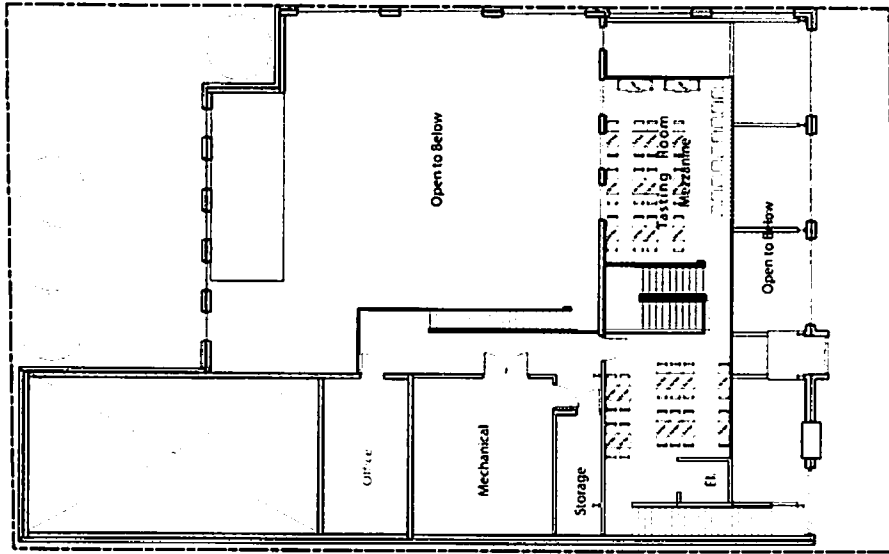


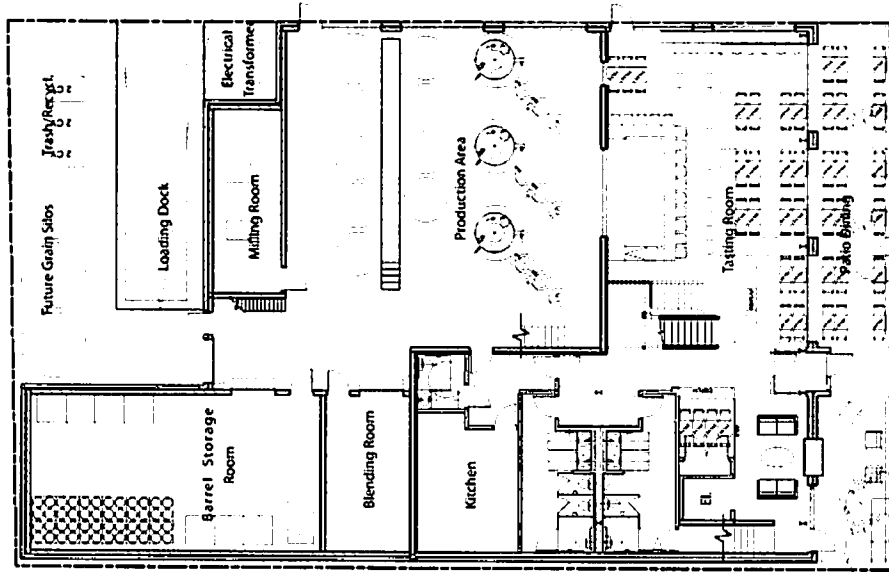
LA CROSSE DISTILLING CO.

THE KUBALA WASHATKO ARCHITECTS, INC. | C.D. SMITH CONSTRUCTION, INC. | DALKITA ARCHITECTURE & CONSTRUCTION | SEPTEMBER 8, 2017

