

A Premier Craft Beer Restaurant Franchise Investment Opportunity!

WOB BAR & KITCHEN[®]

A Premier Craft Beer Restaurant Franchise Investment Opportunity

WOB[®]
WORLD OF BEER
BAR & KITCHEN



Welcome to
WOB BAR & KITCHEN

There's never been a better time to own a WOB Bar & Kitchen Franchise.

The craft beer and elevated dining industry is experiencing unprecedented growth, and consumers are increasingly seeking authentic experiences that combine global flavors with local community connection. WOB Bar & Kitchen has positioned itself at the forefront of this movement, offering a proven business model that delivers both profitability and purpose.

WOB Bar & Kitchen's story begins with a passion for craft beer and a vision to create the ultimate beer destination. As the world's premier craft beer restaurant franchise opportunity in the United States, we have built our reputation on three core pillars: unparalleled product knowledge, exceptional food offerings inspired by global cuisine, and unmatched beer and food pairings that create memorable experiences for every guest. Our mission is powerful yet approachable:

Lifting customers' spirits one glass at a time

We are beer lovers who want to share our love of the craft with every individual customer who walks through our doors. Whether guests are seeking rare international selections, exploring new American craft offerings, or enjoying our globally-inspired food menu, WOB Bar & Kitchen delivers an experience that goes far beyond a typical bar or restaurant.

Today's WOB Bar & Kitchen franchise is perfectly positioned for a range of investment profiles. We offer unique opportunities for both owner-operators and investment groups, while maintaining our core commitment to community engagement and operational excellence. Our comprehensive business model, coupled with award-winning training and ongoing support, creates a foundation for sustainable growth and strong returns.

Additionally, WOB Bar & Kitchen is highly focused on franchisee return on investment. Our operational standards, training programs, support structure, marketing initiatives, and communication systems all tie back to our proven model and drive profitability for our franchise partners.


A photograph of two men sitting at a table in a restaurant or bar. They are both laughing heartily. The man on the left is pointing with a yellow pencil. On the table are several glasses of beer and a pizza on a wooden board. The text 'TABLE OF CONTENTS' is overlaid in white on the image.

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What
SETS WOB BAR & KITCHEN APART

Franchise ownership with WOB Bar & Kitchen places you as a leader in the rapidly growing craft beer and elevated dining industry. We've built efficiency and innovation into every aspect of our business model and support you on your franchise journey with seasoned guidance and a vision for the industry's future."

What SETS WOB BAR & KITCHEN APART

Here are the key features that make WOB Bar & Kitchen the premier choice for entrepreneurs interested in joining the premier craft beer restaurant franchise brand in America:



1 WORLD'S PREMIER CRAFT BEER RESTAURANT FRANCHISE OPPORTUNITY.

WOB Bar & Kitchen is the largest U.S. craft beer restaurant franchise brand, offering an immersive, globally inspired beer and dining experience backed by operational excellence and comprehensive franchisee support.

2 UNPARALLELED PRODUCT KNOWLEDGE

We pride ourselves on knowing the food & beverage industry with over 10+ years of experience. Our team includes Cicerone-certified beer experts who understand the craft like no other franchise in the space.

3 EXCLUSIVE INDUSTRY PARTNERSHIPS

Brewers are our partners, which means we have industry insight and knowledge that comes straight from the source. We have the most U.S. craft brew relationships in the business, giving our franchisees access to exclusive offerings and rotating global taps.

4 GLOBALLY-INSPIRED CULINARY EXCELLENCE

We offer high-quality food inspired from regions around the globe. Our beer & food pairings are unparalleled in the space, creating a dining experience that keeps customers coming back.

5 COMMUNITY CULTURE FOCUS

We support local breweries and foster local community relations with an eye on global expansion. We are your customers' place to watch local games and create lasting memories. We have fun and want everyone to be a part of it.

