



DRAUGHTPICK PRESENTS OUR

BREWERY PARTNERSHIP

Connecting beer lovers to your beers.



[DRAUGHTPICK.COM](https://draughtpick.com)



About Us

At DraughtPick, our goal is to connect craft beer lovers to great beers. Utilizing our algorithm based on a beer lovers likes and location, our app will suggest beers and breweries we think they will love. Beer suggestions are based on the individuals' own likes, *not* by a popular rating system.

DraughtPick is free for users, with the option to sign up for our Premium Subscription for \$3.99/month for additional benefits.

We also provide a cost-effective and very customizable menu system for breweries, including integrated website menus, TV tap list, print menus, and much more!



Partnership Details

Member Details:

- **Members pay \$3.99/month**
 - Each month those premium members accrue one token (DraughtToken)
 - Those tokens can be used at a partner brewery for a free Flight/Pint/\$5 Coupon (breweries choice)

Partner Brewery Details:

- **Partner Breweries can use the menu service for a discounted rate**
 - To be a Partner Brewery, you must honor valid premium subscriber tokens
 - Partner Breweries decide which benefit to allow
 - It can be a free Pint, Flight or \$5 coupon (or any combination of the three)
 - Partner Breweries can prevent redeeming on certain days of the week
- **Honoring tokens is also a great way to increase business**
 - Increases your breweries visibility using a larger audience of people
 - Bring in new craft beer drinkers to your brewery

HOW DO MENUS WORK?

Our Digital Menu service

Powered by DraughtPick

On Draught (Draft)

- Lady of the Lake - New England Lager**
4.2% ABV American Lager
A crisp, refreshing lager brewed with late-addition Triumph hops.
4-Pack (16oz Cans) **\$13.00**
- Ingenuity #17 - Session New England IPA**
5% ABV New England IPA
Crushable NEIPA, with a kiwi aroma and a dank, berry flavor. Brewed with Strata and El Dorado hops.
4-Pack (16oz Cans) **\$16.00**
- Auburn - American Red Ale**
4.5% ABV Irish-Style Red Beer
A red style ale inspired by Irish Tradition, focusing on roasted specialty malts to give it a deep ruby-colored hue. It's exceptionally smooth & flavorful.
4-Pack (16oz Cans) **\$13.00**
- Victory nor Defeat - Double IPA**
8% ABV Imperial India Pale Ale
West Coast style with bright hop flavor. Brewed Cascade, Citra and Simcoe hops.
4-Pack (16oz Cans) **\$14.00**
- Burn the Ships - Cherrywood Smoked IPA**
7% ABV Smoke Beer
Voted Best New Hampshire Made Beer - An IPA like no other, brewed Cherrywood Smoked Malt, Cascade & N. Brewer hops.
4-Pack (16oz Cans) **\$14.00**
- Emma Wood - Summer Wheat Ale**
5% ABV Belgian-Style Witbier
This summer ale is brewed with white wheat, Valencia orange peel, and fermented with a Belgian style yeast. The refreshing, citrus flavor makes it perfect for New Hampshire's hot summer days.
4-Pack (16oz Cans) **\$13.00**

Can Pour

Glory Not The Prey - N.E.I.P.A.
6.3% ABV New England IPA
Hazy, brewed exclusively with Citra hops. Notes of citrus and grapefruit.
4-Pack (16oz Cans) **\$16.00**

Want Free Beer? Subscribe Today! draughtpick.com/subscribe Powered by DraughtPick

