

ABOUT THE COMPANY



Yes, We Can! Brewing Company is a minority owned and operated small batch microbrewery for black women, by black women. The brewery aims to change the narrative of women of color in the craft beer industry by creating unparalleled quality beverages that empower this underserved market. Yes, We Can! is blazing the trail by paying homage to the original trailblazers, crafting beer as complex as the women on our labels.

TO REVOLUTIONIZE THE CRAFT BEER INDUSTRY BY PROVING THAT WOMEN OF COLOR NOT ONLY HAVE A PLACE AMONG THE GREATS BUT A PLACE AMONG THE CULTURE.

-MISSION STATEMENT

YES,
WE
CAN



EXECUTIVE SUMMARY

From Mae Jemison, the first African American female astronaut to travel to space to Bessie Coleman, the first African American woman to hold a pilot license, each can's label will tell the story of black female achievement. It may seem like a small gesture but at Yes, We Can! we feel that in doing so, women of color will be more inclined and empowered to choose craft beer. While located in the historic neighborhood of Bedford-Stuyvesant, the company plans to travel to be visible at events that purposefully and authentically uplift the black experience.

RAISE A 'CAN' TO THE WOMEN WHOSE PAST HAVE PAVED A WAY FOR OUR FUTURE.



OUR TARGET MARKET

Yes, We Can! will be focusing on creating demand within a underrepresented community. We aim to target women with the same like minded values of fostering an inclusive environment for all. We feel highlighting the story of trailblazers on our can will show that we, too, are committed to ensuring black female achievement is not only recognized but celebrated. Our target market are those who live their lives dismantling the archaic stereotypes forced upon them.

OUR PRODUCT MIX

While there is not much evidence done in terms of taste preferences based on racial demographics, Caitlyn Battaglia, one of Nielsen's Beverage Alcohol Practice Area managers, indicated that an opportunity to expand to female consumers is with "crisp, fruity or juicy/hazy profiles" (Brewbound). With this information, we have created a product mix that offers fruit and floral forward beers that perfectly aligned with female consumers' preferences. Our products include:

- Milkshake IPA
- New England IPA
- Barrel-aged Pomegranate Sour
- Apricot Wheat
- Coffee Milk Stout
- Lavender Saison
- Lemon Pepper Belgian

YES,
WE
CAN



THE 'CAN' IN YES WE CAN!

A MOCK UP OF THE DESIGN



BECAUSE WHEN THE NAYSAYERS SAID THEY COULD NOT, OUR HEROINES PROUDLY BOASTED "YES, WE CAN!"

MARKET ANALYSIS

Despite its selective reach, the craft beer industry has been on the rise, so much so that the number of craft breweries doubled from the years 2013 to 2017 alone (Driscoll). The industry continues to sit comfortably in the growth point in its life cycle only poised to plateau in later years due to market saturation.

In a recent study, Nielsen Media Research concluded that "black drinkers compose 11.2% of the US population, they consume only 3.7% of the country's craft beer. Compare that with the 80% of craft beer guzzled by whites, who make up 60% of the population" (Infante). This study is direct proof of the widening divide in the craft beer industry. With market saturation looming in the new future, if breweries do not proactively explore new markets and attract new audiences, it will be the industry's undoing.

The homogeneous nature of the craft beer is not only prevalent in consumption but also in the brewing process itself. According to Black Brew Culture, the online magazine dedicated to improving the status of black people in the craft beer scene, out of "more than 6,300 independent U.S. breweries, only about 50 are black-owned. That's less than 1 percent" (O'Driscoll). Not only are minorities not seeing their people represented in who drinks beer but they also are not seeing it in who brews the beer either.



COMPETITIVE ANALYSIS

Much like the entirety of the craft beer industry, Yes, We Can! faces competition from major macro breweries like Molson Coors Brewing Company and Anheuser-Busch InBev SA/NV. For instance, black brewers "are missing out on massive amount of marketing—and drinkers' dollars—generated by conglomerates such as Anheuser-Busch, MillerCoors, and Heineken, which produce "craft favorites such as Good Island, Blue Moon, and Lagunitas, respectively" (Rotham). However, microbreweries continue to thrive against these giants because they are able to meet the niche needs of their patrons in a way that corporate macro breweries cannot. Craft breweries are on trend with customers' growing need for less mass production and more personalization.

GO TO MARKET STRATEGY



WE WANT OUR EMPLOYEES TO BE AGENTS OF CHANGE, PROVING THAT OUR PASSIONS AND CAREERS SHOULD NOT BE LIMITED BY PREDETERMINED, SOCIETAL CATEGORIZATIONS OF GENDER AND RACE.

A crucial element to our brewery's success is our management and staffing. Yes, We Can! aims to be intentional on who has a seat at our table in an attempt to accurately reflect the target market. To gain the trust of our desired customer base, we must first show that we truly mean to do business differently.

Our communications and placement strategies will work in tandem with each other foster outreach. With strategic partnerships, Yes, We Can! will be deliberate in showcasing our products in predominantly black spaces. Already thriving festivals like Fresh Fest (the nation's first black beer festival), AfroPunk, Essence Festival, and more quite effectively bring our target market together in one space. Not only do these events rely heavily on vendors to create a worthwhile experience for attendees but they also give these businesses much deserved exposure to build their brand amongst a market that supports the mission.

By curating a strong online social presence, the brewery plans to align with other accounts that actively work to showcase the black narrative. Platforms like CrwnMag, Travel Noire, and Black Brew Culture encourage content creation from black creatives, artists, businesses to be featured to their avid readers.

OUR ASK

\$500,000

Yes, We Can! is seeking an investment of \$500,000 which accounts for an 20 percent cushion in the case of unexpected expenses. The brewery plans to be funded through a combination of two main avenues: a financial institution and private investors.