



PUNCH BOWL

FOOD

SOCIAL

DRINK

CARW
KEYNOTE



[CLICK HERE](#) to watch the
Punch Bowl Social promotional video!

PUNCH BOWL SOCIAL

- Disruptive Lifestyle Brand Taking Market Share from Casual Dining
- Eatertainment is the New Mixed Use Anchor Tenant
- Best in Class, Differentiated Concept

PUNCH BOWL SOCIAL DNA

Housed in a Large-Format,
Design Forward Environment

CULINARY
INTEGRITY

CRAFT
BEVERAGES

SOCIAL
GAMING

SCRATCH KITCHEN

- Diner Format
- Elevated Comfort Food
- Generational Trend Cuisine



CRAFT BEVERAGES

- Craft Beer
- Craft Cocktails
- Craft Non-Alcohol Beverages
- Intelligentsia Partnered Coffee Program



SOCIAL ACTIVATIONS

- Boutique Bowling
- Private Karaoke
- Old School Arcade

COMING SOON!

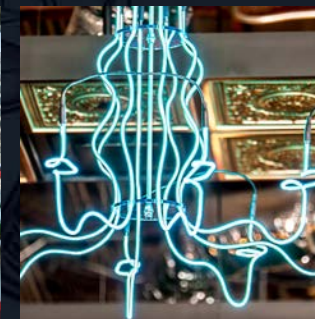
- Dart Technology Innovation
- Podcast Studios



DESIGN

DIRTY MODERN

- Industrial
- Mid Mod
- Abandoned Mountain Lodge/Camp
- Victorian
- Local Inspiration



OUR SPACES

DIRTY MODERN

- A la Cart
- Private Events
- Modular Programming



360 BAR | HOLIDAY LODGE | DINER | BOWLING | SOCIAL GAMING

EXPERIENTIAL FOOD & BEVERAGE REDEFINED BY PUNCH BOWL SOCIAL





GRAVITY:
ALL BOATS RISE WITH THE
HIGH TIDE

PUNCH BOWL SOCIAL GROWTH



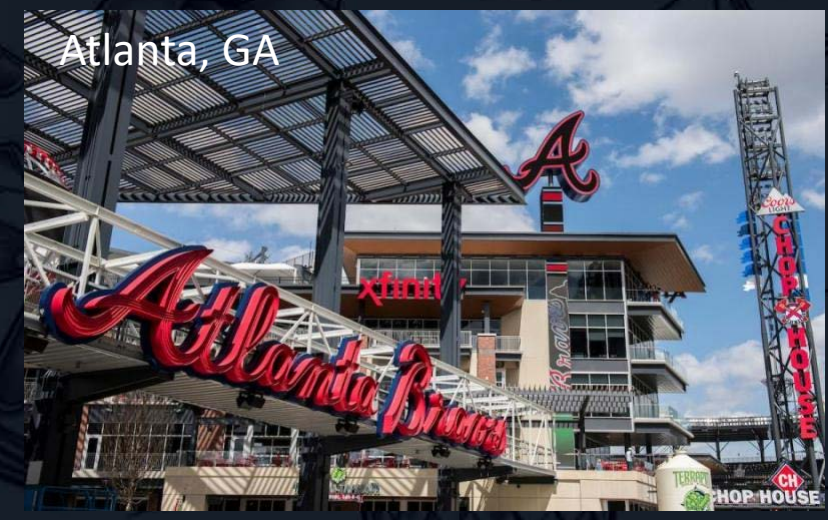
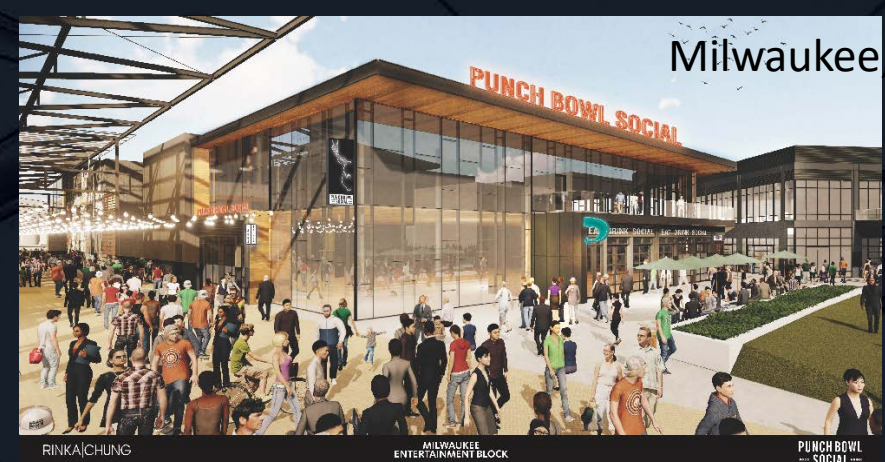


