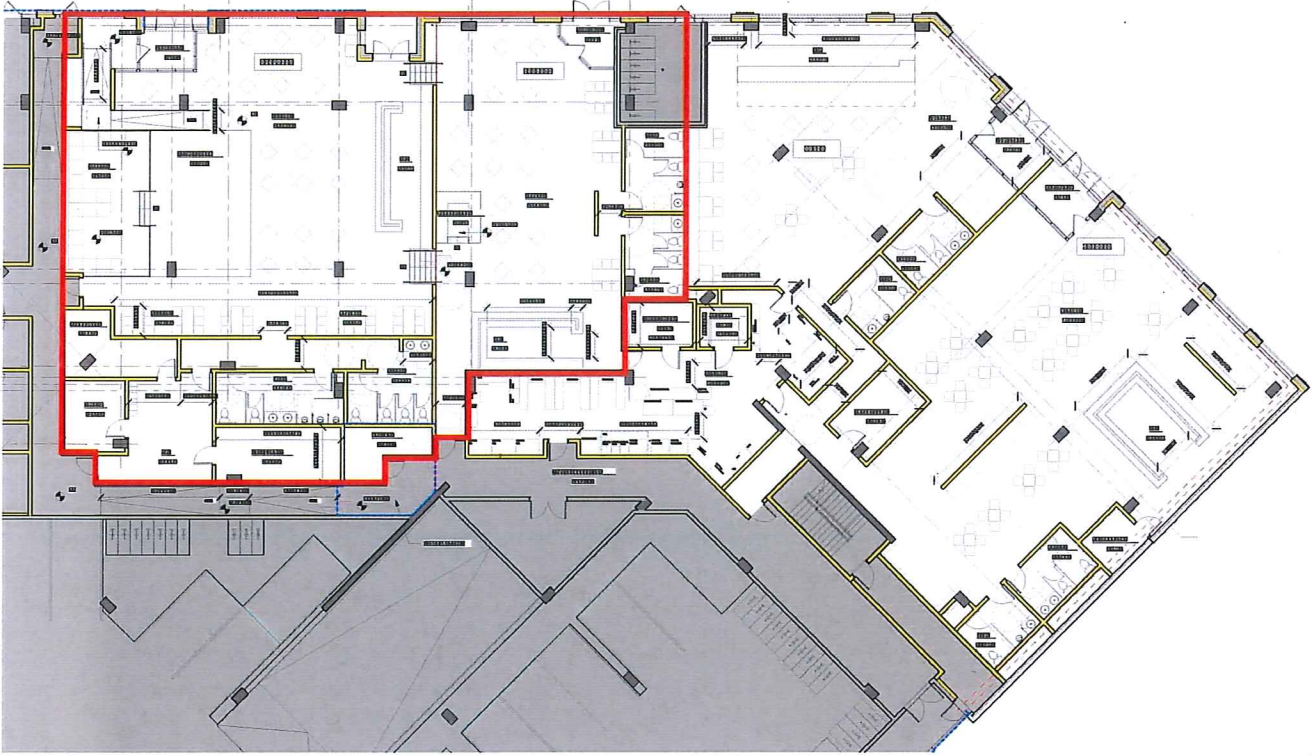
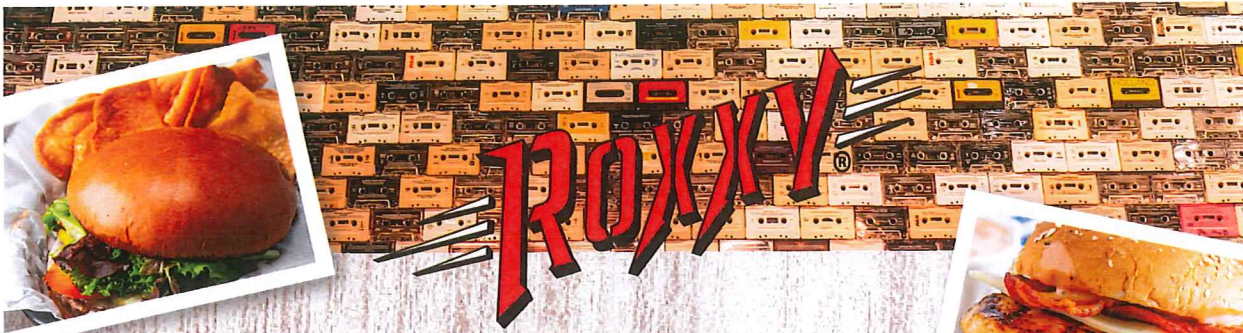


# ROXXY™







## BURGERS AND SANDWICHES

All Sandwiches are all served with homemade seasoned Roxy chips.

