

2025

A DELIGHTFUL

# Rancho West

ORGANIC BEER



INVESTOR DECK



# THE PROBLEM: A SHIFT IN **CONSUMER VALUES,** **IGNORED** BY BIG BEER.

Consumers are more health-conscious and sustainability-minded than ever, yet most beer brands haven't kept up.

- **Outdated Beer Norms:** The \$115B U.S. beer market remains dominated by products made with synthetic additives, pesticides, and GMOs—misaligned with modern wellness and sustainability standards
- **Rapid Shift in Preferences:**
  - 62% of Americans say health is more important to them now than pre-pandemic
  - Beer sales volume declined by 3.2% in 2024, while **non-alcoholic beer** sales grew **21.6% in volume** and **26.6% in revenue**, showing a major shift in what consumers are choosing.
- **Growing Organic Demand:**
  - The global **organic beer market is projected to grow from \$8.6B in 2023 to \$14.7B by 2030**, at a CAGR of 8%
  - Yet **less than 1% of beer in the U.S. is certified organic**, leaving a massive gap between demand and supply
- **Environmental Disconnect:**
  - Brewing beer conventionally consumes **4–10 pints of water per pint of beer** and emits significant greenhouse gases.
  - Organic farming uses **30% less water, 40% less energy**, and **sequesters more carbon**, making it a clear sustainability win

## OUR STORY

Born in Malibu, CA in 2023 with a simple goal: to craft the cleanest, most delicious premium organic beer—USDA Certified Organic and brewed with the finest ingredients, free from GMOs, harmful chemicals, and glyphosate.

Rancho West is a collaboration of like-minded individuals who strive to inspire the future, celebrate the now, and bring people together through beer.

## OUR MISSION

**TO LEAD THE CULTURAL SHIFT TOWARDS A BETTER-FOR-YOU BEER THAT'S BETTER FOR THE PLANET.  
(AND HAVE A DAMN GOOD TIME DOING IT).**

OUR VISION

# TO BE AMERICA'S ORGANIC BEER.

We envision Rancho West becoming America's organic beer. Now more than ever, consumers are making informed decisions about what they ingest and how those products impact the environment. Rancho West is a disruptive beer and lifestyle brand that will tap into the zeitgeist and connect with our followers through captivating storytelling content, strategic partnerships, festivals, activations, branded merchandise and most importantly delicious, clean beer.



NO.1

## CERTIFIED ORGANIC & CLEAN.

Brewed exclusively with usda-certified organic ingredients, ensuring zero harmful chemicals, gmos, or synthetic pesticides.

NO.2

## ENVIRONMENTAL SUSTAINABILITY.

Organic farming practices prioritize soil health, water conservation, and biodiversity, reducing environmental impact and ensuring long-term sustainability.

NO.3

## SUPPORT FOR FARMERS.

Organic certification provides farmers with fair wages, encourages responsible land stewardship, and fosters vibrant rural communities,

NO.4

## CLIMATE RESILIENCE.

Organic and regenerative farming practices reduce greenhouse gas emissions, capture carbon, and protect waterways.

