



# - CONCEPT PRESENTATION -

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The BITES & JARS concept has been carefully developed to be the perfect fusion of a craft beer brewpub taproom, a social dining restaurant, stunning décor, great entertainment and outstanding service all to a killer soundtrack.

BITES & JARS combines the best of Spanish and Mediterranean dining with the latest craft beverage revolution to create a unique social dining experience. An onslaught of taste, smell, sound that is combined with outstanding service and live entertainment to creates emotions and feelings that will stay with customers forever and bring them back time and time again.



BITES & JARS will be the hottest new Brewpub Restaurant on the Costa del Sol.





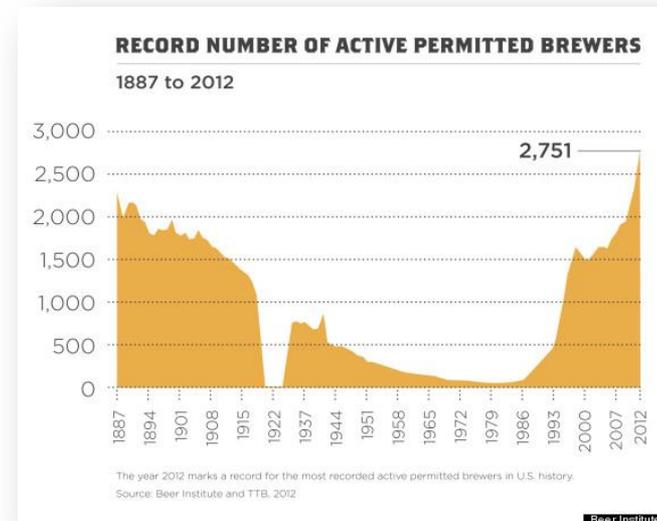
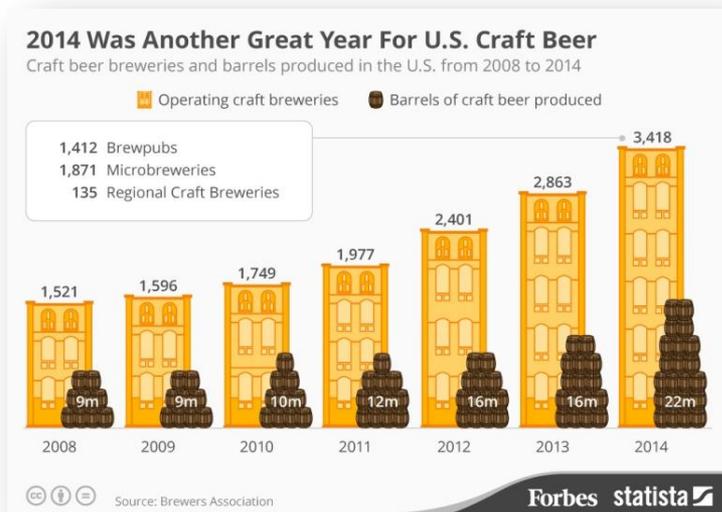
# PROJECT BACKGROUND

## CRAFT BEER REVOLUTION

It's made from all natural ingredients, it tastes great and its popularity is growing worldwide. Craft Beer sales have over doubled in USA since 2010. Both the USA and UK now have a record number of active breweries. In 2000, London had 2 microbreweries, London now has 54 active microbreweries. 300 new craft breweries open in UK in 2016, a raise of 18%, there are now 2000 breweries operating in UK.

While around 25 traditional pubs are closing every week in UK, the craft beer industry is thriving. BrewDog which opened its first bar in 2010 now has 50 bars in cities across UK and Europe. Craft beers sales are increasing year on year as customers continue to request quality over quantity.

Spain is the 3<sup>rd</sup> largest producer and consumer of beer in Europe and now has Europe's fastest growing craft beer industry.



