



# Chapter 5

## Products & Sourcing



## **Product Development**

All product development and pricing are executed by Premier Taverns Corporate. All products and specs are set by **TAFFER'S TAVERN** and must be followed. The purveyors of each product have already been pre-negotiated by Corporate for preferred pricing and quality. Any product price adjustments or competing quotes can be directed to the **TAFFER'S TAVERN** Vice President of Operations prior to implementation.

The Franchisee must offer for sale all menu items; food products and other products and services we require in the manner and style we require. You must not deviate from our standards and specifications without first obtaining written consent from our Corporate office. At times, menu adjustments will be made by Corporate. The Franchisee must stop selling and offering for sale any menu items, products or services that is discontinued by Corporate within the timeline provided. We have the right to change the types of menu items, products and services offered by you at **TAFFER'S TAVERN** at any time, and there are no limits on our right to make those changes. We also have the right to modify menu offerings for a particular **TAFFER'S TAVERN** based on regional preferences.

Our goal is to create consistency across the brand, and it is the responsibility of The Franchisee to help achieve this. There are, however, opportunities for Franchisee's to present products and service recommendations for the betterment of the Franchise. These opportunities must be presented to Premier Taverns Corporate prior to ever being sold on a store level. No changes can be made to the products or services offered in any category without written approval from Premier Taverns Corporate.

If you wish to purchase, lease or use any unapproved products or other items, or obtain them from an unapproved supplier, you must submit a written request for approval, or you must request the supplier to do so. We must approve any product or supplier in writing before you make any purchases of that product or from that supplier. We can require that our representatives be permitted to inspect the supplier's facilities and that samples from the supplier be delivered, either to us or to an independent laboratory, for testing.

Product usage estimates and charts will be analyzed and monitored by Premier Taverns Corporate; however, it is the responsibility of the franchisee to constantly update the list and provide usage information to the corporate controller upon request.

Premier Taverns ensures all products purchased and used are the highest quality (for the price) and are responsibly sourced/produced according to the standards set by various third-party organizations.



## **Product Categories**

**Beverages – TAFFER'S TAVERN** All of our beverages are outsourced, produced, created through approved vendors and distributors. The beverage program is set forth by our Corporate office. The product list to be purchased is in your respective order guide that is housed online in your Toolbox.

**Food (Menu Items) –** All of our menu items are tested hundreds of times and set by our corporate culinary team to create the proper guest reaction. Menus are subject to change at Corporate's discretion.

**Retail –** Retail can change based on the discretion of the Corporate office. Retail items include, but are not limited to apparel, sauces, buttons, books (when published). The list of retail items to be purchased is in your respective order guide that is housed online in your Toolbox.

## **Vendors**

Premier Taverns classifies our vendors in 2 main categories: Preferred and Recommended. In both categories, relationships have been built and negotiated for the Franchisee's benefit.

Preferred Vendors are critical to the operation of **TAFFER'S TAVERN** and cannot be substituted without written consent by Premier Taverns Corporate office.

Preferred Vendors are reputable partners that are instrumental in the operation of **TAFFER'S TAVERN**. These vendors are recommended by Premier Taverns Corporate and should be used whenever possible. In the occasion a more favorable price or service is found by the Franchisee, Premier Taverns shall be notified of this prior to changing a vendor. This is an effort to ensure our standards are still being met but also to ensure that we are getting the best price for our Franchisees.

Recommended Vendors are entities that **TAFFER'S TAVERN** has developed relationships with and are well respected leaders in their fields. These vendors understand the concept and goals of the Franchisee. These vendors should be utilized whenever possible.



**POS and Payment Processing Partner**

<b>Vendor Name</b>	<b>Vendor Service</b>	<b>Vendor Website</b>	<b>Vendor Contact</b>
POSitouch	Taffer's Tavern POS	<a href="http://www.positouch.com">www.positouch.com</a>	Tim Sapp <a href="mailto:tims@pinnaclehs.com">tims@pinnaclehs.com</a> Steve Mignanelli <a href="mailto:smignanelli@positouch.com">smignanelli@positouch.com</a>
Shift4 Credit Card Processing	credit card processing system, must sign up with Shift4 to receive POS system	<a href="http://www.shift4.com">www.shift4.com</a>	Steve Mignanelli <a href="mailto:smignanelli@shift4.com">smignanelli@shift4.com</a>

**Preferred Vendors List**

<b>Vendor Name</b>	<b>Vendor Service</b>	<b>Vendor Website</b>	<b>Vendor Contact</b>
Aramark	uniform supplier	<a href="http://www.aramark.com">www.aramark.com</a>	Michael Brake <a href="mailto:brake-michael1@aramark.com">brake-michael1@aramark.com</a> 804-310-7705
Atmosphere TV (TavernTV)	our own streaming TV channel, Tavern TV along with others	<a href="http://www.atmosphere.tv">www.atmosphere.tv</a>	Zack Welsch <a href="mailto:zack.welsch@atmosphere.tv">zack.welsch@atmosphere.tv</a> 512-559-6764
Bbot	Online Ordering	<a href="http://Meetbbot.com">Meetbbot.com</a>	Grace Dailey <a href="mailto:Grace.dailey@doordash.com">Grace.dailey@doordash.com</a> 914-629-2445
Colliers	real estate planning	<a href="http://www.colliers.com">www.colliers.com</a>	Wade Greene <a href="mailto:Wade.greene@colliers.com">Wade.greene@colliers.com</a> 713-830-2189
Compeat	restaurant management software	<a href="http://www.compeat.com">www.compeat.com</a>	Brad Frederick <a href="mailto:Brad.frederick@compeat.com">Brad.frederick@compeat.com</a> 512-695-9922
Ecolab	cleaning and sanitation supplies	<a href="http://www.ecolab.com">www.ecolab.com</a>	Ben Greene <a href="mailto:Benjamin.greene@ecolab.com">Benjamin.greene@ecolab.com</a> 603-731-8223
Edward Don	OS&E distributor	<a href="http://www.don.com">www.don.com</a>	Pearl Utter <a href="mailto:pearlutter@don.com">pearlutter@don.com</a> 702-277-3760
Kirkyard AV Technologies	audio visual equipment including the video wall	<a href="http://www.kirkyardav.com">www.kirkyardav.com</a>	Dano Kirk <a href="mailto:dano@kirkyardav.com">dano@kirkyardav.com</a> 760-447-7363
Krowne	bar equipment partner	<a href="http://www.krowne.com">www.krowne.com</a>	Kyle Forman <a href="mailto:kforman@krowne.com">kforman@krowne.com</a> 973-305-3300



