A stylized, handwritten signature in black ink. The signature is written in a cursive, flowing style. It begins with a large, sweeping 'J' that loops around the first part of the name. The name 'Jon Taffer' is written in a fluid, connected script. The final part of the signature, 'er', is written with a long, horizontal stroke that extends to the right.

JON**TAFER**.COM

*** EXPERIENCE ***

Jon has become a well-known celebrity and entertainer in recent years, but his success comes from real, hard work in hospitality. Over the past 35+ years, he has racked up an impressive resume and has raised the bar for the entire industry.

- o Owned and operated 17+ hospitality businesses
- o Consulted with over 800 venues in 30 countries
- o Worked with hundreds of global powerhouse brands
- o Earned exclusive hospitality awards & honors
- o Created the Nightclub & Bar Convention & Trade Show

*** GLOBAL BRANDS & ASSOCIATIONS ***



*** AWARDS & ACCOLADES ***



“Jon seamlessly blends data-backed insights with hard-earned experience to create a template of how to construct a plan for success.”

Nick Shephard | Prior CEO, Carlson Restaurants – TGI Fridays

A wide-angle photograph of a modern, multi-level nightclub interior. The space is dimly lit with warm, golden light from large, ornate chandeliers and recessed ceiling lights. In the background, a long bar with a backlit menu is visible. The middle ground features a mezzanine level with a glass railing and a staircase. The foreground is filled with dark, plush lounge seating, including sofas and armchairs, arranged around low tables. The overall atmosphere is sophisticated and contemporary.

REACH + APPEAL



— THE FACTS —

91M

Unique viewers who
binge-watch Bar
Rescue

100

Speaking
engagements, and
keynotes

30+

Years spent
dominating the
hospitality industry

800

Hospitality clients
around the world

50+

Major publications
featuring Jon's
advice

17

Hospitality venues
Jon has owned and
operated

— AS SEEN ON —

Spike



FOX



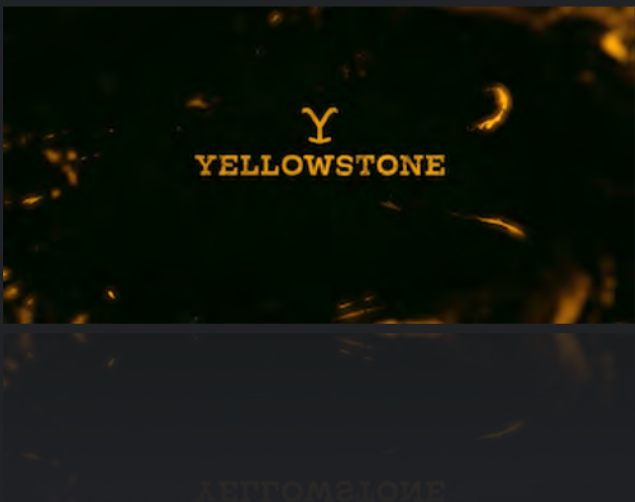
JON TAFFER HAS A SIGNIFICANT
REACH ACROSS THE COUNTRY VIA BAR RESCUE

OVER THE PAST YEAR,  REACHED NEARLY

42 MILLION

TOTAL UNIQUE VIEWERS
(UNDUPLICATED)

...TOPPING ALL OTHER ORIGINAL PARAMOUNT NETWORK PROGRAMMING SUCH AS



TELEVISION



- Bar Rescue
 - 8 years
 - 185+ episodes
 - 91 Million Unique Viewers
 - Most broadcasted show on U.S. television
 - Pop Culture - Sunday Marathons
- 3,400 channels/4 languages on 5 continents
- Committed through 2020
- Back to the Bar
- Taffer's Worst Top Ten
- Marriage Rescue



JONTAFFER

Over the past 10 years, Jon has kept audiences glued to their TV's on shows like Rachel Ray, The Doctors, Dr. Phil, Late Night with Conan O'Brien, Steve Harvey, Jimmy Kimmel, AXS TV, The Morning Blend, Good Morning America, The Meredith Vieira Show, 20/20, Showtime and Shameless.



SOCIAL REACH



446K



211K



249K

JON TAFFER

Not only has Jon kept audiences glued to their seats through entertainment shows, he has also hosted and guest appeared on news shows such as Fox Business, Fox News, MSNBC and CNBC.

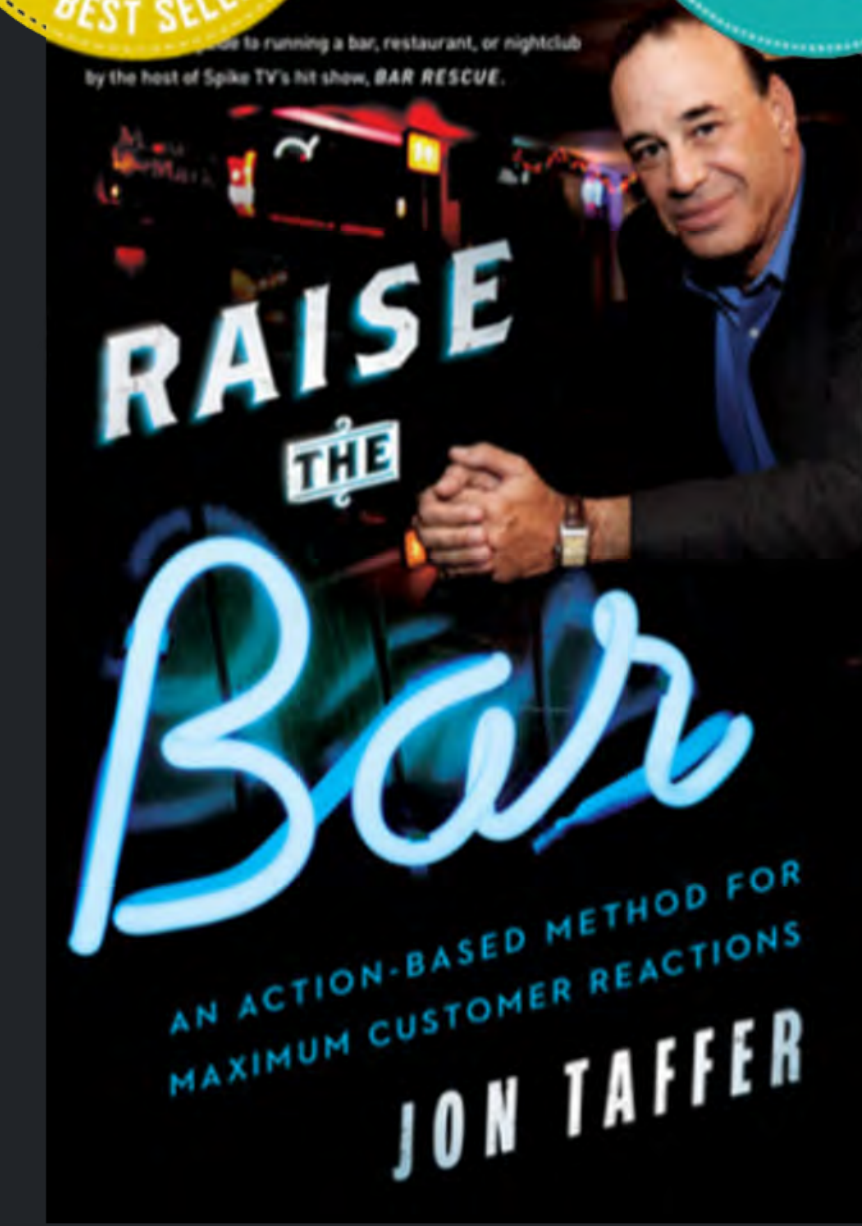
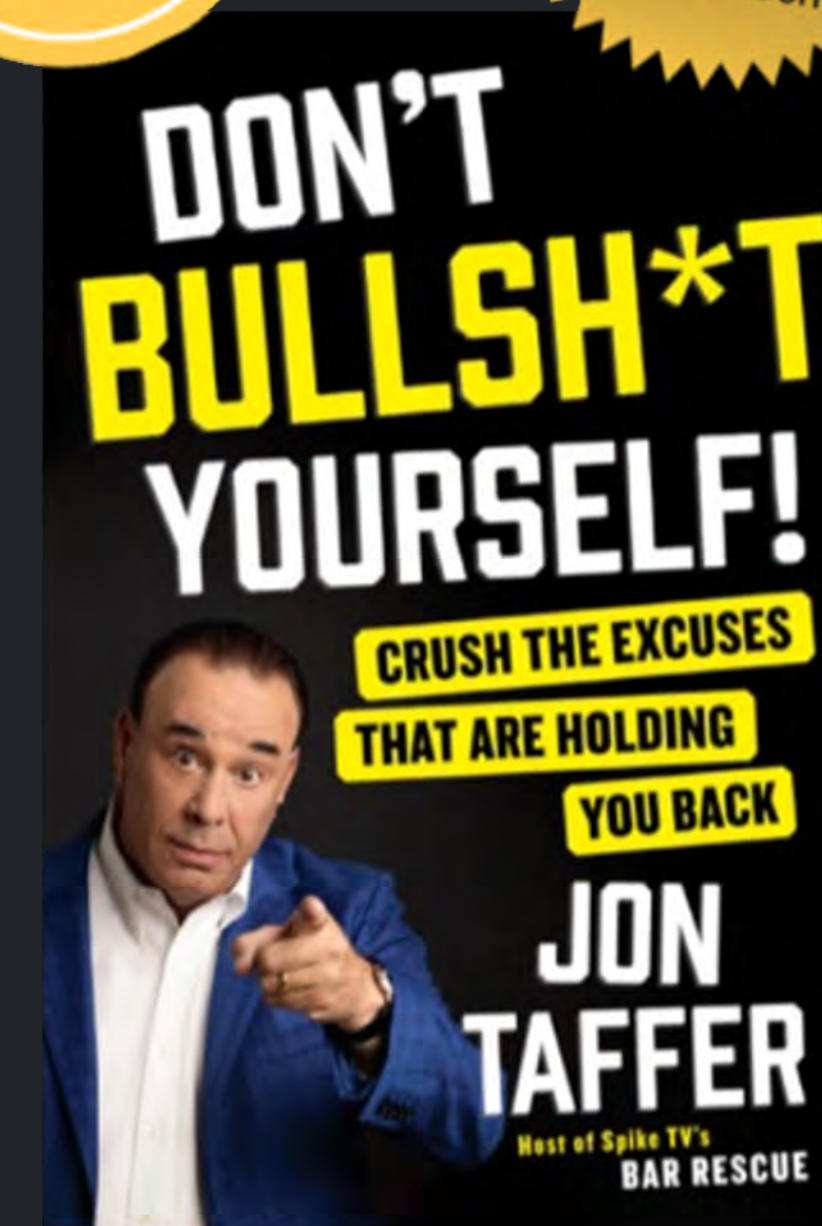