## THE NEXT CRAFT BEER HOTSPOT

Spain's food and drink landscape is as rich with history as it is with innovation, but the country as a whole has lagged behind in craft beer - until now. Still in its infancy, a new craft beer movement is fast emerging. To claim that Spain is Europe's next craft beer hotspot is a bold statement, but the world's largest producer of wine, Spain actually consumes twice as much beer than wine. Spain is the 3<sup>rd</sup> largest producer and consumer of beer in Europe (after Germany & UK) and now boasts Europe's fastest growing craft beer industry.

Spain may have been slow to follow the global craft beer revolution, but is now growing faster than anywhere else in Europe. Spain's microbreweries have increased by 1,600% between 2008 and 2015, from 21 microbreweries to 361. The once dying industry of Spain's Hops production has doubled since 2010 and the Spanish Hop growing industry is thriving again.



## NOT JUST FOR OLD MEN – CRAFT BEER IS LOVED BY EVERYONE

The biggest reason why craft beer is better is because it tastes so much better than the watery, mass produced beer made by the big beer companies. Craft beer tastes much better because craft brewers put their heart and soul, as well as lots of effort and amazing ingredients into every beer they hand craft. Great tasting craft beer is appealing to a much wider audience.

- Because of the massive variety and flavor profiles, ladies are now drinking more beer than every before.
- Hipsters and craft beer are a match made in heaven. The rapidly expanding industry of small-batch brews provides the perfect niche for millennials.
- Bland watery beers are just not cutting it anymore. Beer lovers are turning to more flavored beers like IPA, Pale Ales and Belgian style beers.
- Social media and the internet means craft beer is simply becoming more popular. Hundreds of craft brewers use the internet to promote themselves and the craft message to consumers.
- Customers have become more health conscious and want to consume healthier products.



## THE BREWPUB EFFECT

The basic concept of the brewpub, pairing beer and food, is nothing new. Taverns made their own beer and food for centuries. However the modern crop of brewpubs have managed to put a new spin on the old concept by pairing craft beer with creative, healthy food options and in doing so have created a thriving new industry.

Rather than just another bar or restaurant , local brewpubs are more successful as they are a source of local identity and pride that customers like to support. This makes it easier to bring customers back for repeat visits as they are more willing to support their local brewery than just another restaurant. Brewpubs are able to engage more with customers through special events such as the launch of a new beer, customer brewing events, beer and food tastings and more.

The ability to manufacture high-value-added products such as craft beer gives higher margins than a typical restaurant. Brewpubs typically derive 50% of their sales from house manufactured beers which produce 75% margins.



## THE CRAFT & GOURMET REVOLUTION

Its not just beer that has been effected by the craft revolution. As customers continue to search for great taste and quality, other areas of the hospitality industry are booming.

**Craft Coffee** – New coffee bars such as BLEND in London have opened their own roasting houses proving that customers are looking for more craft and flavourful coffee options.

**Craft Spirits** – The number of distilleries in the UK also rose 17% during 2017. The number of new distilleries has more than doubled since 2010, up 135%, and sales have now passed the £1 billion mark.

**Gourmet Food** – As McDonald's sales continue to fall, the boom in gourmet food continue to dominate the hospitality industry. The Gourmet Burger Kitchen chain was started in 2002 by three friends and now has over 50 locations. The three friends sold the company last year for \$140million.





# THE CONCEPT

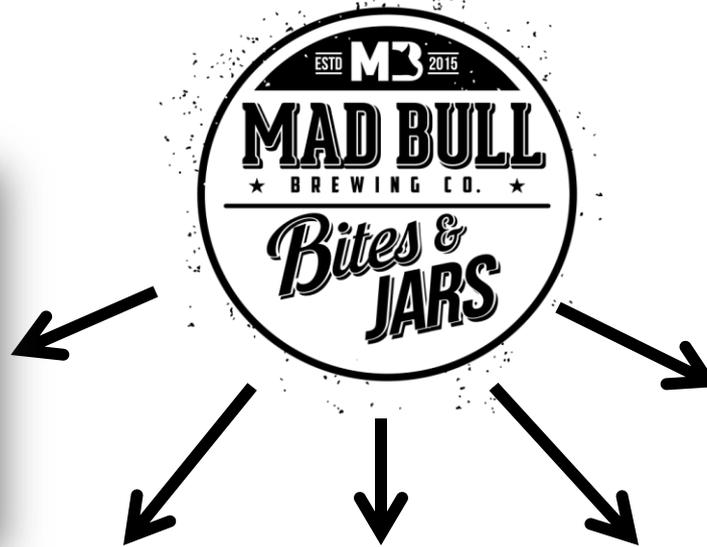
## MORE THAN JUST ANOTHER RESTAURANT!

