



BEERHEAD BAR & EATERY Draft Menu	
4 String Devilock Hazelnut Stout	\$7.00
4 String Skeleton Red Ipa	\$6.00
4 String Troika Belgian Tripel	\$7.00
4 String Weizenheimer	\$6.50
Four String Payback Pilsner	\$6.00
Konig Ludwig Weissbier	\$7.00
Harpoon Ufo Wit	\$6.00
Weinstephaner Festbier	\$6.00
Northcoast Prangster Belgian	\$6.50
Ayinger Celebrator Doppelbock	\$9.00
Jolly Pumpkin Calabaza Blanca	\$8.00
Destihl Lynnbrook Rasp. Gose	\$8.00
New Belgium Le Terroir Sour	\$9.00
Pilsner Urquell	\$5.00
Sweetwater Take Two Pils	\$5.50



## FRANCHISE PROGRAM

If You Build It, They Will Drink.



This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. TBM Franchise Co., LLC is located at 1821 Walden Office Square, Suite 400, Schaumburg, Illinois 60173. MN File #F-7579.





## Quench Your Thirst for Opportunity

BEERHEAD IS A SPECIALTY BEER PUB WITH A LIVELY MODERN TWIST AND CHARM ALL ITS OWN. WE FEATURE AN IMPRESSIVE COLLECTION OF HIGH-QUALITY, SPECIALTY BEERS AND OTHER BEVERAGES AT REASONABLE PRICES ALONG WITH GREAT FOOD AND LIVE ENTERTAINMENT. IT'S ALL SERVED IN A UNIQUE, FUN-FOCUSED ATMOSPHERE WHERE EVERYONE FEELS WELCOME, AND FOLLOWS A THOUGHTFUL, DELIBERATE BUSINESS MODEL THAT'S BEEN BUILT ON EFFICIENCIES, INDUSTRY KNOWLEDGE, AND A PASSION FOR BUILDING GREAT BUSINESSES.

The founding concept behind the Beerhead model was launched in the Chicago area and grew to operate in multiple locations throughout the Midwest and Northeast, and we're planning for more under the Beerhead name throughout the U.S. We are inviting you to join us on our mission to bring an unmatched beer selection and an unbeatable vibe to more new and loyal guests.

**Curating Unmatched Opportunity.** We have painstakingly created a business model that includes processes, design elements, cost and margin considerations, guest loyalty and brand partnership promotional programs, operational efficiencies, and an attractive and thoughtful branding approach. Our belief is that the lessons we have learned over the years have influenced the creation of our business model, and will ultimately save franchise owners significantly, both in costs and time, and help them reach efficiency and maturity faster.

Beerhead is carving out its own market niche, while tapping into immense and growing industry sectors. So, as a select owner of a Beerhead franchise, you are able to benefit from multiple revenue possibilities and a broad potential guest base – as you maximize your potential for business growth.

It's time to take your hard work, your entrepreneurial spirit, and your desire to do something different – and put it to work for you and your local community. Read on, and see what makes becoming part of our team an incredible opportunity to shape your future in a creative, fun way.

~ *The Beerhead Team*

<sup>1</sup>All guest quotes are from Beerhead's founding concept

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*We're a high-appeal beer bar that's similar to a wine bar in our curator-approach and broad selection, but with an ambience that is more laid-back and welcoming to guests of all types. It's unlike anything else, and we are excited to bring the Beerhead experience to more guests... and bring a great opportunity to franchise owners.*





"...NOT ONLY IS THE TAP AND BOTTLE LIST  
**EXTENSIVE**  
 IT'S WELL CURATED..."

- Guest, Tripadvisor.com

## Fun Is Always On Tap... for Guests and Franchise Owners

WITH A LONG HISTORY OF RESTAURANT, SPORTS BAR, AND FINE DINING OPERATIONS EXPERIENCE, WE FOUNDED OUR CONCEPT WITH THE DESIRE TO CREATE AN EXCEPTIONAL, CASUAL, AND UPBEAT ENVIRONMENT WHERE GUESTS COULD SHARE THEIR PASSION FOR GREAT BEER. NOW WE'RE SHARING OUR BUSINESS KNOWLEDGE, METICULOUSLY PLANNED AND EVOLVED CONCEPT, AND OUR NEVER-ENDING EDUCATION IN SPECIALTY BEERS, TO HELP FRANCHISE OWNERS BUILD AND GROW THEIR OWN LOCAL BUSINESSES.