GROWTH PLAN HIGHLIGHTS

- Urban and quasi-urban real estate positioned near multi-family housing and central business districts
- Small box provides expanded white-space which will help the company reach north of 125 units
- International – Contemplating International expansion.

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STADIUM & ARENA PARTNERSHIPS



ADAPTIVE REUSE

- South Broadway
- Stapleton Airport Control Tower
- San Diego Boxing Coliseum

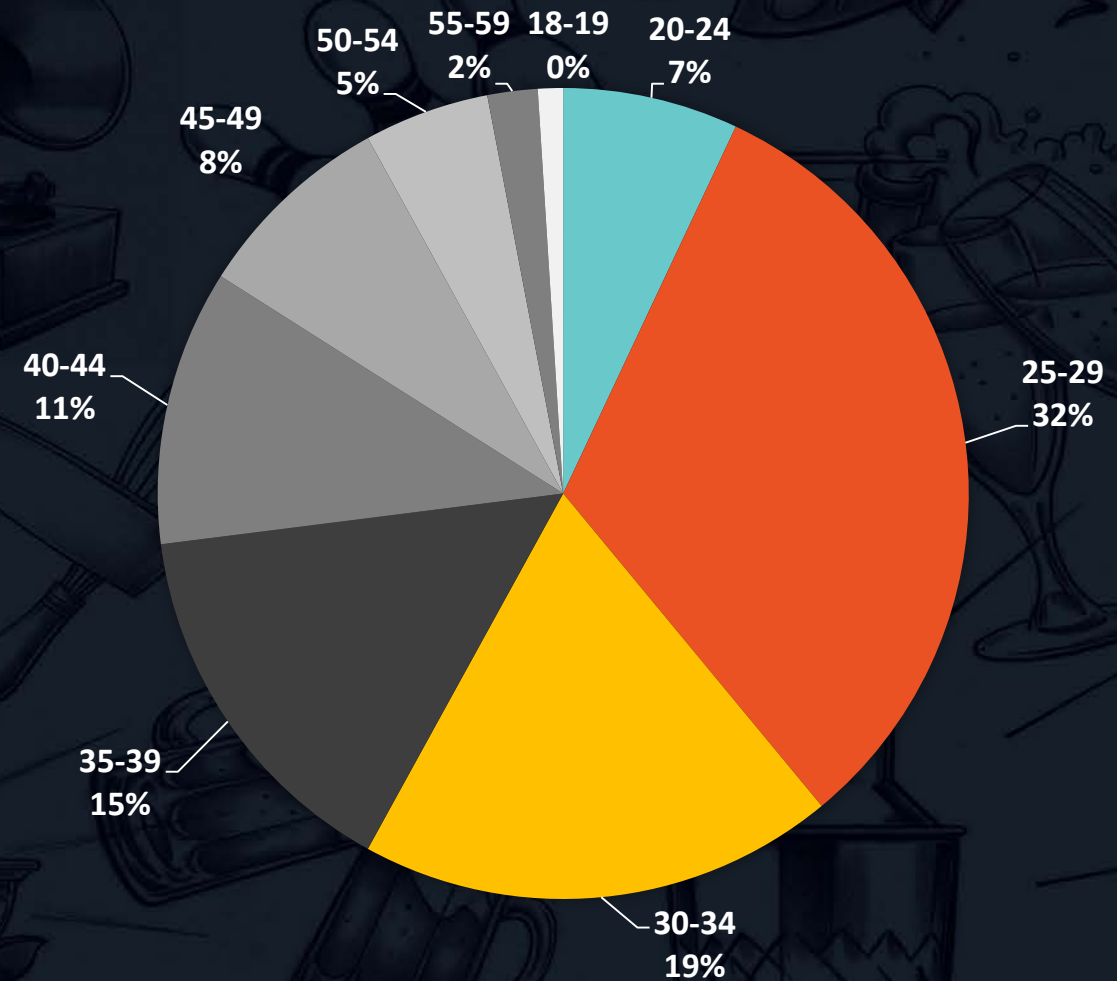


NEXT STEP IN MILLENNIAL LIFESTYLE BRAND EVOLUTION

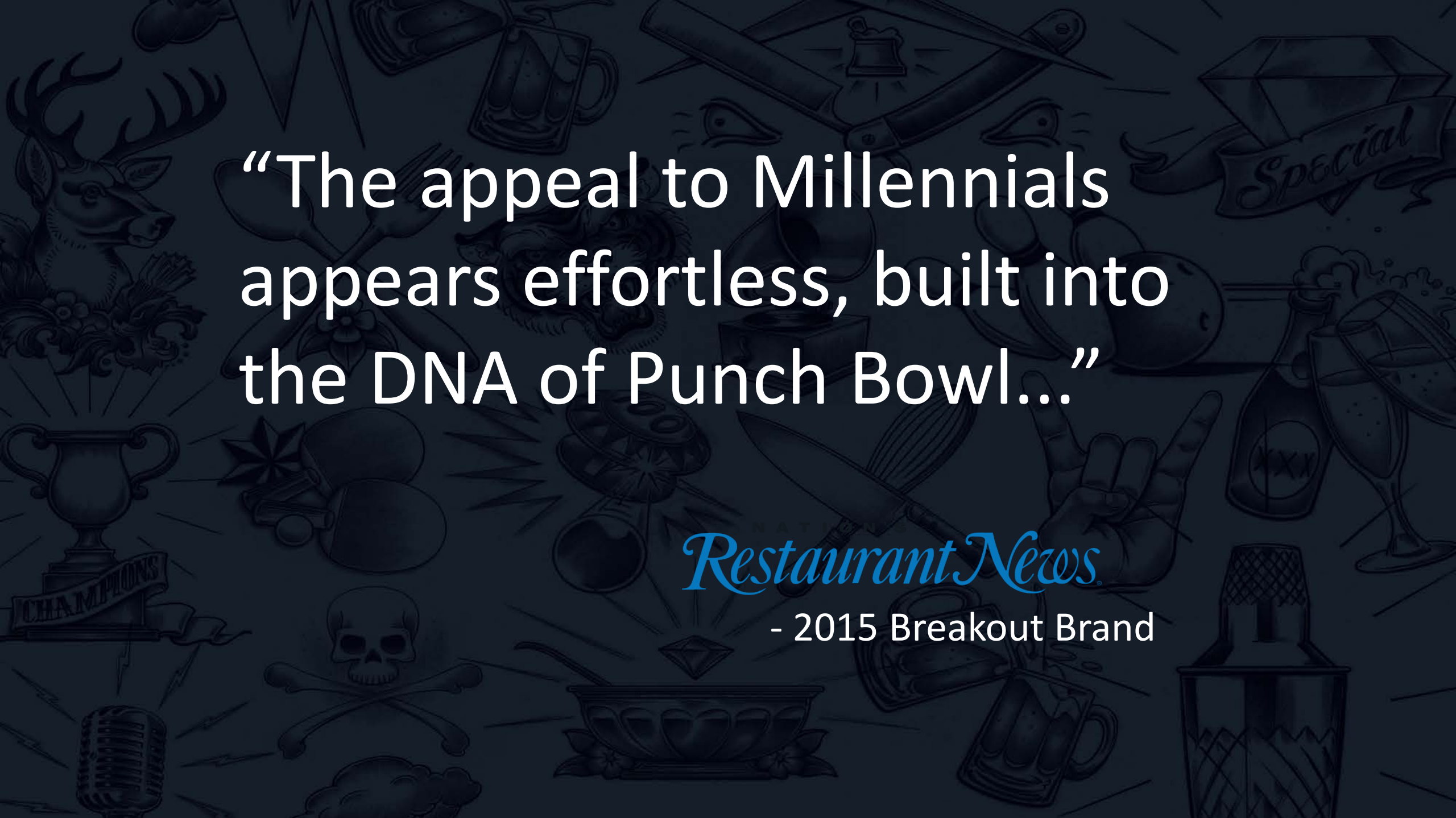
- Experiential Boutique Hotel
- PBS Branded Hotel & Hostel
- PBS as Experiential Food & Beverage Element
- Micro & Hostel Room Format

MILLENNIALS ARE THE DECISION MAKERS

Punch Bowl Social's top
Mosaic profiles skew younger
with a majority (73%) being
younger than 40 years old.