To be successful in today's highly competitive connected market you must be more than just another bar or restaurant. You MUST have a NEW and FRESH CONCEPT and an INTERESTING BRAND with a story customers want to be a part of. The BITES & JARS concept has been carefully developed by an experienced business and hospitality team to be the perfect fusion of a craft beer brewpub, all day socially focused restaurant and live music venue all combined with an interesting , entertaining social media channel.

### CRAFT BREWPUB



### CRAFT RESTAURANT



RETAIL STORE  
& CATERING



ENTERTAINMENT  
HOTSPOT



SOCIAL MEDIA  
CHANNEL



## BITES & JARS – THE BREWPUB

BITES & JARS is an industrial chic themed BrewPub bar and restaurant experience that serves its own brand of craft beers that are brewed on-site. BITES & JARS will feature an on-site 300L brewery where high quality beers will be brewed by our award winning craft beer brewers.

A socially focused bar area with high tables and chairs, where friends meet to try amazing craft beer Jars and pick from the easy to share Bites menu. BITES & JARS is a brewpub taproom restaurant experience that hits the sweet spot between friendly casual bar where everybody wants to meet and relaxed social dining.

The Brewpub concept also taps into people's natural inquisitiveness. With 15 different beers on tap, guests are keen to experiment with the different beer styles and flavours available. Customers then like to share this experience with friends.



## BITES & JARS – THE RESTAURANT

Spain and the Mediterranean is well known for delicious food and some of the worlds best and healthiest ingredients. In Spain eating is a social event, an almost religious experience where fresh ingredients, creativity, passion and pride are focus of every dish.

Tapas allows customers to try many different small dishes instead of eating one large dish. Tapas are also an extremely social event as customers interact while enjoying different food together. The BITES & JARS menu has been carefully crafted to make every dish a shareable and interactive event while embracing Spain's rich Mediterranean history and includes international dishes so the menu appeals to a wide cultural audience.

A modern meeting place that is an onslaught on the senses that caters to a new, connected and health conscious society that demands new and interesting food and drink choices.



## BITES & JARS – ENTERTAINMENT HOT SHOT

Customers have more choice than ever before, so you need to give them a good reason to come back time and time again. BITES & JARS will not just serve amazing food and drink, but will also provide great entertainment.

Entertainment and live music is an integral part of the BITES & JARS concept. BITES & JARS will be the place where street artists, local musicians and established musicians come to play in Marbella. During the summer, BITES & JARS will bring fun and exciting acts from around Europe to perform. In the winter BITES & JARS will be the place on the Costa del Sol to come and listen to live music, enjoy stand-up comedy, be amazed by illusionists and even participate in open mic nights.



## BITES & JARS – CRAFT IS IN OUR DNA

BrewPubs may be the fastest growing segment in bar hospitality industry in USA, Europe & the Far East, but to stand out, you need to be different! BITES & JARS will completely embrace the craft movement by including the craft experience in everything we do.

- **Coffee** - If you ask for a coffee you normally simply get the brand of whoever supplied the free coffee machine. BITES & JARS will be the first location on the Costa del Sol that will install a coffee hopper system offering different blends of coffee from around the world.
- **Spirits** - Craft spirits are becoming more and more popular. BITES & JARS will pride itself on supplying some of the most new and unusual craft spirits to hit the market.
- **Cocktails** - We are currently reliving a 1890's cocktail revival. BITES & JARS professional mixologist bartenders will bring the art and craft of making spectacular cocktails, back to Marbella.



## BITES & JARS - PRESENTATION IS EVERYTHING

Eating is a sensuous experience, so dramatic presentation is everything. Before our mouth has tasted a thing, our eyes have already passed judgment. This makes visual appeal just as important as the taste. How a meal is presented says a lot about its preparation and origin.

