

# AMERICAN PUBLIC HOUSE

Espresso Bar, Pub & Irish Brewery

What would you get if “Starbucks” built an Irish Craft Brewery in their lobby and added Spectacular Pub Food to Their Menu?

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## **The Answer ... American Public House** Espresso Bar, Irish Pub & Regional Craft Brewery



---

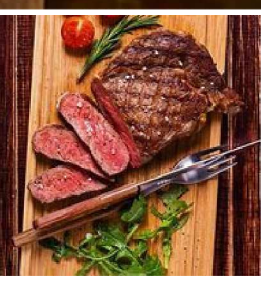
**AMERICAN  
PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## The Challenge

---

- ✓ Smaller cities with populations of 50,000 - 100,000 residents are a restaurant wasteland. Mid to Upper-level restaurant chains, healthy Grab & Go salad spots and gourmet coffee bars cannot profit in this economic environment due to high operating costs.
- ✓ The success of six national highly popular “brewpub” chains (Yard House, Rock Bottom Brewing, BJs Restaurant and Brewery, Gordon Biersch Brewery Restaurant, and Craftwork’s Brewery) with a combined 300 units have demonstrated the growing demand for craft beer.
- ✓ Starbucks, Dunkin, Tim Hortons, Dutch Brothers, Peet’s and Caribou Coffee with \$42.8 Billion in annual sales revenues have proven the same growing demand in the coffee world.
- ✓ Simply Salad, Mixt, Tender Greens, Grabbagreen, Fresh & Company and Salad & Go are rocking the QSR (Quick Service Restaurant) world with healthy fast casual soup and salad offerings.
- ✓ The \$64,000 question ... How do we make these options available to customers outside of major metropolitan areas?



## We Have A Radically Simple & Efficient Solution

---

- ✓ **American Public House** is a hybrid Brewpub combining the best attributes of Starbucks, Green District Salads, Fado's Irish Pub and Breckenridge Brewery in a unique "One Stop" Gathering Place.
- ✓ **6AM, and the morning starts** with great espresso-based drinks, amazing pastries crafted by our own bakers and a warm, friendly environment conducive to work, study and socializing. These offerings remain available all day long.
- ✓ **At 11AM, morning coffee turns to lunch**, "Grab & Go" becomes the order of the day as patrons dash in for a healthy carry out mid-day meal. Or possibly an enjoyable business meeting over soup and sandwiches.
- ✓ **4PM means work is done**, the Pub is open, and our dining room is ready for table service. Great steaks, burgers and authentic Irish dishes not to mention amazing craft beer from our on-site Brew House
- ✓ Combining these concepts in a single 9,600 SF location creates unbelievable economies of scale allowing profitability even smaller cities. **Yes, a "Radically Simple Solution that works!"**

## Companies That Inspired Us

---

**AMERICAN  
PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery



**Starbucks - Founded 1971**  
Global Coffee Giant, 37% market share,  
\$325 Billion 2022 Sales Revenues



**Fados – Founded 1996**  
Founded by Irish Immigrants with the  
goal of bringing the best of Dublin pubs  
to the U.S. 11 Units in major cities. \$40  
Million 2022 Sales Revenues



**Green District – Founded 2017**  
Louisville, KY, Fast Casual, Grab & Go Fresh  
Soup and Salad company designed to  
provide high-quality, healthy food to  
customers in a fun, lively environment.



**Breckenridge Brewery – 1990**  
Third craft brewery started in United  
States, sells in 42 States, purchased by  
Anheuser-Busch InBev in 2016 for \$85  
Million

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)



## The American Public House Business Model

---



### **Phase 1: Brewpub #1 - March 2024**

Statesboro, GA Espresso bar, pub and craft brewery helps develop scalable beer line, menu & coffee offerings.

### **Phase 2: Wholesale Expansion - 2025**

150,000 BBL Regional Commercial Brewery and coffee roasting facility

### **Phase 3: Brew Pub Expansion - 2026**

12 brewpub units. Southeast United States (GA, FL, SC, NC, AL)

### **Planned Revenue Streams**

- Dine-In Food Sales
- On-Premises Alcohol Sales
- Retail Coffee & Beer Sales
- National Wholesale Coffee Distribution
- Regional Beer Distribution



Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## Projected Phase I Timeline



- August 31, 2024** - Financing In Place
- September 1, 2023** - Lease Execution
- September 15, 2023** - Exterior Renovations Begins
- November 1, 2023** - Interior Buildout Begins
- January 2, 2024** - Exterior Renovation Complete
- January 10, 2024** - VP Brewing Ops Hired
- January 15, 2024** - Brewing Equipment Arrives
- February 1, 2023** - VP Food Ops Hired
- February 15, 2024** - First Brewing Starts
- March 1, 2024** - Employee Training Begins
- March 17, 2024** - Soft Opening
- April 1, 2024** - Grand Opening

April 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Website: [www.american-public-house.com](http://www.american-public-house.com)  
 contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## Why American Public House Will Succeed

- Craft Beer and Coffee Sales Are Growing Faster than the overall on-premises food market.
- Craft beer demographics are becoming more diverse with growing female & minority consumption rates.
- APH is highly metrics driven. Control of Prime Cost (food, alcohol & Labor Cost) through proper pricing is critical to us.
- We have created a spectacular C-Staff with skills that vastly exceed the average restaurant start-up.
- The APH concept is designed to take in higher sales per square foot of operating space.

