Forward Looking Statements

This Presentation may contain statements which constitute “forward-looking information”, including statements regarding the plans, intentions, beliefs and current expectations of the Company, its directors, or its officers with respect to the future business activities and operating performance of the Company. The words “may”, “would”, “could”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” and similar expressions, as they relate to the Company, or its management, are intended to identify such forward-looking statements. Investors are cautioned that any such forward-looking statements are not guarantees of future business activities or performance and involve risks and uncertainties, and that the Company’s future business activities may differ materially from those in the forward-looking statements as a result of various factors. Such risks, uncertainties and factors are described in the periodic filings with the Canadian securities regulatory authorities, including the Company’s quarterly and annual Management’s Discussion & Analysis, which may be viewed on SEDAR at www.sedar.com. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not be as anticipated, estimated or intended. The Company does not intend, and does not assume any obligation, to update these forward-looking statements other than as may be required by applicable law.
# Capital Structure: TSXV:BEER

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares (Issued &amp; Out)</td>
<td>87.1M</td>
</tr>
<tr>
<td>Insiders own</td>
<td>32.0M (37%)</td>
</tr>
<tr>
<td>Options</td>
<td>8.6M</td>
</tr>
<tr>
<td>Warrants</td>
<td>24.1M</td>
</tr>
<tr>
<td>Fully Diluted</td>
<td>119.8M</td>
</tr>
<tr>
<td>52 Week High / Low</td>
<td>C$0.52/C$0.165</td>
</tr>
<tr>
<td>Net Cash</td>
<td>C$3.1M*</td>
</tr>
<tr>
<td>Market Cap (Fully Diluted)</td>
<td>C$26.4M</td>
</tr>
</tbody>
</table>

*As of Sept 30, 2018
Do you know these names?

Latakia
Burley
Corojo
Cavendish

Hallertauer Mittelfruh
Tettnang
Spalt
Saaz
Adult-Format Beverages: The Best Delivery Method for Edible Cannabis

- De-selects minors
- Microdoses mimic onset & duration of effect from beverage alcohol
- Matches social, sharing experiences
- Fewer calories
- Alcohol free
- No hangover

Fear & Loathing @ Big Alcohol:

**Loss of share, loss of playbook**

**Significant declines in alcohol consumption where cannabis made legal**
- Molson Coors – Legal cannabis now a risk factor (10K 2017)
- Marijuana sales top annual liquor sales in Aspen, Colorado (2017)

**Beverage Alcohol playbook cannot be used**
- Drinks with cannabis cannot contain alcohol (or caffeine or nicotine)
- Cannabis-infused (CI) brands cannot be advertised; levels the playing field
- The larger the market share in beverage alcohol, the greater the potential volume risk
- CI-based line extensions from alcoholic brands likely to disappoint (different taste)

**Opportunity for new brands that resonate with consumers**
- Taste
- Relevance
Constellation Brands (STZ-NYSE) & Canopy (WEED-TSX)

- August 15 announcement of US$4bn increased stake in Canopy (up to 50%)
- 2nd investment in Canopy by Constellation Brands (1st investment was US$245m for 9.9% stake)
- “Cannabis as a potentially disruptive ingredient”
- US opportunity of US$50bn today, global opportunity of US$227bn by 2032 (rec & med)*

Molson Coors (TAP-NYSE) & Hydropothecary (HEXO-TSX)

- August 1 announcement of JV between Molson Coors Canada and HEXO
- “Canada gives us a real opportunity to incubate and test...it's got really significant potential and we're going to learn a lot. And if other markets start to open up in due course and this becomes federally legal, then we'll be in a good place at that point in time.”**

Aurora Cannabis (ACB-TSX) & Alcanna (CLIQ-TSX - formerly Liquor Stores N.A. Ltd.)

- Feb 5 announcement of C$103.5mn investment for 19.9% stake in Alcanna with option to increase to 40%. (As of May 10, stake increased to 25%).

*From Constellation Brands Investment in Canopy Growth Presentation: “Expanding our Strategic Partnership August 2018”

**Molson Coors Q2 Conference Call transcript
Lexaria agreement

- 1 of 6 Canadian licences
- Grants use of technology for odourless, tasteless cannabis-infusion process

Brand-building management team and Board
(beverages/cannabis/digital marketing)

Cause-related marketing exclusives with health & charity brands

Award-winning products (beers and wines) in ~4,000 stores
**Progress, & Next Steps**

- **Build/Buy decision on beer-making capacity**
  - September 2018

- **Additional exclusive partner agreements with Canadian health associations**
  - Sept - Ongoing