### BBQ Bacon Burger – \$12

A barbecue sauce-glazed juicy burger with crisp grilled bacon, grilled onions, and cheddar cheese on a toasted brioche bun.

### Mushroom Swiss Burger – \$12

Juicy, tender burger with creamy melted Swiss cheese and caramelized mushrooms and top it with a perfectly toasted brioche bun.

### Mexican Avocado Burger– \$12

Lean ground beef with crema and avocado sauce add a rich creaminess to our juicy burger on a toasted brioche bun.

### Grilled Chicken – \$12

6oz chicken breast grilled with our house seasoning to a perfect grill on a toasted brioche bun.

### BBQ Chicken – \$12

6oz chicken breast smothered in our homemade tangy BBQ sauce served a toasted brioche bun.

## SALADS

Side Salad - 8   Spring Salad - 12   Caesar Salad - 12



## SIDES

### Coconut Shrimp & Homemade Roxy Chips – \$12

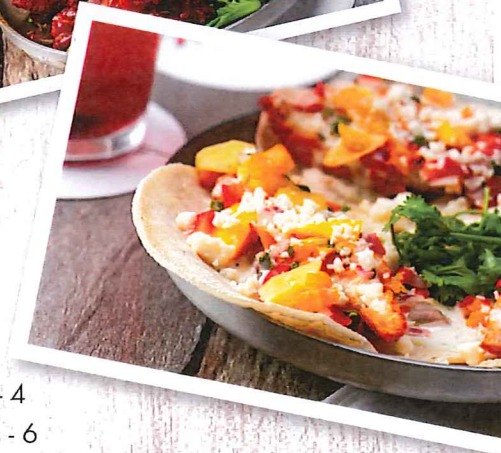
Golden, sweet, and crisp coconut shrimp served with our homemade sweet and spicy sauce.

### Homemade Chicken Strips – \$12

Lightly breaded with our homemade seasoning and batter and fried to a crispy perfection perfect for sharing or individual.

### Street Tacos (3) – \$12

Fresh ingredients on a tortilla shell with your choice of chicken, beef or fish.



## SHAREABLES

White Cheddar Nuggets - 10

Fresh Fried Mushrooms - 9

Nacho Platter - 12

Fried Pickles - 9

Homemade Roxy Chips - 4

Sweet Potato Waffle Fries - 6

French Fries - 5





**ROXXY**





# Partners & Executives



## Aaron Schurman

Partner/Vision

Born and raised in the Midwest, 'Shurm' as everyone calls him has an incredible list of accomplishments. A Military Veteran serving in the United States Space Command, a division of the Air Force, Shurm worked on future satellite software, creating an interest

in software development. During his service years, he opened his first nightclub to great success. This combination of serving, in both a human capacity and an entertainment capacity, led to the founding of SciPlay, a publicly traded (Nasdaq, SCPL). Shurm continues as the company's Founder and Chief Gamer focusing on creating great leaders.

In 2019 Shurm combined forces with Darin Beck, an original partner in SciPlay to create a new breed of entertainment venues. Roxy, Stuffed Olive, Double Tap, and others were created. Shurm has a certification as a Gallup Strength's Coach and strives for leadership to serve others through being their authentic selves. His work in leadership, venture capital, and community earned him the 2018 'CEO of the YEAR' for the Iowa Technology sector.

- Military Veteran
- Founder of Nasdaq-traded company
- 25 years ownership in nightclub/food industry
- Gallup Strengths Coach
- CEO of the Year

## Jeff Hassman

Partner/Finance

Jeff has 30 years of professional experience in a variety of corporate, consulting and entrepreneurial environments. He began his career with John Deere in marketing, sales and business development. His last position at Deere was at the HQ in the corporate M&A and Strategic Planning department.

Following his career at Deere, Jeff moved to Spain to work with the management consultancy firm Kearney in their Madrid office. He worked with numerous clients throughout Europe and Asia on strategic and financial opportunities, and to evaluate and develop new business ventures or potential investments.

In 2006, Jeff moved back to the Midwest and has continued to provide strategic and financial advice to many local companies. He has served on the boards of many non-profit organizations including Rotary, the Cedar Falls School Board, Community Foundation of Northeast Iowa and Prairie Lakes Church.

