

# Pizza N' Brew 1507 Main Street, Sarasota

Part of the Segreti Hospitality Group

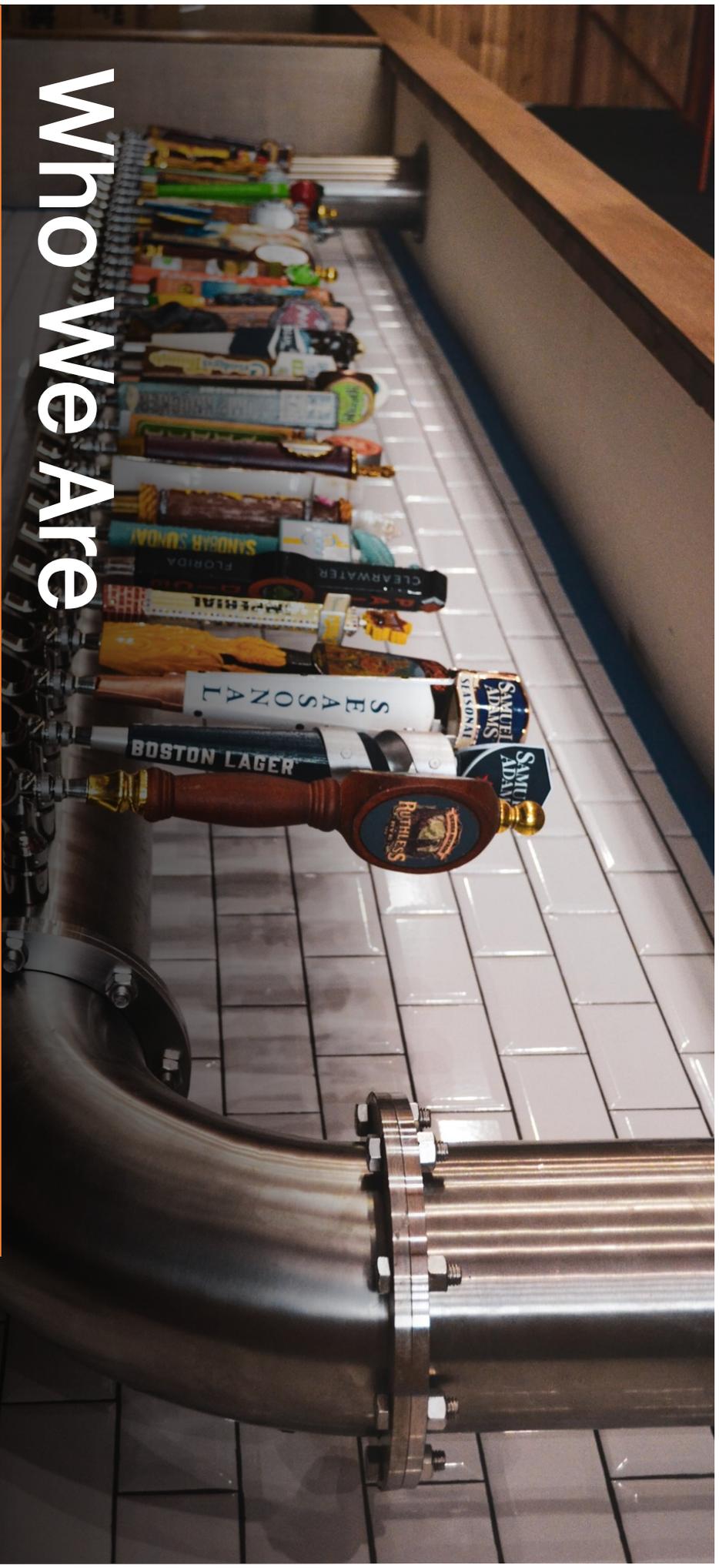


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# Who We Are





# Segreti's Hospitality Group

- We create and manage restaurant concepts and act as a platform to individuals looking for high returns.
- We leverage over 50 years of combined hospitality experience to identify key markets and build unique experiences catering towards the community
- Learn more and stay up to date at [segretis.com](http://segretis.com)





## Executive Summary

Segreti's Hospitality Group (SHG) manages and operates restaurant concepts. We leverage over 50 years of combined hospitality experience to identify key markets and build unique experiences catering towards the community. Existing relationships and experience allow us to streamline build costs and lower the risk and overhead capital required to operate at a profit.

Segreti's Hospitality Group is owned by Segreti Holdings, which also owns all assets of each individual concept. SHG is funded through a flat-rate 5% 'management fee' taken from each location's monthly gross revenue. The management fee pays for SHG's office lease, office expenses, and labor costs.

The nascency of SHG has been dedicated towards establishing market strongholds and backend structuring. As a result, SHG is scheduled to open 6 concepts in 3 high barrier-to-entry markets by Q2 2021. Projected 2021 revenue among all concepts is \$23 million with an average projected quarterly growth rate of 27.9%

SHG's aggressive growth rate provides a two-front opportunity for high returns: the natural incremental volume growth as more locations open and the data-driven track record of optimizing margins. The average SHG concept is projected to create a 25.9% annual return.

Efficiency and consistency is obtained through a streamlined top-to-bottom approach. A single Executive Chef is responsible for all location's menu creation and BOH training. Each concept's daily operations will follow the same SOP's set forth by SHG and enacted in each location through a traditional managerial hierarchy.

Segreti Holdings is controlled and majority-owned by Frank Segreti. Owners will receive quarterly and annual reports for the purpose of gauging the health of the company by providing performance insight.

