



## **What's On Tap Business Profile**

### **Our Vision:**

What's On Tap is where the brewery taproom meets your favorite neighborhood pub. A self-proclaimed "Beer Cafe", we aim to create a unique and engaging atmosphere where craft beer and other on-tap beverages can be tasted and enjoyed, either for on-premise consumption or for carry-out.

### **Operating Model:**

We celebrate great beer, offering a balanced and constantly rotating menu of craft beers--most locally produced--including various styles, new and limited releases and seasonal offerings. Our staff are friendly beer experts who are skilled in engaging both the seasoned and "craft curious" to try out new and exciting styles.

We cater towards the discriminating tastes of people who enjoy craft beer products and specialty draft, offering tastings and flights (sample of four pourings) so that people can experience from our diverse list. We do weekly pint nights and special tapplings, food pairing events, trivia, social run club, bible study groups, cycling clubs, painting lessons and more--if there's a way we can pair beer and community, we're in.

What's On Tap is a family-friendly environment, offering craft root beer on tap for kids, as well as old-school board games and events such as family trivia that cater toward families.

Because we operate close to neighborhood areas as opposed to downtown or nightlife districts, we close early--most nights between 10 and 11. [Standard hours of operation are: Mon-Thu 2-10 pm, Fri-Sat 12 noon to 11 pm; Sun 12 noon to 8 pm.] Because we offer a niche craft product, we don't have many of the problems associated with high-volume bars or nightclubs--to this date we have not had any reportable issues with the TABC.

### **Experience:**

We have two existing locations, in Highland Village (2015) and Keller (2017). We stand firmly behind our stellar record with the cities and TABC.

**Our product:**

We specialize in craft beer and other products such as ciders, meads and wines that can be sold under a Wine and Retailers permit, mostly on draft but also in package to-go. We also sell and fill growlers, which are reusable vessels for filling draft beer to take home, and fill crowlers, which are single-use cans that are sealed in a machine on site. Approximately 25-30% of our gross sales are for off-premise items such as these.

We also offer a menu of food and other snack items including flat-bread pizzas, jumbo pretzels, fresh deli sandwiches and other items through one of our wholesale food partners. These are items that are primarily prepared off-site and delivered for simple prep and heating, which allows us to offer a menu without the need to take up a large kitchen space or require an investment in expensive equipment such as a grease trap or vent hood.

Considering our food and off-premise sales history, meeting a threshold of less than 75% on-premise sale of alcohol would not be a problem given our business model.

**Community Partner:**

We recognize our relationship with the cities and communities we operate in as a partnership, and are very proud of our stellar relationship with Highland Village and Keller, and envision the same in North Richland Hills. We have supported hundreds of local charitable and community causes, participate in civic events including Highland Village Lion's Club Balloon Festival, Keller Citizen's Academy, I Heart BBQ, Keller Parks and Rec programs, Keller United Methodist Church, as well as fund raisers other well-recognized charities including Wounded Warrior Project, Special Olympics of Texas, Make-A-Wish, Texas Fallen Officers Foundation and many more.

**North Richland Hills space plan:**

We chose The Venue specifically for the exciting vibe around being able to work and live close to many diverse businesses and activities. The proposed space is approximately 1,350 square feet, but includes an area to use for patio seating which is a huge draw for residents and patrons alike. The interior will include a walk-in cooler with forty taps, standard behind-the-bar cleaning and serving equipment, a small food prep area with oven and microwave, two restrooms, shelving for to-go beer and growlers, and table seating for 20-30. We have negotiated strict terms in our lease agreement with The Venue to include parameters for managing noise, cleanliness, deliveries, etc. so that we are good neighbors to our residents and other retail neighbors. Both of our existing locations are in mixed use residential/retail districts, and we have a terrific record with both including our patio areas.