JONTAFFER

*** PRESS & PUBLICATIONS ***

Jon's real talk and tough love have been featured in hundreds of publications, including Forbes, Entrepreneur, Business Insider, Vanity Fair, The National Review, The Huffington Post, The New York Times, Advertising Age, The Wall Street Journal, The Hollywood Reporter and his own best selling books.

Jon's recent NY Times best selling book, is all about crushing the excuses that hold people back from their own success in business and life.



PODCAST AND RADIO

It is important to reach every type of viewer and/or listener.



The Jon Taffer Podcast

- Available everywhere
- Up to 100,000 downloads per episode
- Over 3 million downloads in total



SiriusXM Radio

- Over 100 Sirius Radio appearances on every major entertainment, sports & business show across the country

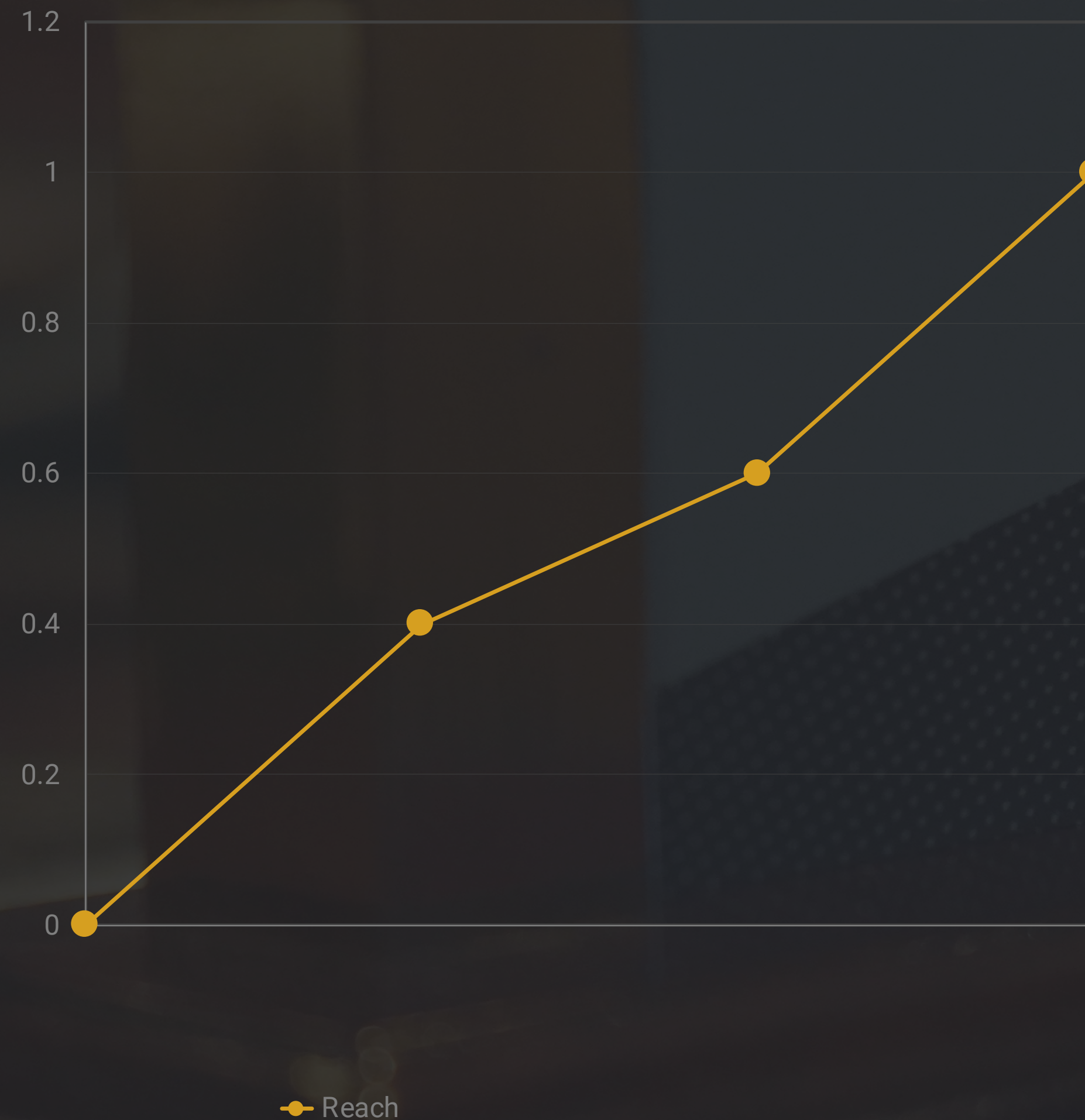


Radio Tours

- 100's of entertainment radio station appearances & radio tours across the country

TAFFER BRAND

REACH OF OVER ONE BILLION



With 35+ years spent dominating the hospitality industry, winning numerous awards and becoming the industry's most sought after speaker, the Taffer Brand is recognized globally. Through television, radio, podcasts, magazines and digital publications, the Taffer Brand will exceed a billion media impressions across all platforms in 2019.

Resetting America

During the COVID-19 pandemic, Jon Taffer did a nationwide media tour from the safety of his own home to share what the bar and restaurant industry will need to do to recover from this crisis that hit their sector the hardest.



