



- LOCATION PRESENTATION -

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LOCATION, LOCATION, LOCATION.

After 2 years of researching and viewing many locations along the Costa del Sol we have chosen the Golden Mile as the ideal location to open our first BITES & JARS Brewpub and launch our brewery and brand development roots.

Situated between Marbella and Puerto Banus, the Golden Mile is the ideal location to capture customer from the entire area.



MARBELLA FORUM BUILDING

The Marbella Forum building offers the following benefits:

- Car park and VIP parking area for around 45 cars.
- 400m2 restaurant with large terrace and night club with valid restaurant and night club licenses.
- Terrace has space for over 200 guests.
- Great location between Marbella & Nueva Andalucía, with short Taxi rides to either areas.
- Fully fitted kitchen with all major equipment and extraction.
- Light renovation needed to open for Easter 2018.
- Great visibility from the main road and ability to have large signs on building.
- No neighbours above or directly next door to complain about noise.
- 400m2 air conditioned basement storage.
- 1000's of vehicles pass the location every day.



MARBELLA'S NEW HIGH STREET

During urban growth the popularity of areas changes. Marbella's once busy high street which was full of bars and restaurants is now mainly retail. This is because of extremely limited parking, expensive car parks and noise problems with residences. New bars on the Golden Mile such as Boca Seca and Second Hand have shown that, because of availability of free parking, easy access and no residences, the Golden Mile is fast become Marbella's new bar and restaurant area.

As Marbella and Nueva Andalucía residential areas become closer the Golden Mile will become the area's new High Street. In Marbella's new urban plan, the Golden Mile will see several new commercial buildings, hotels and a new larger exhibition complex.



Marbella's Golden Mile



MARKET LEADERS

Marbella's restaurateurs are snapping-up locations on the Golden Mile. Experienced restaurant owners "Metro Grupo" which owns 12 restaurants on the Costa del Sol, now has two restaurants on the Golden Mile. Da Bruno has opened its sixth restaurant on the Golden Mile. And award winning Michelin Star chef Dani Garcia now has three restaurants on the Golden Mile.

CIBO – Metro Grupo



LoBITO de Mar – Dani Garica



De Bruno Casa – Golden Mile

OUTSIDE EVENTS

In a town where car parking is at a premium, the Marbella Forum location has its own car park that accommodates approx. 45 vehicles. This area can also be used to hold many different events such as live music concerts, beer & food events, organic farmers markets and Costa del Sol club events.

BITES & JARS will also hold fun special events every first Saturday of the month. Current ideas include:

June – MAD BULL Craft Beer Festival, introducing our new summer beers.

July – MAD BULL Summer Concert, summer outdoor live music concert.

August – MAD BULL Volley Ball, we will bring lorry loads of sand and build our own beach in the BITES & JARS car park and hold the MAD BULL sponsored Marbella Volley Ball championship.

September – MAD BULL Surf Championship, we will hire a mobile surf machine for a week.

October – MAD BULL has to celebrate the German Oktoberfest beer festival.

December – MAD BULL Christmas Market with market stalls and own special craft Xmas beer & food.





RENOVATION

MARBELLA FORUM BUILDING

While the Marbella Forum building is in a great location and is fully equipped, the building is in need of repair. In Marbella customers have the choice of visiting some of the most beautiful restaurants in Europe. It's simply not realistic to expect the residents and tourists visiting Marbella to pay money to visit a restaurant in a run-down building when there is so much other incredible choice. Luckily the building can easily, quickly and cheaply be given a facelift that will give the building a new lease of life.



EXTERNAL RENOVATION PLANS

The building needs to be cleaned, painted and repaired. Renovating the building will vastly improve the success of any new business and improve the possibility of renting the other commercial space.

The BITES & JARS team will undertake and complete ALL the following renovation work at no cost to the landlord in exchange for an agreed amount of free rent:

- Remove all the old and damaged columns from the terrace area.
- Clean all the stone work on the front of the building with high power water cleaning machines.
- Paint the front of the building in a darker colour so the building stands out and looks renovated.
- Repair the steps and terrace stone work where major repairs are needed.
- Clean car park, gardens and other surrounding areas.

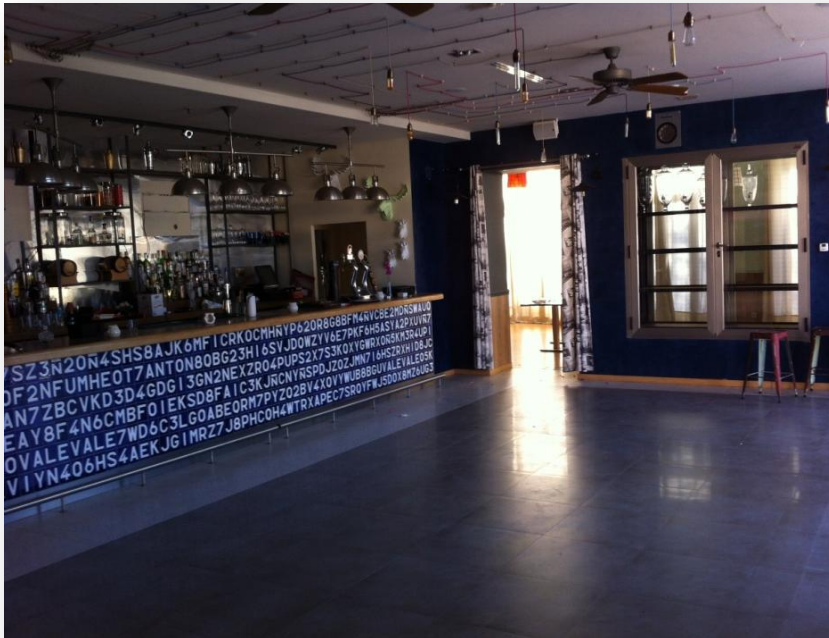
All work to be agreed in advance with the landlord of the building.



