

The N/A Craft Beer Revolution & Why It Matters to the Safe Boating Community

ATHLETIC BREWING CO
NON-ALCOHOLIC BREWS





N/A Craft Beer

How times have changed

Where N/A Beer Was

- **Lack of beer styles available to the consumer**
- **No Innovation**
- **No inclusive beverage option for all occasions**
- **Select availability to the consumer**
- **A category viewed outside of the social “norm”**

Where N/A Beer is Today

- **A wide variety of beer styles**
- **Innovative products being released by local, regional, & macro breweries**
- **Inclusive beverage option for all occasions**
- **Numerous options in almost every major food/beverage retailer**
- **The fastest growing segment in beer; comparable to plant-based food products**

More brands are entering the N/A revolution



More opportunity than ever for the boating community

- An additional occasion for the second most consumed beverage in the world
- Inclusive offerings for everyone in the group
- A quality beverage that will not compromise your daily tasks pre, during, or post outing
- An opportunity to create safer waterways

CHEERS TO SMOOTH SAILING

NON-ALCOHOLIC BREW
CRAFTING TASTE FOR ALL SAILORS

ATHLETIC BREWING CO
RUN WILD
- IPA -

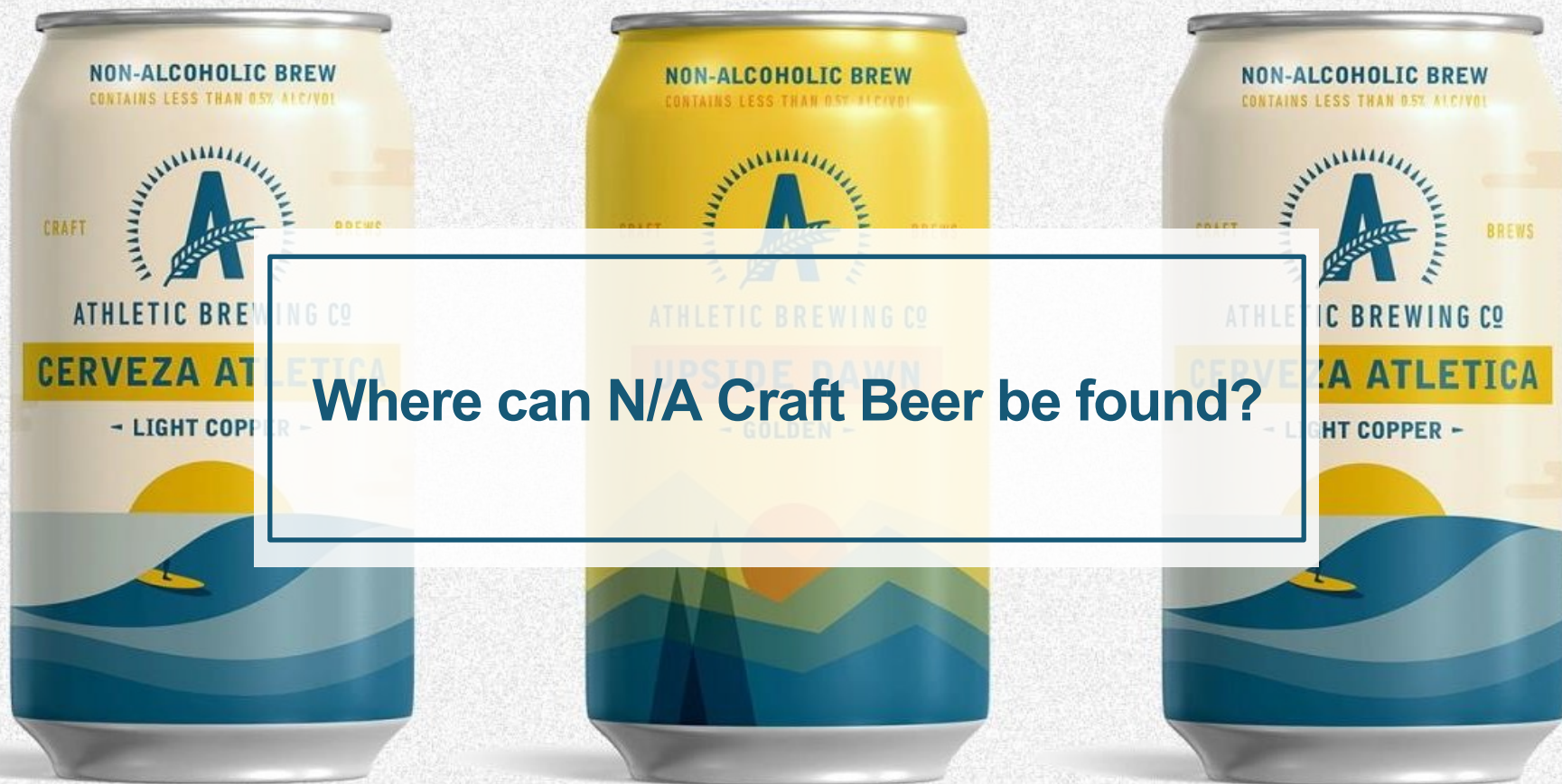
AWARD-WINNING TASTE - FIT FOR ALL TIMES

ATHLETIC BREWING CO
NON-ALCOHOLIC BREWS

© Athletic Brewing Company, Stratford, CT and San Diego, CA. Brewed with 0.5% alcohol. | ATHLETICBREWING.COM | [@ATHLETICBREWING](https://www.instagram.com/ATHLETICBREWING)

NATIONAL SAFE BOATING COUNCIL
SINCE 1958

The advertisement features a photograph of three people on a sailboat. Two men stand at the bow, looking out at the water, while a woman sits at the stern. The boat is white with blue and yellow accents. The background is a clear blue sky and water. A large can of Athletic Brewing Co. Run Wild IPA is prominently displayed on the right. The can is blue and yellow, with the Athletic