



Legendary Entrepreneur John Paul DeJoria Joins MAGA Beer Parent Company as Board Advisor and Investor

Co-Founder of John Paul Mitchell Systems and Patrón Tequila Brings Decades of Global Brand-Building Experience to The Best Is Yet To Come Brewing, Inc.

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John R Fratto

[Brewing, Inc.](#), the company behind [MAGA Beer](#), today announced that legendary entrepreneur and philanthropist John Paul DeJoria, co-founder of John Paul Mitchell Systems and Patrón Tequila, has joined the company as a Board Advisor, strategic supporter and equity investor.

The addition of DeJoria marks a significant milestone as MAGA Beer enters its next phase of growth, focused on expanding production, distribution, sales and national

brand awareness.

Global Brand-Building Experience

DeJoria brings decades of experience building and scaling some of the world's most recognizable consumer brands. From launching John Paul Mitchell Systems with limited initial capital to helping transform Patrón into one of the world's leading premium tequila brands, he has built a career around identifying opportunities, creating powerful consumer brands and building businesses with enduring cultural relevance.

His decision to advise The Best Is Yet To Come Brewing and personally invest in the company represents a significant vote of confidence in the team, the MAGA Beer brand and its long-term growth strategy.

“We are incredibly honored to welcome John Paul DeJoria as both an advisor and investor,” said John R. Fratto, Co-Founder of The Best Is Yet To Come Brewing, Inc. “JP has built some of the most respected consumer brands in the world. His belief in our vision, our team and the opportunity ahead is a powerful endorsement as we prepare to take MAGA Beer to a much

larger national audience.”

Built on American Optimism

MAGA Beer was created around a simple belief: America’s best days are still ahead.

The company is building a premium American beverage brand centered on American pride, freedom, entrepreneurship, community and optimism. MAGA Beer is designed for consumers who want a quality American beer alongside a brand that authentically reflects their values, lifestyle and belief in the future of the country.

This positions MAGA Beer at a distinctive intersection of beverage, culture, patriotism and community.

National Expansion

MAGA Beer has already generated significant market interest, with pre-orders and commitments totaling approximately 70,000 cases across 19 states, demonstrating demand for the brand as the company prepares for broader national distribution.

The Best Is Yet To Come Brewing is now focused on building the production, sales and distribution infrastructure required to convert that demand into sustained national growth.

Key growth priorities include:

- * Production Expansion: Increasing production capacity to support existing demand and approximately 70,000 cases of pre-orders and commitments.
- * Product Innovation: Expanding the MAGA beverage portfolio, including the anticipated launch of a Non-Alcoholic Lager.
- * Distribution & Sales: Expanding wholesale distribution and strengthening national sales capabilities.
- * Brand Activation: Driving national awareness through marketing, strategic partnerships, events and grassroots community activation.

Investment Opportunities and Crowdfunding

To support its next stage of expansion, The Best Is Yet To Come Brewing is raising growth capital through a Regulation D Rule 506(c) offering for accredited investors and a [Regulation Crowdfunding \(Reg CF\) offering](#), subject to applicable securities laws and offering terms.

The company has selected DealMaker as its investment technology platform to support its digital fundraising infrastructure and investor experience.

Capital raised is intended to support production, inventory, sales, distribution, marketing and the continued development of the MAGA Beer brand.

DeJoria's participation as an equity investor is separate from the company's broader fundraising initiatives. His involvement will also provide the company's leadership with strategic insight from one of the most accomplished consumer brand builders of his generation.

Investors and supporters can learn more about the Regulation Crowdfunding offering at:
<https://www.investmagabeer-cf.us/>

About The Best Is Yet To Come Brewing, Inc.

The Best Is Yet To Come Brewing, Inc. is the creator of MAGA Beer, a premium American beer brand built around patriotism, community, entrepreneurship and American optimism.

Through quality beverages, expanding national distribution and a growing community of consumers and supporters, the company is working to build a significant American beverage platform around a simple conviction:

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