



To Whom it May Concern,

The slides that follow will provide you some general background information regarding Seven Brew. The concept does not currently serve any food. It is a drive-thru concept serving coffee, espresso drinks, energy drinks, sodas, smoothies, and shakes. There is no indoor public seating. Unlike most drive-thru quick service restaurants, Seven Brew has two drive-thru lanes. This virtually eliminates car stacking issues and any impact to adjacent properties and public roads. As a company they have not experienced any issues related to car stacking at any of their locations. This is based upon their design and quick service. If there were ever to be a concern, this could be quickly addressed via employee direction and signage. During peak hours, 7am to 9am, Seven Brew typically only has 12 vehicles in line at one time. This site as designed can handle 24 vehicles at one time. This is double the stacking space that is typically seen during peak hours at any Seven Brew location. In addition, trained employees at Seven Brew can service between 2.5 to 3 vehicles per minute.

We are excited to bring Seven Brew to Plainfield. I think you will find that Seven Brew delivers on high quality delicious drinks with speedy service and excellent customer service.

Best regards,

Jonathan Tempel





INTRODUCTION TO A REVOLUTIONARY EXPERIENCE

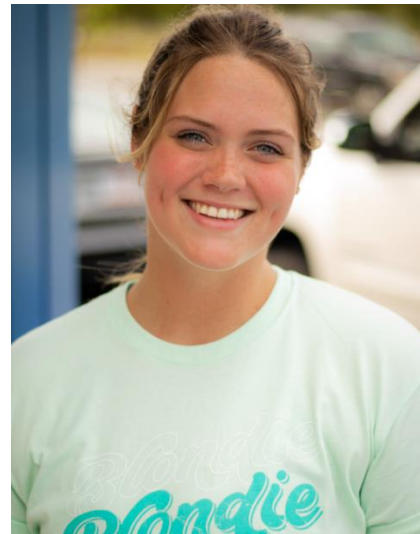


SEVEN BREW



WINTER 2022







7 BREW WAS BORN OUT OF A DESIRE TO USE COFFEE - A SIMPLE, COMMON ELEMENT OF MODERN LIVING - AS A VEHICLE TO SPREAD KINDNESS, LOVE, AND CONNECTIONS WITH OUR TEAM MEMBERS AND CUSTOMERS.

PEOPLE ARE AT THE HEART OF WHAT WE DO.

CONSISTENTLY FAST SERVICE AND A UNIQUE, HIGH-QUALITY PRODUCT ARE ESSENTIAL TO OUR SUCCESS, BUT THOSE ARE THE PRICE OF ADMISSION TO SHOWCASE OUR TRUE VALUE - HELPING OUR TEAM AND CUSTOMERS UNDERSTAND THAT THEY ARE WELCOMED, VALUED, AND AMONG FRIENDS.

REVOLUTIONARY EXPERIENCES WITH PEOPLE ARE BOTH THE REASON WE EXIST AND THE REASON WE ARE STILL IN EXISTENCE. THESE EXPERIENCES START AND END WITH OUR AMAZING TEAM.