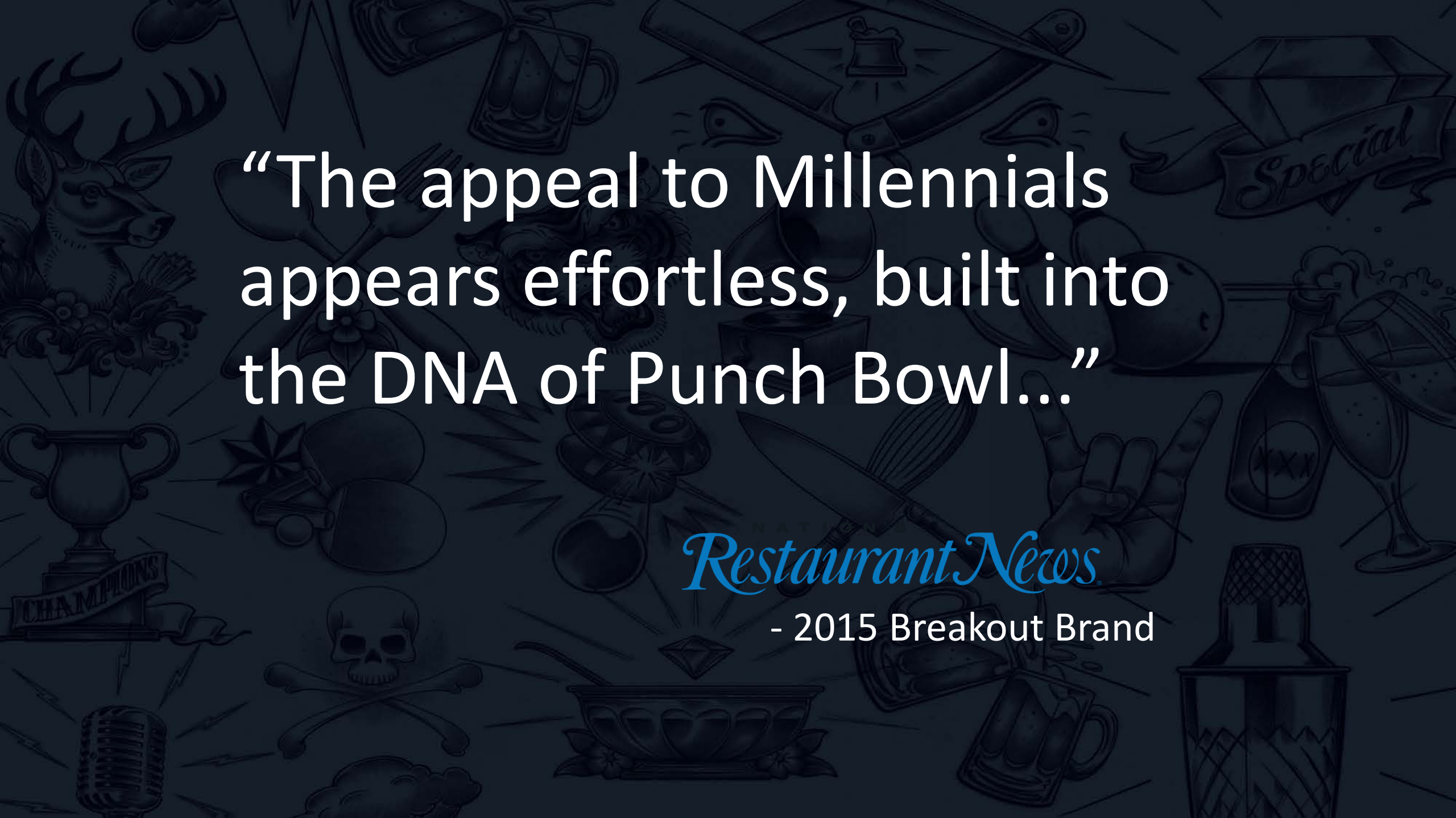


Note: Core Profiles include A03, A05, B07, B08, B09, E20, F22, G25, 051, 054



