

Partnership Information - 2011



 **IRISH BROTHERS**
TRADITIONAL IRISH PUB®

Partnership Opportunities
An overview of the Nine Irish Brothers Concept



Partnership Opportunities

Information about the Nine Irish Brothers Concept

Nine Irish Brothers Goal Statement

Nine Irish Brothers' goal is to be the place of choice for gathering with friends to share good conversation, good food and drink, and lively music in a friendly and upbeat environment. Our mission is to provide a unique and superior (e.g. FUN) dining, drinking, and socializing experience while steadily increasing profit.

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IRISH BROTHERS TRADICIONAL IRISH PUB®

119 HOWARD AVENUE, WEST LAFAYETTE, IN 47906
(765) 746-4782 | WWW.NINEIRISHBROTHERS.COM

Dear Prospective Partner,

Thank you for your interest in Nine Irish Brothers and the opportunities we offer. When we created our first Nine Irish Brothers Traditional Irish Pub, we envisioned creating a place where everyone is welcome, there are no strangers, and everyone feels like they are a part of the family. We are pleased that you are interested in becoming part of the Nine Irish Brothers family and offer the next few pages as a first step in that direction.

Nine Irish Brothers is a Traditional Irish Pub that began in West Lafayette, Indiana, home of Purdue University. Unlike many “off the shelf Irish” concept pubs that have come and gone in the past few years, Nine Irish Brothers’ success is built upon four solid foundations: superior product and service, unique, personalized and authentic surroundings, and a carefully crafted atmosphere.

Nine Irish Brothers is poised for growth. Our locations in Greater Lafayette, Indiana, have been profitable since opening day, and have won numerous local and regional awards, including Small Business of the Year by the Greater Lafayette Chamber of Commerce and a recent nomination as an Edward Lowe Foundation Company to Watch™. We are committed to the growth of our brand and are seeking franchise partners experienced in owning and managing full-serve restaurants and/or bars. Alternatively, we are seeking investment partners interested in diversifying their



portfolio with a proven concept. A minimum net worth of \$1,000,000 (US) is also required.

Please review the enclosed materials and, if you would like to proceed further, contact us using the information below. We look forward to hearing from you.

Sincerely,

Jerry & Jan O'Bryan, Founders
Nine Irish Brothers Traditional Irish Pub
(765) 746-4782
jerry@nineirishbrothers.com

About Nine Irish Brothers Traditional Irish Pubs

Nine Irish Brothers is an award-winning traditional Irish pub with two locations in Greater Lafayette, Indiana. Nine Irish Brothers has excelled in a highly competitive marketplace, demonstrating the ability to turn a profit and grow since opening day, despite saturation, national-chain competitors, and a noteworthy recession. We serve premium Irish food and spirits and have a full bar and menu, with items ranging from salads and steak to Irish favorites such as Guinness Stew, Shepherd's Pie, and our famous Fish & Chips. We also feature world-class live Irish entertainment on weekends and for special events.

Nine Irish Brothers (named in honor of founder Jerry O'Bryan's siblings—Jerry is the youngest of 14) is renowned for outstanding food & drink, unparalleled customer service, unique, personalized and authentic surroundings, and a carefully crafted and entertaining atmosphere, as demonstrated by high customer rankings on sites such as Zagat, Yelp, TripAdvisor, and UrbanSpoon, and our following on social media sites. Word-of-mouth is our most powerful marketing tool; customers leaving Nine Irish Brothers remark that they feel like part of the family, that they feel like

they've been transported to Ireland, and that they can't wait to bring back their friends.

Background

Nine Irish Brothers began in West Lafayette, Indiana, home of Purdue University. Our story begins years ago, when founders Jerry and Jan O'Bryan first dreamt of opening a friendly neighborhood Irish pub. Two children, another highly successful business, and life and leisure intervened, but by the turn of the century, Jerry and Jan felt it was time to realize their dream: an authentic Irish pub serving traditional fare, featuring live music and the friendly, up-beat atmosphere typical of the best Irish pubs in the world.

