

2025

A DELIGHTFUL

Rancho West

ORGANIC BEER



BRAND OVERVIEW

LET THE GOOD TIMES BEER. *Rancho West* ORGANIC BEER

WELCOME TO

RANCHO WEST

ORGANIC NEVER TASTED SO BEER.

@RANCHOWESTBEER | RANCHOWESTBEER.COM

"THE MOST JOYFUL MOMENTS AS A CHEF AND AS A HUMAN IS THE ABILITY TO SHARE DELICIOUS FOOD WITH PEOPLE YOU LOVE. LAUGHING AND SHARING STORIES."
- KAT TURNER
CHEF, VISIONARY RESTAURANTEUR

"ART HAS NO SPECIFIC LANGUAGE BUT IT SPEAKS TO ALL OF US. PART OF CREATING ART IS THE STRUGGLE TO CREATE SOMETHING AUTHENTIC."
- Titus Haug
MUSICIAN, PHOTOGRAPHER, PAINTER, SURFER

"I HAVE A DEEP REVERENCE FOR THE OCEAN. IT'S BEEN AN INVALUABLE PART OF MY LIFE. JUST TRYING TO LIVE IN HARMONY, THAT'S WHAT I'M ALL ABOUT."
- DANIEL GEORGE
- SURFER, ARTIST, SURFBOARD RECYCLER

"AS AN ARTIST I FEEL THERE IS NO RIGHT OR WRONG. I FEEL LIKE SELF EXPRESSION TO ME IS"



OUR STORY

BORN IN MALIBU, CA IN 2023 WITH A SIMPLE GOAL:
TO CRAFT THE CLEANEST, MOST DELICIOUS
PREMIUM ORGANIC BEER BREWED WITH ONLY THE
FINEST USDA CERTIFIED ORGANIC INGREDIENTS,
FREE FROM HARMFUL CHEMICALS AND GMO'S.

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).

FOUNDERS & EXECUTIVE TEAM.

WE ARE RANCHO WEST. WE ARE DREAMERS AND COLLABORATORS CONNECTED BY A DESIRE TO USE OUR BEER AS A FORCE FOR GOOD. TO TELL INSPIRED STORIES. TO BE BETTER STEWARDS FOR THE PLANET. DEDICATED TO A LIFE WELL-LIVED AND A MISSION TO CREATE AMERICA'S ORGANIC BEER OF CHOICE. JOIN US!



DONNIE EICHAR
CO-FOUNDER / CO-CEO



JASON THOMPSON
CO-FOUNDER / CO-CEO



PALOMA JONAS
CO-FOUNDER / MERCHANDISING DIRECTOR



JULIA ORTIZ
CO-FOUNDER / COMMUNITY & EVENTS



HENRY PINCUS
CO-FOUNDER / STRATEGIC ADVISOR



ALEXA WOODWARD
PARTNER / CONSULTANT



CARLOS NAUDE
PARTNER / CREATIVE DIRECTOR



JOSHUA THOMAS
PARTNER / DIRECTOR OF OPERATIONS



BRADEN BRUNICK
PARTNER / SR FIELD SPECIALIST



ALEX MATTHEWS
PARTNER / BEVERAGE STRATEGY

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.



– WHY ORGANIC –

NO.1

HEALTH BENEFITS.

USDA CERTIFIED ORGANIC INGREDIENTS ARE FREE FROM SYNTHETIC PESTICIDES, FERTILIZERS, AND HERBICIDES, SUCH AS GLYPHOSATE, THE ACTIVE INGREDIENT AND KNOWN CARCINOGEN USED IN ROUNDUP. CERTIFIED ORGANIC INGREDIENTS PROMOTE HEALTHIER ECOSYSTEMS AND REDUCE THE RISK OF CHEMICAL EXPOSURE FOR CONSUMERS.

