



**WOB**  
**WORLD OF BEER**  
BAR & KITCHEN




# WHY WORLD OF BEER?

Discovering the next great craft beer experience. That's what we're all about and it's the reason we founded World of Beer (WOB).

While it was our passion for fine craft beer that inspired us to start WOB, we soon realized our customers also had a strong appetite for craft food and spirits. That's why our beer selection is complemented by some of the best food and spirits available. Discover how the taste of food is enhanced when paired with the right beer, or even when beer is used as a key ingredient in one of our secret recipes. Indulge in a perfectly crafted cocktail that infuses beer to create an all new, delicious flavor profile.

Today, a visit to World of Beer Bar + Kitchen is a journey. You'll find a gathering of seasoned beer lovers and newbies alike taking part in the delightful discovery of over 350 of the world's most eclectic beers. Around here, the people are passionate, knowledgeable and eager to help you find a tasty libation and the perfect food pairing to go with it. Let us help you explore your passion for discovery.

 **AT WOB,**  
we want to  
give you an  
experience that  
will have you  
feeling like we  
did the first time  
we gathered to  
share a pint and  
a story.

Stop by and  
enjoy a World  
of Beer within  
your reach.

## WHAT OUR CUSTOMERS HAVE TO SAY

"Over 350 beers from more than 40 countries? I had no idea there were so many beers!"

**CODY WYNN**

"It's great to have a nice, clean, non-smoking place like World of Beer in our neighborhood. We needed a place like this for young professionals like myself."

**JEFF DYCE**

"It's like an upbeat Cheers™, but with a much better beer selection!"

**SEAN FOSTER**

"My husband and I have been to WOB a few times now and we love the food as much as the beer. We always order the German Pretzel."

**BETHANY WILSON**



# A CRAFT EXPLOSION

## INDUSTRY GROWTH:

The Craft Brewing industry grew 4% by volume and 6% by dollars in 2019.

## NUMBER OF BARRELS SOLD:

Craft Brewers sold 26.3 million barrels of beer in 2019.

## SALES SHARE:

Craft Brewing sales share grew to 13.6% by volume and 25.2% by dollars in 2019.

As of March 2020, the Brewers Association reports that there are 8,502 total breweries operating in the U.S., comprised of 8,391 craft breweries and 111 large and non-craft.

All craft brewing industry statistics courtesy of the Brewers Association, <http://www.brewersassociation.org>

# OUR CUSTOMER

Our culture fosters a unique environment where both the craft aficionado and the beginner can enjoy the beer experience, with something new to discover each time they visit.

MEN AND WOMEN  
AGES 25-44

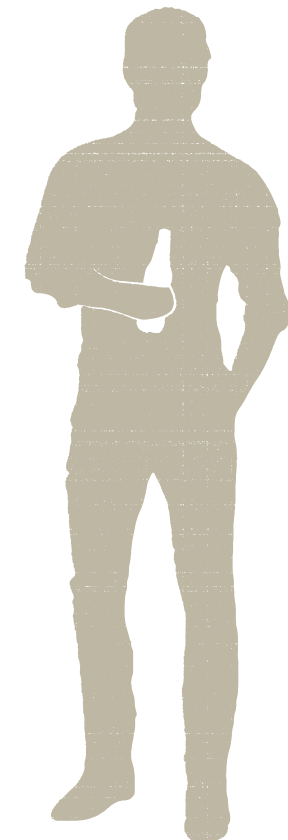
DISCERNING,  
KNOWLEDGEABLE,  
EXPERIMENTAL

SEEKS NEW EXPERIENCES THROUGH  
TRAVEL, FOOD, AND BEER/WINE/SPIRITS

EDUCATED  
(COLLEGE AND UP)

HIGHER INCOME  
(\$75K HH INCOME)

VALUES  
CREATIVITY,  
AUTHENTICITY &  
AGELESS PLAY





# SOMEWHERE IN THE WORLD, EVERY BEER IS LOCAL

All of our efforts spring from and lead back to our core: beer. Our approach is rooted in guiding customers through the discovery of beer, taking advantage of each customer interaction to ensure they get the best service, best variety, and access to the best breweries in the world.

1

## VARIETY IS KING



### TAP ROTATION

Our taps rotate daily and customers can find something new to try each visit.

### LOCALIZED PRODUCT MANAGEMENT

Every location has its own product manager that manages inventory based on local customers preferences.

### 350+ BEERS, 40+ COUNTRIES

The quantity and diversity in our beer offering is unmatched.

2

## BEER SCHOOL

All of our people go through intensive, two week beer school so they can guide our customers, and staff take weekly, mandatory beer quizzes to stay sharp. Many locations host free weekly "beer school" for customers to share their knowledge and passion for craft beer.

3

## BREWERY PARTNERS

Strong partnerships with breweries give our customers the best selection at the best price. We leverage our relationships to bring exclusive beer experiences to our customers, including events and hard to find brews.

