

# TRAILBLAZER

EXCLUSIVE BARREL INVESTMENT

EMBARK ON THE JOURNEY OF HISTORY IN THE MAKING

**JOURNEYMAN**  
*Distillery*™  
VALPARAISO, IN USA



## | EXCLUSIVE BARREL INVESTMENT |

The purpose of this document is solely to provide information to assist potential investors in evaluating for themselves a non-equity crowdfunding offer.

Journeyman is seeking funding to continue expansion of our production, operations, and hospitality excellence through our second factory location in Valparaiso, Indiana.

This document contains details pertaining to becoming a Journeyman Trailblazer barrel investor. This document is confidential, exclusive, and a limited offer.

Your Trailblazer barrel ownership entitles you to specific benefits and preferred access to Journeyman.

You will not have any ownership or equity in Journeyman, including Journeyman Distillery, LLC; its facilities, property, or assets; B and C Featherbone, LLC; or Anco Revitalization, LLC.

You will be on the ground floor of the Valparaiso, Indiana, factory project as we create a historic, re-purposed, experiential campus and continue to share our distilling excellence across the world.

ONLY

150

BARRELS  
AVAILABLE

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Dear Prospective Journeyman Valparaiso Trailblazer:

We embarked on this journey 12 years ago with an idea for a distillery that didn't yet have a name. Over the last decade, we have built a heralded destination and created award-winning world-class spirits now available across 34 states, Europe, and Australia, known as Journeyman.

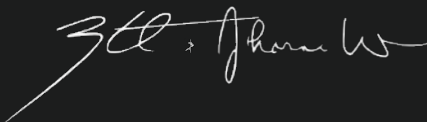
In some ways, the time has flown by; in others it feels like we have endured for a lifetime. We have learned that being an entrepreneur is only for those with true grit and purpose, especially in these last few years.

Many of you have already added your stories to ours as you have visited us in Three Oaks, MI, at the Featherbone Factory, or have tasted our signature spirits. We are beyond thrilled to be creating a second factory location in a community where the Welter family has had ties since the early 1900s and done business since the early 1970s.

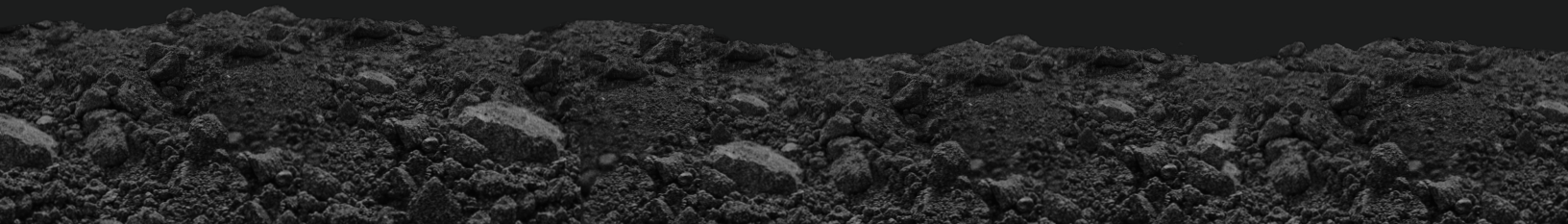
We have broken ground on a historic renovation of epic proportions in Valparaiso, Indiana. We have been working on this project for more than four years, but it is perhaps more than a century in the making. We have carefully and purposefully planned the spaces for this new experiential campus.

Our newest big adventures would not be as successful without your participation. You are vital brand ambassadors, and we want to include you on the development journey with us. We are reaching out to you to join us in this trailblazing effort—to make history with us.

Sincerely,  
Bill and Johanna Welter, Founders



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# TRAILBLAZE

Journeyman Distillery incorporated in 2010 in Three Oaks, MI, and is entering into its next decade of success.

The business is 100% family-owned and operated by Bill and Johanna Welter.

The Journeyman team currently consists of 140 dedicated and hard-working individuals with plans to grow to over 350 team members.

Journeyman has established itself as a leader in the craft spirits movement. We started in an industry of fewer than 250 licensed distilleries in the US, which has grown to over 2,300 today.

We are recognized as an innovator and leader in the world of distilled spirits and hospitality and have been recognized in Time, Forbes, Playboy, Martha Stewart Living, Maxim, Men's Journal, USA Today and Chicago Traveler, to name a few.

Journeyman spirits now extend to 34 states, Europe, and Australia. Our robust network of retailers, restaurateurs, and social fans rivals that of much larger spirits brands. We are firmly rooted in Midwestern hospitality with a national reach of influencers, followers, and ambassadors.