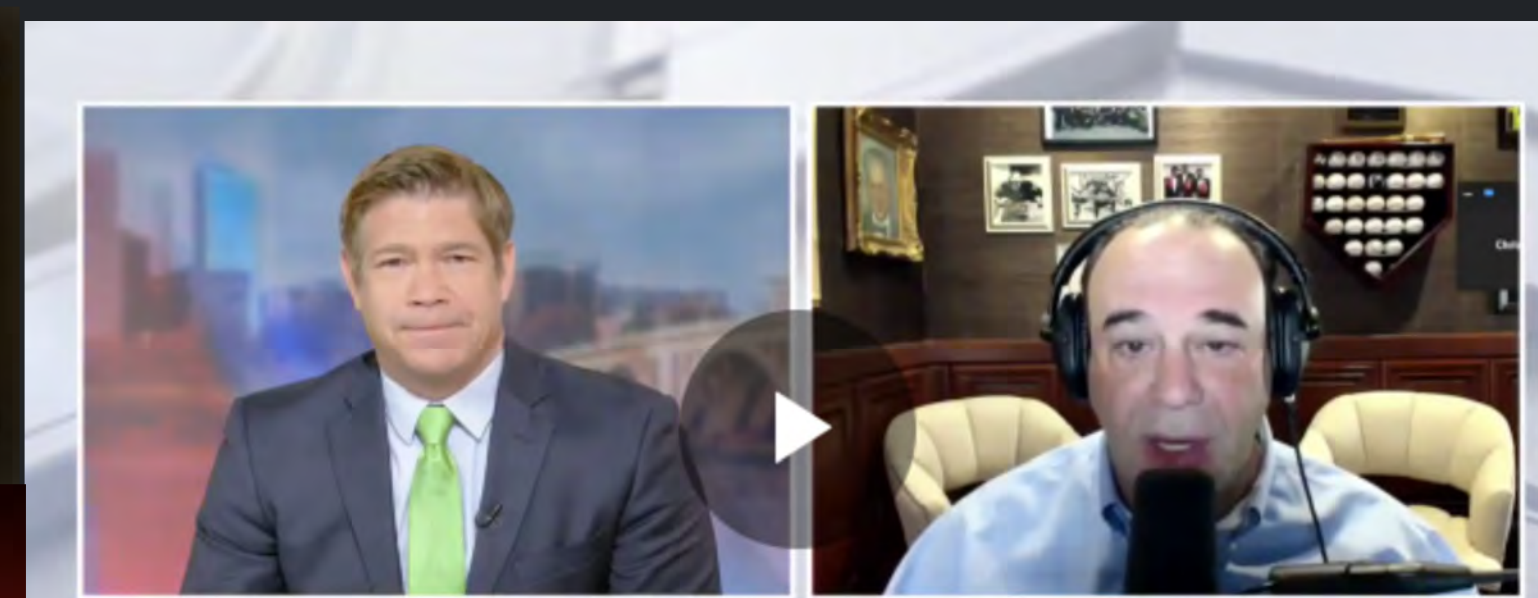
944,185,84 estimated impressions

\$1,855,350 media value



Resetting America

Coverage



A large crowd of people is shown from behind, with their arms raised high in the air. The scene is backlit by a bright, warm light, creating a hazy, golden atmosphere. The silhouettes of the hands and arms are prominent against the bright background. In the far background, a person can be seen standing with arms outstretched, possibly a performer or a person in a crowd. The overall mood is one of excitement and celebration.