- 30 years of experience in a wide variety of industries
- Expert in strategy and finance
- Fluent in Spanish, Dutch and German
- Past District Governor for Rotary International
- President of the Cedar Falls School Board







# Partners & Executives



## Darin Beck

CEO

Darin began his entrepreneurial journey at 19 years old in 1983, when he opened his first night club in Marshalltown Iowa. In 1986 Darin moved to Cedar Falls and began opening cutting edge service and entertainment venues.

Over the years Darin grew his food and beverage company's size to 18 establishments with over 650 employees in 2015. Darin has always enjoyed mentoring future leaders and watching young people become successful "rock star performers". Darin has employed tens of thousands of people in the food and beverage industry over the years and has connections almost everywhere he goes.

Darin's true passion is designing and building food and beverage concepts. He has built and developed well over 50 establishments over the past 40 years.

- 40 Years in the Food & Beverage Industry
- Vice Pres. of Iowa Assoc. of Beverage Retail Establishments
- 3 Terms as President of Iowa Restaurant Association
- Vice Chair of Gov. Affairs Iowa Restaurant Association
- Chairman of Community Main St. Org., Cedar Falls, IA



## Tony DeSalvo

President

Tony has been a hospitality operations professional for over 30 years with two primary goals. The first is to exceed guest expectations in every operation he has the honor of leading. Second, he has an over-whelming passion for developing the next generation of leaders within the hospitality industry.

Tony's career has allowed him to create and lead franchise, quick-casual, casual dining, upscale casual, and bar-centric concepts. This conceptual and operational diversity has allowed him to acquire the skills and knowledge to successfully lead companies with 20+ units and revenues of over \$50MM per year.

The leadership and operational expertise Tony has developed throughout his career allowed him to be successful in growing great, multi-state, and international concepts.

- 30+ Years in the Food & Beverage Industry
- Co-Founder of 2 international franchised restaurant concepts
- Development, operational & financial oversight of 3 20+ unit restaurant/bar groups (Applebee's, Bar Louie & Redstar Tavern, Brothers Bar & Grill)
- "Developer of the Year" in 2014 for Bar Louie



# The WAY we do things

## CORE VALUES

### PURPOSE

Belonging ✦ Memories ✦ Community

Create **memories** and build the perfect place where we **all belong**.

### CARING

Support ✦ Serve ✦ Compassion

**Support** and **serve** the needs of all humans, before our own, with genuine **love** and **compassion**.

### LEARNING

Level Up ✦ Curiosity ✦ Innovation

Always striving to learn and **level up** by encouraging **curiosity** and **innovation**.





## The Venues...

**ROXXY**



From its inception, Harmonic Hospitality Group's strategy has been to combine 3-4 unique venues that complement each other and strive to make every imaginable customer & demographic feel at home.

*The result has been more successful than we could have imagined!*

Across our 11 locations you will find guests of all ages, all backgrounds, all preferences, all with big smiles and great times! We take pride in extremely positive feedback... a common review will say the venues feel like "something you will only find in a big city".

The venues complement each other in design, food & drink menus, lighting, music, and volume, providing a positive atmosphere and home for anyone looking to have a great time!

Madison will be our **SHOWCASE** as we expand to the rest of the country!



Best of the Best  
award winner across  
multiple years,  
including 2022

# THE STUFFED OLIVE®

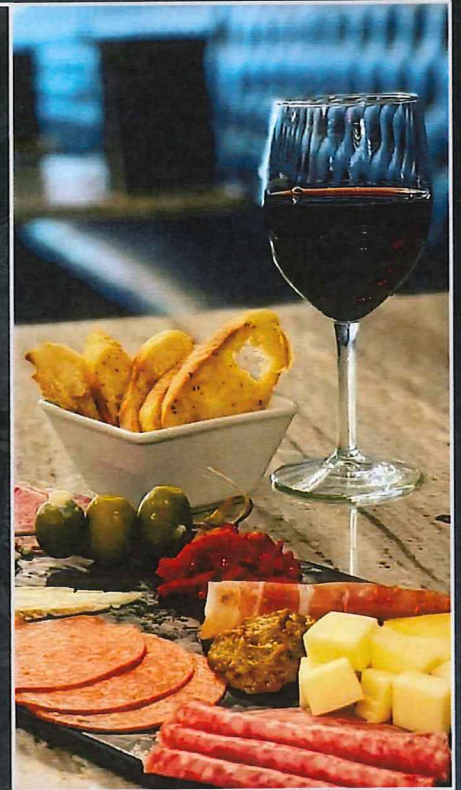
Martini Bar & Tapas Restaurant



The Stuffed Olive was founded in 2004 in the historic Blackhawk Hotel in Cedar Falls, Iowa. It began as a Martini Bar and Tapas Restaurant featuring plenty of great cocktails and small plate menu items to choose from.

