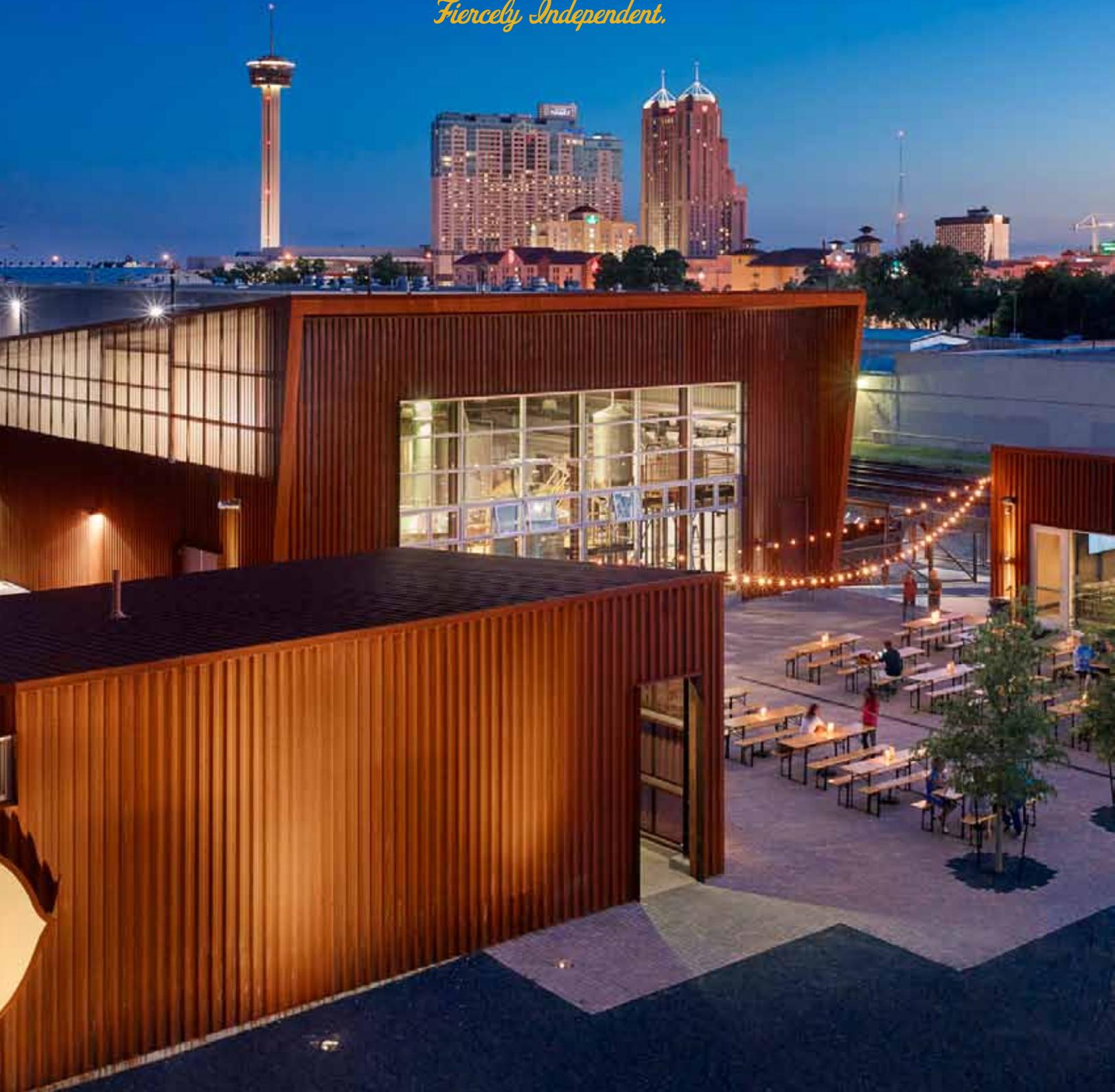


ALAMO



SAN ANTONIO, TEXAS

Fiercely Independent.



VISITOR ENTRANCE
202 LAMAR ST.
SAN ANTONIO, TEXAS 78202

BUSINESS ADDRESS
415 BURNET ST.
SAN ANTONIO, TEXAS 78202

ALAMOBEEER.COM



ALAMO



SAN ANTONIO, TEXAS

Fiercely Independent.

PURE & HONEST

Brewed just a canon shot away from the “Shrine of Texas Liberty” - The Alamo, our beer is steeped in tradition. Founded in the 1880’s, Alamo Beer went dormant at the beginning of prohibition.

