

FLIXBREWHOUSE®





Flix Brewhouse™ is the world's only first run movie theater, eatery and microbrewery. In today's video on demand environment, movie-goers are far more discriminating than ever, and a night at the movies must be a unique experience not replicable at home. Successful movie theaters must be true destinations, featuring a higher-end feel, the best available technology, and a level of personalized service that makes the overall experience special - even memorable. The Flix Brewhouse concept was designed from the inside out to deliver on consumer demand for experiential entertainment, redefining moviegoing by pairing a premium viewing and dining experience with one-of-a-kind brewed on premises craft beer offerings.

STORY

MOVIES

Flix Brewhouse feels upscale and guests are treated to an experience unlike any other. The aesthetic is "Industrial Brewhouse Modern," auditoriums are well-appointed and common areas tastefully finished. All Flix Brewhouse auditoriums feature state-of-the-art digital projection and sound, super comfortable stadium seating, parabolic screens, extendable Easy-Glider tabletops and wait staff call buttons.





Guests will always find at least six unique, on-premises brewed beers in every Flix location, nationwide. We also offer a constantly revolving selection of specialty and seasonal Flix crafted beers, as well as a range of regional varietals that are popular locally. At any given time, we have as many as 15 Flix-brewed craft beers plus dozens of best-of-breed third-party craft beers. America's Cinema Brewery boasts the largest selection of craft beers on tap of any cinema circuit in North America, as well as a wide selection of popular wines.

BEER

FOOD

We prepare our food to be flavor-forward, eclectic, value-priced and aligned with our guests' expectations of food appropriate for in-theater dining. Items are purposefully designed to eat in a darkened theater with a minimum of extraneous noise. We use scratch-made doughs and fresh, regional produce broadly across the menu. Of course, we always strive to offer menu items that will pair with and enhance our award winning Flix-brewed beers.





TERM: 15 year base term

OPTIONS: Three 5 year options

RENT: Generally between \$15 and \$22/sf

PERCENTAGE RENT: Usually 3% to 6% above a natural break point

RENT INCREASES: Typically a straight 10% every five years,
but variable

DESIGN & DELIVERY: Flix in-house design and development team

TI ALLOWANCE: Variable - Ranges between \$120-\$160/sf
depending on shell cost

SHELL CONSTRUCTION: Geography dependent,
usually \$90-\$105/sf

GUARANTY: Strong corporate backing

LEASE

MARKET

DENSITY: 150,000+/- people within 5 miles/10 minutes

MEDIAN AGE: 28 - 37

AH INCOMES: \$65K - \$100K AHI

MH INCOMES: \$50K - \$80K MHI

EDUCATION: 40%+ with associates degree or higher

TRAFFIC: Very strong counts at 30,000 vpd+

VISIBILITY: High visibility on primary arterials



REQUIREMENTS

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

The Flix Brewhouse prototype is an 8 to 10 screen movie theater/brewpub that can be built “in-line” or free standing 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.

- 3 mile drive distance “clear zone” from other first run cinemas
- 8 - 10 screens
- 38,000 - 40,000 sq. ft.
- 10:1 parking ratio for new development
- 7:1 parking ratio for in-fill locations
- Ceiling heights of 28'+ for existing buildings
- Ceiling heights of 33'+ for new construction
- Ample column spacing
- Minimum building dimensions: 190' x 224'
- 2.5" incoming water line @ 62 PSI minimum
- 1,200 amp 208/120 power
- 4,000 CFH gas servic



We plan to build 15+ dine-in movie theaters in select markets in the United States by 2021. We're excited to talk with you to see if Flix Brewhouse is a good fit for your center!

15 LOCATIONS BY 2021