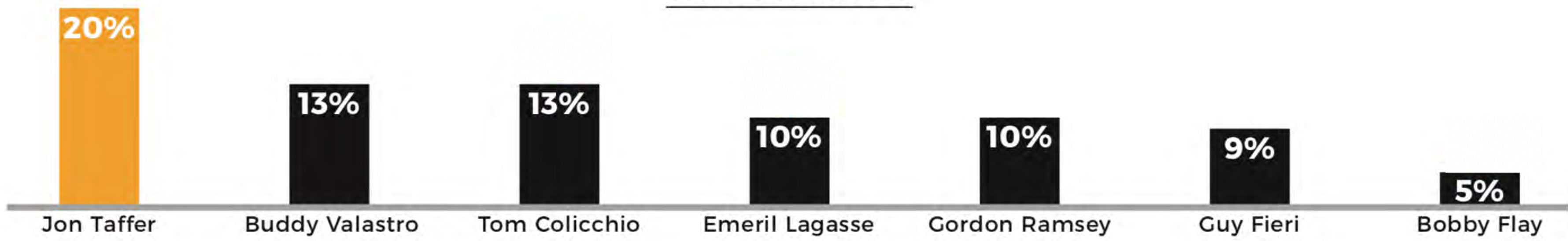
FAN PROFILE

JON TAFFER RANKS AMONG THE TOP CELEBRITY CULINARY TALENT IN KEY ATTRIBUTES

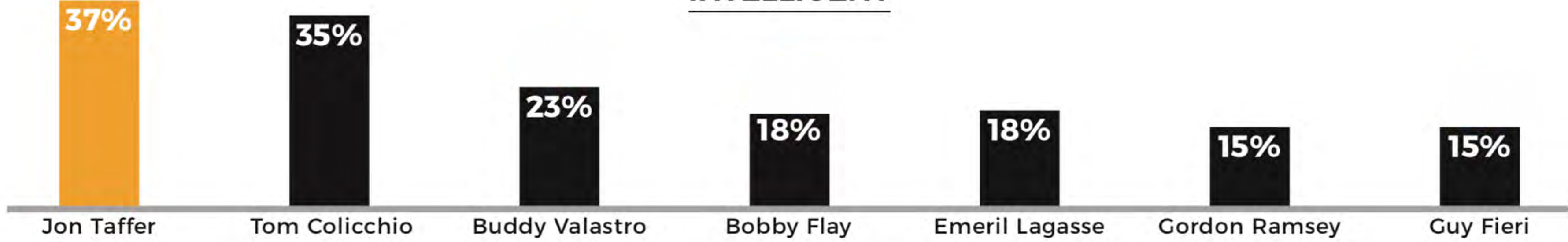
ATTRIBUTES

% AGREE // NOTABLE CELEBRITY CULINARY TALENT // SELECT LIST

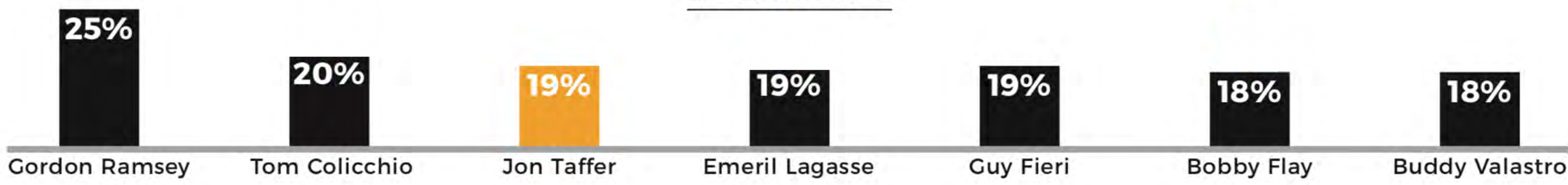
TRUSTWORTHY



INTELLIGENT



INFLUENTIAL

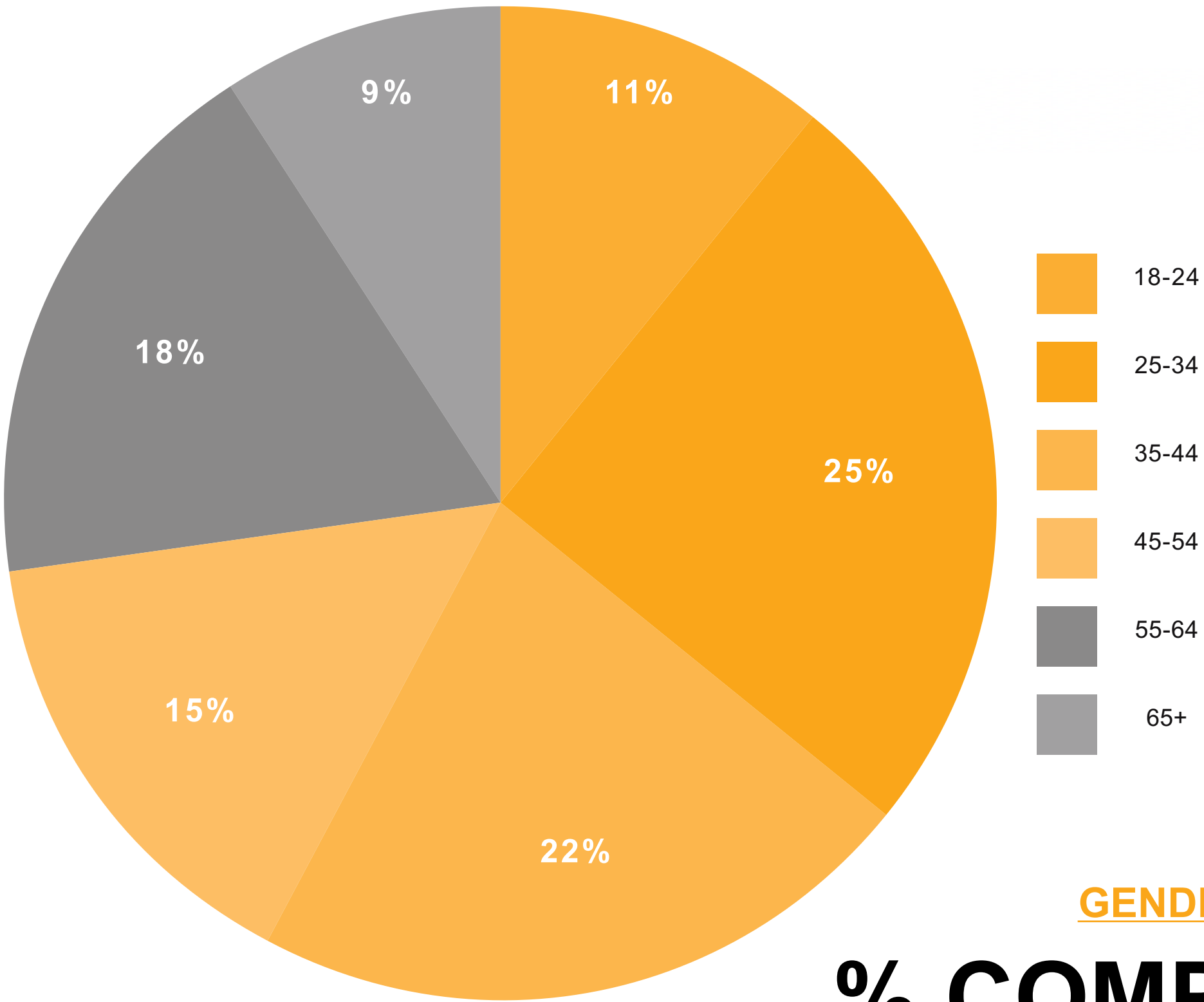


JON TAFFER FANS ARE MULTIGENERATIONAL AND MULTICULTURAL

AGE

% COMPOSITION

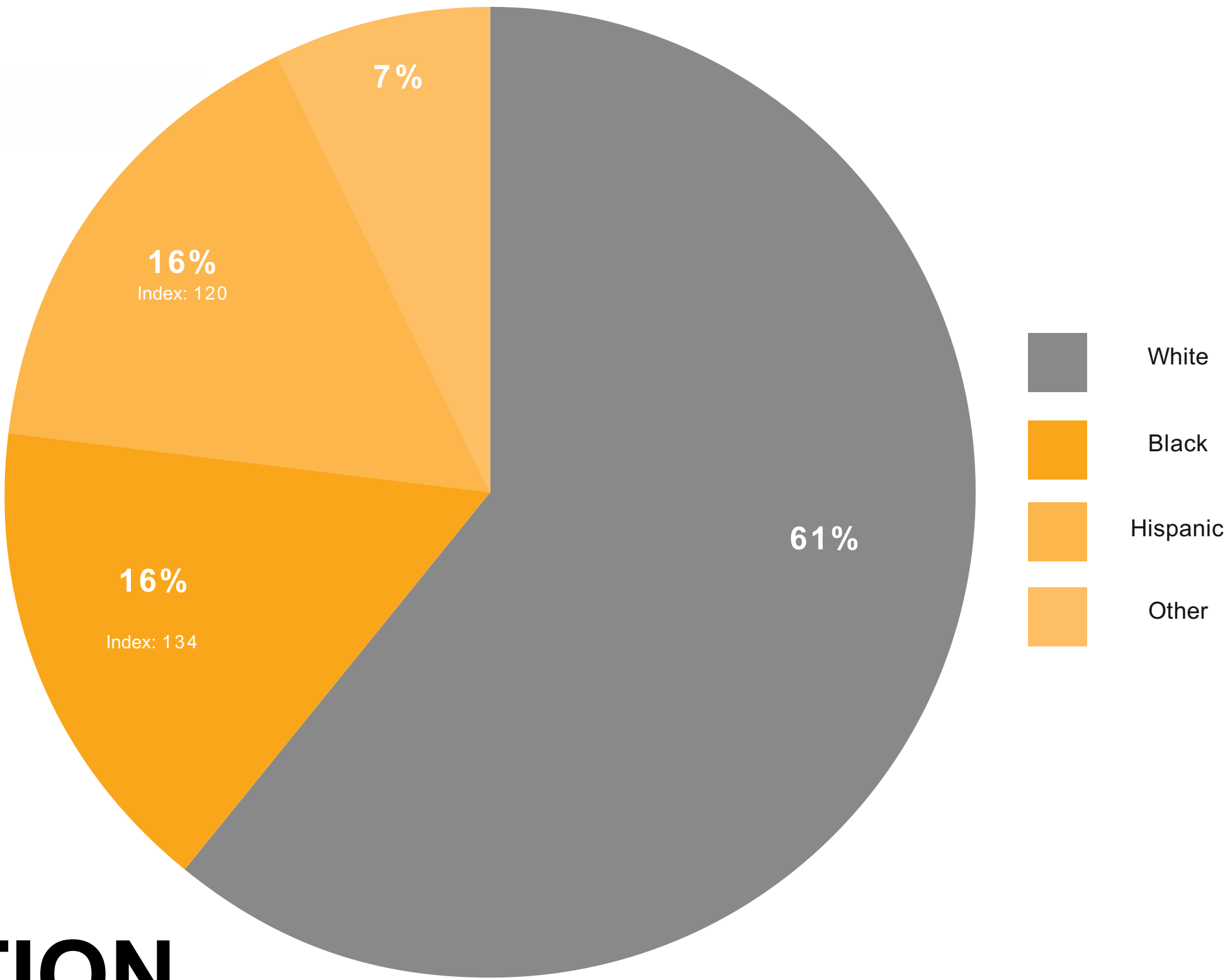
NEARLY 3 IN 4 JON TAFFER FANS ARE EITHER GEN Z, MILLENNIAL OR GEN X



RACE / ETHNICITY

% COMPOSITION / INDEX TO TOTAL

4 IN 10 JON TAFFER FANS ARE NON-WHITE

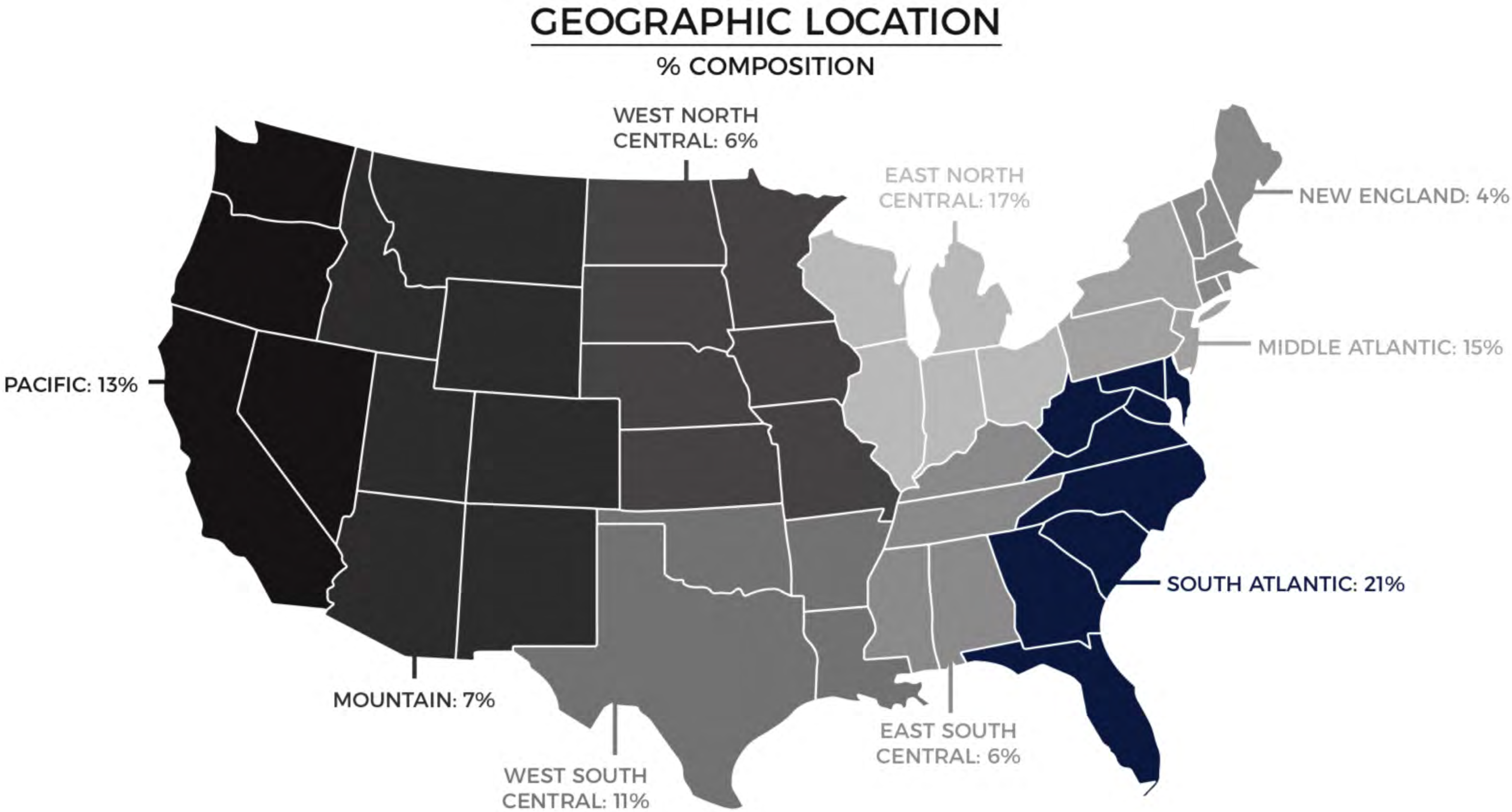


GENDER SPLIT

% COMPOSITION

55% MALE | 45% FEMALE

JON TAFFER FANS HAIL FROM ALL OVER THE COUNTRY...



READ AS: 21% OF JON TAFFER FANS LIVE IN THE SOUTH ATLANTIC.

JON TAFFER'S APPEAL OUTRANKS OTHER CELEBRITY CULINARY TALENT

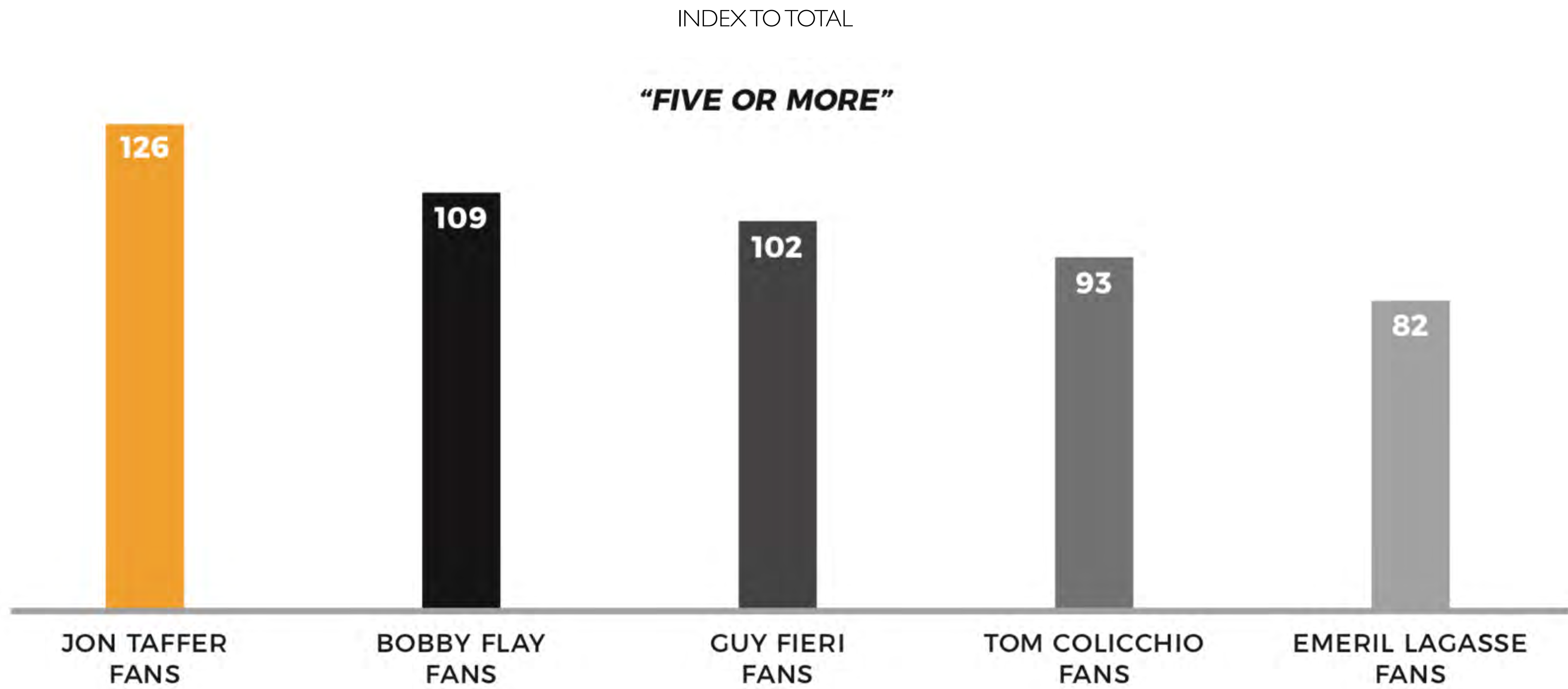
TOTAL APPEAL

NOTABLE CELEBRITY CULINARY TALENT // MOST RECENT SURVEY // SELECT LIST