# CATEGORY SHIFT: THE ORGANIC & NON-ALC BOOM.



**\$21.94 BILLION IN 2024** →  
**\$35.34 BILLION BY 2029** — THAT  
IMPLIES A 10.0% CAGR FROM  
2024 TO 2029.

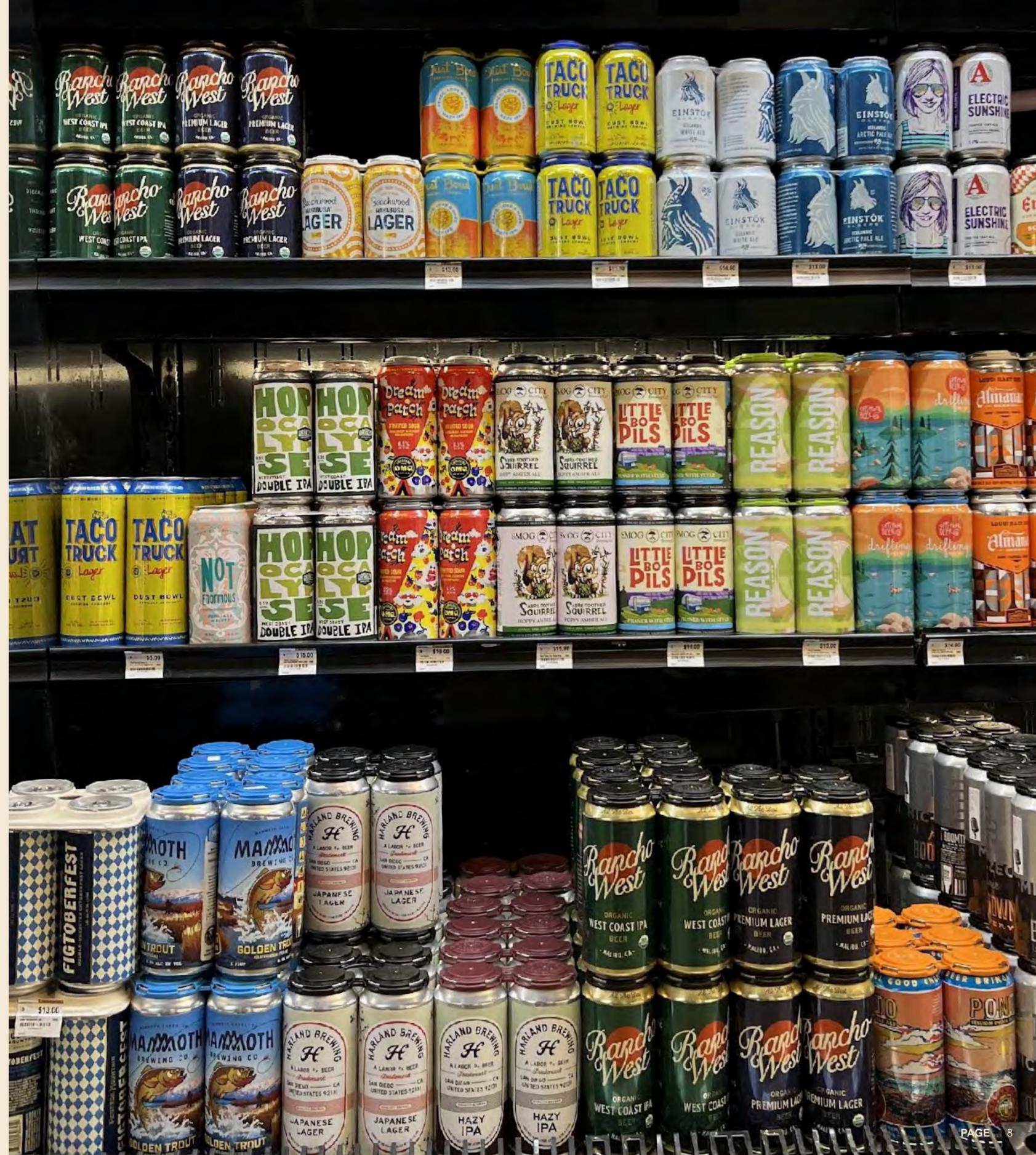
**POST-2029 OUTLOOK:**  
**\$35.34 BILLION** →  
**\$57.97 BILLION BY 2034** — WITH  
AN EVEN FASTER 10.4% CAGR  
DURING 2029–2034.

SOURCE: [HTTPS://HACKMD.IO/@WQJR2EGCR5WENOZDWNJXRA/SJD-5UUB0](https://hackmd.io/@wqjr2egcr5wenozdwnjxra/sjd-5uub0)

**THE GLOBAL BEER MARKET IS VALUED AT APPROXIMATELY \$118 BILLION — BUT WHERE THAT GROWTH IS HEADED IS WHAT REALLY MATTERS.**

**THE ORGANIC BEER SEGMENT IS GROWING FAST, CLIMBING FROM \$8.7 BILLION IN 2024 TO A PROJECTED \$14.8 BILLION BY 2031 (7.9% CAGR).**

SOURCE: [HTTPS://HACKMD.IO/@WQJR2EGCR5WENOZDWNJXRA/SJD-5UUBO](https://hackmd.io/@wqjr2EGCR5WENOZDWNJXRA/SJD-5UUBO)

