



## Just The Facts

### Paul Stanley & Gene Simmons of KISS Expand Rock Empire with A Restaurant Concept That Celebrates Rockin' Food, Craft Beer and a Family-Friendly Concert Environment

- WHAT:** Rock & Brews is a one-of-a-kind restaurant and entertainment concept designed to engage people of all ages with quality comfort food, a broad selection of international and craft beers and an energized, family friendly, concert environment.
- FRONT MEN:** The founding partners in Rock & Brews are rock icons Paul Stanley and Gene Simmons, restaurateur/hotelier Michael Zisis and concert industry/merchandising veterans Dave and Dell Furano.
- FIRST GIG:** The first Rock & Brews opened near Los Angeles International Airport in the beach community of El Segundo, California in April, 2012.
- THE MENU:** Rock & Brews' affordable, casual American cuisine is prepared with the highest quality, locally-sourced, fresh ingredients. The menu features a broad selection of "Opening Acts" appetizers, "VIP" salads, signature wings, hand-crafted burgers, "Headliner" sandwiches, "Front Row" pizzas and "Encores" desserts. The emphasis is on quality comfort foods that feed the soul as much as the appetite.
- BREWS & LIBATIONS:** Rock & Brews cater to the craft beer movement. With a commitment to international and craft beers and a special emphasis on local brewers, craft beer is top grog at Rock & Brews. Most restaurants offer dozens of rotating brews on tap via a state-of-the-art draft system, with dozens of others available in the bottle. Selections include lagers, pilsners, pale ales, fruit, malty, hoppy, Belgian and dark. An excellent selection of wines are also available and some restaurants offer full bars. A knowledgeable staff helps guests with beverage selection and food pairings.
- THE VIBE:** With an ambiance reminiscent of a family-friendly concert event, Rock & Brews features a casual, energized environment with picnic table seating and a 360-degree entertainment experience including a "Great Wall of Rock" tribute to legendary rock icons, oversized canvases featuring album and rock art, concert lighting, multiple flat screens and retractable projection screens and speakers broadcasting some of the greatest rock concerts of all time. The restaurants typically offer indoor and al fresco dining. They feature a play area for kids and most are dog friendly.
- THE CREW:** All Rock & Brews team members learn every position in the restaurant and go through extensive training before they hit the floor, to ensure a superior level of friendly service.
- ALL ACCESS:** In addition to their ongoing calendar of special promotions and events, Rock & Brews are popular locations for birthday parties, milestone celebrations, and corporate events.
- THE MERCH:** In the tradition of great rock concert t-shirts and merchandise, Rock & Brews restaurants boast a collection of collectible branded items that pay tribute to their passions for the rock and roll, craft beer and local cultures.
- GIVING BACK:** Rock & Brews as a brand supports wounded warriors, veterans and active military organizations and causes. On a local level each Rock & Brews is very active in their community supporting a variety of causes.

**EXPANSION:** Rock & Brews currently has 15 locations. The partners are committed to thoughtful expansion of the brand throughout the U.S. and around the world.

**RECENT** 2014 – *Nation’s Restaurant News* – Breakout Brand

**AWARDS:** Nation’s Restaurant News annual list of Breakout Brands: 10 cutting-edge restaurant concepts that are set to redefine foodservice.

2015 – *Restaurant Business Magazine* – Future 50 (#7)

Restaurant Business Magazine’s annual ranking of the fastest-growing small chains in America.

2015 – *Nation’s Restaurant News* – The Next 20

The NRN 2015 Next 20 report examines the restaurant chains best positioned to enter the universe of Top 200 chains, in terms of U.S. system wide sales.

**LOCATIONS:** El Segundo, CA  
San Jose del Cabo, Mexico  
Redondo Beach, CA  
Paia, HI  
Los Angeles International Airport, Terminal 5  
Overland Park, KS  
Albuquerque, NM  
Oviedo, FL  
Cabo San Lucas, Mexico  
Buena Park, CA  
Oklahoma City, OK  
StubHub Center, Carson, CA  
AT&T Center, San Antonio  
Los Angeles International Airport, Terminal 1  
The Colony, TX

**WORLD**

**HEADQUARTERS:** 321 12th Street, Manhattan Beach, CA 90266

**WEBSITE:** [www.rockandbrews.com](http://www.rockandbrews.com)

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