Today there is over 100 martinis to choose from and amazing chef prepared appetizers, flatbread pizzas and tapas.

Stuffed Olive is full of soft leather seating in a modern, luxurious, yet minimalistic atmosphere. From the incredible food to perfectly selected background music and lighting, we think you'll find Olive to be a very sexy and sophisticated atmosphere to socialize and make yourself at home with your favorite martini.





# TAP TAP



Double Tap (or "Tap Tap" as some like to call it) is all about the gaming experience celebrating great games, great beer, great pizza, and great people!

Double Tap is truly a game lover's hang out complete with retro games, current games, pinball, ski ball, shooters and more.



# ROXXY

RESTAURANT,  
MUSIC VENUE, AND BAR

25% About the 80's

25% About the Music

50% About the Weird

100% GOOD TIMES!



## THE ROXXY MISSION:

To Celebrate the Individuality that Makes Us All Unique

To Encourage the Weirdness In Each Of Us to Shine

To Boldly Seek New Friends, New Relationships, and Epic New Adventures

And To Be Excellent To Each Other





# ROXXY

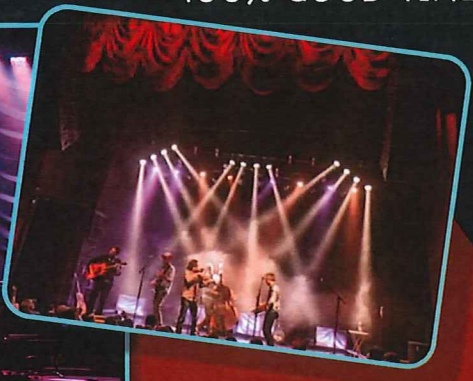
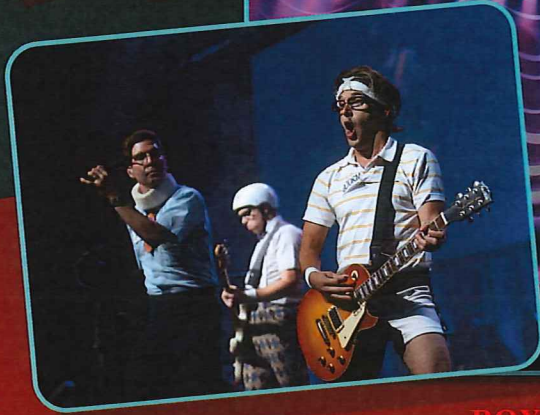
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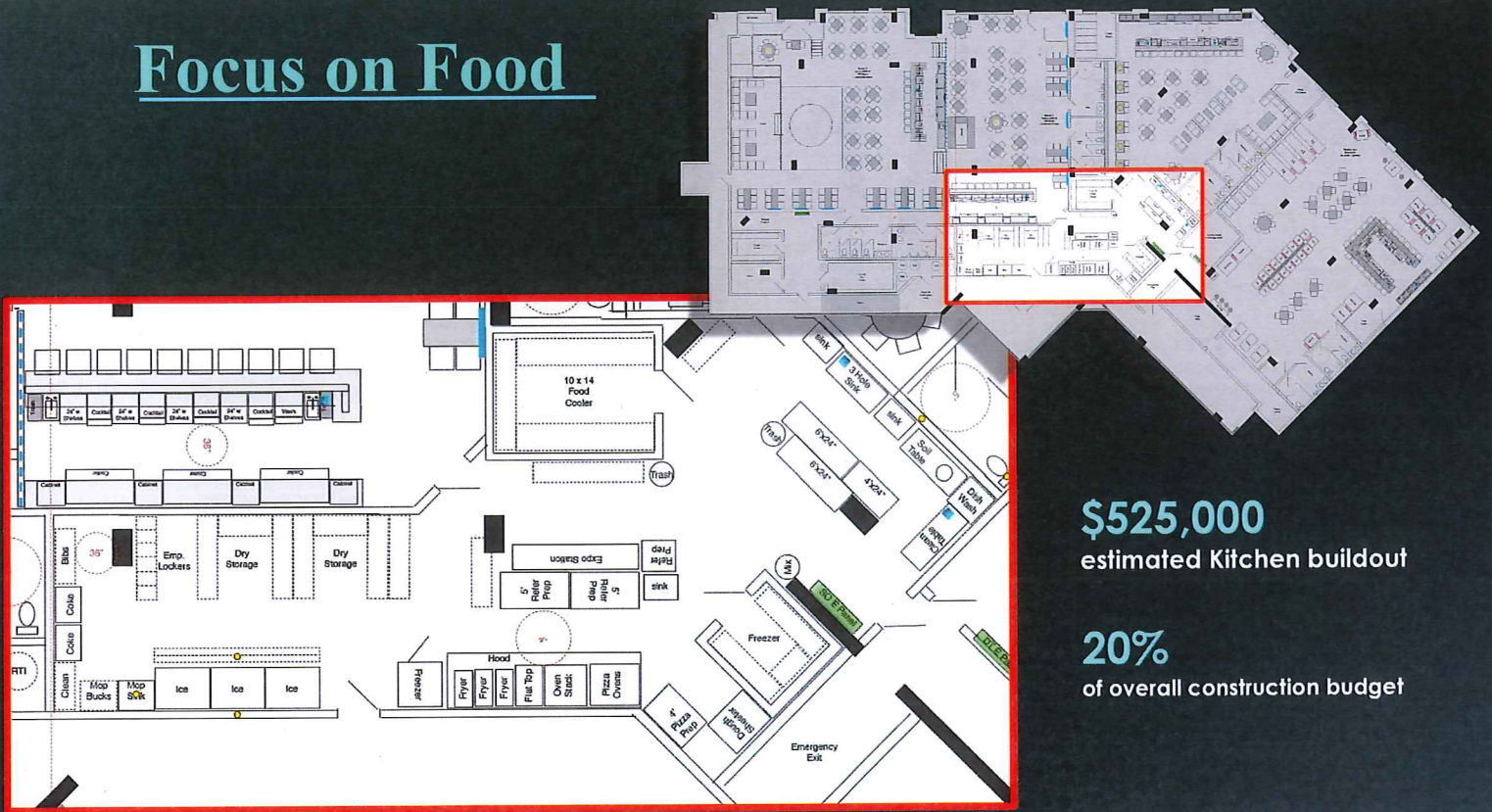
50% About the Weird