In 2014, after 95 years, Alamo began brewing again in San Antonio. Our legendary beer is crafted using traditional brewing methods, making it easy to drink and refreshing. So sit back, relax and no matter where you’re at remember the ALAMO...beer.



A CRISP AND REFRESHING AMERICAN BLONDE ALE WITH A SMOOTH, VELVETY FINISH.

A CRISP, CLASSIC GERMAN-STYLE PILS, THE COLOR OF TEXAS SUNSHINE WITH A DISTINCTIVE OLD WORLD FLAVOR.

A RARELY SEEN TRADITIONAL STYLE, HOPPY AND MEDIUM BODIED WITH A BALANCED MALT FINISH. JUST SAY, “GPA?”

A TRADITIONAL VIENNA-STYLE LAGER WITH A SILKY SMOOTH FINISH YOU’LL LONG REMEMBER.

B R E W E D I N S A N A N T O N I O , T E X A S

ALAMO



SAN ANTONIO, TEXAS

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2016 ALAMO BEER SEASONALS

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
FIESTAVAL BELGIUM WHITE			Yellow	Yellow								
MAIBOCK					Blue	Blue						
KÖLSCH							Green	Green				
OKTOBERFEST									Red	Red		
HOLIDAY IPA											Orange	Orange
DOPPELBOCK (2017)	Purple	Purple										

Fiestaval Belgium White

A Belgian style ale, or Witbier brewed with ground coriander and sweet and bitter orange peel.

ABV: 4-5%

12 oz 6 packs & draft

Maibock

A strong, bronze lager brewed for the coming spring.

ABV: 7-8%

12 oz 6 packs & draft

Kölsch

A light, sparkling German style wheat ale.

ABV: 4-6%

12 oz 6 packs & draft

Oktoberfest

A medium bodied Märzen style lager brewed with German malts.

ABV: 5-6%

12 oz 6 packs & draft

Holiday IPA

5 hop varietals are used in this IPA for a piney flavor and holiday aroma. Hops include Cascade, Simcoe, Centennial, Chinook and Apollo.

ABV: 6-8%

12 oz 6 packs & draft

Doppelbock

A full bodied, dark and malty strong lager. Originally brewed by Benedictine monks to fortify them through the cold Bavarian Winter.

ABV: 4-5%

12 oz 6 packs & draft

B R E W E D I N S A N A N T O N I O , T E X A S

THE BEST CRAFT BEER BREWERIES IN AMERICA

Thank these craft brewery gods for our best tasting beer, from brewery big guns like Goose Island to quieter achievers.



Alamo Beer Company, San Antonio

At the recently opened **Alamo Beer Company**, down under a bridge in a rapidly changing, warehouse-laden corner of San Antonio, you'll find a lively courtyard with live bands, DJs, food trucks and a solid selection of brews. The Golden Ale, crisp, flavorsome and well balanced, is one of the best examples of its kind in America; you can also expect good things from the amber lager and the pilsner.

<http://www.timeout.com/newyork/bars/best-craft-beer-breweries-in-america>

**TIMEOUT -
NEW YORK**

TURNING UTILITY INTO TEXAS-SIZED SOLAR ART

At the Alamo Beer Company's new brewery and biergarten lies a Texas-size work of solar art. The Alamo-shaped solar array is located just a five-minute drive (or 15- to 20-minute walk) from the fort itself and around the corner from San Antonio's new Pearl neighborhood development. In turn, the array can be seen from numerous downtown buildings, including the Tower of the Americas.



<http://blogs.scientificamerican.com/plugged-in/turning-utility-into-texas-size-solar-art/>

**SCIENTIFIC
AMERICAN**

BEST OF CITY 2016

But, if 2015 was any one brewery's year, it was Alamo Beer Co.'s. In March, it opened its East Side brewery and tasting room, which quickly became a hotspot, and it expanded from its signature Alamo Golden Ale to four year-round beers plus seasonal specialties, all brewed right here in SA.

<http://www.sanantoniomag.com/February-2016/Best-of-the-City-2016/index.php?cpaarticle=2&siarticle=1#artanc>

**SAN ANTONIO
MAGAZINE**

THE GOLDEN ALE BEER

THE BEGINNING

Alamo Beer, revived in 1997 by Eugene Simor, combines local craftsmanship and pride with high quality ingredients to produce an exquisite craft beer. ALAMO Golden Ale, the company's flagship brand, had its market debut in October 2003.

Simor conceived the name "Alamo Beer Company" while he was eating Alamo-shaped cookies. His research found that in the 1880's there had been an Alamo Beer created by the San Antonio Brewing Association. But the original Alamo Beer disappeared at the beginning of Prohibition. Simor acquired the trademark with the interest in marketing and selling the beer but had yet to find a manufacturer.