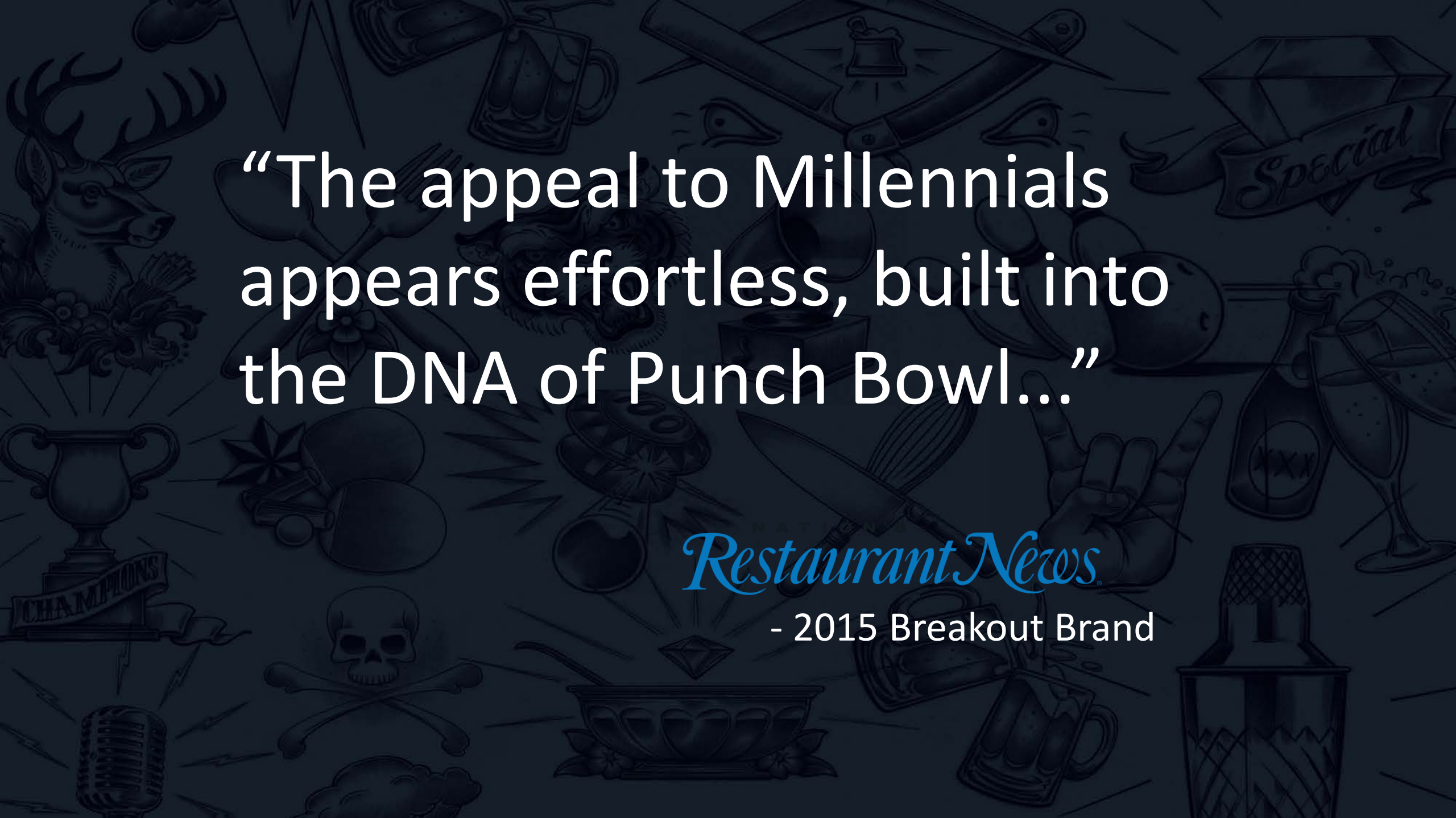
**"The appeal to Millennials
appears effortless, built into
the DNA of Punch Bowl..."**