### OFFERING A BROAD BEER SELECTION, BUT ALWAYS KEEPING IT LOCAL

At Beerhead, we've worked tirelessly with local, national, and international brands to provide guests with a stellar selection of beverage options, including 50 beers on tap, to satisfy every palate. As a franchise owner, you'll have access to our established relationships with purveyors, as you stock your location with a core selection of well-regarded beers. But then, with our guidance, you and your team will be able to creatively craft your own approved beer offering, as you focus on bringing in additional specialty beers from your local area. And that's just the beginning! Ultimately, your unrivaled beer selection can include flavored, organic, gluten-free, seasonal, premium and other specialty beers from around the region, the country, and the world. Plus, you can also offer the highest quality spirits, wines, cocktails and other beverages. It's all designed as a customizable, flexible, and hugely appealing offering that few other restaurant or bar concepts can match – and you can call it YOURS the day you join the Beerhead system.

### THE BEST GUEST SERVICE, BAR NONE

We'll assist you on training your staff to deliver our unparalleled guest service at your local Beerhead location. Your team will be knowledgeable and friendly, and able to answer guests' questions, offer free samples, and provide recommendations from our impressive beverage portfolio, to encourage guests to expand their beer horizons and to keep coming back to Beerhead. We'll even provide guidance so that you can have your own *Beer Pro* on staff, too – a resident, often certified, beer expert, whose mission is to search out new, interesting beers to showcase, share beer knowledge with guests, and to interact with guests and understand their preferences, get their feedback, and act as their liaison to discovering new beers!

### SIMPLY DELICIOUS FOOD

Our focus is, of course, on beer. After all, it's in our name. But we know that man – and woman – cannot live on beer alone. That's why we offer specialty pizzas, small plates, sandwiches, desserts and our signature, sharable Barbarian Pretzel. Carefully designed to pair with our beverage selections, the best part of the Beerhead menu is that it requires minimum prep work and can be easily served out of a compact, "boutique" kitchen – a Beerhead franchise doesn't necessitate setting up a large, complex kitchen operation.

### YOUR BEERHEAD BAR:

#### WHERE THE GOOD TIMES FLOW

We've leveraged our expertise to create a model where people love to meet and can't wait to come back again and again. We're proud of the fact that we're the opposite of a cookie cutter chain restaurant. We have put a lot of thought into making the Beerhead environment a cool place where people want to be, and we work hand-in-hand with dedicated contractors to customize our décor to fit our brand concept. Our model is contemporary, yet warm and inviting: imagine becoming the local favorite beer pub and gathering spot where it's never too loud, never too stuffy, and always fun!

A typical Beerhead space occupies 3,500 square feet, plus outdoor patio space when appropriate, and works in a variety of settings – for example in or near suburban lifestyle centers, in a city center, and other high traffic areas. Featuring a large, open area with community seating, our hand-selected décor is highlighted by brick accents, terracotta-colored walls lined with nostalgic beer-themed prints, photos, and signs, plus an array of large screen TVs set to sporting events. There is a stage for local musical talent and, where space permits, massive glass doors open up the entire location to an expansive patio – complete with gas-log fire pits and heaters for when it's cool outside.



"LOVE THIS PLACE.  
 GREAT PLACE TO JUST CHILL BY THE FIRE OUTSIDE  
 OR TO WATCH A GAME.  
 THIS IS AN AWESOME CONCEPT..."

- Nancy B, Yelp.com








*In The Spotlight!*

OUR FOUNDING CONCEPT HAS BEEN FEATURED ON: CBS CHICAGO, ABC-7 EYEWITNESS NEWS, CHICAGO TRIBUNE, DAILY HERALD, PITTSBURGH POST-GAZETTE, PITTSBURGH BUSINESS TIMES, FREETIME MAGAZINE, FRESH WATER CLEVELAND, ROCHESTER CAMPUS TIMES, CLEVELAND.COM, NIGHTWIRE.COM, CLEVELANDSCENE.COM, TRIBLIVE.COM, AND REDDIT.COM.