**AMERICAN**  
**PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery



Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)



## Phase I - The Perfect Location

### Statesboro Mall

Vacant Sears Home Store Building

430 Northside Dr E Ste 100, Statesboro, GA 30458

### Demographics

- Statesboro Permanent Residents - 34,353
- Georgia Southern University Pop. - 27,076
- Bulloch County Pop. - 81,099

### Daily Street Views

- Lovett Rd 23,000
- Brannen Street 20,000
- Northside Drive 45,000

### Fun Facts

- Location is 4.2 Miles from GSU Main Campus
- Statesboro is experiencing double digit growth based on construction of a major Hyundai electric car plant located 15 miles from downtown.
- Location of choice for all corporate chain restaurants.



Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

**AMERICAN**  
**PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery

## American Public House Core Beers

---

- Traditional Stout
- Oatmeal Stout
- Chocolate Stout
- Irish Red Ale
- Imperial Pale Ale (IPA)
- Irish Lager
- Irish Cider

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

AMERICAN  
PUBLIC HOUSE  
Espresso Bar, Pub & Irish Brewery



## American Public House Core Coffee

---

### ● **SINGLE ORIGIN**

Brazil  
Colombia  
Costa Rica  
Ethiopia  
Guatemala  
Honduras  
Kenya AA  
Peaberry

### ● **SIGNATURE BLENDS**

Central Blend - Medium  
Brazil, Guatemala, Columbia

### ● **Breakfast Blend - Bold**

Brazil, Guatemala, Columbia & French  
Roast

### ● **French Roast**

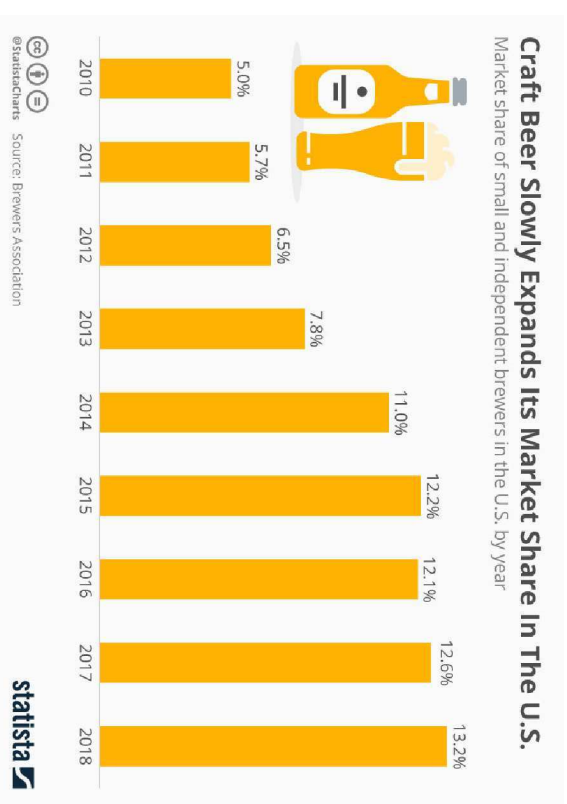
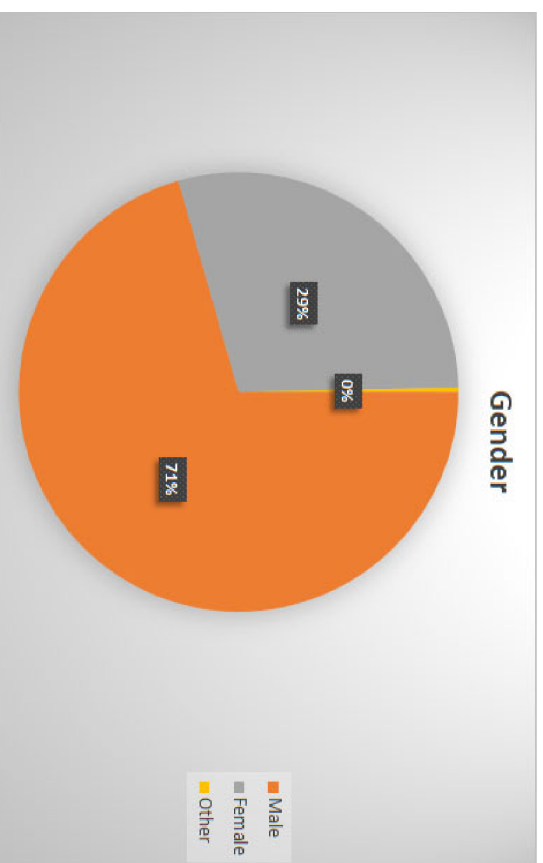