Beautiful Print Menus

Powered by DraughtPick

On Draught (Draft)

| | | | |
|---|---|---|---|
| A Plus Company Golden Ale Specialty - Golden Ale - 6% ABV | 12oz Pint \$6.40 | Belgian Birthday Bash Belgian Style - Belgian-Style Dark Strong Ale - 10.4% ABV | 4oz Taster \$4.50 13oz Draft \$7.50 32oz Crowler \$15.50 |
| Cream Pie Porter (Nitro) Nitro Porter - 5.2% ABV | | Czech Therapy Pilsner and Pale Lager - Czech Pilsner - 5.2% ABV | |
| Wheat Grass Wheat - American IPA - 5.9% ABV | 4oz Taster \$4.00 13oz Draft \$7.00 16oz Draft \$8.00 32oz Crowler \$15.00 | Grape Sour Wild/Sour - American Sour - 7.2% ABV | |
| Therapy DNEIPA Double NEIPA - 9.7% ABV | 4oz Taster \$4.50 13oz Draft \$7.50 32oz Crowler \$15.50 | Liquid Local Love IPA India Pale Ale - American IPA - 5% ABV | |

day!

Rotating TV Menu (can also add your own slides)

ABOUT MENU OUR BEERS GALLERY ORDER ONLINE CONTACT

[Tap List](#) | [Non-Alcoholic Drinks](#)

On Draught (Draft)

Updated: 5/2/2024

Battle Axe IPA
7.2% ABV

Battle Axe IPA is a unique example of the style, focused on smooth hop flavors and aroma, while avoiding the harsh bitterness found so often in today's IPAs. Rather than competing for the most bitter beer available, we chose to leverage voluminous late hop additions in the boil to produce a highly drinkable IPA with strong hop flavors, fresh citrus hop aroma and a profound drinkability that makes it a great food beer.

| | |
|----------------|--------|
| 8oz Draft | \$5.00 |
| 16oz Draft | \$7.00 |
| 16oz Can To-Go | \$3.50 |

Day Raider Belgian White
5.2% ABV

Belgian-style wheat beer brewed with oats, pilsner, malted wheat, and our blend of orange peel, coriander, and chamomile. Golden yellow in color with aromas of citrus fruit. The light malt body and soft mouthfeel make this a refreshing brew for the summer months.

| | |
|----------------|--------|
| 8oz Draft | \$5.00 |
| 16oz Draft | \$7.00 |
| 16oz Can To-Go | \$3.50 |

Website Menu (light theme shown)

See more at <https://draughtpick.com/Home/BreweryBenefits>

DraughtPick.com | 2024



Reach out to us!

PHONE NUMBER

1-888-505-0028

EMAIL ADDRESS

info@draughtpick.com

MAIN HEADQUARTERS

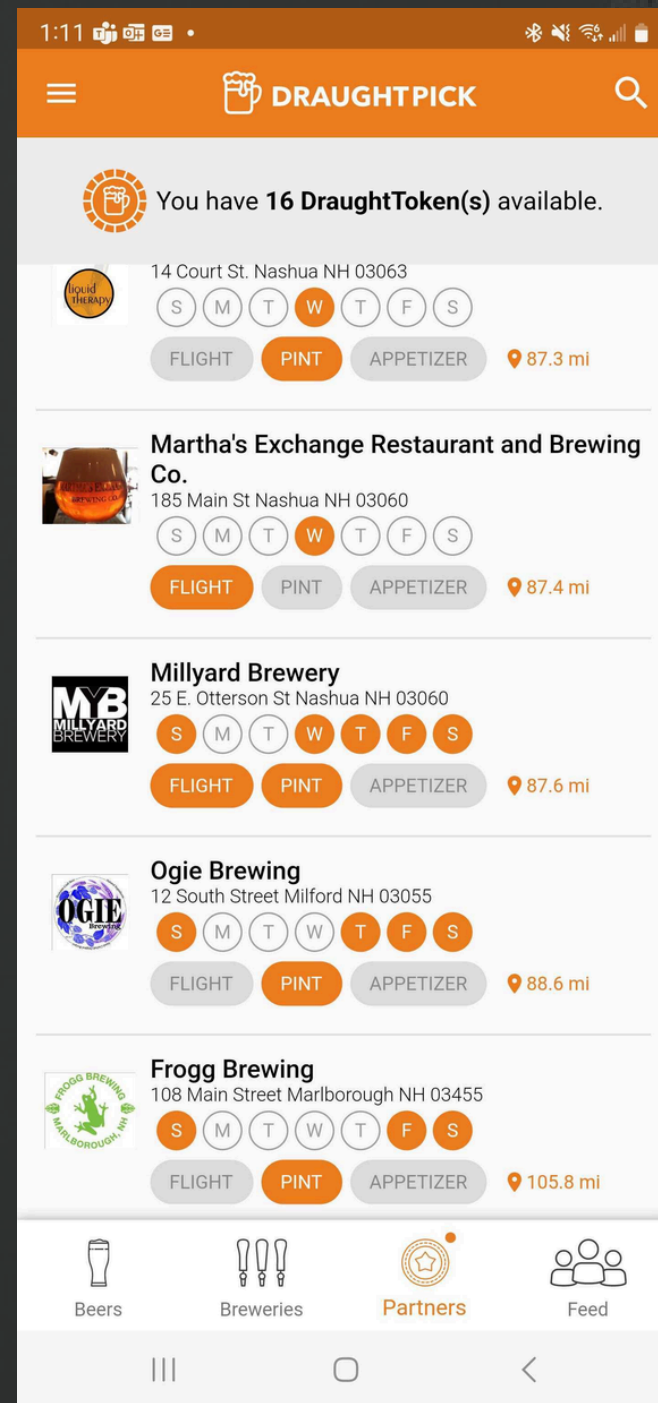
76 Webster Street, Suite 2
Manchester, NH 30104

