



Armed Forces Brewing Company “Rally Point” Investor Event Toasts Troops and Veterans with Great American Beer

*Unique shareholder event showcased military tribute beer company’s rapid growth
and mission to support veterans*

On Saturday, November 5, Armed Forces Brewing Company (AFBC) hosted Rally Point 2022, the first-annual investor event for the up-and-coming military tribute beer company that celebrates and supports American troops and veterans. The event took place at the [Americans in Wartime Experience](#) in Nokesville, VA, with attendees traveling from all over the U.S. to enjoy beer, food and live music from patriotic national recording artists [Dave Bray USA](#) and [Tim Montana](#).

Participants heard from company leadership about the important mission of AFBC and its rapid product distribution growth fueled by a [public stock offering](#) that has already attracted more than 6,000 investors since it launched 16 months ago.

“Our mission is to make great American beer that pays homage to our active-duty troops, our incredible veteran community, first responders, and all of their families,” said Armed Forces Brewing Company CEO Alan Beal. The company’s patriotic message is resonating in the market, as beer sales have increased more than 500%, and the number of barrels brewed has increased 600% in the last 16 months.

AFBC ultimately plans to employ at least 70% of its workforce company-wide from American military veterans and their families. The company also donates a portion of profits from beer sales to vetted veteran organizations and assists veteran outreach organizations with their fundraising initiatives.

The company proudly supports numerous veteran causes such as the [Michael Strange Foundation](#), which honors U.S. Navy Petty Officer 1st Class Michael Strange who was among 30 U.S. service members who died in the Aug. 6, 2011 helicopter crash of Extortion 17 in Afghanistan. Strange’s parents attended and were recognized at Rally Point, where company leadership announced plans to honor a Gold Star Family at all future annual investor events.

“We will never stop talking about those who paid the ultimate sacrifice for us,” remarked former Navy SEAL operator Darren McBurnett, an AFBC shareholder, advisor and co-founder of the [Uncommon Grit Foundation](#), a nonprofit serving military veterans, first responders, and their families. “Everybody here today decided to invest in something that’s going to go somewhere, because it’s Armed Forces Brewing Company, and the armed forces is all of us.”

Other veteran causes include the [John Daly - Major Ed Heart of a Lion Foundation](#) which provides mental, physical and wellness support to veterans and their families. The Foundation’s founder, U.S. Army (Ret.) Major Ed Pulido is a shareholder and advisor at AFBC and shared the Rally Point stage with McBurnett.

The acclaimed AFBC leadership team also includes [Robert J. O’Neill](#), the former U.S. Navy SEAL operator who killed Osama Bin Laden, among others from the veteran community and the beer industry.

In a [State of the Company address](#) at Rally Point, Beal explained that AFBC’s business plan is to open its own brewing and packaging facility, complete with taproom, once the company reaches its goal of \$7.5 million raised from the stock offering.

AFBC has gone from a small handful of shareholders to more than 6,000 investors representing all 50 states, providing customers and brand ambassadors across the U.S. The company now has distribution in 197 H.E.B. stores in Texas, and numerous Buc-ee’s convenience stores, and Total Wine & More stores regionally. AFBC beer will also be available in some Wal-Mart, Sam’s Club and Winn-Dixie stores in the spring of 2023.

The company’s most popular beers include Preamble – We The People, a light beer made with a single American hop grown by U.S. military veterans; Special Hops IPA, a bold, adventurous India Pale Ale that is a tribute to U.S. Navy SEALs and Cat Shot – an American craft lager that pays homage to pre-prohibition style lagers, naval aviators and aircraft carrier deck crews.

In 2023, AFBC will release its first non-alcoholic beer called About Face Zero, Ground Pounder, a double IPA paying tribute to the U.S. Army soldier, and Death from Above, a coffee porter paying tribute to bomb squadrons of the U.S. Air Force. The lineup also includes Neptune’s Beer Thrice Bock, seasonally released each May 1st to commemorate the Osama Bin Laden raid and O’Neill’s delivery of American justice.

The AFBC public stock offering remains open. Any patriotic beer loving American can still invest for as little as \$200 and own real stock in AFBC, regardless of how rich or well-connected they may be.

For more information and to invest, visit ownarmedforcesbrewingco.com/pr.

ABOUT ARMED FORCES BREWING COMPANY

Armed Forces Brewing Company, a military tribute craft beer brewing company, pays homage to each branch of the armed forces. Founded in 2019 and built by a team that combines an award-winning brew master, experienced leaders from the restaurant and hospitality industry, and military veterans, Armed Forces Brewing Company continues to expand its operations and distribution nationwide. As it grows, it plans to employ veterans and their family members and earmark a portion of sales for non-profit efforts dedicated to supporting veterans. For more information on Armed Forces Brewing Company, visit ownarmedforcesbrewingco.com.

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