"THE SELECTION WAS BEYOND ANY BEER CONNOISSEUR'S DREAM! WE OPTED FOR THE 'SAMPLERS' IN ORDER TO TRY AS MANY AS WE COULD!... TONS OF FUN... ALWAYS THE SAME CONSISTENT SERVICE... ALWAYS A GREAT EXPERIENCE! HIGHLY RECOMMEND!"

- Marie P, Yelp.com



"AWESOME SELECTION AND INCREDIBLY FAIR PRICING. ROOT BEER AND BANANA BEER ARE AMAZING. LOVE THEIR HEFEWEIZEN."

- Brad and Andrea M., Yelp.com

## If You Build It, They Will Drink.

The Beerhead business model is an established, multiple market-tested concept. We have a highly efficient business system in place, carefully planned and refined down to the last detail – from the selection and build-out of top-line restaurant and bar space, to outstanding beverage selections, delicious yet simplified food menu, unsurpassed guest service, and excellent marketing programs,

and more. Our fun, exciting concept has it all – fully developed standards and procedures in place, multiple revenue possibilities from our 500+ beverage offerings, plus dine-in and carryout (including six-packs and growlers to-go, where legally permitted!), and entertainment options to keep guests happy and wanting to return.

**YOUR LOCATION IS SURE TO APPEAL TO A BROAD GUEST BASE – FROM BEER NEWBIES TO TRUE BEER CONNOISSEURS. FROM SINGLES, DATES, FRIENDS, COLLEAGUES, FAMILIES, EVEN SPECIAL GROUP EVENTS, YOU WILL ATTRACT PEOPLE OF ALL AGES: REALLY, ANYONE AND EVERYONE WHO IS THIRSTY FOR A GOOD TIME AND WANTING TO EXPLORE THE EXPLODING CRAFT BEER AND CRAFT SPIRITS PHENOMENON.**

**AS A BEERHEAD FRANCHISE OWNER, YOU WILL ALSO BE ABLE TO OFFER OUR BEER CLUB LOYALTY PROGRAM AND OUR OWN PROPRIETARY LOYALTY APP, WHERE GUESTS CAN SIGN UP, RANK AND RECOMMEND BEERS, AND EARN POINTS AND PRIZES. YOU CAN DO IT ALL TO MAKE IT FUN FOR GUESTS – AND BUILD YOUR BOTTOM-LINE.**

**Cold beer is a hot opportunity.** What's more, your Beerhead, while timeless in its appeal, is also on-trend and taps into multiple, growing markets:

