



**FLIX**  
BREWHOUSE®



# OUR STORY

Flix Brewhouse™ is America's Cinema Brewery and the world's only first run movie theater, eatery and microbrewery. Our concept was designed from the inside out, literally redefining moviegoing by delivering a premium viewing and dining experience with one-of-a-kind craft beer offerings.

The Flix concept combines the latest Hollywood productions, exceptional craft beer and delicious food – all served in theater. Each of these services is also offered on an a la carte basis, allowing the Flix experience to be customized. Ticket pricing is in line with other first run cinemas and food and beverage selections are competitively priced.

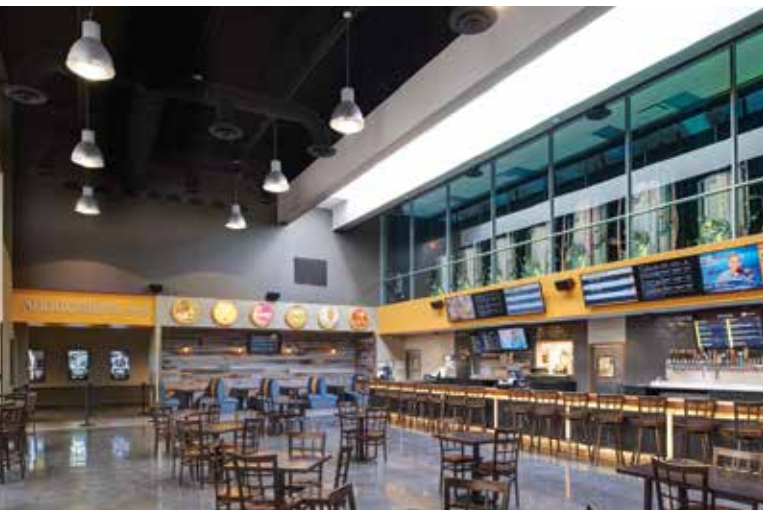
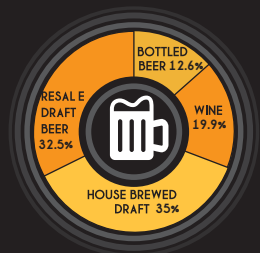
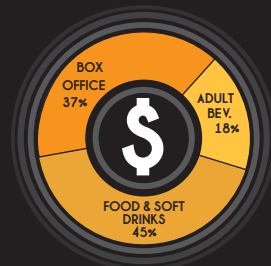
Although designed with value in mind, Flix Brewhouse feels upscale and guests are treated to an experience unlike any other. Our auditoriums are well-appointed and common areas are tastefully finished. Flix theaters feature state-of-the-art digital projection and sound, super comfortable stadium seating, parabolic screens, extendable Easy-Glider table tops and wait staff call buttons.

The Flix Brewhouse concept is owned by Flix Entertainment LLC, a diversified retail investment entity. The company has approximately two dozen shareholders and is majority controlled by Texas-based entrepreneur, real estate developer and investor Allan Reagan.



PER CAPITA SPEND:

\$23.00



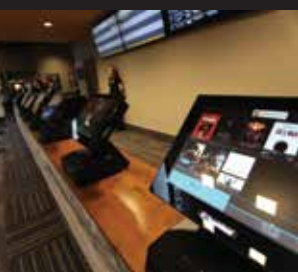
## QUICK FACTS

about our theaters



HD

Theaters feature HD silver screens and digital Dolby surround sound.



Every Flix location comes equipped with at least one 3D auditorium.



Throughout most of the 20th Century, cinemas offered patrons an "experience" that could not be duplicated elsewhere. It has only been in the last decade that technology available to the consumer has begun to significantly erode interest in movie theaters as a destination. Technology has also quickened the pace of our lives so the value of time has increased significantly. There is less interest in spending time traveling to a movie theater to see a movie, when you can experience much of the same digital clarity and sound on a moderately priced home entertainment system, and stop the action when you want.

The numbers speak for themselves. As our population has grown by over 20% during the last 15+ years, the number of movie tickets sold has generally remained static. Still, in-theater movies remain popular with well over 1.3 billion customers a year looking for a quality "in-theater" experience, even as ticket prices continue to rise.

Modern cinema-goers are far more discriminating than they used to be because they can be – they now have options. Accordingly movies must be an "experience" and theaters must be true destinations, featuring a higher-end feel, the best available technology, and a level of service that makes the experience special, even memorable. Even in an "off" year for Hollywood, when executed well, a great movie theater concept can still pack the house.



Every new Flix Brewhouse includes a Flix Maximum Experience (MX) auditorium. Our MX concept is a dynamic, state-of-the-art system offering large format viewing, 360° sound and full-service dining.