ADDENDUM

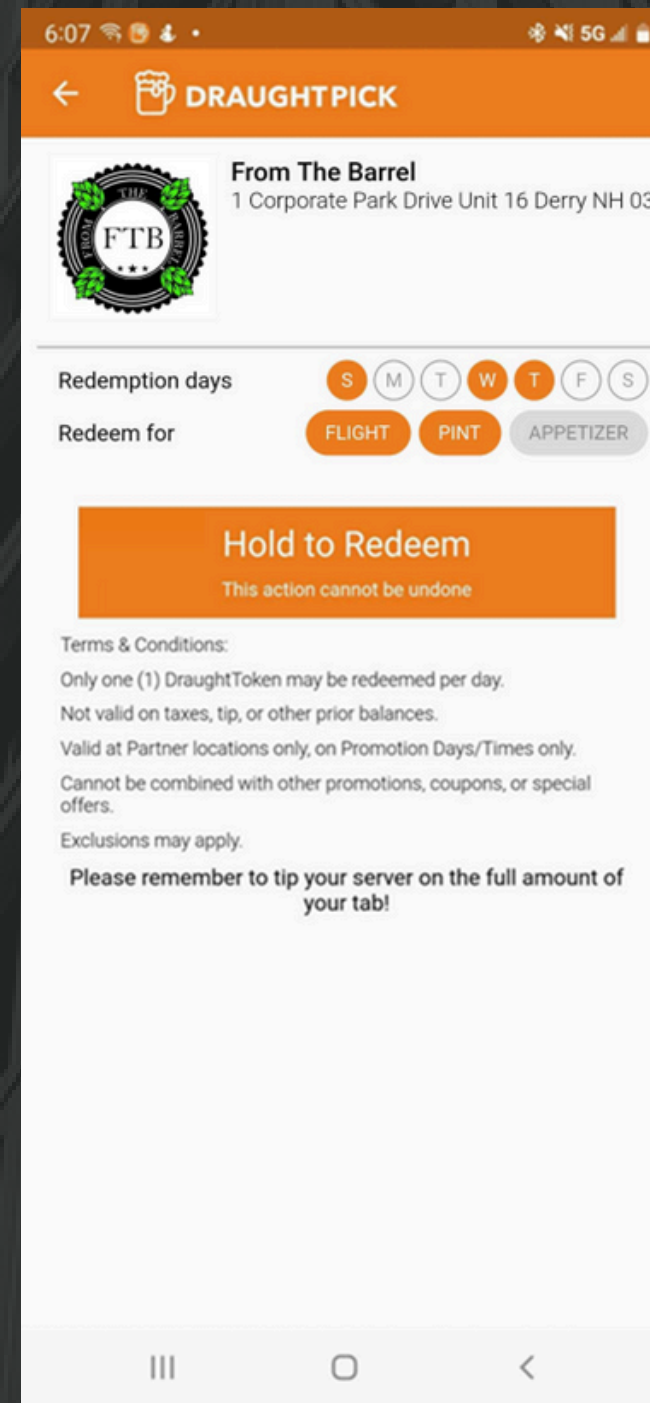


How Do Tokens Work

