



INTRODUCTION

Artisanal products. Artfully distributed.

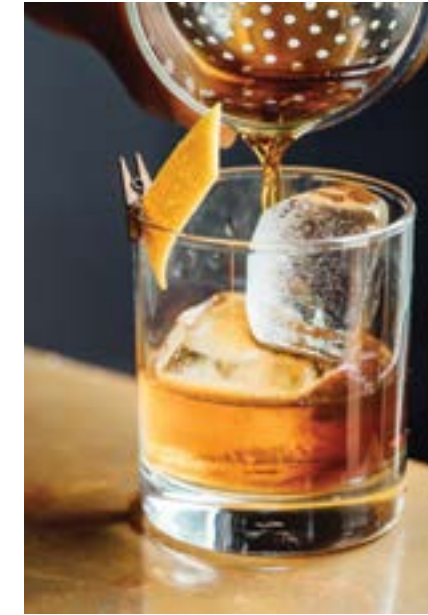
Centre Ring is a brand developed to promote and market craft beverages and artisan food products to consumers that demand recognizable quality standards. We select regional, small batch, hand-crafted products and showcase organic and sustainable products and processes to consumers who demand quality and consistency. And we'd like to invite you to participate.

Centre Ring expands outside sales opportunities for your products, creating a critical mass that allows products to reach more consumers. The key to developing each brand is to know and understand what consumers are looking for. This is the advantage of Centre Ring. Our team studies and follows industry trends and practices to target the widest audience possible. We bring this expertise to your participation.

You understand that the desire for craft beverages, artisan food products, and the tasting room experience is growing at a rapid pace. Savvy consumers align with brands and products whose practices mirror individual values. We deliver a broadly recognizable brand that supports individual product marketing efforts, while sharing established quality assurance and sustainability standards with a wider audience. You provide the quality products, we provide the stage.

Centre Ring is your marketing and distribution partner. Through our established networks, unique packaging design expertise, and co-operative marketing efforts, we will help introduce your members' products to these discerning customers.

Welcome to Centre Ring.



FINDING PARTNERS

Local Partners, Local Products

Centre Ring works with local, hand-crafted, and artisan products produced by passionate local businesses.

We produce all packaging and work directly with local business owners to develop new and existing products.

PRODUCT DEVELOPMENT

Your communities' brands. Magnified.

The Centre Ring team brings decades of expertise to the carefully-created brands of each member. To ensure Centre Ring standards and brand loyalty remain strong, we offer the following support services, often at a cost-savings to your artisan product creators:

Packaging design, Wholesale pricing, Bags, Pouches, Labels, Website design and maintenance, Social media support, Signage, Marketing collateral, Access to investors, Product review, Quality control, Collective name recognition



Textured Gold Orange Blue Green

BRICK & MORTAR STORES

Centre Ring can provide basic floorplans and square footage needs for retail spaces, full production, and secure storage space requirements. We will source wholesale interior design materials and work with individual owners and their contractors to build out the retail space, meeting with Centre Ring branding and design guidelines.

PERMITS

Centre Ring can assist with all permits and applications when setting up a new franchise location.

Our experienced directors work directly with the regional and state liquor boards. Each region often has unique rules and regulations in place. This is a new industry and some local communities may have old prohibition laws still on the books.

CORPORATE STRUCTURE, BANK TAX & ACCOUNTING FOR DISTILLERIES

A director will assist in interviewing new firms and/or working with your accounting firm on unique items and details that need to be documented for this industry.

