



Start a turn-key craft brewery tour business with City Brew Tours

RECOMMENDED BY:



Entrepreneur
MAGAZINE

The Boston Globe
The New York Times

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This is not a booze bus. With City Brew Tours you'll curate unforgettable experiences by combining humor, history, and beer education with a VIP look into your city's best breweries, cider houses, and distilleries!



AN IDEAL FRANCHISEE



Has a passion for craft beer.



Wants to showcase a city with at least 6 craft breweries.



Is described by friends as 'entrepreneurial.'



Sees themselves starting their own business supported by an award-winning brand.



Possesses a minimum net worth of \$100,000 with at least \$25,000 in liquid assets.



Partners are welcome, and financing is available.

WHY CITY BREW TOURS?



**Over a decade of
tour experience**



**Turn-key operation
with guidance**



**Low Cost Franchise
Investment**



**Simple and Quick
Launch Process**

LEADING CRAFT BREWERY TOUR BRAND

Locations across North America



*Indicates a franchised location

PROVEN TEAM



Chad Brodsky - President/Founder

Chad has been running and operating a brewery tour businesses since he was legally allowed to drink. Chad founded Burlington Brew Tours (now known as City Brew Tours), which he launched in the Summer of 2008 to multinational operations that offer tours in 12 cities and more in planning. Chad has always been an entrepreneur. As a child, he started businesses that ranged from convincing his peers to buy other people's business cards to shoveling his neighbors' driveways. After graduating, Chad took a job as the Lead Financial Analyst at a local bank but realized his entrepreneurial spirit was stifled. In 2012, Chad decided to leave his finance job and move to Boston to focus on growing City Brew Tours full time. Chad is also a Certified Cicerone®



Barry Hansen - Vice President/COO

Barry oversees all tour operations and the franchise training program. Prior to Barry joining City Brew Tours, he was a biomedical engineer when he decided to travel all the way to Australia for grad school. Coupling a Master's in biotechnology and a Master's in leadership, his true passion boomed upon return to the US driving him to start brewing professionally in New York followed by Washington, DC. Barry is one of the founding board members of the Craft Beverage Tour Operators Association.



Isaac Bell - Business Development Manager

Isaac manages new city development and franchise onboarding and training. Whether you need help opening your city or sharpening your beer knowledge, Isaac is your man. Isaac comes from the Non-Profit world. Prior to joining City Brew Tours, Isaac was the Director of Operations for Carpenter's Shelter located in Alexandria, Virginia. Isaac started running tours as a part-time guide back in 2016 and knows everything there is to know about getting a new city off the ground. Isaac is an avid homebrewer, coral enthusiast, and aspiring pitmaster.



Todd Summers - Franchise Sales Manager

Todd manages franchise sales and private tour sales. Before becoming a Sales Manager at City Brew Tours, Todd was a Sales Coordinator who has single-handedly planned and organized 1000s of private brewery tours for groups from 3-300 guests. Todd's favorite joke about his current job is that after getting his Master's in clinical psychology he found a different cure for what ails you. A native Chicagoan, Todd calls Vermont home where he can be found skiing, golfing, and waiting in line to buy beer with his fiancée and dogs Olive and Earl.

INITIAL INVESTMENT COSTS

At less than \$90K, City Brew Tours has one of the lowest total start-up investments compared to other franchises.

Franchising Fee*	\$30,000
Passenger Van	\$10,000
Vehicle Signage	\$2,000
Prepaid Expense & Working Capital	\$47,500
Total Investment**	\$89,500

* Financing available for qualified franchisees

** Information related to this chart can be found in item 7 of our Franchise Disclosure Document (FDD)

TURN-KEY OPERATION

Licensing & Legal

- We will help you navigate the necessary state and federal licensing in order to operate a business that transports passengers.
- US Trademark protected and established brand name.

Operational Guidance

- Assist with outreach, initial meetings, negotiation, objections, and onboarding of your local brewery affiliates.
- Provide guidance on transportation options, and insurance.
- Plug you into CBT's infrastructure (responsive website, phone number and VOIP Phone system, booking platform, support desk, Slack, and much more).
- Comprehensive 150+ page operation manual with sample forms, policies, agreements, and excel templates.

Training

- 80+ hours of on-site and off-site training plus monthly check-in meetings and a dedicated franchisee Slack channel.
- Assist with SEO, print, digital marketing, public relations, and marketing plan.
- 360 support from experts in sales, marketing, operations, accounting, brewery relations, insurance, HR and more.

Ongoing Support

- We offer many a la carte services like graphic design, customer service coverage, private tour sales, guide hiring, etc.



THE FRANCHISING PROCESS

1

Request franchise information.

2

Introductory call and brand presentation.

3

Review Franchise Disclosure Document (FDD).

4

Follow-up call to review and answer any questions about the FDD or City Brew Tours.

5

Experience a City Brew Tour first hand – In our opinion the best part of the process!

6

Complete Franchise Application and background check forms.

7

Meet in Boston to sign the Franchise Agreement and start your initial training program.

8

Operational in as few as 60 days from signing.

MISSION & ETHOS



Our mission is to be the leading curator of craft beer experiences for visitors, locals, and the community as both an ambassador and an advocate for the brewing industry.

WE LIVE OUR MISSION THROUGH OUR 4 KEY VALUES:



**CURATE
UNFORGETTABLE
EXPERIENCES**

**BUILD
COMMUNITY**



**CHAMPION
SAFETY**

**INSPIRE
TRUST**



LET'S GET STARTED



E-mail

Todd Summers: todd@citybrewtours.com



Complete the request form

www.citybrewtours.com/franchising



City Brew Tours



@citybrewtours

WE LOOK FORWARD TO HAVING A BEER WITH YOU!