## TRUST IN THE TEAM





R

# THE JOURNEY IS THE REWARD





## | THE JOURNEY |

This project in Valparaiso is a chance for the Welters to continue the magic of craft distilling and create another destination experience in Bill's hometown. It represents more than bricks and mortar and whiskey and gin. This is a continuation of family history and the next chapter of living the family legacy for the next century.

Founders and owners Bill and Johanna Welter have made it their life's quest to build the Journeyman brand, anchored in Midwestern values, with the wanderlust of their extensive travels woven into the experiences.

Bill and Johanna are living their legacy and hope that one day daughter Islay will represent the second generation of a 100-year-old brand.



## THE AMERICAN ENTREPRENEURIAL DREAM IS ALIVE AND WELL



## | BENEFITS |

- ▶ Pre-Opening: Trailblazer group tours will be conducted of the factory in Valparaiso, IN, at established times to review plans and details of the brand expansion.
- ▶ Named as a Journeyman Trailblazer on a designated webpage.
- ▶ Prominent display of Trailblazer member or business name(s) on an original art piece in the Valparaiso Factory Building to be seen by hundreds of thousands of guests over many years.
- ▶ Private 53-gallon barrel of whiskey with custom name plaque to be filled upon the Valparaiso production facility's opening. *Approximate opening date Fall 2023. Approximate retail value \$15,000.*
- ▶ Bragging rights as owners of a barrel(s) from some of the first distillation runs from the Valparaiso stills.
- ▶ Unique barrel ID certificate.
- ▶ Annual "Pull Day Party" on or around the anniversary of your barrel's fill date to sample your aging spirit.
- ▶ Buy the future: Diversify your portfolio with tangible assets through a whiskey safe haven asset class. *Tangible asset classes tend not to correlate with stock and bond markets and are often countercyclical. An investment in tangible assets could reduce your exposure to overall market risk in a way most intangible assets cannot.*

## NON-TRADITIONAL INVESTMENT



## | WAYS TO SHARE |

- ▶ Keep it all to yourself or gift some to friends and family. Tell stories around your barrel for a lifetime (keep the barrel, too).
- ▶ Purchase one and donate to your favorite charitable organization.
- ▶ Perfect for businesses, employee recognition, and unique team-building events.
- ▶ Great way to honor a loved one.





# YEARS 1-4

## | HISTORY MAKING |

Annually on or around the anniversary of your barrel's fill date, we will host you for a "Pull Day Party," at which point a single bottle from your barrel will be pulled for your tasting pleasure. You will get to enjoy tasting it along its maturation journey – almost like watching your kids grow up!

Our distilling team will be on hand to chat whiskey and share in your enjoyment. After the tasting party, take the remainder of your first bottle home with you to share with friends and family or keep for yourself as a moment in your barrel's history.

*\*Annual Pull Day Parties will take place at specific dates and times in a dedicated Journeyman Valparaiso event space with complimentary drinks to celebrate.*



## | HARVEST |

When your 53-gallon barrel(s) is aged and ready for harvest, it will be fully bottled and labeled, ready to be picked up and consumed.

*Note: Approximate whiskey yield from a 53-gallon barrel is 225 bottles 750mL or 450 bottles for 375mL. The environment, humidity, temperature, pressure, and location of barrel within storage all play a significant role in yields. The buyer acknowledges that during the maturation period the volume of the barrel will decrease due to evaporation (angel's share).*

Each barrel will receive a unique barrel identification number. Each investor will receive a certificate indicating their barrel number and will be able to inspect their barrel annually at designated times.

## CELEBRATE THE 5 YEARS IT TOOK TO GET TO THIS POINT WITH US.

A bottle swap wrap party with fellow Journeyman Trailblazers concludes your 5-year commitment. Private event details will be emailed out and the bar will be open with complimentary drinks to celebrate.

*\*Barrel of whiskey and its contents is not for resale without explicit approval of Journeyman Distillery under all state and federal laws. Should the Trailblazer wish to sell back the barrel and its contents, Journeyman has a standing offer to repurchase barrel and contents for \$2,000.*

# YEAR 5

## I CHOOSE YOUR TRAIL I

### FILL YOUR BARREL

Choose from the following spirits for your barrel:

**BOURBON WHISKEY**

**WHEAT WHISKEY**

**RYE WHISKEY**

**POPCORN BOURBON**

### LABEL YOUR BOTTLE

Choose one of three options (etching, hang tag, sticker)

#### A. ETCHING

Engrave a message or mark on your bottle. Select from our series of designs or contact us for your own custom design.

