

Letter of Intent

21 July 2021

Deadfall Brewing Company Ltd.
1733 Nicholson Street South
Prince George, BC V2N 1V7

Letter of intent relating to Manufacturer's Lounge Endorsement

To whom it may concern,

This letter of intent (LOI) describes our proposed lounge and the activities we intend to carry out within.

We plan to have a relatively small (maximum occupancy of 30 people) lounge located in the front of our facility. We intend to sell mainly our own product, but may offer limited product from other local manufacturers (e.g. 1 out of 10 of our taps may be a guest tap, thus constituting no more than 10% of volume sold). We will also offer canned sodas, flavoured carbonated waters (e.g. La Croix), and tap water to patrons as non-alcoholic options. We do not plan on having a full kitchen but will offer a variety of cold snacks (e.g. cheezies and/or popcorn mix) as well as cured meats and pickled eggs from local vendors (e.g. Birch and Boar). We will also work closely with the neighbouring pizza restaurant, Fresh Tomato Pie, in offering and promoting their products for more substantial meals during our open hours.

We plan to have limited hours and function mainly as a place where patrons can sample and enjoy our beer in a laid-back environment. We do not plan to regularly offer much in the way of entertainment but may host the occasional open-mic night or trivia night, and perhaps the odd small special event (e.g. an annual anniversary party or fundraising event).

The composition of the neighbourhood is business/light industrial. There should be minimal disturbance to the area given our capacity and that our open hours occur mainly in the evenings after those of the local businesses. Our location within a strip mall with ample parking should limit traffic congestion and disturbance. The potential for noise and other types of disturbance to local residents should also be minimal given that the closest residential zones are >250m away.

In short, our intent is to operate a small, intimate taproom where our beers can be responsibly enjoyed in a relaxed, welcoming environment.

Regards,
Brandon Baerwald, President
Deadfall Brewing Company