Nine Irish Brothers is the product of extensive research: We have spent hundreds of hours in Ireland exploring pubs both in larger metropolitan areas and in smaller, more rural towns. Gathering notes on environment and ambiance, food and drink, customs and culture, we used this information to develop what you see when you walk into a Nine Irish Brothers today: Authentic fare and décor, well-trained staff, and an environment that is unparalleled. On any given day, one can walk



through the front doors and observe characters from all stages and walks of life exchanging stories, sharing memories, and creating new ones.

In Ireland, an Irish pub serves as a community center, a town meeting hall, a place to celebrate, and a place to remember, and Nine Irish Brothers is all these things and more. Since inception, we have been the host of numerous wakes, weddings, receptions, birthday parties, graduation and commissioning celebrations, anniversaries, committee meetings, proposals—you name it, we've hosted it. Our pubs are cozy and comfortable, fun and engaging, and our customers feel like they are part of the family.

Leadership

Nine Irish Brothers' leadership team has a diverse educational background from some of the top-ranking programs in the US, as well as a combined 67 years of experience, with a track record for success:

Jerry D. O'Bryan, Founder.

An alumnus of the Purdue University Krannert School of Management, Jerry has over thirty-five years experience as a successful small businessman operating in the service and restaurant industries.

His previous business, sold when he embarked on the Nine Irish Brothers adventure, remains a Purdue University icon.

Matthew F. Rose, Partner.

A bachelor's in the humanities and a master's degree in Educational Technology and Human Performance Technology, as well as subsequent post-graduate work for the prestigious Center for Education and Research in Information Assurance and Security (CERIAS), have lent Matt a strong foundation in the development and management of people, systems, and technology. Matt has over five years experience in the restaurant industry, seven years in training and development, and retains a courtesy appointment as an Assistant Professor at Purdue University, his alma mater.

Alex F. Hipsher, Partner.

With a degree from Purdue University in Hospitality Tourism & Management, Alex brings a passion for customer service and a deep knowledge of bar management. Alex has over 22 years experience in the restaurant industry, including four separate management positions.



Awards & Accolades

Nine Irish Brothers has received awards and accolades for our products and our atmosphere, including the following:

Best Pint in the USA, 2008 – 2010

In 2008, Diageo/Guinness USA conducted a nationwide survey, asking participants to rate their pint, from the quality of the beer to the presentation. Nine Irish Brothers bested the competition--including national pub chains--by almost six percentage points. Guinness conducted a similar survey from November 2009 - January 2010. Guess who won again?

Exponent Reader's Choice Awards, 2011

Nine Irish Brothers was awarded "Best Customer Service" in the area by readers of the Purdue Exponent, a student newspaper whose demographics include students, staff, faculty, and neighborhoods adjacent to Purdue University.

Journal & Courier Reader's Choice Awards, 2009 & 2010

For two consecutive years, readers of the Lafayette Journal & Courier recognized Nine Irish Brothers as having the Best Appetizer, Best Business Lunch,

Best Neighborhood Bar, and Best Outdoor Dining.

Journal & Courier Reader's Choice Awards, 2011

In 2011, readers of the Lafayette Journal & Courier again recognized Nine Irish Brothers as having the Best Appetizer, and in being the best Best Neighborhood Bar. We were also voted as being the best "Guy's Night Out," "Ladies' Night Out," and as providing the "Best Customer Service."

Greater Lafayette Chamber of Commerce Small Business of the Year Award, 2010

In January 2011, Nine Irish Brothers was presented with this prestigious award from our local Chamber of Commerce. The president of the Chamber noted that the decision rested in Nine Irish Brothers' community involvement, financial success, and overall contributions to the community's economic and cultural well-being.



The Concept

Tourists who have visited Ireland remark that some of the most memorable moments were time spent in pubs. Fáilte Ireland, Ireland's tourism board, conducts an annual Visitor Attitudes Survey for Irish Tourism that identifies the top distinguishing characteristics for visitors [1]. Among the top ten characteristics desirable to North American visitors in the 2010 survey were (1) interactions with Irish natives, (2) learning about Irish culture & history, (3) *the pubs*, and (4) connections to their Irish ancestry. A Nine Irish Brothers Traditional Irish Pub is attractive to consumers because it is inextricably linked to Irish culture, because it is associated with superior food and drink, because so many Americans identify themselves as being of Irish ancestry [2].

