

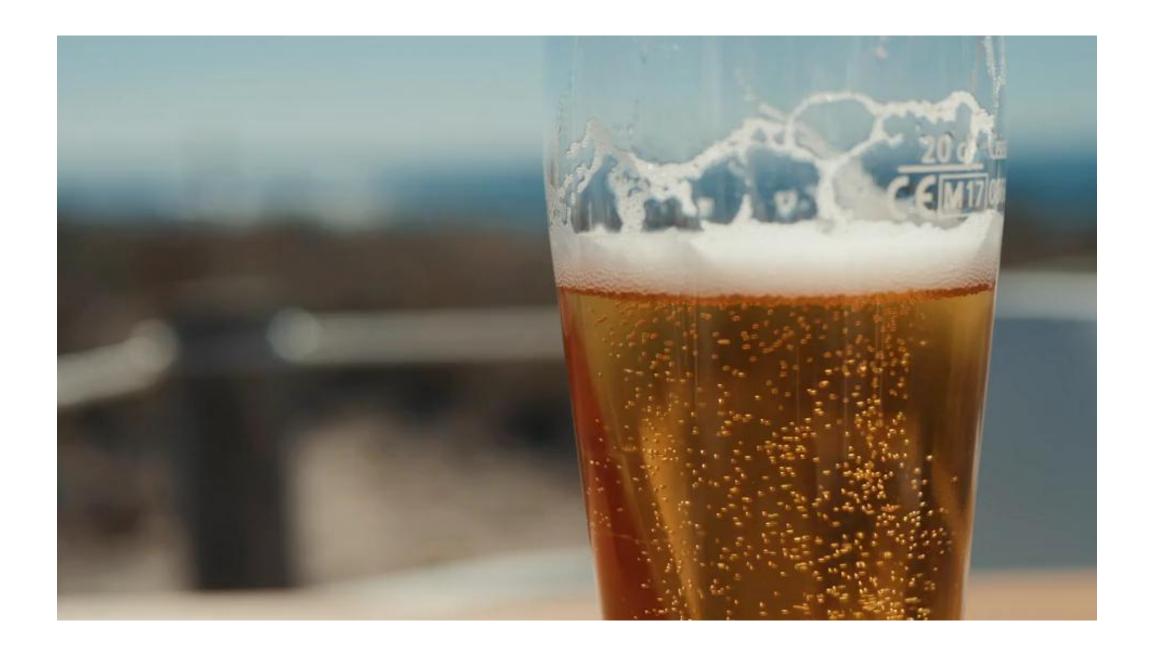
BERNHARD TARAS VENTURES, LLC.

INFORMATION DECK

This material is intended solely for the recipient and should not be reproduced, copied or transmitted and is not intended for public use.

The information herein is for discussion purposes only and as such should not be viewed as an offer or a solicitation.





Bernhard-Taras Ventures, LLC. (alternately **Bernhard-Taras®** or **BTV**) is a producer of American made consumer-packaged goods products, specializing in alcoholic and non-alcoholic beverages.

Founder: Chad Webb

Office Location: Melbourne Beach, FL

Formation Date: February 2022

EIN#: 87-4779232

Banking: Bank of America & Morgan Stanley

Legal: McDonald Hopkins, LLC.

Accounting: GBK Peabody, PLLC.

Marketing Agency: Greenspon Advertising

Strategic Advisors: 25+ Entrepreneurs & Industry Executives with 600+ of years of experience!

Firm Assets: Trademarks (10) – URL's – (30) – Active Websites (2)

FIRM OVERVIEW







CHAD WEBB

From Cleveland, Ohio

+25 years experience in the consumer-packaged goods industry





- Strategy
- Financial Oversight
- Leading and Developing Teams
- Improving Business Performance

Experience:

- Anheuser-Busch, Inc. & ABH (Island Brands)
- Bealer Wholesale & KW Beverage (A.O.E. Winner!)
- Owned Carolina Quest Enterprises & yDrive
- MBA from University of South Carolina & BA from Miami University of Ohjo
- Strong support from wife Jessica and Ava Grace!









OUR TEAM



Chad Webb

President / Co-Founder

Chad has held ownership, top executive, and senior management positions throughout his 30-year career in the beverage industry.



Jessica Webb

Jessica has 20 years
experience working with
suppliers, wholesalers, and
retailers within the ConsumerPackaged Goods industry.