6 ADVANCED TECHNOLOGY SYSTEMS

We have superior AV & management technology that enhances the customer experience and simplifies franchise management. From our POS systems to back-office support, technology drives efficiency.

7 FLEXIBLE LOCATION STRATEGY

WOB Bar & Kitchen thrives in urban, suburban, and business centers, giving franchisees multiple options for site selection and market penetration.

8 COMPREHENSIVE TRAINING & SUPPORT

From our 6-week manager training program to ongoing operational support, we provide the tools and knowledge needed for long-term success. These factors combine to make WOB Bar & Kitchen an attractive option for investors, solo entrepreneurs, and owner-operators looking to invest in a reputable and well-established franchise in the craft beer and elevated dining industry.

A top-down view of a rustic wooden table set with various food items. In the top left, there is a glass of beer with a thick white head of foam. Next to it is a bowl of golden-brown french fries. To the right, a plate of fried chicken strips is served with a side of sliced tomatoes. Below the fries, a wooden cutting board holds several slices of cheese, a bowl of sliced mushrooms, a bowl of sliced jalapeños, and a bowl of sliced onions. In the center, a bowl of creamy orange sauce sits on the cutting board. To the right of the cheese, there are several small metal bowls containing different condiments: a white sauce, a yellow sauce, a dark sauce, and a light brown sauce. Further right, a bowl of shredded green lettuce is visible. In the bottom center, a burger bun is shown next to a pile of blue cheese. The overall scene is a well-stocked table for a meal, likely at a restaurant or bar.

INDUSTRY INSIGHTS

The craft beer and elevated dining market in the USA represents a significant and growing segment of the overall restaurant and bar industry. Here are key statistics that demonstrate the strength and potential of this market:



INDUSTRY INSIGHTS

MARKET SIZE & GROWTH

\$26.8 billion **CRAFT BEER MARKET**

The U.S. craft beer market was valued at approximately \$26.8 billion in 2022 and continues to show strong growth potential.

*<https://www.craftbrewingbusiness.com/business-marketing/the-year-in-craft-beer-growth-slows-strategy-shifts-but-success-still-breeds/#:~:text=Taprooms%20drive%20jobs%2C%20onsite%20sales,success%20stories%20int>

\$24 billion **BAR & GRILL SEGMENT**

The bar and grill restaurant segment generates over \$24 billion annually in the United States, with craft beer-focused establishments showing above-average performance.

*<https://business.bofa.com/en-us/content/restaurant-industry-report.html>

Elevated Dining **PREMIUM DINING GROWTH**

The elevated casual dining segment, which includes craft beer bars with high-quality food offerings, has experienced consistent growth as consumers seek experiential dining.

CONSUMER TRENDS

EXPERIENCE-DRIVEN *Dining*

Modern consumers increasingly value authentic experiences and are willing to pay premium prices for quality and unique offerings.

LOCAL COMMUNITY *Connection*

Customers gravitate toward establishments that support local businesses and create community gathering spaces.

CRAFT BEER *Appreciation*

Beer knowledge and appreciation continue to grow, with consumers seeking education and exploration of new styles and flavors.

FOOD & BEVERAGE *Pairing*

The trend toward sophisticated food and beer pairings continues to drive higher average transaction values.

INDUSTRY INSIGHTS



MARKET POSITIONING

WOB Bar & Kitchen is uniquely positioned to capitalize on these trends through our distinctive blend of rotating global taps, curated food offerings, exclusive beer partnerships, and premium branding—setting us apart from traditional chain sports bars and casual dining competitors.



COMPETITIVE LANDSCAPE

Our primary competitors include Yard House, Twin Peaks, Walk-On's, and Miller's Ale House. However, WOB Bar & Kitchen offers superior craft beer expertise, global sourcing capabilities, and elevated food offerings that create a differentiated market position with significant opportunity to dominate the upscale craft bar category.



