



7360 Southwest 41<sup>st</sup> Street, Miami, Florida, 33155

December 28, 2015

To Whom It May Concern at A-B InBev,

Good afternoon! In the wake of your recent acquisition of some of our fellow craft breweries (3 in the last week or so, by my count), we have been inspired to follow suit. I know your time is valuable...whoever you are...so I'll get to the point.

On behalf of Lincoln's Beard Brewing Company, Miami, Florida, I'd like to make an offer to acquire your corporation, A-B InBev.

Unfortunately, due to current financial circumstances, we are only able to offer you a sum of \$26,000.00 (John Wilkes Booth was 26 when he was killed...see what we did there?). Also, my partners and I will need at least a few months to dig that up, but we know you are patient. Why don't we just use the 120 day terms you, unilaterally, announced in 2009 that you will begin using for all of your suppliers? Though it had a devastating effect on many of them, I'm sure you won't mind.

You see, we aren't billionaires from a faceless, Belgium-headquartered behemoth...we are just regular ol' Americans. We scrutinize every penny we spend and obsess over every decision we make. We live where we brew. We serve what we brew...with our own hands. We see the consequences of our actions, good or bad. We don't just serve the community, we *are* the community. But don't let us burden you with that.

More importantly, we are in the middle of building out our brewery...and...

- *Building a brewery is expensive and time-consuming.* You likely don't have an appreciation for that considering, with billions at your disposal, you just buy what you want. Consequently, building something from scratch may seem a bit foreign. We get it...you are more comfortable with a hedge fund than a hammer.
- *Small-batch brewing is expensive and time-consuming.* You likely can't relate considering the automated processes at your factory produce our projected annual capacity in approximately 60 seconds.
- *Having employees is expensive.* Again, this probably doesn't register either, considering that the craft brewers in the U.S. employ 59 times more employees than you per barrel of beer produced, and twice as many overall.

All this being said, we are fortunately not afflicted with having to spend hundreds of millions of dollars battling antitrust investigations, incentivizing distributors to sideline our competitors, aggressively marketing a sub-par product, or gobbling up the aforementioned, formerly craft, breweries. Therefore, we are able to draft this letter in hopes that we can come to an agreement. We trust you will accept this offer with the same gravity that you afford your ingredient selection. We eagerly await your response.

Cheers,

John Falco  
President/Brewer/Kettle Scrubber