

BUSINESS PLAN

BarleyPop Tap + Shop

Growler / Tap Room / Bottle Shop Concept

Jason Hajdik, Owner

1. EXECUTIVE SUMMARY

1.1 Product

This concept is a hybrid business best described as a combination tap room and bottle shop, specializing in craft beer sales for both on-premise and off-premise consumption. On-premise products will be pints and flights served from a fifty tap draft setup. Off-premise sales will consist of traditional packaged bottles and cans sold with easy access via a cooler and shelving, but also be heavily based around selling draft beer in growlers and crowlers. In this exploding craft beer market, many customers are seeking to bring fresh beer home that cannot traditionally be found in pre-packaged bottles and cans.

1.2 Customers

Our target audience is a diverse group consisting of those already knowledgeable with craft beer that want to expand their horizons to those who might just be getting started and need more assistance than a traditional tavern or liquor store can provide. Similar to specialty wine shops, by focusing only on craft beer we can provide a higher level of knowledge and expertise for customers on either end of the knowledge range. Our versatile serving options will fit a wide range of buyer personas including having a pint in a relaxed environment, picking up a six-pack or two, or wanting something more unique in a growler for a dinner party or gathering.

1.3 What Drives Us

We want to hone the right mix of customer service, product selection, technology, and logistics to prove a concept that can be replicated throughout Wisconsin and/or be franchised to a larger reaching customer base.

2. COMPANY DESCRIPTION

2.1 Mission Statement

To be the gold standard for beer lovers throughout Madison, offering a unique and superior selection of products and the knowledge to help customers find exactly what they are looking for in a wide and expanding beer landscape.

2.2 Principal Members

Jason Hajdik - owner, primary manager, technology specialist
Brandon Dorman - limited partner, operations manager

2.3 Legal Structure

This company is a Wisconsin Limited Liability Corporation (LLC).

3. MARKET RESEARCH

3.1 Industry

The craft beer market continues to experience rapid expansion, most recently increasing by 13% in 2015 and marking the 8th consecutive year of double-digit year over year growth. Despite this, craft beer has still only reached 12% of the overall beer, leaving a high ceiling for further growth, especially among younger to middle aged consumers. Furthermore, this is a market that thrives on choice, with the a large number of different producers co-existing and all riding the same rising tide.

This concept is based on two successful businesses on the West Coast:

- Chuck's Hop Shop (Seattle, WA) - Chuck's started in 2010 as a standard convenience store before adding seating and taps and has expanded to a second location, this is the closest business model comparison for our concept. Chuck has forged many relationships with breweries throughout the Pacific North West and has used his beer expertise to impart superior training on his staff and provide an unparalleled craft beer selection.

<http://www.chuckscd.com>

- Bottlecraft (San Diego, CA) - Bottlecraft now has three locations in the San Diego area. It best captures the look, feel, and brand design we would like to emulate with our concept.

