

# DACHA BEER GARDEN™

| FRANCHISE OPPORTUNITY |



Create a hub for  
your community &  
a future for yourself



# A GERMAN CONCEPT MIXED WITH AMERICAN SENSIBILITIES

In Germany they are called biergartens. But in America, we call them beer gardens and they are exploding in popularity all over the nation. According to The National Beer Wholesaler's Association (NBWA.org) the U.S. beer industry sold 208.6 million barrels of beer in 2021, which equals more than 2.9 billion cases. Some of those barrels went to Dacha Beer Garden, a place where great pints paired with delicious food has proven to be a successful business concept. This booklet will help you understand the following:

- Why America's Beer Gardens are Expanding from Coast to Coast.
  - The Benefits of Investing in a Proven Business Model
- How Investing in a Dacha Beer Garden Franchise Can Build Your Future



# CONTENTS

## INTRODUCTION TO BEER GARDENS AS A BUSINESS OPPORTUNITY

- Traditional Hair Removal
- The Sugaring Revolution
- A New Approach to the Treatment Studio
- Essential Industry Insights

## BENEFITS OF FRANCHISING

- Becoming a Hair-Removal Services Franchise Owner
- Franchise Support
- FTC Protection (for franchisor and franchisee)
- Personal Benefits
- Steps to Franchising

## THE DACHA BEER GARDEN FRANCHISE OPPORTUNITY

- Brand Introduction and Overall Concept
- Franchise Support
- More Reasons to Invest



# INTRODUCTION TO BEER GARDENS AS A BUSINESS OPPORTUNITY

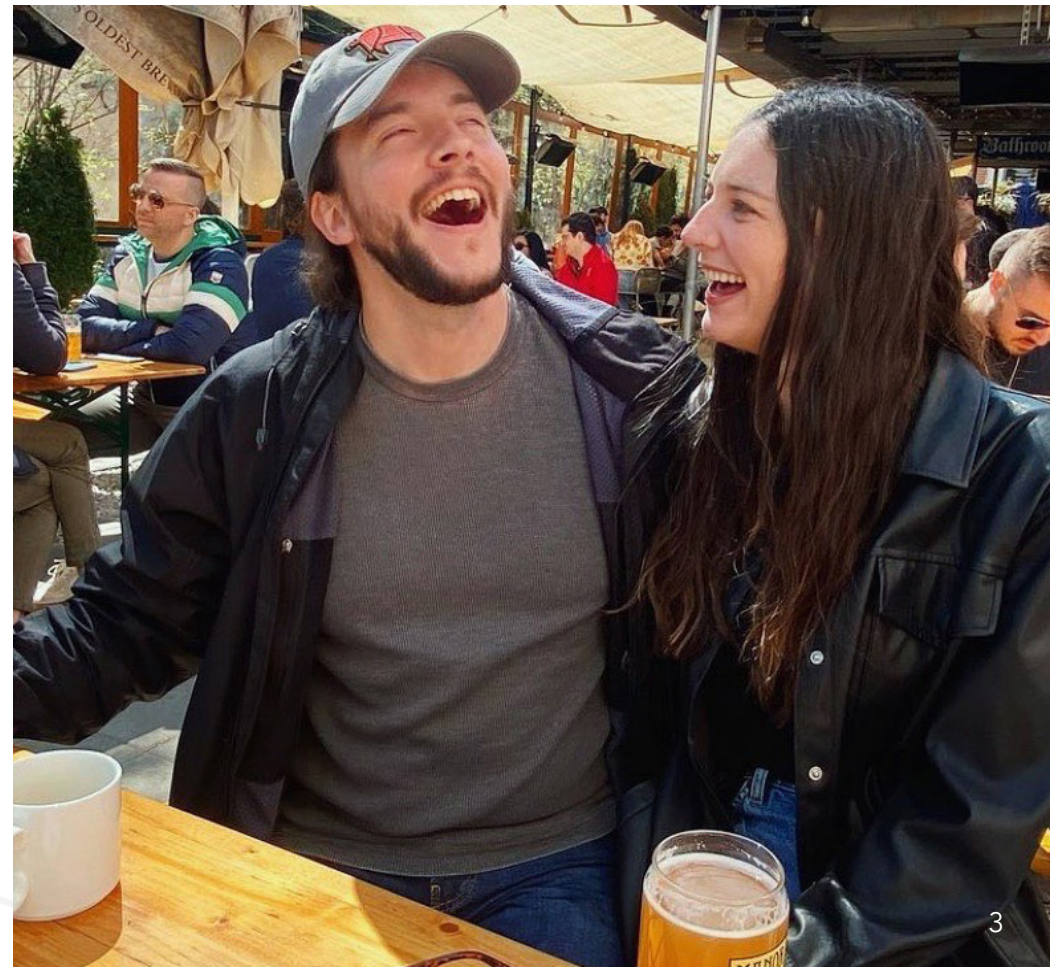
Americans react positively to the beer hall concept. As growth seemingly continues to eat up every inch of free real estate, there are two things Americans can never get enough of and that's bars and restaurants. And when you consider the fact that there are new ones popping up constantly, it stands to reason that a lot of business-minded people have figured this out as well. Beer gardens embody the spirit of a bar or pub while allowing large crowds to enjoy delicious food and even cocktails by transforming the spirit of a nice restaurant into an open and approachable space. Americans love this concept, which are distinguishable by their open spaces, large tables, and gregarious crowds.