#### B. HANG TAG

The Trailblazer hang tag will be designed and available exclusively for this initial run.

#### C. STICKER

The sticker will include barrel information and your name or a logo, and will be placed on the side of the bottle. Select from our series of designs or contact us for your own custom design.

### WAX COLOR

Along with a choice of label, Journeyman offers a selection of wax colors for a final finish.

## I FULL CUSTOMIZATION I

Take your bottle to the next level:

### CUSTOM LABEL

The ultimate finish to your bottles. Journeyman offers a custom spirit label including an original spirit name, artwork, and colors.

Please contact Journeyman for more details and restrictions.

**\$2,500**



# | AWARD-WINNING WORLD-CLASS SPIRITS |

Journeyman is a leader in the craft industry with more than a decade of research, experimentation, grit and determination resulting in world-class recognition and accolades.

## POPCORN BOURBON

▶ COMING FALL 2023

## FEATHERBONE™ BOURBON

- ▶ **PLATINUM MEDAL** 2023 ASCOT AWARDS
- ▶ **93 POINTS** 2022 MELBOURNE INT'L SPIRITS COMP.
- ▶ **89 POINTS** 2021 WHISKY ADVOCATE
- ▶ **GOLD MEDAL** 2021 ASCOT AWARDS
- ▶ **90 POINTS** BEVERAGE TESTING INSTITUTE
- ▶ **10 GREAT BOURBONS DISTILLED OUTSIDE KENTUCKY** FORBES
- ▶ **BEST BOURBON NOT FROM KENTUCKY** GEAR PATROL

## BUGGY WHIP WHEAT™ WHISKEY

- ▶ **92 POINTS** MELBOURNE INT'L SPIRITS COMP.
- ▶ **94.5 POINTS "SENSATIONAL!"** JIM MURRAY'S WHISKEY BIBLE

## CORSETS, WHIPS + WHISKEY™

- ▶ **DOUBLE PLATINUM MEDAL** 2022 & 2023 ASCOT AWARDS
- ▶ **BEST IN SHOW: WHISKEY OF THE YEAR** 2022 & 2023 ASCOT AWARDS
- ▶ **CATEGORY WINNER: BEST WHEAT WHISKEY** 2022 & 2023 ASCOT AWARDS
- ▶ **PLATINUM MEDAL** 2021 SIP AWARDS
- ▶ **GOLD MEDAL** AMERICAN DISTILLING INSTITUTE
- ▶ **#1 WHEAT WHISKEY IN THE US** FRED MINNICK RATING
- ▶ **#4 AMERICAN WHISKEY** FRED MINNICK RATING

## LAST FEATHER RYE™ WHISKEY

- ▶ **DOUBLE PLATINUM** 2023 ASCOT AWARDS
- ▶ **DOUBLE GOLD** 2022 MELBOURNE INT'L SPIRITS COMP.
- ▶ **RYE DISTILLERY OF THE YEAR** 2022 MELBOURNE INT'L SPIRITS COMP.
- ▶ **93 POINTS** 2022 WINE ENTHUSIAST
- ▶ **DOUBLE PLATINUM MEDAL** 2021 ASCOT AWARDS
- ▶ **DOUBLE GOLD MEDAL** 2021 SIP AWARDS
- ▶ **2X GOLD MEDAL WINNER** SAN FRANCISCO WORLD SPIRITS COMP.
- ▶ **91 POINTS** JIM MURRAY'S WHISKEY BIBLE
- ▶ **2018 MICHIGAN RYE DISTILLERY OF THE YEAR** NEW YORK INTERNATIONAL SPIRITS COMP.
- ▶ **5 STARS** F. PAUL PACULT'S SPIRIT JOURNAL

## FIELD RYE

- ▶ **PLATINUM MEDAL** 2021 ASCOT AWARDS
- ▶ **DOUBLE GOLD MEDAL** 2021 SIP AWARDS
- ▶ **GOLD MEDAL** SEATTLE INT'L SPIRITS AWARDS

## NOT A KING RYE™ WHISKEY

- ▶ **GOLD MEDAL** 2023 ASCOT AWARDS
- ▶ **DOUBLE GOLD** 2023 SAN FRANCISCO WORLD SPIRITS COMP.
- ▶ **93 POINTS** 2022 WINE ENTHUSIAST
- ▶ **5-STARS** F. PAUL PACULT'S SPIRIT JOURNAL
- ▶ **GOLD MEDAL WINNER** BERLIN INTERNATIONAL SPIRITS COMP.
- ▶ **MICHIGAN RYE DISTILLERY OF THE YEAR** NEW YORK INTERNATIONAL SPIRITS COMP.



