



Celis



BELGIAN STYLE





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Mission Statement

Our mission is to not only provide beer drinkers with a good craft beer, but to simply amaze you with the best beer you've ever had.

We strive diligently to reach this goal by handcrafting each batch of beer using the finest grains and choicest hops, delicately blending each beer. In doing so, we also care for the environment from which our ingredients come, by manufacturing and utilizing bio-diesel fuels to operate our brewery and our vehicles, and training others through our bio-diesel training facility.

**Enjoy the Great Lakes.
Create Great Times.
And savor Great Beers.**

Michigan Brewing Company

About the Brewery

Founded in 1996, Michigan Brewing Company started as a small microbrewery and has grown into the diverse regional brewery it is today. Much has happened at the brewery since its inception including phenomenal growth through acquisition of other breweries including the Celis Brewery from Miller Brewing Company/Philip Morris. From 2004 through 2006 MBC experienced vast adversity while trying to move the brewery into a larger facility. Even through these tough times, MBC has managed to maintain its sales levels.

Now comfortably situated in the new 76,000 sq. foot industrial facility, MBC is poised to expand the MBC and Celis brands beyond the current distribution and throughout the United States.

The Beginning Years

Michigan Brewing Company opened its doors and poured our first beer on December 21st 2005. The beginning years were simply the “beer and peanuts” years where sales were met through local distribution and sales from the tasting room.

Due to quality product and simple word of mouth advertising, MBC experienced its initial ups and downs in sales but by 2000, sales grew from \$153,000 to \$535,000. In just the first four years, sales had grown by nearly 350%.

Beginning of Expansion

In the beginning the tiny brewery, maintaining a constant clientele realized the tasting room was becoming a local Pub. In 2001 food was added to the menu offering soups, sandwiches and of course, beer. Overall sales and production continued to climb.

In 2002 owner Robert Mason began seeking opportunities for expansion. The Miller Brewing Co. had closed down the Celis Brewery and was seeking buyers.

Sound History

The Celis Beer brand was purchased from Miller Brewing Company in 2002. The substantial production and distribution of Celis Beer prior to the acquisition by Miller Brewing in 2000 made Celis a sound business opportunity. In the mid 1990's the Celis Brewery was producing approximately 24,000 barrels of beer per year. According to 1990's financial estimates, this equated to 4 to 4.8 million dollars in beer sales.

The Celis brands were distributed through various distributors through 30 states in the continental US. Through direct requests from many of these distributors in the form of e-mails, phone calls and letters, the demand for Celis Beer was confirmed to be alive and well.

With the addition of the Celis brand, sales continued to grow from 2001 through 2003. By the end of 2004, Michigan Brewing Company had topped 1.3 million in overall sales and the small brewery was busting at the seams.

Capacity Hits its Limit

Although the capacity of the brew house was over 45,000 barrels of beer a year, the fermentation and packaging capacity of the small brewery maxed out its production capacity. More space was needed in order to sustain the expected growth.

Late in 2004, luck would have it that GT USA would vacate a relatively new 76,000 square foot industrial facility directly behind the old brewery. The opportunity had arisen and Michigan Brewing Company jumped on the opportunity to move and expand its operation capacity. The deal was made and MBC was granted access to the vacant building in August of 2004.

About the Brewery

Poised for Expansion

With everything moved in, the new Pub up and running, Michigan Brewing Company is beginning to grow its market and production. In 1996 the Celis Brewery had topped its production with over 24,000 barrels produced. With the current capacity of the MBC brewery in the new location, MBC is on target to produce 25,000 to 30,000 barrels of beer.

For two years, MBC endured supporting two locations and all the insurance and expenses of both. With the dust settled and much adversity behind, 2007 is coming on strong for MBC. First quarter sales are already up 50% and that was during the full move into the new building.

With a craft beer industry sustaining continuous growth in the double digits for 4 years, MBC expects continued growth of both the MBC and Celis brands. This growth is expected to reach the 25 to 30 thousand barrel mark within 24 to 36 months as MBC is already on track to meet projected production for 2007. MBC is on now expanding and on the move.



