

Founded by the
Watson family in
2005, Indigeny
Reserve combines
two ranch's = 240-
acre preserve.

Organic certified

by:

California Certified

Organic Farmers

(CCOF)





20,000 Granny Smith 7,000 Honeycrisp Apple Tree's



Startups

- ▣ Startups tend to be tripped up from at least one of four root causes:
 - ▣ 1. Underfunded from the start
 - ▣ 2. Product weaknesses
 - ▣ 3. Poor distribution
 - ▣ 4. Human capital deficiencies

Mistakes

- ▣ One of the biggest mistakes owners make is that they didn't fully plan before they began.
- ▣ A financial forecast and operating model needs to be in place.
- ▣ Having a understanding of capital needs for both optimistic and pessimistic circumstance is critical.

WHEN TO KEEP GOING

- ▣ You have fairly steady repeat orders from at least two core markets.
- ▣ Product accolades are very positive.
- ▣ Aging inventory is growing steadily, and supply is not an overly limited concern.

WHEN TO CONSIDER EXITING

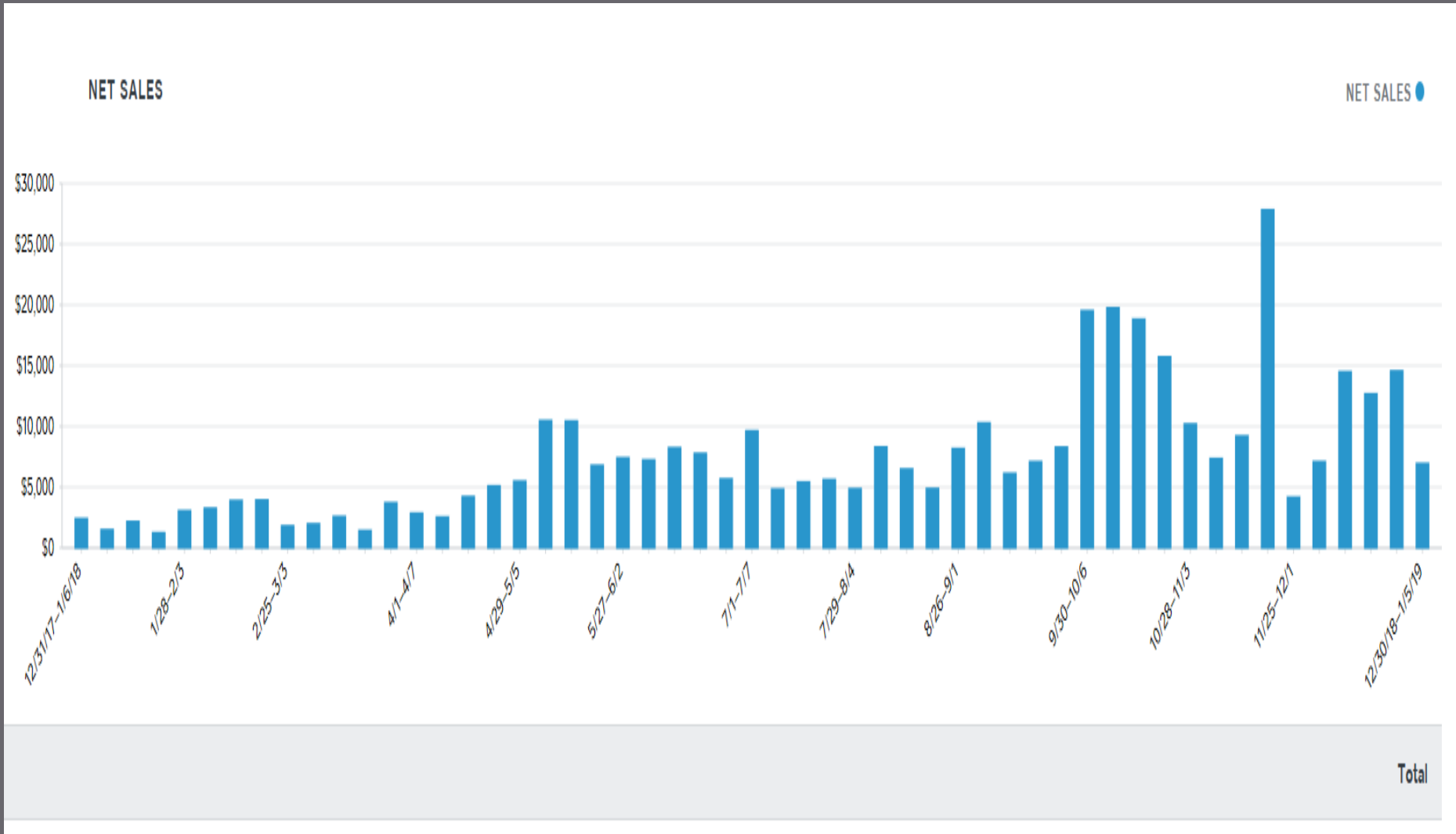
- ▣ You have taken on personal debt to continue funding operations with no clear path to profitability
- ▣ You, your family , or founding members have yet to take a real salary.
- ▣ Your tasting room or farming stands are the only thing keeping the lights on.
- ▣ People are supporting your products because they like you/story, not the product itself.
- ▣ Your passion for the business and your portfolio is outweighed by all the daily negatives.

