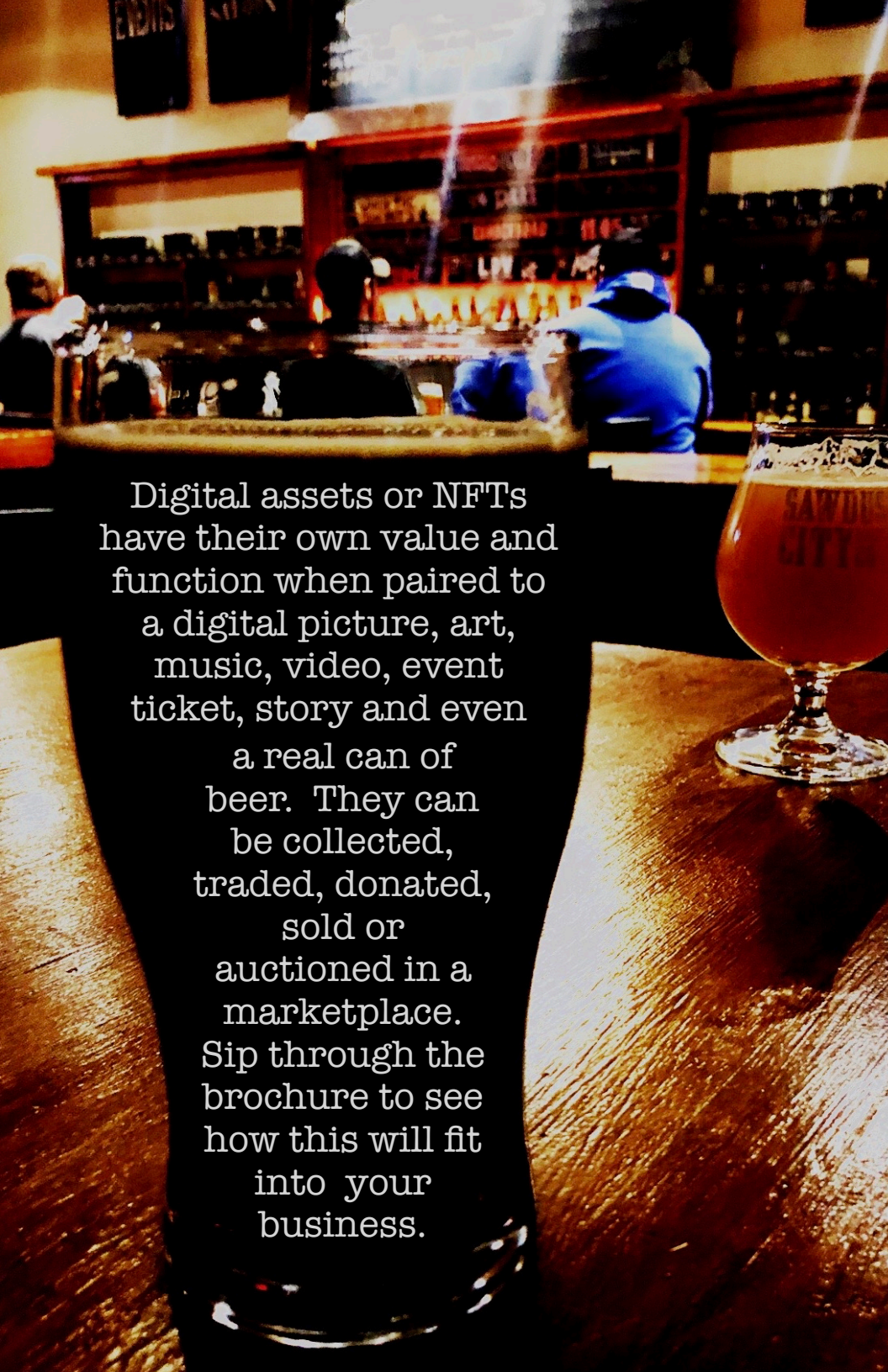


Beer on the Blockchain

A photograph of a craft brewery taproom. In the foreground, a large, clear glass is filled with golden beer and a thick head of white foam. The background shows a long bar with multiple beer taps, each with a different colored handle. Behind the bar, there are several bottles of beer and a stainless steel counter. The walls are made of corrugated metal, and the overall atmosphere is industrial and rustic.

Web3 services for
craft brewers.

A photograph of a bar scene. In the foreground, a wooden bar is visible with a glass of beer on the right. The background shows a bar counter with several people, including one in a blue hoodie, and shelves of bottles. The lighting is warm and dim, typical of a bar.

Digital assets or NFTs
have their own value and
function when paired to
a digital picture, art,
music, video, event
ticket, story and even
a real can of
beer. They can
be collected,
traded, donated,
sold or
auctioned in a
marketplace.
Sip through the
brochure to see
how this will fit
into your
business.



Company branding:

Issue brewery branded NFTs to engage with your customer base. NFTs with your own digital content can be claimed with purchase of your clothing, glassware or part of your digital newsletter.