A new study by the Oxford University has not only proven beyond a doubt that making something look good will make it considerably more appetizing, but it will also appear to be worth more. In the case of the salad, diners were willing to spend three times more for the salad that was well presented.

Care and thought will be put into every BITES & JARS drink and plate presentation. We want the BITES & JARS experience to feel so special that customers will want to take pictures and tell the world about every single drink, cocktail, dish and sweet.



## BREAKFAST BITES

As well as having the best craft roasted coffee in town, BITES & JARS Marbella will serve the best holiday hangover breakfasts in Marbella from scrambled eggs and smoked salmon to fresh oysters and bloody Mary's.

## KIDS BITES

Children's menus typically offer little selection. Processed chicken nuggets or boring old spaghetti. BITES & JARS will offer kids homemade healthy Bites that they and their parents will love.

## DESSERT JARS

A restaurant that doesn't serve great desserts is just leaving money on the table. BITES & JARS will offer a delicious list of home made desserts made with fresh natural ingredients.



## BITES & JARS – STANDS FOR OUTSTANDING HOSPITALITY

Outstanding service and hospitality is crucial to a restaurant's long term success and profitability. Hospitality goes beyond great service and is what will determine a customer's overall experience, loyalty and onward endorsement. A restaurant's management, staff and suppliers must understand that, ABOVE ALL ELSE, the importance of offering customers continued excellent service and outstanding hospitality.

BITES & JARS team will focus on giving its customers an **enjoyable and memorable experience** by hiring and training **friendly, passionate, positive and talented staff** that truly understand the importance of providing customers with excellent service and outstanding hospitality.



## BITES & JARS SOCIAL MEDIA – BUILDING THE TRIBE

Obviously a small craft beer brewery can't compete against the marketing budgets of giant breweries. However today's connected society has created an equalizer, social media. BITES & JARS will develop creative and imaginative ways to promote its products and brand via social media. The internet is the biggest communication tool in the history of mankind, social media now connects the world like never before, and is the most effective way of combating large marketing budgets.

Content is king! Facebook, Youtube and Instagram and other social media sites provide an incredible opportunity to interact with customers. BITES & JARS will have a dedicated social media team to coordinate social media and in-house events. As well as posting information about on-site offerings, BITES & JARS will film and post content directly from the BITES & JARS brewpub, kitchen and bar thus creating interesting content for its followers.



## BITES & JARS – RETAIL SALES, DELIVERIES & CATERING

If our customers are drinking beer, spirits or coffee at home, we want it to be our beer, spirits or coffee they are drinking. And if they need drinks service for a party or an event, we want MAD BULL to be the first name they think of.

- BITES & JARS will deliver craft beer, wine, spirits and coffee directly to customer's home, parties, events and other bars and restaurants in the area.
- The Costa del Sol holds many events, ferias and concerts during the summer. Our BITES & JARS Beer Truck will be the first craft beer truck on the Costa del Sol supplying craft beer to all types of events.
- Hundreds of weddings are held every year at private villas along the Costa del Sol. BITES & JARS will provide these weddings with a complete Craft Bar service, including draft craft beer, craft spirits and experienced mixologist bartenders.



