



# FRANCHISE OVERVIEW

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## NAPA Kitchen and Wine

NAPA Kitchen and Wine has quickly become one of the top destinations for an expansive selection of wines from Napa Valley and beyond. On top of an extraordinary selection of wines in a relaxed environment, NAPA Kitchen and Wine has earned top marks for a seasonally-driven menu of Cali-inspired cuisine including fresh seafood, premier steaks, farm-fresh produce, hand-rolled sushi, and more. Guests also enjoy self-serve wine and bourbon stations, a wine-tasting bar and lounge, along with personalized events such as wine tastings, wine pairing dinners, and a monthly wine academy.

DJB Hospitality/Franchising (parent company of NAPA Kitchen and Wine) is proud to have been named one of the fastest-growing private companies in the U.S. 4 years in a row by INC 5000. NAPA Kitchen and Wine has received international recognition from Wine Spectator, earning an Award of Excellence for our wine program. We are looking for franchise partners who embody our beliefs and can propel the NAPA Kitchen and Wine culture and brand.

Our franchise system is crafted for your success. With site selection and lease negotiation assistance at the beginning, and strong ongoing support from our experienced operations and in-house marketing team as your location flourishes. We allow you to work quickly towards profitability in your community.



# NAPA KITCHEN AND WINE - BUILT ON 10 YEARS OF SUCCESSFUL FRANCHISING

As of January 2023, our first year of sales was \$4.8M. We currently are offering single-unit and area development licenses in several states.

To be considered as a potential franchisee an applicant should have the following:

- At least 5 years of full service, high volume restaurant experience at the GM level or higher or a qualified person at that level of experience who will oversee the operation.
- Net worth of \$1 million minimum with at least \$600k liquid (for those who are seeking an SBA loan)
- Initial Investment between \$2,100,000 - \$3,200,000
- Good credit record (for those that may be applying for an SBA loan)

If you are experienced in high-volume restaurants and our business concept resonates with you, then please respond and we can send you our short form application to further gauge if NAPA Kitchen and Wine is the right fit.

We provide assistance throughout the opening process including site selection and lease negotiation. Then, our strong ongoing support and in-house marketing team allow you to work quickly towards profitability in your community.



## Cali Vibes and Exceptional Wines

NAPA Kitchen and Wine was inspired by the vineyards of Napa Valley, California and offers an elevated selection of West Coast food and wine in a laid-back environment.



## A Carefully Curated Wine List

NAPA Kitchen and Wine has received the prestigious Wine Spectator Award of Excellence as a top destination for wine lovers. NAPA Kitchen and Wine offers a wide selection of wines by the glass and bottle, as well as a wine-tasting bar with rotating premium wines. Guests can taste a flight of six at the Wine Bar or serve themselves at self-serve wine dispensers in the Wine Lounge. Our carefully curated wine list has a strong focus on California producers but also provides European favorites.

## Craft Menu Selections by Award-Winning Chefs

NAPA Kitchen and Wine offers a seasonal menu of Cali-inspired food including fresh seafood, hand-cut steaks, and farm-fresh produce. Our award-winning Executive Chefs, Culinary Director, and on-staff Registered Dietitian bring over 40 years of culinary creativity.



## COMMUNITY FOCUSED

"Community and Charity" is a core cultural principle at NAPA Kitchen and Wine. We're proud to be an active part of our local communities because it is the right thing to do.

### T2T LEMON BASIL MARTINI



DJB Hospitality and franchise partners have donated over one million dollars in support of local charities and causes in our communities and continue this support every single day. We believe in giving back to the communities that support our business. Our goal is to be a valued part of our community and to give back in tangible ways.

When NAPA Kitchen and Wine opens in a new market, the community benefits. For example, we have a National partnership with Tunnel to Towers Foundation that supports our military, police and fire heroes through sales of our T2T lemon basil martini.



## NAPA KITCHEN AND WINE EVENTS

Our events include monthly wine pairing dinners and education seminars, wine tastings, charitable events, and other special events throughout the year.



Wine pairing dinners and wine academy events may be seasonal favorites or focus on a treasured local wine-maker's newest offerings. When attending a special NKW event, guests are encouraged to sign up for our newsletter so they can gain first access to these exclusive events.



Past partnerships have included Moët & Chandon, Dave Phinney, Chateau Ste. Michelle and more.



## DJB HOSPITALITY FRANCHISE HISTORY

- **2010** - DJB Hospitality introduces Sedona Taphouse with a love of craft food and the Southwest. Founder and CEO Dennis Barbaro, a veteran restaurateur had the idea for a craft beer-centric restaurant. The first Sedona Taphouse opened in Midlothian, VA, serving craft beer from 50 taps and hundreds of bottles, paired with small, tapas-style offerings.
- **2013** - After much success with the first location, Sedona Taphouse opens a 2nd location in Charlottesville, VA.
- **2015** - Sedona Taphouse opens the first out-of-state location in Norwalk, CT, and a 3rd VA location in Fredericksburg.
- **2016 -2018** - Sedona Taphouse opens new franchises in Mamaroneck, NY, Troy, MI, Cliffside Park, NJ, Nashville, TN, Lexington, KY, and the 5th VA location in Colonial Heights.
- **2019** - After rebranding the Steak Out for Charity to Dine Out for Charity, Sedona Taphouse has donated over a million dollars to local charities. This is also the first of 4 consecutive years (through 2022) being named to the Inc 5000 list of America's fastest-growing private companies.
- **2020** - Despite an unprecedented year, Sedona Taphouse's growth continues, opening a 6th VA location and a 2nd Kentucky location.
- **2022** - Inc 5000 names DJB Hospitality to their list of America's fastest-growing private companies for the 4th straight year.
- **2022** - DJB Hospitality introduces NAPA Kitchen and Wine with a West Coast-inspired cuisine and wines from around in the world in a laid-back environment inspired by the vineyards of Napa Valley, California.
- **2023** - NAPA Kitchen and Wine is awarded the prestigious Wine Spectator Award of Excellence for Restaurants.
- **2024** - NAPA Kitchen and Wine announces its first franchise at Ellis Preserve in Newtown Square, PA.