



Amplified Ale Works

2020-2024 Forecast

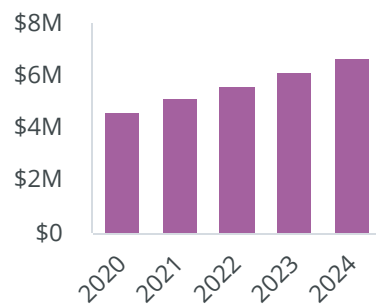
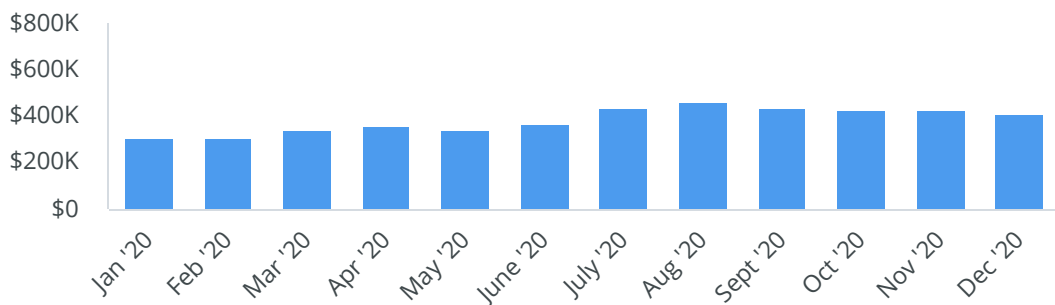
Original Forecast

Generated December 29, 2019

Forward Looking Statement Disclosure

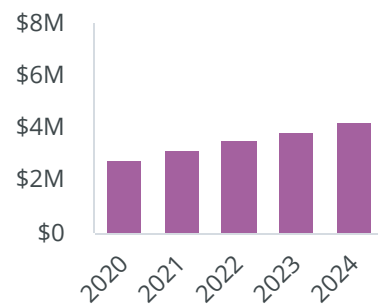
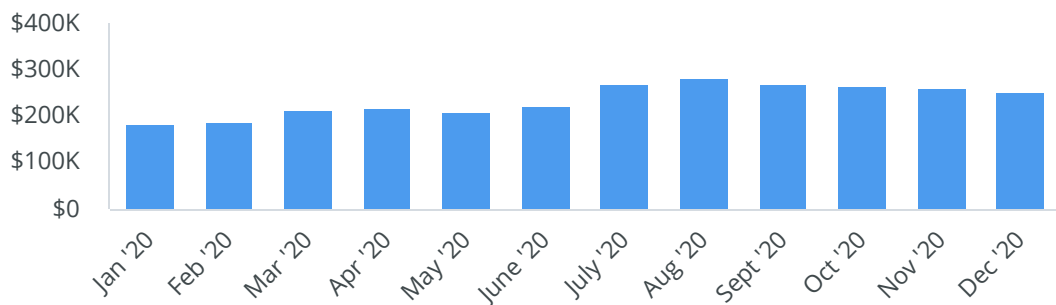
All forecasts, projections, and forward-looking statements are not guarantees of future performance.