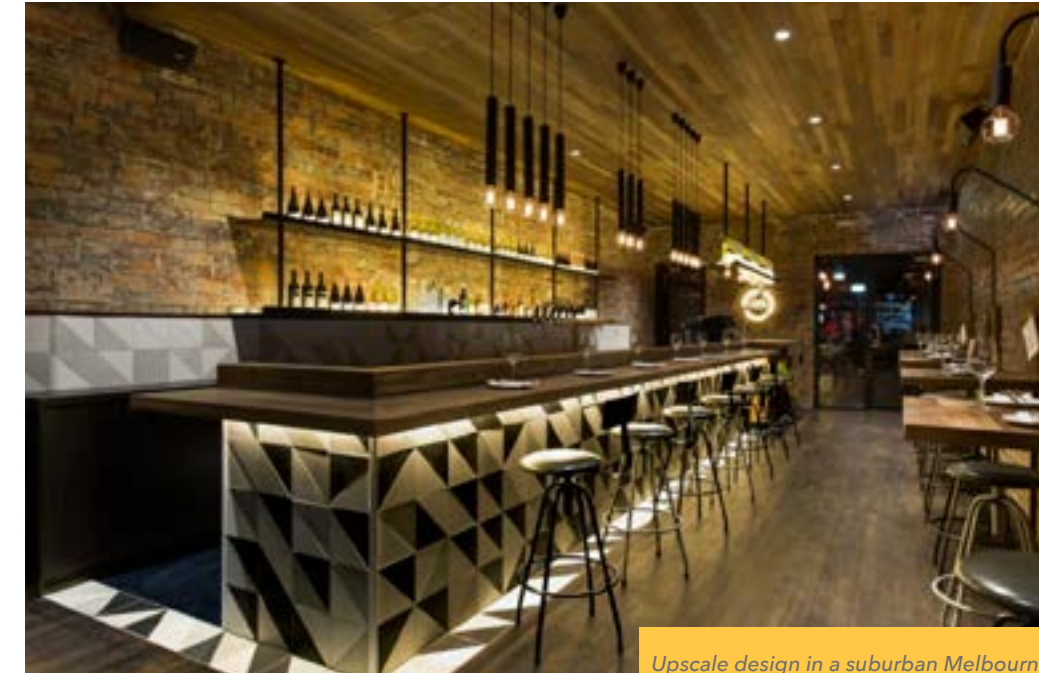
EQUIPMENT

Centre Ring can supply multiple package options for all equipment to get your facility up and running. We can also help find vendors and supplier leads.

TRAINING

The Director of Spirits can assist in set-up of equipment and mastering the art of spirit distillation.

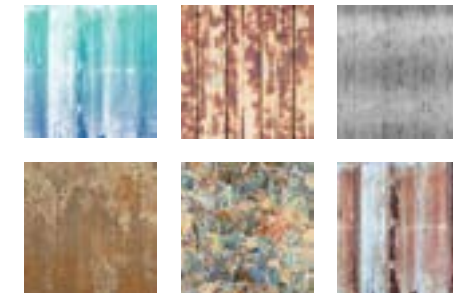
The Director of Wines can assist in formulation and blending custom wines for your facility.



Upscale design in a suburban Melbourne restaurant helps preserve the past.

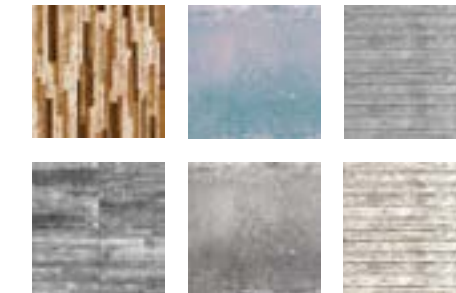
PATINA

WALLCOVERING COLLECTION



SURFACE

WALLCOVERING COLLECTION



Images from Astek Wall Covering's website.

TASTING ROOMS

Tasting rooms that have a central bar for craft spirits and wine sampling will be the enticement for customers to visit. The complimentary, locally sourced craft deli product line - meats, cheese, breads, coffee, chocolates, olive oils, etc. - along with direct wine and liquor retail sales is a new to the franchise world. The focal point of the retail outlets will be a small, working copper still that will be set up behind a circular bar.

We will create custom art elements using a mix of enlarged vintage imagery used in our packaging and simplified organic shapes. Reclaimed architectural pieces will be incorporated when available.

For more information about tasting rooms, visit:
centre-ring.com/tasting-rooms

INTERIORS

Our goal for the interior design is to accentuate the craft and artisan feel by creating an old-style, brick and mortar atmosphere with our venues and tasting rooms.

The interior design style is Urban Chic. For example, the new Starbucks flagship retail outlets showcase some aspects of this style in the use of raw, natural surfaces that are juxtaposed by rich, colorful graphic elements.

Many other companies, from large chains to local businesses, are catching on to the craft and artisan style and are transforming their brands to match. Stores like Starbucks and KFC are beginning to shift their interiors to match these new trends.



KFC's latest Istanbul flagship spices things up with a dash of history and a pinch of modernity.

"In compliance with historical preservation protocol, no additions or removals to its marble exterior were made. Inside, however, modern style mixes with traditional, and rough textures contrast with smooth surfaces, resulting in a harmonious bridge between the 62-seat venue and its listed envelope. Materials convey a sense of permanency, with natural stone floors, exposed brick walls and marble and timber tabletops, complementing a procession of glazed archways and the ceiling's metal framework."