Celis Tap Handles



Item # 101



Item # 102



Item # 103



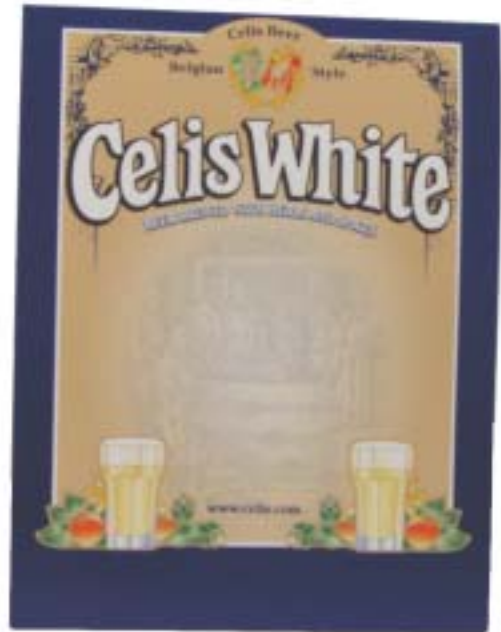
Item # 104

Wood tap handles finely finished with gloss base coat and a clear hard coat.

Celis Brand POS

105

**Celis White
Table Tents -
Same on both sides.**



106

**Celis Coasters
Celis brand coasters
are
Fast becoming
collectibles
for Celis aficionados.**



Celis Brand POS

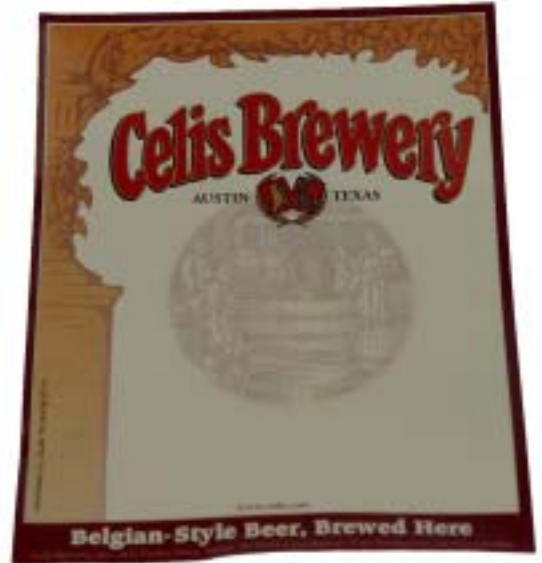
107

Celis Brewery Stickers

7" x 5" High Gloss

Peel and Stick

Stickers are from the historic
Celis Brewery in Austin
Texas. *While supplies
last**

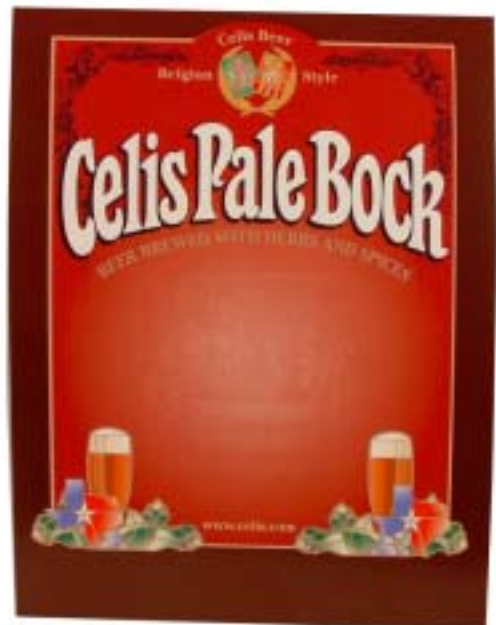


108

Celis Pale Bock Table Tents

5 ¼ " x 4 ¼ " display

Both sides identical



Painted Pint Glasses

109

Celis Pint Glass

Painted Both Sides



201

Michigan Brewing

Company Pint Glass

Painted Both Sides

MBC Tap Handles



202

Michigan Brewing Company Tap Handles

Painted Both Sides

MBC Point of Sale

203

Michigan Brewing Table Tents

Two Sided Table Tent



Beer Ordering

Ordering is simple. We've provided an easy to use spreadsheet that's available from our web site.

Go to www.michiganbrewing.com

Click on Distributor Downloads

Click the link to download the form

The form is an MS Excel spreadsheet. It can be completed with automatic calculating and e-mailed to bob@michiganbrewing.com.

The form can also be printed, completed by hand and faxed to (517) 521-3229.