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

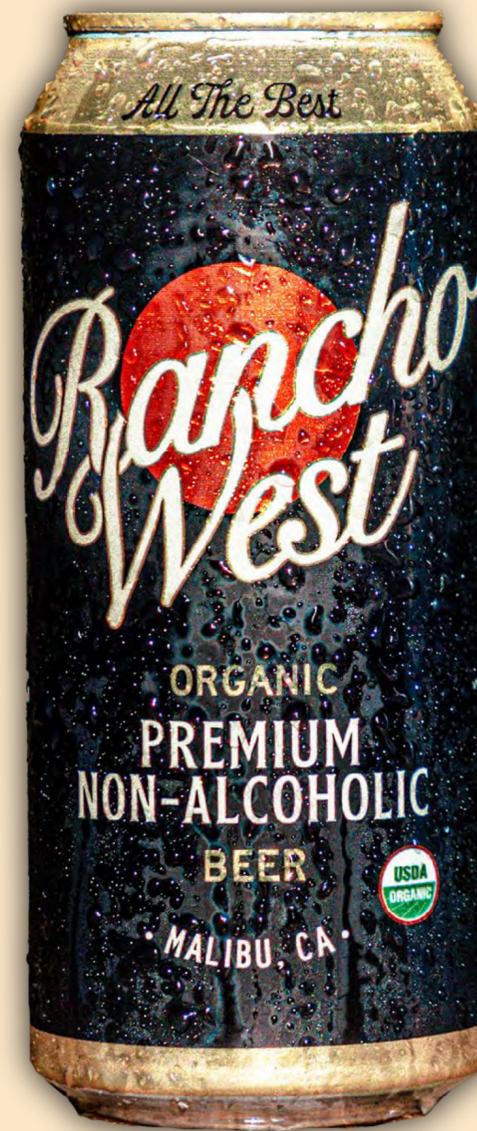
CLIMATE RESILIENCE.

ORGANIC AND REGENERATIVE FARMING PRACTICES PLAY A CRUCIAL ROLE IN MITIGATING CLIMATE CHANGE BY SEQUESTERING CARBON IN THE SOIL, REDUCING GREENHOUSE GAS EMISSIONS, AND PROMOTING RESILIENT AGRICULTURAL PRACTICES THAT HELP CONSERVE WATER AND PREVENT WATER POLLUTION THROUGH RUNOFF.

CLEAN BEER.



CLEAN BEER STARTS WITH THE SOIL. THERE ARE ONLY 40 USDA-CERTIFIED ORGANIC BREWERIES OUT OF THE 10,000 BREWERIES IN THE U.S. THE “USDA CERTIFIED ORGANIC” SEAL MEANS THAT 100% OF THE INGREDIENTS IN OUR BEER MUST BE GROWN WITHOUT USING GMOS, TOXIC PESTICIDES, OR SYNTHETIC FERTILIZERS IN SOIL FREE FROM CHEMICALS FOR AT LEAST THREE YEARS. BY PARTNERING WITH ORGANIC FARMS THAT PRACTICE REGENERATIVE AGRICULTURE AND PROMOTE HEALTHY, BIODIVERSE SOIL WHILE REDUCING TOXIC CHEMICALS IN OUR LANDS, WATERWAYS, AND COMMUNITIES, RANCHO WEST WILL BE THE LEADING DOMESTIC ORGANIC BEER BRAND IN THE US—BRINGING CHANGE TO A MARKET AND INDUSTRY THAT IS PRIME FOR A SHAKEUP. AS CONSUMERS CONTINUE TO MAKE INFORMED DECISIONS, OUR CUSTOMERS WILL ENJOY A DELICIOUS, REFRESHINGLY CLEAN RANCHO WEST BEER WITH A CLEAN CONSCIENCE.