"SAVOR THE FLAVOR"
BY ALICIA SHEBER, VMSD.COM

For more information about tasting rooms, visit:
centre-ring.com/tasting-rooms



After restoring the building's facade, salvaged materials were used in the interior from the building's original materials, such as wood from the ceiling and portions of the terrazzo and concrete floor.

"Retail is changing and shoppers are demanding more meaningful, more personalized retail experiences. It's time to...create brick-and-mortar stores that make sense.

*Be excited. Be unpredictable. Bring shoppers through your doors.
Sell merchandise. Leave a lasting impression."*

FROM OPTO INTERNATIONAL, INC.



"Raised on Starbucks coffee, craft beer and the local and organic food and drink movement, American adults currently aged 21 to 34 are willing to explore. They seek out complex flavors and value authenticity, whether in the ingredients, production method or backstory of a product."

"COFFEE IS THE NEW BLACK"
BY AMELIA LEVIN, FESMAG.COM

"Recent research has revealed the potential health benefits of chocolate to the public. More and more people are embracing chocolates, some are even incorporating higher-quality treats into their daily routines. As a result, the premium chocolate market grew at an annual rate of 10.5% during the period between 2001 and 2005 compared to a paltry 1.8% of the overall chocolate candy sales. Premium chocolate is far and away the most exciting category in the confectionery segment."

"GOURMET CHOCOLATE"
BY SON NGUYEN AND NICKIE COKER,
SBDC.NET



PRODUCT TRENDS

The key to building your brand and reaching consumers is to know what they are looking for.

As we study and follow industry trends and practices, we look to help target the widest audiences possible.

What makes each individual product unique is that they each have their own small directions in the marketplace. However, we are beginning to see the lines between them blur as consumers are looking for new, different, and combined tastes to suit their individual preferences.

For more product trends, visit:
centre-ring.com/drinks

LOCAL & ORGANIC

“Local” and “organic” remain powerful selling points that drive double-digit sales in the produce department.

“Consumers are looking to farmers’ markets and local, specialized retailers as destinations for learning about natural and organic products, and as a way to connect with local producers,” notes Bellevue, Wash.-based The Hartman Group in its ‘Organic & Natural’ 2016 report. “Those are two areas that food retailer might consider focusing on as a way to make themselves unique when it comes to organic and natural products.”

“ENLIGHTENED EATING”
BY JENNIFER STRAILEY, PROGRESSIVE GROCER

“30 percent of Americans who buy chips or dips agree that “no artificial ingredients” is an important nutritional attribute.”

“SO FRESH, SO CLEAN,”
BY RANDY HOFBAUR, PROGRESSIVE GROCER

For more product trends, visit:
centre-ring.com/product-trends



“A connection with the local community extends beyond the name on a label. Nearly 95 percent of corn and rye and 85 percent of malt used to produce spirits is purchased from New York State growers.

“We try to incorporate a local theme across the board in the business. Our goal is to encourage farmers to grow small grains again,” says John Curtain, owner of Albany Distilling Company.”

“ALBANY DISTILLING COMPANY”
BY KATIE NAVARRA, WINE & CRAFT BEVERAGE NEWS

“To help make the farm-to-table connection even clearer for customers, Harvest Market decided to create prepared food department that makes almost all of its products from scratch, from the deli to the bakery to the restaurant...The store serves as the supplier for many of the restaurant’s product.”

“HARVEST MARKET: CONNECT THE DOTS”
BY KATIE MARTIN, PROGRESSIVE GROCER



For more product trends, visit:
centre-ring.com/product-trends

WINES & BLENDS

"One key is to grab Millennials' attention with eye-catching branding."

"7 WINE TRENDS TO WATCH IN 2017"
BY KYLE SWARTS, CHEERS.COM

"Red blends are a hot category in wine these days, with sales up more than 10 percent compared to a year ago. Red blends accounted for 40 percent of all new wines introduced over the past two years, according to the Beverage Media Group."

In many cases, the blends are targeted at millennial consumers. Research shows they don't care about seeing a grape variety on the label and are more likely to experiment."

"WINE: NON-TRADITIONAL RED WINE BLENDS GAIN POPULARITY"
BY LAUREN DANIEL, THE MERCURY NEWS

For more product trends, visit:
centre-ring.com/drink-trends

"Millennials globally are more likely to switch between drinks, such as wine, craft beer and spirits, than stick to one category."

Millenials want to know exactly what is in the glass; the grape variet, where it is from, how it is made."

"LATEST WINE CONSUMPTION TRENDS:
US STILL RISING"
BY ELLIE DOUGLAS, DECANTER.COM



MEATS & NUTS

"Move aside three meals a day, snacking is taking over. When it comes to snack choices, the fastest-growing segments are those considered healthy and convenient."

