



CONNECT WITH US

TO LEARN MORE ABOUT WHY

THE BRASS TAP'S

FRANCHISE OPPORTUNITY IS
UNPARALLELED IN THE INDUSTRY



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TheBrassTapFranchise.com

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TAP INTO MULTI-UNIT GROWTH

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MORE THAN JUST A BAR

By creating a local entertainment destination—not just a neighborhood bar—The Brass Tap inspires a unique sense of customer loyalty. From live music to trivia to sports on multiple HD TV's, The Brass Tap is designed to create a welcoming, social atmosphere. With a recently expanded menu, a full liquor bar and more than 60 local and national craft beers on tap, customers feel at home—and they're eager to come back.

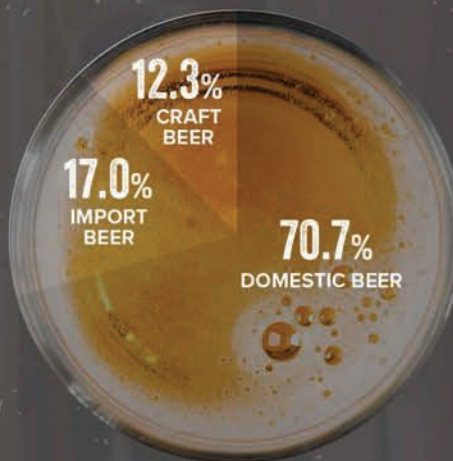
SOUND COMPLICATED TO RUN? IT'S NOT.

The Brass Tap's simple business model includes comprehensive support that makes our franchise far easier to operate than a traditional restaurant—and a lot more fun!

That's why The Brass Tap is now the fastest growing franchise craft beer bar opportunity in the industry.

**AN INDUSTRY PRIMED
FOR QUICK EXPANSION**
A \$23B SEGMENT

**U.S. BEER SALES
VOLUME GROWTH (2016)**



SOURCE:
BREWERS ASSOCIATION, BOULDER, CO

CRAFT BEER GROWTH



+6.2%
IN 2016 ALONE

The craft beer market is one of the fastest growing industries in America and now creates more than \$23.5 billion in annual revenue. The Brass Tap's proven business model is designed to capture an increasing share of this lucrative market.



A STRONG INVESTMENT

\$1,585,806

**AVERAGED ADJUSTED TOP
QUARTILE GROSS SALES FOR
BRASS TAP 2.0 (2016)***

**FLEXIBLE TERMS
FOR MULTI-UNIT DEALS**

COMPETITIVE ADA TERMS
REDUCED FRANCHISE FEES
FOR MULTI-UNIT COMMITMENT

LOW ROYALTY FEES
OF JUST 4%

LOW MARKETING FEES
OF JUST 1.5%

*SOURCE: THE BRASS TAP FRANCHISE DISCLOSURE DOCUMENT