

Rocket Frog Brewing Company is trying to launch (the name is inspired by the image of a frog caught in the exhaust of a rocket launch), but opening a brewery is tough business, as the founders are discovering. *ROCKET FROG: LAUNCH OF A BREWERY* is a YouTube series chronicling their uncertain journey.

At its core, Rocket Frog is a family story. David and Richard Hartogs are twin brothers, and their producer brother Peter is doing the chronicling. They all enjoy beer, but the twins are now trying to make it their livelihood. With a bank loan secured, they only have a short time to execute a lease, or lose the loan. They've looked all around but can't find a place. In the Washington, D.C. area it's all about server farms and government services. Several deals have already fallen through at the last minute. Pressure mounts every day they don't have a deal.

Adding to the stress, they've already hired a brewer, but personality issues are simmering. Investors are also starting to wonder if the twins can pull this off.

Richard is devoted full time to Rocket Frog. He looks like a guy who loves his beer, and has become well-known in the industry; first as host of a YouTube beer review series, later as founder of an area beer head group with over 1500 members. Richard's dry wit and personality drive many of the episodes.

Rocket Frog is David's brainchild. Tired of sitting behind a desk, he decided to make beer his life. As a husband and father of two, he's putting a lot on the line, risking his home and savings to secure a million-dollar loan.

Peter is documenting their story. Part investor, producer and cheerleader, he follows the twins as they figure out the maze of issues confronting them. They must find a location, deal with their brewer, purchase equipment, dodge regulations and red tape, design, construct and, amusingly, learn how to drive a forklift, along with performing other oddities.

LAUNCH OF A BREWERY starts with the brothers, but will grow to show others in the U.S. and around the world as they chase the dream of making beer their business. As Richard and David struggle with their own issues, they're eager to help others and share what they've learned. The beer industry is tight-knit, with many great people who realize success for one is success for all. Problem is, there's only so much success to go around. Has the industry already peaked? Is it too late to enter this niche business that may be contracting instead of expanding?

While driving to look at potential location number 23 (or at least he thinks it is - he's lost count), Richard laments that he's not yet in the business of making beer, he's in the business of opening a business. All they want to do is make great beer, but for Richard and David, if they don't find a location ASAP the taps will stay dry, and the dream dies. Launching a brewery is hard work.



LAUNCH OF A BREWERY



FOR INFORMATION CONTACT:
Peter Hartogs
202.365.0470
peter@landmarkmedia.com