---

## Blending of cultures by way of a beverage

People seem to gravitate towards the Old-World charm and modern sophistication beer gardens exude. Though American culture has shifted, Americans do share a love of imbibing with their European counterparts. This is one reason why a beer garden makes sense as a franchise investment. It is a tried-and-true concept. Plus, beer gardens can offer a variety of craft selections from around the world, some have been known to have hundreds of flavors on tap. It's true that the Germans and Bavarians perfected the concept, but American ingenuity has helped modernize the experience with plug-and-play technology, handheld devices for servers, digital menus and more to bring the concept into the future of the marketplace.

---



# INDUSTRY SNAPSHOT

As the pandemic begins to regress and people attempt to return to a sense of normalcy, socializing ranks high on the priority list. From urban youth to the experienced 9-to-5 set, there is a lot of anticipation for what's next. Beer gardens and similar bar experiences promise to fill that niche. According to prnewswire.com pubs, bars, and nightclub market segments are set to grow with a CAGR of 4.28 percent by 2026. Now, consider the craft beer market, which was \$41.07 billion in 2018. It is projected to grow to \$92.8 billion by 2025. This is a projected compound annual growth rate (CAGR) of 12.35%. In fact, craft beer makes up 23.6 percent of the retail beer market, according to statista.com. This makes sense when considering there are almost 409,000 people employed in the bar and nightclub industry, according to IBISWorld.

In fact, the service industry is the ninth largest employment segment in U.S. food services. IBISWorld's statistics show that as of 2022, the market size of the Bars & Nightclubs industry is \$28.6bn, which is an increase of 14.08% from 2021. It is expected that this growth trend will continue, making the Bars & Nightclubs industry a smart investment.



# WHAT IS A FRANCHISE?

Simply put, a franchise is a business whereby the owner licenses its operations—along with its products, branding, and knowledge—in exchange for a franchise fee. Successful businesses, such as bars and restaurants, will often sell the rights to their concept in the form of a franchise and license their name and reputation to boost the immediate marketability of the new business.. In exchange for paying a franchise and other fees, they become a part of the franchisor's extended business family. That means they receive access to the company's trade secrets and are given everything they need to duplicate the franchisor's original success.