THESE STATISTICS AND TRENDS INDICATE A ROBUST AND GROWING MARKET FOR CRAFT BEER AND ELEVATED DINING CONCEPTS, WITH STRONG CONSUMER DEMAND AND POSITIVE OUTLOOK FOR THE FUTURE.

A photograph of three people (two women and one man) sitting at a bar table, laughing and enjoying food and drinks. The woman in the center is holding a slice of pizza. There are glasses of beer and a margarita on the table, along with a pizza on a wooden board. The background is a dimly lit bar with other patrons.

The
GROWTH POTENTIAL
of a
WOB BAR & KITCHEN FRANCHISEE

WOB Bar & Kitchen offers significant growth opportunities for franchisees through multiple development models and expansion strategies.



The
GROWTH POTENTIAL
of a
WOB BAR & KITCHEN FRANCHISEE

1 MULTI-UNIT DEVELOPMENT OPPORTUNITIES

- **Single Unit Development:** Perfect for owner-operators and first-time franchisees looking to establish a strong local presence
- **Area Development Agreements:** Ideal for experienced operators or investment groups seeking to develop multiple locations within protected territories
- **Minimum 2 units required for area development with expansion potential up to 5 units**

2 FLEXIBLE INVESTMENT MODELS

- **Owner-Operator Model:** Hands-on franchise owners who want to be actively involved in daily operations
- **Investment Group Structure:** Perfect for investors partnering with experienced managing operators
- **Semi-Absentee Investment:** Opportunities for qualified investors with strong management teams

3 COMPREHENSIVE SITE SELECTION SUPPORT

- Urban market opportunities in high-traffic areas
- Suburban locations near entertainment and shopping districts
- Business center locations serving professional clientele
- Protected territories ensuring market exclusivity





The
GROWTH POTENTIAL
of a
WOB BAR & KITCHEN FRANCHISEE

4 TERRITORY EXPANSION STRATEGY

- National expansion plans targeting high-growth markets
- Opportunity to grow with an established brand as we expand into new territories
- First-mover advantages in untapped markets

6 BRAND RECOGNITION BENEFITS

- Leverage the strength of the world's premier craft beer franchise brand
- Benefit from national marketing campaigns and brand awareness
- High digital engagement and customer loyalty metrics
- Strong social media presence and community following

5 REVENUE ENHANCEMENT OPPORTUNITIES

- Multiple revenue streams through beer sales, food service, private events, and catering
- Seasonal promotions and special events drive incremental revenue
- Corporate partnerships and local brewery collaborations
- Merchandise and retail opportunities

THESE GROWTH OPPORTUNITIES COMBINED WITH WOB BAR & KITCHEN PROVEN BUSINESS MODEL AND STRONG BRAND REPUTATION, MAKE IT AN ATTRACTIVE OPTION FOR INVESTORS AND ENTREPRENEURS LOOKING TO BUILD WEALTH THROUGH A SCALABLE FRANCHISE SYSTEM WITH MEANINGFUL EXPANSION POTENTIAL.





WOB BAR & KITCHEN TRAINING & SUPPORT

At WOB Bar & Kitchen, we understand that comprehensive training and ongoing support are essential for franchisee success. Our award-winning programs ensure that every aspect of your business is set up for long-term profitability and growth.



WOB BAR & KITCHEN TRAINING & SUPPORT



PRE-OPENING SUPPORT

- **Site Selection Assistance:** Our experienced development team helps identify and secure optimal market territories and specific locations.
- **Design & Development Support:** Complete assistance with restaurant design, layout, and construction to ensure brand standards.
- **Permit & Licensing Guidance:** Navigate complex alcohol licensing and regulatory requirements with expert support.
- **Vendor Network Access:** Work with our established vendor relationships for equipment, supplies, and services at competitive rates.



