

Iconic Brewhouse and Restaurant

Treasure Valley, Idaho



THE COMPANY

This landmark institution has become available for purchase. This is a unique opportunity to continue this legendary brand. Known for its excellent food, service, and legendary beer labels, this restaurant has been serving the best of Boise for many years. Although almost everyone knows its location, thousands of cars pass by on an average day. Home to all Idaho has to offer for a guest's night out, relaxing with friends, or refreshing after recreation. This business comes with all equipment that has brewed beer and provided outstanding food to Boise for many years, along with its well-known interior décor and labels for the beer. The company combines food service with craft beer production and taproom retail - a dual-revenue hospitality asset. The business comes complete with a full, experienced and responsible staff including a brew master and GM.

THE LOCATION

With Boise being one of the most desirable places to live in the United States, this is a chance to be located in the "most desirable of the desirable". It has a leased restaurant facility and brewhouse with ample patio dining and more room to expand the patio. The business is close to residential neighborhoods and well-traveled corridors feeding into Boise's urban and outdoor scenes.

THE STRENGTHS

One of the most loved restaurants in Boise, the brand recognition has grown over many years and is known for its quality in food, affordable pricing, live music nights, and fantastic brewed beer. Further, the dedicated and committed staff is more like a family, with a brew master and GM who authentically love what they do.

THE REASON FOR SELLING

The current owner absolutely loves the brand and the clientele, but has other businesses he would like to focus on.

THE IDEAL BUYER

The ideal buyer would be someone who has a genuine passion for great customers, quality beer and an iconic brand. This could include an independent brewery, hospitality entrepreneurs, experienced operators, lifestyle business buyers, or regional expansion players. As demonstrated from the current owner, there isn't a huge push to get involved right away, as the leaders would want to stay on. However, the opportunities are endless to refresh and grow.

THE POSSIBILITIES

With the recipes proven over many years, along with the committed staff, startup pain is not going to be an issue. Opportunities would include a large patio expansion to Boise's coveted northeast side, distribution and bottling of its legendary brands, expansion of the brand to adjacent counties or even into farther locations in Idaho. Digital and delivery channels could be updated with reservations, social media engagement, app expansion. Partnerships and cross promotion could also allow for craft beer tours or outdoor adventure packages. On the food side, the menu could be updated; chef driven specials, themed food pairings could increase ticket averages. The brand isn't going anywhere, but it certainly could be expanded for service and profitability.

ASKING PRICE

\$325,000

TERMS:

Cash



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ASSETS

Furniture, Fixtures & Equipment	\$292,210
Inventory	<u>10,000</u>
Total Assets	\$302,210

All values provided by Seller

INCOME STATEMENT SUMMARY

Gross Sales	\$1,634,279
Cash Flow (including GM salary)	\$74,817

Financial information provided by Seller



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