- **Quebec Distribution**
  - 3000 additional stores
  - October 2018

- **Q1 -112% YoY 1MM units sold, 7K points of presence**
  - Oct - Nov 2018

- **Proof of Concept New De-Alc & Cannabis Infusion Technologies**
  - November 2018

- **LP Partnership & Award of Processing Licence**
  - March/April 2019

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*The milestones and timelines cited herein are considered forward looking statements by management, are not guarantees of future business activities or performance, and actual results may differ materially from those set forth herein. Please see Forward Looking Statements, at the beginning of this presentation.*
### Summary

#### Opportunity
- End of cannabis prohibition is once-in-a-lifetime event
- Great tasting Alcohol-free beverages = Prerequisite
- Award-winning portfolio
- Proven cannabis-infusion technology

#### Mgmt/Board
- Deep bench strength in fast-moving consumer packaged goods, cannabis & digital marketing
- Corporate strategy validated by large beverage alcohol companies
- Significant share ownership by insiders

#### Catalysts (to come)
- Capacity buildout & Acquisitions
- Additional exclusive health & charity partners + retail banners
- Proof of concept cannabis-infusion event

#### Valuation
- Below median market cap of Cdn. cannabis stocks
- Pure play in cannabis infusion
Terry Donnelly has 30 years’ experience in marketing and advertising, serving most recently as Chief Marketing Officer, Canada for MDC Partners (NASDAQ: MDCA), the largest Canadian marketing services company with $1.3B in revenues and over 17,000 employees. He was the co-founder of Adcentricity, EVP, Digital at Mandrake, and a board member/investor in six private and six public corporations, including two TSX listed companies.

Doug Taylor’s 30 year B2C sales career has been with Fortune 500 companies like Unilever, Coke, and Microsoft. Most recently, he was head of Epson Canada’s Consumer division. His functional experience crosses many disciplines including Sales, Marketing, Operations & Finance. Passionate about building productive and profitable partner relationships, his focus at Hill Street Beverage Co is building the brand’s distribution infrastructure and driving profitable topline revenue in all channels. Doug has a BA in Finance/ Economics from University of Western Ontario.

Paul Rosen is Founder, CEO & Chairman of Tidal Royalty Corporation, focused on the emerging, regulated U.S. cannabis industry (CSNX:RLTY.U). He is Founder and Managing Director of BreakWater Venture Capital, a private venture capital fund. He co-founded PharmaCan Capital (dba The Cronos Group, CRON.V, NASDAQ:CRON), and he is on the Board of iAnthus Capital Holdings (IAN.C), a publicly traded New York-based investment bank invested in several medical marijuana licenses across the U.S. Paul is a member of the Law Society of Upper Canada, and received a B.A. in Economics from Western University and an LL.B. from the University of Toronto.

David Pullara has almost 20 years’ marketing experience, over a decade of which was spent working with four renowned, Fortune 500 organizations: Starbucks, Yum! Brands (Pizza Hut), Coca-Cola, and Google. David earned his Honors BBA (marketing) and MBA (strategic management, international business) from the Schulich School of Business at York University, and a certificate in Disruptive Strategy from HBX | Harvard Business School. He works as a Course Facilitator for the Schulich Executive Education Center, and is recognized as a Chartered Marketer by the Canadian Marketing Association (CMA).

Hinta Chambers has more than 20 years’ experience in a multitude of disciplines, including finance, marketing, compliance, facilities, human resources and legal. Prior to joining Hill Street, Hinta was CFO at Bond Brand Loyalty and Rockstar Consortium. She built her finance career at Nortel Networks in increasingly senior global finance roles in Canada, England and France. She holds an Honours Bachelor of Business Administration from Wilfrid Laurier University, and is a Chartered Professional Accountant (CPA) and Certified Management Accountant (CMA). She also completed a Master CFO Certificate Program with the Institute of Management Accountants.

Craig Binkley is currently President, Consulting for PROHBT Media. He was CEO of Northstar Research Partners and Chief Consulting Officer of MDC Partners (NASDAQ:MDCA). Craig was Chief Consulting Officer for Zyman Group, the leading beverage industry strategy consulting firm. Craig served as Vice President of Marketing for Coca-Cola Mexico and Worldwide Director of Marketing for Diet Coke® and Coca-Cola’s Minute Maid® brands. Craig attended Davidson College in North Carolina and completed postgraduate work at Harvard Business School’s Program for Management Development.

Kevin Ruddle is the Vice President, Vinfirst Innovative Packaging. Mr. Ruddle is the operational leader for Vinfirst, the exclusive license holder for Tetra Pak packaging for the Canadian Wine industry, and has over thirty years’ experience in the wine sector and other industries.