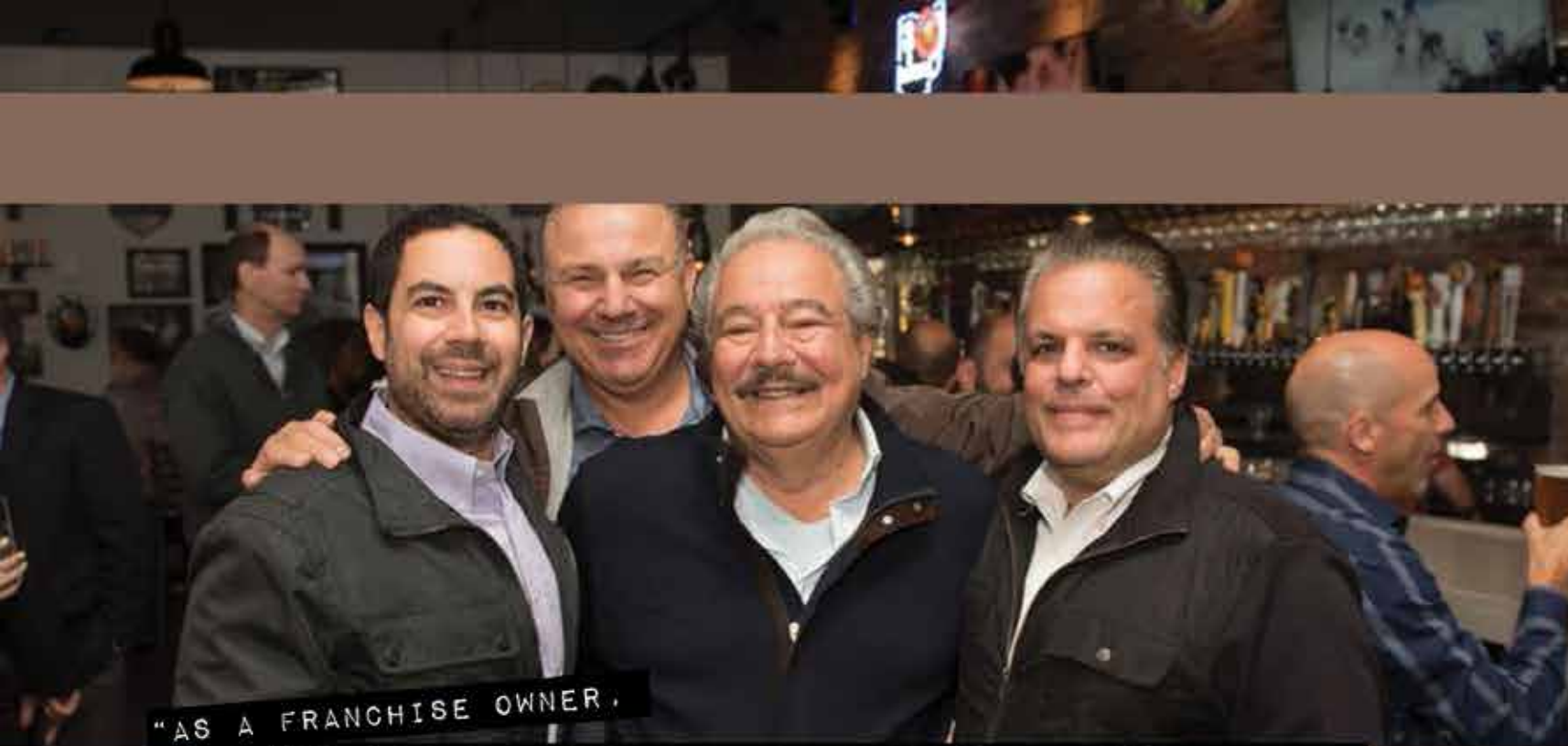
- The enormous U.S. beer market is a \$101.5 billion segment<sup>2</sup> of the \$221 billion alcoholic beverage industry.<sup>3</sup> In fact, in a recent year, 197,124,407 barrels of beer were sold in the U.S.<sup>4</sup>
- According to recent reports, the \$5 billion craft beer production industry is one of the fastest growing and most popular alcoholic beverage segments in the U.S.; the industry is expanding at a much faster pace than the overall economy, bolstered by the growing popularity of craft beer among consumers.<sup>5</sup>
- In fact, the U.S. craft beer segment has soared by double-digits, and is expected to capture a 20% share of the beer market in the coming years.<sup>6</sup>
- Craft liquors are also enjoying their own wave of growth, with the number of artisan distilleries increasing by 30% a year, and The National Restaurant Association recently naming artisan spirits, "the craft beer version of hard liquor," as a top trend.<sup>7</sup>

***With Beerhead, your growth opportunities are practically unlimited...***

<sup>2</sup><http://brewersassociation.org/> "U.S. Beer Sales Volume Growth 2014"  
<sup>3</sup><http://www.fbw186.com/> "Launching BW166 Reports" 5-1-15.  
<sup>4</sup><http://www.brewersassociation.org/statistics/national-beer-sales-production-data/>  
<sup>5</sup><http://www.ibeworld.com/industry/craft-beer-production.html>  
<sup>6</sup><http://www.brewersassociation.org/press-releases/craft-beer-volume-share-of-u-s-beer-market-reaches-double-digits-in-2014/>  
<sup>7</sup><http://www.techtimes.com/articles/25477/20150109/the-top-10-predicted-wine-and-beer-trends-of-2015.htm>







"AS A FRANCHISE OWNER,  
I WAS LOOKING FOR A COMPANY ON THE CUTTING EDGE  
OF THE GROWING DEMAND FOR MORE BEER KNOWLEDGE AND AVAILABILITY.

TODAY'S BEER DRINKER IS LOOKING FOR QUALITY BEFORE QUANTITY.  
BEERHEAD OFFERS SOMETHING FOR ALMOST EVERYONE, WITH  
A GREAT SELECTION OF CRAFT AND LOCAL BREWS.