Brewing Co. logo and the text 'RUN WILD - IPA -'. A circular logo for Athletic Brewing Co. Non-Alcoholic Brews is in the bottom left corner. A vertical banner on the right side of the can reads 'AWARD-WINNING TASTE - FIT FOR ALL TIMES'. In the bottom right corner, there is a logo for the National Safe Boating Council, established since 1958.



Where can N/A Craft Beer be found?

An aerial photograph of a mountain peak. In the foreground, a dense forest of dark green trees covers the slope. At the summit, a tall, silver metal radio tower stands next to a small, white, rectangular building with a blue roof. The background shows a vast expanse of rolling hills and mountains, receding into the distance under a hazy, light blue sky. The text "BEER FIT FOR" is overlaid in white, bold, sans-serif capital letters in the center of the image.

BEER FIT FOR

Where is N/A Craft Beer found?



Bar/Restaurant



Ski Resorts



Grocery Stores



Major Venues



Disney Land



Coworking Spaces

Where could N/A Craft Beer be found?



Airport



Marina



Gym



Sporting Goods Store



Coffee Shops

Within your industry, where can N/A Craft Beer be found?





Why Athletic Brewing?

Meet Athletic - positively impacting our customers' health, fitness, and happiness while greatly contributing to our communities and the environment for the better



Three proprietary, state-of-the-art production facilities



San Diego, CA
March 2020
80k sq ft



Stratford, CT
May 2018
8k sq ft



Milford, CT
May 2022
150k sq ft

Strong sponsorships & partnerships drive brand awareness

ATHLETIC BREWING CO
NON-ALCOHOLIC BREWS



Top events and brands that
help Athletic reach millions
more consumers



2% of Sales Donated to Two For the Trails



Spartan Races Sponsorship
570k Instagram Followers



Ironman Global Partnership
770k Instagram Followers



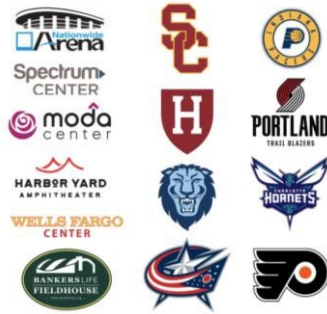
AVP Pro Beach Volleyball Tour
152k Instagram Followers



