



BERNHARD TARAS VENTURES, LLC.

INFORMATION DECK

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FIRM OVERVIEW

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)



FOUNDER



CHAD WEBB

From Cleveland, Ohio

+25 years experience in the consumer-packaged goods industry

Expertise:

- 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 Ohio
- 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

Co-Founder

Jessica has 20 years experience working with suppliers, wholesalers, and retailers within the Consumer-Packaged 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

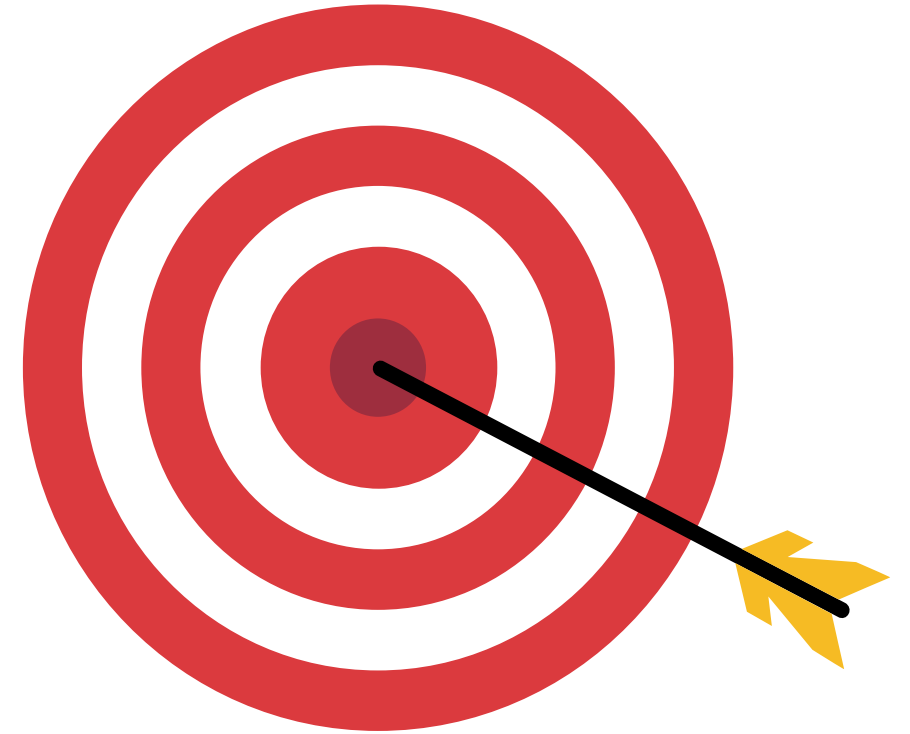
- UTILIZE STRONG RELATIONSHIPS
- BRAND DEVELOPMENT
- SPEED TO MARKET
- INNOVATION

EXPERIENCED STAFF TO DIRECT PARTNERS

PARTNER WITH DISTRIBUTORS FOR MAXIMUM EXECUTION

FOCUS ON MASS CONSUMED BEVERAGES

PRODUCE ONLY WHAT SELLS



OUR TIMELINE



2022

16oz can Debut with self distribution in North Carolina.



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



2024

Distributor Launch – North & South Carolina and Georgia

Wrestling Bear Debut

Day To Day Water debut

Day To Day Margarita debut



2026



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

2025



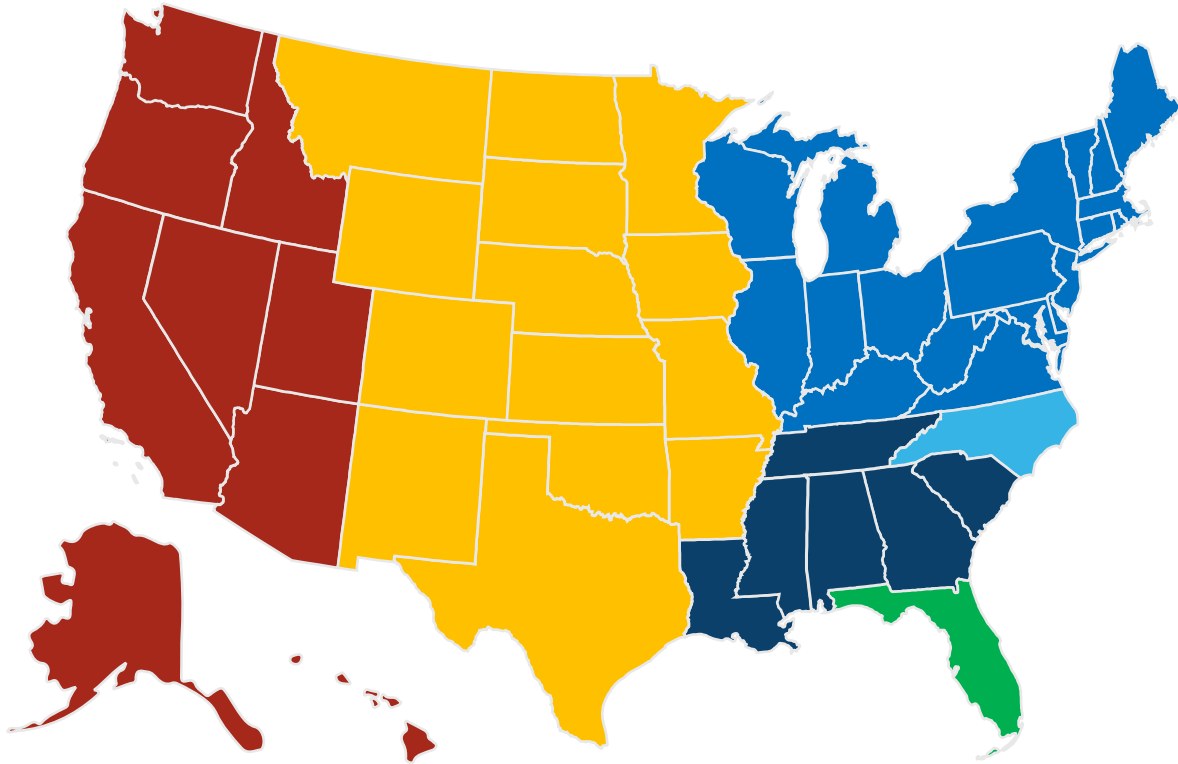
BTV Distributor expansion in the Southeast and Beyond.