Restaurant News
- 2015 Breakout Brand



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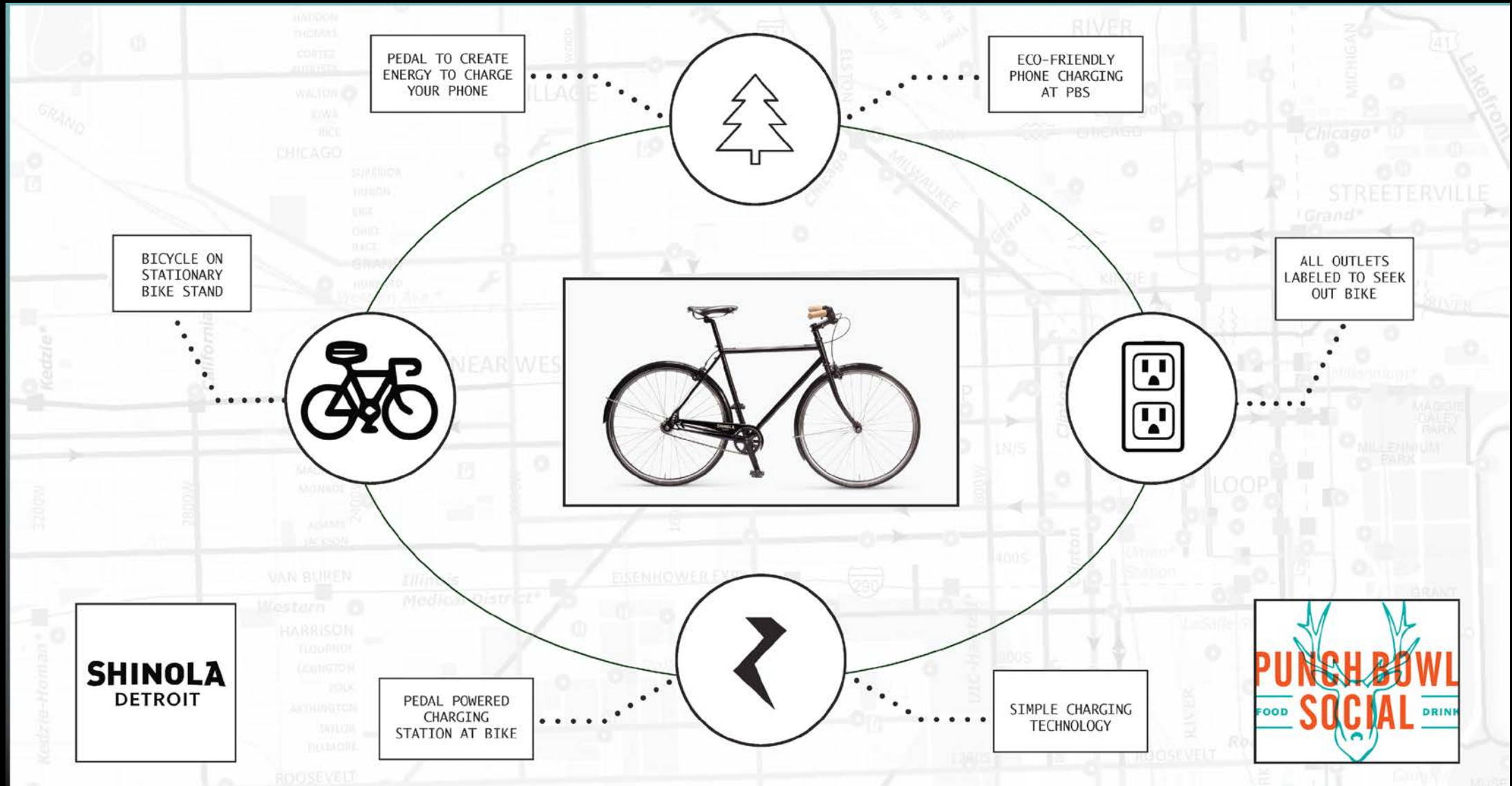
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PUNCH BOWL SOCIAL & SHINOLA COLLABORATION



WHAT THE PRESS IS SAYING



50 Most Innovative Companies in the World

FAST COMPANY

2018 Most Innovative
Companies

“Everything to know about marketing to
Millennial can be found at Punch Bowl”
“[The PBS] version of adult-leisure utopia
has broken from the pack.”