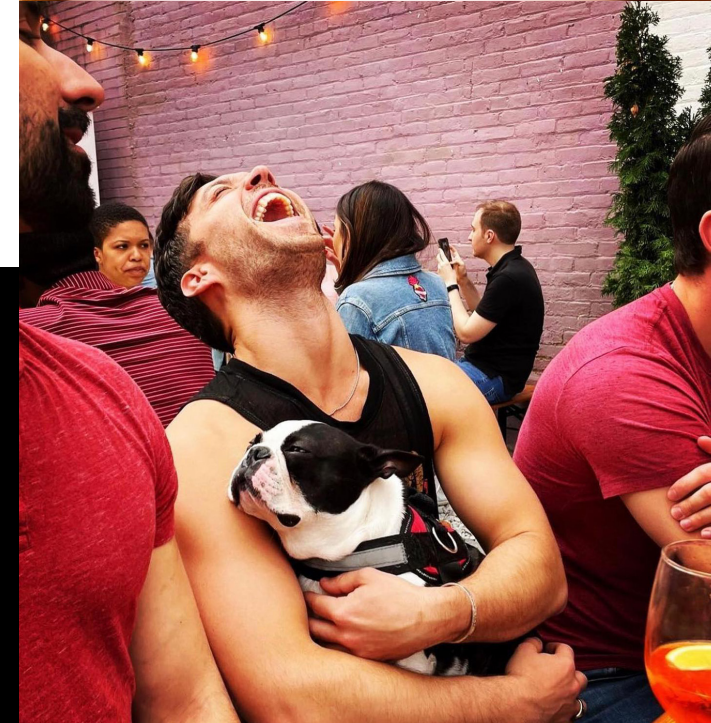
## FTC PROTECTION AND WHAT IT MEANS

Businesses and consumers rely on the Federal Trade Commission (FTC) to protect them from what could be considered unfair, illegal and otherwise inappropriate business practices. Without those protections, the public could be subject to deceptive practices and businesses can have their ideas and other proprietary information stolen. In terms of franchising specifically, under the Franchise Rule enforced by the FTC, you must receive a Federal Disclosure Document (FDD) at least 14 days before you are asked to sign any contract or pay any money to the franchisor or an affiliate of the franchisor. This document provides prospective owners with information about the franchisor, the franchise system and the agreements they will need to sign. The FDD protects potential franchisees, and ensures they can make an informed decision.



## THE RISE OF THE FRANCHISE INDUSTRY

While it is hardly a new concept, the franchise industry, as we know it today, is steadily growing in popularity. Smart entrepreneurs have quickly learned that there is no reason to invent a concept when they can duplicate a tried and true model. While the concept can be traced to the Middle Ages, the modern franchise industry began its surge after World War II, according to Franchise Creator. Today, many businesses in any given city are part of a franchise. From McDonald's to Hertz Car Rentals, this business model is one that will only see its popularity rise.