There are six factors that make Nine Irish Brothers successful:

1. Authentic, Personalized, and Unique Décor.

We have developed relationships with suppliers in Ireland and are able to hand-pick furnishings. Although each Nine Irish Brothers is unique, we model our stores after the great pubs of Ireland, with an eye for detail and strict adherence to authenticity.

2. Outstanding Staff and Customer Service. We have developed a solid methodology for recruiting, hiring, and training the best staff in the industry. We deliver a high standard of personalized service to our guests, each and every time. Customer service is the hallmark of a Nine Irish Brothers visit.

3. Superior Products with a High Relative Value. We offer an outstanding menu with both Irish and American fare, as well as an extensive beverage and spirits selection (our current selection includes over 27 different Irish whiskeys). We provide our products at a good relative value to our customers. Although sensibly priced for the customer, many of our items are high-margin, and our food and beverage mix allows for innovative pricing.

4. Carefully Crafted, Fun Atmosphere. From the Irish music and live entertainment to the environment each and every staff member is trained to foster, a visit to Nine Irish Brothers is unparalleled. As founder Jerry O'Bryan said in an interview with *My Foodservice News Magazine* (now called *Independent Restaurateur*), "people want to be entertained." We do just that.



[1] Source: Fáilte Ireland Executive Summary. www.failteireland.ie:80/visitorattitudes.

[2] In 2009, 36.9 million Americans reported being of Irish ancestry. Source: U.S. Census Bureau. www.census.gov.



Painstaking research and attention to detail have resulted in an authentic, personalized, and unique decor that facilitates lively conversation. Over the course of countless excursions, we have developed close relationships with key suppliers in Ireland and are able to hand-pick furnishings and fixtures.

5. Innovative Marketing & Word of Mouth.

While traditional marketing methods do play a role in our overall strategy, social media and word-of-mouth are paramount. According to the National Restaurant Association, social media savvy consumers, those who frequently use social media tools such as Facebook, are more engaged in the restaurant community and dine out more often than overall consumers. We capitalize on this by crafting a strong online presence. Word-of-mouth is core to our success; we aim to be the place of choice. Thus, our core marketing strategy is inextricably linked to superior execution and guest interaction.

6. Location. Important to any retail outlet, location plays a large role in an Irish pub's success as well. Nine Irish Brothers has developed a set of key criteria for site selection, ensuring that the pub will become a destination.

The Market

Current market conditions are extremely favorable for growth:

Consumer Preferences

Even in a depressed economy, American consumers have been steadily migrating to high-quality products, including Irish whiskey and craft & import beers such as Guinness and Harp. In fact, Diageo-Guinness USA is the sixth-largest U.S. beer supplier by sales[3], and the company is aggressively marketing in mainstream media for an even larger market share. Likewise, Irish whiskey continues to outperform all other whiskeys since 2003, and is expected to become more predominant in the US through 2014[4]. This trend holds true in the restaurant market, where customers are seeking out concepts of substance that are intrinsically different and engaging.

Consumer Identification

Identification with Irish culture and heritage is strong in the US [2], as demonstrated by the proliferation of Irish and Guinness-themed merchandise in mainstream retail stores such as Target, Old Navy, and HotTopic, to name a few. Demand for Irish and Celtic music is steadily increasing: the



[3] Source: *Wall Street Journal*. Guinness Makes Play for the U.S. Market. October 11, 2010. online.wsj.com

[4] Source: Datamonitor. Whiskey (Whisky) in North America to 2014. www.marketresearch.com

success of rock bands such as Flogging Molly, the Pogues, and the Dropkick Murphys has propelled the Celtic-rock genre into the mainstream audience and culture.

Consumer Trends

According to the National Restaurant Associations, restaurant industry sales will reach a record high in

2011, totaling \$604 billion, after a three-year period of negative real sales growth[5]. In fact, the recent economic downturn has created a substantial pent-up demand for restaurant services — more than two out of five consumers say they are not dining out or using takeout as often as they would like.