4

## BEER EVENTS

Events range from weekly beer spotlights, special brewed products, bottle shares to tap takeovers—all in the effort to support craft brewers and give special access to brews for our customers.

5

## WOB REWARDS PROGRAM

Our WOB Rewards program helps our customers navigate the world of craft beer and awards them for discovering new styles, flavors and brands. Our mobile app allows our customers and us to track preferences and purchases.









## FOOD IS BETTER WITH BEER

We have introduced a menu that includes appetizers, flatbreads, bowls, sandwiches and main plates. Many of our recipes use beer as a key ingredient either in the dish itself or a secret sauce served along side. Each dish is carefully paired with the perfect beer style to give our customers the full craft experience. A highlight of a few of our signature items:



## CRAFT SPIRITS, COCKTAILS, CIDER AND WINE

WOB is partnering with local distilleries to supply our selection of Craft Spirits, as well as top-shelf favorites available for customers to choose from. Along with the inclusion of Craft Spirits, we have a menu of signature Craft Cocktails made with only the freshest ingredients. We also offer ciders as well as a select wine list at all locations, giving our customers a variety of beverage options.





# EXECUTIVE LEADERSHIP



**PAUL AVERY,**  
*CEO and President*

Mr. Avery served as Chief Operating Officer of OSI Restaurant Partners, Inc. from May 2005–2009, including operation of Outback Steakhouse, Carrabba’s Italian Grill, Bonefish Grill, Cheeseburger in Paradise, Lee Roy Selmon’s, A la Carte Pavilion and Outback International. He was promoted to Chief Operating Officer of Outback Steakhouse, Inc. in January of 2004 and served as President of Outback Steakhouse, Inc. since April of 1997.



**BEN NOVELLO,**  
*Chief Development Officer and Co-Owner*

A 35-year industry veteran and former president of Outback Steakhouse, Mr. Novello has planned and developed several hundred successful restaurant locations around the country. Having direct responsibility for every aspect of a multi-billion dollar brand, he has experience in supporting a diverse team of professionals with result-oriented strategies.



**JIM POLLARD,**  
*Principal*

Mr. Pollard is a former Regional Joint Venture Partner for Outback Steakhouse, Inc., responsible for introducing and developing the Outback brand in both southeast and west coast Florida markets. Upon his retirement from Outback Steakhouse he was the first recipient of an award named in his honor, The Jim Pollard “Putting People First” Award, now an annual award presented to the top performing Area Manager in the company.



**MARC VIGLIO,**  
*Vice President of Finance*

Mr. Viglio joined World of Beer in February 2013 after five years in Accounting and Finance at Bloomin’ Brands, Inc. His WOB career has progressed from Analyst to Controller to his current role. Mr. Viglio’s dedication to excellence has been essential in developing World of Beer’s analytics and accounting systems. With over fifteen years of industry experience, his extensive knowledge enables World of Beer to continue its strong path forward.

# EXECUTIVE LEADERSHIP



**JAMES BUELL,**  
*Chief Brand and Innovation Officer*

Mr. Buell joined World of Beer as VP of Marketing in February 2018 after 13 years as Global Brand Manager for Hard Rock International. James was an instrumental contributor to Hard Rock’s year-over-year EBITDA improvement for 10 consecutive years. He has experience working with 200+ locations in over 75 countries with a focus in entertainment, hospitality, brand, digital, philanthropy, and retail.



**TONY CLINE,**  
*Vice President of Operations*

Mr. Cline brings over 30 years of industry experience to World of Beer, most recently as a Joint Venture Partner in Outback Steakhouse for the Maryland area. He has worked in all facets of the restaurant business – most notably with Chili’s and Outback – and has extensive leadership experience both in successfully opening locations, foreign and domestic, in new markets and overseeing multi-unit operations.



