



Tap-House

Bar concept



WELCOME TO THE **TAP-HOUSE**

Tap-House is a craft beer bar concept in the American style. The focus is on a unique beer variety of high quality beers full of character.

Beer diversity is not a question of quantity or brands.

In order to provide a beer selection which covers a wide range of the relevant styles and varieties worldwide, it needs one thing above all – experience. We constantly expand this expertise with our brewery Camba Bavaria.

Top selection of beers around the world.

In a Tap-House you can enjoy a top selection of beers from traditional beer countries such as England and Belgium as well as from innovative beer countries such as Italy or Denmark. Whether malty or fruity, men and women find their favorite beer in a Tap-House.

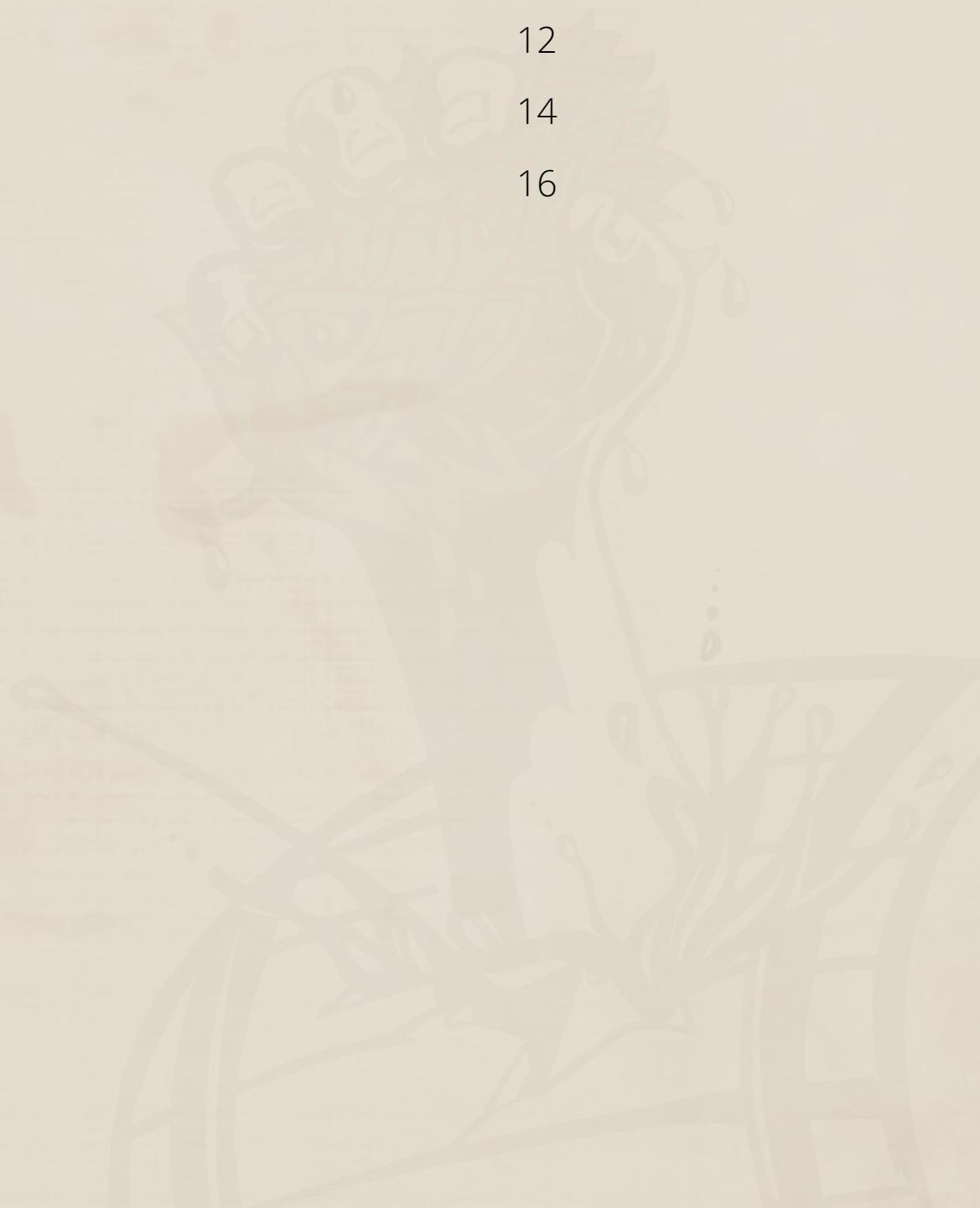
The gateway to the world of beer.

The accumulated knowledge of beer as well as the desire for beer characterize our Tap-House concept. Our philosophy: to create a beer paradise and open our guests the gate to the big world of beer.

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THE **WORLD OF BEER**

How the Tap-House concept originated

Markus Lohner, CEO of Braukon GmbH and Camba Bavaria GmbH, worked himself as a brewmaster in the US for a long time. In the States it is common for a bar to offer a wide variety of beers, also from tap.

This model of the American beer bar culture inspired him. Why isn't there such a thing in Germany, he wondered. In Germany there are many restaurants, but most of them only offer beers from one single brewery. This had to change!

■ The Tap-House idea was born!

After a long search for a suitable site the first Tap-House was established by Markus Lohner, CEO of BeVa GmbH & Co. KG, in Munich in November 2013. Guests are still enthusiastic: "Over 200 different beers, including 40 on tap, that is unique," say the Munich residents.

■ Beer enthusiasm is the key to success!