Numbers: The Irish in America



36.9 Million

U.S. residents who claimed Irish ancestry in 2009. More than 8 times the population of Ireland itself (4.5 million). Irish was the nation's second most frequently reported ancestry.

122,000

Irish-born U.S. residents in 2009. Those from Ireland are much older (a median of 60 years old) and have a higher median household income (\$56,158) than U.S. residents as a whole (37 years and \$50,221, respectively).

32

Percentage of people of Irish ancestry, 25 or older, who had a bachelor's degree or higher. In addition, 92 percent of Irish-Americans in this age group had at least a high school diploma. For the nation as a whole, the corresponding rates were 28 percent and 85 percent, respectively.

\$56,383

Median income for households headed by an Irish-American, higher than the \$50,221 for all households. In addition, 10 percent of people of Irish ancestry were in poverty, lower than the rate of 14 percent for all Americans.

40

Percentage of employed civilian Irish-Americans 16 or older who worked in management, professional and related occupations. Additionally, 27 percent worked in sales and office occupations; 16 percent in service occupations; 9 percent in production, transportation and material moving occupations; and 8 percent in construction, extraction, maintenance and repair occupations.

70

Percentage of householders of Irish ancestry who owned the home in which they live, with the remainder renting. For the nation as a whole, the homeownership rate was 66 percent.

Source: US Census Bureau Facts for Features, 2011

[5] Source: National Restaurant Association. 2011 Restaurant Industry Forecast. www.restaurant.org/research/forecast

Consumer Demographics[6]

Nine Irish Brothers appeals to all ages, income and education levels, and work bases. Truly, Irish pubs have a universal appeal; one of the most appealing characteristics of a Nine Irish Brothers is that you're likely to see a college president conversing over a pint of plain with a day laborer. However, the majority of our customers range in ages from

21 – 65 and have an average household median income of over \$75,000.

Patron Profile



Work Base

The typical Nine Irish Brothers patron is white collar and upper-end blue collar, employed in professional, clerical, and service positions.

White-Collar	61%
Clerical/Professional	35%

Median Household Income

The typical Nine Irish Brothers patron is middle income or higher with an average median household income of \$60,000. The median household income distribution is as follows:

\$75,000 and above	45%
\$35,000 to \$75,000	40%
\$35,000 and below	15%

Age

Nine Irish Brothers appeals primarily to adults 25 to 70 years old.

18 and younger	3%
19 – 24	15%
25 – 55	52%
55 – 70	25%
70 and older	5%

Education Level

The typical Nine Irish Brothers patron is highly educated, with almost 85% having high school and/or college education:

High School Diploma	30%
Some College, Degree or Advanced Degree	55%

[6] Consumer demographics are compiled from several different sources, including local media advertising information, the U.S. Census Bureau, and informal observation.



Strategic Focus

Although many locations are promising, Nine Irish Brothers is focused on growth in three specific areas: Big-Ten and similar University towns, burgeoning retirement communities, and communities with a strong Purdue Alumni presence.

Big Ten Schools & Similar Universities

Our success at Purdue demonstrates that a close connection to a university is beneficial and profitable. University customer segments include students, graduate students, administrative staff, and professors. University conferences, sporting events, meetings, graduations, and special events such as “Mom’s Weekend” are a boon for Nine Irish Brothers.

Retirement Communities

We see strong potential for communities with a strong baby boomer presence. Empty-nesters with time on their hands and disposable income are an important market segment.

Purdue Alumni Communities

Over the course of over five years of operation, Nine Irish Brothers has developed a strong following among current and future Purdue Alumni. A quick survey of our email distribution list reveals subscribers in 47 states and seven countries. We have received noteworthy feedback (ranging from pleas to requests to demands) from Purdue graduates about branching out into their new territories, and feel that initial brand recognition will be extremely beneficial.



