



*Sophisticated Sips.
Awaiting Adventure.
Rewarding Investment.*

FRANCHISE OPPORTUNITY

Be Part of the \$1.2+ Billion Speakeasy Industry with an Established Brand.

Americans love novelty bar and food services concepts. Featuring a unique and exclusive experience with historical flair, the Prohibition-era speakeasy bar industry has grown to a \$1.2+ billion market valuation over the past several years. As consumer demand for sophisticated one-of-a-kind experiences continues to rise, the projected 6% CAGR signifies continued opportunity.

With cosmopolitan ambiance, artisan food selections, and a beverage program that provides benchmark levels of cocktails, wine, and spirits, Johnny's Speakeasy offers a distinct value proposition in this increasingly popular industry:

SUCCESSFUL OPERATING LOCATION

Johnny's Speakeasy has a strong foundational location in Royal Oak, Michigan that has proved wildly popular, earning a reputation for excellence and a loyal clientele.

STRONG ROI

With competitive start-up costs and the potential for premium pricing and high margins, Johnny's Speakeasy offers a fast potential ROI for a motivated owner/operator.

PROVEN MODEL

Easy to grasp from an operational standpoint, the Johnny's Speakeasy model is both flexible and scalable, allowing the franchisee to enhance profitability as their operational capabilities grow.

UNRIVALED CUSTOMER EXPERIENCE

With a focus on providing a destination-style atmosphere with an aura of exclusivity, the Johnny's Speakeasy model creates a top-notch customer experience that's rewarded with higher per transaction revenue and overall profitability.

INTEGRITY AND COMMITMENT

Johnny's Speakeasy is committed to providing quality products, quality service, and a quality experience for our customers, and we aim to extend that same dedication to our franchise partners.



***Drink Up the Opportunity to Invest
in a Johnny's Speakeasy Franchise!***



Our Customers Call Us a Hidden Gem, but Our Popularity is No Secret.

Founded in 2018, Johnny's Speakeasy is an exclusive and elegant speakeasy with specialty cocktails and artisan menu items.



Featuring an unassuming exterior coupled with a luxurious atmosphere and an air of intrigue, the concept is designed to deliver an unmatched customer experience. Secret passwords, historical elements, and a touch of theatrical flair combine to make Johnny's Speakeasy a sought-after destination for an evening on the town.

With years of experience in the restaurant space, founder John Prepolec has a proven background that brings knowledge and confidence to the franchise program. Offering a unique ambiance, established operating systems and a sound business model that is replicable in any market, this popular speakeasy is sure to be a hit wherever a franchise is established.



Hey there! I'm Chef John Prepolec!

Proud owner of Johnny's Speakeasy. I am delighted to share our successful concept with franchisees across the country. My passion is crafting unforgettable experiences for our customers. Transforming a drab basement banquet room into the hottest and most highly-rated spot in town has been incredibly fulfilling. Even with no sign on our door, we're flipping the dining room three times on weekend nights, with over 75% of customers leaving us stellar 5-star reviews!

I've been in the industry for over 15 years, authoring 2 cookbooks and performing in over 150 TV segments. With a 1st in my class degree from Schoolcraft College Culinary Arts Program, a level 3 WSET Sommelier certificate, certification in mixology from Pernod Ricard, certification in Bourbon from the Staves and Thieves Society, and certification in Tequila from the Consejo Regulador del Tequila I've honed my skills and leveraged my knowledge to build this booming business.

I'm sharing this because I believe my franchise partners are my teammates, and I'm fully dedicated to supporting them through seasoned advice on products, systems, marketing, and finance. At Johnny's Speakeasy, our company is rooted in a culture of continuous improvement, unwavering humility, steadfast responsibility, and a commitment to sustainability.

I'm ready to join forces and build something great together!



What We're Looking For in You.

Johnny's Speakeasy's success depends upon a high level of professionalism and customer care that sets us apart from the competition. In addition to our unique atmosphere and innovative menu, we aim to treat our customers to a world-class service experience. Our franchisees should show that same dedication and enjoy serving people.

We're looking for:

- ◆ Professional Demeanor
- ◆ Good with Timing and Schedule Management
- ◆ Ready to Learn
- ◆ Embraces the Concept of Experiential Service



When It Come to Support, We've Got You Covered.

The Johnny's Speakeasy management team understands that the owner/operator franchise model involves significant investment. Not just financially, but of time and lifestyle as well. That's why we aim to empower our franchise partners with all the tools they need to launch a lucrative Johnny's Speakeasy franchise.



COMPREHENSIVE TRAINING

Utilizing established systems, processes, and our proven operating model, we will provide a training platform designed to share our collective experience and answer all your questions.



OPERATIONAL SUPPORT

Johnny's Speakeasy will provide ongoing support in multiple areas, including administrative procedures, customer service techniques and accounting.



MARKETING SUPPORT

We will supply franchisees with consumer marketing plans and materials for use at the local level, as well as SEO/SEM and social media strategies to help franchisees leverage our established brand.



PURCHASING SUPPORT

The management team will negotiate quantity discounts on consumables, food, alcohol, marketing materials, and other items needed for operating a Johnny's Speakeasy location.

Competitive Start-Up Costs for a Strong ROI.

FRANCHISE FEE

\$50,000

MINIMUM INITIAL INVESTMENT

\$377,167

(including Franchise Fee & Training)

ROYALTY FEE

5% of Gross Sales

REQUIRED LOCAL MARKETING SPEND

4% of Gross Sales



Corpse Reviver 2.1



The Rainforest



Madagascar Express

See Why Sophisticated Sips and Artisan Eats
Make a Rewarding Investment with Your Own

Johnny's Speakeasy Franchise!



Visit johnnysspeakeasyfranchise.com
for more information about this opportunity!





Ready to Get Started? Let's Connect!

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