

# EMPIRE OYSTER RESIDENCY - ONE PAGER

- **AN ELITE RAW BAR OPERATION”, “IN A BOX” AT YOUR LOCATION**
- **PROVEN PROFITABLE, SIMPLE, EASY, SAFE & EFFECTIVE.**
- **LITTLE OR NO START UP COSTS**
- **AVAILABLE TO BREWERIES, HOTELS, WINERIES, RESORTS, DISTILLERIES OR OTHER F&B OPERATIONS** anywhere.

## SOLVES A PROBLEM & CREATES AN OPPORTUNITY

**OPPORTUNITY:** An elite raw bar experience creates an additional feature, attraction of amenity for your location that is capable of generating an additional \$2,000,000 a year to your top line. It will generate significant revenue, engage & enchant an affluent, value-driven consumer, boost beverage revenues, drive additional food sales and generate significant media exposure.

**PROBLEM:** It is very hard to set up, staff and operate an elite raw bar experience.

**SOLUTION:** Partner with Empire Oyster

## HOW WE DO IT

We operate an elite oyster & raw bar at your location. Generally we do this Wed - Sat from 4pm - 9pm for a season (Summer or Winter). Our partners do nothing or next to nothing minus obvious obligations like providing space and sometimes, cold storage. We provide the following services:

- **DESIGN & BUILD** whatever needs to be built (if anything).
- **HIRE & TRAIN** staff needed to operate.
- **MANAGE & OPERATE** staff, ordering, receiving, storage, inventory, presentation, trash and ice.
- **MARKET & PROMOTE** our operations in concert with your marketing & promotions.

## BENEFITS OF OYSTER RESIDENCY

- **TURN KEY** No significant effort is required.
- **REVENUE** It is difficult to project or model this until we can ID a specific location, operating hours and business model but the bottom line is that we will attract and retain new high-value customers to your location. They'll buy other food & bev from you before, during and after they enjoy the raw bar service. **This can generate (as it is currently in one NJ location) \$9,000 - \$12,000 per week in raw bar sales. Those sales can be tracked (on real checks/covers) to an additional \$40,000 in F&B sales per week. That is \$2,000,000 a year.**
- **MARKETING** We have significant social and digital media assets to leverage in these partnerships. Our IG following is over 10,000 and we have an additional 10,000 person email list. In your market we will create incentives for consumers to follow us for special offers, announcements and news about our raw bar offerings and drink pairings. We can also promote which bands are playing or which other food options may be available.
- **DIFFERENTIATION** If your spot had the best raw bar within 500 miles it would attract people who love oysters and would likely go elsewhere for them. RESIDENCY attracts high-value consumers and drives revenue. We know this is the case because we've done it over and over again. And we can essentially guarantee that we will get legitimate food media / critics to publish stories about it as well.
- **NO LONG TERM DEAL NEEDED** This is a seasonal offering (Summer or Winter).
- **LONG TERM DEALS POSSIBLE** In the form of a licensing or franchise agreement, as per your interest.
- **EXCLUSIVITY** If we engage with you we wont engage with others nearby.

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