Simor found a partner in Real Ale Brewing in Blanco, Texas. Soon after, ALAMO Golden Ale was flowing on tap in San Antonio. The formula for ALAMO Golden Ale was chosen because it was a good introductory, lighter style ale and perfect for folks just starting to try craft beer or seeking a session beer.

THE BREWERY

After 10 years of contract brewing, Simor felt it was time to embark on his dream of building a brewery.

In 2014, Alamo Beer Company began construction. The brewery's half-mile proximity to the historic Alamo added to the favorability of the final site selection. The Hays Street Bridge, which had undergone major renovations to attract development, also made the location much more attractive. With the site secured, Simor created a plan, invested his savings and built an \$8 million, 18,000 square-foot craft brewery, beer hall and beer garden. The brewery began production in December 2014, marking the first time since the start of Prohibition in 1919 that a beer named "Alamo" is produced in the Alamo City. The beer hall and beer garden opened on March 6, 2015, the 179th anniversary of the Battle of the Alamo.

THE FUTURE

The new brewery is designed to eventually produce 41,000 barrels of beer. Alamo Beer Company, along with Ben E. Keith Beverage, will aggressively market the brand in Texas. The company currently expects to be competitive in our state, attracting a sizeable share of Texas' multi-million dollar craft beer market. The company has added an ALAMO Amber Lager, ALAMO Pilsner and ALAMO German Pale Ale plus a variety of seasonals to its portfolio.



A TEXAS ORIGINAL

CRAFTING A PURE, HONEST TEXAS BEER

Alamo Beer Company has incorporated several traditional brewing methods designed by Brewmaster James Hudec into its new brewery. First is the brewhouse, which allows the temperature of the mash to increase to various degrees during the mashing stage.

The brewery's design is taken straight from Germany. The large onion domes on the kettles and large copper wort grant resembles those of German Brewers.

The brewery's process incorporates an old world step seldom found in modern craft breweries today. During the cooling and yeast pitch stage, all lagers and wheat beers are transferred into the "pitch tank." Because of the cold temperatures, the fresh wort must sit in this special horizontal tank overnight before being transferred into the fermenter.

The brewery has added twelve single-wall lagering tanks. This is an extra step in the process that allows cold-conditioning of the beer for longer periods of time, resulting in a smoother, more flavorful beer.

"Brew What You Love"

JAMES HUDEC, BREWMASTER



BUILT TO BREW

ABOUT THE ARCHITECTURE

The three independent structures (brewery, beer hall, office) along with the historic Hays Street Bridge, will frame the beer garden experience for visitors. The brewery purposely faces the bridge to use its shaded, porch-like understructure as an entry.

The most engaging view of the brewery will be seen 25 feet above it, standing on the Hays Street Bridge. It was important to Simor that the San Antonio skyline remains visible over the rooftops of the brewery. From this vantage point, pedestrians will be able to survey the family-friendly activities in the courtyard below, while enjoying the downtown vistas.

The design of the facilities is understated and offers a refined take on the industrial metal warehouse building style typical to the area. Glass is used to showcase the functions within the buildings, particularly the brewing process (seen below when viewing from the Hays Street Bridge). Additionally, sliding glass doors at the beer hall will connect the indoor areas to the beer garden experience for both casual gatherings and special events.



ABOUT THE BREWERY TEAM



Eugene Simor

Founder & CEO

Eugene Simor is one person who can truly say, “I wasn’t born in Texas, but I got here as fast as I could.” Not only did he get here, he wholeheartedly embraced the pride native Texans have for their homeland.

Eugene was born right in the middle of downtown Los Angeles. He spent his days growing up in Orange County before the days of “The OC” and when “there were still orange trees there.” Not yet willing to part with beautiful California, Eugene attended college at the California Polytechnic State University at San Luis Obispo where he earned a Bachelor of Science degree in Industrial Technology (a combination of engineering and business) and went straight to work in his area of expertise.

Eugene’s initiation into the workforce was with Johnson Controls, Inc. where he worked as a sales engineer in the Building Services division. While there, he received many distinctions including the National Sales Challenge Award and the Consistent Performer Award. He excelled in this environment becoming one of the top individual sales performers in the Los Angeles office and in the nation. When Eugene turned 30, he left his job and set out for an adventure. He spent a year sailing the world, visiting remote islands, and taking in their unique cultures. Upon returning to the United States, Eugene embarked on another adventure when he chose to relocate and move from the Los Angeles area he had called home for so long. After a lengthy search for the right city, Eugene chose San Antonio as his new home.