**Preferred Vendor List – Cont'd**

<b>Vendor Name</b>	<b>Vendor Service</b>	<b>Vendor Website</b>	<b>Vendor Contact</b>
Magnum Music	music selection program designed for Taffer's Tavern	<a href="http://www.magnummusicgroup.com">www.magnummusicgroup.com</a>	Wyatt Magnum <a href="mailto:wmagnum@yahoo.com">wmagnum@yahoo.com</a> 713- 320-8479
Middleby	kitchen equipment including TurboChef, CombiOven, Concordia Coffee	<a href="http://www.middleby.com">www.middleby.com</a>	Justin Miklos <a href="mailto:Justin.miklos@turbochef.com">Justin.miklos@turbochef.com</a> 814-404-7752
Northboro Builders	construction company for build out	<a href="http://www.northborobuilders.com">www.northborobuilders.com</a>	Chris Rich <a href="mailto:Chris@northborobuilders.com">Chris@northborobuilders.com</a> 763-843-0604
OpenTable	reservation & online ordering system	<a href="http://www.opentable.com">www.opentable.com</a>	Casey Adams <a href="mailto:Cadams@opentable.com">Cadams@opentable.com</a> 602-327-3860
Silvercrest	holds all marketing collateral and assets needed	<a href="http://www.silvercrestgroup.com">www.silvercrestgroup.com</a>	Theresa Cano <a href="mailto:tcano@sca-mail.com">tcano@sca-mail.com</a> 818-493-7652
Singer	national equipment supplier	<a href="http://www.singerequipment.com">www.singerequipment.com</a>	Tom Lawson <a href="mailto:tlawson@singerequipment.com">tlawson@singerequipment.com</a> 202-365-0620
Sysco	main food distributor	<a href="http://www.sysco.com">www.sysco.com</a>	James Prigatano <a href="mailto:james.prigatano@sysco.com">james.prigatano@sysco.com</a> 404-825-8629
TavernVT	online Taffer's Tavern training program for new and existing employees	<a href="http://www.tafferstavern.com/toolbox-main/">www.tafferstavern.com/toolbox-main/</a>	Jeana Legarda <a href="mailto:jeana@tafferstavern.com">jeana@tafferstavern.com</a>



**Recommended Vendor List**

<b>Vendor Name</b>	<b>Vendor Service</b>	<b>Vendor Website</b>	<b>Vendor Contact</b>
Cleveland Menu	menu printing	<a href="http://www.clevelandmenu.com">www.clevelandmenu.com</a>	Jim Ramella <a href="mailto:jimr@clevelandmenu.com">jimr@clevelandmenu.com</a> 216-241-5256
Coca-Cola	beverage distributor	<a href="http://www.cocacola.com">www.cocacola.com</a>	Bryan Verhoef <a href="mailto:bverhoef@coca-cola.com">bverhoef@coca-cola.com</a> 404-290-8662
Commercial Beverage and Ice Systems	draft system installation	<a href="http://www.combevsystems.com">www.combevsystems.com</a>	JR Russo <a href="mailto:JR@combevandgalley.com">JR@combevandgalley.com</a> 407-927-0221
DirectTV	TV services provider	<a href="http://www.directTV.com">www.directTV.com</a>	A local representative to be assigned upon sign up
FusionPrep	online recipe software, must be ordered ahead of time from our representative – includes label printers, labels, iPads, temperature thermometers & software license	<a href="http://www.fusionprep.com">www.fusionprep.com</a>	Jennifer Karlins <a href="mailto:Jennifer.karlins@fusionprep.com">Jennifer.karlins@fusionprep.com</a> 813-586-2120
LV Swag Team	apparel merchandise	<a href="http://www.lvswagteam.com">www.lvswagteam.com</a>	Mitch Tandler <a href="mailto:mitch@lvswagteam.com">mitch@lvswagteam.com</a> 818-621-2148
Kickfin	electronic tip-out process	<a href="http://www.kickfin.com">www.kickfin.com</a>	Jake Lione <a href="mailto:jake@kickfin.com">jake@kickfin.com</a>
Partender	beverage inventory system, must sign up with Partender to run beverage program	<a href="http://www.partender.com">www.partender.com</a>	Nikhil Kundra Anjali Kundra <a href="mailto:vip@partender.com">vip@partender.com</a> 888-787-4228, ext. 700
ServSafe	food safety certification training for manager and food handlers	<a href="http://www.servsafe.com">www.servsafe.com</a>	Elisa Cain <a href="mailto:ecain@restaurant.org">ecain@restaurant.org</a>
Waitbusters	call concierge (optional)	<a href="http://www.waitbuters.com">www.waitbuters.com</a>	Shane Gau <a href="mailto:sgau@waitbusters.com">sgau@waitbusters.com</a> 571-213-6147