PAYMENT METHOD 2018

< Jan. 2018–Dec. 2018 > All Day Summary Display By Filter By

Payment Method	Transactions
Card	10,526
Card Dipped (Chip)	6,495
Card Tapped (Contactless)	86
Card Swiped	3,907
Card Keyed	39
Other	0
Cash	6,573
Gift Card	17
Installment	0
Other	36
Total	17,128

NET SALES TIME PERIOD

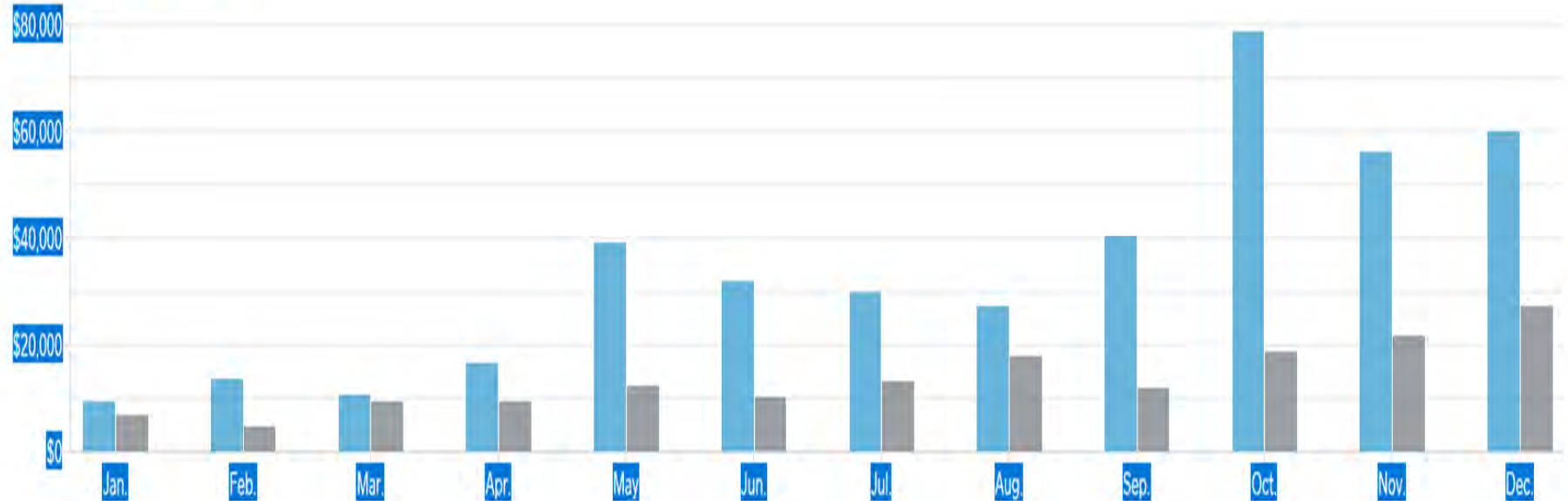


2018 COMPARED TO PREVIOUS YEAR

YEARLY GROSS SALES

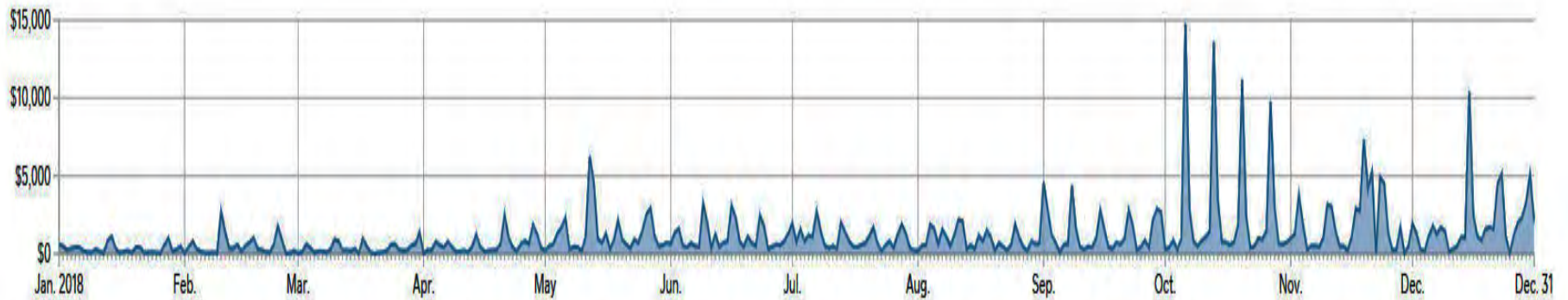
2018 compared to previous year.

+152.27% more in sales than in 2017

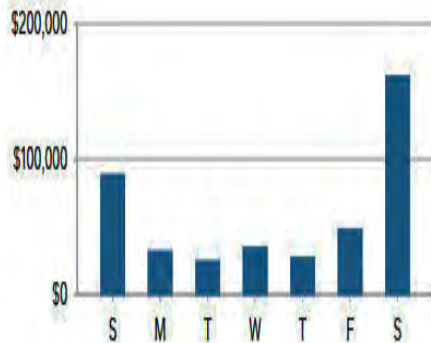