100% GOOD TIMES!



**ROXXY ENTERTAINMENT**  
LIVE DJ's -- Dinner Theater -- Comedy -- 80's Bands

# Focus on Food



**\$525,000**  
estimated Kitchen buildout

**20%**  
of overall construction budget



# Focus on Design



- Designed for the Perfect Night Out
- Seating Options for a Variety of Entertainment
- Modern Aesthetic Environment

# Focus on Security



## Mission

- To Celebrate The Individuality That Makes Us All Unique... In Each Of Us To Shine...
- To Encourage The Wordiness In Each Of Us To Shine...
- To Boldly Seek New Friends New Relationships And Epic New Adventures
- And To Be Excellent To Each Other Party On!

Your priority is to create an atmosphere of personal welcome and hospitality for our guests and keep that perception in the guest's minds throughout their stay. To help accomplish this, here are some things to keep in mind while on the floor:

A guest's first impression needs to be a positive one. A friendly greeting and a smile let guests at ease and lets them know they are at a friendly and fun place to be.

Great service also includes a professional attitude and appearance. The way you dress is a reflection of the way you work. Keeping a professional attitude and neat appearance while on the floor will reflect well upon both the business and you.

Confidence in yourself and your ability is crucial. You also need to be a person of honor, be understanding, and most of all, be patient. The guests with a smile, confidence, and good knowledge of the venue will have a more enjoyable experience with your service skills.

Harmonic Hospitality has shared entertainment, restaurant experiences where every Team Member is a part of the party. It is your responsibility to maintain the guests if you are having fun, it is guaranteed that you will have a great time.

Attitude and demeanor are a huge part of making our venue. Service is not determined by the alcohol, the music, or the people who work here. You are the one who determines how you interact with guests and your attitude is what we see.

Make the guests feel like you are glad they are here. Give them the impression they were warmly welcomed, but maintain a professional look any time, and return promptly whenever they tip, return, say hi, or smile!