<http://store.bottlecraftbeer.com>

3.2 Customers

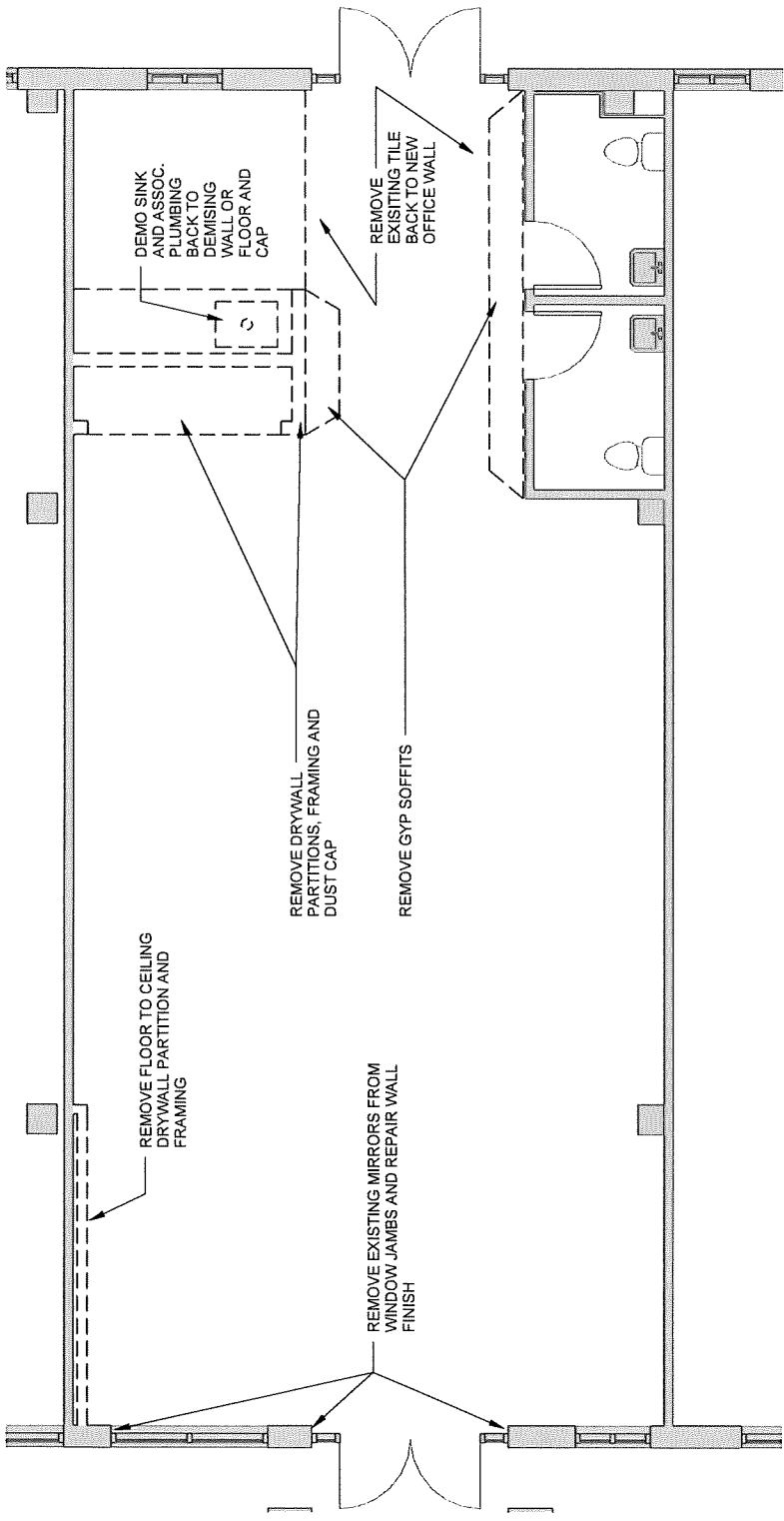
Our customers are primarily aged in the 25 to 49 range with some level of disposable income and a desire for premium craft products beyond the cheaper macro brews that still comprise a large segment of the overall market. Many of these customers actively seek out new or unique beers from the ever-changing roster provided by local and national breweries. At the same time, there is a significant subset which finds the available product range overwhelming and craves education and assistance in finding the right product for their personal tastes. Although the barrier for entry is not as high as with a product like premium wine, the same anxieties still exist.

3.3 Competitors

- Grocery stores
- Traditional liquor stores and gas stations
- "Mega" tap houses

3.4 Competitive Advantage

Specialization will mean deep focus on the craft beer market, from training of staff to product selection. Relatively low overhead will allow competition on price even to established alternatives in the area. Jason's experience in operating small businesses and working in startup environments will ensure tight inventory control, proper cash flow management, and smart budgeting. His extensive technical expertise opens the door to innovation through technology via real-time data analysis, custom mobile app engagement, and specialized point-of-sale operations that would be prohibitively expensive for most competitors. Brandon's experience managing in



