

**FLIX**BREWHOUSE®





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

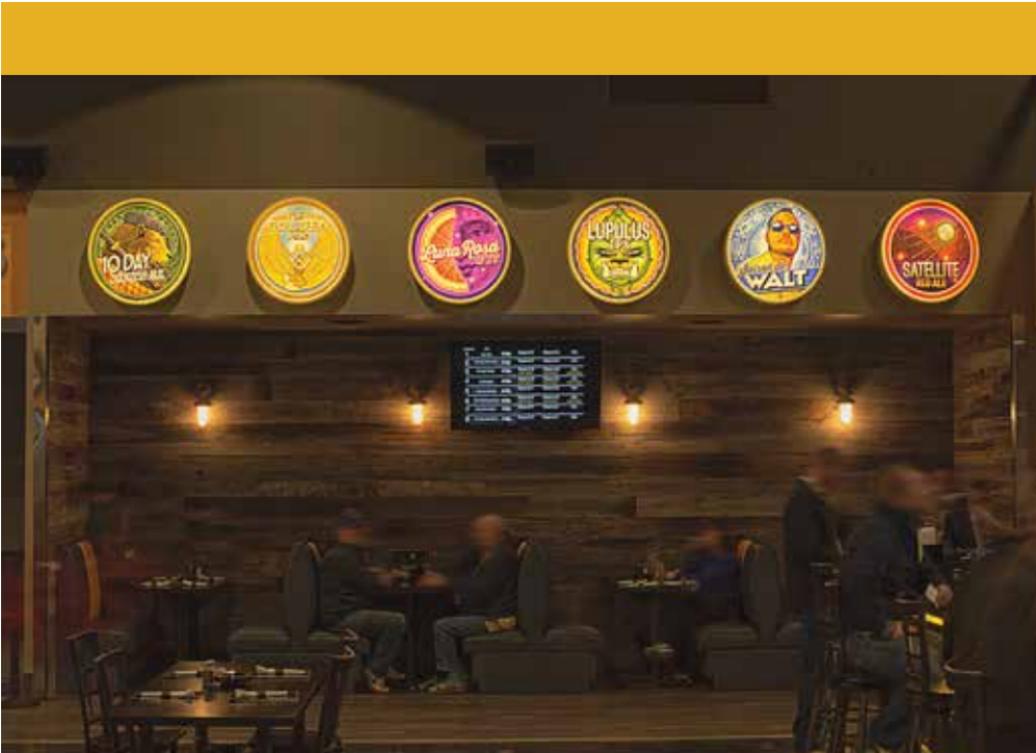
**AH INCOMES:** \$65K - \$100K AHI

**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

