



**Mustang**  
Brewing Company

www.mustangbrewing.com

4020 Will Rogers Parkway  
Oklahoma City, OK 73108  
info@mustangbrewing.com  
405.943.0100



**MAKING THE WORLD  
A BETTER PLACE  
ONE BEER AT A TIME!**



Follow us on  
Facebook & Twitter



## 2011 Re-Cap & 2012 Plans

2011 was an incredible year for Mustang Brewing Company. While many craft brands saw a decline, Mustang's sales were up 96% over 2010...all in a down economy. Our total case equivalents sold totaled 23,987, while production totaled 2,160 barrels (66,960 gallons). Some other points worth mentioning: we began distribution into the Northwest Arkansas market, launched our first Winter seasonal, and announced plans for a new line (called *Session '33*) that will target grocery/convenience stores. While there is still room for growth, we certainly can't complain.

2012 looks to be even bigger! **Session '33** officially launches in February [see page 2]. To be successful in this industry, we have attempted to maintain a nimble brewing model that lets us capitalize on best practices at multiple brewing locations. **Session '33** is no different. This new line will be brewed in OK, WI and TN. While our "strong", craft beers are still our major focus, we are extremely excited at the opportunities a 3.2% ABW offering will open in our home market. From refrigerated beer in stores (prohibited for "strong" beers under current statutes) to happy hour specials (also prohibited for "strong" beers in OK), to outdoor music events, Mustang will soon be available in over 1,000 new locations across our state.

2011 brought our volumes to a critical mass where it now makes sense to transition more of our production to our home base in Oklahoma. This will be accomplished through growing our own facility, as well as partnering with our friends in Krebs, OK [see below for details]. Our Brewmaster, Gary, has been working on some great, new brews. We have a summer addition to our **Seasonal Selection** line and our **Saddle Bag Series**, which launches mid year, will target more discerning, beer palates. We have a new website under development, are launching a YouTube channel, have a number of music events planned, and will announce new distribution deals in three states. All in all, 2012 will be another great year!

Of course, none of this would be possible without you. We sincerely appreciate all you do. Thank you for supporting Mustang Brewing Company!

Cheers! Tim & Carmen Schoelen

## Expanding Our Capabilities in Oklahoma

When founding Mustang Brewing Company, we set out to build a regional brewing company, not just a local brewery. To accomplish this, we wanted a model that would allow us to easily scale up/down production to meet demand. We needed a larger system that could maintain consistency for our better selling brands, while also needing something smaller to brew our limited runs and seasonals. Equipment is expensive and we had limited start-up funds. Therefore, we needed to innovate. We based our multi-site brewing model off the successes we saw from bigger brands like Sam Adams and Budweiser, and off regional, craft names like Boulevard, Shiner and Abita.



We currently package our beers in two locations in two states: Krebs, OK and Stevens Point, WI. Our small, pilot system at our Oklahoma City headquarters was limited to research and development, as well as some small batches intended for firkin casks. That is about to change.

Over the past few months, we have worked diligently to expand our brewing capabilities in Oklahoma City. The TTB recently notified us we are in the final stages of the approval process. On December 7<sup>th</sup>, 2011, a great group of Mustang fans helped us unpack our new equipment (Thanks, guys!). We are pleased to announce that our headquarters in Oklahoma City now houses our custom-made, 2.5 barrel (77.5 gallon) system. We will initially double-batch into a single, 7 barrel (217 gallon) fermenter. This system will be used for ... **[Continued on page 2]**



**Mustang**  
Brewing Company

www.mustangbrewing.com

4020 Will Rogers Parkway  
Oklahoma City, OK 73108  
info@mustangbrewing.com  
405.943.0100



MAKING THE WORLD  
A BETTER PLACE  
ONE BEER AT A TIME!



Follow us on  
Facebook & Twitter



## Oklahoma (cont.)



... new beer development, firkin kegs, limited releases, and our new **Saddle Bag Series** [more to come on that next month]. While it may look small, this little powerhouse can produce up to 3,381 cases of 22 ounce bombers per year in its current configuration. We have the ability to add up to three additional fermenters before needing to expand to a new facility. We hope you are as excited as we are as to what the future holds for new beers and new packages to come out of Oklahoma City.

A major part of our success is partnering with larger, more established breweries for production to meet the rapidly growing demand for our products. Each of our partners are carefully selected for their quality and commitment to brewing. It has been a great pleasure working with our good friends at Krebs Brewing Company over the past year. Krebs (maker of CHOC) is the pioneering brewery in Oklahoma and has won numerous awards for their beers. Krebs is where we brewed all our **Pawnee Pale**, **Harvest Lager** and **Winter Lager** kegs. **Summer Lager** and **Session '33** kegs will be packaged there, as well. Krebs hosts a 15 barrel system and have several 15 and 30 barrel fermenters. Gary and their Brewmaster, Michael Lalli, work closely to ensure that the recipes developed at our headquarters are scaled accordingly for a larger system and replicated to our exact standards.



The keys to good beer are quality and consistency. Regardless where it is brewed, a Mustang will taste the same every time. In 2012 we will transition more of our keg production to Krebs. Through expanding our own capabilities and continuing our partnership in Krebs, our ultimate goal is to have all our kegs produced in OK. This should happen by 2014.

## Introducing Mustang Session '33



A question we ask ourselves a lot at Mustang is "How can we introduce more people to our products?" Creating a grocery/convenience store line will do just that. As we mentioned earlier, our newest beer, **Session '33**, will launch in February. This beer was made in honor of the 1933 Oklahoma legislature's decision to partially repeal prohibition by allowing the sale of beer 3.2% or less alcohol by weight (4.0% or less alcohol by volume). The first beer will be a great addition to the Mustang family. It is similar to a Kolsch in style: crisp and light with a slight addition of Oklahoma-grown red wheat for head retention. **Session '33** will only be available in Oklahoma. It will initially launch in the Oklahoma City market, with plans to expand state-wide as demand grows.

The great thing about beer is that there are many styles that can appeal to a variety of taste preferences. Mustang beers are a great tool to segue domestic drinkers to craft beers. The **Session '33** line will be craft beers, but separate from our strong line. Our hopes are to introduce grocery/convenience store beer shoppers to Mustang with **Session '33** and, ultimately, entice them to visit a liquor store, bar or restaurant and try our core, award-winning, strong line.

You can read more about Session '33 by clicking on the link below:

<http://newsok.com/oklahoma-city-beer-company-to-enter-grocery-convenience-stores>