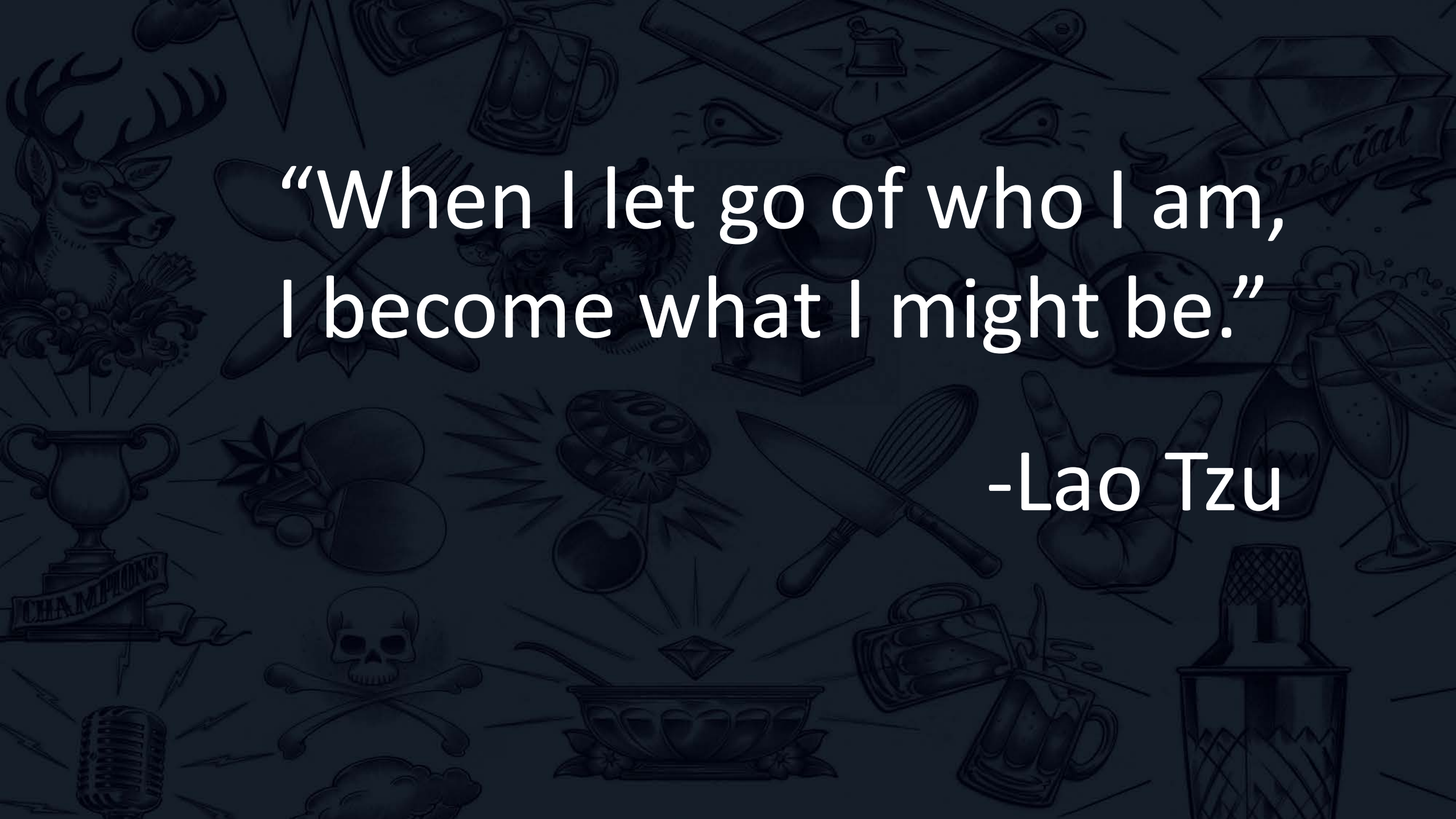
Inc.

2018 Hot Concept Award Winner

NATION'S
Restaurant News

“Punch Bowl is an award-winning,
millennial-focused brand with a
penchant for creativity and regeneration”

CNN



“When I let go of who I am,
I become what I might be.”

-Lao Tzu

QUESTIONS?