Upon his arrival to San Antonio, Eugene managed The Goulash Group, a company he founded specializing in the redevelopment of blighted buildings into profitable rental properties. He has since turned his focus away from the Goulash Group to a full-time effort with ALAMO. Throughout the years, Eugene has also participated in countless service opportunities within the community. He is an Eagle Scout, was a United Way volunteer, past-president and charter member of the San Antonio Mission Trail Rotary Club, and was on various city government committees including the Open Space Advisory Board. He is also a former board member of the San Antonio Greater Chamber of Commerce, the Community Development task force and the Downtown Advisory Board. Today, Eugene continues his service as a board member of Centro San Antonio and as an active member of his Rotary Club.

Eugene is married to Neriza and they have four beautiful children.



Jim Walter
Chief Operations Officer

Jim Walter brings more than 30 years of profit and loss management experience in building unified performance-based cultures that consistently convert manufacturing strategy into action for industry-leading companies such as Pabst Brewing Company and G. Heileman Brewing Company.

As COO/CSO of Pabst Brewing Company, the country's third largest brewer, Walter most notably generated an incremental gross profit of \$120 million over a 4-year period through implementation of a complete brand repositioning strategy that achieved gross revenue increases of 18 percent. Jim also conducted in-depth operational analysis that reduced \$15 million annually over three years through on-going process improvements and instituting a cost control discipline methodology.

His experience in San Antonio encompasses serving as COO of Pabst, managing 120 full-time employees across seven manufacturing facilities that generated over \$650 million in annual gross revenue. "Jim brings a depth of experience to our company that is comparable to any significant brewery in the country," stated Eugene Simor, Alamo Beer Company's CEO and founder. Walter will be responsible for establishing all operations for the 18,000 square foot microbrewery, including manufacturing performance, human resources, and product positioning.



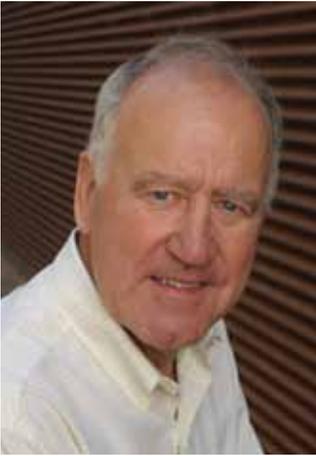
James Hudec
Brewmaster

Being a Brewmaster is nothing new for James Hudec. Upon graduating from Southwestern University in Georgetown, Texas, he began a technical brewing internship in Nuenberg, Germany.

The knowledge of brewing and the skill sets he attained during his two years in Germany led to his successful run of brewing back in the United States. In 2000, James began as the co-owner and Brewmaster of Brenham Brewery in Brenham Texas. After four years of managing all aspects of a small microbrewery in central Texas, he decided to relocate to Fort Worth. Here, Rahr & Son's Brewing made its debut with James as the Brewmaster. He was responsible for the brewery-production design, beginning production with four lagers in draught & 12 oz. bottles. Then in 2005, his skills were tapped again, taking him to New Orleans, Louisiana. Crescent City Brewhouse in the French Quarter was in dire need to rebuild and re-engineer production post-Katrina.

In one year as Head Brewer/Consultant, he restarted beer production with German style lagers and wheat beers and re-established the local brand within the community. In 2006, he joined the Gordon Biersch Brewing force in New Orleans as the Brewmaster. Transferring to Kansas City in 2007, James was responsible for managing all aspects of production, marketing, scheduling, and quality control. Until 2012, he produced beer for on-site and off-site consumption for multiple Gordon Biersch Brewery Restaurants. Now, as part of the Alamo Beer Company team, James is poised to use his experience to create an efficient and profitable working environment.

He will be responsible for managing production, product formulation, scheduling and quality control for the new brewery. He has also designed and managed the construction of Alamo Beer Company's brewery.



John Cider

Chief Financial Officer

John Cider is a practicing CPA with more than 30 years of experience in public accounting. He has covered multiple concentrations including auditing, financial reporting, tax planning, acquisitions and sales of businesses for national and international clients. His industry-specific experience covers construction, real estate, manufacturing, service industries, foundations, and medical.

Crider has been working with Simor for the past four years on the Alamo brewery project. He will be responsible for all financial systems, as well as long-term financial planning for Alamo Beer Company.

*For Questions or To Schedule An Interview
Please contact Andrew Anguiano at
andrew@drewadvertising.com or at (210) 797-2113*