

◆ THE ELEPHANT BAR RESTAURANT ◆

STRATEGIC OVERVIEW

CONCEPT OVERVIEW

OUR MISSION & BELIEFS

SITE SELECTION CRITERIA

As mentioned, The Elephant Bar Restaurant is a very unique concept in today's casual dining segment. We combine great food with attentive service all embodied in a relaxing tropical environment making the Elephant Bar Restaurant a truly memorable dining adventure. This winning combination has evolved the Elephant Bar Restaurant into a world-class restaurant concept that is successfully opening new units at an aggressive pace.

The Elephant Bar Restaurants opened since 1996 have average per store sales in excess of \$4.5 million annually. This success translates into an aggressive growth strategy that allows us to locate our concept on freestanding pads, end caps or other point positions, and has the ability to purchase (sites, existing restaurants, development opportunities, etc.), lease, ground lease or enter into build-to-suit agreements for new sites.

Our moderate check average (\$9 - \$11 per person) and high sales volume combine to give us customer counts between 6,000 and 7,000 customers per week.

Our exceptional draw makes us an ideal co-tenant for Regional Malls, Entertainment, Specialty and Power Centers or even Freestanding Sites.

The mission of the Elephant Bar Restaurant is to be viewed by our valued customers as one of the best casual dining restaurants in the foodservice industry...thus becoming their preferred choice when dining out. Our success comes from delivering a unique and quality driven "dining adventure".

To succeed, each and every employee has a passion and dedication to great tasting, quality foods...presented with a touch of showmanship; unequaled attentiveness (by management and staff) presented in a natural, friendly and interactive style; and the development of meaningful relationships with our customers... treating all customers like individuals.

CURRENT LOCATIONS

Burbank, Burlingame, Campbell, Concord, Fremont, Irvine, Laguna Hills, Lakewood, La Mirada, Montclair, Palm Desert, Rancho Bernardo, Sacramento, Santa Barbara, Simi Valley, Torrance, Valencia, Ventura

(opening soon)

West Covina, St. Louis, Dallas, Kansas City, Denver & Colorado Springs



Serving almost 1,000 customers per day, locations most desired are freestanding in close proximity to business centers, strong residential neighborhoods and retail/entertainment draws, with good access and visibility.

- **BUILDING SIZE:** 7,000 - 8,000 sq. ft.
- **PARKING:** 120+ stalls typical
- **SITE:** Highly visible freestanding locations {end caps and mall entrances considered}
- **TRAFFIC COUNT:** 40,000+ cars per day
- **DEMOGRAPHICS:**
 - Population: 225,000+ in 5 mile radius
 - Income: \$55,000+ in 5 mile radius
 - Employment: 50,000+ in 3 mile radius {daytime employees}
- **TRANSACTIONS:** Conversions, purchases, ground leases, build-to-suits and leases
- **AREAS OF INTEREST:** California & Western United States

REAL ESTATE CONTACT

REAL ESTATE BROKER CONTACT FOR SOUTHERN CALIFORNIA:

Joe Tavormina
e-mail: joe@rnlp.biz

