

# Product Rationale

Our brewery is 3 women doing what we love but also with a focus of locals supporting locals. We will continue to create strong relationships with new local suppliers and grow with them, not always using just one.

Also to be known as the three ladies at Three Lakes Brewing making high quality craft beer. There are not many women in the brewing industry and definitely not 100% women run in the Okanagan.

Along with that, a fun yet outdoorsy atmosphere where you can enjoy and learn about the craft and Okanagan.

Another future objective is helping local artisans as well, display and advertise their local products. Again, locals helping locals grow. Attracting tourist and locals to explore and see the growth of the Okanagan.

Our focus is that our brewery will have a more personal yet rustic, old school atmosphere that customers are looking for.

Being in the industry we have experience listening to what customers want, people like the variety. We have lived in the Okanagan for nearly 30 years and are very close with other small business owners and local is key. The community wants to see one of their own neighbours building a business in the community and then to support them.

In the future we personally have a plan to pick our own hops, local fruit and make our craft beer with grapes skins rather than the juice.

Personal tasting experience and then a relaxed sit down atmosphere. Not just coming in and buy a beer but learning exactly where it came from and the people who made it telling you. There is more of a connection when it is the brewer/owner taking the time to serve their product.

Which will keep customers returning, also to see what we come up with next.

Cathy and I both have high knowledge and experience with food, beverage and tourism in the Okanagan.

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# Community Impact

Having a brewery located in Kelowna north will help tourists and locals in the area to have access to, locally made, high quality beer. Which will bring tourists to that area and discover other local businesses existing and opening as well. We, as the owners, personally know Okanagan residents and the importance of local and quality to the community and will strongly execute that. Breweries are growing very fast in the Okanagan and everyone is interested to try new creations, we have lots of ideas on hand already but will have a little more unique feel to offer. Our location is up and coming but already is a high traffic area. In our business complex, we are next to a local bakery and a meat and cheese company, which we have already discussed collaborations with.

Being near the airport and living in the Okanagan for almost 30 years, we can give many tourists, coming and going, information on our area. Also with us having worked in the tourism industry

We have heard feedback of residents in the Quail Ridge area that are excited to have a brewery near by and another option that the golf course.

This location will also make us a stopping point for for the wine/craft beer tours offered in the Okanagan.

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