The employees, all enthusiastic beer lovers, characterize the concept: Munich locals as well as tourists find here their favorite beer. Munich has found its beer paradise and has opened the gateway to the big world of beer as the first city in Germany.





VALUES AND PRINCIPLES



THE TAP-HOUSE **PRINCIPLE**

These values are particularly important for us

Beer and quality

- » Tap-House stands for a unique beer variety of high quality, characterful beers national and international.
- » Maximum enjoyment is ensured by the thoughtful selection of beers.
- » Matching beers are recommended to the dishes. Each guest will receive individual advice and will therefore find her/his perfect beer.

Guests and Service

- » The guest is always top priority. A cozy atmosphere and friendly, competent staff are essential.
- » The guests are informed with a well-structured, interesting beer list about the whole range of beers. Open questions are always answered by the trained personnel.
- » We are only satisfied when the customer is happy and recommends us to others.

Employees

- » Our employees are our greatest asset. A strong sense of community and a well-functioning team is the basis of each success.
- » Regular trainings contribute to the expertise of our beer-interested personnel.

Partners

- » We believe in collaborative partnerships and build long-term relationships that benefit both sides from the mutual use.
- » We are a part of the society, assume responsibility and act sustainably.

THE WAY IT **WORKS**

Quality Standards and Corporate Identity

Licensor BeVa GmbH & Co. KG is a partner of the operator. The independent licensee is the operational manager. In order to ensure a consistent brand image and the quality standards of the brand Tap-House, the concept specifications have to be respected.

Concept specifications

- » Word / figurative mark Tap-House with logo and system colors
- » Tap-House philosophy and principles
- » Equipment (based on counter and bar area)
- » Core products (beer types and packages)
- » Purchasing and logistics
- » Regular quality checks (beer quality, cleaning standards)





BESTES BIER-KONZEPT

fizzz
AWARD
2015

fizzz
AWARD
2015

TAP-HOUSE
München





BREWERY CAMBA BAVARIA

Camba is a young, innovative brewery in the Chiemgau

Since 2008, when our first beer was brewed in the old mill in Truchtlaching, on the river Alz, we have released more than 50 different beers. These beers have ranged in style from a traditional Bavarian wheat beer to a fruity pale ale, and even so far as an Imperial Stout aged in oak barrels previously filled with cognac - a one-of-a-kind selection here in Germany!

■ Permanently growing range of beers.

Our brewers are constantly experimenting with innovative new recipes, allowing us to introduce new beers practically every week. For its size, Camba is the most exclusive brewery in Germany.

■ Camba is Craft Brewer of the year 2014.

We are especially proud to have been awarded the title of Craft Brewer of the Year 2014, proof of our commitment to beers that are not only innovative, but also of the highest quality.



YOUR **SKILLS**

Beer enthusiastic, experienced and independent

A Tap-House visit is a beer experience. The focus is on a unique beer variety of high quality beers full of character. A cozy atmosphere and friendly, competent staff play a very important role as well as the cleanliness of the dispensing system.

100 % identification with the brand "Tap-House" is the basis for a successful cooperation. A passion for beer is essential to sell this with enthusiasm.

The ability of the licensee to cooperate is important for a successful partnership. Experience in the hospitality industry and business administration expertise is necessary in order to successfully implement the concept. A high motivation for the own company and the enjoyment of work are equally important requirements.



Specials

Allagash White	0,33l	€2,90
Saint Arnold Santo	0,33l	€2,90
Kaltenecker IPA	0,33l	€2,90
Chimay Triple (Tr.)	0,33l	€2,90
Ratsherrn Pale Ale	0,33l	€2,40
Ratsherrn Pils	0,33l	€2,40



4 STEPS TO **SUCCESS**

We support you right from the start

Licensees of BeVa GmbH & Co. KG benefit from the expertise, experience and synergy effects of the company. We support our partners in each stage!

1

Step 1: First Contact

- » Meet, personal interview
- » Concept presentation and visit existing Tap-House

2

Step 2: Assessment

- » Advice to site suitability
- » Adjustment concept to the site

3

Step 3: Project Development

- » License Agreement
- » Planning of the pre-opening phase
- » Providing templates, checklists, beer menu, Tap-House App etc.
- » Listing on our website

4

Step 4: Pre-Opening

- » Training "on the job" in an existing Tap-House
- » Training of staff (beer, app)

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Ongoing support

- » Advice on the current performance
- » Quality controls
- » Purchasing advantages

THE RULES OF THE **GAME**

For a common goal

The aim is to establish a long-term cooperation. Thus, confidence, performance and the identification with the concept play an essential role.

The license agreement regulates the cooperation in detail. Both partners remain legally and financially autonomous and independent companies.

Contents of the license agreement:

- » Services and obligations of both, the licensor and the licensee
- » Ownership structure
- » Contract territory
- » Guidelines for the appearance under the protected word / figurative mark "Tap-House"
- » Purchase via licensor/partner as well as the product range (obligatory assortment and free selection)
- » Amount of the license fee
- » Duration and termination of the contract
- » Confidentiality obligations

One-time license fee:

- » 10.000 € one-time

Ongoing license fees (annually):

The ongoing license fee is set according to the object size. The grading is done by the number of seats. Outdoor seats are rated with 50 %.

- » 3.000 € up to 100 seats
- » 4.000 € up to 150 seats
- » 5.000 € up to 200 seats
- » 6.000 € more than 200 seats

START NOW

Ready to open your own Tap-House?
Then get to know us in a personal conversation.
We look forward to meeting you!

Contact

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