



Chapter 2

Company Overview The Jon Taffer Story



What is TAFFER'S TAVERN

More than 2 years ago our Founder, Jon Taffer, had the vision of creating a new restaurant concept that would change the industry. With an ever-changing employee pool and evolving restaurant technology, he saw an opportunity to build a new concept that would not only be more efficient, but more advanced than any other concept on the market. After 2 years of research and development he created **TAFFER'S TAVERN**, a revolutionary culinary concept that is sure to take the hospitality franchise world by storm.

'A Bar is a Bar, but a Tavern Has Soul!' Jon knows a tavern is a key place where people gather to eat, drink and share stories that date back to the times of ancient Rome. Taverns are known as a gathering place and landmark that are a beacon of camaraderie for their communities.

TAFFER'S TAVERN is the quintessential pub, a place to gather your old friends and make new ones along the way. With ice-cold beers, outstanding signature cocktails, mouth-watering savory food and excellent customer service, we will create the reactions that our customers will come back for to make new memories time and time again.

History of TAFFER'S TAVERN

TAFFER'S TAVERN was initially conceived by Jon Taffer in 2018. At that time, U.S. labor pool was low due to high minimum wage and restaurants not having the capacity to staff and train properly. These factors prevented many traditional dining concepts from fully staffing their operations and delivering consistent product quality.

As an industry visionary, Jon Taffer saw this and sought to solve it. He immediately began work on his vision of a new, innovative casual dining concept based upon the "*kitchen of the future*" that would use state-of-the-art cooking technologies, state-of-the-art food technologies, robotics technologies to redefine food preparation, provide exceptional food quality, establish absolute consistency, and effect serious operating efficiencies.

And so, it began. Two years in test kitchens, researching and developing technology, developing food production systems, developing bar production systems, creating concept pillars and eventually interior designs. In the summer of 2019, after almost two years of research and development, **TAFFER'S TAVERN** was born.