"Consumers are much more educated and interested in ingredients, and they are the ones driving the better-for-you options," said Audrey Hasse, a registered dietitian and certified personal trainer

Swiss Farms came up with requirements such as clean labels, no artificial colors and flavors, and no preservatives, GMOs, trans fat or high-fructose corn syrup.

35 percent to 40 percent of consumers are most interested in reduced sugar, followed by lower or reduced salt, and then minimized fat, said Norman Deschamps, a market analyst working with Packaged Facts.

Meat snacks and nuts also fall into the healthier category for many consumers, according to Deschamps, as do different types of bars, including protein, energy and those with limited ingredients."

"HOW DO YOU DEFINE A 'HEALTHY' SNACK?"
FROM CONVENIENCE STORE NEWS
FOR THE SINGLE STORE OWNER



For more product trends, visit:
centre-ring.com/snack-trends

CRAFT BEVERAGES

"Craft distilling, like craft brewing before it, is in the midst of a boom. Less than a decade ago, there were 70 distilleries in the U.S. Now there are 623, producing everything from whiskey, gin, vodka and rum to less-common spirits such as absinthe—and all the schnapps in between."

But craft distilling isn't just about expanding market share behind the bar. Many distilleries are opening tasting rooms and gift shops, and their impact on local economies can be huge."

"FOOD AND BEVERAGE TRENDS FOR 2014: THE RISE OF CRAFT DISTILLERIES"
BY JASON DALEY, ENTREPRENEUR.COM



"People don't realize how much life they bring to their communities with breweries and distilleries."

- BILL OWENS,
AMERICAN DISTILLING
INSTITUTE FOUNDER

"People are getting smart. They're asking how their liquor was made, what it's made of and what's up with the stuff they've been drinking all their life. People are starting to look beyond all the marketing and hype. Because of that, craft distilling is going to benefit."

- MARK KLECKNER,
WOODY CREEK DISTILLERIES



Scott Bush, who has revived Iowa's famed Templeton Rye - a popular whiskey during Prohibition and Al Capone's drink of choice - thinks craft distilling is filling a vacuum that the big distillers failed to capitalize on. "There was a need for innovation in the spirits industry for a long time," he says. "They hadn't done anything new or different for so long that people naturally gravitated to craft brands."

So why such rapid growth? Owens says distilling is the last piece in the artisan renaissance that has reshaped consumerism. "Every town in America has a coffee roaster, little bakeries and a brewery. Look at all the vegetable growers and cheese-makers," he says. "There's a huge amount of pride in physical work. There's no pride in going to an office building and sitting in a cubicle. Distilling is part of that."

"FOOD AND BEVERAGE TRENDS FOR 2014: THE RISE OF CRAFT DISTILLERIES"
BY JASON DALEY, ENTREPRENEUR.COM

"Craft distilling isn't just about expanding market share behind the bar. Many distilleries are opening tasting rooms and gift shops, and their impact on local economies can be huge."

JASON DALEY,
ENTREPRENEUR.COM

"The future for these places is in becoming tourist destinations. People don't realize how much life they bring to their communities with breweries and distilleries."

BILL OWENS,
AMERICAN DISTILLING
INSTITUTE FOUNDER

For more product trends, visit:
centre-ring.com/drink-trends



SUCCESS STORIES

Learn about current brick and mortar store trends on the following pages.

Also check out our website for additional brick and mortar success stories.

For more success stories, visit:
www.centre-ring.com/success-stories

ART OF THE TABLE

Sharing Style & Good Taste

By Anna Wolfe, *The Gourmet Retailer*

Sometimes an opportunity is too good to pass up. Or maybe it is because people won't let you say no, or both. Ask Amy Ruis, who expanded her gourmet retail business by opening a second location - a cheese, charcuterie, wine store and bar.

For her most recent venture, Ruis teamed up with Kate Leeder to open a hybrid retail/bar concept inside Grand Rapids' Downtown Market. "I never meant to open anything there," Says Ruis, who was on the market's planning board. "I put my thinking cap on and came up with a nice array of people who would be great vendors."

Tuis and Leeder wanted to expand Art of the Table's

selection of cheese even more, but space in the gourmet store - known for its selection of specialty foods, tabletop, and beer and wine - was already tight. So, opening a separate retail business inside the Downtown Market was the best option.

Aperitivo cuts cheese and charcuterie to order and also sells wine, local beer - by the glass and by the bottle - cheese accompaniments, specialty foods and cheese and wine-related housewares. The concept includes a bar and a dining area, where sandwiches, small plates, and drinks can be enjoyed.

