



SEPTEMBER 2015

## NEXT STOPS ON THE WORLD TOUR

The world tour continues as Rock & Brews prepares to open several new locations.

This month, working in partnership with multi-unit franchise partner Jon Mesko (who also owns and operates Rock & Brews in Redondo Beach), Rock & Brews will open its largest location to date in Buena Park, Calif. Grand opening festivities are set September 15 with founding partners Gene Simmons and Paul Stanley planning to host a luncheon and fundraiser for veterans and active military. The rock icons will also induct one of their albums into the city's new Walk of Fame outside the restaurant.

Coming soon... Watch for Rock & Brews openings in Oklahoma City in October, Terminal 1 at Los Angeles International Airport in November, and in the Dallas suburb of The Colony in early 2016.



## GENE SIMMONS TO GIVE KEYNOTE SPEECH AT MUFSSO

Gene Simmons, KISS front man and Rock & Brews co-founding partner, will serve as the keynote speaker at this year's Multi-Unit Foodservice Operators Conference, taking place September 20-22 in Dallas. In addition to Simmons' address, co-founding partner

Michael Zislis will also speak on a panel about restaurant design and innovation.

## RESTAURANT BUSINESS FUTURE 50

Adding to recent industry media buzz, Rock & Brews was named one of the top 10 fastest growing small chains in America by Restaurant Business in July!



## THE DOG DAYS OF SUMMER

This month, select Rock & Brews locations are celebrating the Dog Days of Summer by offering specials and contests for four-legged rockers. The pet-friendly restaurants encourage guests to bring their dogs to dine with them on the patios, offering a special doggy menu and doggy merchandise.

Check with your favorite Rock & Brews to see what paw-some specials they are offering during the Dog Days of Summer.



## SPECIAL ENGAGEMENTS

Last month Paul Stanley paid a visit to Rock & Brews in Paia to host a fundraiser for the Maui Food Bank. Stanley, along with Rock & Brews' co-founding partner Michael Zislis and Maui Brewing Co. founder Garrett Marrero, hosted more than 150 guests for a Food & Beer Festival. Maui Brewing Co. donated the beers for the event, and Rock & Brews provided a sampling of the brand's quality American comfort food for guests to enjoy.

## MARK YOUR CALENDAR

- Rocktoberfest returns in October!
- Veteran's Day salute to veterans and active military – November 11
- KISSmas holiday celebration in December.

## IT'S 5 O'CLOCK SOMEWHERE!

By Anthony Games, Rock & Brews' Beverage Director

Well, summer is in full swing, and it is cookin' outside. When the temperatures rise, there is no better thirst quencher than a nice summer style ale, and this year brewers have been adventurous adding adjunct ingredients such as fruits and vegetables to these light bodied, easy drinking beers. I recommend that you try these summer stand-outs:

Come Hell or High Watermelon – 21st Amendment Brewing (San Francisco, CA). This American wheat ale made with real watermelon has been a cult classic in the Northern California area for years now. For the first time, this beer has been distributed outside the area and has been embraced with open arms, or mouths as the case may be. One taste perfectly represents all that is summer.

El Guapo-Flat Tail Brewing (Corvallis, OR). Albeit being probably the most obscure beer of the summer, El Guapo was handsomely delicious. This eccentric summer time ale is fermented with fresh cucumbers, habanero peppers, and limes. A refreshing nose of cucumber and food friendly acidity from the lime balances perfectly with a moderate level of habanero heat.

Great Lei IPA- Belching Beaver Brewing (Vista, CA). Sipping a pina colada on the beach is probably the closest you can come to nirvana. Well, the gents from Belching Beaver feel the same way. This American-style IPA is made with real pineapple and coconut! The pineapple and coconut are brought to life by the tropical flavors of the hops.



## YOU CAN ALWAYS GET WHAT YOU WANT!

### Local Favorites by a Local Favorite

*Food highlights and trends from Bill Goldblum, Director of Restaurant Operations*

No matter where a Rock & Brews opens, it quickly becomes a local favorite. Sure, we have great salads, burgers, pizzas, sandwiches and center-of-the-plate entrees, and, the best beer selection in town. But, one thing that really makes us special is our devotion to celebrating local flavors. Great Hatch chili dishes in Albuquerque. Hawaiian-inspired dishes in Paia on Maui. California-fresh ceviche. We are YOUR Rock & Brews and we are keeping it real! Even our tender, fall-off-the-bone barbecue ribs feature sauces that boast robust regional flavors. And, when it comes to craft beer, local brewers get a special nod at Rock & Brews. If it is fresh, in season and top quality, it is at Rock & Brews.

## SERVING THOSE WHO ROCK THE MERCH

There will be something for every member of the family – from your “Bad to the Bone” dog, to your “Juice Box Hero” Li'l Rockers, as well as plenty of options for adults. We promise you'll love the new gear as much as you love your favorite concert tee.