DRAUGHTPICK PRESENTS OUR

BREWERY PARTNERSHIP

Connecting beer lovers to your beers.

DRAUGHTPICK
Scan to get the app
Connecting you to craft beer

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:

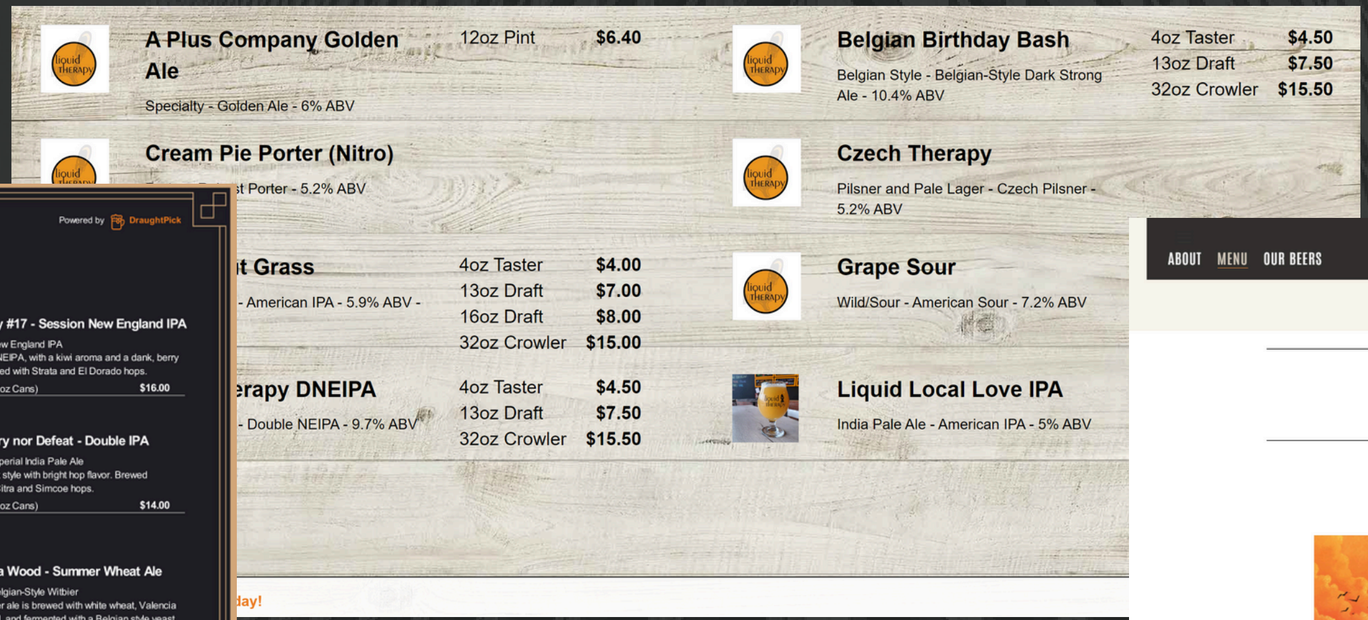
- ***Members pay $3.99/month***
  - Each month those premium members accrue one token (DraughtToken)
  - Those tokens can be used at a partner brewery for a free Flight/Pint/$5 Coupon (breweries choice)

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

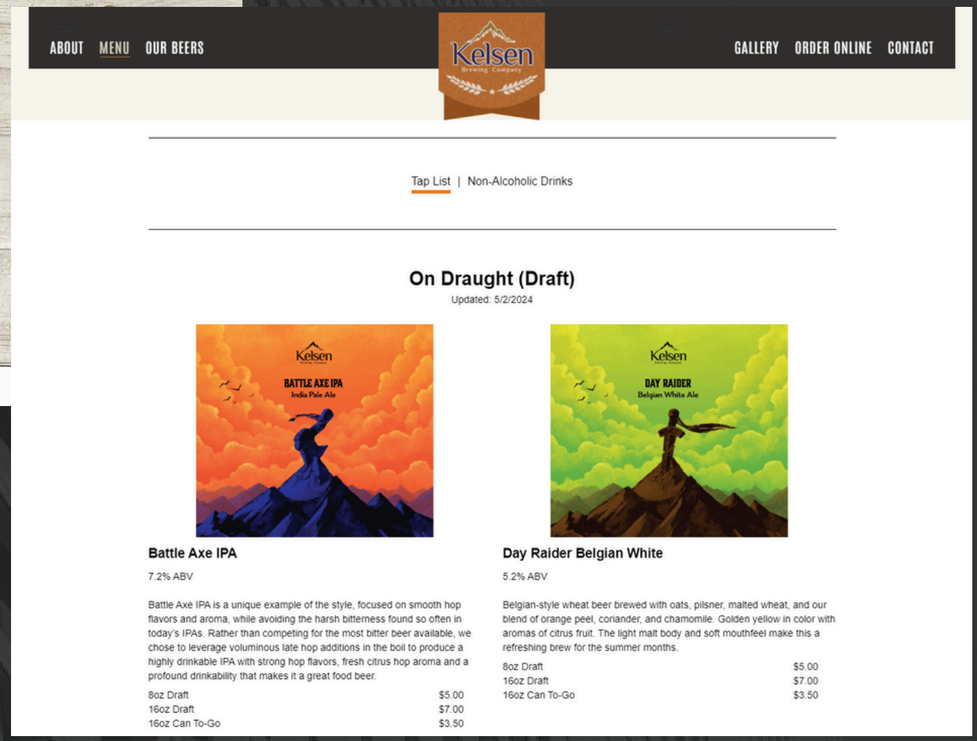
HOW DO MENUS WORK?