Outside Partnership
Reaching 80 million active consumers

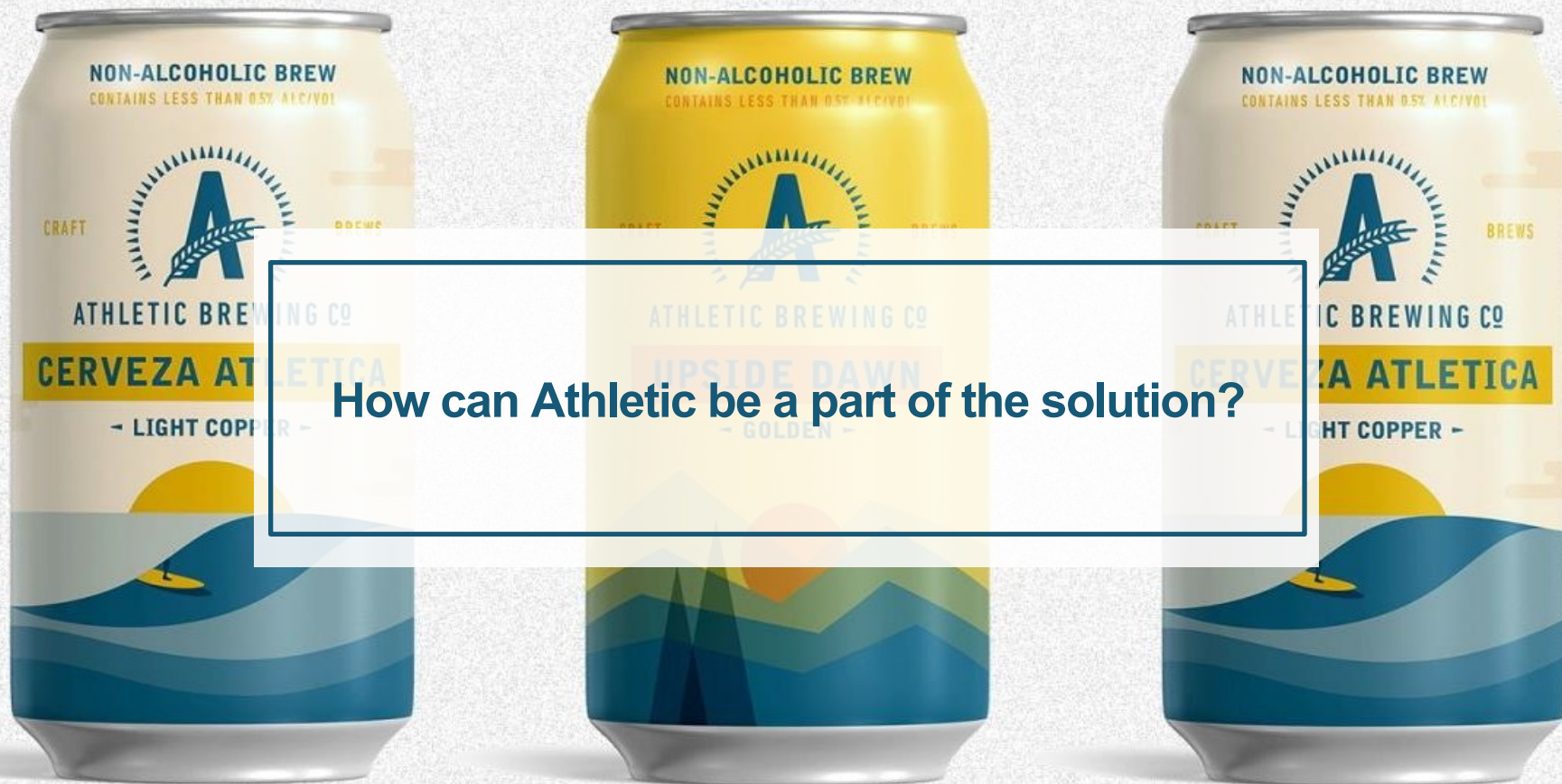


Event Participation with Key
Lifestyle brand Leaders



Venue Placement and Promotion





How can Athletic be a part of the solution?

We believe in doing more at Athletic

Community impact

- **1% of all revenue** is donated to **nonprofits** and causes working to build more **inclusive communities**
- Developing programs to **create a diverse workforce** for the entire craft beer industry
- Focus on **increased representation** in marketing efforts and Ambassador program
- Created a **DEI committee** to track and hold ourselves **accountable on progress**
- Athletic will be a **leader and amplify voices**, advocating for **diversity, equity and inclusivity**

ESG & sustainability efforts

- Athletic is in review for **B-Corp** status and is expecting approval by year-end
- **Two for the Trails**; donate **2% of all revenue** to trail and park cleanups
- Incredibly focused on **internal sustainability** efforts:
 - All materials shipped are **recyclable or drinkable**
 - **80k sq ft of solar panels** in San Diego
 - **Optimal usage rate of water consumption**, better than most macro breweries

How can we work together to build safe waterways?



Key Takeaways

N/A Craft Beer – The Time is Now

N/A Craft Beer Can Be Found Almost Anywhere

Athletic Brewing Can Be a Part of the Solution

THANK YOU

Ryan Lipka

RyanL@athleticbrewing.com

978-325-1878

