

# **SPECS**

## **DESCRIPTION OF THE BUSINESS**

“SPECS” is bartender slang for a drink recipe, short for “specifications”. That is what this business offers; a bar, a café, a workshop, and a store, all in which to explore the delicious world of drinks.

In a stunning bar setting, SPECS has espresso drinks by day and every variety of classic cocktail by night. International wines and beers are available, as well as fresh juices, local sodas, and other booze-free drinks. Thoughtful small plates and bar snacks are available for order. Its atmosphere flows naturally between café and bar, a characteristic found in small Café Bars all over Europe.

A beverage-mart occupies part of the space selling beers, wines, sherries, vermouths, and port from all over the globe. The store also provides cocktail tools, books, house made juices, syrups, and other ingredients.

The workshop is a small educational space focused on beverages. Classes are taught on subjects such as: cocktail mixing, wine tastings, understanding coffee bean varieties, etc. The class levels range from at-home hobbyists to hospitality professionals wanting to improve their craft. Some classes are taught by the staff and some are taught by other experts in the field.

The service is comfortable in attitude yet passionately focused on its craft. The staff is friendly, welcoming, and real. Serving drinks is, at its core, hospitality. The focus on befriending the guests and making them feel at home is tangible. The team has a loving way of educating guests that want to learn about drink culture.

## **TEAM**

Owned and operated by Sam Nelis, an award winning industry professional recognized nationwide. Sam has a proven track record of designing and building bars as well as running successful beverage programs at well known independently owned local establishments. Such as Pizzeria Verita, Waterworks Food + Drink, and Barr Hill’s Distillery bars. He has successfully managed large build-out budgets. His recent work with Barr Hill as Beverage Director / Educator has taught him a lot about branding, marketing, and the industry in general as it stands today. Sam has experience teaching the craft

of bartending to new professionals and the general public. He has successful experience mentoring his staff as they become leaders, and go on to manage or own their own places. Sam uses his teaching style to grow capable leaders in order for them to take on more responsibilities so that the business can continue to grow as its most valuable staff members also get a chance to grow along with it.

An experienced bar manager / lead bartender partners with Sam and has equity in the business to run the bar specifics, so Sam can work as General Manager of the business. The bar manager is someone Sam has worked with successfully in the past to run programs. With similar styles the two are very talented, classically trained bartenders and are able to interchange positions when needed.

SPECS receives consultations from a professional chef to build the food menu. It's a menu that many of the staff members can execute.

It employs about 6 or 7 other people, with tasks from light prep work, general hospitality work, bartending, barbacking, etc.

The core staff will comprise a couple classically trained professional bartenders that can help share the ethos of SPECS through their hospitality, their education, and guided tastings.

The rest of the staff will be filled in by apprentices that want to learn the craft first hand.

## **Operations**

We plan to eventually open 7 days a week from 8am-12am  
We plan to monitor the noise levels of the outdoor deck and not allow for any excess noise.

All live music and performances will be strictly inside only and the patio garage door will be closed at 10pm when these events occur in consideration of neighbors