A guest's service perception is based on the TYPE of product we choose to offer, the product PRICE, the QUALITY of the product, the SERVICE, which the product is brought and most importantly, how product is delivered.

You are the key player in our food, beverage and entertainment success.

## General Security Policies

The best security team members are personable, friendly and can talk to guests without appearing threatening or intimidating and also be able to manage people.

1. **Have an Objective:** As a member of the security team your main objective is to ensure the safety of all guests and staff. Check the ID's and ensure that you are not allowing anyone to enter the venue who is not on the guest list. If you are unsure who can come in, ask the host or the event manager for clarification. All items brought into the venue must be checked and approved by the security team.

2. **Secondary Objective:** As a member of the security team your job is to ensure the safety of all guests and staff. This includes monitoring the venue for any potential security risks and reporting them to the appropriate authorities. You are also responsible for ensuring that all guests and staff are aware of the security policies and procedures.

3. **Be Visible:** Always be visible to all guests and staff. Do not hide behind pillars or other structures. You should be able to see all areas of the venue and be able to respond to any potential security risks.

4. **Communication:** Always communicate with the host and the event manager. If you see a potential security risk, report it immediately. Do not take any action on your own.

5. **Helping with Guests:** Always be helpful to all guests and staff. If you see a guest who is having a difficult time, offer them assistance. Do not be afraid to ask for help if you need it.

6. **Working with Guests:** Always be professional and courteous to all guests and staff. Do not engage in any arguments or confrontations. If you see a guest who is being disruptive, report it to the appropriate authorities.

## Nightly Services

Each night you will be assigned to a specific area of the venue. It is your responsibility to ensure that all guests and staff are safe and secure in your area. You should be able to identify any potential security risks and report them to the appropriate authorities.

## Security Duties

Check the ID's of all guests and staff. Ensure that all guests and staff are aware of the security policies and procedures. Monitor the venue for any potential security risks and report them to the appropriate authorities. Be visible to all guests and staff. Always communicate with the host and the event manager. Be helpful to all guests and staff. Always be professional and courteous to all guests and staff.

• Employ team members that will embody and execute the HHG Mission Statement every day.

• The best way to provide a safe, enjoyable guest experience is by ensuring we are responsible servers of alcohol.

• A clean and organized venue increases guest safety and enjoyment.

• We train in the art and science of de-escalation when handling guest situations.

• Mandatory TIPS Training

• Work with MPD

• De-escalation training



## ENTRÉES

### FILLET MIGNON STEAK SKEWERS

Tender USDA beef fillet mignon bites glazed with a balsamic reduction grilled to perfection 20

### SEARED AHI TUNA\*

Choice of Blackened Kamikaze or Sesame Seared Sushi Grade Ahi Tuna. Accompanied with Sautéed Vegetables and a Homemade Wasabi Cream Sauce. 19

### CAJUN SALMON

Nordic Salmon, Seasoned New Orleans style with a Kickin' House Sauce and Creamy Risotto. 18

### GRILLED SALMON TACOS

Three Nordic Salmon Tacos, with a Mango Salsa and Ahi on Flour or Corn Tortillas. 16

### CARIBBEAN SALMON

Grilled Nordic Salmon on Cauliflower Puree and topped with a fresh Mango Dill Chutney. 17

### BEEF BRISKET AND FRIES

Hardwood Smoked Beef Brisket with Homemade Coleslaw and BBQ Sauce on a Brioche Bun. Served with House Cut French Fries. 16  
\*Substitute Salad. (f)

### CHICKEN SANDWICH AND FRIES

Choice of Grilled or Crispy Chicken, topped with Spring Greens, Tomatoes, Red Onion and Homemade Garlic Aioli on a Brioche Bun. Served with House Cut French Fries. 16  
\*Add cheese. (f)

### TRADITIONAL BURGER AND FRIES

Local Beef and Bacon, American Cheese, Lettuce, Tomatoes, Red Onion, & Signature Sauce, on a Brioche Bun with House Cut Fries. 16  
\*Substitute Salad. (f)  
\*Make it a Veggie Burger (2)

### CHICKEN AND SPINACH RISOTTO

Homemade Risotto mixed with Grilled Chicken and Spinach. Served with Toasted Garlic Bread. 17

### BUILD YOUR OWN MAC AND CHEESE

Big Bowl of Celentani Pasta in our Cheesy House Alfredo Sauce. Served with Toasted Garlic Bread. You'll be back for this! 14