CELEBRITY TALENT	% APPEAL
TOM COLICCHIO	58
JON TAFFER	52
EMERIL LAGASSE	51
BUDDY VALASTRO	50
GUY FIERI	50
GORDON RAMSEY	46
BOBBY FLAY	38

IN FACT, JON TAFFER FANS ARE FREQUENT TRAVELERS...

VACATIONS TAKEN PAST 12 MONTHS



READ AS JON TAFFER FANS ARE +26% MORE LIKELY TO HAVE TAKEN 5+ VACATIONS IN THE US OR ABROAD IN THE PAST 12 MONTHS THAN THE NATIONAL NORM

Source YouGov 8/5/18 Survey Based on US Adults 21+ JON TAFFER fans are those who like JON TAFFER or who positively rate BAR RESCUE and are 21 years or older (n 1,580)

...AND, JON TAFFER FANS ARE PRONE TO TRAVEL

ARE YOU MORE OF A TRAVELER OR MORE OF A HOMEBODY?

INDEX TO TOTAL

129

“I’M A TRAVELER”

+44 POINTS HIGHER THAN GUY FIERI FANS (85)

READ AS JON TAFFER FANS ARE +29% MORE LIKELY TO CONSIDER THEMSELVES “TRAVELERS” COMPARED TO THE NATIONAL NORM.

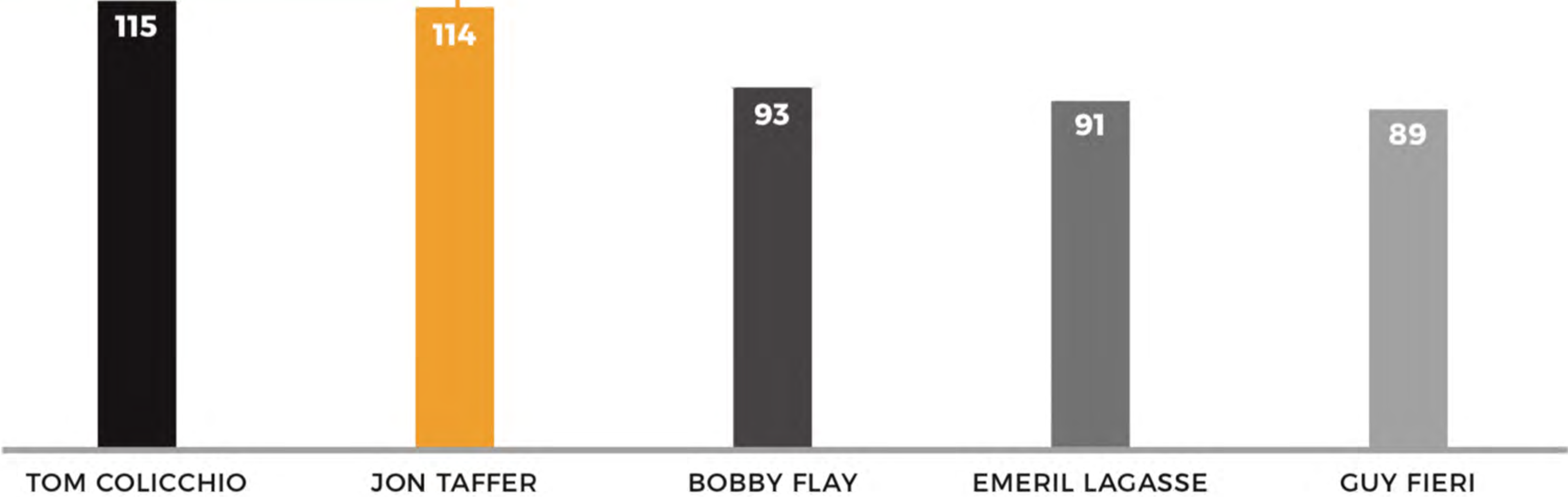
Source YouGov 8/5/18 Survey Based on US Adults 21+ JON TAFFER fans are those who like JON TAFFER or who positively rate BAR RESCUE and are 21 years or older (n 1,580)