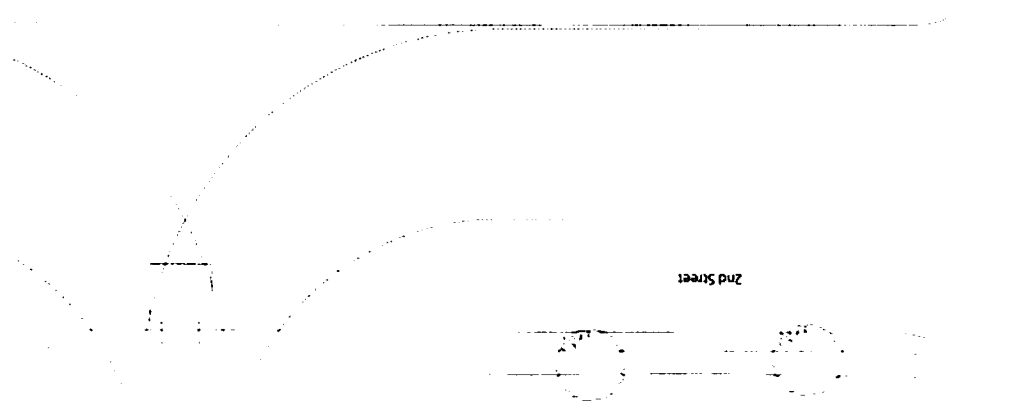
FLOOR PLANS



MEZZANINE PLAN



GROUND FLOOR PLAN



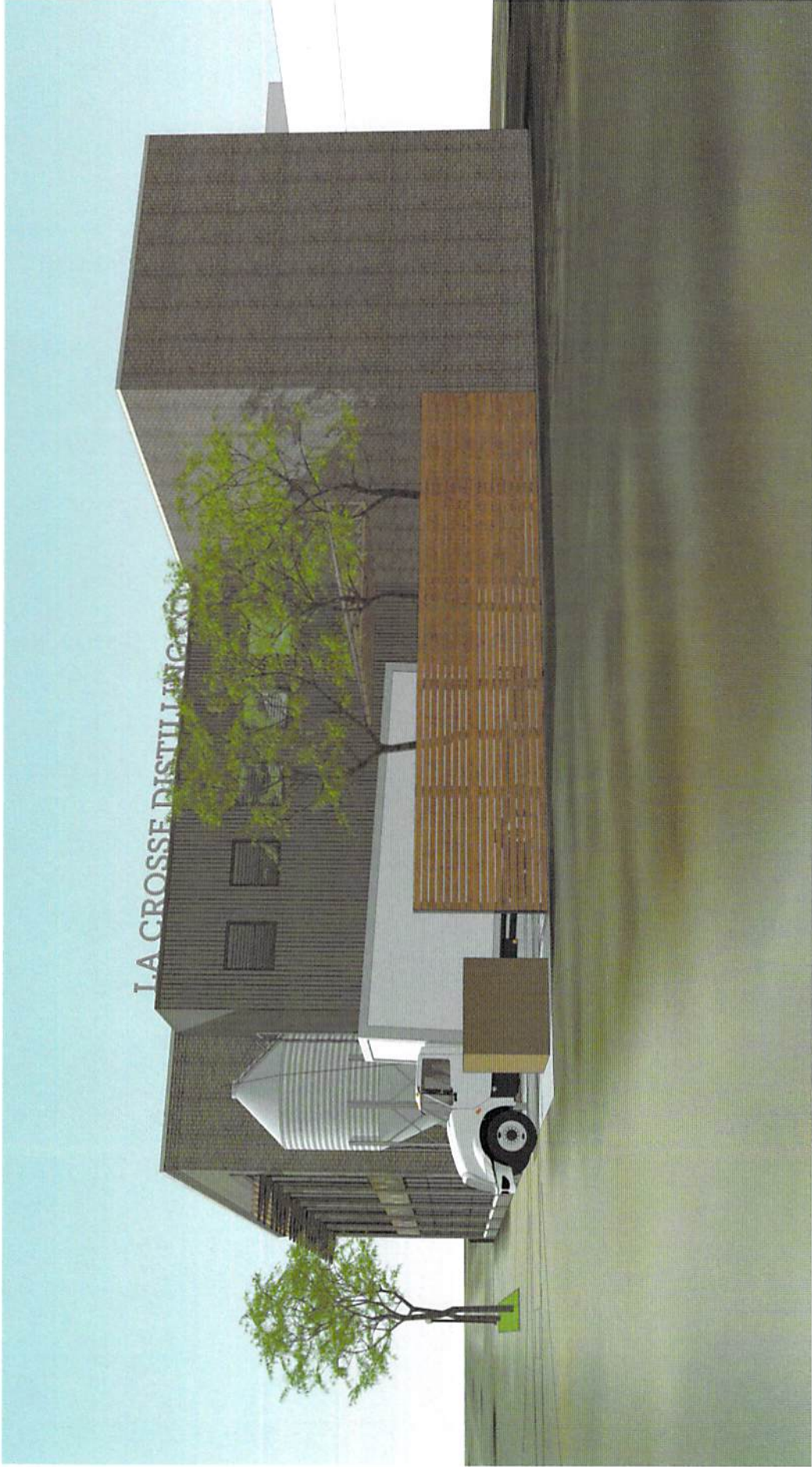
VIEW FROM SOUTH



VIEW FROM SOUTHEAST



VIEW FROM NORTHEAST



VIEW FROM EAST



WHO WE ARE

La Crosse Distilling Co. captures the spirit of the “Driftless” in every bottle. Our state of the art production facility and craft cocktail tasting room in downtown La Crosse will bring the taste and culture of the region to the masses. We will produce the highest quality handcrafted grain-to-glass spirits in the Midwest and support environmentally responsible growing practices that honor the heritage farmers of Wisconsin and more specifically this region. We have already begun to engage farmers who are growing and producing organic, heritage and heirloom grains. They are as excited about the process as we are and agree that the taste and flavor profiles we achieve in our spirits will showcase their hard work as well as ours.