COMPREHENSIVE TRAINING PROGRAM

- **6-Week Manager Training:** Intensive hands-on training covering all aspects of operations, from beer knowledge to financial management.
- **Cicerone Beer Training:** Industry-leading beer education program that develops true expertise in craft beer knowledge and service.
- **Complete Training Team:** Dedicated training professionals who ensure you and your staff are prepared for success.
- **Opening Support:** Full corporate team support during your grand opening period.



ONGOING OPERATIONAL SUPPORT

- **Marketing & Advertising:** Suite of marketing support programs with proven strategies to attract and retain customers.
- **Technology Systems:** Access to industry-leading POS, inventory management, and reporting systems.
- **Operational Consulting:** Regular business reviews and ongoing operational guidance from experienced team members.
- **New Product Development:** Continuous menu innovation and new beer selection guidance.



FINANCIAL & BUSINESS SUPPORT

- **Performance Analysis:** Regular financial performance reviews and benchmark comparisons.
- **Cost Management:** Ongoing guidance on food costs, labor management, and operational efficiency.
- **Growth Planning:** Strategic planning support for expansion and business development.



**WOB BAR & KITCHEN
TRAINING & SUPPORT**



WOB BAR & KITCHEN TRAINING & SUPPORT



COMMUNITY & CULTURE DEVELOPMENT

- **Local Marketing Support:** Guidance on building local brewery relationships and community partnerships.
- **Event Planning:** Support for organizing beer tastings, special events, and community activities.
- **Staff Development:** Ongoing training programs to maintain service excellence and beer knowledge.

OUR GOAL IS TO PROVIDE FRANCHISEES WITH THE TOOLS, KNOWLEDGE, AND SUPPORT NEEDED TO BUILD A THRIVING BUSINESS WHILE MAINTAINING THE HIGH STANDARDS THAT MAKE WOB BAR & KITCHEN THE PREMIER CRAFT BEER RESTAURANT FRANCHISE OPPORTUNITY IN AMERICA.

A photograph of a modern WOB Bar & Kitchen restaurant building. The building features a mix of light-colored horizontal siding, dark grey trim, and prominent red vertical panels. The 'WOB BAR & KITCHEN' logo is mounted on the upper left side of the facade. The entrance is a large glass door with a black frame. To the right, there is an outdoor patio area with several tables and chairs. A person is seated at a table in the foreground, working on a laptop. The sky is overcast and grey.

WOB
BAR & KITCHEN

Steps to
OWNING A
WOB BAR & KITCHEN FRANCHISE

The path to WOB Bar & Kitchen franchise ownership is designed to be thorough yet efficient, ensuring mutual success through careful evaluation and preparation:

