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## **CRAFTHOUSE® Business and EXPERIENCE**

Crafthouse® is far from being the common cookie-cutter bar and grill. Every trip to Crafthouse® is a chance to taste the **local** offerings. Crafthouse is all about **“Eat Local, Drink Local and Support Local.”** Most of our buns and breads are baked from local bakery’s. Every Crafthouse has 50 craft beers on tap and nearly 150 craft beer & ciders in bottles & cans in the cooler along with a menu of tasty craft fare. We also offer great selection of Local spirits, wines, scotches, whiskey & bourbons as well as regional selections. We strive to offer the best selection of craft beer, bourbons & scotches whether it’s from across town or the other side of the globe. Whether you’re a new beer lover, bourbon, scotch or wine connoisseur, our friendly and knowledgeable staff is here to guide you through every selection.

Crafthouse® caters to a broad spectrum of patrons, from neighborhood residents and local professionals looking for a place to **gather and socialize**, to picky beer, wine, bourbon & scotch drinkers looking to try new items, expand their horizon and compare tasting notes. A friendly and knowledgeable staff, great patrons, live music, and patron appreciation events all contribute to the upbeat and neighborly experience. The ultimate goal of Crafthouse® is to constantly provide great atmosphere, great service and great craft food & drinks you wont find at your typical bar.

### **Moving Forward**

As we Expand each Crafthouse we will bring in as much of the local beer, wine, bourbon scotches and local cuisine that the particular Crafthouse resides in, while still maintaining the Crafthouse Standard. Each Crafthouse will carry most core items, but will also feature local favorites to ensure a more local Crafted feeling. This way when customers travel they know they can get their favorite food and beverage items but know that they can also enjoy & experience the local offerings.



# OUR GUESTS



# OUR GUESTS

**EDUCATED  
(COLLEGE & Up)**

**MEN & WOMEN  
AGES 24 - 54**

**HIGHER INCOME  
\$75,000 + HH INCOME**

## **What our Guests are Saying:**

- “Went with a group from school, and the waitress was spot on, remembering names and orders! Great beer, great food!” - A.E.
- “Love Crafthouse. Fantastic beer selection and pretty good pub grub type food. The burgers are hearty and the flatbreads are pretty good. All in all, a good spot for a beer and some grub. Can’t decide on a single beer? Then get a flight! One of my favorite Ballston spots. Also, there is an ample outside seating area which is nice during appropriate heather.” - J.K.

**OVERALL BEER MARKET  
\$111.4 BILLION**

**CRAFT BEER MARKET  
\$26.0 BILLION**  
8% DOLLAR SALES GROWTH

**American whiskey revenues climbed 8.1% to 3.4 Billion, with American rye whiskey up 16.2% in 2017.**

**Tequila has seen substance growth, powered by the rise of high-end and super premium tequilas, with revenues up 9.9% to \$2.7 billion.**

**Sales of distilled spirits GREW by 4% to more than \$26.2 Billion in 2017 alone.**

**The distilled spirits sector volumes are up 2.6% to 226 million cases**

DRINK LOCAL





## Your Place to Eat, Drink, Gather & Socialize

### Eat Local ~ Drink Local ~ Support Local

Every trip to Crafthouse is a chance to taste the local offerings. Every Crafthouse restaurant has 50 craft beers on tap and over 150 craft beer & ciders in bottles & cans in the cooler along with a menu of tasty craft fare. We also offer great selection of **Local spirits, wines, scotches, whiskey & bourbons** as well as regional selections. We strive to offer the best selection of craft beer whether it's from across town or the other side of the globe. Whether you're a new beer lover or a beer, bourbon, scotch or wine connoisseur, our friendly and knowledgeable staff is here to guide you through every selection.







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# CRAFT FARE & CRAFT DRINKS

Crafthouse® has a large array of Craft Fare to choose from our legendary huge Bavarian German Twist Pretzel with our house-made beer cheese to our mouth-watering craft burgers, sandwiches, & tacos. Crafthouse® is partnering with local breweries and distilleries to supply a fantastic selection of local Craft Spirits and Wines.





# LEADERSHIP

## Evan Matz, CEO and President



Evan Matz has over thirty years of experience in the service industry. Evan worked as a Tax Accountant for Peat Marwick & Main after attending the University of Florida and Nova Southeastern University. Evan later went on and developed his own accounting practice where he managed and advised clients on all matters of operations, tax planning and corporate efficiencies. Evan sold the accounting practice and went on and created Doctors Billing Service of South Florida Inc, in 1992 and Forms Processing Inc. in 1997. As Founder, CEO and Chief Operational Officer of both companies, Evan oversaw and was in charge of five processing facilities and over three hundred employees worldwide. Evan managed and created all facets of Operational Processes, Quality Controls, Sales and Marketing, Information Technology Integration, Product Development, and Cost Containment. Evan was directly responsible for increasing business by 45%-to-70% per year for the last several years of operations and bringing in over \$5million in revenue the last two years of operations for Forms Processing Inc. These successful companies were all sold just prior to his next venture. Evan opened up his first restaurant location in Arlington VA on August 6, 2012. Then opened his second location in June 2014 in Reston VA and his third location on September 2016 in Fairfax VA.

Evan's years of experience and extensive background in accounting, taxation, strategic business development, client relations, commitment to achieving peak standards of performance enabled him to effectively manage and direct multi-faceted operations and enhance operational efficiencies. Evan was able to direct and lead his organization to exceed its organizational objectives and thus allowed him to effectively take each company to new levels.



# KEY INGREDIENTS FOR SUCCESS

## 1) TRAINING

Here at Craffhouse<sup>®</sup> we believe that no Restaurant can be successful without proper training of both management and staff. Great service can save a bad meal but a great meal can not save bad service. Prior to opening Craffhouse Franchising will send a team of training staff to your location to help prepare your staff. The training team will teach your staff all about our products and provide hands on experience on how to properly serve our Craffhouse Guests. The staff will also be trained in how to use the POS, what are their general staff duties and much more.

## 2) LOCATION, LOCATION, LOCATION

You know the saying for Realestate “location, location, location” well it is the same for selecting your Craffhouse<sup>®</sup> location. This is by far the most critical factor in creating a successful Craffhouse<sup>®</sup> and that is why we here at Craffhouse Franchising will assist in the selection and construction of a site providing guidance and evaluations. Craffhouse Franchising will also provide recommendations during the lease negotiations to help guide the franchisee to receive the best deal possible.

## 3) MARKETING

Having a great location and great service is key to a successful Craffhouse<sup>®</sup>, but unless the location has proper marketing no one will know to visit. We have a marketing development plan in place to help assist franchisees to market their name in their local areas. Competitive and demographic statistics and analysis will be required to help obtain proper sight of required market support and brand awareness as required. Craffhouse Franchising will continually provide marketing support for all Craffhouse locations.

## 4) Continued Support

Craffhouse Franchising will continually support all Franchisees in all aspects of the business. Your success is our success and your failure is our failure. Constant communication is key to success, Craffhouse is always open to input and will take all suggestions serious in order to constantly better the Craffhouse brand as a whole.



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