumption of 1 case per  
year @ \$40/case**

**18,500,000 gluten-free beer  
drinkers in US**

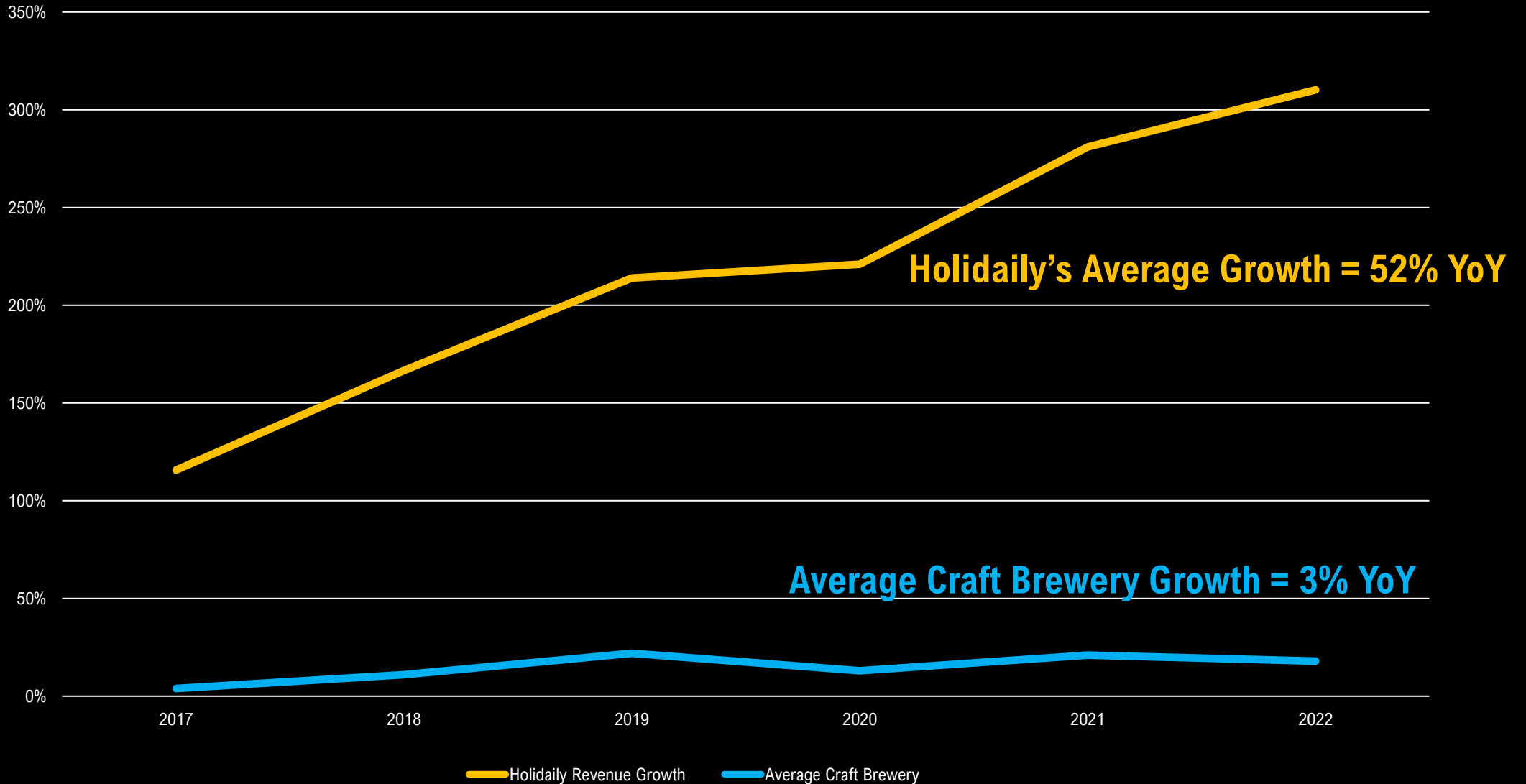
**TOTAL ADDRESSABLE MARKET**

# HOLIDAILY REVENUE GROWTH



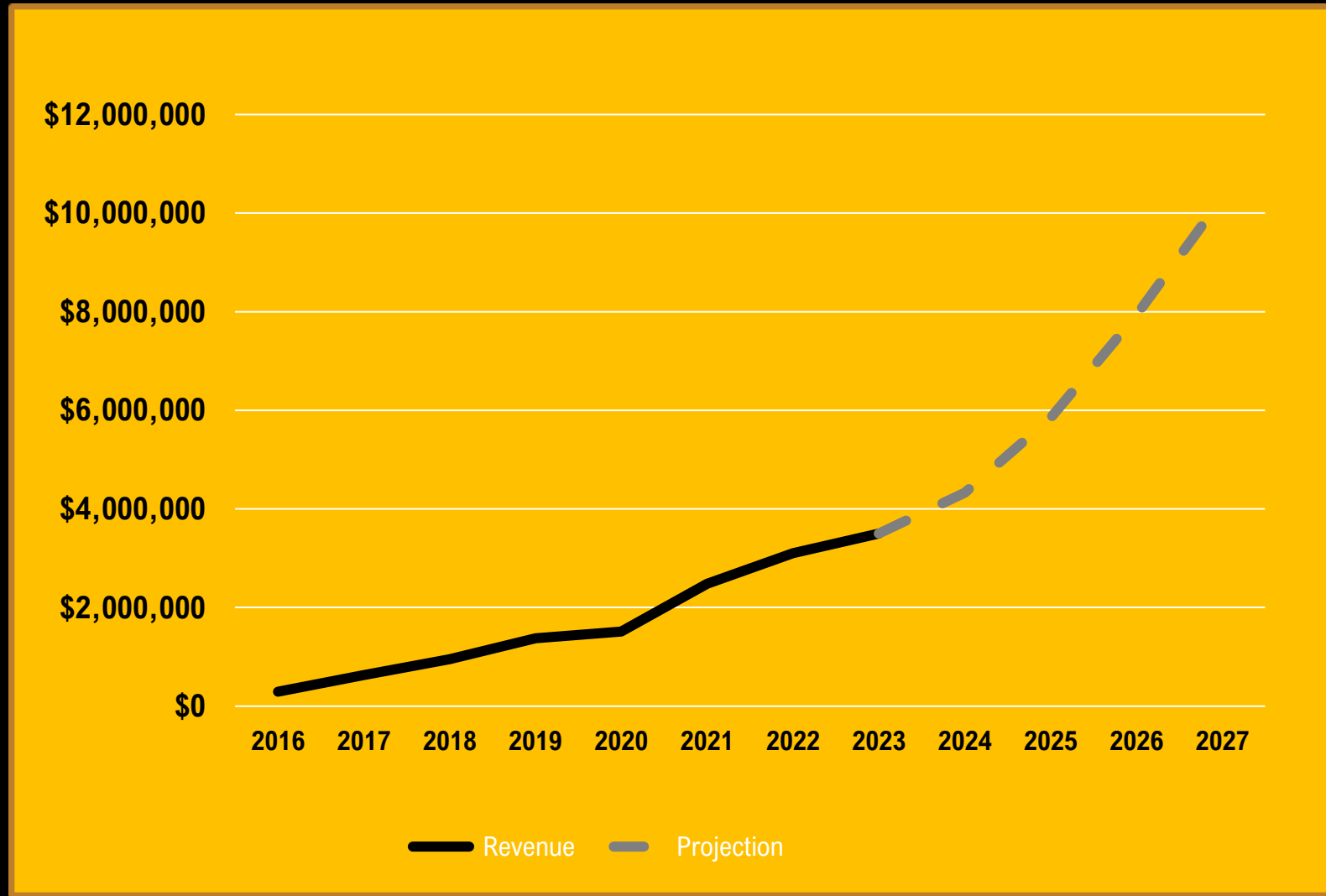


# Revenue Growth Holidaily Brewing Co v. Average Craft Brewery



# WHERE HOLIDAILY'S HEADED

- Profitable in 2025
- Increased sales in maturing geographic markets
- Negotiating contracts in additional markets
- Scaled COGS reduction
  - Increased purchasing power at scale
  - Disperse fixed costs
  - Diffuse labor costs



*contains forward-looking statements that are subject to risks and uncertainties, actual results may differ from those anticipated*