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



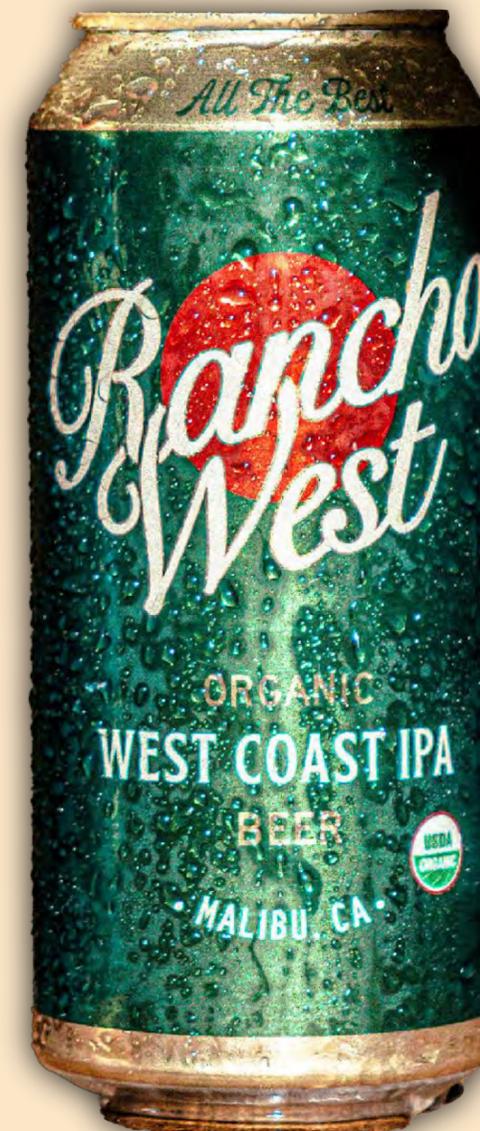
ORGANIC PREMIUM LAGER

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

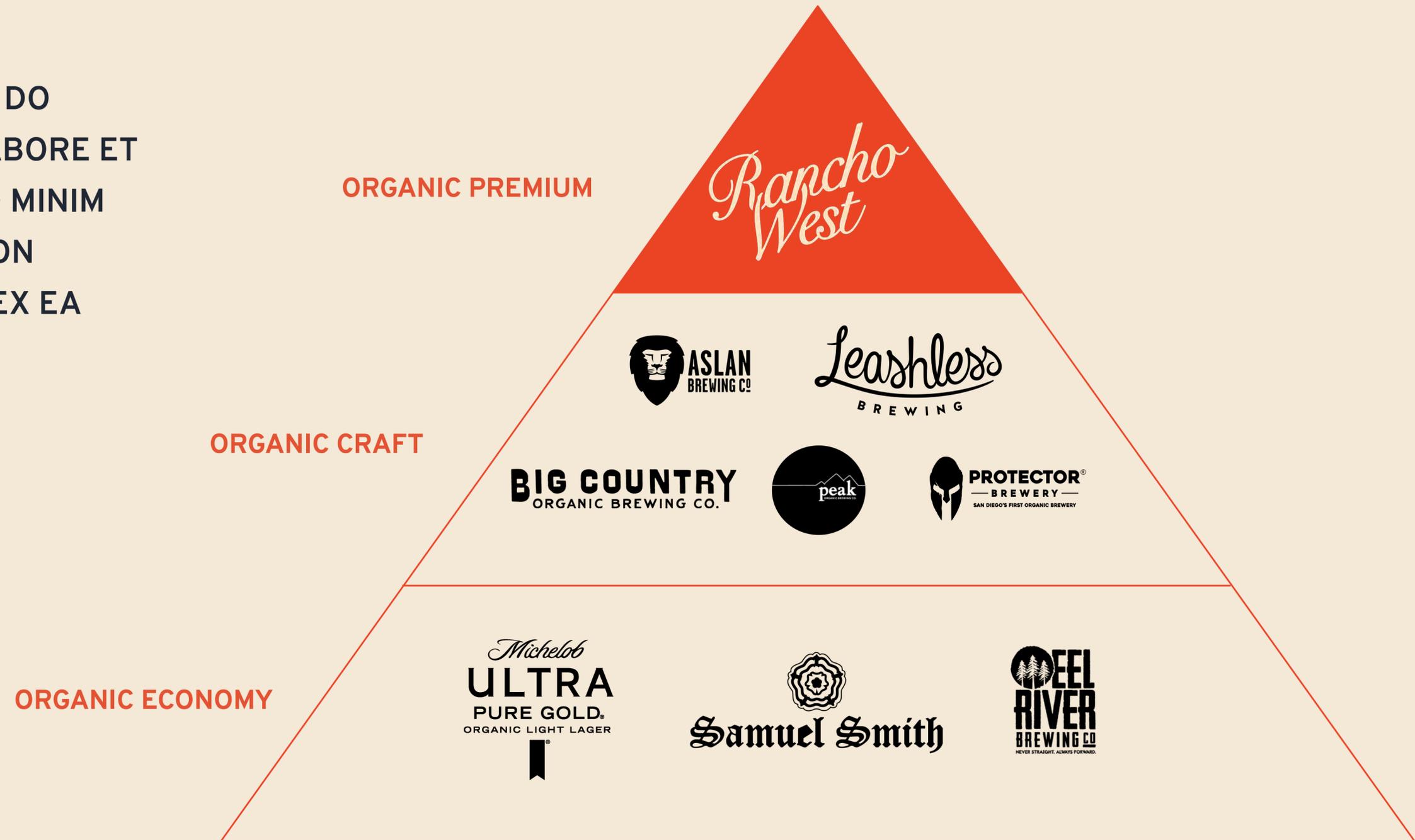
THE DOMESTIC BEER MARKET IN THE US IS APPROXIMATELY \$118 BILLION. WITH A GROWING ORGANIC BEER MARKET VALUED AT \$7.02BN USD IN 2022 IT IS EXPECTED TO EXPAND AT A CAGR OF 8.18%, REACHING \$11.25BN USD BY 2027.

