



Award-winning drop to tempt investors

Renaissance Brewing Company is a well-established, multi-award winning craft beer producer based in Marlborough.

Since its establishment in 2005, by brothers-in-law Andy Deuchars and Brian Thiel, Renaissance Brewing has won many awards, and is current *Champion New Zealand Brewery* - NZ Brewers Guild Beer Awards 2013 and *Champion International Small Brewery* - Australian International Beer Awards 2013 and 2014. It is the first brewery to hold both the NZ and Australian awards at the same time, and the first NZ brewery to retain the Australian award.

The company delivered profit margins at a healthy gross margin for the past two years and now seeks investment to take advantage of the market opportunities being presented. It is forecasting that its turnover will double through export growth and expansion of its domestic retail presence from the \$1.5m just achieved, to \$3m in 2017.

It presently has distributors and agents across New Zealand and Australia, as well as large parts of Asia, Canada and the US.

Renaissance Brewing is seeking \$600,000-\$700,000 in new funding to expand its Marlborough operations and increase its marketing presence as it pursues its global growth ambitions. It is offering 300,000-350,000 shares (minimum purchase 250 shares) at \$2, valuing the company at \$5m and representing 12.28% if fully subscribed.

Andy Deuchars, Renaissance's Head Brewer, says of their business strategy: "It's not based around being bought out for \$100 million by a multinational drinks company – our plan is to continue to make great beer, broaden our distribution channels and, over time, make a healthy profit for our shareholders."

"We are not about making profit by cutting costs or finding economies of scale; we are about making profit by adding value," Deuchars continues. "We already have a top quality product that has achieved the highest accolades possible in the brewing world and our iconic beers – Stonecutter, Elemental, Craftsman, MPA and Tribute – give us a competitive edge in the global market place."

Internationally, New Zealand hops are regarded as world's best, says Deuchars. The brewery wants to leverage that and other competitive advantages to be a leading exporter of Kiwi value-added products.

"International drinkers currently have limited opportunity to drink high-quality New Zealand hops in a New Zealand beer. We have a considerable point of difference over many of our competitors as we have a strong commitment to using New Zealand hops and malt and we feel this gives us a strong advantage in export markets. Also the balance our beers have means that they travel much better than more hop-forward styles."

With sales presently easily eclipsing overheads, new sales are expected to generate high margins. For further information: <http://www.youtube.com/watch?v=gApybzqbepU&sns=em>

The Offer

Equity: 300,000-350,000 shares at \$2 per ordinary share

Offer valuation: \$5m

Funding target: \$600,000-\$700,000

Minimum investment: \$500