## FLATBREADS

### CRAB RANGOON

Our house-made crab rangoon stuffing smothered in a five cheese blend and drizzled with sweet and sour sauce. Topped with crispy wontons 13

### PESTO CHICKEN

Garlic pesto and grilled Montreal chicken with mozzarella and spinach. 13

### THAI CHICKEN

Chicken sautéed in garlic sauce on top of house peanut sauce, coated with a five cheese blend with cilantro. 13

### MEDITERRANEAN CAPRESE

Roasted tomatoes in olive oil, fresh mozzarella onion, and basil. Drizzled with a balsamic r

### SWEET AND SPICY SICILIAN

Balsamic jam, mushrooms, Italian sausage queso fresco, and ghost pepper cheeses cheese blend. 13

### SPINACH ARTICHOKE

Our house-made spinach and artichoke smothered in a five cheese blend. 13

## SIDES

### ASSORTED SIDES FOR LARGE PLAT

French Fries,  
Roasted Potatoes  
Rice Pilaf  
Sautéed  
Seasonal Veggies  
Side Salad

## SALADS

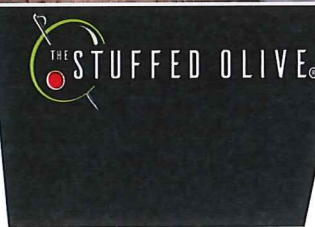
### SPRING SALAD

Spring Greens, Feta, Pickled Onion, English Cucumber, and Berry Vinaigrette. 14

### DINNER SALAD

Spring Greens & Chopped Romaine, Bacon Bits, Diced Tomatoes, and Shredded Cheddar Jack Cheese served with our Homemade Ranch Dressing. 14  
\*Add Chicken (4)  
\*Add Salmon (5)

# Robust Menus



## SMALL PLATES

### BRUSCHETTA

Tomatoes, Fresh Mozzarella, and Basil. Served on Toasted Baked Bread, and Drizzled with a Balsamic Reduction. 12

### CRISPY CAULIFLOWER & ROMANESCO

Lightly Breaded and Seasoned. Served with a Gochujang Sauce. 12

### RISOTTO CROQUETTES

Six bite-sized Croquettes made with Risotto, Parmesan and Provolone Cheese. Served with Marinara Sauce. 12

### MINI CHIMIS

Four Crispy Chimis stuffed with Grilled Chicken, topped with Homemade Pico de Gallo, and Sour Cream. Served on a bed of Fresh Romaine. 14

### CRAB RANGOONS

Real Crab and a Cream Cheese Mix in Crispy Wonton Wrappers. Served with a Homemade Hawaiian Sauce. 13

### CALAMARI

Hand breaded and cooked until golden brown. Served with our House Sauce for dipping. 15

### TUNA TARTAR\*

Cubed Sushi Grade Ahi Tuna, Cilantro, and Jalapeño. Served with Wontons and a Homemade Wasabi Cream Sauce. 17

### SHISHITO PEPPERS

Battered mildly spicy Asian Peppers served with a Gochujang Sauce. 12

### MEATBALLS

Bite-sized Meatballs in a Brown Sugar Bourbon Glaze. 13

## DESSERTS

### FRESHLY MADE SEASONAL DESSERTS

SEASONAL CHEESECAKE 9

CRÈME BRÛLÉE 9

MACARON FLIGHT 9



### CREAMY CRAB DIP

A Creamy Blend of Crab, Artichokes and Crab. Served with Toasted B

### SPINACH ARTICHOKE

A Creamy Blend of Spin and Cream Cheese. Ser with Toasted Garlic Brea

### BRUSSEL SPROUTS

Served with Balsamic Glaze - Add Bacon or Blue Cheese

### STUFFED MUSHROOMS

Creamy Mushrooms filled with Dip and lightly toasted. 14

### POUTINE

Hand Cut Fries topped with a Re shredded Beef Shreds, and Wisconsin Cheese Curds. 16

### CHICKEN SKEWERS

Four Chicken Skewers marinated in Served with Mixed Greens and Garlic

### CHEESEBURGER SLIDERS

3 Mini Cheeseburgers topped with An Lettuce, Tomatoes, Red Onion and Sigl Served on a Brioche Bun. 15

### NASHVILLE HOT CHICKEN SLIDERS

Three Hot Sauce Drenched Chicken Sliders topped with chopped Romaine and Served with a side of Ranch. 15



## BURGERS AND SANDWICHES

All Sandwiches are all served with homemade seasoned Roxy chips.