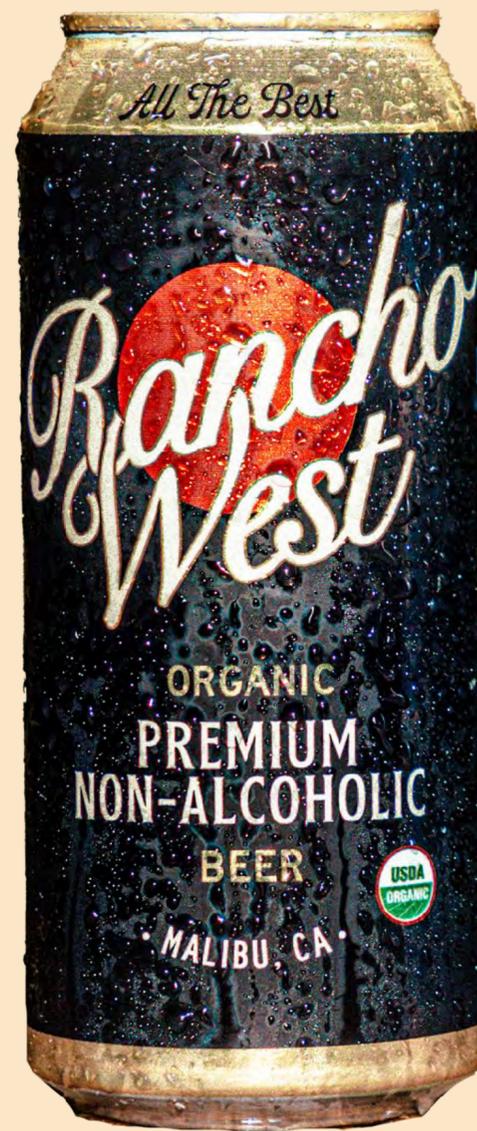


# DAMN GOOD BEER.

Our obsession has always been the same: to make the cleanest, best-tasting beer—crisp, bright, deeply refreshing, and flat-out delicious.

That flavor starts with the foundation: clean, healthy soil. We're one of just 40 USDA-certified organic breweries in the U.S., and every Rancho West beer is brewed with 100% organic ingredients—free from GMOs, toxic pesticides, synthetic fertilizers, and glyphosate.

Our ingredients are grown on regenerative farms that heal the land as they grow. That's not just marketing—it's a commitment. Clean soil. Clean water. Clean beer. All in service of one thing: brewing the best beer you've ever had.



## ORGANIC NON-ALCOHOLIC BEER

BELOW 0.5% | 16 IBUS | NON GMO

BREWED WITH CHINOOK  
AND PERLE HOPS

DRY HOPPED WITH  
PERLE HOPS

CLASSIC  
CRISP  
REFRESHING

SRP 16OZ N/A 4PACK \$14.99



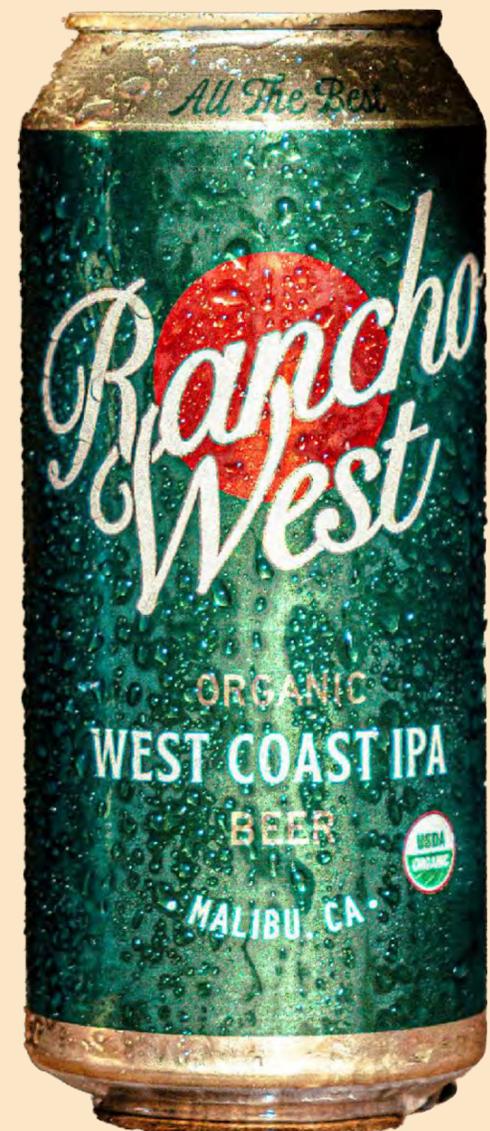
## ORGANIC PREMIUM LAGER

4.5% | 17 IBU'S | NON GMO

BREWED WITH  
PERLE HOPS

CLASSIC  
CRISP  
REFRESHING

SRP 16OZ LAGER 4PACK \$14.99



## ORGANIC WEST COAST IPA

6.6% | 66 IBU'S | NON GMO

BREWED WITH CITRA,  
AMARILLO & CASCADE

DRY HOPPED WITH  
CITRA & AMARILLO

CLASSIC  
BRIGHT  
CITRUSY

SRP 16OZ 4PACK IPA \$16.99

# FIRST OF ITS KIND USDA CERTIFIED ORGANIC N/A BEER.

Rancho West Non-Alcoholic Beer is the first of its kind—USDA Certified Organic and was recently awarded a Silver Medal at the 2025 Brewers Cup of California.