STRATEGIC PLAN



DISTRIBUTION GROWTH



Phase 1:

2023 Self Distribution
Test Market (R&D) NC

Phase 2:

2024 Distributor
Partnerships Florida

Phase 3:

2025 Distributor
Expansion Southeast

Phase 4:

2026 Distributor Expansion
Northeast and Mid-West

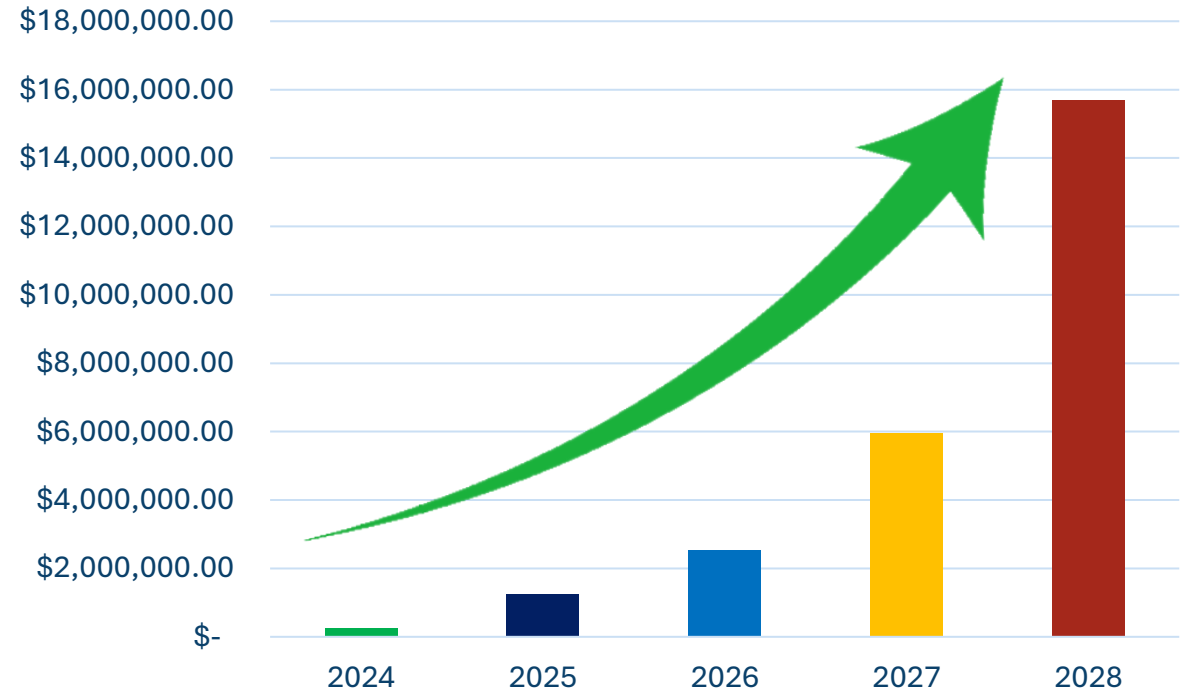
Phase 5:

2027 Distributor Expansion
Mid-West continued

Phase 6:

2028 National Rollout

REVENUE OVER TIME



*Phase adjustments based on distributor partner opportunities



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!