CAPTIVATING CULTURE



HIGH TOUCH AND FAST



DELICIOUS DRINKS



REVOLUTIONIZING DRIVE THRU



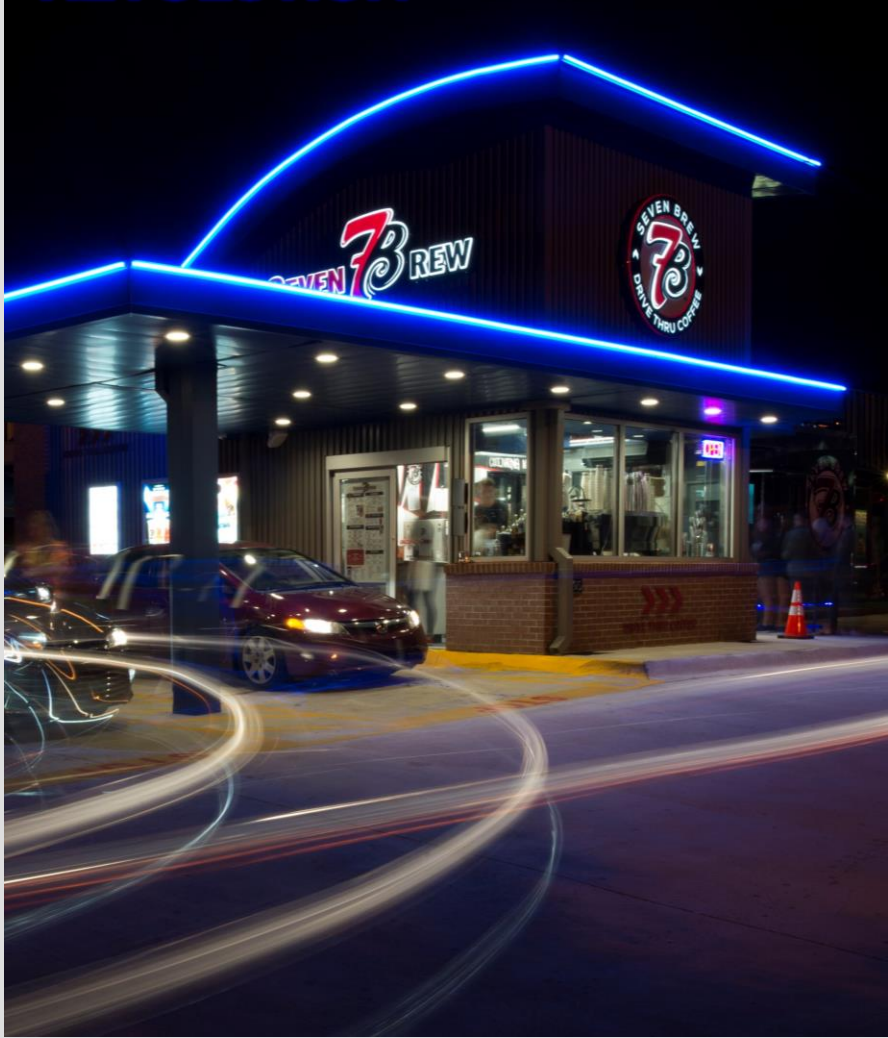
SERVING DELICIOUS, MADE-TO-ORDER DRINKS



SMILE AND ENJOY THE COFFEE REVOLUTION

What is 7 Brew Coffee?

THE FACE OF A COFFEE
REVOLUTION



FEELING
WARMED,
LOVED, AND
IMPORTANT,
ALL BEFORE
TAKING A
SIP OF THE
BEST DRINK
IN TOWN



An Entirely New Approach to Coffee and Beverages... We're Fast Drive-Thru Drinks with a Kind Touch

THE FOOD LANDSCAPE IS CHANGING. TODAY, MORE GUESTS ARE LINING UP AT CONCEPTS THAT FEATURE NEW APPROACHES TO MENUS AND DESIGN, AND THEY'RE LEARNING THAT THEY DON'T NEED TO MAKE TRADEOFFS BETWEEN QUALITY, SPEED, AND SERVICE.



7 BREW IS TEACHING CUSTOMERS THAT
- IN THE WORLD OF BEVERAGES -
THEY CAN HAVE IT ALL

- BEVERAGES CUSTOMIZED EXACTLY HOW THEY WANT
- HIGH QUALITY INGREDIENTS
- CRAZY FAST SPEED AND CONVENIENCE
- PERSONABLE AND HIGH-TOUCH SERVICE
- TEAM THAT RESONATES WITH THE CUSTOMER



Creating Powerful Experiences that Connect with Consumers

REVOLUTIONIZING THE COFFEE INDUSTRY WITH DELICIOUS, CUSTOMIZABLE DRINKS MADE FROM THE BEST INGREDIENTS, SERVED BY ALWAYS ENERGETIC, UPBEAT, FUN, AND WELCOMING BREWISTAS, IN A FAST AND CONSISTENT DRIVE-THRU EXPERIENCE



“You need to try this place!
The coffee is amazing
and the brewistas
are super friendly.”



“Great place to go for
amazing coffee!! They are
fast and oh so friendly!”

“Not to be dramatic
or anything, but I had
7 Brew for the first
time today and my life
is changed forever.”



“This is what I always
wanted Starbucks to be
but never could.”



“7 Brew completes me.”



We're the Happiest Part of People's Days

USING ESPRESSO-BASED DRINKS AND OTHER TASTY BEVERAGES AS A PLATFORM, WE FEARLESSLY EXPLORE NEW IDEAS, INGREDIENTS, AND CONNECTIONS THAT HELP US LEARN MORE ABOUT OURSELVES, EACH OTHER, AND OUR COMMUNITIES



A Unique Brand and Experience Form a Competitive Moat...

