

ThreePeaks Brands, LLC
Proforma Budget 2025

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
SALES REVENUE													
Healthy Dairy Yogurt Smoothies													
Revenue	\$ 216,570	\$ 218,736	\$ 220,923	\$ 223,132	\$ 225,364	\$ 227,617	\$ 229,893	\$ 232,192	\$ 234,514	\$ 236,859	\$ 239,228	\$ 241,620	\$ 2,746,650
Profit	\$ 166,759	\$ 168,426	\$ 170,111	\$ 171,812	\$ 173,530	\$ 175,265	\$ 177,018	\$ 178,788	\$ 180,576	\$ 182,382	\$ 184,206	\$ 186,048	\$ 2,114,920
Profit	\$ 49,811	\$ 50,309	\$ 50,812	\$ 51,320	\$ 51,834	\$ 52,352	\$ 52,875	\$ 53,404	\$ 53,938	\$ 54,478	\$ 55,022	\$ 55,573	\$ 631,729
Healthy Dairy Premium Shakes													
Revenue	\$ 206,060	\$ 208,121	\$ 210,202	\$ 212,304	\$ 214,427	\$ 216,571	\$ 218,737	\$ 220,924	\$ 223,133	\$ 225,365	\$ 227,618	\$ 229,895	\$ 2,613,357
Cost	\$ 158,666	\$ 160,253	\$ 161,855	\$ 163,474	\$ 165,109	\$ 166,760	\$ 168,427	\$ 170,112	\$ 171,813	\$ 173,531	\$ 175,266	\$ 177,019	\$ 2,012,285
Profit	\$ 47,394	\$ 47,868	\$ 48,346	\$ 48,830	\$ 49,318	\$ 49,811	\$ 50,309	\$ 50,813	\$ 51,321	\$ 51,834	\$ 52,352	\$ 52,876	\$ 601,072
Balens Non-Carbonated Water													
Revenue	\$ 95,000	\$ 95,950	\$ 96,910	\$ 97,879	\$ 98,857	\$ 99,846	\$ 100,844	\$ 101,853	\$ 102,871	\$ 103,900	\$ 104,939	\$ 105,988	\$ 1,204,838
Cost	\$ 63,650	\$ 64,287	\$ 64,929	\$ 65,579	\$ 66,234	\$ 66,897	\$ 67,566	\$ 68,241	\$ 68,924	\$ 69,613	\$ 70,309	\$ 71,012	\$ 807,241
Profit	\$ 31,350	\$ 31,664	\$ 31,980	\$ 32,300	\$ 32,623	\$ 32,949	\$ 33,279	\$ 33,611	\$ 33,948	\$ 34,287	\$ 34,630	\$ 34,976	\$ 397,596
Balens Organic Flavored Sparkling Water													
Revenue	\$ 90,000	\$ 90,900	\$ 91,809	\$ 92,727	\$ 93,654	\$ 94,591	\$ 95,537	\$ 96,492	\$ 97,457	\$ 98,432	\$ 99,416	\$ 100,410	\$ 1,141,425
Cost	\$ 56,700	\$ 57,267	\$ 57,840	\$ 58,418	\$ 59,002	\$ 59,592	\$ 60,188	\$ 60,790	\$ 61,398	\$ 62,012	\$ 62,632	\$ 63,258	\$ 719,098
Profit	\$ 33,300	\$ 33,633	\$ 33,969	\$ 34,309	\$ 34,652	\$ 34,999	\$ 35,349	\$ 35,702	\$ 36,059	\$ 36,420	\$ 36,784	\$ 37,152	\$ 422,327
Healthy Dairy Yogurt Smoothies - HBFF													
Revenue	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 1,020,000
Cost	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 683,400
Profit	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 336,600
Healthy Dairy Premium Shakes - HBFF													
Revenue	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 85,000	\$ 1,020,000
Cost	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 56,950	\$ 683,400
Profit	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 28,050	\$ 336,600
Healthy Dairy Yogurt Cups													
Revenue	\$ 95,780	\$ 96,738	\$ 97,705	\$ 98,682	\$ 99,669	\$ 100,666	\$ 101,672	\$ 102,689	\$ 103,716	\$ 104,753	\$ 105,801	\$ 106,859	\$ 1,214,730
Cost	\$ 64,173	\$ 64,814	\$ 65,462	\$ 66,117	\$ 66,778	\$ 67,446	\$ 68,121	\$ 68,802	\$ 69,490	\$ 70,185	\$ 70,886	\$ 71,595	\$ 813,869
Profit	\$ 31,607	\$ 31,923	\$ 32,243	\$ 32,565	\$ 32,891	\$ 33,220	\$ 33,552	\$ 33,887	\$ 34,226	\$ 34,569	\$ 34,914	\$ 35,263	\$ 400,861
Benesweet													
Industrial - profit	\$ 5,419	\$ 5,462	\$ 5,506	\$ 5,551	\$ 5,596	\$ 5,641	\$ 5,687	\$ 5,733	\$ 5,780	\$ 5,827	\$ 5,875	\$ 5,923	\$ 68,002
Standalone - profit	\$ 158,916	\$ 174,808	\$ 192,288	\$ 211,517	\$ 232,669	\$ 255,936	\$ 281,529	\$ 309,682	\$ 340,651	\$ 374,716	\$ 412,187	\$ 453,406	\$ 3,398,305
GROSS PROFIT	\$ 413,897	\$ 431,767	\$ 451,246	\$ 472,492	\$ 495,682	\$ 521,008	\$ 548,681	\$ 578,934	\$ 612,023	\$ 648,230	\$ 687,865	\$ 731,269	\$ 6,593,093

