

# Imagine Nation Brewing Co. Missoula MT

## The Country's First Microbrewery + Center for Community Transformation

*"If this brewery happened to be in Boston or L.A., people would camp out for every new release—this crew truly is good enough to rival any ultra-hyped big city brewery! Don't believe me? (Tavour patrons) rated their last 11 IPAs 4+! That's right up there with the best IPA breweries we share. Undeniably world-class." -[Tavour](#)*

*"(At Imagine Nation) we've got a center that brings people together, concerned about integrity, honesty, decency. That's not just the best of Montana, that's the best of America, that's the best of the human spirit." -Dr. Cornel West [Missoulian, 8/28/19]*

Located in Missoula, MT directly on the Clark Fork River, Imagine Nation Brewing Company (INBC) [imaginationbrewing.com](http://imaginationbrewing.com) has become regionally respected for its world-class-rated beer and nationally recognized for its mission-driven approach to business. By brewing top rated beer as a vehicle for social change, we have proven the model to be a unique platform of celebration and dialogue where patrons joyfully address the challenges of our time and fuel innovation in Missoula, Montana, and beyond.

Missoula MT—with a county population of 121,000, a median income of \$68K, and a median age of 32—is consistently listed as one of the top 100 places to live in the USA. Home to the University of Montana and a vibrant arts and nonprofit scene, Missoula is an engaged community that embraces the brewery's values and has helped support INBC to become a leading brewery in MT, producing over 1,000 bbls in 2021.

After hosting 3,900 local events, supporting over 500 organizations, and giving back 25% of our net profit, we have garnered deep community buy-in; after brewing many of the highest rated beers in Montana, beer aficionados on [Untappd](#) rank INBC between #1 and #2 in the state (out of over 100 breweries); and, after pivoting during Covid to produce 350,000 face shields for healthcare workers on the frontlines, we attracted national attention with a feature on Good Morning America and articles in Craft Beer, Men's Journal, and Punch Drink.

Strategically, we operate the brewery as a gathering place for our local followers, but we have also developed a regional reputation with distribution in ID, OR, WA, AZ, CO, and CA, as well as a national presence through Tavour—the nation's largest beer subscription service. While many businesses struggled during the pandemic, we harnessed incredible opportunities presented by the crisis to break into bigger markets.

We recently completed a tank expansion that is already generating a 30% increase in production on our 8+bbl system. We project this will help drive a near tripling of revenue by

2024. In addition, we leveraged federal funds to build up the largest—and arguably most beautiful—outdoor patio in Missoula, consisting of over 150ft of riverfront overlooking the most iconic features of the city. Finally, we are in the process of initiating contract canning out of Portland to keep up with growing demand in the northwest.

*Imagine Nation is a launch pad that will support exponential growth, and, as a turn-key business, consists of everything necessary for the next owners to turn the launch pad into a rocket ship. We intentionally built the following *key factors for success*, many of which took years, grueling efforts, and a few miracles to establish:*

1. Recipes: Imagine Nation comes with well over 100 recipes, most with corresponding can art, and many of which are recognized as world-class;
2. Innovation: Imagine Nation is credited for bringing many of the highest rated, contemporary styles to the state, including: New England IPAs, Milkshake IPAs, heavily fruited sours, and pastry stouts (in collaboration with Mountains Walking Brewery);
3. Community work: Our work with the community is one of our pillars as a socially committed business. Beyond the sheer number of events hosted, we helped enhance the way organizations raise funds and connect with the greater community. With a model that goes beyond “pint nights,” our Crucial Cause fundraisers allow nonprofits to raise anywhere from \$400 to \$7,000 in one night. Our monthly Taproom Dialogues bring people together to listen to panels of diverse participants and engage around essential subjects. The ability to brainstorm with the members of our community on how to better leverage the space and interface with the public is not only deeply meaningful, it is the added value that sets INBC apart from other businesses in the area.
4. Team: Imagine Nation has a highly competent and caring team who are connected to the success of the brewery and committed to excellence because of the brewery’s social ethos and the history of giving back to the community;
5. Ingredients: Imagine Nation has contracts guaranteeing access to many of the most inaccessible and most coveted ingredients that will continue to help ensure world-class quality;
6. Key Relationships: Imagine Nation has wholesale relationships with some of the most difficult-to-obtain partners in the country. Examples: Up until last year, we were ***the only brewery from Montana*** with whom Tavour worked. They purchased nearly 40% of our beers during the pandemic and would continue to do so if we had the supply. They are also setting up distribution outlets in various states and have told us that once ready, they will take as much beer as we can send. Finally, DayOne Distributors in Portland told us that bottle shops in Oregon request Imagine Nation beer more than any other brewery in the region.
7. Creativity: Instead of building our business around a core list of beers, we release between 2-4 new beers *every single week (over 80 different beers annually)*. This keeps customers tuned in, coming back, and looking for the next great brew.
8. Social Media Presence & Awards: We have nearly 7,500 followers on Instagram and over 5,000 on Facebook, all of whom pay attention on a regular basis to new beers and events at the brewery. We have also received various awards from different entities

because of our work and locals desire the business to continue to play a key role in the Missoula community.

**Financial Information:**

INBC has been consistently profitable with forecast Revenue in 2021 of over \$800K and EBITDA over \$200K. 2022 and beyond are projected to see significant Revenue and EBITDA growth as canning operations penetrate markets already established in the western US. Additional financial and business information is available in a Confidential Information Memorandum for interested parties subject to a non-disclosure agreement.

In addition to purchasing the business, we would like to sell the 5,445 sq. ft. building and property. Besides its riverfront location, the city of Missoula has also recently released its development plans for the West Broadway Corridor which has instigated heightened interest in the area surrounding the brewery as downtown grows westward.

Finally, if desired, we are committed to staying on from anywhere between 3-6 months as advisors to ensure a successful transition. We will help establish connections between you and important community members who will support the business in the years to come, train you on best practices for running the business based on over 6 years of lessons learned, mentor you in all aspects of the beer making and recipe creating process, and advocate for you as the new face of Imagine Nation. We are deeply grateful for your interest in the business and the property and look forward to working with you as you take the helm, grow the business, and expand the social impact of the vision in the future.

In gratitude,  
Fernanda & Robert