SALES VOLUMES MONTH – DAY – TIME OF DAY

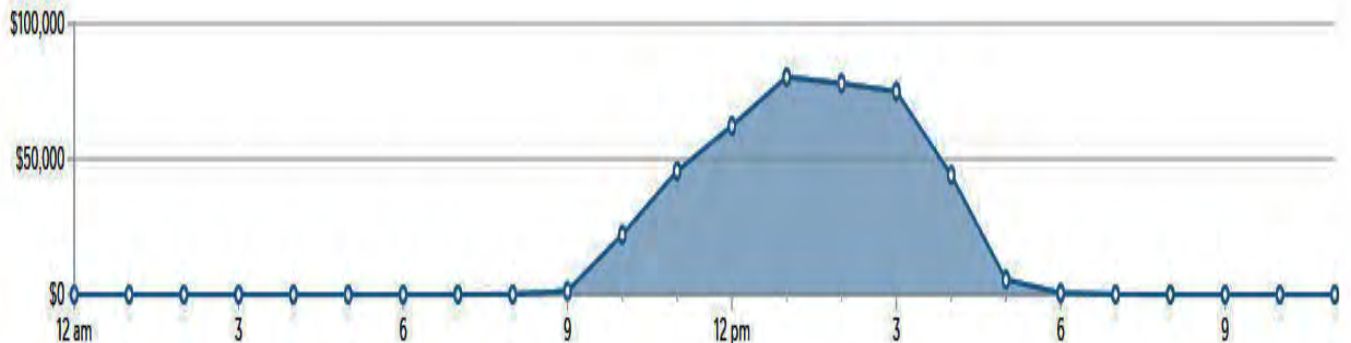
JAN. 2018–DEC. 2018



DAY OF WEEK



TIME OF DAY



Distance to town

Five miles from town

Two lane paved road

**Then ONE lane loop road in
and out.**

Tuolumne County

Population in 2018, 54,248 with a growth rate of 0.86%

Country: agriculture, forestry, recreation, vacationing & Tourist

Two residential estate subdivision within one (1) mile

Large school next door, “Foothill Horizons Outdoor school”

Yosemite with four million visitors and Tuolumne County over (253,300) visitors annually.

