



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, Florida & Charlotte, North Carolina

Formation Date: February 2022

EIN#: 87-4779232

Banking: Bank of America - Morgan Stanley – Regent Bank

Legal: McDonald Hopkins, LLC.

Accounting: GBK Peabody, PLLC.

Marketing Agency: Greenspon Advertising

Online Merchant Services: Shopify

Firm Assets: Trademarks (10) – URL's – (25) – Active Websites (5) – IG (4) – FB (4)



OUR STORY

WHY US!

HUNDREDS OF MILLIONS OF CASES SOLD IN CAREERS

DEVELOPED NATIONAL BEVERAGE BRANDS FOR **DECADES**



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



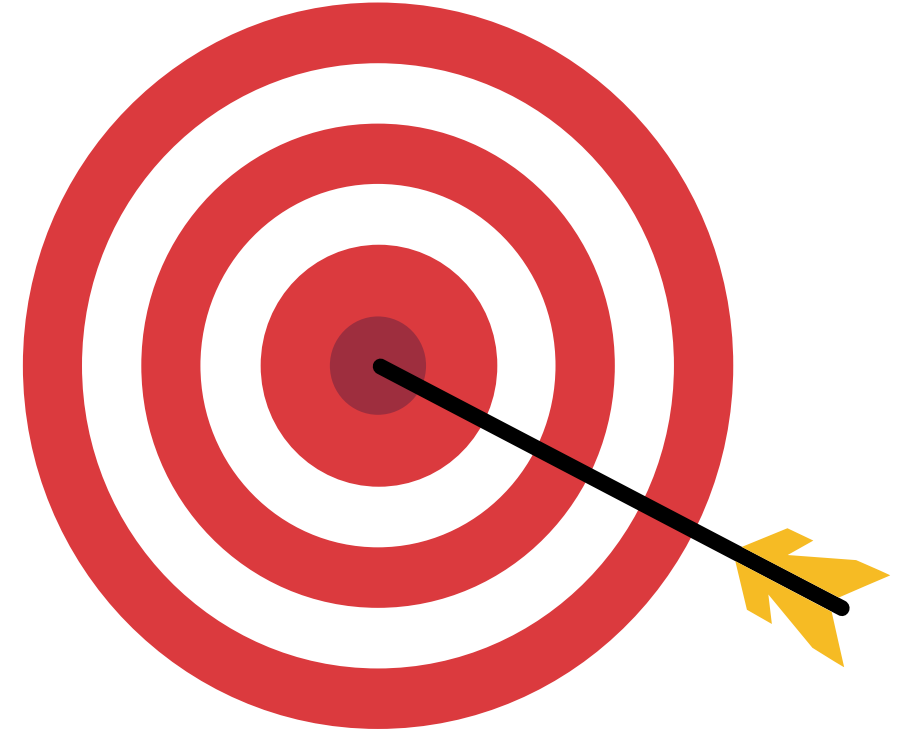
OUR ASSOCIATION



BTV APPROACH

HOW WE DO IT!

- EXPERTISE & STRONG RELATIONSHIPS
- INNOVATION
- INSIGHT
- BRAND DEVELOPMENT
- SPEED TO MARKET



FOCUS ON **HIGH DEMAND** BEVERAGES

PRODUCE **ONLY** WHAT SELLS

PARTNER WITH DISTRIBUTORS FOR MAXIMUM **EXECUTION**

OUR TIMELINE



2022

Bernhard Taras Ventures was formed in the Spring of 2022

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

16oz can Debut with self distribution in North Carolina.



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

2023



2024

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

Elevate Quantum D9 – Green Apple & Watermelon debut



2025

Distributor Launch - South Carolina, North Carolina & Florida

Broken Step Hard Lemonade - BOLD debut

Elevate Quantum D9 - Mixed Berry & Lemon Lime debut



2026

Wrestling Bear Debut

DTD L Brand Extensions

Distributor expansion in the Southeast and Beyond.



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 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



**ELEVATE YOUR MOMENT:
ELECTROLYTE ENHANCED**

**0 CALS
0 CARBS
0 SUGAR
GLUTEN-FREE
DYE-FREE**



6/4/12 oz





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



6/4/16 oz



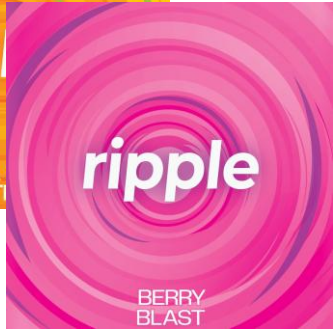
4/6/12 oz



2/12/12 oz

Packaged on Date: 1 year shelf life

INNOVATIONS



RETAIL TARGETS



INVESTMENT RATIONALE

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

WATCH YOUR STEP.®



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

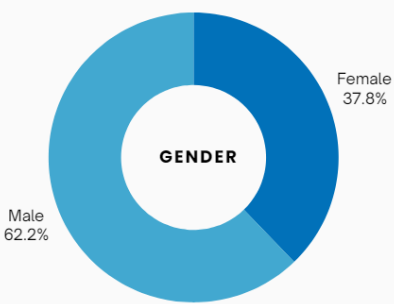
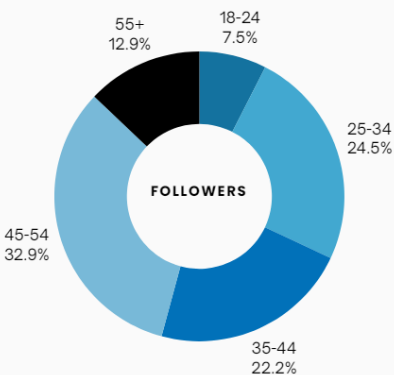
www.DayToDayLight.com

