



GET READY FOR MEAD

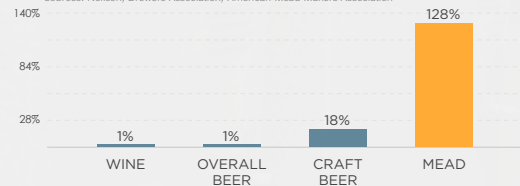
THE FASTEST GROWING ALCOHOLIC BEVERAGE IN THE US

Mead, the world's most popular beverage throughout most of recorded history, is quickly finding its way back into mainstream popularity. Across the country this naturally gluten-free drink is being adopted by wine and beer consumers searching for new discoveries in authentic, great-tasting craft beverages.

Modern mead makers are creating demand with a range of exciting products, from traditional meads that showcase honey varietals and local terroir, to styles that feature various fruit, spice and experimental ingredients. With a spectrum of flavors that can't be found among any other alcohol beverage, it's no surprise that mead's moment has arrived. Are you ready?

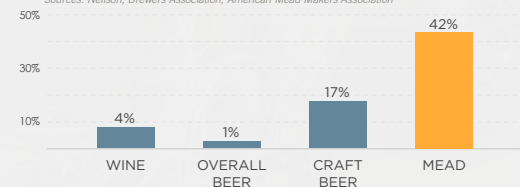
2014 PRODUCTION GROWTH

Sources: Nielson, Brewers Association, American Mead Makers Association



2014 SALES GROWTH

Sources: Nielson, Brewers Association, American Mead Makers Association



A VERSATILE OFFERING THAT APPEALS TO TODAY'S CONSUMER

Mead is a delicious alcoholic beverage made from honey. Unmatched in its versatility, mead can range from light and refreshing to rich and complex, with styles that include fruit, spices, herbs and other natural ingredients. Enjoyed by craft beer, wine and cider lovers alike, the unique flavors of mead make it an experience all its own.

