

FRANCHISE

**JABEERWOCKY<sup>®</sup>**

**CRAFT BEER PUB**



Open up your own PUB  
and make full use of our experience

# WHY? **JABEERWOCKY**<sup>®</sup>

- Expertise and passion of the brand creator;
- Trainings and other supportive services.
- FREEDOM – You do the managing, we give assistance;
- Major company brewery – a good offer, good prices, high margins;
- Loyalty programme for all our pubs – Jabeer Discount Card;
- Know-how – mistakes are costly, and well tested solution always come cheaper;
- Already negotiated and approved contracts with suppliers – together we stand!;
- Exclusive rights in the given location – the best competition is no competition;
- Three success stories – we welcome you to our pubs in Warsaw, Poznan and Łódź;
- Back-up in essential matters and 24/7 assistance;

**Is there a JABEERWOCKY  
in your town?**





# JABEERWOCKY®

## EXPERTISE AND PASSION

### What is it?

**JABEERWOCKY Craft Beer Pub** is a high street bar, where you can drink only top-notch craft beers from numerous taps. It is a place for everyone, regardless of their background or beliefs. Here, rock music of diverse tones and colours reigns. You will eat gourmet dishes and spend time nicely with your friends here. First time presentations, hosting beers from befriended producers, meeting with interesting personalities in the beer market – all this and much more happens in JABEERWOCKY pubs.

### Who is behind it all?

The Brand creator, Rafał Kowalczyk, is a well-known figure in the beer producers' market. International beer judge for many years, active in participating in all major beer competitions and events. Lecturer of beer sensory features at Wrocław University of Environmental and Life Sciences. Consultant, expert, journalist, but above all a man of keen passion for beer. Founder of the very first JABEERWOCKY Craft Beer Pub in Warsaw, named one of the best beer pubs in Poland by both patrons and the media. The pub is also listed among the TOP 50 Best Craft Beer Pubs in Europe.

# KNOW-HOW, or what you are getting



**ASSISTANCE** AT THE PROJECT STAGE AND DURING REDECORATION AND FURBISHING OF THE VENUE. IT IS THE CRITICAL PHASE OF THE PREPARATIONS – LATER IT WILL BE TOO LATE TO CORRECT CERTAIN THINGS



**TRAININGS** FOR THE CREW AND MANAGERIAL STAFF BEFORE THE START AND AFTER KICK-OFF



A WIDE RANGE OF **JABEERWOCKY® BEERS**, INCLUDING UNIQUE EXCLUSIVE ONES DEDICATED SOLELY TO OUR BRAND PUBS



**SPECIAL PRICE DISCOUNTS** AT PURCHASE FROM JABEERWOCKY® BREWERY MEAN **HIGH MARGINS** FOR THE PUB OR PROMOTIONAL OFFERS FOR PATRONS



CRAFT BEER MARKET NETWORK AND PITCHING OPPORTUNITIES IN GOOD COOPERATION  
**- YOU WORK WITH THE VERY BEST** AND AVOID BAD SERVICE



**EXTRA SERVICES**  
– MARKETING, PHOTO/VIDEO, ART DESIGN, SOCIAL MEDIA FINANCES, BOOKKEEPING

# JABEERWOCKY® BREWERY FACILITY

**JABEERWOCKY** Brewery is a unique venue only about 20 km or 12 miles from Warsaw. State-of-the-art production hall contains a 40 HL brewery plant and numerous fermentation containers. One hectare patch of land also includes several brick structures that are planned to be used for wild and sour beer types production, as well as the biggest craft beer pub in Poland. In it, we are planning to celebrate special occasions and organize special events. In the summer you may expect fairs and music concerts in the open.

Beer for franchise owners always at producer prices, which means that we give you an opportunity to either increase margins or make your pricing policies more attractive for patrons.

Wide offer of occasional, seasonal beers does not always end up in bottles, but is always available in barrels and our pubs. Those keen on diversity and novelties from our brewery will taste our unique produce only in bars.



4 DOSE ABOUT 2 BEER WE SALUTE YOU!

# SUCCESS STORY

## Warsaw, Łódź, Poznań



JABEERWOCKY cradle is the Warsaw pub at Nowogrodzka 12. Appreciated and awarded many times by patrons, including numerous foreign guests. It has found its place among Top 50 Craft Beer Pubs in Europe.

We pour you beer from seventeen taps here.



Our Poznan pub is one of the biggest venues of this kind in Poland and quickly earned the reputation of a spot with excellent beer and tasty food. The historical building hides inside the basements with a feel and a second bar. It offers beers from 19 taps.



Our most recent venue is in Łódź. Perfect location, great layout of the venue and a long bar – these are the strengths of JABEERWOCKY Łódź. We have no doubt whatsoever that it is yet another unique spot on the beer map of the city. 15 taps are waiting for you. Impressive, isn't it?

Each place offers:  
A BAR WITH CHARACTER,  
**A DOZEN PLUS TAPS,**  
GREAT CUISINE, GOURMET FOOD



# and **BRAND SUPPORT**

- Marketing assistance including participation in loyalty programme for our loyal patrons;
- Constant care and support from the brand creator (consulting, trainings);
- Technical supervision or technical trainings for staff;
- Emergency assistance with orders and storage policies;
- Social Media (staff trainings, good practices etc.)  
possible help with communication;
- Access to promotional materials and POS
  - tee shirts, brand glass and other beer related items;



# EXTRA SERVICES

- At start, we may recommend an architect, interior designer, branch projects...;
- IT and POS programming;
- Marketing services, including Social Media promotions;
- Photo and video services – tailor made projects and sessions for the pub
- Graphics – personalized graphic designs in the distinct JABEERWOCKY style.

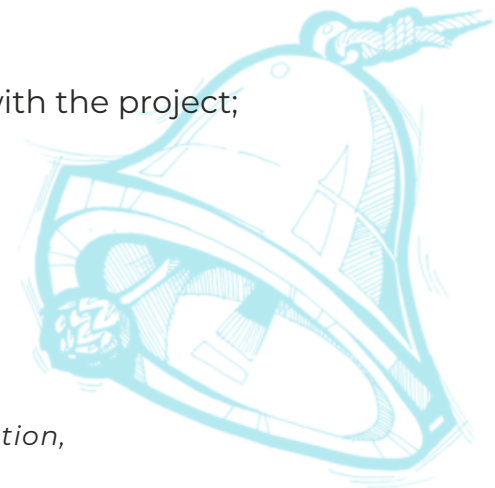




# FRANCHISE TERMS AND CONDITIONS

- You receive exclusive rights to the local territory;
- Possibility to get license for selling alcoholic beverages in a given place;
- Great location increases success chances;
- Minimum financial contribution to your part is 200,000 zł\* to get started with the project;
- Property or lease rights to the venue of around 200 square metres;
- Low introductory fee and franchise monthly payment.

*\* Investment finances depend a lot on the size of the location and the construction, redecoration needs. Pus the furbishing, equipment, etc.*



# LET'S GET WOCKY!

JOIN **JabeerFamily!**

Rafał Kowalczyk

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# JABEERWOCKY