

TAKING CARE OF BUSINESS ROCK & BREWS ANNOUNCES TWO NEW LOCATIONS



BUENA PARK, CALIFORNIA

Working with multi-unit franchisee Jon Mesko (who is also our partner for Rock & Brews in Redondo Beach) and the City of Buena Park, Rock & Brews celebrated the groundbreaking of what will be its largest location to date on March 30, 2015 in Buena Park, CA. Our rock star partners, Paul Stanley and Gene Simmons joined in the festivities along with co-founding partner Michael Zislis, Mesko, Mayor Art Brown and co-founding partner Dave Furano.

LAX INTERNATIONAL AIRPORT – TERMINAL 1

On the heels of overwhelming success with our first location at Terminal 5 at LAX (which opened in October

of 2013), and working in concert with Crews of California, a premier retailer and food and beverage operator at top airports, Rock & Brews prevailed over stiff competition for what will be its second location at LAX. Rock & Brews will open to travelers in Terminal 1 later this year as part of the \$508 million overhaul of the terminal that is being spearheaded by Southwest Airlines in partnership with Los Angeles World Airports (LAWA) and Westfield.

NEW GIGS



DOG DAYS OF SUMMER

Watch for special summer programs that celebrate man's best friend on our dog-friendly patios.



LICK IT UP FOR NATIONAL HAMBURGER MONTH

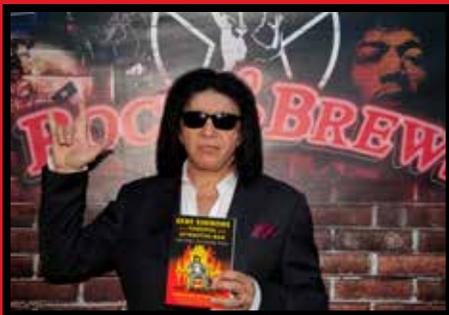
Rock & Brews will put the spotlight on their incredible hamburgers in May for National Hamburger Month. Each location will show off a special burger. Which restaurant's burger will be the biggest hit?



SUMMER CONCERT SERIES & LATE NIGHT HAPPY HOUR

Back by popular demand, we will be celebrating the greatest rock festivals and concerts of all time with back-to-back songs and late night happy hour.

Special Engagements



GENE SIMMONS IS A POWERFUL AND ATTRACTIVE MAN

Our co-founding partner and KISS front man, Gene Simmons, recently hosted the official release party for a new book entitled *Gene Simmons is a Powerful and Attractive Man And Other Irrefutable Facts*. The event, at Rock & Brews in El Segundo, CA, featured a three-course prix-fixe dinner with Gene, along with photos and book signings.



The book, written by Christina Vitagliano with a foreword by Simmons, pays homage to the KISS rock legend, showcasing more than 250 outlandish 'facts' about Simmons' stage persona, love life, and more.

PLATINUM NEWS

Rock & Brews was recently named one of 10 cutting-edge restaurant concepts that are set to redefine food-service in a recent issue focusing on "Breakout Brands" in Nation's Restaurant News! Rock on!



IT'S 5 O'CLOCK SOMEWHERE

By Anthony Games, Rock & Brews' Beverage Director

Trending now...alcoholic spirits and all of their glory! There has been a shift in psyche and a cocktail is now viewed as a "work of art", rather than simply a "drink."

Rock & Brews celebrates small batch craft spirits with artisan cocktails that can't be beat. We focus on fresh ingredients, infuse liquors with fresh produce, create our own syrups and mixers, and use fresh squeezed juices. And, bringing it all together, a strong attention to proper technique is given to ensure that every cocktail is a "work of art."

Just in time for spring, we have introduced a few new craft cocktails to our collection:

Hell's Bells is a refreshing combination of reposado tequila, muddled watermelon and red bell pepper, lime wedges and lime juice, agave syrup, and habanero tincture- for that little extra zing!