1
**CONTACT US
FOR A WOB
FRANCHISE
APPLICATION**

3
**REQUEST OUR
DISCLOSURE
DOCUMENT**

5
**TRAIN FOR YOUR
WOB BAR &
KITCHEN**

7
**OPEN YOUR WOB
BAR & KITCHEN**

4
**SIGN A WOB
FRANCHISE
AGREEMENT**

2
**CONNECT WITH
OUR
DEVELOPMENT
REPRESENTATIVES**

6
**SECURE YOUR
LOCATION &
BUILD
YOUR WOB**

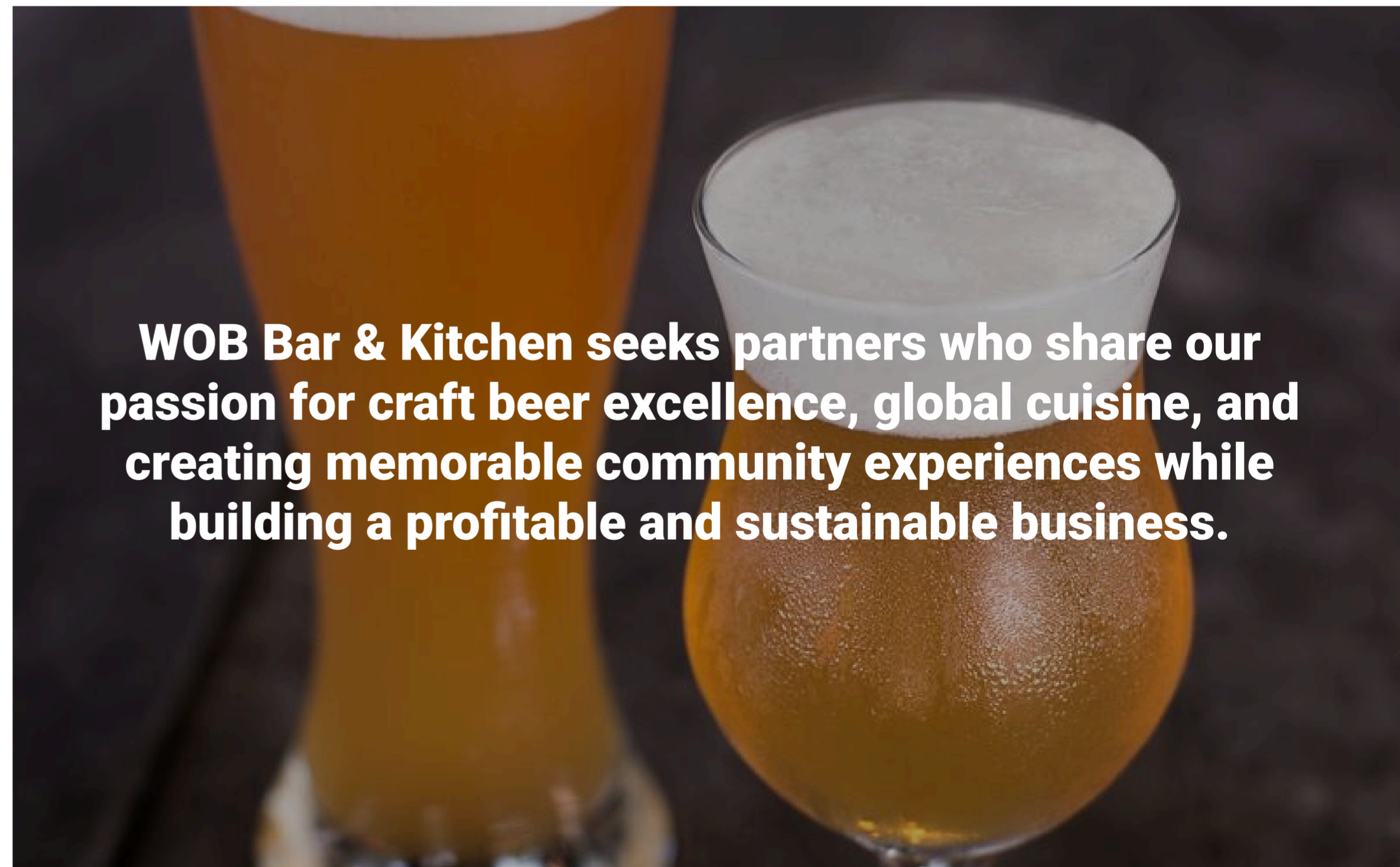
**THE ENTIRE PROCESS TYPICALLY TAKES 6-12 MONTHS FROM INITIAL INQUIRY TO GRAND OPENING,
DEPENDING ON SITE DEVELOPMENT AND PERMITTING TIMELINES.**

ONGOING COMMITMENTS

- **Royalty Fee:** 5% of net sales.
- **Marketing Fund:** 1.5% contribution to National Marketing Fund.
- **Local Marketing:** 0.5% local spend requirement (quarterly).
- **Technology Fee:** \$470 monthly for POS and management systems.
- **Grand Opening:** \$5,000 minimum grand opening advertising investment.



WOB Bar & Kitchen seeks partners who share our passion for craft beer excellence, global cuisine, and creating memorable community experiences while building a profitable and sustainable business.