"I love how Europeans can have (a) quick glass of wine or piece of cheese and go on their way or linger. I love that



(Art of the Table's cutlery selections includes open stock and Wüsthof knives)



(Above photos from Art of the Table owner on Yelp)

idea," says Leeder. "And thought we could do that very well."

"It is surprising how open people are to trying new things. Grand Rapids is a smaller, more conservative town. People are up for experiencing a new taste," says Leeder. "That's exactly what we need people to be ready for."

While some local residents are still discovering the market, Aperitivo has cultivated a growing number of regular customers who "are looking for what's new, what's different," says Leeder, who handles the day-to-day operations. "I make sure my buying is in-line with their needs"

For stocking Art of the Table, Ruis' go-to show is the Atlanta International Gift and Home Furnishing Market. "I rely on it. I always go," she says. From time to time, Ruis or Leeder attends the Fancy Food Show. The store's mixes blends of beer and wine, specialty foods, pre-cut cheeses, premium ice cream, cutlery, textiles, stemware and

For more success stories, visit: centre-ring.com/success-stories

serveware. Recently, Ruis added the line of Chantal 21 cookware.

Cookbooks remain a thriving category at Art of the Table. "People buy books like crazy," says Ruis. "People like the idea of food, sitting down with a book and studying it."

At Art of the Table, the sales are evenly split between the three major departments: beer/wine, food, and tabletop, notes Ruis. Throughout the store, items are cross-merchandised by use. "I love having people buying things together," says Ruis.

Whether at Art of the Table or Aperitivo, it's all about talking with the customer and learning his or her preferences. "One person doesn't prefer big oaky chardonnays, the next person does," says Ruis. "We get people to trust us, what we recommend."

THE ART OF CRAFT

By Bridget Goldschmidt,
Stagnito Business Information
for Progressive Grocer

Artisan brews, now mainstream, rev up to score their share of seasonal sales, in common with other beverage alcohol segments.

"With the total beer market up only 0.5 percent in 2014, craft brewers are key in keeping the overall industry innovative and growing. This steady growth shows that craft brewing is part of a profound shift in American beer culture – a shift that will help craft brewers achieve their ambitious goal of 20 percent market share by 2020."

BART WATSON,
BREWERS ASSOCIATION
CHIEF ECONOMIST

Food retailers have been paying close attention to this trend, and some are already responding. Austin, Texas-based Whole Foods Market has actually opened the first-ever in-house brewpub within a grocery store – dubbed the Whole Foods Market Brewing Co. – at its location on Post Oak Boulevard in Houston's Galleria area.

Among conventional grocers, Cincinnati-based Kroger is installing cooler and dry shelf space in its beer aisles to hold more craft beer.

"Kroger customers continue to ask for additional craft and local beer options and we are increasing our selections in response to demand."

JENNIFER JARRELL,
KROGER SPOKESWOMAN



"We've found that the best way to support any craft beer is to get drinkers to try it at sampling events."

Because craft beer drinkers are also increasingly looking to incorporate beer into daily activities like cooking and pairing with food, we develop recipes with chef partners to help show how craft beer is an ideal and accessible ingredient for food pairings and as a cooking ingredient."

GEORGE WARD,
DIRECTOR OF OFF-PREMISE NATIONAL
ACCOUNTS AT BOSTON BEER, CO.,
A BREWER OF SAMUEL ADAMS



For more success stories, visit:
centre-ring.com/success-stories

LOWES' ONSITE BREWERY

By Progressive Grocer

From a seat at the bar or at a table in the adjacent dining area, guests can enjoy beer created just a few yards away, along with other microbrews, as well as Sunmill Wines, Lowes' own private brand. The Simpsonville Beer Den has eight taps - twice as many as at other stores to accommodate in housemade beers. Offerings change seasonally, and the retailer has created specific branding for each variety, most labels incorporating some variation on the den's whimsical masco, the Beer, or a bear with deer antlers.

Beer also can be taken home in 32- or 64-ounce growlers, or in 32-ounce "crowlers"

- can that are filled and capped to order. The process reduces the amount of air in the container and lengthens the beer's shelf life, Lowe explains.

The glass-walled brewing room is visible from the indoor and outdoor seating areas, which also host tasting and music events (a schedule is posted at the bar). Rare among supermarkets, the operation is overseen by brewmaster who also collaborates with craft brewers in the Carolinas' vibrant craft beer community. The beers use as many local ingredients as possible, although hops must come from other regions.