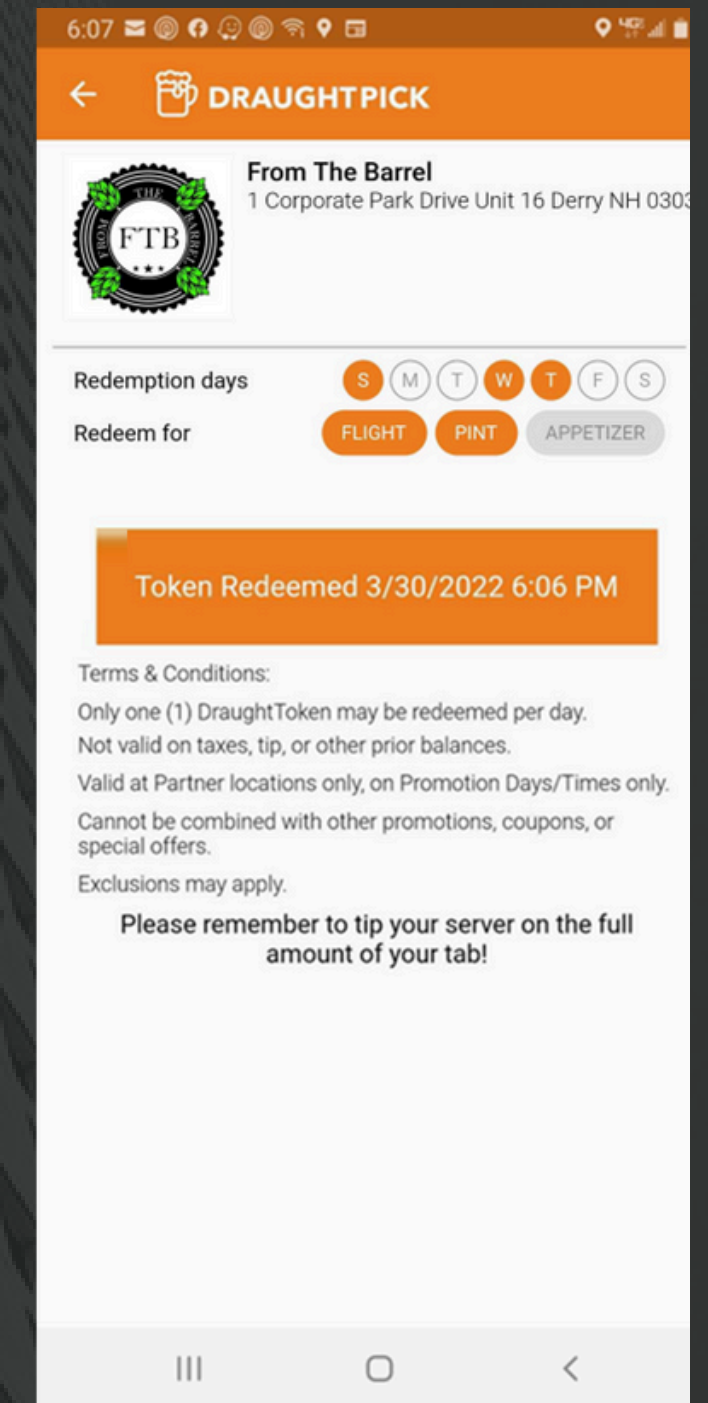
via Paying Customer's
DraughtPick phone app