INSIDE RENOVATION PLANS

The inside of the building is very well equipped with a fully fitted industrial kitchen, walk-in refrigeration and built-in bar fridges. Only remodeling and decoration will be needed on the inside of the building. No major changes to the electric, plumbing and air conditioning installations will be done during the 2018 renovation. Any major changes to the building's layout will be done the following year.

A new exterior L shaped bar will be installed on the outside terrace to give more serving capacity to the terrace area.



BAR RENOVATION PLANS

The inside of the building will be completely redesigned and redecorated to have an industrial chic Brewpub theme. A modern meeting place where residents and visitors to Marbella alike, will want to visit and meet friends to enjoy an awesome brewery experience that will be like no other bar in Marbella.



TERRACE RENOVATION PLANS

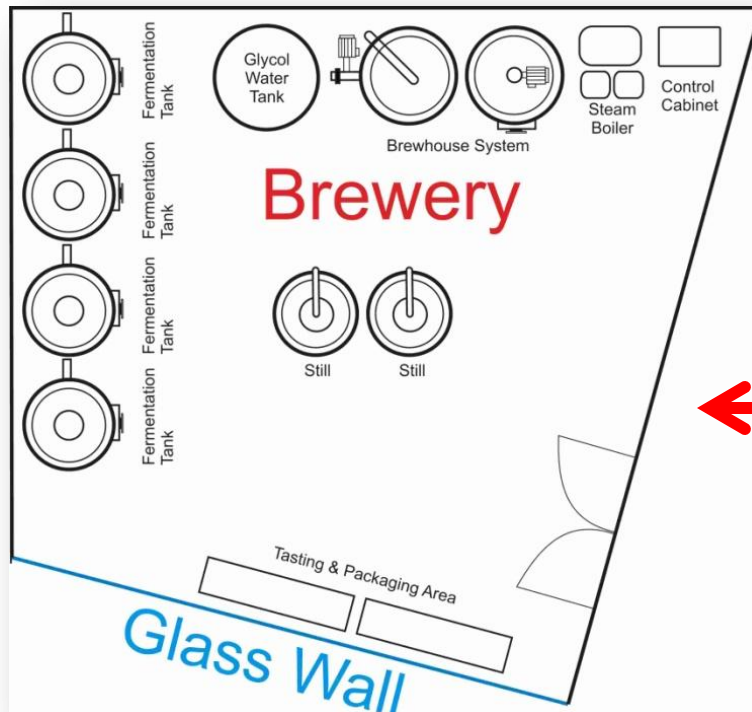
With 300 days of sunshine a year and a population that swells from around 200,000 to 800,000 in summer, it is important to be able to seat as many people as possible in summer on the sunny terrace. The Marbella Forum terrace is south facing so receives sun all day. The outside area has approx. 180m² of useable terrace which can seat around 160 guests. With standing and bar area, the terrace has a capacity for 200 plus guests.

The old roman style columns and fountains will be removed and the outside of the restaurant will be decorated in an industrial chic look with steel beams and wood trim that matches the brewpub industrial feel and brand.



THE BREWERY

A 300L BrewPub brewery will be installed next to the kitchen, this will give easy access to electric and plumbing services. The brewery will be located at the rear of the building which means it will be visible from the whole of the bar and terrace. It will be installed behind a glass partition, so that customers can see the beer being brewed and we meet all health regulations. The team hopes to install a distillery in winter 2018 to distill Gin, Vodka and Whiskey.



CLUB RENOVATION PLANS – “THE STAGE”

The Marbella Forum building includes a small nightclub. Marbella has many famous nightclubs such as Olivia Valere, Pangea, La Suite and Funky Buddha. Because of its size the Marbella Forum club cannot, and should not try to compete with these clubs, but instead be different. The Marbella Forum club will also be redecorated and be given a new lease of life as Marbella’s premier live music venue. The club will be turned from a dark and old forgotten club, into a bright, fresh and vibrant live music venue that the residents and tourists visiting Marbella will want to visit.



BASEMENT AREA

The Marbella Forum location has a 400m² basement. Most start-up brewpubs and breweries have the problem of storage for fermentation and ageing of beers. As the downstairs basement area already is fully air-conditioned, it is the perfect location for fermenting, storage and ageing of barrels of beer and spirit. This basement will give the brewery and distillery the ability to grow without having to rent more space.

Not yet installed, but the pre-installation is done for an elevator between the basement and ground floors. The team have not found any other location in Marbella that can offer such a ready to use large basement.



THE BEER GARDEN

Every parent will tell you, if the kids are happy and occupied, then Mum & Dad can have a relaxing lunch or dinner.

- You only need to look at the fully booked international schools in Marbella area and the amount of foreign speaking parents collecting their children from Spanish schools to know the expat community in Marbella has a large amount of children.
- Spanish families traditionally take their children out for lunch and dinner with them.
- Most families on holiday have to take their children out with them for lunch and dinner.

The Marbella Forum location has a large patio at the side of the building, this area will be turned into a child friendly Beer Garden providing a secure environment for children to play so parents can relax.



CONTACT DETAILS

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The logo for Mad Bull Brewing Co., featuring the words "MAD BULL" in a large, bold, serif font, with "★ BREWING CO. ★" in a smaller, sans-serif font below it.The logo for Bites & Jars, featuring the words "Bites & JARS" in a stylized, cursive font with a drop shadow effect.

Presentation Notes

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