





BAR LOUIE IS...

A **LOCAL** bar & eatery with stunning **HANDCRAFTED DRINKS**,

a dynamic beer selection and **FOOD** that stands out

in a unique, **COMFORTABLE** urban atmosphere;

where above all **PEOPLE HAVE A GREAT TIME**

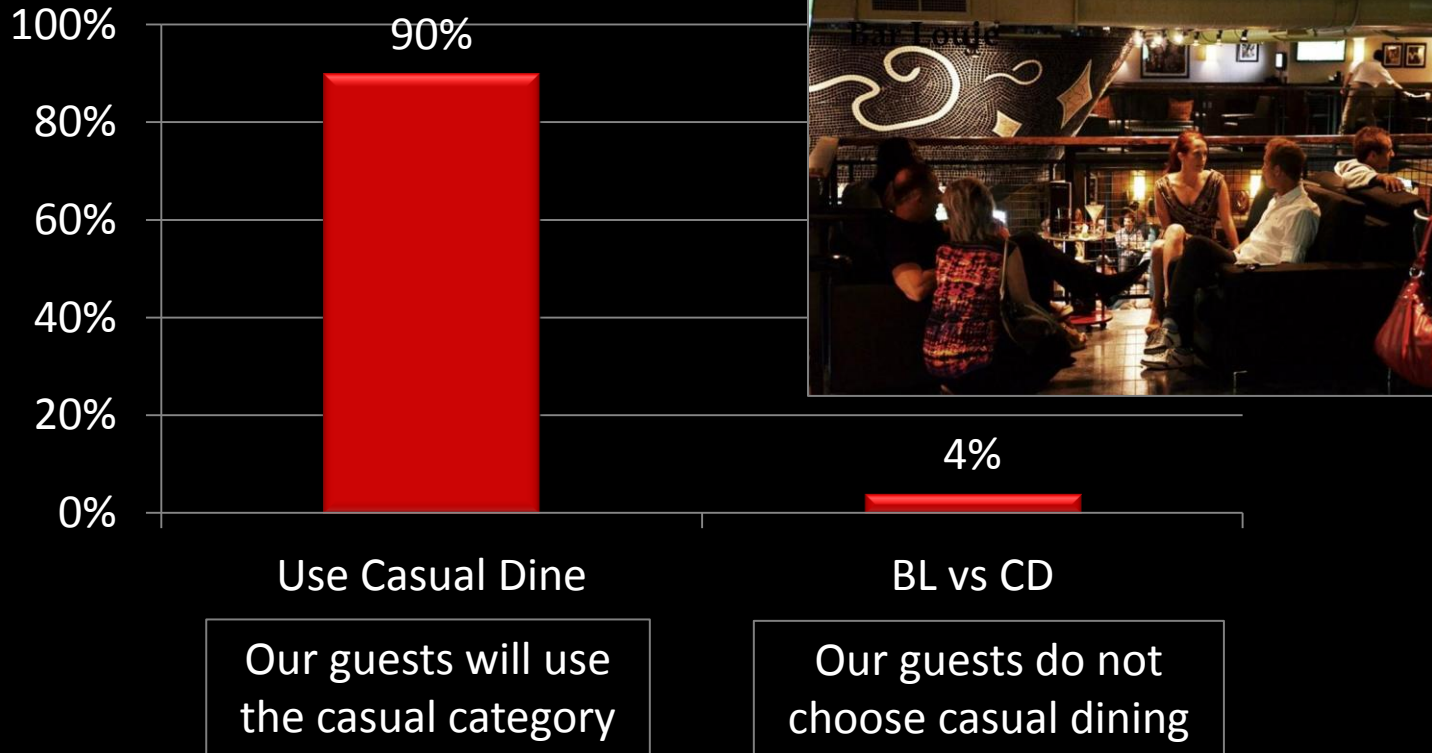
with old friends while making new ones.