The non-alcoholic beer market is booming. In 2024, the global category hit \$21.9 billion, with projections reaching \$35B by 2029 and \$58B by 2034. In the U.S., the market has grown 175% since 2019, now valued at over \$6 billion and accelerating year-over-year.

SOURCE: [GMI INSIGHTS](#)





“At Momofuku, we are constantly seeking out standout new producers, and Rancho West has been an exciting additions to our beer program. Their beers are thoughtful, balanced, and full of character—consistently impressing both our team and our guests. It’s a pleasure to support a brewery that cares so deeply about quality and connection.”

Michael Schwicht,  
GM at Momofuku Las Vegas



"Rancho West Organic Beer has become a crowd favorite at AEG events like Coachella and Neil Young’s Harvest Moon Festival. With its crisp, refreshing taste and it's cool California vibe, it consistently wins over festival-goers and adds real value to the guest experience. The brand’s commitment to premium quality and sustainability aligns perfectly with our standards, making Rancho West a natural fit for our most iconic live events.”

Stef Sprester,  
Senior Director of Global Partnerships at AEG.



“Rancho West is the most refreshing beer out there, but what sets them apart is their ability to build community and show up in the right places. At Rivian, we’re a forward-thinking company focused on the future, which is why we partner with them. Their commitment to quality, sustainability, and taste, along with a spirit of adventure and community, makes collaboration a no-brainer. With a Rancho in hand, you’re in good company.”

Nick Moore  
Community and Marketing Lead at Rivian



"As someone who has championed organic and regenerative farming practices for years, I applaud Rancho West's dedication to higher quality and truly sustainable and regenerative practices. Their commitment not only supports healthier ecosystems and communities but also provides a vital choice in the growing market for conscious consumers."

Ryland Engleheart,  
Co-Founder and Executive Director at Kiss The Ground:



“There are certain brands that transcend their products, and Rancho West is one of them. They elevate beer and bridge the gap between culture and conscious consumption, embodying what it truly means to have a brand in today's market.”

Kimi Chiang,  
Marketing and Partnerships Director at Fred Segal

# WHAT PEOPLE SAY ABOUT RANCHO.

## EREWHON

"Rancho West has quickly become one of Erewhon's top-selling premium beer brands, beloved by our discerning customers. With its clean, refreshing taste and unwavering commitment to organic quality, Rancho West perfectly aligns with Erewhon's dedication to health, sustainability, and exceptional flavor. The strong and consistent sales speak volumes about how well Rancho West resonates with our community. We're proud to partner with a brand that captures the spirit of Southern California living and elevates the premium beer experience."

Elaina Leibee,  
Wine Director at Erewhon



"Over the past few years, we’ve had the pleasure of collaborating with Ranch West Beer across a variety of Usal events—and they’ve consistently gone above and beyond. The team behind Ranch West are not only stellar humans, but they’ve also created a product that truly stands out. It’s rare to find a brand that so effortlessly balances quality, community, and purpose, but Ranch West does just that. Their beer is incredible, their mission is even better, and we’re proud to support and work alongside them as they grow.”

Michael Washington  
Founder at Usal

# OUR STRATEGY:

**BUILDING AMERICA'S PREMIUM ORGANIC BEER—STARTING IN CALIFORNIA.**

Rancho West is on a mission to **dominate California**, home to **40 million people, 4,500 hotels, 3,500 bars, and 4,700 grocery stores**. We're focused on premium, natural, and lifestyle-driven accounts to build deep, meaningful traction.

Already growing in California and Nevada, we're **expanding distribution across key metros and Arizona markets**. Our retail footprint includes Whole Foods, Sprouts, Erewhon, Trader Joe's, Total Wine, BevMo, and top-tier on-premise accounts. **Our near-term goal: 1,500 retail doors, each averaging 4+ cases per month.**

While our physical expansion is Southwest-led, we're building national brand equity through **partnerships with like-minded premium brands—amplifying awareness through culture, events, and lifestyle platforms to drive distribution and accelerate velocity.**

# RANCHO WEST IS CONSISTENTLY THE #1 SELLING BEER AT EREWHON SINCE OUR LAUNCH.

EREWON Dashboard Brand Data Category Data Basket Analysis Vendor Forms Message Board Fil Donnie Eicher

Category Brand Rank

Category Data Category Brand Rank

Category: Beer Sub Category: All Time Period: Last 4 weeks Rank By: Dollars

Rank	Brand	Units
1	Rancho West Beer	363
2	Russian River	279
3	Topa Topa	287
4	Drake's Brewing Co.	229
5	Paperback Brewing	179
6	Harland Brewing Company	120
7	Calidad Brewing	146
8	Figueroa Mountain	174
9	Dust Bowl Brewing Co.	189
10	Bardos	157

## OUR TOP ACCOUNTS.

EREWON



SPROUTS FARMERS MARKET

TRADER JOE'S

ACE HOTEL & SWIM CLUB PALM SPRINGS



BevMo!