"The pipe is transparent, so people can see the hops move through the piping," Lowe notes during a visit to the brewing room, describing the features as on

"We're using beer and wine as a catalyst to drive trips."

- TIM LOWE, PRESIDENT OF LOWES FOODS

of the store's "bits of theatre, however small." Lowe is working with local officials to get permission to sell Simpsonville-made beer at its other store locations.

In addition to tasting events, the store hosts a "Brewniversity" to teach people about beer. "When people try new things, they expand their palate and get a fuller experience," Harvin Bedenbaugh, Beer Den master, remarks while working the taps during PG's visit.

As if that weren't enough, the store's beer cooler boasts the longest beer run in the country - 47 doors over 94 feet, Lowe points out, with a huge variety of both mass-market and craft beers. "We do single facings on most varieties and work hard to

keep them in stock. We're big on first-to-shelf market launches."



LOCAL INGREDIENTS, LOCAL PRODUCTS

By Katie Navarra

Progressive Grocer

Karl Strauss Brewing Company, headquartered in San Diego, CA, just opened their ninth and tenth brewpubs, and Fred Glick, VP of brewpubs for the company, says the company's success is due to a focus on culture.

"CULTURE REALLY STARTS AT THE TOP. THERE ARE PLACES THAT HAVE PHENOMENAL BEER AND REALLY GOOD FOOD, BUT IF THEY MISS THE PEOPLE ELEMENT, THEY WON'T BE SUCCESSFUL. IF YOU DON'T ENGAGE YOUR EMPLOYEES AND THEY DON'T CARE ABOUT THE GUESTS, YOU AREN'T GOING TO BE SUCCESSFUL NO MATTER WHAT YOU DO."

- Fred Glick, Brewpubs Vice

President

Glick says it's critical to build a culture in which employees truly care about guests.

"We define culture in simple terms," he said. "It's 'how we do things around here.' It's everything from standard operating procedures and training manuals to how to interact with each other." Glick explains the company's core ideology includes their mission (what's the purpose of the company; where are we trying to go), a purpose statement and core company values.

"It's critical that you define these and write them down," said Glick. "If you don't have them, they exist already without you. Your employees will create your culture for you if you don't define it. If you're just starting out, engage your employees to be part of the

process - you'll have a lot more buy-in. But don't just write your company's core ideology on a poster on the wall. It has to live and breathe in everything you do."

There are challenges in dealing with Millennials, who are likely to be the age group applying for positions.

"[MILLENNIALS] DON'T SEE THE WORLD THE WAY ALL OF US SEE THE WORLD. MILLENNIALS EXPECT INSTANT RECOGNITION, AND THEY WANT TO BE BROUGHT UP INTO THE COMPANY RIGHT AWAY. THEY WANT TO CONNECT TO A VISION AND PURPOSE, SO YOU HAVE TO HAVE SOMETHING THEY BUY INTO."

- Fred Glick, Brewpubs Vice President

Glick says the goal of Karl Strauss is to be "the most-



FOUNDING PARTNERS

On the following pages you can learn more about Centre Ring's founding partners that help to support the development of a brand providing locally-sourced, artisan products.

Our partners include wine makers, craft distillers, and cider makers that use fresh, local produce to enhance their products and appeal to the local markets. With rich histories and family ties, our partners are dedicated to hand crafting exceptional artisan products.

OUR STORY

Looking for more customers? Allow us to introduce ourselves.

As the owner of Blind Renaissance, Inc., Kirk Dietrich launched Centre Ring with two clients- a craft distillery and a small winery. Each wanted to expand their current customer base by developing a second brand that carried recognizable quality assurance standards.

Over the past few years, the brand took shape and distributors began to ask if they could join the effort. Momentum began to build, and Centre Ring was born. Read on to learn more about the primary partners of Centre Ring.

BLIND RENAISSANCE, INC.
EAST WENATCHEE, WA



Since 1972, Blind Renaissance has built a solid reputation for creating strong visual identities and cohesive media presences demanded by the sophistication of multiple marketing environments. The team designs engaging, client-focused promotional materials by combining an educated artistic sensibility, knowledge of advertising trends, and the ability to appropriately utilize new design, web, and print technology.

By offering a full range of print and web design, illustration, photography direction, packaging development and marketing services, Kirk and the team at Blind Renaissance combines strong designs with an innovative approach designed to deliver results.