**LOW CARBS.
LOW CALORIES.
FULL OF FLAVOR.®**

92 CALORIES
2.9g CARBS
4.0% ABV
<1.0g PROTEIN • 0.0g FAT
Per 12 fl. oz. Serving



1/6 BBL



4/6/12 oz



6/4/16 oz



BACK



FRONT

2/12/12 oz

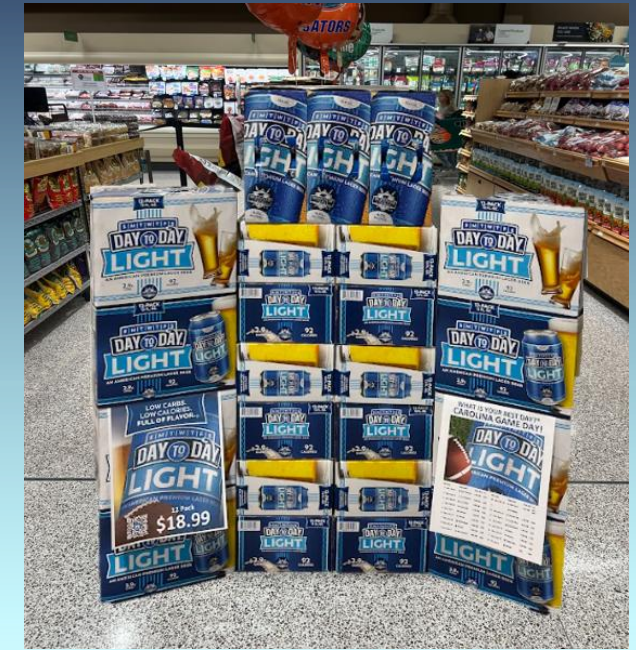
Packaged on Date: 1-year shelf life



DISPLAY EXECUTION



2/12/12 oz



Creative Displays Using ONLY The Box!



One White and One Blue side!





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.
**BROKEN
STEP**
HARD LEMONADE

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



4/6/12 oz



6/4/16 oz



2/12/12 oz

Packaged on Date: 1 year shelf life

2025 RETAIL TARGETS



THE CASE FOR INVESTMENT

THE BTV ANSWER: OMNI CHANNEL MARKETING



MEDIA ASSETS

THE BTV ANSWER IS:

OMNI CHANNEL MARKETING

WHAT IS YOUR BEST DAY?®



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

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

www.Bernhard-Taras.com

www.DayToDayLight.com

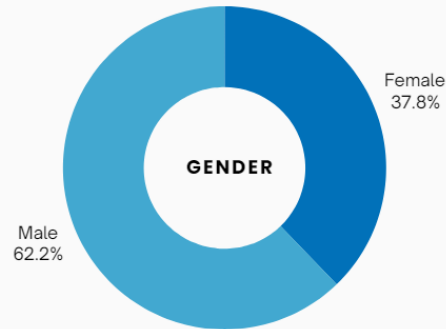
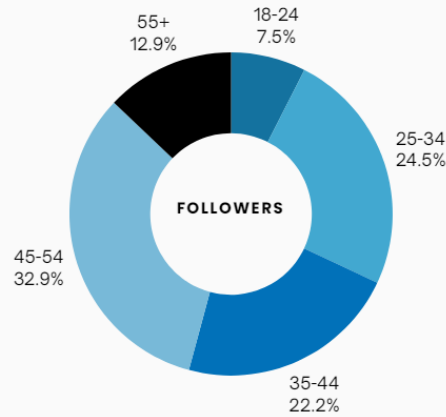
www.BrokenStep.com

www.ElevateQuantumD9.com

www.WrestlingBear.com



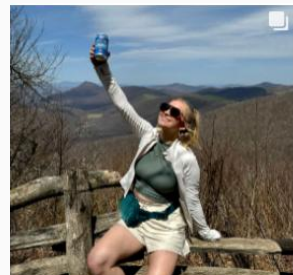
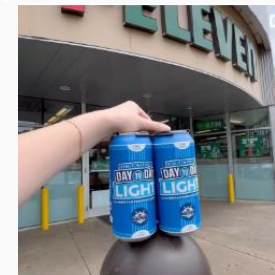
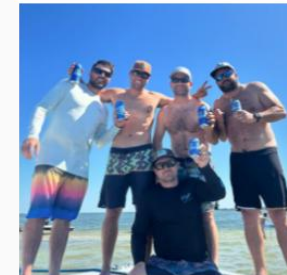
DIGITAL STRATEGY



[@DayToDayLightBeer](#)
[@BrokenStepHardLemonade](#)
[@ElevateQuantumD9](#)
[@WrestlingBearBeer](#)

Social Media Engagement

<p>331</p> <p>TOTAL ENGAGEMENTS</p>	<p>72</p> <p>FACEBOOK ENGAGEMENTS</p>
<p>11.8%</p> <p>INSTAGRAM ENGAGEMENT RATE</p>	<p>259</p> <p>INSTAGRAM ENGAGEMENTS</p>
<p>12.4%</p> <p>FACEBOOK ENGAGEMENT RATE</p>	<p>226</p> <p>INSTAGRAM LIKES</p>



POINT OF SALE (POS)



Sign Making Templates



Shelf Tags



Tap Handle



Pint Glasses



LED Lights & Tin Tackers



Table Tents



Coasters

PROMOTIONAL SUPPORT (PPG)

MERCHANDISE

T-Shirts



Soft Sided Coolers



Koozies

Bottle Openers



Key Chains



Hats



Event Tent

SOCIAL MEDIA:



INNOVATIONS



FUNDING

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.

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CHEERS!



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