FALL 2023

BOURBON

WHEAT WHISKEY

RYE WHISKEY

POPCORN BOURBON

FEATHERBONE™ BOURBON

CORSETS, WHIPS AND WHISKEY™

BUGGY WHIP WHEAT™ WHISKEY

LAST FEATHER RYE™ WHISKEY

FIELD RYE

NOT A KING RYE™ WHISKEY

# JOINING US ON THE PATH



## | VALPARAISO FOUNDERS |

There will be no annual fees or capital calls. You will receive updates on a quarterly basis. This offer extends to a Primary Trailblazer designation with the option to add a friend as a secondary designation.

Journeyman Distillery will repay your initial investment of \$15,000 and you keep the whiskey as interest. As the Valparaiso Factory succeeds, up to 20% of available annual cash flow will be used to repay your \$15,000 commitment on a pro rata basis until your commitment is repaid in full.

It should be noted that this proposition is not without risk and you may lose your entire investment, and must be in a position to bear this risk without undue hardship. Each investor should consult advisors before purchasing to ensure it aligns with their objectives.

Journeyman Distillery will keep one (1) six-pack of 750mL bottles from every barrel to be sold onsite.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.

Complete the Journeyman Trailblazer application

– mail form to –

**Journeyman Distillery  
C/O Trailblazer**

**109 Generations Drive  
Three Oaks, MI 49128**

– email form to –

**kharmon@journeyman.com**

*The cost to become a Journeyman Trailblazer is \$15,000, subject to change at any time.*

*While the payback on your investment is not guaranteed, the barrel of whiskey is your asset to be claimed regardless of the financial position of the company.*





## | Q + A |

### **Q: Can the whiskey be aged longer than 5 years?**

A: Yes, for an annual fee of \$50 per year starting in year 6.  
*Note: continual aging can and will impact the evaporation (angel's share) and overall yield.*

### **Q: Can the whiskey be aged less than 5 years?**

A: Yes, we can harvest your barrel prior to the recommended 5-year maturation period.

### **Q: Can I bring more people to the tasting party?**

A: Yes, all Trailblazers are allowed a +1; additional partygoers are welcome at a cost of \$25 each, capped at 5 total guests.

### **Q: Can I make my own custom mash bill?**

A: Yes, if you are willing to commit to a full distillation run of approximately 23 barrels.

### **Q: Can I have something more than an etched bottle, hang tag, or sticker?**

A: Yes. For an additional \$2,500, Journeyman will create a custom unique label for your bottles.



# TRAILBLAZER PROGRAM TERMS AND CONDITIONS

109 Generations Drive | Three Oaks, MI 49128 | P 269-820-2050 | F 269-820-2045  
journeyman.com



JD-0609

Name (First, Last): \_\_\_\_\_

Name on the Barrel: \_\_\_\_\_

Primary Trailblazer: \_\_\_\_\_

Secondary Trailblazer: (if applicable) \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email for Correspondence: \_\_\_\_\_

## 4 STEPS TO YOUR 53-GAL BARREL

1. SPIRIT: CHECK ONE (1)      BOURBON |      WHEAT |      RYE |      POPCORN BOURBON

2. BOTTLE SIZE: CHECK ONE (1)  
FINAL COUNT WILL NOT BE KNOWN UNTIL HARVEST

750ML APPROXIMATE 225 BOTTLES	375ML APPROXIMATE 450 BOTTLES
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3. ADDITIONAL LABEL: CHECK ONE (1)      ETCHING |      HANG TAG |      STICKER

NAME YOU WISH TO ADD ON TO THE ADDITIONAL LABEL: \_\_\_\_\_

4. WAX COLOR OPTIONS: CHECK ONE (1)

							
RED	HONEY	LIME	OLIVE	NAVY	PURPLE	SILVER	BLACK

5. FULL CUSTOMIZED LABEL:      YES(\$2,500 ADDITIONAL FEE)      NO

*SPIRIT LABEL LANGUAGE AND ARTWORK MUST FALL WITHIN APPROPRIATE BOUNDS. SPIRIT LABEL MAY BE SUBJECT TO ALTERATION IN ACCORDANCE WITH JOURNEYMAN STANDARDS AND VALUES. LABEL DESIGN, LANGUAGE, AND ARTWORK ARE PROPERTY OF JOURNEYMAN DISTILLERY. JOURNEYMAN DISTILLERY RESERVES THE RIGHT TO SELL THIS CUSTOM LABEL AT RETAIL AT ANY TIME.*