Gina Craig
Chief Financial Officer

Gina is a licensed CPA with more than 20 years of finance and accounting experience.



Kristen Honeycutt
State Manager - NC

Kristen has had a 30-year career within media, sales, and marketing, holding various positions within the industry.



Michael McLish
State Manager - FL

With nearly 30 years of experience in the beverage industry, Mike has worked at multiple levels, including roles on both the distributor and supplier sides.

OUR STORY

WHY US!

DEVELOPED NATIONAL BEVERAGE BRANDS FOR DECADES















HUNDREDS OF MILLIONS OF CASES SOLD IN CAREERS
INDUSTRY PROVEN PROCESSES AND PROCEDURES
EFFICIENT OUTSOURCING MODEL — CO-PACK PRODUCTS
WE CREATE BRANDS FOR CATEGORIES UTILIZING DATA



WHERE WE LIVE

THE BTV ANSWER:

CORRECT POSITIONING

NO ASSOCIATION



OUR ASSOCIATION







BTV APPROACH

HOW WE DO IT!

OUR EXPERTISE

- UTILIZE STRONG RELATIONSHIPS
- BRAND DEVELOPMENT
- SPEED TO MARKET
- INNOVATION

EXPERIENCED STAFF TO DIRECT PARTNERS

PARTNER WITH DISTRIBUTORS FOR MAXIMUM EXECUTION

FOCUS ON MASS CONSUMED BEVERAGES

PRODUCE ONLY WHAT SELLS



OUR TIMELINE



16oz can Debut with self distribution in North Carolina.

Hit a milestone
December 1st, 2023, of
100 buying accounts.



Distributor Launch – North & South Carolina and Georgia

> Wrestling Bear Debut

Day To Day Water debut

Day To Day Margarita debut



2026



2022









Bernhard Taras Ventures was formed in the Spring of 2022

(BT Name is a combination of Chad's two grandmother's maiden names)

2023



6-pack and 12-pack can Day To Day Light.

Debut of Broken Step Hard Lemonade

Debut of Elevate Quantum D9

Distributor Launch - FL

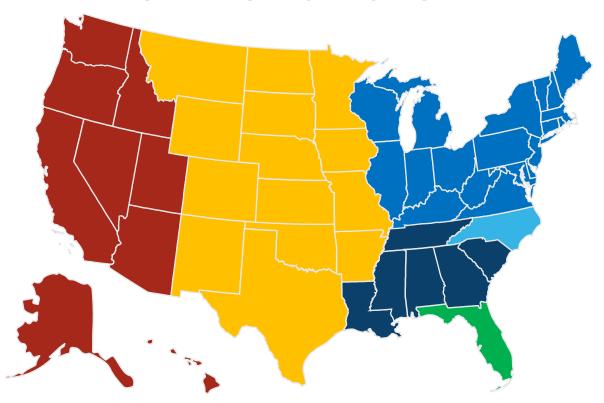


BTV Distributor expansion in the Southeast and Beyond.

STRATEGIC PLAN



DISTRIBUTION GROWTH



2023 Self Distribution

Test Market (R&D) NC

Phase 1:

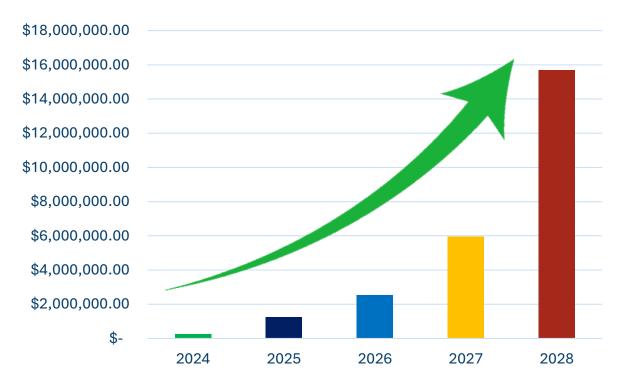
Phase 2:

2024 Distributor Partnerships Florida

Phase 3:

2025 Distributor **Expansion Southeast**

REVENUE OVER TIME



Phase 4:

2026 Distributor Expansion Northeast and Mid-West

Phase 5:

2027 Distributor Expansion 2028 National Rollout Mid-West continued

Phase 6



Day To Day Light is a smooth, American Style Lager that satisfies without weighing you down.

