



Believing in Superstition:

How an Industry
Leader Survived 2020

SUPERSTITION
MEADERY



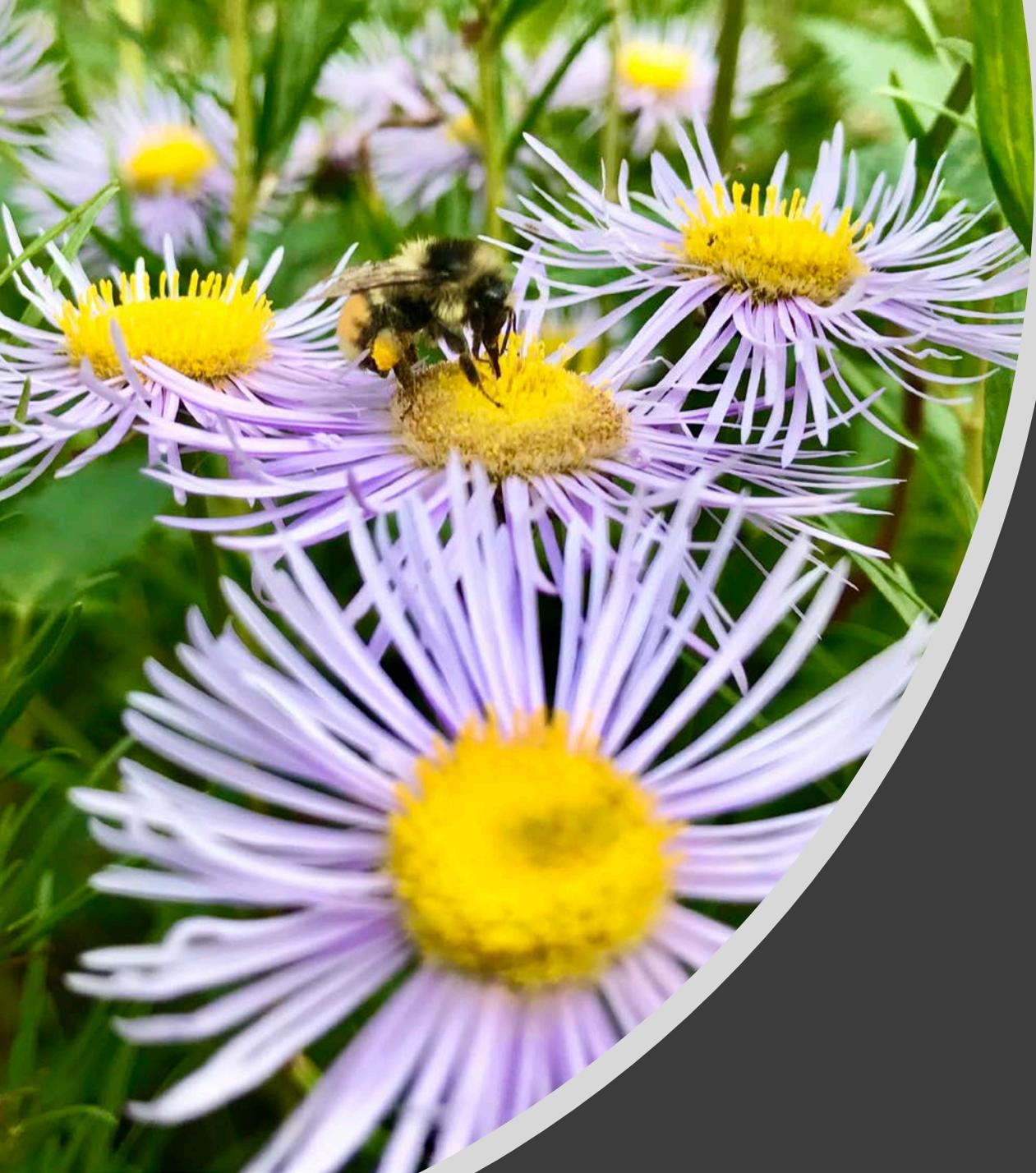
MEAD 101

Presented by Superstition Meadery

INTRODUCTION

- Mead Defined
- History
- Categories





It Beegins in
Nature

And starts with
Honey





A Long Time
Ago

All of our Ancestors Drank Mead!

- China 9000 Years Ago
- India
- Ethiopia
- Vikings
- Celts
- Romans
- Greeks
- Mayans



What is Mead?

- The World's Oldest Fermented Beverage
- Made by Fermenting Honey with Water or Fruit, Often with Special Ingredients
- Honey Varietals are as Diverse as Wine Grapes, Malts or Hops
- Dry to Sweet & Still to Sparkling





Fermentation Process

- No Heat to Convert Sugars
- We Manage the Fermentation with Oxygen, Nutrients and Degassing
- Several Yeast Strains
- Hundreds of Ingredients
- Several Days to a Month

Barrel Aging

- New Oak
- Spirits
- Mead
- Beer
- Wine



Categories of Mead

- Traditional – Honey, Water and Yeast
- Melomel – Any Mead with Fruit
- Pyment – Wine Grapes and Honey
- Cyser – Apples and Honey
- Metheglin – Spiced Mead
- Braggot – Mead with Cereal Grains
- Specialty – Anything Goes





Why Mead, Why Now?