# Where will future growth come from?

- RETAIL & CHAIN GROWTH
  - CURRENT MARKET GROWTH
  - ADDITIONAL MARKETS
- CORE BRAND FOCUS
- MARKETING

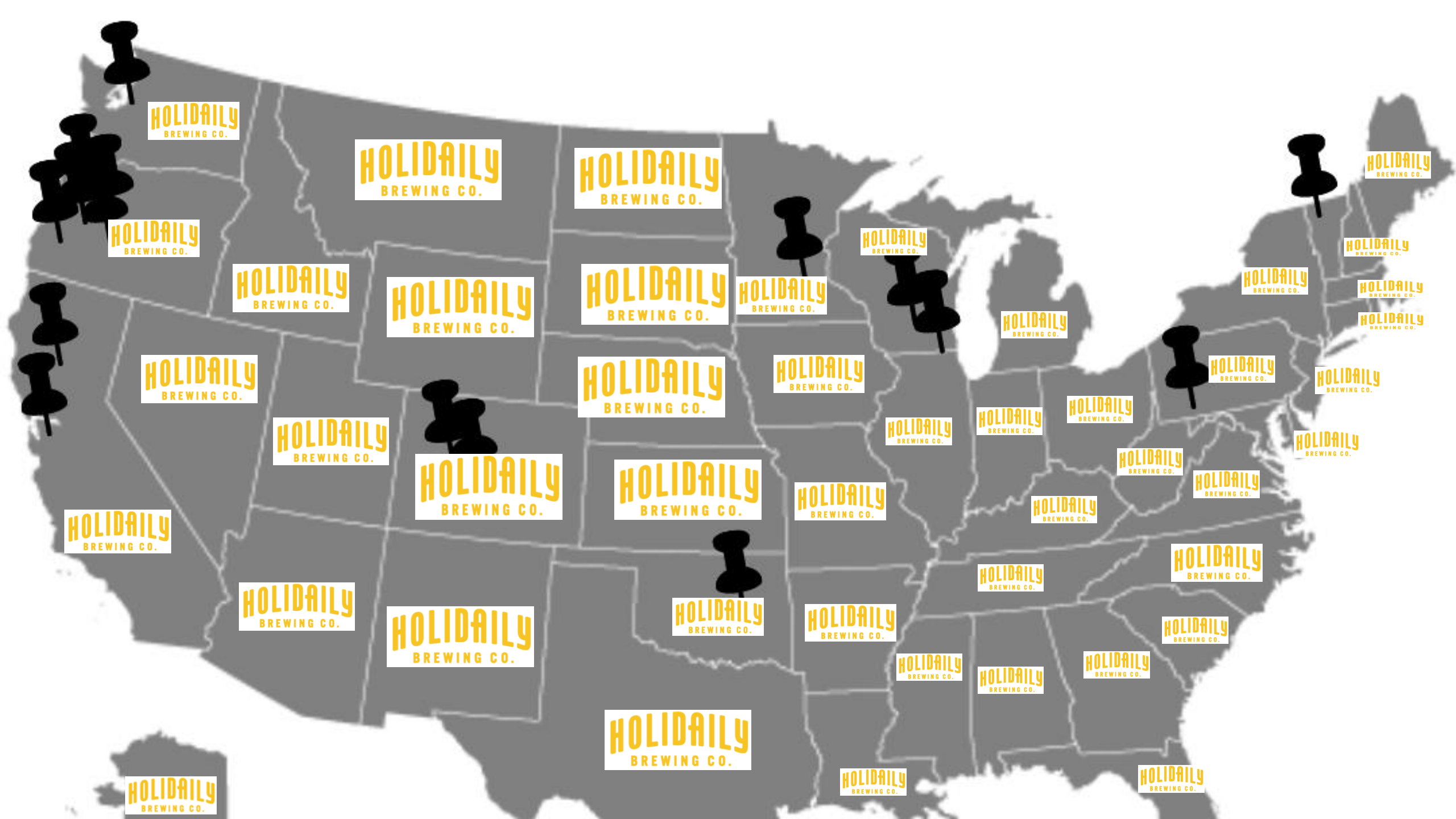




A hand is shown holding a yellow can of Holiday Brewing Co. 'Favorite Blonde' craft beer. The can features the text 'HOLIDAILY BREWING CO. GRAND, COLORADO', 'FAVORITE BLONDE', 'CRAFT BEER', 'GLUTEN FREE', '12 FL. OZ.', and '8% ALC. BY VOL.'. Below the main label is a small logo of a person wearing glasses. In the background, a black bag is filled with other cans, including one labeled 'BIG HENRY HAZY IPA'. The bag has 'HOLIDAILY' printed on it. The image is split by a white, torn-edge vertical line.

# THE FUTURE IS BRIGHT

- Building a lifestyle brand that is attractive to strategic players in the consumer-packaged goods and/or brewing industries
- Invest to drive growth and achieve a path to profitability



**HOLIDAILY**  
BREWING CO.

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# WHAT WE ARE.....



**A BRAND IMPACTING PEOPLE'S LIVES**

**100% CERTIFIED, DEDICATED GLUTEN-FREE**

**CRAFT BEER THAT TASTES AMAZING**

**LARGEST GF BREWERY IN THE COUNTRY**

**PARTNERED WITH ESTABLISHED NATIONAL  
DISTRIBUTORS**

**GROWING EFFECTIVE CHAIN PLACEMENTS**

**CERTIFIED WOMAN OWNED**

**AWARD WINNING!**



**AGGRESSIVE, STRATEGIC, GROWING!**







Thank you!  
Karen Hertz

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holi•daily

*/ˈhɑləˌdālē/* verb

to make every day a holiday