FIRST
IMPRESSIONS



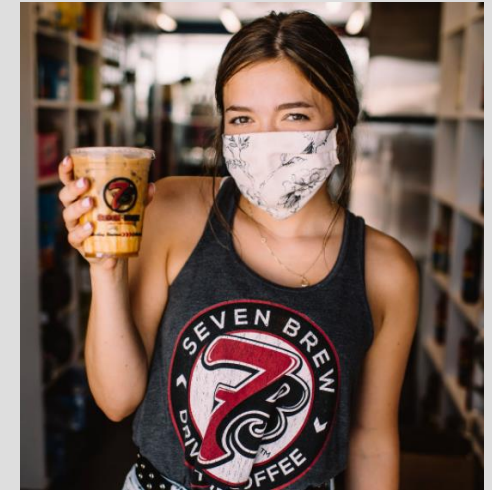
CUSTOMER
SERVICE / SPEED



DRINK
QUALITY



CONSISTENCY



REDEFINING
THE DRIVE-THRU
EXPERIENCE



CATEGORY
CRUSHING
ECONOMICS



PURPOSE-
DRIVEN
CULTURE



HIGHLY
RESILIENT
BRAND

COLOSSAL
GROWTH
POTENTIAL



MASSIVE
UNTAPPED
WHITESPACE



**DRINK SO NICE
YOU'LL ORDER
IT TWICE**



THE SEVEN ORIGINALS

BLONDIE (270-850 CAL)
CARAMEL & VANILLA BREVE

SMOOTH 7 (260-840 CAL)
WHITE CHOCOLATE & IRISH CREAM BREVE

WHITE MAC (250-830 CAL)
WHITE CHOCOLATE & MACADAMIA NUT BREVE

WHITE CHOCOLATE MOCHA (280-850 CAL)
WHITE & MILK CHOCOLATE MOCHA

SNICKERZ (280-850 CAL)
HAZELNUT & CARAMEL MOCHA

GERMAN CHOCOLATE (280-860 CAL)
COCONUT & CARAMEL MOCHA

TRIPLE 7 (180-840 CAL)
A SMOOTH 7 WITH 6 ESPRESSO SHOTS (\$1.00 MORE)

ICED or HOT
S M L
\$4.25 \$5.00 \$6.00

CHILLER
S M L
\$5.00 \$6.00 \$7.00



CUSTOMIZE EVERYTHING

EXTRA ESPRESSO
(5 CAL) - \$0.75 each

SUGAR FREE

SWEET LEVELS

MILK ALTERNATIVES
OAT, ALMOND OR COCONUT - \$0.75 each

CLASSICS

ICED or HOT

LATTES (120-320 CAL)

MOCHAS & BREVES (200-660 CAL)

CARAMEL MACCHIATO (210-850 CAL)



	S	M	L
LATTES	\$3.50	\$4.25	\$5.00
MOCHAS & BREVES	\$3.75	\$4.50	\$5.25
CARAMEL MACCHIATO	\$4.25	\$5.00	\$6.00

SEVEN ENERGY

ICED or CHILLER
(10-560 CAL)

A PREMIUM ENERGY DRINK
CREATED BY 7 BREW!
INFUSE WITH ANY FLAVOR!
ORIGINAL OR SUGAR-FREE



	S	M	L
SEVEN ENERGY	\$5.00	\$6.00	\$7.00

HOUSE BLEND (10-20 CAL)	\$2.25	\$2.75	\$3.25
CHAI TEA (160-400 CAL)	\$3.75	\$4.50	\$5.25
MATCHA (170-390 CAL)	\$3.75	\$4.50	\$5.25
COCOA (250-630 CAL)	\$2.50	\$3.25	\$3.50

TEAS (0-400 CAL)

ICED or HOT

SWEET	UNSWEET
PARIS	EARL GRAY
GREEN	CINNAMON SPICE
DECAF	



S	M	L
\$2.25	\$2.75	\$3.25

JR. BREWS

KIDS FIZZ (0-110 CAL) - \$2.00

COCOA (190 CAL) - \$2.00

SMOOTHIES (210-230 CAL) - \$2.75



SODAS

(0-440 CAL)

ITALIAN SODAS INFUSED WITH ANY FLAVOR! CREAM AND WHIPPED CREAM OPTIONAL.



S	M	L
\$2.50	\$3.25	\$3.75

SMOOTHIES

(330-740 CAL)

STRAWBERRY	MANGO
PIÑA COLADA	PEACH
GREEN APPLE	WILDBERRY
BLUEBERRY	POMEGRANATE



S	M	L
\$5.00	\$6.00	\$7.00

SHAKES

(250-950 CAL)

THE CLASSIC FLAVORS OR MAKE IT YOUR OWN!



S	M	L
\$5.00	\$6.00	\$7.00

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request. Before placing your order, please inform your server if a person in your party has a food allergy. We reserve the right to make any menu or pricing changes. ©2022 Seven Brew, LLC. All Rights Reserved.

MONTHLY DRINK SPECIALS