Visitors

County Visitor Center 2018 walk ins =
2,066

Estimate County visitors 2018 = 253,300

Estimated visitors to Yosemite 4 Million
of this county are 6.3 percent

17,128 Paying visitors to
Indigenyreserve

5,481 Paying repeat visitors = 32%

Observable Actual visitors + children
22,800 Annually

Outside grounds and lawns

Picnic's on the lawn's

Picnic tables seating for over 230

Game & activity's

Dog training with pet waste stations

Weddings

Evening music

Car shows

Motorcycle events

Farm tours and demonstrations

Overnight trailer hosting Harvest Hosts.

Hiking

**From the barn to “old gold mine”
and lake 1.2 miles round trip**

**Other trails that lead up to 3 + miles
on property**

Challenges 1

Permits

Zoning

Setbacks

Fire

Roads and turnouts

Noise

General Plan

Use permits

Construction permits

Challenges 2

Insurance “named insured” if required

Vendors, pre-event coordination

**Advertising, web, newspaper, radio, and
flyers**

Banners, directional signs, and locations

Number of employs for event

Communication devices for employees

**Uniforms or identifiable clothing for each
employee**

Challenges 3

Parking spaces

Parking attendants for directions

Restrooms quantities required

**Restroom inspection for cleanup and
supplies**

Grounds cleanup during the day and after.

**Trash collection and number of daily
inspection and pickups.**

Location for vendors

Challenges 4

Power

Supplies to serve a day or days

Money and change amounts for each day

Security if needed

Weather

Other competing events in the area

The unexpected

Remote tasting events

Travel and housing cost for remote tastings

2018 Harvest Days Festivals

Fall festivals every Saturday in October.

Open from 10-5.

Sunny and mid-70s–80s.

**Offered hay rides \$3, apples for sale, free
corn maze, pumpkin patch, and free
parking**

**Pumpkin spice cider release, keepsake
stainless steel tumblers for sale and many
other items in gift shop.**

2018 Harvest Days Festivals

Country music for guest.

Rented two extra portable toilets and
one outside sink.

Bought 730 Apple sippers from Covers
Ranch (had about 15 left.

Grew and sold 5,000 pumpkins from
seed.

Sold, pumpkins & apples, at pumpkin
patch & gift shop.

10/6/18 – First day

Crazy Busy!

Wedding to 4 pm on the front lawn area. Went smoothly except for wedding guest broke leg before the ceremony and two firetrucks and ambulance came.

Four hundred fifty (450) cars counted to 3 pm by Lions Club (they leave at 3:00 Sharp) more cars but were not counted.

Estimated visitors 1,500 not including children

10/6/18 – First day

Sales total \$15,00.80

Last year total -\$8,296.56

Had 12 employees working plus 2 Lions for parking.

Country music for guest.

Food- Five (5) vendors Hamburgers with all sides, soup and sandwiches, kettle corn, snow cones, Bake goods with our apples.

1 Face Painter.

Seven craft vendors.

DAY PROBLEMS 1

Low on cash and change. Need more for the next event.

Glitches – women's toilets in tasting bar flooded; replace with the high flow before next event.

Cider lines connected to wrong tap handles. Had cider in growlers not knowing what they were but sold for a discount price calling them mystery cider. People loved it!

DAY PROBLEMS 2

Wi-Fi went down for vendors outside.

Turned on the different hot spot.

That worked! On Pandora plus put music on shuffle, it re-sync with the music with offensive lyrics.

Septic company moved into the cleaning of outhouses Saturday at 10 am without telling us. So, called to have that changed for following weeks.

10/13/18- 2nd day

Very Busy!

420 cars @ 3pm. Many cars parked on the other side of the bridge and not counted. Lions Club had four people to park cars as two wasn't enough.