WHAT DOES IT TAKE

to be part of

WOB BAR & KITCHEN[®]



The Ideal **WOB BAR & KITCHEN FRANCHISEE**

Successful WOB Bar & Kitchen franchisees share key characteristics and qualifications that align with our brand values and operational requirements.

PROFESSIONAL BACKGROUND

- **Hospitality Experience Preferred:** Restaurant, bar, or hospitality management experience beneficial.
- **Business Ownership:** Previous business ownership or management experience valued.
- **Operational Capability:** Strong understanding of staff management, customer service, and financial controls.
- **Growth Mindset:** Interest in building and expanding a business operation.
- **Brand Loyal:** Alignment with WOB Bar & Kitchen values and commitment to brand standards.

FINANCIAL READINESS

Opening a WOB Bar & Kitchen requires a significant investment and adequate working capital. Ideal candidates have strong financial resources and the ability to support the development and ongoing operation of a full-service restaurant concept.

- **Area Development:** Up to \$2.1M for multi-unit development (up to 5 units)
- **Liquid Capital:** Minimum \$500,000+ investable capital
- **Net Worth:** Strong financial position to support investment and working capital needs

Qualified candidates will have the opportunity to review the Franchise Disclosure Document and speak with our development team to explore the opportunity in greater detail.



MARKET CONSIDERATIONS

- **Territory Rights:** Commitment to developing assigned territory within agreed timeframes.
- **Local Partnerships:** Willingness to build relationships with local breweries and community organizations.
- **Regulatory Compliance:** Understanding of alcohol service regulations and licensing requirements.



PERSONAL CHARACTERISTICS

- **Culturally Curious:** Passionate about craft beer, global cuisine, and cultural experiences.
- **Community-Minded:** Commitment to local engagement and building community relationships.
- **Quality-Focused:** Dedication to maintaining high standards for food, beverage, and service.
- **Hospitality-Oriented:** Natural inclination toward creating exceptional guest experiences.
- **Brand Loyal:** Alignment with WOB Bar & Kitchen values and commitment to brand standards.



A man and a woman are sitting at a table in a restaurant, smiling and drinking beer. The man is on the left, wearing a grey polo shirt, and the woman is on the right, wearing a teal button-down shirt. They are both holding glasses of beer. In front of them is a wooden cutting board with food, including what looks like a pizza or flatbread with toppings. The background is a blurred restaurant interior with other patrons and a bar area.

Join
WOB BAR & KITCHEN

THE PREMIER CRAFT BEER RESTAURANT FRANCHISE OPPORTUNITY

WOB Bar & Kitchen represents more than just a franchise opportunity—it's your chance to become part of the largest craft beer restaurant franchise brand in America while building a thriving business in your community.

Why

NOW IS THE PERFECT TIME

- The craft beer and elevated dining industry continues to show strong growth.
- Consumer demand for authentic experiences and quality offerings is at an all-time high.
- WOB Bar & Kitchen proven business model delivers both profitability and purpose.
- Our comprehensive training and support systems set franchisees up for long-term success.

Your

NEXT STEPS

Ready to pour local flavor into your community with the world's premier craft beer restaurant franchise? Our franchise development team is standing by to answer your questions and guide you through the process.



CONTACT INFORMATION

FRANCHISE DEVELOPMENT

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GET STARTED TODAY

Visit our franchise website to download additional information, schedule a discovery call, and begin your journey toward WOB Bar & Kitchen franchise ownership.

POUR LOCAL FLAVOR INTO YOUR COMMUNITY WITH THE WORLD'S PREMIER CRAFT BEER RESTAURANT FRANCHISE.

At WOB Bar & Kitchen, every ingredient has a story—we'll be the ones to share it. Join us in building the future of craft beer and elevated dining, one community at a time.

*Cheers to all you've achieved
and what's ahead!*