1 FIRST FLOOR - DEMOLITION
3/16" = 1'-0"

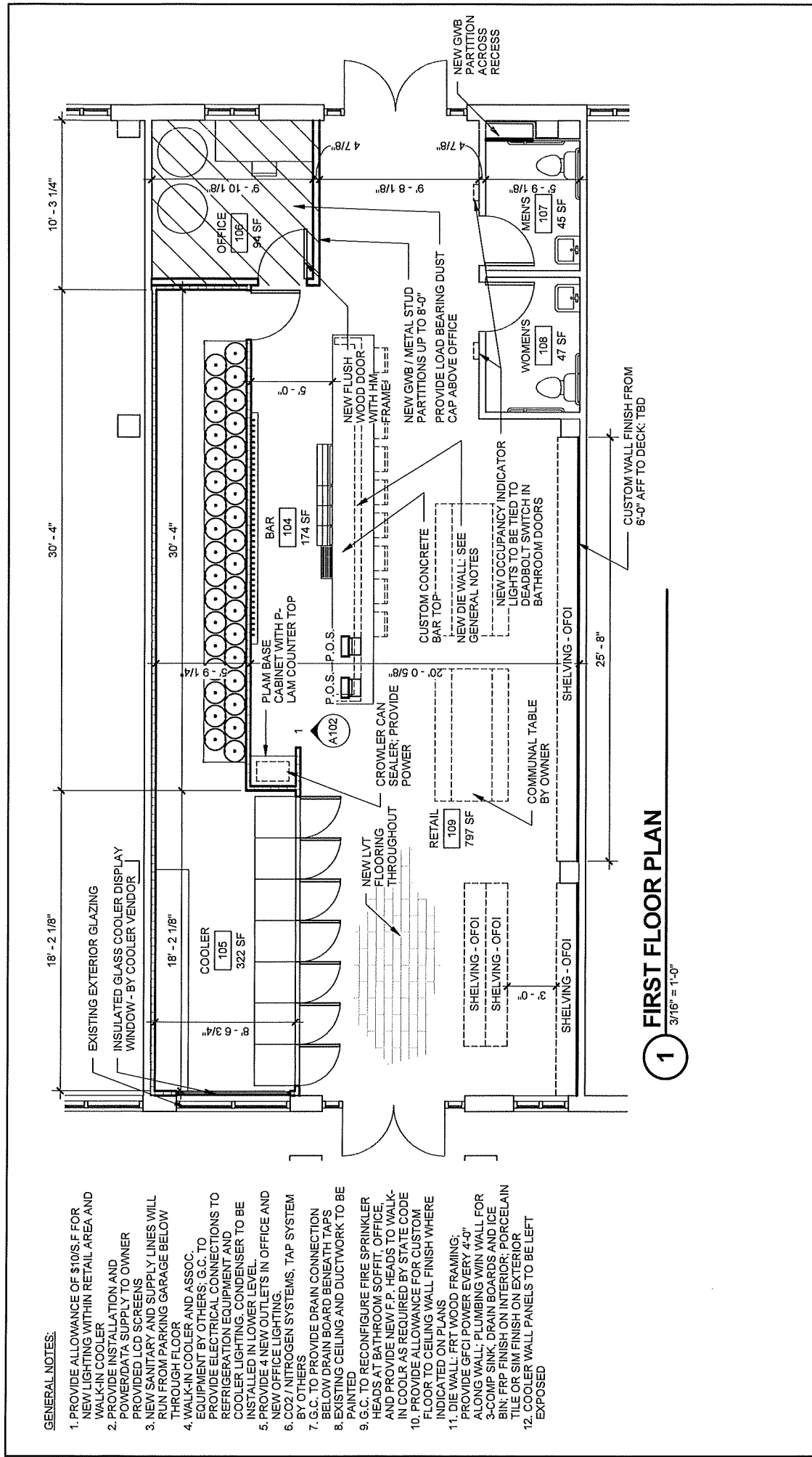


JASON HAJDIK
BARLEYPOP TAP & SHOP
Madison, WI 53703

FIRST FLOOR DEMOLITION PLAN

Project number	8/10/2015
Date	3/16" = 1'-0"
Scale	PR
Project Phase	

D101



GENERAL NOTES:

1. PROVIDE ALLOWANCE OF \$10/S.F. FOR NEW LIGHTING WITHIN RETAIL AREA AND WALK-IN COOLER
2. PROVIDE INSTALLATION AND POWER/DATA SUPPLY TO OWNER PROVIDED LCD SCREENS
3. NEW SANITARY AND SUPPLY LINES WILL RUN FROM PARKING GARAGE BELOW THROUGH FLOOR
4. WALK-IN COOLER AND ASSOC. EQUIPMENT BY OTHERS, G.C. TO PROVIDE ELECTRICAL CONNECTIONS TO REFRIGERATION EQUIPMENT AND COOLER LIGHTING. CONDENSER TO BE INSTALLED IN LOWER LEVEL.
5. PROVIDE 4 NEW OUTLETS IN OFFICE AND NEW OFFICE LIGHTING.
6. CO2/NITROGEN SYSTEMS, TAP SYSTEM BY OTHERS
7. G.C. TO PROVIDE DRAIN CONNECTION BELOW DRAIN BOARD BENEATH TAPS.
8. EXISTING CEILING AND DUCTWORK TO BE PAINTED.
9. G.C. TO RECONFIGURE FIRE SPRINKLER HEADS AT BATHROOM SOFFIT, OFFICE, AND PROVIDE NEW F.P. HEADS TO WALK-IN COOLER AS REQUIRED BY STATE CODE
10. PROVIDE ALLOWANCE FOR CUSTOM FLOOR TO CEILING WALL FINISH WHERE INDICATED ON PLANS
11. DIE WALL: FRT WOOD FRAMING; PROVIDE GFCI POWER EVERY 4'-0" ALONG WALL; PLUMBING WITH WALL FOR 3-COMP SINK, DRAIN BOARDS AND ICE BIN; FRP FINISH ON INTERIOR; PORCELAIN TILE OR SIM FINISH ON EXTERIOR
12. COOLER WALL PANELS TO BE LEFT EXPOSED

1 FIRST FLOOR PLAN
3/16" = 1'-0"

<p>JASON HAJDIK BARLEYPOP TAP & SHOP Madison, WI 53703</p>		<p>FIRST FLOOR PLAN</p>	
		<p>No.</p>	<p>Date</p>
<p>ARO EBERLE ARCHITECTS</p>		<p>Description</p>	<p>Project number</p>
		<p>Project</p>	<p>Date</p>
		<p>Scale</p>	<p>Project Phase</p>
<p>PROJECT: BARLEYPOP TAP & SHOP</p>		<p>Project number</p>	<p>Project</p>
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<p>SCALE: 3/16" = 1'-0"</p>		<p>Scale</p>	<p>Scale</p>
<p>PHASE: PRELIMINARY</p>		<p>Project Phase</p>	<p>Project Phase</p>
<p>PROJECT: BARLEYPOP TAP & SHOP</p>		<p>A101</p>	