Estimated visitors 1,400 not including children

Sales \$14,383.30

Last year total \$13,035.56

10/13/18- 2nd day

Had 13 employees plus 4 Lions for parking.

Music for guest.

Food – Hamburgers with all sides, soup and sandwiches, Taqueria truck, Pizza mobile, kettle corn, snow cones, Bake goods with our apples.

1 Face painter

Seven (7) craft vendors.

Had the hot spot Wi-Fi box hooked up, worked well. No issues.

10/20/18- 3rd day

Busy!

409 cars at 3 pm

**Estimated visitors, not including
children 1,200.**

Sales-\$11,628.06

Last year total -\$10,317.41

**Had 11 employees plus 4 Lions Club for
parking**

10/20/18- 3rd day

Food – Hamburgers with all sides, soup and sandwiches, Taqueria truck, Pizza mobile, kettle corn, snow cones, Bake goods with our apples.

Craft vendors and 2 Face Painters.

Glitches – Hayride broke down around 1:00, after 2 hours and not able to fix tractor a different tractor was hooked up, resumed rides.

10/27/18- Last Day

Slower but Nice!

379 cars at 3 pm

**Estimated visitors over not including
children 1,000.**

Sales - \$10,186.80

Last year total -\$7,829.23

Had 15 employees, no Lions(unavailable)

10/27/18- Last Day

Food – Hamburgers with all sides, soup and sandwiches, Taqueria truck, Pizza mobile, kettle corn, snow cones, Baked goods with our apples.

2 Face Painters.

25 -30 Model A car club came.

Black Oak Casino had a Brewfest concert that day.

Hurst Ranch had their Festival that day.

NOTES

Total sales for four festival days \$50,739.68

Outside bar one cash line, one cash & card line worked well.

**Need more employees so breaks can occur at lunch.
Maybe also preorder food in the morning at a specific time so not having to wait in line.**

Food vouchers for employees.

Some customers thought pumpkin prices were too high.

Next year possibly charges for parking

Need to take more pictures at festivals for social media.

Had tours only at posted times (worked well)

EXTRA CRISP HARD CIDER



Blackberry Hard Cider



1/2 gallon growler / refillable



500 Kegs for bars and restaurants









Small white label with a small image or text, partially obscured.

Informational label with text and a small image, likely describing the knives.

Serpentine Elephant
\$2250

Combs
[Small photograph of a person]

280



Flame Painting Copper

Copper flame painting is a process whereby colors and patterns are created on copper, not by the use of paints or chemicals, but by the manipulation of oxygen molecules on the surface of the metal, actually painting with a flame. Using a propane oxygen burner at 7500 degrees varying colors are produced by the influence of length of time the heat is applied. Series of patterns are created by the composition of the air as a green gas is introduced to watch the color of the copper change from yellow to red to an array of beautiful bright colors. Each piece is unique, two pieces are identical. An artistic flair that finds its own colors from fading or changing. We have shown you in previous years each piece as a unique work of art. Best Made Design.



indigeny reserve
Organic Apple Ranch, Ciderworks and Distillery, Pure Paradise.

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Growler Koozie
\$16 tray is included





Small California
Normandy California
ORGANIC
Digeny
apple brandy
Artisan
Normandy Style
Double Copper-Pot Still
750 ML 40% ALC/VOL (80 PROOF)

Small California
Normandy California
ORGANIC
Digeny
apple brandy
Artisan
Normandy Style
Double Copper-Pot Still
750 ML 40% ALC/VOL (80 PROOF)

Small California
Normandy California
ORGANIC
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celebrate, share and
renew nature's bounty-
~mission statement~



Fermentation and holding tanks
5,000 gallons each = 35,000 total



Distillation Unit



Brandy ageing room



Ten Thousand Gallons Brandy ageing 5 years





indigeny[®]
reserve

Organic Apple Ranch. Ciderworks and Distillery. Pure Paradise.

 CEDAR RIDGE
Apple Ranch, LLC

*Home of
Happy Apples*

A decorative border of small orange apples with green leaves, arranged in a circular pattern around the central text.