Financial Highlights: The Numbers[7]

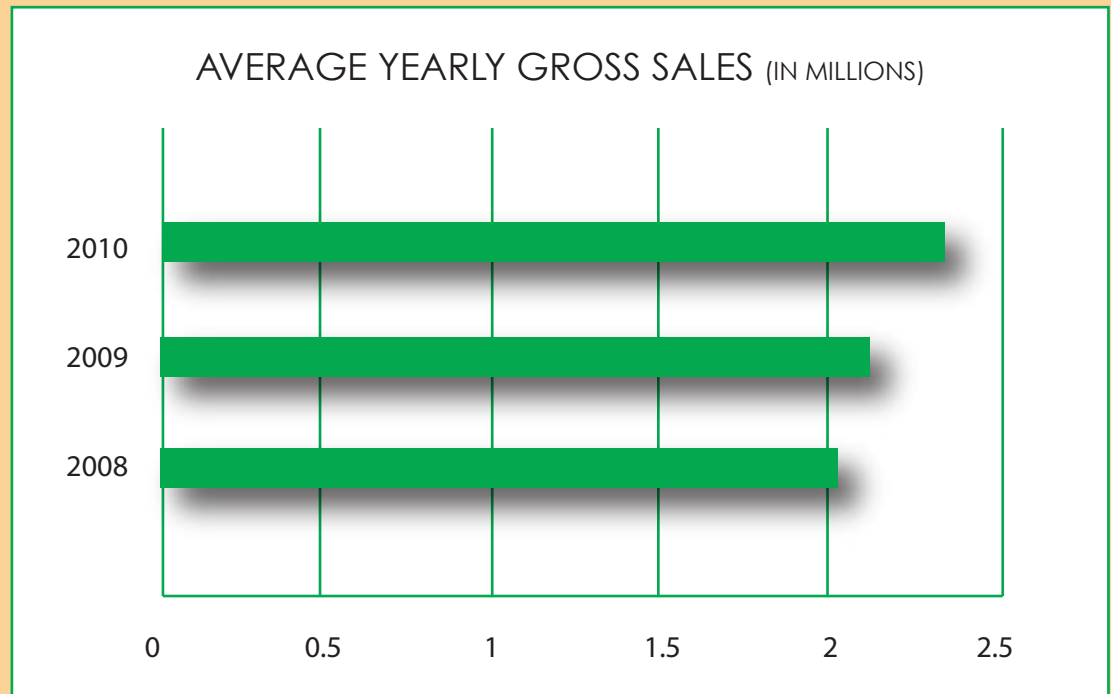
\$2,166,000
AVERAGE GROSS SALES

\$43,589
AVG WEEKLY SALES

\$16 AVG LUNCH
TICKET

\$19 AVG DINNER
TICKET

27.50%
AVERAGE FOOD &
PAPER COSTS



3 - 5% NATIONAL RESTAURANT
AVERAGE PROFIT MARGIN [A]

17% AVERAGE REPORTED IRISH
PUB PROFIT MARGIN [B]

- 1 Our concept is multi-layered with depth, heritage, tradition, and authenticity.
- 2 We have a strong, recognized brand.
- 3 As opposed to many other restaurant concepts, ours offers longevity and is a better long-term return on investment.
- 4 We offer a higher sales volume of high-profit product than many other casual restaurant concepts.

- 5 We attract a wide audience both in terms of age, ethnicity, and type of guest.
- 6 We open up more day parts for trading than most concepts.
- 7 We have strong links with both the sporting and event calendar, making regular promotional events possible.

7 **Compelling Reasons
to Partner**

[7] Figures reflect averages for our flagship location which opened in September, 2006. These averages are based on a 52 week annual period from January 1, 2008 through December 31, 2010. A new location may differ from the represented performance. There is no assurance, warranty, or guarantee given or implied. Actual store sales depend on a number of factors, including management.

Sources: [A] National Restaurant Association www.restaurant.org and [B] Irish Pubs Global www.irishpubsglobal.com

Investment Fact Sheet

FRANCHISE FEES AT A GLANCE

Startup Fee (per location)	\$50,000
Service Fee	5% Monthly Gross Revenue
Marketing Fund Fee	0.5% Monthly Gross Revenue

EXAMPLE PROJECTED DEVELOPMENT COSTS

Improvements/Remodeling (LEASE)	\$100,000
Land, Building & Construction (PURCHASE)	\$1,000,000
Reimbursements (opening team)	\$7,000
Furniture & Aesthetic Fixtures	\$80,000
Other Fixtures, Wares, & Equipment	\$80,000
Architectural & Engineering Fees	\$10,000
Signs	\$20,000
Liquor License	\$5,000
Three Months Lease Payments (LEASE)	\$20,000
Three Months Payroll	\$50,000
Miscellaneous, Permits	\$7,000
Grand Opening Celebration	\$10,000
Additional Funds - Three Months	\$11,000
Advertising - Three Months	\$5,000