Revenue



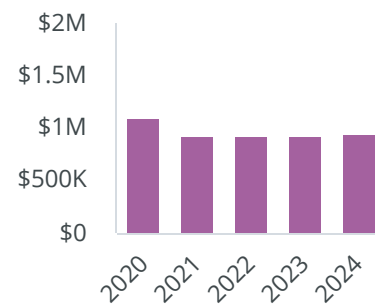
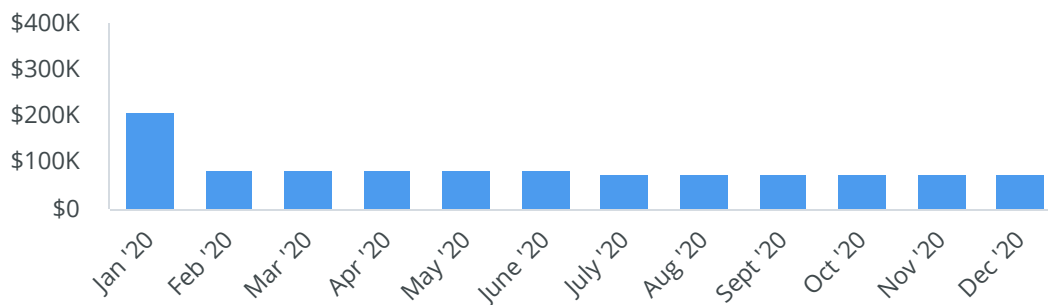
Revenue	2020	2021	2022	2023	2024
EV Coffee Sales	\$47,550	\$63,090	\$81,822	\$88,000	\$100,000
EV Food Sales	\$800,000	\$859,000	\$913,000	\$1,100,000	\$1,200,000
EV Beer Sales - house	\$764,400	\$813,000	\$835,800	\$900,000	\$960,000
Unit Sales	127,400	135,500	139,300	150,000	160,000
Unit Prices	\$6	\$6	\$6	\$6	\$6
EV Liquor, Wine, & Guest Beer Sales	\$231,900	\$271,100	\$325,700	\$350,000	\$375,000
BackStage Sales	\$132,500	\$172,500	\$189,500	\$200,000	\$210,000
PB Food Sales	\$1,195,000	\$1,245,000	\$1,335,000	\$1,445,000	\$1,550,000
PB Beer Sales - House	\$915,000	\$959,000	\$987,000	\$1,000,000	\$1,050,000
PB - Wine & Guest Beer	\$201,000	\$219,000	\$230,500	\$245,000	\$260,000
Retail Sales - all locations & website	\$70,875	\$103,425	\$113,400	\$115,500	\$121,800
Unit Sales	3,375	4,925	5,400	5,500	5,800
Unit Prices	\$21	\$21	\$21	\$21	\$21
Lemon Grove Tasting Room & Beer Garden	\$63,000	\$231,000	\$288,500	\$350,000	\$400,000
Beer Sales - outside accounts	\$127,500	\$248,500	\$367,000	\$400,000	\$450,000
Miramar Revenue	\$96,000				
Totals	\$4,644,725	\$5,184,615	\$5,667,222	\$6,193,500	\$6,676,800

Direct Costs



Direct Costs	2020	2021	2022	2023	2024
EV Coffee Cost	\$14,265	\$18,927	\$24,547	\$26,400	\$30,000
EV Food Cost	\$240,000	\$257,700	\$273,900	\$330,000	\$360,000
EV Beer Cost - house	\$122,304	\$130,080	\$133,728	\$144,000	\$153,600
EV Liquor & Wine Cost	\$57,975	\$67,775	\$81,425	\$87,500	\$93,750
Backstage cost	\$39,750	\$51,750	\$56,850	\$60,000	\$63,000
Retail Costs - all locations	\$35,438	\$51,712	\$56,700	\$57,750	\$60,900
PB Food Cost	\$358,500	\$373,500	\$400,500	\$433,500	\$465,000
PB Beer Cost - House	\$146,400	\$153,440	\$157,920	\$160,000	\$168,000
PB - Wine & Guest beer cost	\$70,350	\$76,650	\$80,675	\$85,750	\$91,000
Lemon Grove beer cost	\$10,080	\$36,960	\$46,160	\$56,000	\$64,000
Outside Account costs	\$82,875	\$161,525	\$238,550	\$260,000	\$292,500
Miramar beer cost	\$15,360				
Direct Labor	\$1,660,489	\$1,853,500	\$2,026,032	\$2,214,176	\$2,386,956
Salaries and Wages	\$1,277,299	\$1,425,770	\$1,558,486	\$1,703,212	\$1,836,120
Total Labor (50)	\$1,277,299	\$1,425,770	\$1,558,486	\$1,703,212	\$1,836,120
Employee-Related Expenses	\$383,190	\$427,731	\$467,545	\$510,964	\$550,836
Totals	\$2,853,786	\$3,233,519	\$3,576,987	\$3,915,076	\$4,228,706

Expenses (1 of 2)



Expenses	2020	2021	2022	2023	2024
Management Fee	\$144,000	\$144,000	\$144,000	\$144,000	\$144,000
Marketing	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
EV Rent	\$184,164	\$189,684	\$195,372	\$201,233	\$207,270
EV - Utilities	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000
PB Rent Expense	\$90,000	\$92,700	\$95,484	\$98,348	\$101,299
PB Utility Expense	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000
Miramar Rent	\$66,252				
Lemon Grove Utilities	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Insurance - all locations	\$28,800	\$28,800	\$28,800	\$28,800	\$28,800
Restaurant Supply	\$48,000	\$48,000	\$48,000	\$48,000	\$48,000
Repair & Maintenance	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Equipment Rental - Ecolab & others	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Auto Expense	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
POS Expense	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400
Health Insurance	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000
Professional Fees	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Travel, Meals, Entertainment	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Transaction Costs - WeFunder & land acquisition	\$125,000				