...AND ARE MOST LIKELY PLANNING THEIR NEXT TRIP

LIKELINESS TO TRAVEL IN THE NEXT 12 MONTHS
INDEX TO TOTAL

18.9M FANS OF JON TAFFER ARE “VERY LIKELY” TO TRAVEL IN THE NEXT 12 MONTHS. IN FACT, 13.3M OF HIS 21+ FANS ARE “VERY LIKELY” TO TRAVEL TO A CASINO IN THE NEXT SIX MONTHS.

“VERY LIKELY”








READ AS JON TAFFER FANS ARE +14% MORE LIKELY TO TRAVEL IN THE NEXT 12 MONTHS THAN THE NATIONAL AVERAGE.

Source YouGov 8/5/18 Survey Based on US Adults 21+ JON TAFFER fans are those who like JON TAFFER or who positively rate BAR RESCUE and are 21 years or older (n 1,580)

THE PROOF IS IN THE DOLLARS- JON TAFFER-BAR RESCUE FANS ARE SPENDING TO TRAVEL

TOTAL AVERAGE SPEND

12-MONTH RANGE

	BAR RESCUE VIEWERS	CABLE PRIMETIME AVERAGE
	\$408.67	\$359.48
	\$323.60	\$258.15
	BAR RESCUE VIEWERS	CABLE PRIMETIME AVERAGE
	\$763.03	\$632.11
	\$735.50	\$578.46
	BAR RESCUE VIEWERS	CABLE PRIMETIME AVERAGE
	\$1,375.91	\$1,152.17

READ AS THE 52-WEEKS LEADING INTO VIEWERSHIP OF BAR RESCUE IN Q3 2017,VIEWERS HAD A TOTAL AVERAGE SPEND OF \$408.67 ON EXPEDIA WHILE THE CABLE PRIMETIME AVERAGE WAS \$359.48

JON TAFFER FANS HAVE AN AFFINITY FOR
EXCITING NIGHTLIFE OPTIONS...

WHAT INFLUENCES YOUR DECISION WHEN SELECTING YOUR TRAVEL DESTINATIONS?

INDEX TO TOTAL

183

“NIGHTLIFE”

READ AS JON TAFFER 21+ FANS ARE +83% MORE LIKELY TO BE INFLUENCED BY
NIGHTLIFE OPTIONS WHEN CHOOSING THEIR VACATION DESTINATION THAN THE NATIONAL AVERAGE.

Source: YouGov 8/5/18 Survey Based on US Adults 21+ JON TAFFER fans are those who like JON TAFFER or who positively rate BAR RESCUE and are 21 years or older (n 1,580)

...AND, JON TAFFER FANS LOVE TO DINE OUT

DINING HABITS // AGE 21+ INDEX TO TOTAL

DINING HABITS	JON TAFFER FANS	TOM COLICCHIO FANS
LIKELINESS TO PURCHASE FOOD FROM A RESTAURANT CHAIN IN NEXT 30 DAYS		
VERY LIKELY	114	107
SOMEWHAT LIKELY	109	90
LATE NIGHT DINING FREQUENCY		
3-6 X PER WEEK	158	127
FINE DINING FREQUENCY		
3-6 X PER WEEK	226	142
CASUAL DINING FREQUENCY		
ONCE A DAY	169	154

READ AS JON TAFFER FANS ARE +69% MORE LIKELY TO EAT AT A CASUAL DINING RESTAURANT ONCE A DAY COMPARED TO THE NATIONAL NORM, WHICH IS +15 POINTS MORE THAN TOM COLICCHIO FANS.

Source YouGov 8/5/18 Survey Based on US Adults 21+ JON TAFFER fans are those who like JON TAFFER or who positively rate BAR RESCUE (n 1,580) TOM COLICCHIO (n. 2454) or who positively rate TOP CHEF and are Age 21+



RESCUE FRANCHISE

**BAR
RESCUE**

185+ EPISODES

**MARRIAGE
RESCUE**

SEASON 2 CONFIRMED

A photograph of four men in suits standing behind a bar. The man on the far right is wearing glasses and a blue suit. The man next to him is wearing a blue suit. The man next to him is wearing a dark suit. The man on the far left is wearing a dark suit. They are all smiling. In the background, there is a brick wall and a sign that says "Taffer TV".

Taffer Consulting



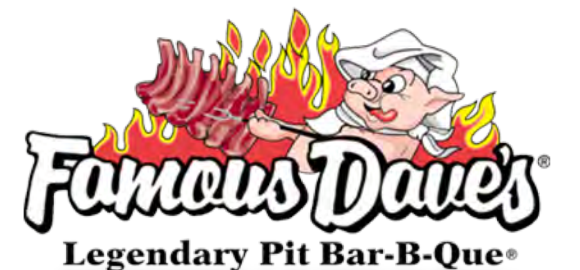
TAFER CONSULTING and/or MANAGEMENT PROJECTS

Taffer Dynamics offers consulting services
to help you drive revenue in an existing
business or launch a brand-new concept.