DAVEN LORE WINERY
PROSSER, WA



As the head Winemaker at Daven Lore, Gordon Taylor is building on over 40 years of history to develop the vision for the next 40 years at the winery. After a career in agriculture research engineering, Gordon now focuses on wine and consults for juice processing plants as well as other wineries. He also teaches winery equipment classes in WSU's certificate program.

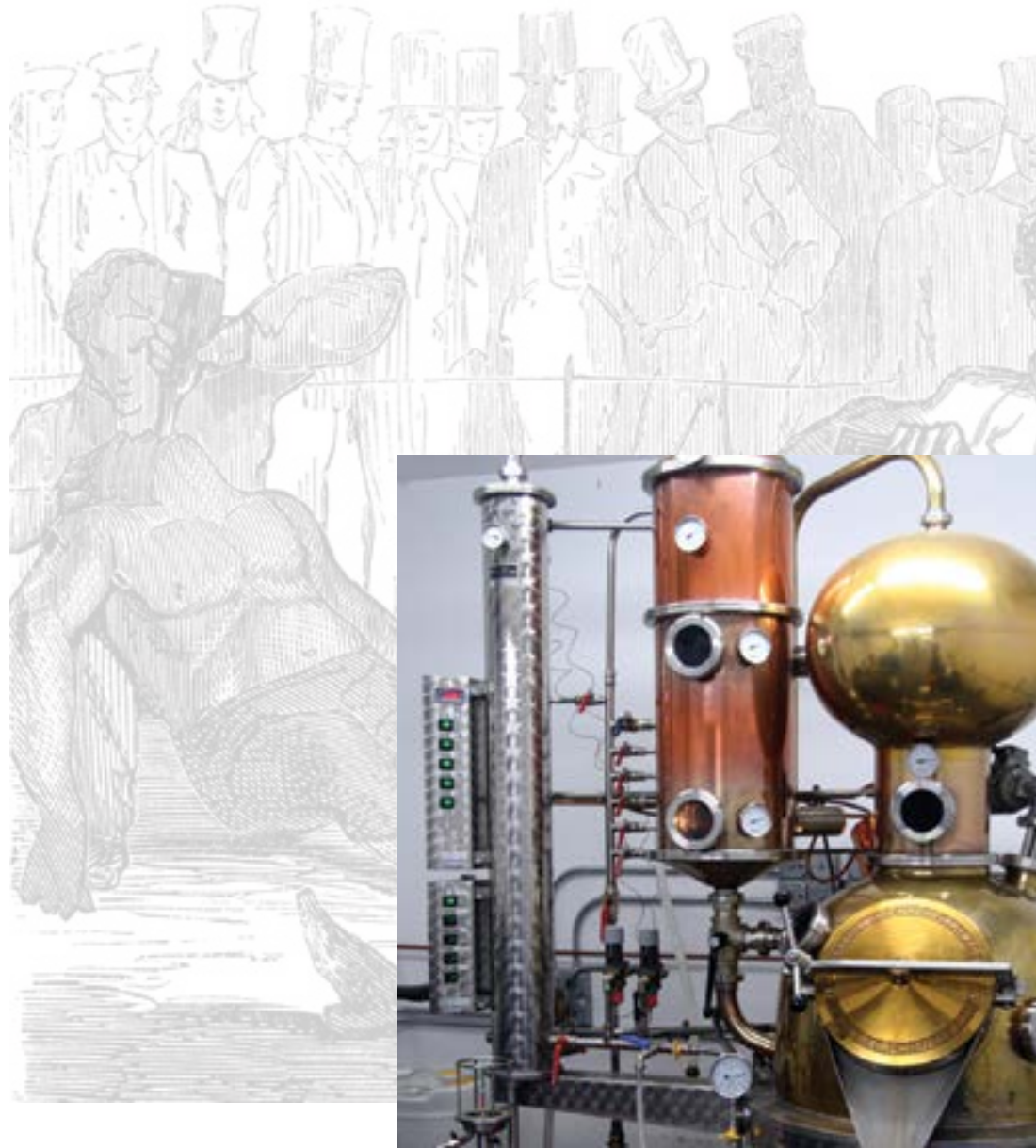
IT'S 5 ARTISAN DISTILLERY
CASHMERE, WA



From their home in North Dakota, Marie Hecht and her brothers dreamed of a better life working in the vast apple orchards of Washington State. To earn enough money for the journey, they began bootlegging whiskey made from milk whey.

When they arrived in the Wenatchee Valley, Marie met and married Severt, or Sig as he was known, and together they purchased and operated a small orchard in Dryden, WA.

