



Company

Great Raft Brewing is a microbrewery in Shreveport, La., specializing in world-class craft beers. The company was founded in 2012 by Shreveport natives and competes in the fastest growing sector of all alcoholic beverages in the United States. The company's strategy is to produce and sell its line of high quality beers in the Louisiana market while cultivating a beer appreciation culture in Shreveport and beyond.

Beers

Great Raft Brewing is launching with three flagship beers: a pale lager named **Southern Drawl™**, an American pale ale named **Commotion™**, and a black lager named **Reasonably Corrupt™**. Great Raft will also produce special releases and a rotating line of seasonal beers. All products will compete in the highest quality end of the craft brew market.

Packaging

Initially, Great Raft's three flagships will be available on draft in NWLA. In early 2014, the Company will initiate a canning and bottling operation.

Industry

The craft beer market has grown every year since 1999 in sales volume, dollar volume and share of market. Craft beers are on pace to achieve their eighth consecutive year of double-digit dollar sales growth in 2013. The craft segment is now a \$10B market in the United States. The South Central craft beer market, which includes Louisiana, grew at 16.5% in dollars YTD as of July 2013, while the beer market as a whole only grew at 6.1%. In 2012, Louisiana ranked 11th in beer consumption, but 47th in breweries per capita.

Brewhouse and Facility

Great Raft recently commissioned a custom 20-barrel, three-vessel brewhouse from JVNW with an annual capacity of 3,500 barrels (BBLs). Great Raft intends to produce approximately 1,000 – 1,500 BBLs in its first year, increasing production in future years to enter new markets and meet demand. Great Raft is also planning to open a tasting room in December 2013 alongside the brewery to offer tours, seminars, samples and sales.

Founders and Team

Great Raft Brewing was founded by husband and wife team, Andrew and Lindsay Nations. Andrew is a seasoned professional in the IT industry and has significant experience in the craft beer market. He completed a concise brewing course from the Siebel Institute of Technology Brewing School. Lindsay has a MBA and more than eight years of experience in high-tech marketing. Andrew and Lindsay are Cicerone Certified Beer Servers. They lived in Washington, DC for more than seven years before bringing their passion for beer back to their hometown of Shreveport. Both are passionate about beer, as well as helping their community thrive and grow.

Harvey Kenney was hired as chief brewer in April 2013. His commercial brewing experience combined with a background in biochemistry and brewing science as a University of California Davis graduate is a perfect fit for Great Raft. He has brewed all over the world, including stints in Turkey, Mexico and Australia. He is excited to reintegrate himself into the US craft brewing culture and produce high-quality beer for the region.

Contact Information

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