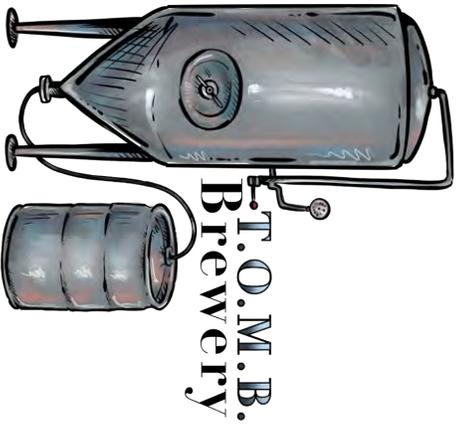
Net cash flow shall be distributed through monthly dividends among Segreti Holdings owners, proportionately in accordance with their percentage interests.

2020 Market Trends have created shock and readjustment on how every business operates. SHG firmly believes that a community's hospitality industry is the mirror through which culture is built and reflected. When a community suffers a change its restaurants and bars are the first lifeline towards bringing people back together. As such, we believe the industry has the responsibility to operate in a way that properly reflects the changing values of our times.

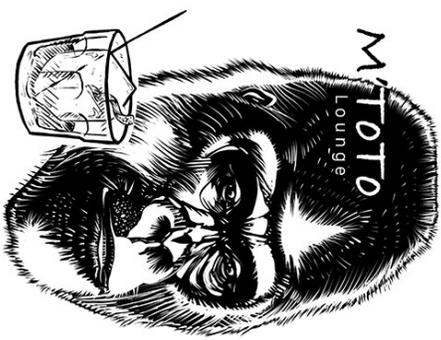
SHG's corporate responsibility is reflected in multiple ways. We offer benefits and pay increases for longstanding employees. We give back to our community through established charities. And we involve ourselves with local political groups with the intent of bettering our blocks for everyone and every business. We believe investing in our communities creates exponential returns.

"Stress the Quality, not the Vibe"

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BRICK YARD  
• EATERY • CRAFT BAR • SOCIAL HOUSE





## **Frank Segreti**

### **Owner**

Twenty years of hospitality experience and over a decade in commercial contracting.



## **Sean Diener**

### **Operations Director**

Ten years of hospitality experience and five in NYC's Financial District



## **Nova Segreti**

### **Creative Director**

Firm: Event Manager, Kombucha 221BC



## **Dana Speer**

### **Owner Relations**

Fifteen years experience of commercial real estate, DePaul University of Law



# Our Story

In 2011 we purchased a flailing bar at 1507 Main Street and promptly rebranded the 1,000 sq. ft. location to 'Tavern on Main'. In our first operating quarter monthly revenue increased 60%.

Additional operational changes along the way, such as hands-on staff training, increased manager presence, an expanded tap line, and a kitchen addition allowed monthly sales to double again.

Our goal has always been to provide for the needs of our ever-changing community. The only constant is change, and as Sarasota's demographic grows and shifts, we'll be there to grow with it.



# Our Location

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We're located at 1507 Main Street -the prime Downtown Sarasota corner of Main Street and Lemon Ave - the epicenter of Farmer's Markets, parades, festivals, and Sarasota foot traffic.

Downtown Sarasota's resident population has increased 300% over the last three years and we're no stranger to the block.

For the past eight years we've run the wildly successful location as 'Tavern on Main'.



# Our Rebrand

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We've temporarily closed our doors to renovate and rebrand as 'Pizza N' Brew' – where guests can enjoy a PBR tallboy or sample from microbreweries across the country. This new concept includes:

- A re-negotiated leasing term that doubles space to 2,600 sq. ft. and reduces the total average cost-per-sq. ft. The size increase now qualifies us for a liquor license – a significant new revenue channel
  - The benefits of a pizzeria: low-cost/high-profit food menu (flour, yeast, water, cheese) and a delivery/takeout revenue channel
  - Our local buying power leverage on all alcohol to create an average check price of \$10-\$15.
- Our guests will enjoy:
- Shuffleboard and pool tables
  - A corner stage perfect for local bands and karaoke nights.
  - A unique culture and distinct vibe that differentiates from the other downtown spots



Though we're surrounded by the many changes of the new concept – our commitment to the community, our attention to quality, and our secret three-generation-year-old pizza recipe all stay the same.





# Demographics and Financials



# Downtown Sarasota Market Size Five Mile Radius \*

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**+7.1%**

5 Year Population

*Growth*

2019-2024

**\$52.3k**

Median Household

*Income \**

2019

**+14.7%**

5 Year Food/Alcohol

*Spending Increase*

2019-2024



# Pizza N' Brew Financials

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**\$3.5M**

*Year One Projected  
Revenue*

**\$4.2M**

*Year Three  
Projected Revenue*

**\$5.1M**

*Year Five Projected  
Revenue*

**\$1.125M**

*Year One Projected Gross Net Profit*

**\$1.445M**

*Year Three Projected Gross Net Profit*

**\$2.050 M**

*Year Five Projected Gross Net Profit*



# Cost Mitigation

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## Top Three Opening Expenses

Lease

Equipment

Facade Improvement

## Mitigation

Segreti LLC extended an existing lease to a 15-year term, minimizing start up expenses

Pizza N' Brew will utilize existing kitchen equipment with minimal additions and modifications

Opportunity to subsidize cost by 50% through the 'Sarasota County Downtown Improvement District Initiative'



# Projected Returns







For Additional Resources  
and Documents:

Dana Speer,  
Owner Relations

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