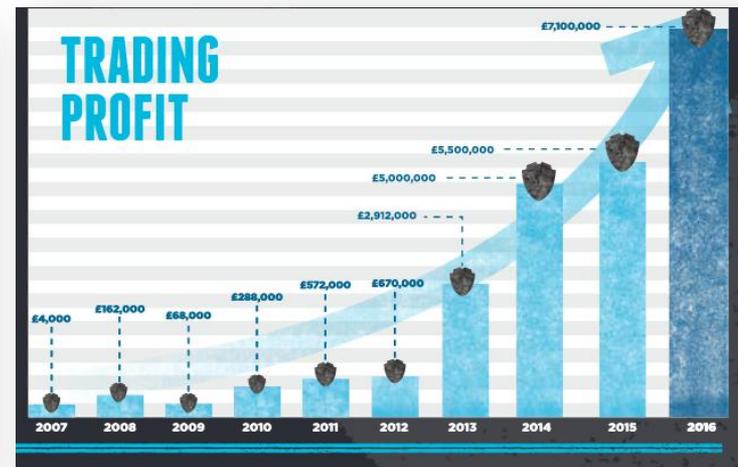
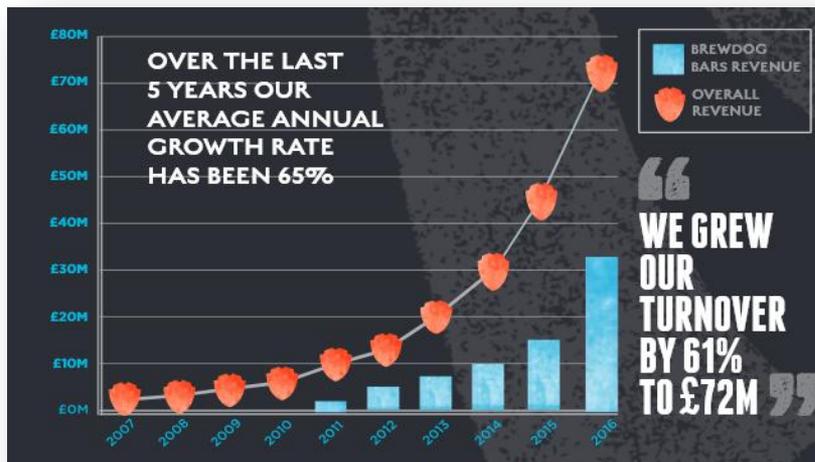


# MARKET TRADES

## CRAFT BEER CONTIUNES TO GROW

For beer companies, craft beer is where the profit is. All those double Belgian, pale ales and spring seasons are “premium” beers that command premium prices. As overall beer consumption declines in many markets, craft beer sales have been steadily growing. These factors explain why AB InBev the gigantic beer conglomerate that makes Budweiser, Corona and Stella Artois, is snapping-up craft breweries around the world.

- London brewery **Meantime** sales grew by a hefty 58%. SABMiller bought a major stake in Meantime for a reported £60 million.
- **The Camden Town Brewery** was sold last year to drinks giant AB InBev in a deal reportedly worth £85 million.
- **BrewDog** which started in 2010 is the UK’s fastest growing drinks brand. The company revenue grew from £18 million in 2013 to £72 million in 2016. Since 2011 they have opened 50 bars in UK and Europe, export to 55 countries and are now valued at over £350 million.



## CRAFT SPIRIT IS THE NEXT BIG THING

Today when ordering a G&T, rather than being offered a choice between Gordons or Beefeater, you might be handed a menu complete with tasting notes. There has been an explosion in new craft distilleries, the most noticeable are the gins, but there are also new whiskies, vodkas, rums, and brandies appearing on the market every year. According to new figures from HMR&C, 45 new distilleries opened in Britain in 2016. The U.S. spirits industry is seeing a “craft” movement take hold across bars and retail outlets in a way that is mirroring the success craft brewers have had in recent years.

Why is “craft” becoming a hit in the liquor world? There’s been a broad shift in a variety of beverage categories to sell more craft items that are deemed premium. Craft spirit sales rose by 18% in UK in 2016. That consumer-led movement is most advanced within beer, but craft is now happening in spirits and coffee, among other beverage categories. Some experts say “craft” can capture as much as 30% of the market in coming years.

The BITES & JARS management team also has experience in distilling and hopes to expand the brewery by adding a distillery in year two.



## CONTACT DETAILS

BITES & JARS and MAD BULL BEER

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The logo for Mad Bull Brewing Co., featuring the words "MAD BULL" in a large, bold, black, blocky font with a white outline. Below it, "★ BREWING CO. ★" is written in a smaller, black, sans-serif font.The logo for Bites & Jars, featuring the words "Bites & JARS" in a stylized, black, cursive font with a white outline. The "&" symbol is smaller and positioned between "Bites" and "JARS".

## Presentation Notes

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