HIGHLY LIKELY



DOG PPL

Total Wine & MORE



LODGE. ROOM.

Gracias Madre

MOTHER'S MARKET & KITCHEN



DREAMLAND

canyon gourmet

FARMSHOP



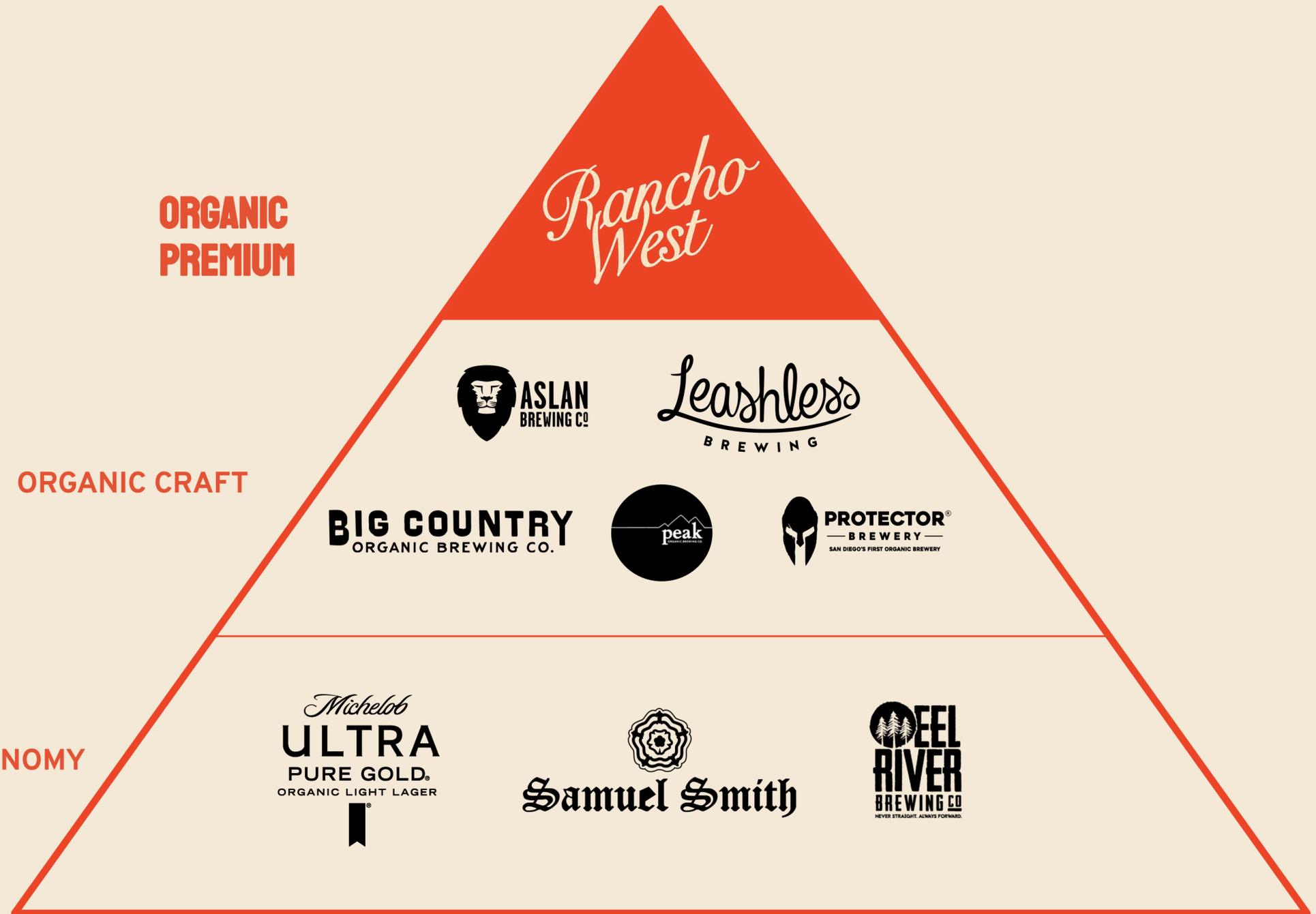
LAZY ACRES natural market

TRIPLE BEAM PIZZA

Carla's FRESH MARKET

# MARKET POSITIONING.

Rancho West isn't just a beer—it's a movement. We're redefining what organic means in the beverage world—bringing style, flavor, and culture to a category that's been anything but. By elevating organic beer from niche to necessary, we've proven that clean ingredients and premium craft don't just coexist—they thrive together. This is a new standard for how organic is seen, sipped, and celebrated. Premium—not just in taste, but in experience.