The distillery will craft every stage of production beginning with sourced grains and raw materials from nearby sustainable farms. We then mill those grains and ready them for the distilling process. From there the spirits will be refined, some resting in barrels, others bottled to bring a world class taste to the consumer. Our team is excited to develop and innovate adventurous and creative new spirits and cocktails to bring to market.

In concert with creating a world-class tasting and craft cocktail room where people can experience our spirits and get a tour of our distilling process, we are also developing a food program to enhance the overall experience. The menu and food offerings will follow suit with the same philosophy we are programming into our spirits. We want to feature regional ingredients that support our local family farmers and deliver an experience to our customers that they can't find anywhere else. The food program will initially be fairly simple with a plan to grow over time. The initial menu will include offerings such as smoked fish that is sourced locally, salads and sandwiches, and meat and cheese offerings from regional farmers.

We want to be part of the revitalization of downtown La Crosse and add to the culture and scene that already exists and continues to grow. We feel having our production facility as well as a place people can gather and enjoy each other's company while enjoying our cocktails and food offerings will create a positive and engaging culture and help develop a further sense of community and identity downtown. We like the idea of hearkening back to the old days of La Crosse where industry, entertainment and recreation were synonymous with the downtown landscape. Once developed, we want to bring that vibe and culture to the world beyond. La Crosse and the “Driftless” region have so many wonderful things to offer the world in terms of agriculture, geography, the people, etc. and we want to be ambassadors of that in everything we do.

Safety Narrative

Safety measures will be followed on all building and fire compliance measures. Measures will include management of ethanol quantities, control of ethanol vapors, combustible dust and operational procedures for flammable liquids and other hazardous material handling. Compliance will be maintained with OSHA and other operational regulations such as emergency response, operational protocols and procedures, personal protection equipment and record keeping. During construction and once operational all work performed and materials supplied will be in strict accordance with all federal, state, and local codes, ordinances, regulations, and/or statutes.

Distiller's Process

A combination of mainly wheat, corn, rye and barley will be sourced from local farmers and suppliers in 50# bags. The grain will be ground in our hammer mill and transferred into a mash tun. The mash tun will be partially filled with a slurry of grain & water that will be mixed and then continued to be agitated throughout the process. Once mashing is complete, the solution will be cooled and pumped to a fermentation vessel where yeast will be added in dry format and allowed to ferment for about 4 days. After fermentation is complete, the solution will be pumped over to the 1,500 liter still and distilled. After the collections from the still, the solution will be proofed down to the desired packaged percentage, circulated overnight and bottled.

LA CROSSE DISTILLING CO.

SALADS

*FREEKAH, CHICKPEA AND CHIVES, WITH A
LEMON, CUMIN VINAIGRETTE*

*PEAR, ARUGULA & PANCETTA WITH A HONEY
CHAMPAGNE VINAIGRETTE AND TOASTED HAZELNUTS*

*FARM GREENS, FRENCH BREAKFAST RADISHES,
HARD BOILED EGG & BUTTERMILK DRESSING*

SANDWICHES

*ROASTED PORK, HAM, GRUYERE, YELLOW MUSTARD
& HOUSEMADE PICKLES ON CHALLAH*

*SMOKED TROUT WITH AGED GOUDA, TART APPLES,
ARUGULA & DILL AIOLI ON RYE*

*AVOCADO, HEIRLOOM TOMATOES & MONTAMORÉ
ON TOASTED SOUR DOUGH, WITH
BLACK PEPPER AND OLIVE OIL*

MORE

*SOUP OF THE DAY
WISCONSIN CHEESE AND CHARCUTERIE
SAUSAGE BOARD
NUTS AND OLIVES*

COCKTAILS

LAVENDER FIZZ

GIN, LEMON, HONEY, EGG WHITES,
SPARKLING WATER, & LAVENDER BITTERS

GUNPOWDER GIMLET

GREEN TEA INFUSED GIN, LIME, & CANE SUGAR SYRUP

SMOKEY MANHATTAN

SINGLE BARREL RYE WHISKEY, SWEET VERMOUTH,
ARONIA VANILLA BEAN BITTERS, SERVED IN
AN AMERICAN OAK SMOKED GLASS

COLTRANE

RYE WHISKEY, NITRO COROZO COLD PRESS, AMARO,
DOOR COUNTY CHERRY BITTERS WITH A TANGERINE ZEST

MAPLE BOURBON APPLE CIDER

BOURBON, FRESH PRESSED CIDER, MAPLE, LEMON, & SAGE

CRANBERRY MULE

VODKA, CRANBERRY LIQUOR, LIME,
HOUSE-MADE GINGER BREW, & CANDIED GINGER

LA FELINA

POBLANO INFUSED VODKA, CUCUMBER,
LIME, CANE SUGAR, & MINT