Minimum if Premises LEASED	\$405,000
Plus Fee (Franchise Model Only)	\$50,000
Minimum if Premises PURCHASED	\$1,285,000
Plus Fee (Franchise Model Only)	\$50,000

The above figures represent an *average to low* cost estimate for a Nine Irish Brothers Traditional Irish Pub. Actual startup costs for a Nine Irish Brothers will vary depending on the geographic location, site condition, the decision to lease or build, current economic factors and market conditions, and other factors such as the availability of liquor licenses and local government fees and regulations. A clear benefit of partnering with Nine Irish Brothers is that our goal is to help you open a profitable pub at the least cost to you, in the shortest amount of time possible.

Franchise versus Investment Partnership

Nine Irish Brothers offers franchisees a competitive fee structure. This includes a 5% service fee of monthly gross revenue, an advertising contribution, and an initial startup fee of \$50,000 for a twenty-year agreement. For qualified investors, Nine Irish Brothers will enter a partnership agreement, in which Nine Irish Brothers retains 51% ownership, but waives fees. Instead, any costs occurred during opening are split between Nine Irish Brothers and the investor(s). In this model, Nine Irish Brothers is responsible for all aspects of operations.

Franchise Support

In addition to use of the Nine Irish Brothers brand, franchisees receive support in a number of areas:

Initial Development & Design

Early decisions about site location and restaurant design will have a major impact on attracting customers and operate efficiently. Our team will advise you during this process and conduct a thorough review of all prospective sites.

Training & Orientation

Before opening we provide comprehensive, intensive training for you and key management. We also provide on-site development after you have hired your staff, as well as a comprehensive collection of manuals and checklists. The result: an efficient operation and positive work environment in which you have the knowledge and confidence to achieve success.

Ongoing Counsel

The minute you partner, you can expect support for your business and the brand. As you settle into a routine, we will be available to provide guidance with all aspects of your business, such as staffing and cost control.

Marketing

We have specifically earmarked a fee to support and grow the Nine Irish Brothers brand. We conduct consumer research in order to monitor marketplace dynamics. We then use this knowledge to guide the development and execution of effective advertising campaigns and marketing strategies.

Menu Standards & Engineering

We also oversee menu development, ensuring that our product remains fresh and appealing to our customers. We make the hard decisions about ongoing operating standards and menu content so



SLÁINTE

TO YOUR HEALTH. TO FRIENDS, OLD AND NEW. TO THE LASSES AT THE END OF THE BAR AND TO THE LADS BUILDING THEIR COURAGE. TO THE LADIES IN THE HEN PARTY AND THE GENTS GOING STAG. TO OUR WIVES AND GIRLFRIENDS (MAY THEY NEVER MEET). TO GRANDMOTHER ON HER 90TH AND GRAND-DAUGHTER HER 21ST. TO GRANDPA, MAY GOD REST HIS SOUL. TO NEW BEGINNINGS AND SUCCESSFUL ENDINGS. TO OLD IRELAND, HER SONS AND DAUGHTERS. TO LIFE, AND TO LOVE, AND TO PROSPERITY.



HERE'S TO YOU, FROM ALL OF US.

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that you can focus on running your pub.

Frequently Asked Questions

Q: How much does it cost to open a Nine Irish Brothers?

A: It Depends. Investment figures for a Nine Irish Brothers Traditional Irish Pub may vary greatly depending on the geographic location, the condition of the selected site, current economic factors and market conditions, and other factors such as the availability of liquor licenses and local government fees and regulations. Our role during startup phase is to guide you towards opening a cost-efficient, profitable pub. For example, a leased building already equipped for restaurant service would be much less than a from-scratch build.

Q: What are the options for investment if I don't want to be involved in operations?