www.jontaffer.com/consulting



THE RITZ-CARLTON®



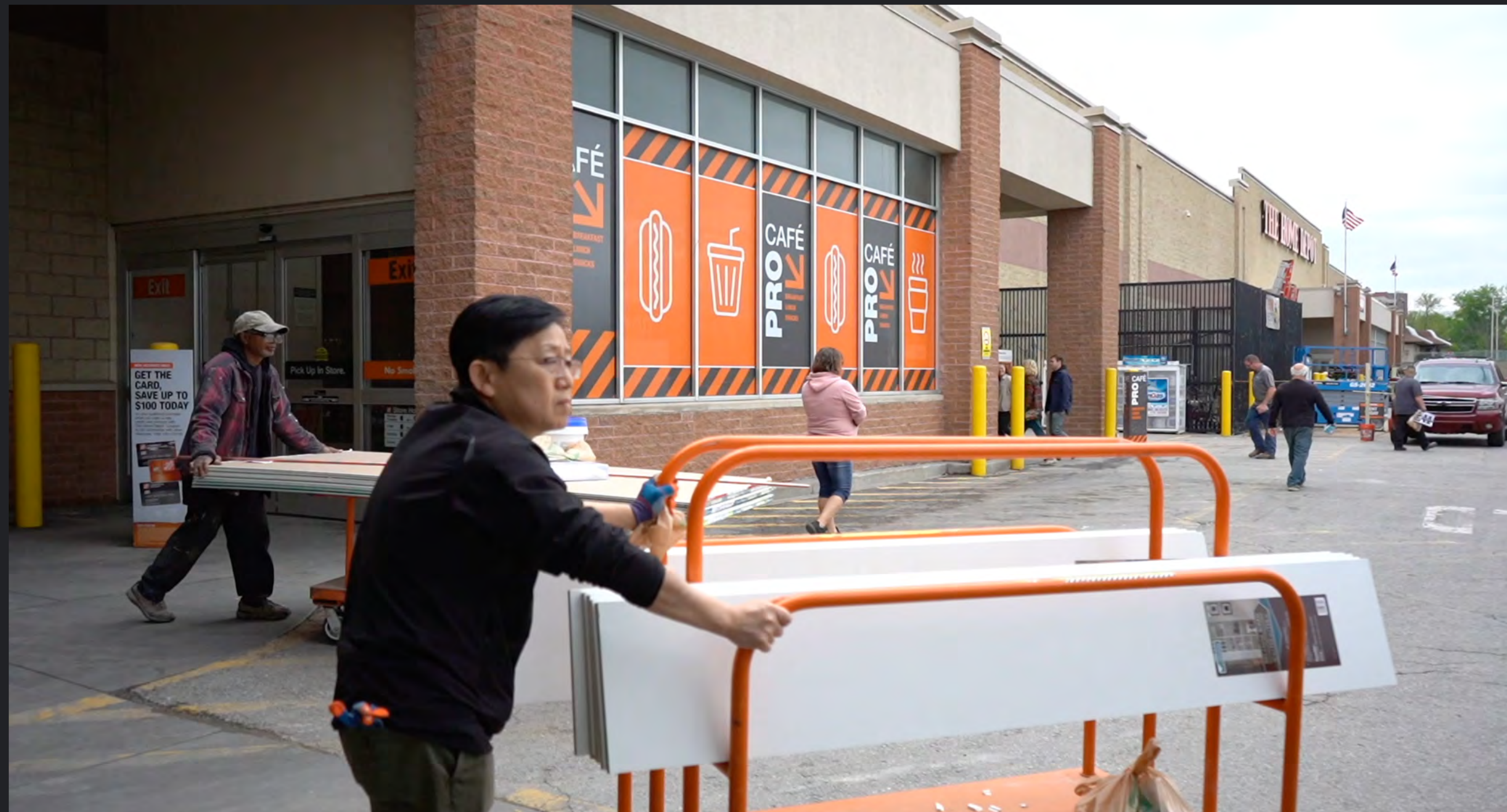
TAFER COMPANIES PROJECTS



JON **TAFFER'S** PRO CAFE

Jon Taffer's Pro Café will be launching in over 2,000 Home Depot stores across America. The café's powerful visual concept, strong presence and delicious food options will achieve the critical in-store experience needed to leave every customer wanting to come back.

- o Outdoor kitchen/inside dining configuration
- o High quality fresh, homemade breakfast and lunch menu options
- o Launching in over 2,000 Home Depot stores across America



TAFFER'S MIXOLOGIST



Taffer's™

— MixOLOGIST —



TAPPER'S™

— MIXOLOGIST —

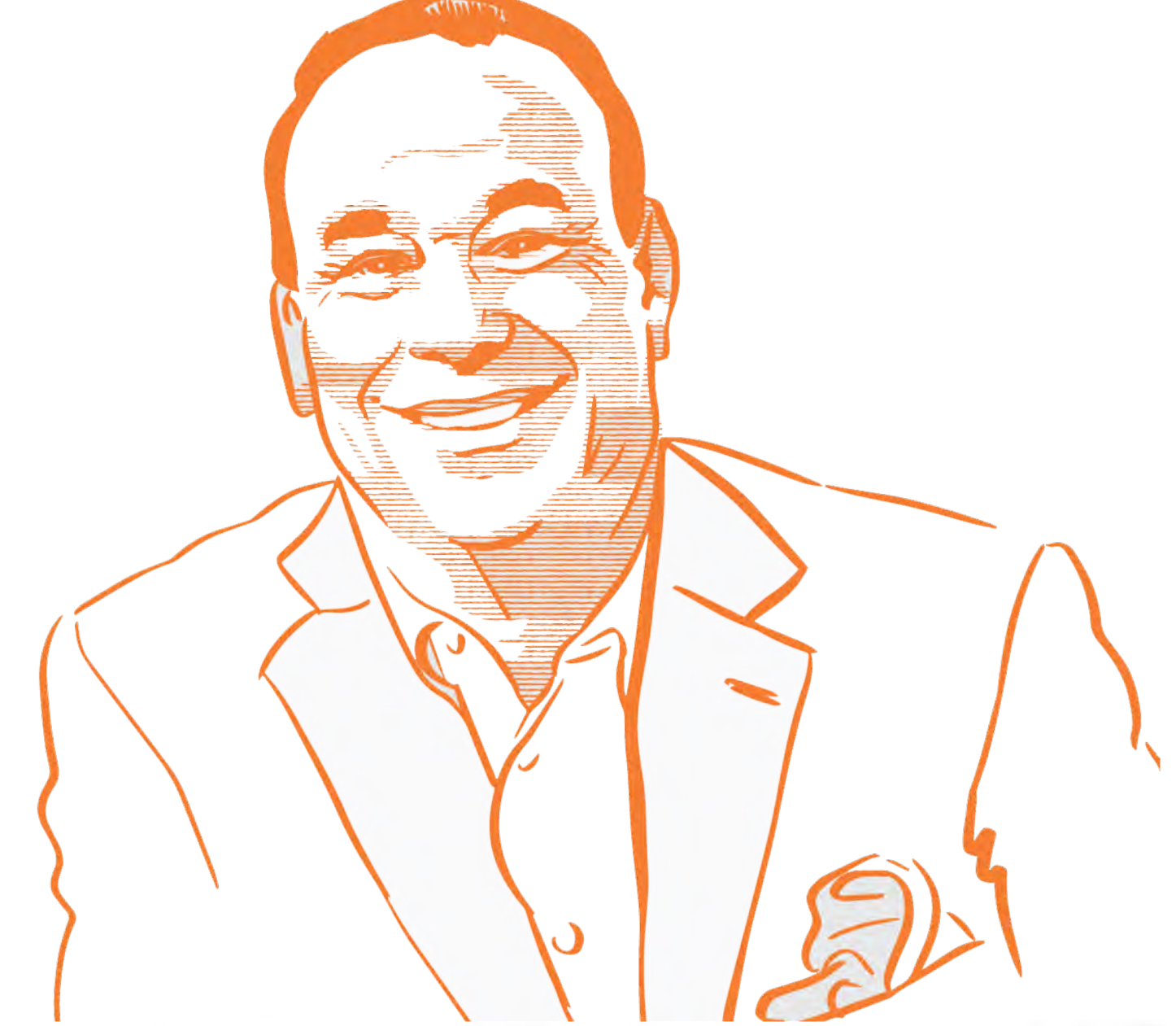
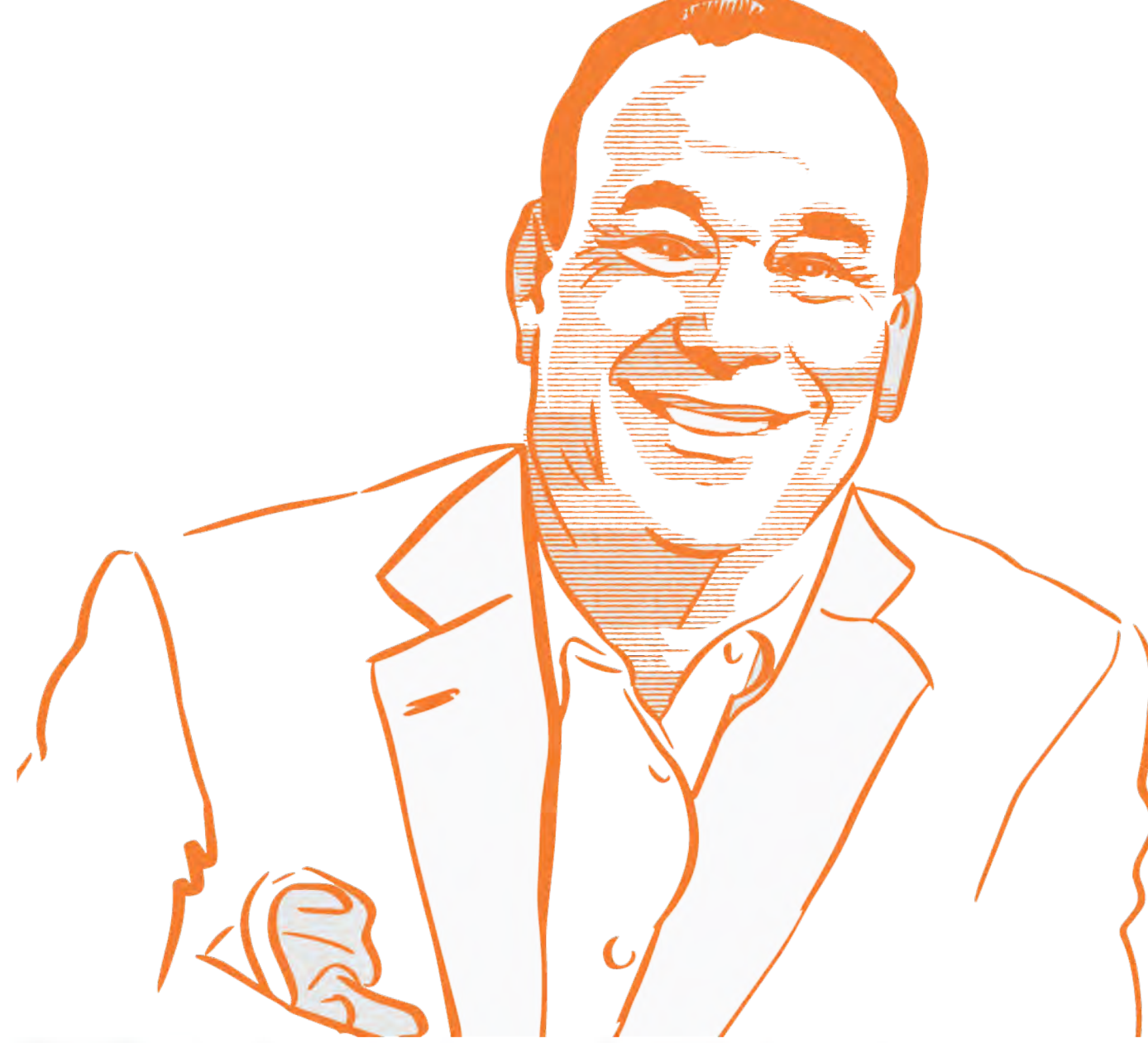
FINE COCKTAIL MIXTURES

