



THE BREWTH IS OUT THERE

Opportunity Synthesis

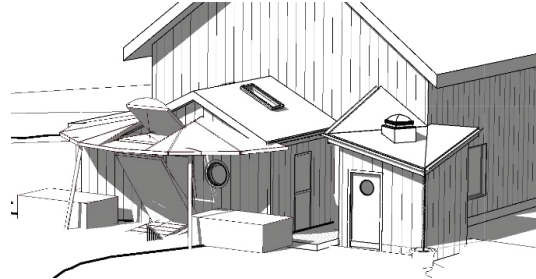


The "craft" brewery: a small brewing area, tavern and restroom. Outdoor seating and experiences are integral to the concept.

TIME TRAVEL

Piloting your craft among lakes and farms of the NY Fingerlakes region, scenic byways interlace with wineries, breweries and distilleries. Each stop along your journey is an oasis, a unique roadside attraction.

Cities and towns compress culture, cluster people and services. Rural life is expansive, an experience hybrid with nature. New technologies operate in both environments that promote an emergent synthesis between each frame of reference.



Architect rendering of tavern/bathroom annexed to residence.

The significance of a microbrewery arises at the intersection of opportunity and creation. A first step is necessary before compassing other business dimensions of increasing potential.

FUSION

The Central NY property owned by the Lonsky family is on a frontier. As agricultural sensibility pervades emergent planet-centric desires, rural areas are being explored by more people. The technologies of connectedness are enabling a shift in access. Urban centers and lifestyles are losing advantages and appeal. The burgeoning business of agri-tourism legitimizes wineries, breweries and distilleries with connections to broader, rural communities.



Aerial image showing approximate boundaries of the 100-acre Lonsky residence.
★ marks brewery/tavern location.

The 100-acre Lonsky family parcel is rich in natural diversity. Farmland and woodland blend with rolling hills, a pond and a stream. The unspoiled beauty is palpable. Birds and other wildlife are common and abundant. The tillable soil is rich in fertile quality.

EXTRA TERRESTRIAL

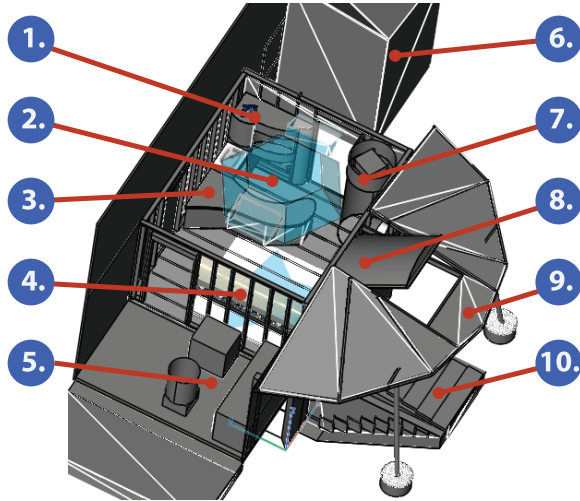
A personal, family connection to the area is the primary reason to develop its utility. One goal in planning the brewery is to offer a special identity infused with local participation. Natural resources on the property include spring water and farmland for growing beer ingredients (barley, hops).

The incentives for producers using local ingredients allow NY breweries to sell beer, wine and cider from other NY producers without added licensing. Small batches from a microbrewery can be augmented to provide a range of drink choices. While beer brewing is a goal, it is only part of a wider concept: a rural destination enabling a fun, memorable, shared visit to a roadside oasis.

LIGHT YEARS

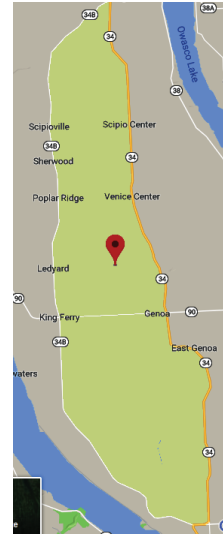
The brewery idea turned into action in 2019, when the "Area 34" trademark and business LLC were established. Development has been advancing, DIY and self-funded.

A 3D model of the brewery and tavern shows an orientation of features in the space:



1. TAP WALL - featuring 7 taps with supply beneath floor, multi-color LEDs suggesting control panel.
2. CEILING & SKYLIGHTS - tapered hexagonal loft with two skylight shafts offers visual headroom.
3. TABLE - curved surface and functional storage.
4. COUNTER - additional seating along "reactor" wall adorned with tech circuitry and lights.
5. BREWROOM - includes kettle and 3-basin sink.
6. BATHROOM - futuristic form and function.
7. TRANSPORTER - an interactive, sculptural space for media exchange and photo opportunities.
8. ENTRANCE - door with hinged "hatch" effect.
9. AWNING - with spacecraft painted on vertical facade enhances entrance experience dimension.
10. STAIRS & RAMP - cellar stairs for keg load-in, weather cover provides "spacecraft" entry ramp.

Area 34 is a moniker created to define the area of land bounded by Routes 34 & 34B in Central NY. The name is a deliberate association with Area 51, a pseudo-legitimate epicenter of extraterrestrial and conspiracy lore. The intent is to create an amusing space that provides freedom to explore and express the search for meaning in creative questioning and, perhaps more importantly, sharing conversations with friends over beer.



The "brewth" is that there are many realities and views of significance. We all develop

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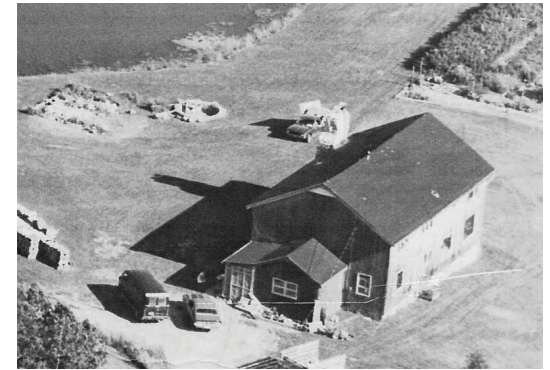
bubbles of perception which are challenged by the pinpricks of social discourse. Beliefs are preferences of understanding.



Tap wall and table under construction. Pieces in a futuristic tavern "control room." (#1, #3 at left).

SPACE ODYSSEY

Building is creation. To achieve any vision requires execution forward to a future. Our current fortunes are shaped by investments of our predecessors. Giving back means paying it forward. Brewing has a rich history. Honoring its collaboration with community and among businesses begins by rising to collective challenges. It's a team effort and you are invited to participate.



Lonsky family residence (edge of pond upper left).

HIGHLIGHTS

Completed: Establish LLC • Design logo • Register trademark • Build cellar stairs and ramp • Water supply and waste plan and filing for approval • Architect drawings for brewroom, tavern, bathroom • Procure brewing equip. • Received Federal brewery notice
In-Progress: Procure water system equip. and estimates • Construct tap wall, table, transporter and keg cooler

MORE WORK TO DO

Seeking investors to help reach our goal. Interested in joining our investors? Thank You! Contact:

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