- Mead is the Next Big Thing in Craft Beverages!
- It is the Most Delicious Drink
- The Industry is Growing Like Crazy
- Mead is Embraced by Craft Beer Drinkers





Mead for the People

From BBQs to Boats to Michelin Starred Restaurants, Now there is a Mead for Every Occasion

How to Serve Mead

- In a Flight
- By-the-Glass
- In a Can
- On Tap
- In Cocktails
- From Chilled to Room Temp





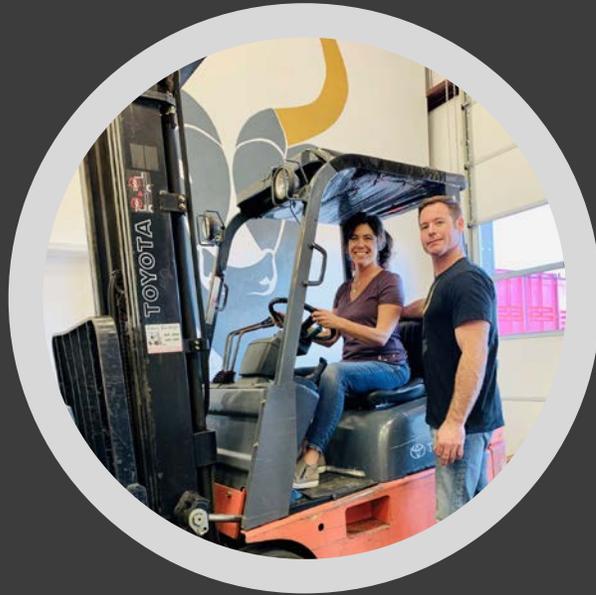
How to Store Mead

- In a Cool Dry Place
- Once Opened, Sealed and in a Fridge
- Unopened Meads in Bottles can be Cellared for Years



How to Critically Evaluate Mead

- Appearance
- Nose
- Taste
- Soul
- Pairing



Who is Superstition Meadery?

- The Largest Winery in Arizona
- 2019 SBA Best Small Business in America
- Worldwide Industry Leader
- A Company with a Mission



The Story of Superstition



Humble beginnings at Juniper Well Ranch & Vineyards





To Extreme Homebrewing in Downtown Prescott



To a State-of-the-Art Production Facility with our First SBA Loan



Expanded Production

Crazy Growth!





Superstition Downtown

The World's First Mead & Food Pairing Restaurant



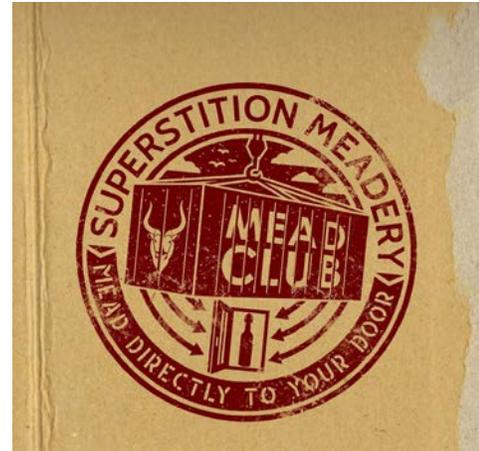
Covid-19

Impact of Covid

- Fear
- Employees
- Sales
- Growth
- Government Induced Economic Crisis
- Expansion to Phoenix

Our Response

- Set up War room
- PPP
- Tasting Room Discounts
- Drive Through and Curbside Pickup
- Date in a Box
- Superstition Express
- Gift Certificate Program
- Website Discounts
- Mead Club
- Cocktail Kit
- Best Sellers Tasting Kit
- Live IG Broadcasts
- Giveaways
- New Releases



The Survival

- Staff
 - Participation
 - Engagement
 - Empowerment
 - Ownership of Ideas
 - Pride in Success
- Increase in Online Presence
- Involvement in Local Community & Relationships



How to Grow a Brand

- Create a Niche
- Organic Growth, Loans or Investors
- Competitions
- Collabs & Friendships
- Festivals
- Digital Marketing





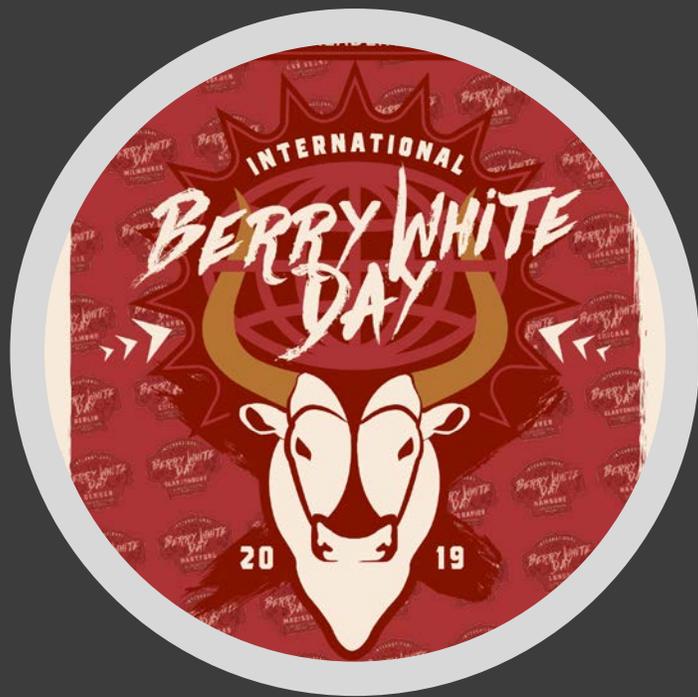
Awards and Relationships



Collaborations



Festivals



Export



The Future

- Maximize Arizona Footprint
- Nationwide Distribution
- Expand our International Reach
- Mead and Food Pairing Concepts

SBDC Assistance

- Advice
- Connections
- Meeting Rooms
- SBA Advocate for TTB Mead Category
- USDA FAS – US Commercial Service





Lessons Learned for Small Businesses

- Establish Industry, Financial and Governmental Relationships
- Believe in Your Mission, Maintain Good Credit, Work Hard
- Evolve Rapidly with Flexibility



Good Times are Just a
Vaccine Away!

