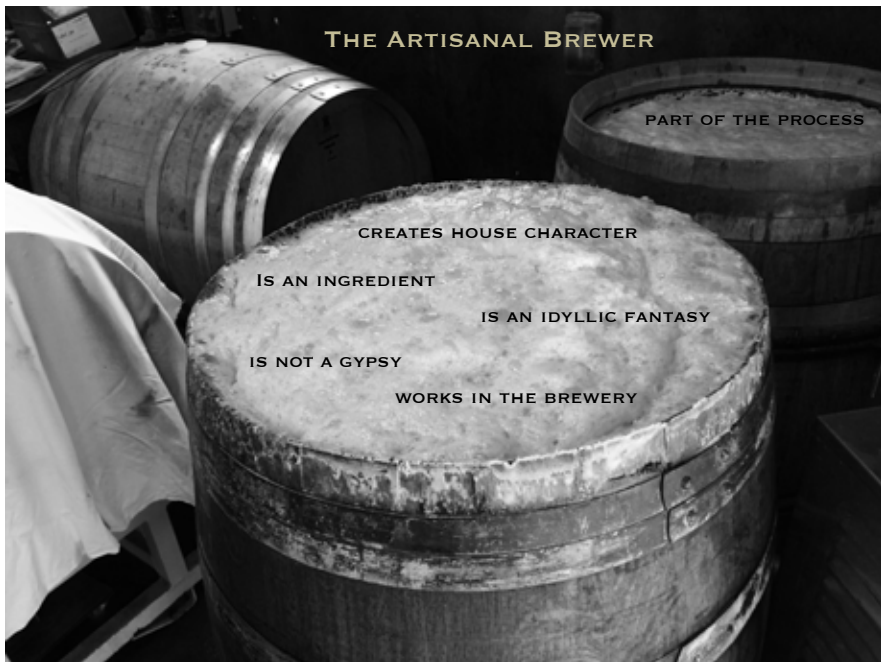


**ALE:**

- MAY BE THE REASON THAT WE GAVE UP BEING NOMADS
- HAS FOREVER BEEN SOUR
- HAPPENS

**APOTHECARY:**

- REFERS TO 3 GENERATIONS OF DRUGGISTS
- REPRESENTS BUSINESS MODEL
- MAINTAINS CONNECTION TO THE PAST







150 BBLs.

BOTTLE FERMENTATION

TIME

STILL BEER, TREE BEER

OPEN AND WILD FERMENTATION

STOLEN IDEAS

PASTEURIZATION



MUTANT, YES. NOT FORCED.

- NO GLYCOL
- WOOD AND COPPER
- MIXED CULTURE FOR STRENGTH
- GENTLE HANDLING
- NO INDUSTRIAL PROCESSING AIDS
- INVISIBLE MARKETING
- STRING TIE



THE SENSORY EXPERIENCE



BEYOND THE BOTTLE

ALE CLUB

NO DRAFT

UNIQUE CONSUMER EXPERIENCES



SAHALIE

(TBFKA) LA TACHE

SAHATI

BE STILL

RALPH

MINOTAUR

EL CUATRO

BEER WITH IDENTITY

Be Still.

JUL 18 2014

\$ 8.40

## ARTISANAL COLLABORATIONS

- HUNTER DAHLBERG, BLACKSMITH
- JAMES DAVIES, COPPERSMITH
- BEN LEWIS, SEAMSTER
- EMILY CARR, POET
- ERIC ANDERSON, TIMBER FRAMER
- BOB PLATT, HORSE LOGGER