# COMPETITOR ANALYSIS.



FEATURE	RANCHO WEST	EEL RIVER BREWING	ASLAN BREWING	BIG COUNTRY BREWING	SKY DUSTER	GOLDEN ROAD BREWING
USDA-Certified Organic NA Beer	✓ Yes - First-ever USDA-certified organic NA Lager	✗ No	✗ No	✗ No	✗ No	✗ No
Glyphosate-Free	✓ Yes - 100% glyphosate-free, tested every 6 months	✗ Not specified	✗ Not specified	✗ Not specified	✗ Not specified	✗ Not specified
Non-Alcoholic Beer Offerings	✓ First-to-Market USDA-Certified Organic NA Lager. NA IPA soon to be released!	✗ None known	✗ None known	✗ None known	✗ None known	✓ Some NA beers (not organic)
USDA-Certified Organic	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✗ Not specified	✗ Not organic
California Craft Malted	✓ Yes - Uses Admiral Maltings - California grown malt	✗ Not specified	✗ Not specified	✗ Not specified	✗ Not specified	✗ Not specified
Lifestyle Brand Integration	✓ Yes - Upcycled merch, collabs with artists, surfers, musicians, clothing stores, music venues, and other creatives	✗ Not specified	✗ Not specified	✗ Not specified	✗ Not specified	✗ Not specified
Premium Retail Distribution	✓ ✓ ✓ Whole Foods, Trader Joe's, Total Wine, Sprouts, Bristol Farms, BevMo, Erewhon	✓ Whole Foods, Total Wine, BevMo	✓ BevMo, Total Wine (some states)	✓ 500+ accounts in TX, CO, CA	✓ Whole Foods	✓ Wide: Whole Foods, BevMo, Trader Joe's
California-Based	✓ Malibu, CA	✓ Fortuna, CA	✗ Bellingham, WA	✗ Austin, TX	✓ Los Angeles, CA	✓ Los Angeles, CA

# MANUFACTURING CAPABILITIES.

We have a partnership with Protector Brewery in San Diego, CA – USDA certified award-winning organic brewery that uses 100% renewable energy. Protector Brewery has space for expansion to meet our projected growth forecast.



100%  
RENEWABLE  
ENERGY

## CAPACITY:

32,640 sixtels or 1,320,000 16oz cans per year at current tank space and volume. Plenty of room for additional fermenters to continue to scale.



# FOUNDERS & EXECUTIVE TEAM



**DONNIE EICHAR**  
CO-FOUNDER / CO-CEO

Award-winning film producer, director, and NYT bestselling author with work on HBO, Netflix, and CNN. Longtime Malibu resident and avid surfer.



**JASON THOMPSON**  
CO-FOUNDER / CO-CEO

Emmy-winning actor with 20+ years in TV and hospitality. Co-owner of multiple ventures in Canada. Lives in Malibu with wife and two children.



**PALOMA JONAS**  
CO-FOUNDER / MERCHANDISING DIRECTOR

Model and fashion entrepreneur. Co-founder of lingerie brand Valentine NYC, featured in GOOP, Elle, and InStyle. Based in Malibu.



**JULIA ORTIZ**  
CO-FOUNDER / COMMUNITY & EVENTS

Artist and international model (Vogue, Maybelline, Pirelli). Malibu-based creative focused on community, hospitality, and family.



**HENRY PINCUS**  
CO-FOUNDER / STRATEGIC ADVISOR

Investor and director at Pincus Capital; founder of Point Break Foundation and board member of the Plastic Solutions Fund. Formerly worked in film/TV. Lives in Malibu with his wife and 3 kids.



**ALEXA WOODWARD**  
FOUNDING PARTNER / CONSULTANT

Angel investor, executive producer, philanthropist, former partner of Jefferson Vineyards,



**CARLOS NAUDE**  
PARTNER / CREATIVE DIRECTOR

Globally experienced brand creative and producer (Budweiser, The North Face, Google). Fluent in 3 languages. Passionate about the outdoors.