REDLINE
BREWHOUSE
EST. 2019


Product releases:

Pair a limited number of new releases with NFTs. Include an artist bio and exclusive behind the scenes video of the beer being made with brewmaster highlights. Each NFT purchased can be redeemed for one or several early release products for consumption.



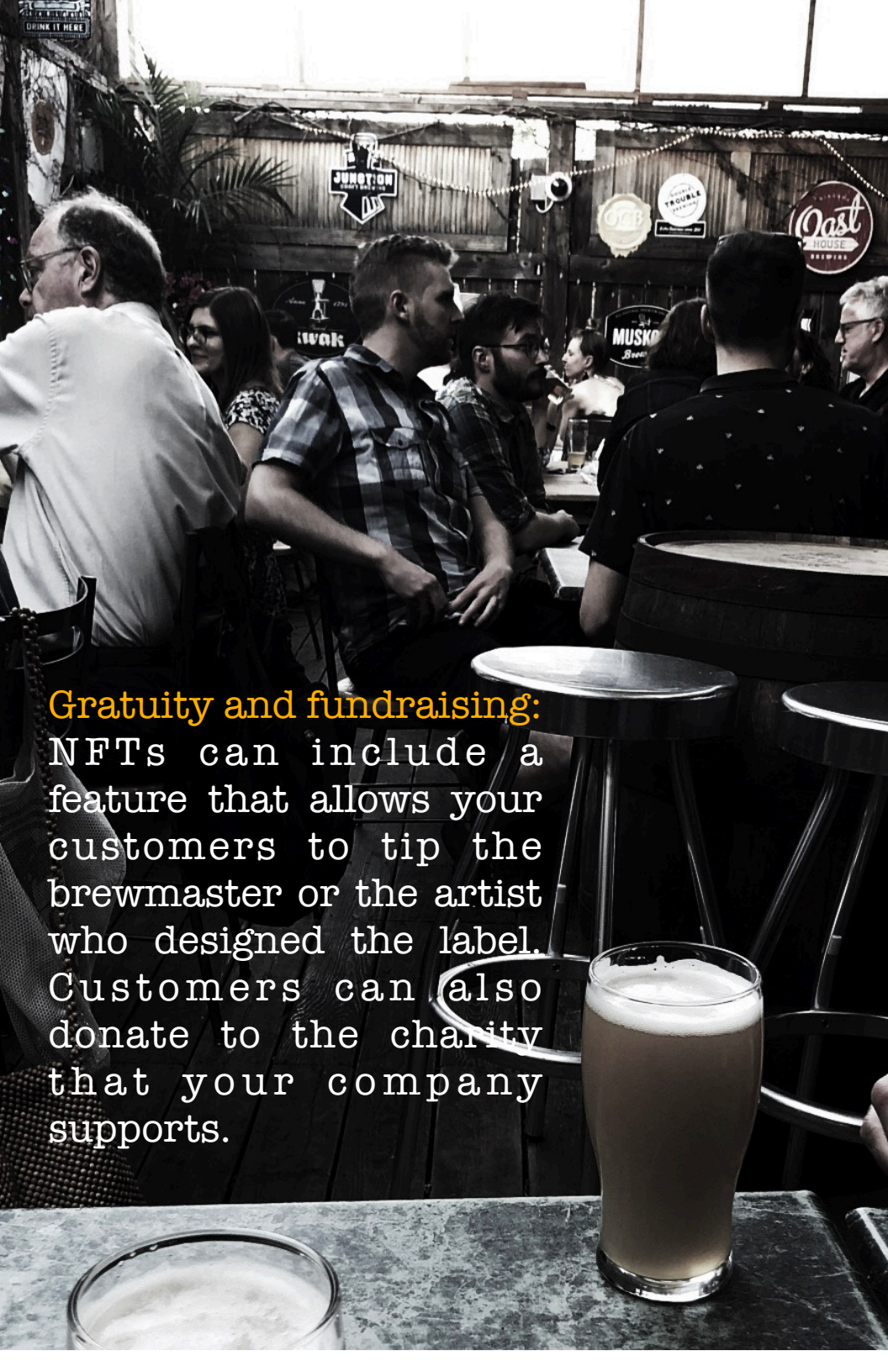
Events:

The NFT is the ticket. You can customize it to offer early admission, recipes from pop-up food vendors, restaurant coupons, free beverage, or an exclusive video of the event performers.

The image shows four glass growlers of various sizes and colors (clear and dark) arranged on a wooden surface. A semi-transparent dark grey rectangular box is overlaid on the middle of the image, containing text. The growlers have handles and screw-on caps. One of the clear growlers in the foreground has a logo featuring a white animal head and the letters 'MA' in orange below it.