Colin is the master distiller and creative mind behind all of the unique flavors of It's 5. Our northwest dry gin, produced for the past seven years, has become an award winning best seller. As a handcrafted, small batch artisanal distillery, we pride ourselves on using as much local fruit and grain as possible.



NEIGEL VINTNERS
WENATCHEE, WA

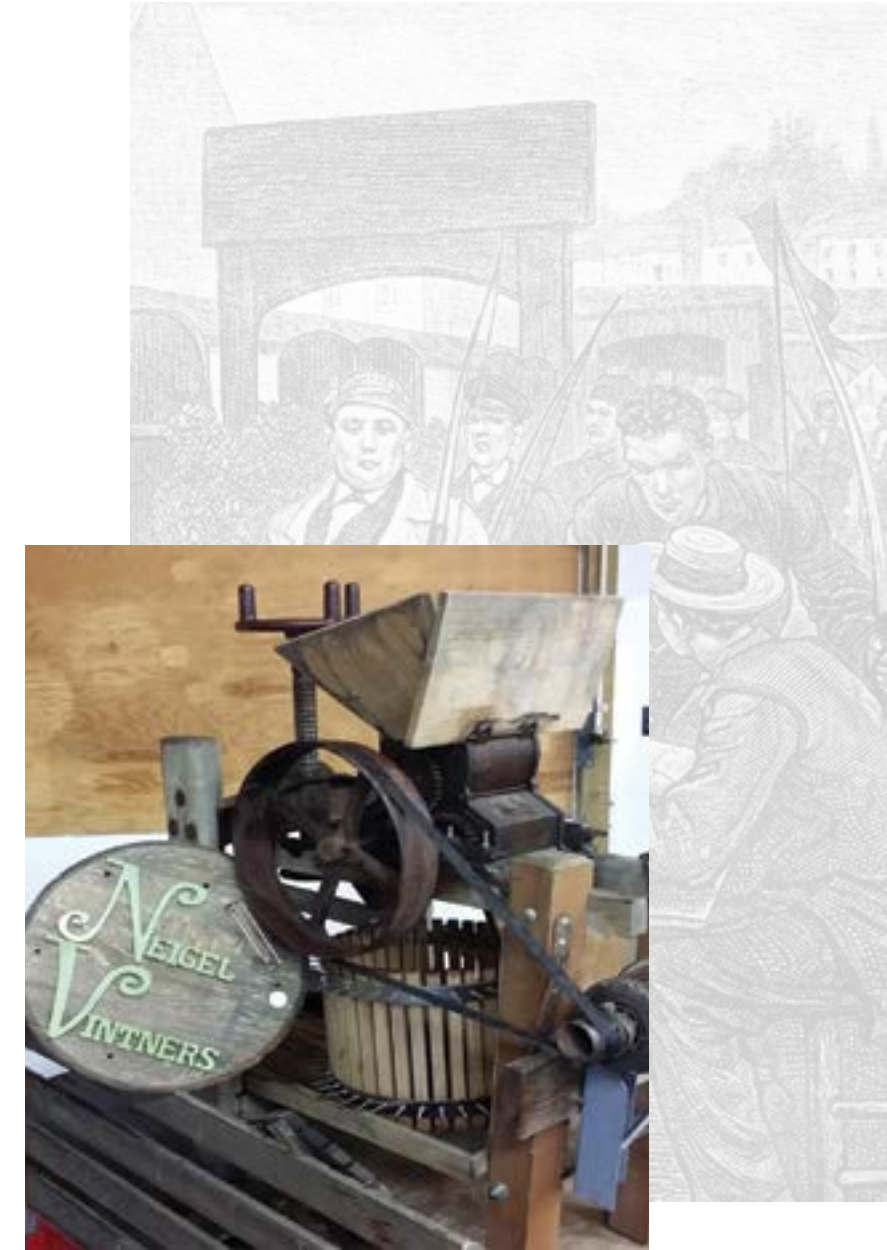


Harvesting the fruit from their beloved grandfather's orchard, Kevin and Mark quickly realized that their production was too small to supply the large local packing sheds, but presented an opportunity to experiment and explore a new direction.

The brothers soon discovered that the native pear varieties grown on their property provided a unique light and flavorful finish, and with that understanding, a small family company took root.

The first pears pressed each season come from the heritage family orchard, and throughout the year, they blend this fruit with various varieties from other orchards.

As one of the first cideries in the country to focus solely on pears, they pioneered a low sugar, flavor-forward cider that is perfect for enjoying all year.





“GOOD-BYE!”

We appreciate your interest.

Strategy that is outside the box.

Ready to learn more?

Feel free to contact us at:

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