OUR GUESTS

- **WHO:**
 - 51% Female
 - 68% 25-54 yrs old
- **FREQUENCY:**
 - 73% visit 1x month or more
 - 21% visit 1x week or more
- **AVERAGE TIME SPENT IN A BAR LOUIE:**
 - 2:15 hours
- **23% OF OUR SALES COME AFTER 10PM:**
 - Drinks, Food, Atmosphere, Value



HOW OUR GUESTS USE BAR LOUIE



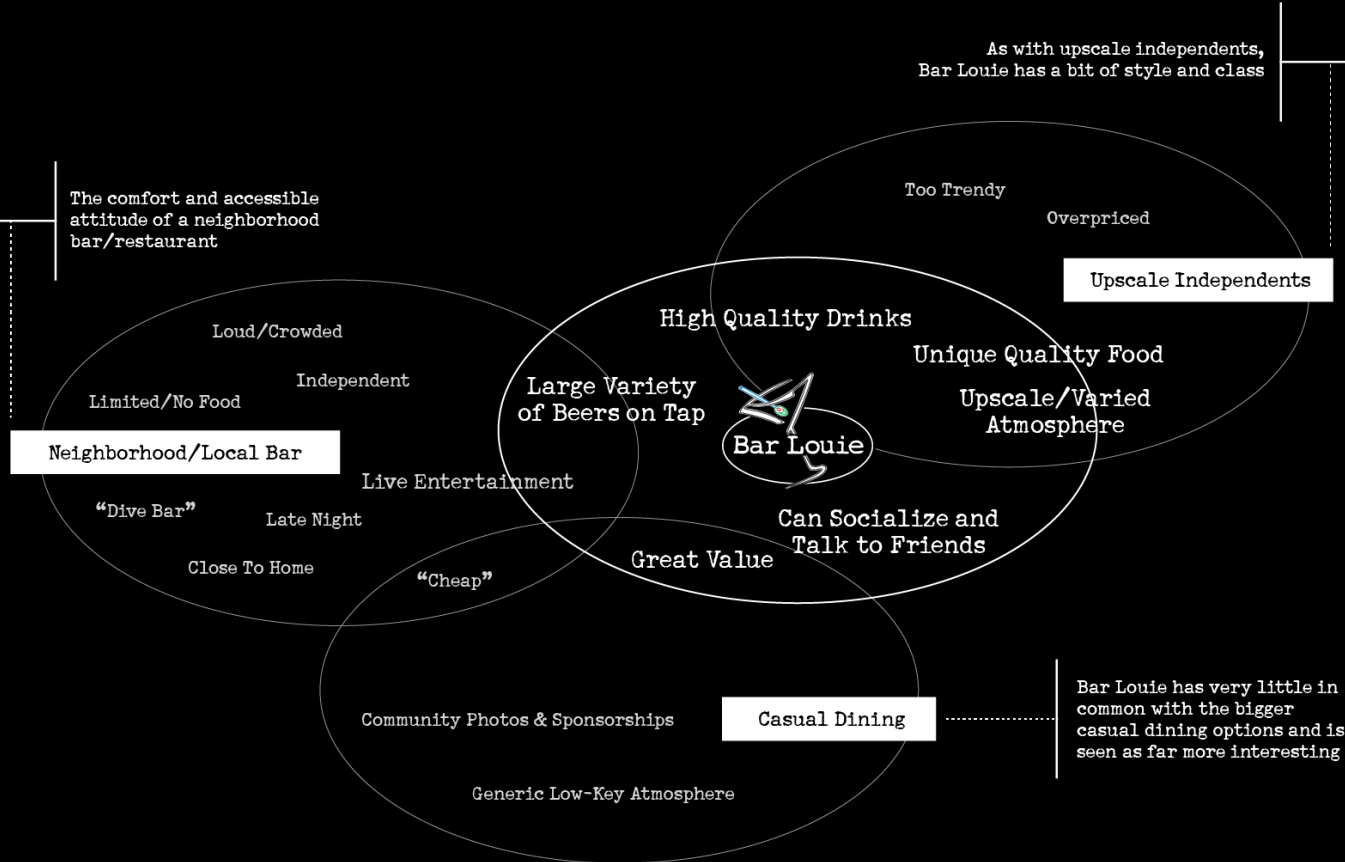
IS BAR LOUIE A SPORTS BAR?

90% SAY



**YET 60% SAY WHEN THEY
WATCH THE GAME THEY GO
TO BAR LOUIE**

BAR LOUIE'S NICHE



BL IS THE BRIDGE BETWEEN INDEPENDENTS AND UPSCALE "MORE PRETENTIOUS" BARS

- Too old to drink like the frat boys and uncomfortable in the "uber hip/trendy bars"
- Want to be youthful and be in a place with real energy but not a crazy crowd

Bar Louie has very little in common with the bigger casual dining options and is seen as far more interesting

THE GUEST IS THE HERO

- **BAR LOUIE FACILITATES SOCIALIZATION**

- Ambiance of Bar Louie
- Seating and table variety
- TV's / Music
- Sharable Food
- Late Night Dining