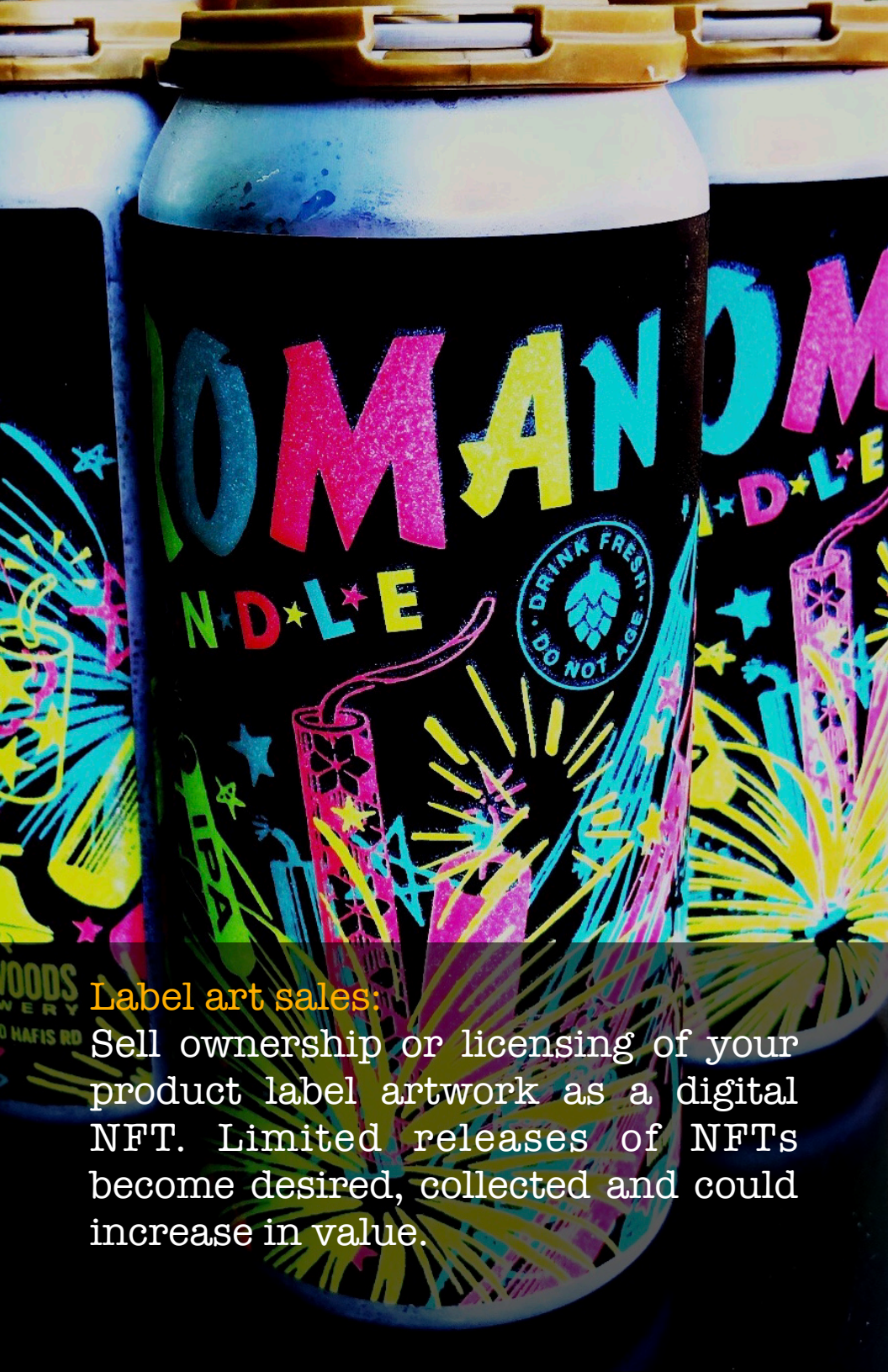
Memberships:

Growler or Mug Club members can use the NFT as their membership card for verification, discounts or exclusive offers.



Gratuity and fundraising:

NFTs can include a feature that allows your customers to tip the brewmaster or the artist who designed the label. Customers can also donate to the charity that your company supports.



Label art sales:

Sell ownership or licensing of your product label artwork as a digital NFT. Limited releases of NFTs become desired, collected and could increase in value.

Farm to table:

Use QR codes on the packaging so customers can access a digital certificate that provides the batch production by date: hop harvest, mashing, aging, packaging, sell date. Include photos, videos and notes about the ingredients, process, serving temperature and expiry date.



Tokenization Portal:

Turn your products, label art, events, mug clubs, promotional items into digital assets. Consumers desire these for status, uniqueness and value.



Cra

Scan for a demo
and more
information.



ft Beer Co.
Est. 2015

Beer on the Blockchain

Since 2008, iPath Solutions has been working with companies to develop their business with mobile presence through app development and digital marketing. In 2021, the company started to provide Web3 marketing and integration services.

Let's discuss how the blockchain can grow your business. Scan the QR code to see the Beer on the Blockchain program and contact information.



Images in this brochure may have recognizable brands. These are not intended to be an endorsement by either party...but we do love all craft beer.

iPath Solutions

Web3 presence