For beer enthusiasts, the ZZ Hop offers Cascade hop-infused vodka, house-made honey syrup, fresh squeezed grapefruit juice, and El Segundo Brewing White Dog IPA. The Nirvana embraces a combination of gin and Cointreau with muddled rosemary and strawberry, vanilla essence, lime juice, and house made ginger-infused simple syrup, topped with ginger beer!

OUR FOCUS ON CRAFT BEER

Beer remains a centerpiece of our concept with a special focus on craft beer. At each of our locations, our fifty-two draught handles are predominantly occupied by local and regional beer.

SPRING BEER RECOMMENDATIONS:

GREAT DIVIDE (Denver, CO)- Orabelle- Brewed with barley, wheat, oats and rye. This Belgian-style tripel is a golden beauty. Its two yeast strains, orange peel and dash of coriander impart surprising complexity and richness to this delicate ale.

THE LOST ABBEY (San Marcos, CA)- Carevale- Brewed in celebration of Lent and Easter season, Carnevale is light bodied Saison (which translates to season), using wild yeast strain Brettanomyces along with Amarillo and Simcoe hops to generate flavor and depth. Carnevale's complexity grows with time. The citrus notes tend to wane and the wild yeast rears its wonderfully tasting head.

GREEN FLASH (San Diego, CA)- Palate Wrecker- I know Winter is over and Spring has arrived, because the flowers are abundant...and I'm talking about hop flowers, of course. This West Coast inspired IPA was made with 6lbs of hops per barrel! Hoppy, bitter, and big, oozing with piney and citrus notes.



YOU CAN ALWAYS GET WHAT YOU WANT!

FOOD HIGHLIGHTS AND TRENDS FROM BILL GOLDBLUM, DIRECTOR OF RESTAURANT OPERATIONS

IT'S BBQ SEASON Y'ALL!

As we head into summer, food lovers have one thing on their minds – BBQ. As things heat up, Rock & Brews is offering a variety of BBQ dishes including pulled pork, ribs and a brand new BBQ chicken platter. And, appealing to local tastes, Rock & Brews locations have sauced things up in different ways. In Oviedo, the restaurant serves a Carolina-style sauce with a traditional mustard base, while Overland Park pays homage to Kansas City-style BBQ, with the smoky flavors the city is renowned for. Paia brings the flavors of the Hawaiian Islands to its sauce, with a BBQ Pineapple sauce.



GO ON, TAKE THE MONEY AND RUN

Rock & Brews launched a universal gift card in March, with a month-long promotion offering guests \$50 in gift cards for \$40. In the first month, Overland Park sold the most gift cards with 38 gift cards purchased. Watch for more great gift card offers in the future.

Remember to rock mom and dad on Mother's Day and Father's Day with Rock & Brews gift cards!



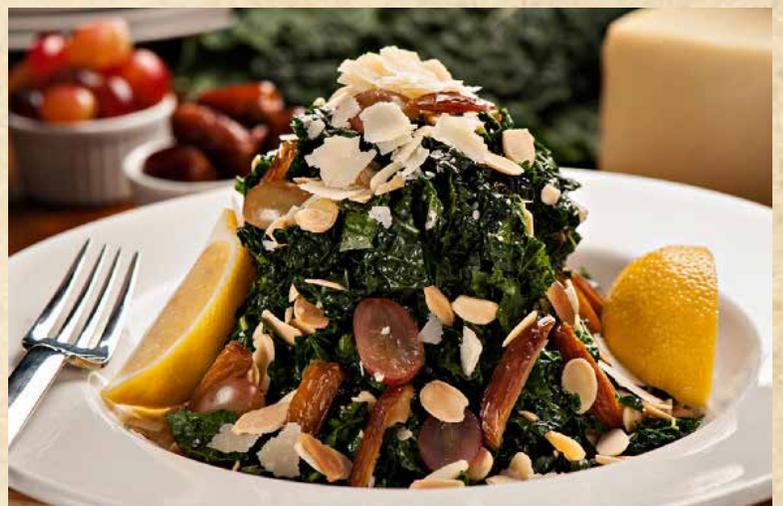
A NEW MENU IS COMING YOUR WAY

Rock & Brews is getting ready to roll out a new menu. While you will still be able to enjoy many of your favorites, there are a lot of new dishes that are already getting rave reviews. Rock & Brews locations have recently been featuring specials of items that are destined for the new menu, including a Tri Tip Platter, a Chicken Quesadilla and Ceviche. The new menu will begin rolling out in early May.