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2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
EXPENSES													
Personnel													
Carleton Prince -- President/CEO	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 90,000
Andy Sales -- EVP/Sales & Marketing	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 90,000
Rick Kozlenko -- SVP/Science & Product Devel.	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500	\$ 90,000
Vicki Babcock -- VP/Product Development	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 60,000
Director/Operations	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 60,000
Director/Sales	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 60,000
Brand Managers (2) HD/BS	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 120,000
Administrative support	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 18,000
Total Personnel	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 49,000	\$ 588,000
Overhead @ 20%	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 9,800	\$ 117,600
Total Personnel (loaded)	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 58,800	\$ 705,600
Marketing													
Brand identity/product packaging					\$ 10,000	\$ 10,000							\$ 20,000
Advertising	\$ 5,000	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500	\$ 2,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 2,500	\$ 2,500	\$ 2,500	\$ 45,000
Sales promotion/tools/collateral		\$ 1,500		\$ 5,000		\$ 5,000	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 26,500
Trade shows (attendee costs, no exhibit)			\$ 5,000		\$ 5,000		\$ 5,000						\$ 15,000
Travel (airfare, hotels, meals, entertainment)	\$ 2,500	\$ 2,500	\$ 5,000		\$ 5,000	\$ 1,500	\$ 5,000	\$ 1,500	\$ 1,500	\$ 1,500	\$ 2,500	\$ 2,500	\$ 31,000
Public relations	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 12,000
Web design/implementation/maintenance		\$ 1,000	\$ 1,000	\$ 1,000	\$ 5,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 15,000
Social media awareness/promo campaigns								\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 5,000
Total Marketing	\$ 8,500	\$ 11,000	\$ 17,000	\$ 9,500	\$ 28,500	\$ 21,000	\$ 19,500	\$ 12,000	\$ 12,000	\$ 9,500	\$ 10,500	\$ 10,500	\$ 169,500
General & Administrative													
Office space/equipment	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 12,000
Insurance	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 1,800
Interest	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
Professional fees/legal/accounting	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 3,000
Fees/licenses	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 1,800
Total Administrative	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 1,750	\$ 21,000
Interest to SBSFG (\$100,000/5yrs@5%)	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 1,887	\$ 22,644
Interest to GCI (\$50,000/5yrs@5%)	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 938	\$ 11,256
TOTAL EXPENSES	\$ 71,875	\$ 74,375	\$ 80,375	\$ 72,875	\$ 91,875	\$ 84,375	\$ 82,875	\$ 75,375	\$ 75,375	\$ 72,875	\$ 73,875	\$ 73,875	\$ 930,000
NET PROFIT	\$ 342,022	\$ 357,392	\$ 370,871	\$ 399,617	\$ 403,807	\$ 436,633	\$ 465,806	\$ 503,559	\$ 536,648	\$ 575,355	\$ 613,990	\$ 657,394	\$ 5,663,093