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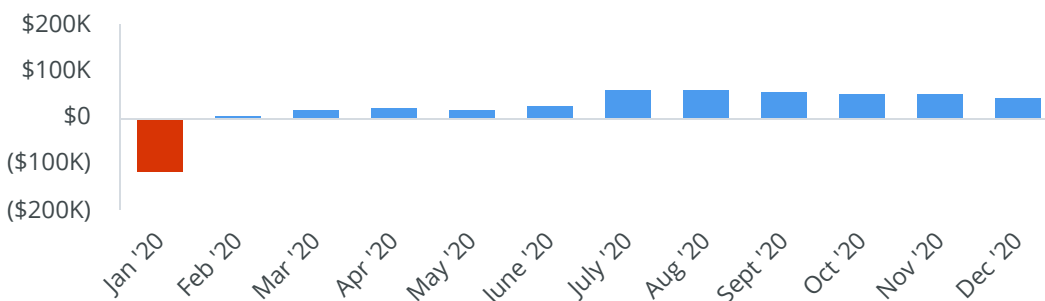
Expenses (2 of 2)

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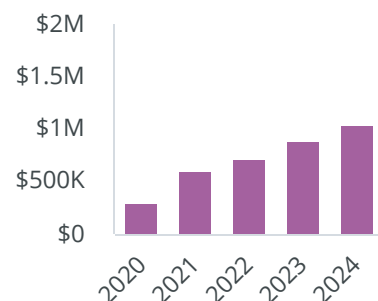
Expenses	2020	2021	2022	2023	2024
Totals	\$1,108,216	\$925,184	\$933,656	\$942,381	\$951,369

Projected Profit & Loss (1 of 3)

Net profit in 2020



Net profit by year



Projected Profit & Loss	2020	2021	2022	2023	2024
Revenue	\$4,644,725	\$5,184,615	\$5,667,222	\$6,193,500	\$6,676,800
EV Coffee Sales	\$47,550	\$63,090	\$81,822	\$88,000	\$100,000
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Projected Profit & Loss (2 of 3)

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Total Labor (50)	\$1,277,299	\$1,425,770	\$1,558,486	\$1,703,212	\$1,836,120
Employee Related Expenses	\$383,190	\$427,731	\$467,545	\$510,964	\$550,836
Gross Margin	\$1,790,939	\$1,951,096	\$2,090,236	\$2,278,424	\$2,448,094
Gross Margin %	39%	38%	37%	37%	37%
Operating Expenses	\$1,108,216	\$925,184	\$933,656	\$942,381	\$951,369
Management Fee	\$144,000	\$144,000	\$144,000	\$144,000	\$144,000
Marketing	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
EV Rent	\$184,164	\$189,684	\$195,372	\$201,233	\$207,270
EV - Utilities	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000
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Auto Expense	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
POS Expense	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400
Health Insurance	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000
Professional Fees	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Travel, Meals, Entertainment	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Transaction Costs - WeFunder & land acquisition	\$125,000				
Amortization of Other Current Assets	\$0	\$0	\$0	\$0	\$0

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Projected Profit & Loss (3 of 3)

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Projected Profit & Loss	2020	2021	2022	2023	2024
Operating Income	\$682,723	\$1,025,912	\$1,156,579	\$1,336,043	\$1,496,725
Interest Expense	\$205,403	\$199,145	\$186,570	\$174,860	\$163,441
Income Taxes	\$55,339	\$107,756	\$129,243	\$157,918	\$183,734
Depreciation and Amortization	\$108,393	\$108,392	\$108,393	\$108,392	\$108,393
Total Expenses	\$4,331,136	\$4,573,997	\$4,934,848	\$5,298,627	\$5,635,643
Net Profit	\$313,589	\$610,618	\$732,374	\$894,873	\$1,041,157
Net Profit %	7%	12%	13%	14%	16%