COME ON EVERYBODY - TWIST & STOUT

Rock & Brews celebrated National Soft Pretzel month throughout April by offering guests a free Soft Authentic Bavarian Pretzel when they purchased a flight of select draft pours for just \$10!

A promotional poster for the "Twist & Stout" promotion. At the top, it says "SHAKE IT UP BABY NOW" in a small font. Below that, "TWIST AND STOUT" is written in large, bold, black letters. Underneath, it says "CELEBRATING NATIONAL SOFT PRETZEL MONTH" in red, followed by "ORDER A STOUT FLIGHT AND GET OUR SIGNATURE BAVARIAN PRETZEL FREE!" in black. The central image shows four glasses of dark stout on a wooden tray, with a large, golden-brown soft pretzel in the foreground. A price tag of "\$10" is visible. At the bottom, it says "ASK YOUR SERVER ABOUT TODAY'S STOUT FLIGHT SELECTION" and "ROCK & BREWS" in a red, stylized font. Social media icons and the website "ROCKANDBREWS.COM" are also present.



ROCK'N FIT IS HERE TO STAY

On the heels of the successful Rock'N Fit program which kicked off the New Year, Rock & Brews is dedicating a section of its new menu to highlighting menu items that are all under 600 calories.



WWW.ROCKANDBREWS.COM

SERVING THOSE WHO ROCK

EMPLOYEE SPOTLIGHT

ROCK & BREWS REDONDO BEACH Bartender, David Holtz, is a talented painter and illustrator. He has been drawing for as long as he can remember, and moved to Los Angeles two years ago from his native Ohio to work as an illustrator. It was in Los Angeles that Holtz discovered painting. General Manager, Erik Babajko, recently commissioned three paintings and we are all blown away by the results. Holtz will now contribute artwork to future Rock & Brews locations.

ROCK & BREWS LAX team member Julisa, a struggling single mother, joined the Rock & Brews LAX team before the restaurant opened in October 2013. Although going through hard times, she never gave up hope, continuing to take courses at a local community college while working part-time. In less than a year she was able to rent her first apartment, transfer her credits to a Cal State University, and will be able to pay off all her debt in just two years. She now has her son in basketball and baseball, and is looking into acting classes for him. Julisa will receive her bachelor's degree in Business this May. Julisa, you Rock!

ROCK & BREWS OVERLAND PARK is proud to announce its first team of certified trainers! These team members have displayed excellent teamwork and leadership skills. They strive to make genuine connections with guests and coworkers. Join us in giving the following team members a standing ovation!

Carly Anderson Ana Gonzales Lucas Pittman Lindsey Weaver
Ben Feldman Ryan O'Conner Brandon Newton

LOCATION NEWS

ROCK & BREWS EL SEGUNDO was again recognized for BEST happy hour by El Segundo Herald readers. Congrats on the three-peat!

Dog-friendly **ROCK & BREWS OVERLAND PARK** held a fundraising event for the Great Plains SPCA in April to support animal welfare in the Kansas City metro area. The organization only serves Kansas City and helps over 35,000 pets each year. With programs such as Young Hero's and SASSY senior meals on wheels, they not only serve local pets, but also local kids and seniors.

Approaching its one year anniversary, **ROCK & BREWS OVERLAND PARK** will host an inaugural "For Whom The Bell Tolls" fundraising dinner and auction on May 26 from 6 p.m. to 8 p.m. benefitting local veterans through KC Bunker, an organization that works to empower veterans with entrepreneurial job opportunities. The event will offer guests two drinks per person and a sampling of Rock & Brews' quality American comfort food for \$25 per person.