www.BrokenStep.com

www.ElevateQuantumD9.com

www.WrestlingBear.com

DIGITAL STRATEGY

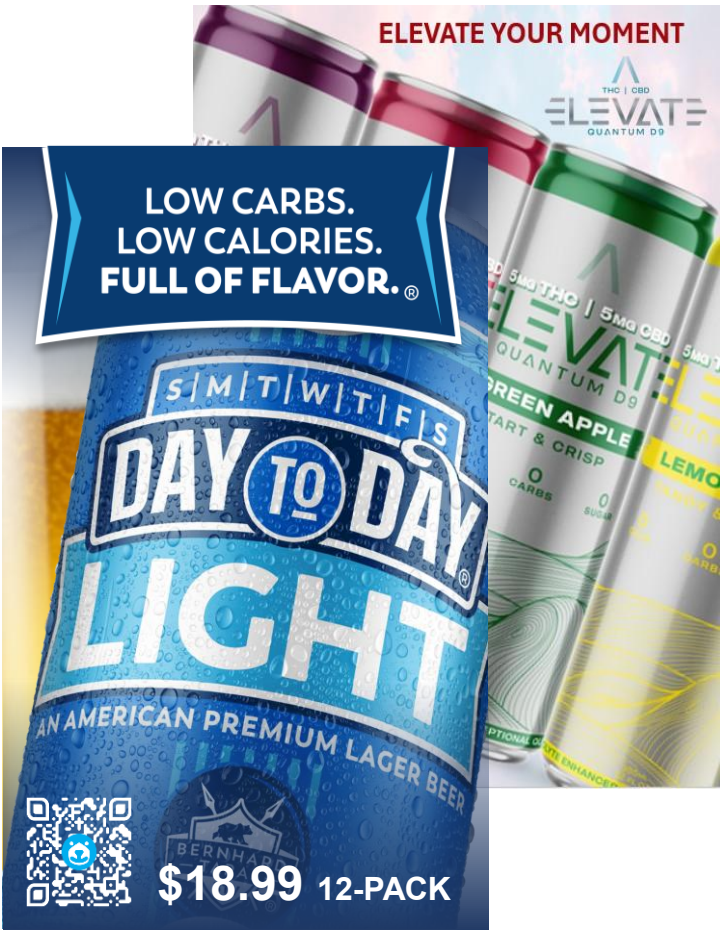


Social Media Engagement

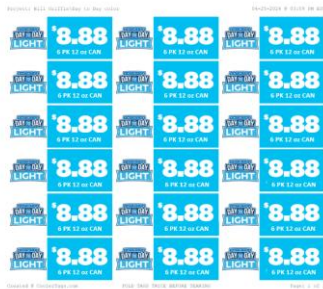
331 TOTAL ENGAGEMENTS	72 FACEBOOK ENGAGEMENTS
11.8% INSTAGRAM ENGAGEMENT RATE	259 INSTAGRAM ENGAGEMENTS
12.4% FACEBOOK ENGAGEMENT RATE	226 INSTAGRAM LIKES



POINT OF SALE (POS)



Sign Making Templates



Shelf Tags



LED Lights & Tin Tackers

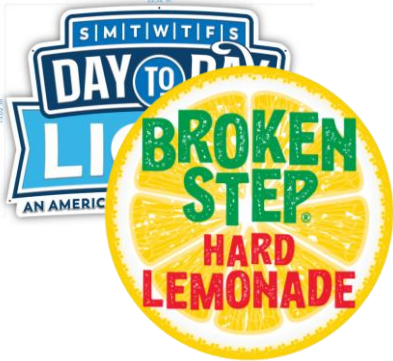


Table Tents



Tap Handles



Pint Glasses



Coasters

PROMOTIONAL SUPPORT (PPG)

MERCHANDISE

Shirts



Soft Sided Coolers



Koozies



Event Tents

Bottle
Openers



Key
Chains



Hats

SOCIAL MEDIA:



EXPERT TEAM



Chad Webb

Founder/Managing Partner



Jessica Webb

Co-Founder



Gina Craig

Chief Financial Officer



David Spafford

Principal



Michael McLish

Business Development



Kristen Honeycutt

E-commerce



Greg Johnston

Business Development

WHY JOIN US NOW?

Bernhard Taras® Ventures is seeking funding from private backer investors!

Accredited Investors ONLY

S. A. F. E.

Simple Agreement for Future Equity

Join Us!



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CHEERS!



Chad Webb

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