We brew with four essential ingredients - water, malt, yeast, and hops.

It's simply a flavorful, great-tasting beer with no aftertaste.

A local light mainstream beer!





Packaged on Date: 1-year shelf life

DISPLAY EXECUTION







Creative Displays Using ONLY The Box!











Elevate Your Moment:

Refreshing. Flavorful. Balanced. Functional. Relaxed.

Key Ingredients:

THC: 7.5 mg

CBD: 2.5 mg

Visit us at: ElevateQuantumD9.com



6/4/12 oz







WATCH YOUR STEP. BROKE STEP. HARDLEMONADE

Broken Step Hard Lemonade is a burst of sunshine in a can, with a vibrant yellow hue that instantly lifts the spirits.

Brewed with the finest ingredients, this lemonade is infused with the perfect balance of tart and sweet, creating a flavor profile that's both refreshing and smooth.

www.brokenstep.com



All Natural Flavors Real Fruit Juice 8% ABV

Per 12 fl. oz. Serving







6/4/16 oz

2/12/12 oz

Packaged on Date: 1 year shelf life



Bernhard Targe Wentures, LCC. 8816 Gulf Ct. Suite 100 Rainigh, NC 27417



10/1/2004

NORTH CAROLINA PROMOTIONAL SCHEDULE FOR OCTOBER - DECEMBER 2024

IT LINE & PROMÓ PRICES SUBSECT TO CHANGE									OCTORER 2024				100	WOVE	ED4	W.		DECIMINE 2024			
Maso	PAGENCE	See UPC 6	Carrier UFC 6	CassidFCd	PRODU	MORT LINE FO	a oncome	precount use	THE RESERVE	METERS 40/14	WEEK AD EASTER.	wells.	MOTERAL SANS.	March 1674			149 miles	MALES AN OWNER.	THE RESERVE	WWW.M14(31).	PARK NEWS
Marian San	6/4 May 584	8 MINOR ALTON 1	# 4000 ACCUL-L	44000-01111.8	4404	1 47.8	9 2,4	8 +	98533					\$86.00	1	H. H.	Seek. Bio.	\$46.00	986.60	186.60	186.0
SALES SALES	26 Star SDORF CHIP	\$ 10000 ATTES 1	Σ		100	\$ 47.00			547.85	4	\$47.86	\$47.86	9.06	\$47.9%	547.06	\$47.00	\$42.86	547.95	\$47.95	547.85	\$47.00
SAFEGRAGE	4/8 iDex GM	\$ 60000 ACCOUNT	E 40000 - 40000 E	\$600 KINT 1	6880	5 85.9	8 2.0	5 2.40	685.96	W 48	Bliche	123.30			limik	SILM	535.NE	585.96	625-56	\$15.94	\$25.00
sin strangement	DE LIN LOOK CAN	8 00000 et 101 0			****	5 B.S		8 +	746	plan	1	\$15.76	sim	\$25.26	\$25.56	\$25.96	\$15,96	\$16.66	\$85.96	\$16.96	595.0
SECTION SEC	3/12 (24) (34)	\$ 100000 AT 121 E	9 00009 0EED14		100	1 88	\$ 2.4	\$ 2.40		Ti III		138.74	111-16	\$18.1A	128.76	1814	MA.M	111-18	600.70	191-14	100.0
BROWN STEP HAVE LENGTHER.	4/4 100-0 044	8 MACH 16 COM 6	E 40013 20047	8 000 00 00 T	180	5 12.7	2.0	6 +	ny/a	MACHIN	W.	N/A	NO	20/20	16/.0.	N/A	\$56.96	\$10.86	\$60.00	\$10.04	\$50.3
BROKEN VIST HARE LEHENAGE	34 Short LEWISE CARE	\$ 00000 of XXV 4			640	\$ 12.79		#2	30/6	M/CH.		N/A	N/A	A/A	N/A	N/A	\$12.76	\$12.76	\$62.76	\$12.76	352.3
BROKEN ETTP HARD LIBEDHOODE	4/6 Shar CAN	8 600 CE 200 CE S	8 600LI 200710	8 00012 201211.4	6886	5 41.30			N/A		NOM	14/14	N/A	N/A	N/A	N/A	\$45.56	\$41.56	\$36.76	\$41.56	\$41.5
BECHEN STEP HAND LIBERAGE	24 Clar LEGIEI CAN	9 (00 CE3 20 CE3 C				\$ 42.50		#5 F	n/a	200	N/A	N/A	N/A	N/A	14/16	N/A	\$45.96	\$41.56	\$40.06	\$41.56	\$61.5
BROKEN 1757 HARD LEHECKSON	3/12 the GM	# 660E1 266E1 6.	8 80013 20120 F		ш	86.70	7 1 2 2 2	2.60	30/4	M/AL	N/A	N/A	NO	Ay/A	N/A	N/A	534.36	534.38	584.00	534.38	336.3
board in surrential	68 De SAFOR		6 50000 47800 E		٠	5	\$ 3.0	1	N/A	N/A	86/6	N/A	MACR	nya	9/8	R/A	\$79.00	\$76.00	879.00	876.00	179.5
SANCTON CHARGOSTIC	Aph Liber Scher Calls		# III III #2004			1		10.00	n/A	M/A.	M/M	N/A	NO.	N/A	14/16.	N/W	\$75.00	375.00	375.00	315.60	129.0

