



Current company value: **1,2 billion HUF**  
Capitalization on offer: **10%**

We are looking for a total investment of  
**120 million HUF**

About Fehér Nyúl

Do you remember the White Rabbit that guided Alice into Wonderland? That’s who we are, when it comes to beer. We are curious and adventurous. Our goal is to share our passion with beer drinkers, whether they are domestic or foreign. Fehér Nyúl is not only an extravagant looking product line, but a community of people who are just as enthusiastic about beer as they are about culture. If you feel like these goals are yours too, help us **write the next chapter of Fehér Nyúl!**

About the Team

András Csepregi, Péter Meiszner and Álmos Sajgó ounded Fehér Nyúl back in 2017. Currently the brewery operates with more than 15 employees. Different segments of this endeavor require different skill sets, but there is one thing in common throughout our workforce: the love of beer. It’s wont come as a surprise that the whole team takes part in our regular tasting sessions and product development.

Our achievements

On the domestic market our beers are available in around 300 venues - bars, restaurants, concert venues, craft beer stores, super/hypermarkets. As for export, we have ongoing partnerships within half of the EU countries. Our beers not only earn the love and respect of our customers, but also ranked high on numerous international beer competitions.

Our sales channels

Our main source of revenue comes from the service industry. Most of our HoReCa partners work directly with us, but our core range and selected limited edition brews can be found in the inventory of domestic distributors. We developed and have maintained important connections to all major craft beer and gourmet stores. As craft beer moves into the mainstream, our beers were picked up by supermarket chains too. Also during the pandemic, our webshop was launched to great success. Besides all this we operate an inhouse taproom at the brewery that is open for visitors all year round. We frequent craft beer festivals, as well as certain music festivals. Our ever growing export revenue meanwhile is proof that our recipes and quality control measures are just as well received abroad as in Hungary.

Our market

The market share of craft beer inside Hungary - not counting the controversial Pécsi Brewery - is 2% from the overall beer market. Looking at international trends, an increase up to 10% can be expected in the foreseeable future. This is also supported by the recent change in laws concerning the major breweries’ contracting capabilities. Demand is ever growing when it comes to high quality premium goods, so we can be certain that Fehér Nyúl’s going to reach more and more new customers in the coming years.

Our plans

It’s not an accident that we decided on crowdfunding. We want to look at this company as a community. Besides reaching our financial goals, we put a huge emphasis on education and spreading of beer culture, by bringing our products to more and more people. Due to the ever-increasing demand for our products we want to develop our capacities, as well as brew more and more new, fresh beers. To achieve these goals, we need to invest in a couple of things:

- New fermenters, so that we can fulfill the growing demand for our beer
- A purpose-built warehouse, so that we can offer our customers even more flexibility and
  - Faster deliveries
- An inhouse lab, so that we can reduce the costs associated with our high-end quality control
- Measures
- Specialized equipment for brewing more obscure beer variants.

Our offer

Besides becoming an owner of a craft brewery, depending on the value of your investment, you will receive the following benefits:

- The right to pre-purchase certain experimental beers
- Fixed discount on purchases in our webshop and Taproom
- Invitation to exclusive events
- Unique T-Shirt available only to our investors
- Free of charge brewery tour with a tasting session for you and your friends
- Right to purchase a framed, paper based “beer share” with your name on it

Amount of investment	Extra discount*	Early Access to limited edition brews**	“Beershare” with name added, in printable format	Exclusive events***	“Beershare” with name added, framed	Exclusive T-Shirt****	Free Brewery Tour with Tasting	Share Discount*****
5 000 000 Ft	15%	+	+	+	+	+	1+10 head	20%
1 000 000 Ft	12%	+	+	+	+	+	1+5 head	20%
500 000 Ft	10%	+	+	+	+	+	1+2 head	-
200 000 Ft	8%	+	+	+	available for purchase	available for purchase	-	-
100 000 Ft	6%	+	+	-	available for purchase	available for purchase	-	-
50 000 Ft	4%	+	+	-	available for purchase	available for purchase	-	-

\* The discount applies on our webshop and in the Taproom to beers and merch. Also applies to products on sale.  
\*\* We are releasing at least two limited edition beer/year, which you will be able to pre-purchase before anyone else.  
\*\*\* Two exclusive event/year in our brewery, for our high level investors and co-owners, with exciting programs and free beer.  
\*\*\*\* Exclusive T-Shirt for our co-owners, sporting the design features of Fehér Nyúl’s artwork, that you can wear with pride on community events!  
\*\*\*\*\* Investing above 1.000.000 HUF, you receive 20% discount on further share purchases.