Launched in 4,178



In stores NOW





IN STORES NOW





A BAR IS A BAR, BUT A **TAVERN** HAS A SOUL

A BAR IS A BAR, BUT A TAVERN HAS A SOUL

A tavern is a place of where people gather to eat drink and share stories that date back to the times of ancient Rome. They are known as a gathering place and a landmark that are a beacon of camaraderie for their communities.

In taverns people mix together; you see men drinking alongside the people they work for and the hierarchy washed away. There's an unwritten code that people are supposed to check their degrees at the door. You can find a lawyer, university professor, taxi driver and dishwasher all talking about politics, sports, their families and life.

Taffer's Tavern will be the place to go and gather with your old friends and make new ones along the way. With the ice-cold beers, outstanding signature cocktails and mouth-watering food it will keep you coming back week after week.





BEVERAGES

Taffer's Tavern features the Perfect Draft Beer - using a Chill Rite draft beer system with an LED temperature display that promotes the perfect beer at a cool 37 degrees! The Tavern will also feature a Smart Brew System providing house brewed signature and house beers.

Beer will be merchandised with a 3-size program using a European glassware spritz system providing the perfect glass, beer and pour. All drafts will be served with a signature, tasty "Beer Chip," (an in house giant potato chip).

Another signature feature is fan favorite Taffer Signature Cocktails, shots and products seen worldwide on television. These will be based upon the outstanding mixology, glassware, garnishes and best practices expected from Jon Taffer.

Taffer's Tavern will also feature Jon's innovative Table Infusion Cocktails that are prepared in a coffee press and infused in front of and by the guest allowing the guest to infuse their cocktail as much as they like themselves. This provides a powerful and unique merchandising and interactive element to the **Taffer's Tavern** guest experience. Flavor profiles range seasonally and regionally from tropical berry, coffee caramel, strawberry basil and other signature, seasonal recipes.

As signature desert for **Taffer's Tavern** guests with a sweet tooth, Taffer's signature Caketails will feature a decadent pound cake with infused with liqueur, cream, ice cream and fresh berries!



FOOD

Taffer's Tavern will promote, establish and own the term, **“Tavern Dining”** featuring high quality comfort and “pub foods” using consistent, quality hood-less cooking technology. **Taffer's Tavern** will provide all day dining offerings of delicious Tavern style dishes, Tavern bites & Tavern sandwiches Tavern Whiskey Wings, Tavern Stuffed Meatballs, “Tavern (Rib) Tips”, Tavern Cheese Fries and other Tavern specialities. Signature items will include an Onion Tavern Tower and signature beer battered Tavern Fish and Chips made with house made lager.



PRELIMINARY MENU

SALADS & SOUPS

TAVERN SALAD

Mixed greens, Cucumber, Radish, Red Wine Vinaigrette

CLASSIC WEDGE

Bacon Dressing, Blue Cheese, Cherry Tomatoes, Crispy Shallots

CAESAR SALAD

Romaine, Shaved Parmesan, Garlic Crouton

CHILLED SALMON TABBOULEH SALAD

Quinoa, Arugula, Yogurt Vinaigrette

SOUTHWEST CHILI

Crispy Tortilla, Scallion, Lime, *Made Vegan Upon Request*

FRENCH ONION SOUP

Caramelized Onion & Beef Broth, Sherry, Melty Cheese Crouton

STARTERS & SNACKS

HOT TAVERN PRETZEL

Guinness Mustard Sauce & Spicy Queso Dip

CRISPY MOZZARELLA BITES

Garlic Marinara Sauce

ARTICHOKE & SPINACH DIP AU GRATIN

Corn Tortilla Chips, Cheesy Crust

ONION RING TOWER

Cajun Ranch & Guinness Mustard Sauce

COCONUT SHRIMP

Spicy Chili Sauce, Scallion

TAVERN WINGS

Celery, Carrot Sticks

Choice of Glaze: Classic Buffalo, Honey Bourbon BBQ, Blue Cheese and Ranch Dip

CRISPY CHICKEN TENDERS

Bourbon BBQ Dip

PORK BELLY SKEWERS

Maple-Whiskey Glaze, Coleslaw

TOT ROAST FRIES

Roast Beef, Gravy, Cheese Curds, Herbed Tater Tots

Add Poached Egg

Many items are “seen on **BAR RESCUE**” - menu is subject to change

HOT TAVERN SANDWICHES

(choice of one side)

GRILLED CHICKEN AVOCADO

Chipotle Aioli, Lettuce, Tomato on Toasted Baguette

BLT (BELLY, LETTUCE, TOMATO)

On Toasted Baguette

ROAST BEEF AU JUS

Swiss, Caramelized Onion on Garlic Bread Baguette with Au Jus Dip

CHILI DOG

Plant Based Bratwurst, Pretzel Bun, Chili, Coleslaw

ENTREES

THREE CHEESE TORTELLINI

San Marzano Sauce, Roasted Cherry Tomato, Parmesan

FISH & CHIPS

Citrusy Breaded Amazon Cod, House Tarter Sauce, Coleslaw

BANGERS & MASH

Plant Based Bratwurst, Mashed Potatoes, Peas, Onion Gravy

TENDER OSSO BUCO

Veal Shanks Braised w/ Hearty Vegetables, Soft Polenta

TAVERN PLATES

(choice of two sides)

INCREDIBLE ROSEMARY BAKED CHICKEN BREAST

Au Jus

SIZZLING 72-HOUR SHORT RIB STEAK

Au Jus

GRILLED PETITE TENDER

Herbed Compound Butter

BURGERS

(choice of one side)

TAFFER'S TAVERN BURGER

All Beef Brisket Blend Patty w/ American Cheese, Iceberg, Tomato, Onion, Mayonnaise & Ketchup

SERVED WITH HERBED STEAK FRIES

TAVERN BUILD- A-BURGER

TOPPINGS: Lettuce, Tomato, Onion

CHOICE OF:

CHEESE: American, Cheddar, Swiss, Monterey Jack, Pepperjack, Blue Crumbles

SAUCES: Chipotle Aioli, Spicy Queso, Bourbon BBQ, Ranch, Blue Cheese, Creole Ranch

ADD \$: Bacon, Guinness Onions, Mushrooms, Onion Ring

ADD \$\$: Avocado, Double Patty, Poached Egg, Seared Pork Belly

SERVED WITH HERBED STEAK FRIES

SIDES

CRISPY BRUSSELS SPROUTS WITH PANCETTA

GREEN BEANS WITH BACON AND SHALLOT

MASHED POTATOES

MASHED PARMESAN CAULIFLOWER

MAC & CHEESE

CAROLINA STONE GROUND GRITS

HERBED STEAK FRIES

DESSERTS

VANILLA CRÈME BRULEE CHEESECAKE

Passionfruit Sauce, Tropical Fruit

MILK & COOKIES

Choose Three: Chocolate Chunk, Salted Caramel, Just Chocolate

Whipped Vanilla Milk

CARAMEL APPLE CRUMBLE

Vanilla Ice Cream

TRIO OF WARM CROISSANT DONUTS TO SHARE

Dark Chocolate, Maple-Bourbon, Berry

**Made fresh to order, please order w/ main course*