Clicks Partner Tab
then Brewery



Customer pushes
"Hold to Redeem"



Button changes to show
when redeem occurred

DraughtPick VS Untappd

DraughtPick

Untappd

Reviews:

- Personalized Rating System
- Can see Friends' Rating
- No "combined" population rating
- Users who dislike beer styles ratings are not used in beer ranking

- Popular Rating System (like Yelp)
- Total population of users ratings drive behaviors
- Users can negatively affect beers by rating styles they dislike low

Beer Match:

- Our personalized algorithm matches beer drinkers to their beer preferences
- Search not required (though available)

- No personalized recommendation
- Driven by consumer search, location and general preferences

Digital Menu System:

- On Tap, To-Go, Food and Events
- Ability to easily add images of Food
- TV and Website (auto updates)
- Printable Menus with QR code option
- Need additional features? JUST ASK!

- On Tap, To-Go, Food and Events
- No ability to add images of Food
- TV and Website (auto updates)
- Printable Menus with QR code option
- Little ability to request new features

Costs:

- \$40/month or \$400/year
- Discount available for Partners

- \$899/year

The Folks Behind Our Company



MIKE MOORE

Co-Founder/Chief Executive Officer

Email: mike@draughtpick.com

Cell: 603-321-4449

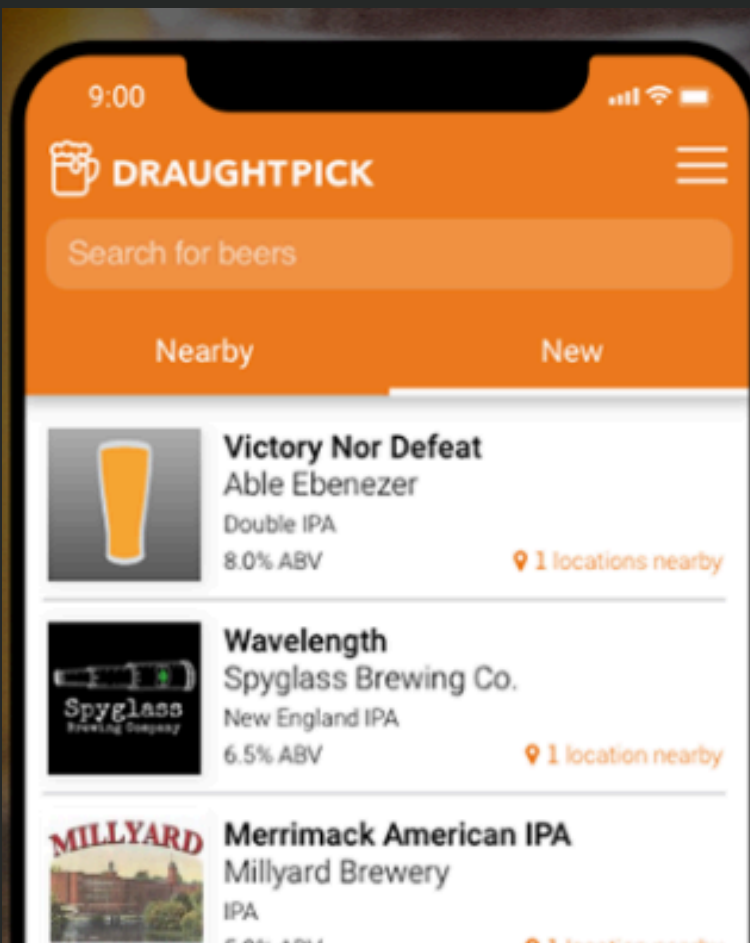


LEN MORRISSEY

Co-Founder/Chief Operating Officer

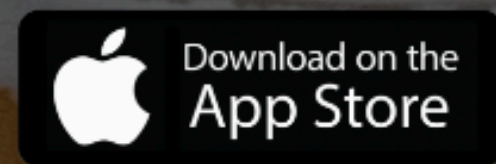


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DRAUGHTPICK

Connecting you to craft beer
in your neighborhood



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