**JOSHUA THOMAS**  
PARTNER / DIRECTOR OF OPERATIONS

Josh has over 20 years of experience in the beer industry as an award-winning brewer, leader, consultant, public speaker, and writer. He currently heads brewing and operations at Rancho West.



**BRADEN BRUNICK**  
PARTNER / SR FIELD SPECIALIST

Braden is a relationship-driven brand and distribution strategist known for scaling premium products, crafting authentic partnerships, and turning standout ideas into lasting market presence.



**ALEX MATTHEWS**  
PARTNER / BEVERAGE STRATEGY

CPG veteran and brand strategist. Founder of HERE Studio and Co-Founder of De La Calle. Led the launch of brands like Vina and Highly Likely.

# PROJECTIONS:

**REVENUE GROWTH ACCELERATES: \$1.7M IN 2026 TO \$3.6M IN 2027 — A 2.2X INCREASE, DRIVEN BY EXPANDED DISTRIBUTION AND INCREASED SELL-THROUGH.**

**GROSS MARGIN EXPANDS FROM 44% IN 2026 TO 48% IN 2027, REFLECTING GROWING OPERATIONAL EFFICIENCY AND BETTER VOLUME LEVERAGE.**

**OPERATING EXPENSES RISE FROM \$1.18M IN 2026 TO \$2.08M IN 2027, BUT REMAIN OUTPACED BY REVENUE GROWTH, INDICATING IMPROVED SCALABILITY.**

**CASH BURN DECREASES FROM \$726 IN 2026 TO \$633 IN 2027, AS INVESTMENTS IN TEAM, MARKETING, AND INFRASTRUCTURE BEGIN TO YIELD RETURNS.**

* (THOUSANDS)	2024	2025	2026	2027
	Act	Fcst	Fcst	Fcst
Revenue	\$329	\$543	\$1,675	\$3,628
YoY Growth	108%	65%	209%	117%
Gross Margin	25%	38%	44%	48%
Opex	\$588	\$756	\$1,179	\$2,080
Cash on Hand	\$17	\$2,115	\$1,389	\$756
Operating Cash Flow	-\$180	-\$662	-\$726	-\$633

**\$2M RAISE IS 35 MONTHS OF RUNWAY — ASSUMING \$56K/MONTH BURN**

# INVESTMENT OPPORTUNITY:

We're raising capital to meet growing demand, scale distribution, and bring in operational support to fuel the next phase of growth.