# THE DACHA BEER GARDEN OPPORTUNITY: Bringing Neighbors Together, One Beer at a Time



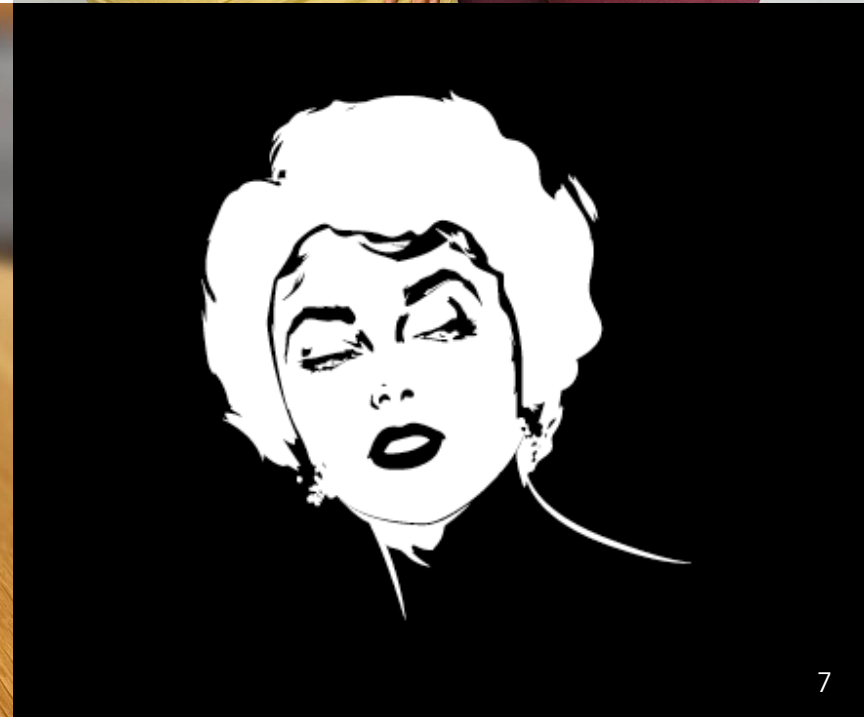
## CREATING THE DACHA EXPERIENCE

A visit to Dacha Beer Garden is an experience the founders want their customers to relish. Think of a place where friends can enjoy mouthwatering beer from all over the world, coupled with amazing cocktails and delicious Bavarian-inspired food. At Dacha, you can expect that, as well as a comfortable, spacious hangout where families can even bring their pets. This all-inclusive concept helps set Dacha Beer Garden apart from similar establishments simply because of the offerings. The founders were deliberate in their establishment's design making sure that customers could enjoy the beer garden any time of the year. While the warmer months are perfect for the open spaces that are provided, colder months won't be an issue because the venue is equipped with heat lamps and custom-built plexiglass windbreaker screens. The word Dacha is a Russian word that means summer cottage, or a retreat, and this is the Dacha brand. Its very design is inspired by community, togetherness and good times. When you open a Dacha Beer Garden, there is an opportunity to change the blueprint of your community.

Founders Dmitri and Ilya's plan is to replicate that success with the right franchisee. Anyone that seeks to join the Dacha Beer Garden family should know that they will not have to go it alone. The support is there. The blueprint has already been created and the success has been proven.

# SUPPORTING OUR FRANCHISEES

Investing in the Dacha brand means access. You are in touch with the company originators and they have the tools you'll need to create your own Dacha Beer Garden but with your own community in mind. And with their penchant for the latest in industry technology, you will rest easy knowing your franchise is a well-oiled machine complete with future-forward software to help streamline your new investment. Whether it is support, training, or questions about business operations, each franchisee will always enjoy access to the resources and foundation that they were built on.





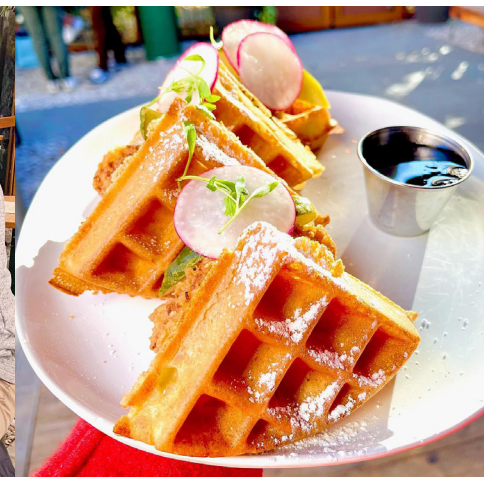
# MORE REASONS TO INVEST

Own A Bar Unlike  
Any Other & Change  
the Landscape of  
Your Community



There are several reasons to invest in a Dacha Beer Garden franchise, the least of which is the low COGS and high margins. A franchise placed in the right community becomes an anchor by which neighbors can find a reason to become friends. This is a serious business opportunity that requires an investment ranging from \$1,730,000 - \$2,670,000. The right franchisee will have a \$600,000 liquid capital and control a \$1,000,000 minimum net worth.

Once onboarded, new franchisees can expect a strong commitment from the Dacha Beer Garden family. All locations celebrate local art and support the neighborhoods in which they operate. To help foster that relationship, each franchise is equipped with an art package to cover the hiring of a local muralist to paint an iconic mural at their new location. Franchise owners are also encouraged to befriend local craft beer brewers. Doing so creates a community where neighbors lean on each other to build a space where residents love to support. Dacha Beer Garden is a digital-minded concept with designs on making the customer experience seamless. It's a cashless business that has the technology to help franchise owners run efficient businesses. From QR code menus, cashless transactions, and payment at the table with tablets or handheld devices, Dacha Beer Garden is at the head of its industry.



# JOIN US

If you are interested in building a future for yourself by starting a Dacha Beer Garden Franchise in your community, contact us today!



# DACHA BEER GARDEN™

**202-524-8777**

**[Franchise@DachaBeerGarden.com](mailto:Franchise@DachaBeerGarden.com)**

DBG Franchise LLC

1600 7th Street NW

Washington, DC 20001