



SEDONA

TAPHOUSE

FRANCHISE OVERVIEW

SEDONATAPHOUSE.COM





SERIOUS FOOD AND HUNDREDS OF CRAFT BEERS

At Sedona Taphouse, our recipe for success is our people and our commitment to quality.

We are proud to be named one of the fastest-growing private companies in the U.S. 4 years in a row by INC 5000. As we continue to grow across the USA, we are looking for franchise partners who embody our beliefs and can propel the Sedona Taphouse culture and brand.

Just like our food and drink menu, our franchise system is handcrafted for your success. With site selection and lease negotiation assistance at the beginning, and strong ongoing support from our operations and in-house marketing team as your location flourishes. We allow you to work quickly towards profitability in your community.



THE SECRET TO OUR SUCCESS? OUR FRANCHISEES

As of November 2022, our average annual unit volume of \$4.2 M for units open for at least one year. We currently are offering single-unit and area development licenses in several states.

To be considered as a potential franchisee an applicant should have the following:

- At least 5 years of full service, high volume restaurant experience at the GM level or higher or a qualified person at that level of experience who will oversee the operation.
- Net worth of \$1 million minimum with at least \$500k liquid (single unit license)
- Initial Investment between \$1,600,000 - \$2,600,000
- Good credit record (for those that may be applying for an SBA loan)

If you are experienced in high-volume restaurants and our business concept resonates with you, then please respond and we can send you our short form application to further gauge if Sedona TapHouse is the right fit.

We provide assistance throughout the opening process including site selection and lease negotiation. Then, our strong ongoing support and in-house marketing team allow you to work quickly towards profitability in your community.



COMMITMENT TO CRAFT

Hand-pressed juices, hand-cut steaks and seafood, a wood-burning grill, and sourcing the finest ingredients all come together for a truly great dining experience.



COMMITMENT TO QUALITY

Our new American-made-from-scratch menu is inspired by Southwest cuisine featuring USDA Angus choice steaks, American Wagyu burgers, sustainable seafood selections, and signature house specialties. Our Culinary department and in-house Registered Dietitian are driven to provide the finest quality food offerings that appeal to a broad range of tastes while also catering to any dietary restrictions including Gluten-Free, Gluten-Friendly, and Heart-Healthy Offerings.

A HAND-PICKED SELECTION - A TRUE CRAFT EXPERIENCE

With one of the largest craft beer selections on the East Coast with expansive and thoughtful wine offerings, Sedona Taphouse works diligently to bring our guests the best in local and international craft beer, interesting wines, and creative handcrafted martinis.



COMMUNITY FOCUSED

"Community and Charity" is a core cultural principle at Sedona Taphouse. We're proud to be an active part of our local communities because it is the right thing to do. This is why we have donated over one million dollars in support of local charities and causes in our communities and continue this support every single day. We believe in giving back to the communities that support our business. Our goal is to be a valued part of our community and to give back in tangible ways.



T2T LEMON BASIL MARTINI

When Sedona Taphouse opens in a new market, the community benefits. Here are two examples of our ongoing efforts:

- Our weekly Dine Out for Charity program benefits selected local charities each month. With every purchase of a meal on the Dine Out menu, a portion of the proceeds will benefit each location's featured charity. To date we have donated over 1M dollars to our local communities. We strive to give back to the communities that support us in meaningful and tangible ways.
- Our National partnership with Tunnel to Towers Foundation supports our military, police and fire heroes through sales of our T2T lemon basil martini.



WE REWARD OUR LOYAL GUESTS

Through our Sedona Taphouse Rewards program and mobile app, guests can join to become VIP Loyalty Members. They earn points every time they dine for special discounts and offers.





SEDONA TAPHOUSE HISTORY

- **2010** - Sedona Taphouse started with a love of craft food and the Southwest. Founder and CEO Dennis Barbaro, a veteran restaurateur had the idea for a craft beer-centric restaurant. The first Sedona Taphouse opened in Midlothian, VA, serving craft beer from 50 taps and hundreds of bottles, paired with small, tapas-style offerings.
- **2011** - Sedona Taphouse develops the Steak Out for Charity initiative and expands the menu to include a premium wine list, hand-crafted cocktails, and full-sized entrees, the inception of a program that donated a million dollars to local nonprofits.
- **2013** - After much success with the first location, Sedona Taphouse opens a 2nd location in Charlottesville, VA.
- **2015** - Sedona Taphouse opens the first out-of-state location in Norwalk, CT, and a 3rd VA location in Fredericksburg.
- **2016 -2018** - Sedona Taphouse opens new franchises in Mamaroneck, NY, Troy, MI, Cliffside Park, NJ, Nashville, TN, Lexington, KY, and the 5th VA location in Colonial Heights.
- **2019** - After rebranding the Steak Out for Charity to Dine Out for Charity, Sedona Taphouse has donated over a million dollars to local charities. This is also the first of 4 consecutive years (through 2022) being named to the Inc 5000 list of America's fastest-growing private companies.
- **2020** - Despite an unprecedented year, Sedona Taphouse's growth continues, opening a 6th VA location and a 2nd Kentucky location.
- **2022** - Inc 5000 names Sedona Taphouse to their list of America's fastest-growing private companies for the 4th straight year.