## CURRENT ROUND DETAILS

**RAISE AMOUNT: \$2M.**

**STRUCTURE: SAFE WITH 20% DISCOUNT.**

**VALUATION: DEFERRED UNTIL NEXT PRICE ROUND.**

**RUNWAY: ~35 MONTHS AT \$65K BURN RATE.**

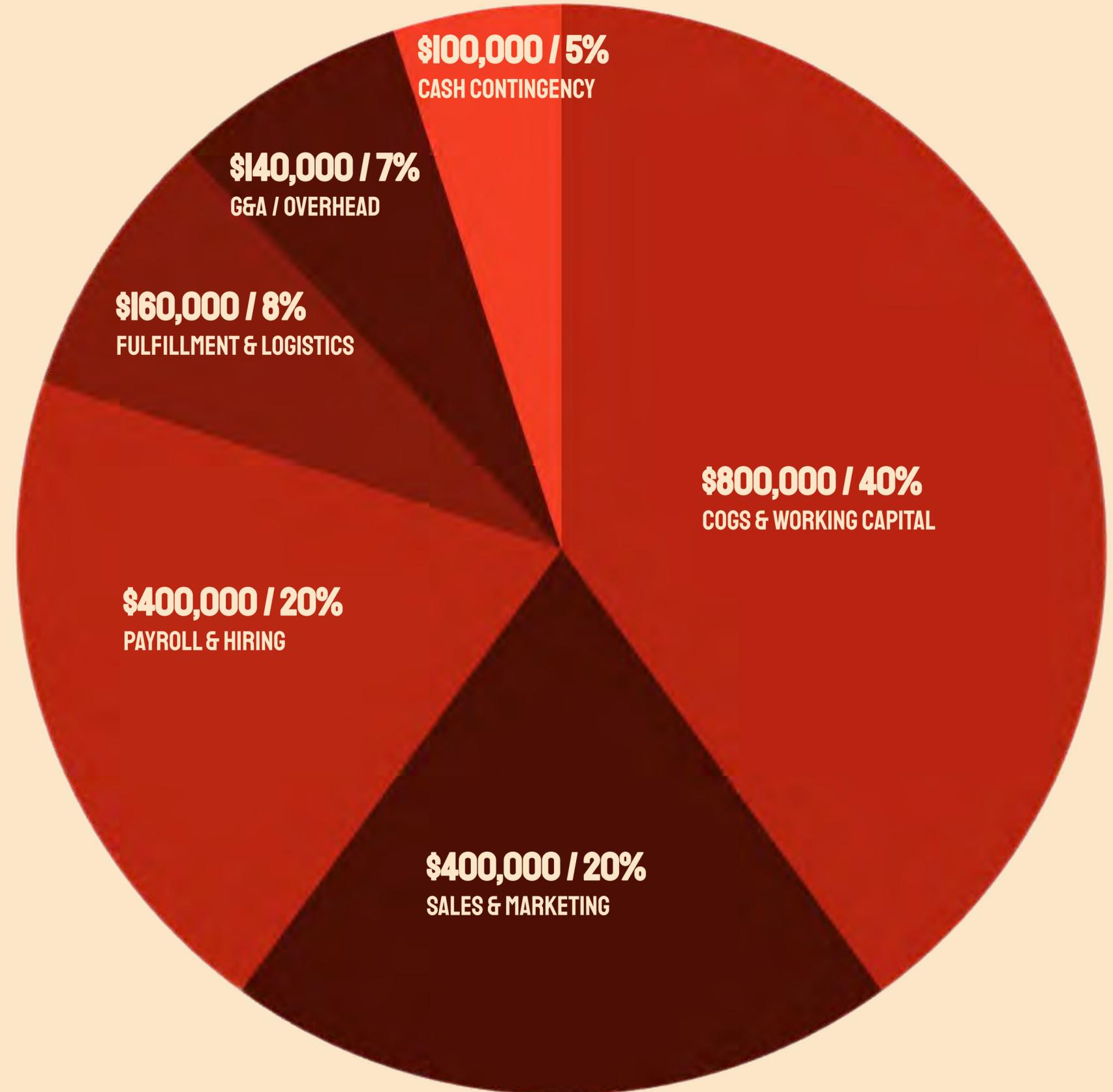
Note: Return projections (5-10x) are forward-looking and dependent on achieving profitability. Additional financials available upon request.



# USE OF FUNDS.

**RAISE AMOUNT: \$2M**

Rancho West is allocating this \$2M raise with a disciplined focus on scale, velocity, and operational efficiency. Each category is designed to drive sustained growth, market penetration, and long-term brand value.



# OUR ROAD AHEAD: 0-60 MONTHS.

**BUILDING AMERICA'S ORGANIC BEER FROM THE WEST COAST OUTWARD**

## 0-12 MONTHS LOCK REGIONAL DOMINANCE

- Grow with Whole Foods, Trader Joe's, Sprouts, Total Wine, BevMo, Erewhon.
- Expand distribution in Los Angeles, San Diego, San Francisco, Central Coast, Las Vegas, Reno, Phoenix.
- Strategically scale USDA Organic NA Lager and NA IPA.
- Drive 20% MoM reorder growth & 1.5x category velocity.

## 12-36 MONTHS CEMENT REGIONAL LEADERSHIP

- Win placements in airports, hotels, premium on-premise, music venues.
- Expand into Natural Grocers, Vons, Fry's, Kroger.
- Grow unaided brand awareness via lifestyle marketing.
- #1 organic beer by velocity in SoCal & Nevada.

## 36-60 MONTHS NATIONAL EXPANSION

- Enter Texas, Colorado, PNW, Northeast, then National.
- Secure national chains: Costco, Target, Kroger, Whole Foods, Trader Joe's.
- Reach 10,000+ retail doors, top 3 organic craft brand.
- Position for strategic acquisition or growth investment.



A woman wearing a wide-brimmed cowboy hat and a dark long-sleeved shirt is leaning against a horizontal metal rail. She is smiling and looking towards the right. In her right hand, she holds a blue can of Ranch West beer. To her left, the head and neck of a light-colored horse are visible, also leaning against the rail. The background shows a clear sky and some trees on the left.

*All The Best*

# APPENDIX.

## MARKET & CONSUMER DATA

- 6 Beer Industry Trends to Watch in 2025
- Organic Beer Market Growth Driven by Rising Demand for Sustainable and Natural Beverages
- Latest Organic Beer Data
- Sustainability on Tap
- Whole Foods Market Forecasts the Top 10 Food and Beverage Trends for 2025

## ORGANIC

### CERTIFICATIONS

- Certification 1
- Certification 2