**JASON KALICHAK,**  
*Vice President of Information Technology*

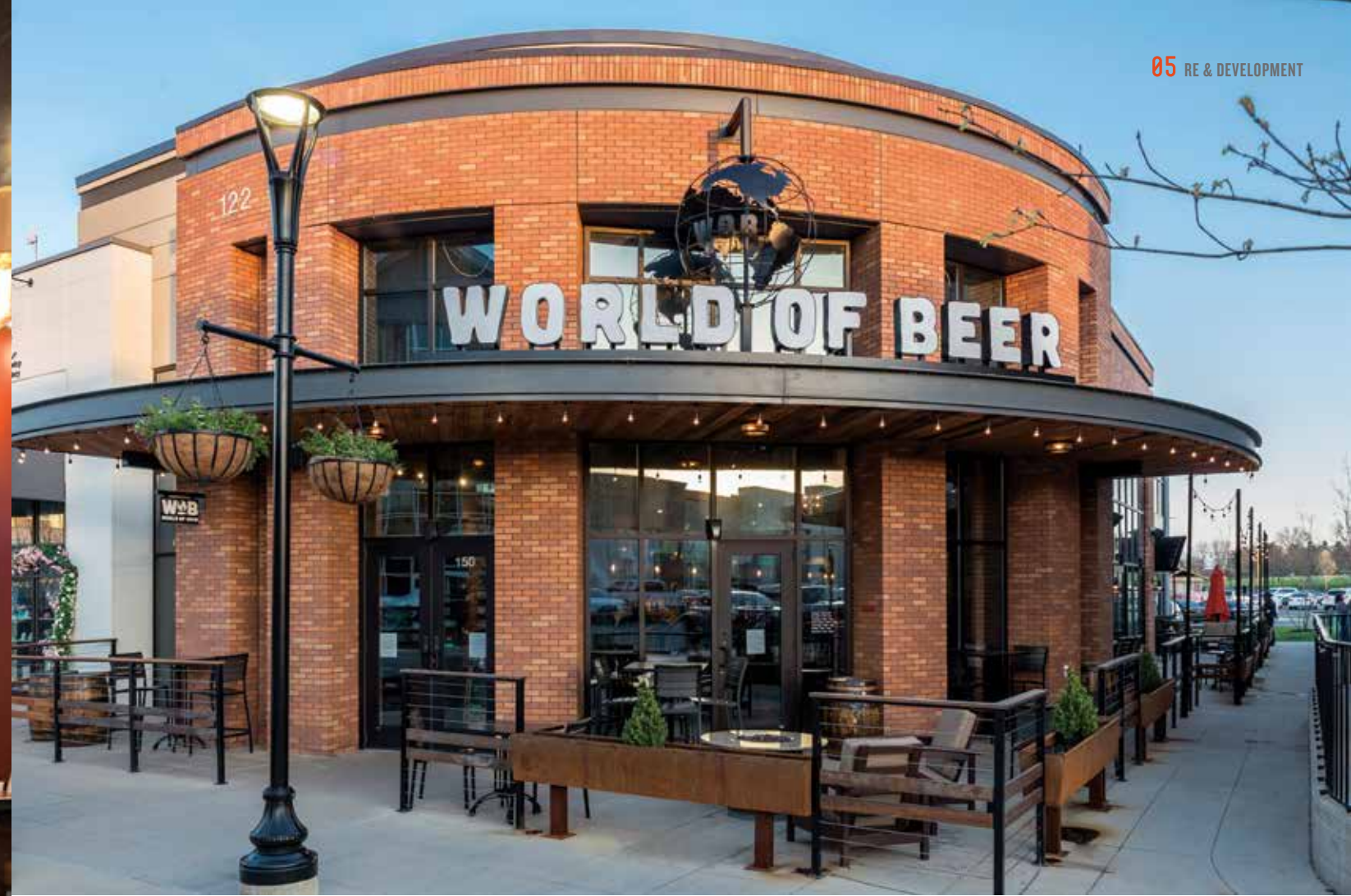
Mr. Kalichak joined World of Beer in 2018 as Director, Systems and Technology. Over the past 30 years, Jason held a wide range of IT leadership roles at Bloomin Brands, Insight Direct USA, and Catalina Marketing. He spent 5 years traveling abroad to provide technical oversight for International business ventures, and, was based in The UK for 18 months. Jason has wide-ranging experience in leading technology enabled services for large-scale, complex projects.



**MARC SAWYER,**  
*Vice President of Purchasing, Food & Beverage*

Mr. Sawyer joined World of Beer in December 2010 after spending several years in the finance sector. Starting as a Product Manager at one of the original WOB locations, his career led him to the role of Beverage Director and now his current role. Mr. Sawyer has been instrumental in the development of WOB’s food & beverage purchasing strategy that includes category management, innovation, supplier management and operational support.





## SITE REQUIREMENTS

### REAL ESTATE

**Term:** 10 year with four 5 year options

**Interior Area:** 3,500 to 5,000+ sq. ft.

**Patio Area:** 1,000 to 2,000+ sq. ft.

**Space Type:** Freestanding, inline or endcap

**Parking:** 100+ dedicated or cross parking

**Demos:** Young affluent social consumer

**Trade Area:** High profile areas with pedestrian traffic

**Site:** Extremely visible & branded with strong pedestrian traffic

### CONSTRUCTION

**HVAC:** 1 ton/125 sq. ft.

**Electric:** 1,000 amps 120/208V 3-Phase

**Water:** 1.5 inch meter

**Sewer:** 4" sanitary line plus 4" grease line

**Grease Trap:** 1,500 gal. minimum

**Ceiling Height:** 15 ft. from floor to deck

**Dumpster/Dead Keg:** 8 cy with storage enclosed



# WOB

WORLD OF BEER

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BAR & KITCHEN



**BEN NOVELLO**

CHIEF DEVELOPMENT OFFICER

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