It features:

- + 60 foot+ wide, low distortion, HD parabolic screen
- 👁️ Ultra-high resolution next generation 4K resolution projection
- 🔊 Dolby Atmos immersive sound technology
- 🪑 Premium, extra-wide seating
- 🍴 Flix Brewhouse dine-in food and beverage service

# FIRST RUN CINEMA

# CORE BEERS

## AVAILABLE YEAR-ROUND

We offer 6 unique, Flix crafted beers year-round. You will always find these brews on tap in every Flix location, nationwide. We will also offer a range of regional varietals that are popular locally, as well as a constantly revolving selection of specialty and seasonal craft beers. At any given time, we have as many as 15 Flix-made craft beers on tap.



Dark amber ale that highlights the rich, nutty flavors of malted barley. Lightly sweet, with a smooth, clean finish.

5.4% ABV.



Light golden ale, mild, easy to drink, crisp and satisfying on the palate. Our most popular introduction to craft beer.

4.8% ABV.



Subtly spiced with coriander, a puree of blood oranges gives this unique beer a pink hue and refreshing citrus character.

5% ABV.



Brewed with an abundance of chocolate malts, this stout gets its robust flavor from deeply roasted barley and a touch of natural cacao nibs.

5.8% ABV.



American IPA, with the perfect balance between malty, citrus and floral notes. Mildly bitter, this complex dry-hopped brew blends Cascade, Amarillo, Chinook, Columbus, and Summit hops.

7% ABV.



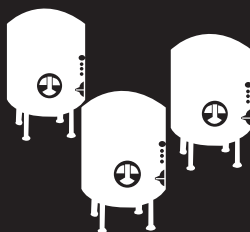
This dark red ale orbits mysteriously around the world of existing beer styles, blending a mildly roasty flavor with punchy American hops and a characteristic Belgian yeast.

6.2% ABV.



## QUICK FACTS

about our brewery



**6 DEDICATED  
SERVING TANKS**

**3000  
BARRELS / YEAR**





## QUICK FACTS

about our kitchen



## Scratch-made PIZZA DOUGH

## ECLECTIC DISHES

## FLAVOR- FORWARD

Best sellers:

- APPS
- PIZZA
- BURGERS



We prepare our food to be flavor-forward, eclectic, value-priced, aligned with guests' expectations of food appropriate for movie-going, and easy to eat in a darkened theater (where noise would potentially negatively affect neighbors' movie viewing experience). We also use fresh, regional produce and herbs broadly across the menu. Of course, we always strive to make foods that will pair with and even enhance our high quality house-brewed beers.



Our appetizers include comfort items matched with house-made ingredients and sauces. Our pizzas are made from our natural levain dough, hand-tossed crusts with in-house made cheese blends. They reflect time-tested standards and some more eclectic offerings. Our sandwiches and burgers are also quite popular. Great salads are a particular focus of our Head Chef and we make all our own vinaigrettes in house. For entrees, we try to keep the necessity of "knife-and-forking" to a minimum. Our desserts are rich and satisfying.

Regardless of what food our guests order, our expectation is they leave Flix delighted and satisfied.

# FOOD

## THE FLIX PROTOTYPE

The dine-in cinema concept is the “next big thing” in the movie theater industry.

The Flix Brewhouse - America's Cinema Brewery prototype is an 8 to 10 screen movie theater/brewpub which can be built “in-line,” on major shopping center pad sites or even integrated into more urban retail and mixed use developments. The Flix model is also flexible enough to back-fill vacant junior box space in most well situated power centers and community shopping centers.

### Requirements:

- 38,000 - 40,000 sq. ft.
- 8 - 10 screens
- 8:1 parking ratio for new development
- 7:1 parking ratio for in-fill locations
- Ceiling heights of 23'+ for existing buildings
- Ceiling heights of 28'+ for new construction and MX theaters
- Ample column spacing
- Minimum building depth of 100'
- 2.5" incoming water line @ 62 PSI minimum
- 3,000 amp 208/120 power
- 4,000 CFH gas service



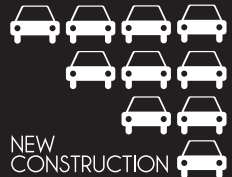
NEW  
CONSTRUCTION 28'

23' EXISTING  
BUILDINGS



CLEAR HEIGHT

8-10  
SCREENS



# REQUIREMENTS

# FUTURE



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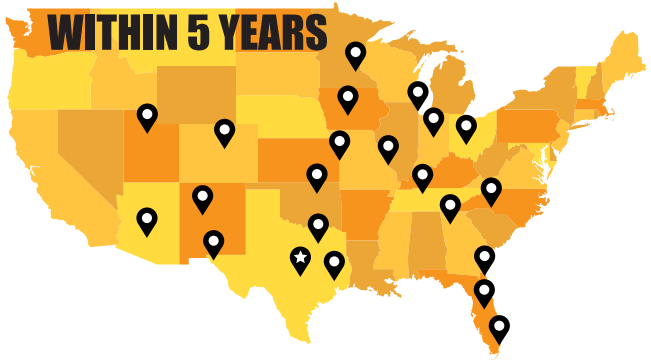
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**15 LOCATIONS  
WITHIN 5 YEARS**



We plan to build 15+ dine-in movie theaters in select markets in the United States by the end of 2019. We're excited to talk with you to see if Flix Brewhouse is a good fit for your center.