Bar Louie embodies the

ATTITUDE OF ROCK N' ROLL



MAINTAINING THE CORE CONCEPT

- **STAYING LOCAL**

BEER/BOOZE/BANDS SELECTIONS
ARCHITECTURAL TOUCHES
COMMUNITY PARTNERS

- **SHOWCASING QUALITY**

HANDCRAFTED COCKTAILS
SCRATCH KITCHEN

- **FOCUSING ON GUEST EXPERIENCE**

“THEY DIDN’T HAVE TO DO THAT”



EVOLVING TO MEET CHANGING NEEDS

- **ENHANCING SOCIALIZATION**

COMMUNITY TABLES

SOFT SEATING

SHAREABLE FOOD

- **KEEPING IT FRESH**

MENU DEVELOPMENT

6 MENU ROLLOUTS PER YEAR

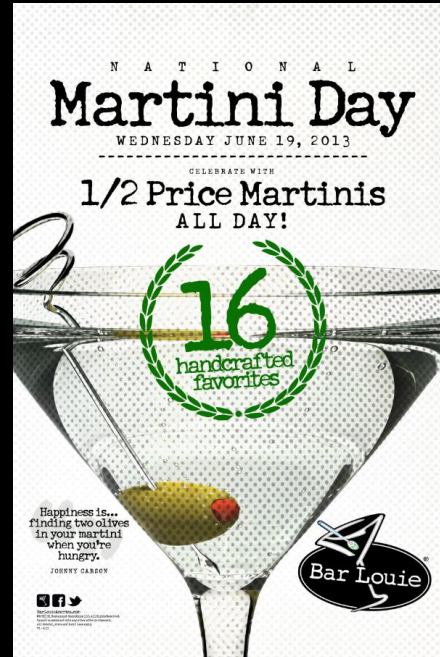
- **ENGAGING EVENTS**

BURGER NIGHT

NATIONAL MARTINI DAY

ROCK THE TOT

NEW YEARS EVE



10 Bar Louie

INNOVATION & RITUALS

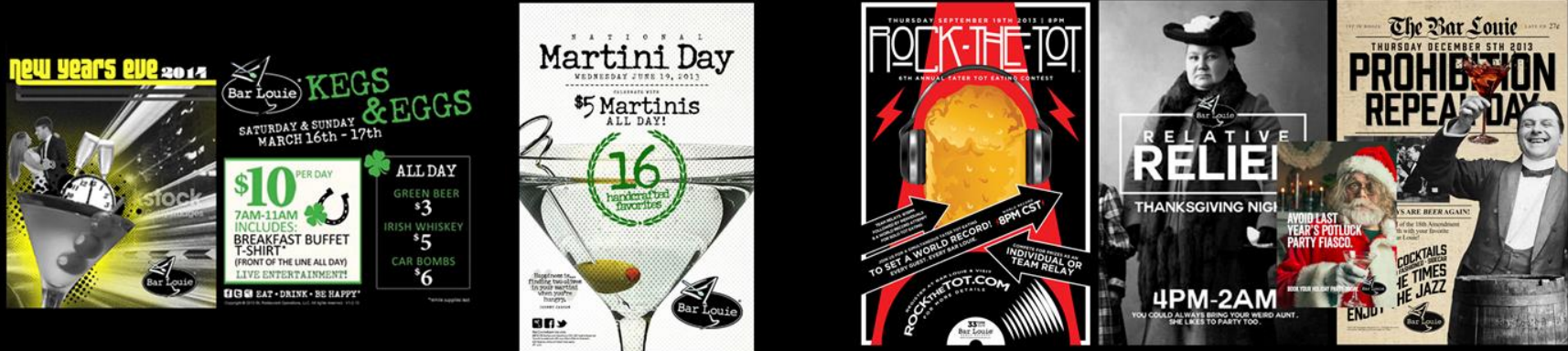
Innovation



Weekly Rituals

< Burger Night | Beer Night | Martini Night | Blues & Brews | Wholly Craft | Happy Hour >

Annual Rituals



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- **INDUSTRY HIGH AVERAGE GROSS PROFIT MARGIN**
- **UNIT VOLUMES \$1.6M TO \$6.0M**
- **GREAT SALES TO INVESTMENT RATIO**



- **WIDE, AFFLUENT DEMOGRAPHIC**
- **EXTREMELY HIGH LOYALTY**
- **SECOND GENERATION SPACE PREFERRED**
- **NO TWO THE SAME**