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



MARKET POSITIONING.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.



OUR TOP ACCOUNTS.





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

EREWHON Dashboard Brand Data Category Data Basket Analysis Vendor Forms Message Board Hi Donnie Eichar

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

SOURCE: EREWHON PORTAL

FIRST OF ITS KIND USDA CERTIFIED ORGANIC NON-ALCOHOLIC BEER.

THE GROWTH OF NON-ALCOHOLIC BEER HAS SKYROCKETED IN THE LAST YEAR. ACCORDING TO GMI INSIGHTS, THE GLOBAL **NON-ALCOHOLIC** MARKET HAS GROWN TO **\$22 BILLION IN 2022** AND ACCORDING TO FORECASTS, THAT COULD REACH **\$40 BILLION BY 2032**. OUR USDA CERTIFIED ORGANIC NON-ALCOHOLIC BEER IS **NOW AVAILABLE AT SELECT LOCATIONS.**

SOURCE: [GMI INSIGHTS](#)



OUR STRATEGY

RANCHO WEST WILL CONTINUE TO **FOCUS** ON ITS SALES AND DISTRIBUTION IN **CALIFORNIA**, HOME TO NEARLY **40M** RESIDENTS WITH OVER **4500** HOTELS, **3500** BARS AND **4700** GROCERY STORES AND EMERGE AS THE CHOICE FOR **PREMIUM BEER** DRINKERS. AS THE BUSINESS MATURES IN CALIFORNIA, WE'LL **EXPAND** DISTRIBUTION INTO OTHER STATES, NOTABLY, **ARIZONA, NEVADA, TEXAS, NEW YORK, AND FLORIDA**. IN ADDITION, RWB WILL FOCUS ON BUILDING ITS **NATIONAL DIRECT-TO-CONSUMER** MARKET WITH ITS **NON-ALCOHOLIC SKU'S**.

MANUFACTURING CAPABILITIES.

WE HAVE A PARTNERSHIP WITH PROTECTOR BREWERY IN SAN DIEGO, CA. A USDA CERTIFIED AWARD WINNING ORGANIC BREWERY THAT USES 100% RENEWABLE ENERGY. PROTECTOR BREWERY HAS SPACE FOR EXPANSION TO MEET OUR PROJECTED GROWTH FORECAST.

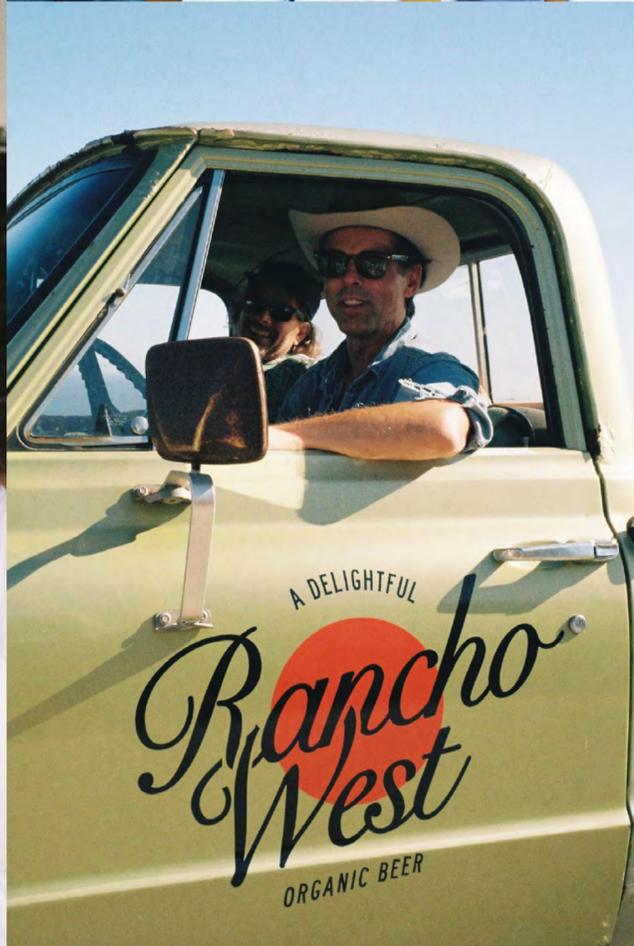


100%
RENEWABLE
ENERGY

CAPACITY:

32,640 SIXTELS OR 1,320,000 16OZ CANS PER YEAR.





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

All The Best

@RANCHWESTBEER

RANCHWESTBEER.COM