Blue/Yellow indicates on discount -

Chad Webb chad.webb@bernhard-taras.com bernhard-taras.com 864-640-0953



6812w Sancial













AN IDer DAY

4/4 Mor GHI

6/616av-Calle

2025 RETAIL TARGETS













Winn/Dixie.



FRESH



























Total Wine





THE CASE FOR INVESTMENT



THE BTV ANSWER:

OMNI CHANNEL MARKETING



MEDIA ASSETS

THE BTV ANSWER IS:

OMNI CHANNEL MARKETING

WHAT IS YOUR BEST DAY?®



EVERY DAY IS A GREAT DAY FOR A DAY TO DAY!®

www.Bernhard-Taras.com









- TV Spots
- Radio Spots
- Training Videos
- Podcast Interviews
- Digital Billboards
- Sign Making Templates

www.DayToDayLight.com
www.BrokenStep.com
www.ElevateQuantumD9.com
www.WrestlingBear.com

DIGITAL STRATEGY

7.5% 25-34 24.5% **FOLLOWERS** 45-54 32.9% 22.2% 37.8% GENDER Male @DayToDayLightBeer @BrokenStepHardLemonade @ElevateQuantumD9 @WrestlingBearBeer

Social Media Engagement

331
TOTAL ENGAGEMENTS

TOTAL ENGAGEMENTS

FACEBOOK ENGAGEMENTS

11.8%

INSTAGRAM ENGAGEMENT RATE

12.4%

FACEBOOK ENGAGEMENT RATE

INSTAGRAM LIKES









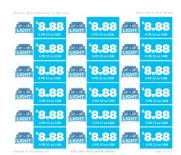




POINT OF SALE (POS)



Sign Making Templates



Shelf Tags



Tap Handle









Table Tents



PROMOTIONAL SUPPORT (PPG)

MERCHANDISE







Soft Sided Coolers



Hats



Koozies



LOW CARBS. LOW CALORIES. FULL OF FLAVOR.®

Event Tent

SOCIAL MEDIA:











INNOVATIONS



























Bernhard Taras® Ventures, LLC. (BTV) is seeking funding from private backer investors!

EXPENSES:

- Cost of Good's Inventory: \$750,000
- Operating Expenses: \$1,250,000

A larger capital base will expedite growth.

Expansion will dictate future funding rounds.









OUR ASK!

Exciting Opportunity! Join Our Journey! Ask Any Questions CHEERS!

There may be future differences with respect to, among other things, the amount of production by Bernhard-Taras Ventures, LLC, the number and size of future fundings, the composition of customers, and risk tolerance, portfolio growth and similar items.

The information contained herein is only current as of the date indicated and may be superseded by subsequent events or for other reasons. Any statements of opinion constitute only current opinions of Bernhard-Taras Ventures, LLC, which are subject to change and which Bernhard-Taras Ventures, LLC does not undertake to update.

This document does not constitute an offer to sell or the solicitation of an offer to purchase interests in Bernhard-Taras Ventures.

Such offer or solicitation may only be made to qualified offerees by means of a final offering document and other materials relating to the offering setting forth the risks of investment among other important information.

The enclosed material is confidential and is not to be reproduced or redistributed in whole or in part without the prior written consent of Bernhard-Taras Ventures, LLC.







Chad Webb

Cell # (864) 640-0953

Email: chad.webb@bernhard-taras.com