INTERNAL USE ONLY

Employee Name (First, Last): \_\_\_\_\_ Barrel #: \_\_\_\_\_

Barrel Fill Date: \_\_\_\_\_ Date Registration & Email sent: \_\_\_\_\_

DO NOT WRITE IN THIS AREA



# TRAILBLAZER PROGRAM TERMS AND CONDITIONS



JD-0609

## 1. THE OFFER

- 1.1 Journeyman Distillery is offering whiskey connoisseurs the opportunity to exclusively purchase a 53-gallon barrel(s) as a Valparaiso Trailblazer.
- 1.2 The purchase price of the barrel includes: one 53-gallon barrel, the designated spirit within, barrel, storage, ongoing quality monitoring, yearly barrel pull and one bottle of the spirit each year until maturation.
- 1.3 The barrel will be held for approximately 5 years until maturation.
- 1.4 The purchase price is \$15,000.
- 1.5 Angel's Share: buyer acknowledges that during the maturation period, spirit volume will decrease due to evaporation.

## 2. THE RISK

- 2.1 There will be no annual fees or capital calls. You will receive updates on a quarterly basis.
- 2.2 This offer extends to a Primary Trailblazer designation or a Primary/Secondary designation. No more than two buyers per barrel.
- 2.3 Trailblazer(s) will not have any ownership or equity in Journeyman, including Journeyman Distillery, LLC; its facilities, property, or assets; B and C Featherbone, LLC; or Anco Revitalization, LLC.

## 3. RETURN

- 3.1 As the Valparaiso factory succeeds, up to 20% of available annual cash flow will be used to repay your \$15,000 Journeyman Trailblazer commitment on a pro rata basis until your Trailblazer deposit commitment of \$15,000 is paid down to zero.
- 3.2 In the event that the Trailblazer wishes to sell the barrel and its contents, Journeyman will repurchase the barrel and its contents for a standing price of \$2,000 in addition to repaying the full \$15,000 purchase price.

## 4. RESPONSIBILITY FOR COSTS

- 4.1 Journeyman is responsible for all production costs associated with Trailblazer whiskey including distilling, barreling, bottling, and labeling.
- 4.2 Trailblazer(s) is responsible for retrieving the finished product including any travel and/or shipping expenses. Shipping is available where legal, depending on destination regulations. Trailblazer(s) may retrieve the product at Journeyman Distillery, 109 Generations Drive, Three Oaks, MI, 49128.

## 5. APPLICATION FORM + ACCEPTANCE

- 5.1 Applications can be made by completing the Trailblazer Program Application form.
- 5.2 Return form and \$15,000 check (payable to Journeyman Distillery) by mail to Journeyman Distillery, C/O Trailblazer, 109 Generations Drive, Three Oaks, MI, 49128. Or email to [kharmon@journeyman.com](mailto:kharmon@journeyman.com) with subject line "Trailblazer Application." For ACH or credit card payment methods, contact Kristi Harmon at [kharmon@journeyman.com](mailto:kharmon@journeyman.com). \*2% processing fee applied when using any card for payment. ACH payment: Horizon Bank (515 Franklin St., Michigan City, IN, 46360), ACH Routing #071201320 and ACCT #8717418.

ACH: I have submitted payment to Horizon Bank

CHECK: Enclosed is my check for \$15,000 payable to Journeyman Distillery

CREDIT CARD: I have contacted Kristi Harmon and authorized my credit card to be charged \$15,000 with a 2% processing fee

**Print:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*By signing this document, I acknowledge that I have read and agree to the terms and conditions outlined in the Trailblazer Program document. I understand that this proposition is not without risk and may result in a loss of the entire investment, and I am in a position to bear this risk without undue hardship.*

*This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one-time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company as long as the transaction corresponds with the terms indicated in this form. \*2% processing fee is applied when using any card for payment.*

Cardholder Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_ ZIP: \_\_\_\_\_

Account Type:          Visa                  MasterCard          Discover

*\*2% processing fee is applied when using any card for payment*

**– Shred this portion after payment is processed –**

UNITED WE WHISKEY  
**TRAILBLAZER**

**JOURNEYMAN**  
*Distillery*™  
VALPARAISO, IN USA