Our Digital Menu service



Rotating TV Menu (can also add your own slides)

Beautiful Print Menus



Website Menu (light theme shown)

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

Reach out to us!

PHONE NUMBER

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EMAIL ADDRESS

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MAIN HEADQUARTERS

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ADDENDUM

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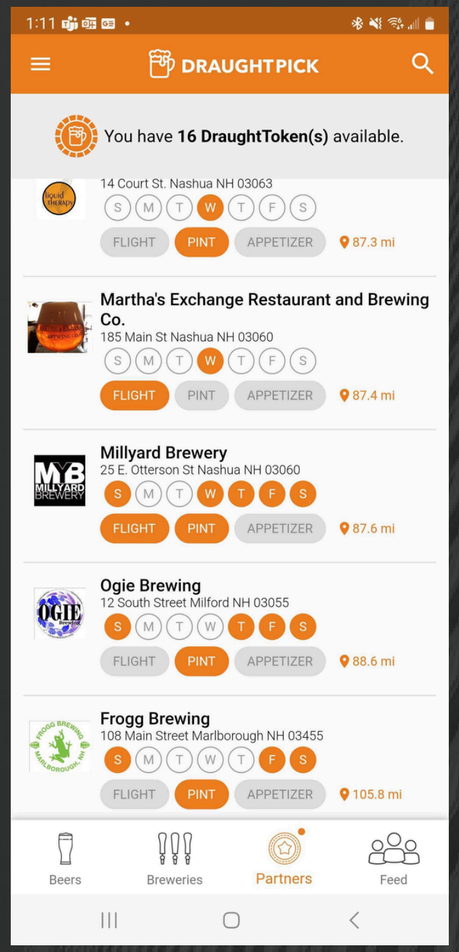
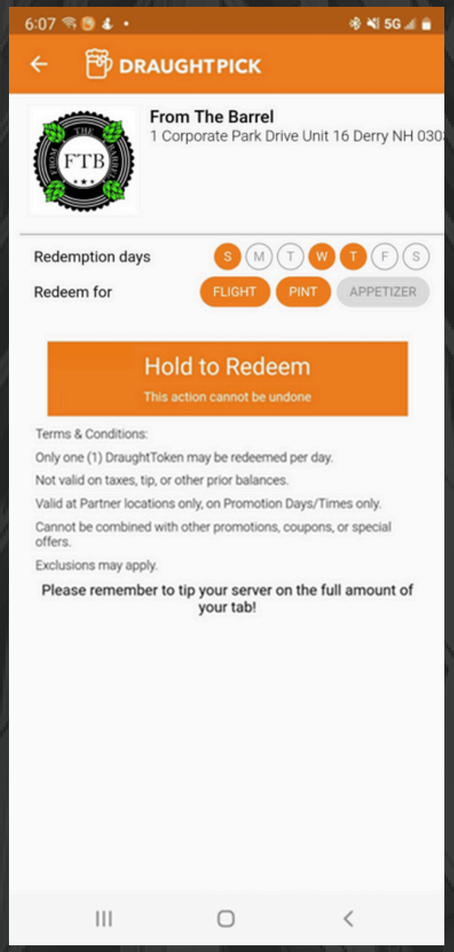
How Do Tokens Work

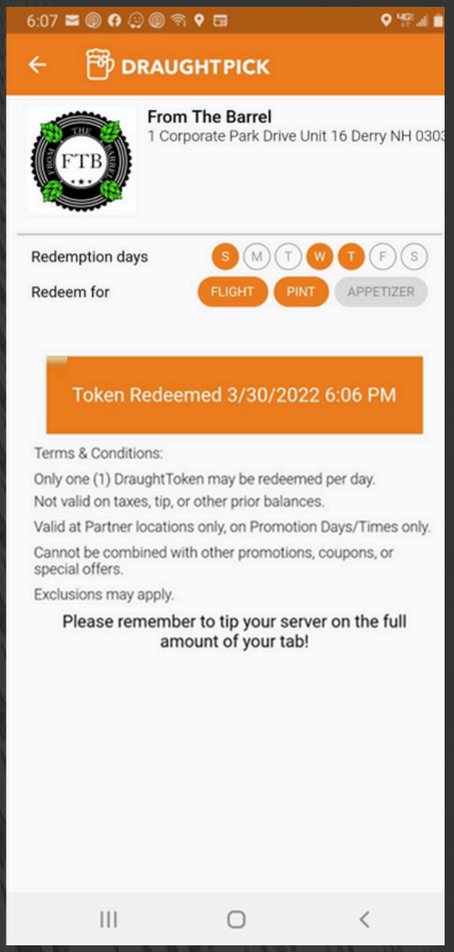
via Paying Customer's DraughtPick phone app



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

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LEN MORRISSEY

Co-Founder/Chief Operating Officer

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