A: Silent Partnership. For qualified investors, Nine Irish Brothers is interested in entering into a partnership agreement, in which Nine Irish Brothers retains 51% ownership, but waives service and startup fees. Instead, any costs occurred are split

between Nine Irish Brothers and the investor(s). Operationally, Nine Irish Brothers is responsible for hiring staff and operating the establishment.

Q: What do I get when I franchise a Nine Irish Brothers?

A: The Brand. Nine Irish Brothers is the best concept, prepares the best products, provides the best service, and is the best brand in the Irish pub business.

A: Startup Support. Guidance on everything from site selection to furniture and fixtures to hiring and operational flow; our goal is an efficient and effective launch of your Nine Irish Brothers.

A: Access. Access to Nine Irish Brothers recipes, policies, standards, guidelines, and procedures, as well as expert consultation on all areas of the business. Written schedules of foods, food items, beverages, clothing, FFE. Approved & designated supplier lists.

A: Training & Opening. Training for you or your designee (minimum 3 days), training for GM & KM (minimum 25 days), and staff training assistance. Opening Assistance (up to 19 days, including soft & grand openings). Operations



manual, training manuals & checklists.

A: Advertising & marketing recommendations.

Q: In addition to the initial investment required to open a Nine Irish Brothers Traditional Irish Pub, what ongoing payments am I required to make during the term of the Franchise Agreement?

A: In addition to other expenditures, you are required to make a payment of 5% of your pub's gross revenues for the balance of the term of the agreement. Also, a Marketing Fund Fee of 0.5% of your pub's gross revenues will be required to support marketing efforts, depending on geographic location.

Q: What is the term of a Nine Irish Brothers Franchise Agreement?

A: The Nine Irish Brothers Partnership Agreement provides for a 20 year term from the date of opening. Typically you have an option to renew for an additional 10 year term subject to certain renewal conditions.

Q: What are the advertising requirements?

A: You must spend at least 1.1% of your quarterly

gross revenues and 1.5% of your annual gross revenues on local and social media advertising.

Q: Does Nine Irish Brothers provide personnel in a Franchise Agreement model?

A: Except for the initial training and opening team assistance, we do not recruit personnel nor do we provide emergency personnel fill-in assistance. We will provide you with the procedures and guidelines to use in recruiting and training your personnel, but the responsibility for developing a strong personnel program is yours.

Q: How much money will I make from my pub?

A: The profit potential of your Pub is impossible to determine and is a function of many variables, not the least of which is management. We strongly encourage you to consult with your accountant and/or business advisor. Upon signing a non-disclosure agreement, we will discuss our historical returns in depth (please note that past performance is not a guarantee nor an indicator of future performance).

Q: Is the Franchise Agreement "strict"?



A: Nine Irish Brothers is known for quality of service, products, and atmosphere. The conditions of the Agreement have been established to maintain these quality standards. Any erosion of the standards will harm the image and reputation of all Nine Irish Brothers Traditional Irish Pubs.

Q: *Do I have to purchase my equipment and product supplies from Nine Irish Brothers?*

A: You must purchase the bulk of your foods, food items, and recipe ingredients that are proprietary to Nine Irish Brothers only from designated suppliers. You will be able to take advantage of a purchasing program. You also must purchase and use the brand name products required by Nine Irish Brothers that can be purchased from any supplier. You must purchase certain products such as signs, décor items, and furniture from Nine Irish Brothers, and you must satisfy written standards and specifications established by Nine Irish Brothers. These requirements provide for uniform high quality and consistency. This is vital to ensure that our quality reputation is maintained.

Q: *Should I hire an attorney?*

A: Yes. Your attorney should review the Agreement and other documents.

Q: *Can I make changes to the menu?*

A: No. Our menu items allow no discretion to partners in determining the menu for the pub. The only exception is that Nine Irish Brothers pubs use local ingredients for “specials,” that is, rotating and seasonal items not on the regular menu.

Q: *Do I have the ability to choose between leasing or owning a building?*

A: Yes. The decision to lease or own a building is yours.

Q: *I want to do this. How do I get started?*

A: If you are qualified and are ready to get started, give us a call at (765) 746-4782 or send us an email at contact@nineirishbrothers.com. We look forward to hearing from you.





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