**BBQ Bacon Burger - \$12**  
A barbecue sauce glazed juicy burger with crisp grilled bacon, grilled onions, and cheddar cheese on a toasted brioche bun.

**Mushroom Swiss Burger - \$12**  
Juicy, tender burger with creamy melted Swiss cheese and caramelized mushrooms and top it with a perfectly toasted brioche bun.

**Mexican Avocado Burger - \$12**  
Lean ground beef with crema and avocado sauce add a rich creaminess to our juicy burger on a toasted brioche bun.

**Grilled Chicken - \$12**  
6oz chicken breast grilled with our house seasoning to a perfect grill on a toasted brioche bun.

**BBQ Chicken - \$12**  
6oz chicken breast smothered in our homemade tangy BBQ sauce served a toasted brioche bun.

## SALADS

Side Salad - 8   Spring Salad - 12   Caesar Salad - 12

## SIDES

**Coconut Shrimp & Homemade Roxy Chips - \$12**  
Golden, sweet, and crisp coconut shrimp served with our homemade sweet and spicy sauce.

**Homemade Chicken Strips - \$12**  
Lightly breaded with our homemade seasoning and batter and fried to a crispy perfection perfect for sharing or individual.

**Street Tacos (3) - \$12**  
Fresh ingredients on a tortilla shell with your choice of chicken, beef or fish.

**SHAREABLES**

White Cheddar Nuggets - 10  
Fresh Fried Mushrooms - 9  
Nacho Platter - 12  
Sweet Pickles - 9

Homemade Roxy Chips - 4  
Sweet Potato Waffle Fries - 6  
French Fries - 5

# Robust Menus

Large Plates

Small & Shareable Plates

Appetizers

Thin Crust Pizza  
with Classic, Modern,  
& Unique Toppings



## Specialty Pizzas - \$9/\$16

Order 8" Small (4 slices) or 14" Large (8 slices)

Spinach Artichoke  
Jalapeño Popper  
Crab Rangoon  
Nashville Hot Chicken  
Philly Cheese Steak  
Margarita Vegetarian

8" Small Philly Cheese Steak Margarita Pizza

## Level Up Apps - \$10

Loaded French Fries  
Ghost Pepper Cheese Balls  
Spinach Artichoke Dip

## Salads - \$8

House Salad  
Caesar Salad

## Additional Toppings - \$1 each

Pepperoni	Mushroom
Sausage	Black Olive
Canadian Bacon	Pineapple
Onion	Ghost Pepper
Green Peppers	Cheese
Bacon	

Or Create Your Own  
First topping is FREE!





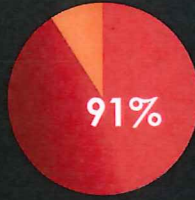
## Food Hours by Venue

Roxy



■ Food Available ■ Kitchen Closed

Stuffed Olive



■ Food Available ■ Kitchen Closed

Double Tap



■ Food Available ■ Kitchen Closed

# Every hour will have food available

(will stop taking orders at 1:15AM at some establishments but will deliver until close)

# Responsible Specials

**No** Specials promoting binge drinking

**No** Inflated cover with free alcohol

**No** "Drink all you can" specials





# Large Advertising Budget Dedicated to Food & Fun

Got what it takes to be the **Achievement? HUNTER**

Share your score to the bartender to collect your points.  
A NEW Achievement is added weekly. Redeem anytime from the bar!

**SEVEN STRANGER THINGS** 1/23 to 1/29  
Score 70,000,000

**GUITAR HERO** 1/30 to 2/5  
Clear hard song with 90% Accuracy

**SUPER MARIO** 2/6 to 2/12  
Score 50,000

**METAL SLUG** 2/13 to 2/19  
Score 40,000

**The BEATLES PINBALL** 2/20 to 2/26  
Achievement Game is labeled with a sticker!

**SUNDAY FAMILY DAY**  
UNTIL 8PM

**\$2 OFF LARGE ALL DAY PIZZAS**

**\$1 OFF WELLS ALL DAY**

**TAP TAP**

Our advertisements lead with unique activities, fun, and food!

**ROXXY**

**UGLY SWEATER NIGHT**

**DECEMBER 17<sup>TH</sup>**

**\$25** FOOD TAB FOR UGLIEST SWEATER

**\$2** OFF ALL DOMESTIC DRAWS

*Thank  
you!*

Madison will be our  
Showcase for the U.S.A.