OUR MOTTO IS 'BE PARTICULAR ABOUT WHAT YOU DRINK.'  
AND WE CERTAINLY ARE!"

- Cleveland East Bank Flats Beerhead Franchise Owner



## We Pour On The Support

BEERHEAD HAS SET THE BAR HIGH ON EVERY ASPECT OF OUR FRANCHISE MODEL, AND NATURALLY, THAT INCLUDES FRANCHISEE SUPPORT. AS A FRANCHISE OWNER, YOU'LL BE ABLE TO LEVERAGE THE INSIGHT AND KNOWLEDGE OF OUR HIGHLY SKILLED AND EXPERIENCED FRANCHISE SUPPORT TEAM – AND SHORTEN THE LEARNING CURVE AS YOU LAUNCH YOUR BUSINESS. WE'RE DEDICATED TO HELPING YOU GROW YOUR OWN LOCAL BEERHEAD FRANCHISE, AND WE ARE FULLY ACCESSIBLE TO ASSIST YOU IN YOUR DAY-TO-DAY OPERATIONS.

**GOING ABOVE AND BEYOND IS WHAT WE'RE ALL ABOUT, PROVIDING YOU WITH HANDS-ON SUPPORT EVERY STEP OF THE WAY:**

- **Training and Start-Up Support** – We provide comprehensive training in critical areas, including business start-up, equipment, inventory, staffing, and of course, building your initial beer menu. You will have assistance in site selection (including already established connections to developers and brokers in key markets), plus guidance on lease terms, location build-out, and recreating our distinctive Beerhead environment. The vast experience we bring to the table in real estate, build-outs and business launches is a huge value-add for our franchise owners.
- **Confidential Operations Manual** – We give you a copy of our detailed, custom guide to all things Beerhead, to help you as you get started – and for years to come. Complete with daily operating procedures, including processes, forms and other important business functions, this will be an indispensable tool throughout the life of your franchise agreement.
- **Valuable Supplier Contacts** – Our established relationships with approved vendors and suppliers for equipment and key products such as core brands of beer will save you money in pricing, terms, etc. We can also help you find other local brands and breweries, and we give you the flexibility and creativity to expand the product offering in your local business.
- **The Latest Technologies** – You'll get advice on approved POS, accounting, and other software and technology tools to help you manage your business effectively. Through your approved POS system, you'll have access to our proprietary "Beer app" that is a key driver of customer loyalty.
- **Dynamic Marketing** – Guidance and materials to develop an exciting local marketing and advertising program, including consultation and support for your Grand Opening designed to help you drive business your way. With giveaways, promotions and tastings (often held in conjunction with local beer suppliers) plus live acoustic music and special events such as Beer "U" guest education classes, Beer of the Month features, and more, there are many ways to reach out to the community, and help your business grow. The Beerhead Franchise Support Team also provides many enterprise-wide promotional opportunities in to help expand the reach of your store in your local market.
- **Ongoing Support** – You will receive periodic field visits from our Franchise Support Team representatives, including consultations on topics to help develop and grow your business – from operations management and maintenance to marketing and more. As we continually help our entire system to seek out the best, most unique beers, you'll get refresher and advanced training in new products, services, and industry trends.







## Live Happy. Take The Next Step Toward a Great Future.

We are presently screening for a select group of honest, hard-working, high energy people to join our franchise network. We prefer that you or an operating partner have solid restaurant operations or management experience, as well as a passion for providing a superior drinking and dining experience. We also look for financially qualified candidates who also possess outstanding leadership, sales, and business management skills – and who thrive on pleasing guests.

All in all, we want our franchise owners to share in our vision for providing a unique destination in local communities that no other concepts can match – with the utmost in selection, variety, quality, and of course, *fun*.

To find out more about this exceptional opportunity, please complete and submit the enclosed confidential request form. Upon review, we'll set up a meeting where we can provide you with more of the details of owning and operating a Beerhead franchise.

WE APPRECIATE YOUR INTEREST IN THE BEERHEAD FRANCHISE PROGRAM.



"REALLY FUN CONCEPT  
AND AN ALL AROUND GREAT PLACE. WE HAD A  
COUPLE OF BEERS HERE  
AND THE SELECTION WAS FANTASTIC."

- Guest, Tripadvisor.com