**AMERICAN**  
**PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## Why Craft Beer?

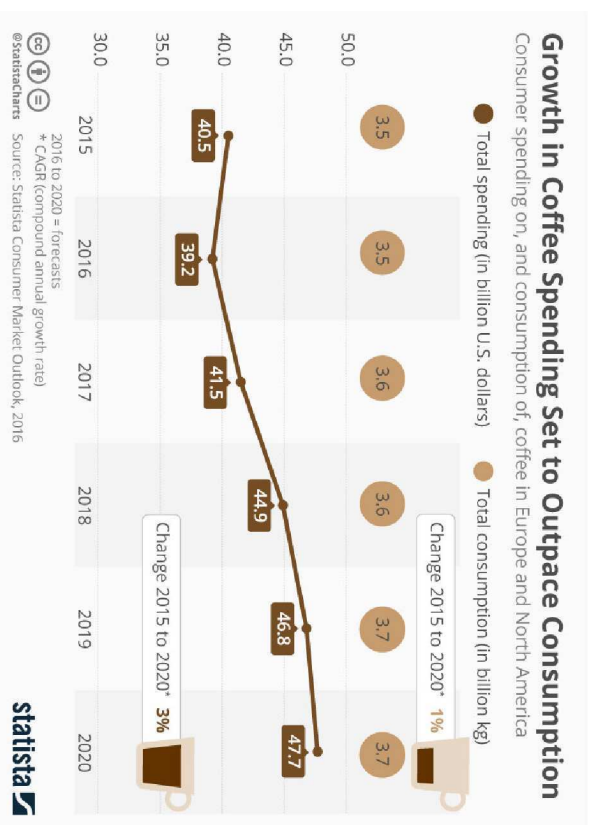
- Craft Beer Sales are Outpacing the Market with more women than ever drinking craft beers.



**AMERICAN**  
**PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## Why Coffee - There's Money in those Beams!



**AMERICAN**  
**PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)



## Competitive Landscape - Phase I

---

### Local Competition

#### **Brewpub**

- Eagle Creek Brewery

#### **Restaurants**

- Chilis
- Ruby Tuesday
- Loco's Grill & Pub
- Longhorn Steak House
- Bull & Barrel

#### **Coffee Shops**

- Starbucks
- Dunkin
- Elliano's
- Three Tree
- The Daily Grind

#### **Local Salad Shops**

- Chicken Salad Chick
- McAlister's
- Panera Bread
- Olive Garden

#### **National Brewpub Chains\***

- Yard House
- Rock Bottom Brewing
- BJs Restaurant and Brewery
- Gordon Biersch Brewery Restaurant
- Craftwork's Brewery

\*Closest National Chain is located in Atlanta GA

Website: [www.american-public-house.com](http://www.american-public-house.com)

contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## American Public House Competitive Advantage

---



- We have already created & tested and our Espresso Bar concept Under the **Public House Coffee** Brand Name. (Brunswick, GA & Jacksonville, FL)
- There is only one brewpub within 45 miles of Statesboro.
- Statesboro, GA lacks a good mid-range dining experience.
- Our hybrid concept gives guests a one-stop location for their dining needs.

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

## The American Public House Team

---

**AMERICAN**  
**PUBLIC HOUSE**  
Espresso Bar, Pub & Irish Brewery



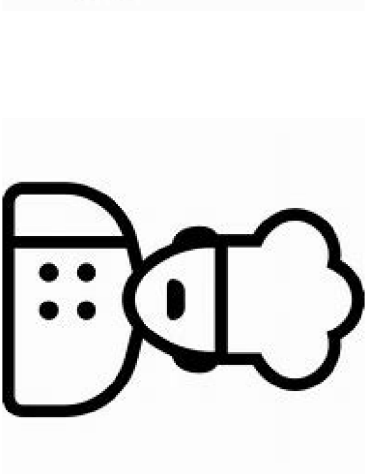
**Dr. Dana Atkins, MBA, PhD**  
President, CEO, Founder  
Business Professor  
Restaurant Consultant  
Past Military Leader



**Briana Atkins**  
CFO, Founder  
Accountant  
Human Resources Expert  
Researcher



**VP Brewing Ops**  
Hiring Date Nov 2023  
Master Brewer



**VP Food Ops**  
Hiring Date Nov 2023  
Executive Chef

Website: [www.american-public-house.com](http://www.american-public-house.com)  
contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)

**It's Time to Invest with American Public House**

---

## **The Ground Floor Is a Great Place to Be!**

**Just Ask Initial Investors in Apple, Microsoft and Starbucks**

**Why not learn more about the American Public House Plan**

**See Us At <https://wellfound.com/>**

Website: [www.american-public-house.com](http://www.american-public-house.com) contact: [investors@american-public-house.com](mailto:investors@american-public-house.com)