




Est 2016 • St. Louis, MO



Since 2016, Narwhal's Crafted has been wowing guests with a unique and ever-growing repertoire of

THOUGHTFULLY *Crafted* FROZEN COCKTAILS

100+
Original Recipes
& counting!

We've invested years of research and development into evolving our products, and our frequently rotating seasonal menus are continually refined based on empirical market research. All Narwhal's Crafted cocktails are made in-house, with no added artificial colors or flavors, or high-fructose corn syrup. We prepare our drinks from scratch with real, natural, high-quality ingredients. We are never afraid to experiment and innovate, as we continually grow and adapt to market trends and forces.

OUR STORY

Narwhal's Crafted first opened in the Midtown neighborhood of downtown St. Louis in 2016. It was a concept created by Brad Merten and Brandon Holzhueter, native St. Louisans and longtime friends who launched their careers as restaurant owners years earlier as successful franchisees of a regional sandwich delivery chain. Narwhal's was born out of Brad and Brandon's love of great cocktails, and an ambition to leverage their industry experience to create something new and exciting. The creativity, attention to detail, and passion for quality that went into creating the Narwhal's brand were long overdue in the then-stagnant world of frozen cocktails. The concept was met with enthusiasm, opening the public's eyes to the full potential of what a "slushie bar" could be. Two more area locations have since followed: Saint Charles, MO in 2019 and Chesterfield, MO in 2024. Narwhal's renowned frozen drink truck, affectionately named "Junior", can also be found at large events and festivals around the area. After years' worth of delighted customers, awards, and growing sales the Narwhal's brand continues to accelerate. Narwhal's is currently seeking qualified, motivated franchisees to join the ride as the brand looks to expand nationwide.

Brandon Holzhueter & Brad Merten

NARWHAL'S CRAFTED CO-FOUNDERS BRANDON HOLZHUETER & BRAD MERTEN



ST LOUIS, MO (2016)

ST CHARLES, MO (2019)



ONE OF A KIND *Vibe*

FIRST-CLASS TRADE DRESS & PROVEN BRANDING



CHESTERFIELD, MO (COMING 2024)

180,000+ IMPRESSIONS PER MONTH

Organic search results as reported by Google Insights for the Greater St. Louis area.



The best around. Can't go wrong with any flavor.

DAVID C
LOCAL GUIDE



So glad this place exists! The frozen cocktails are delicious and strong. Narwhal's has the best drinks out of all the frozen cocktail places I have been to which includes places in Colorado, Florida, and other places in Missouri. Overall Narwhal's is a fantastic place to get drinks!

GREG B
LOCAL GUIDE



The service is always fantastic! Fast and friendly. The drinks are refreshing, it doesn't matter what season.

DEANNA K
YELP ELITE



BEST COCKTAILS - WINNER
BEST HAPPY HOUR - FINALIST
BEST BAR - FINALIST



BEST COCKTAILS - WINNER



BEST SPOTS FOR HAPPY HOUR



FAVORITE BAR COCKTAILS
FAVORITE TO-GO COCKTAILS



BEST COCKTAILS - WINNER

CUSTOMERS ARE *Noticing*

facebook

Instagram

yelp 

Google

5,500+ Reviews ★★★★★ 4.7 Avg

50,000+ Followers





THE *People* MAKE THE DIFFERENCE

To the customers... your bottom line, and your quality of life

Our sustainable labor model and work environment gives Narwhal's an advantage over other hospitality concepts in attracting and retaining *high-quality individuals*. Top-tier pay also factors in our retention, and the majority of compensation comes from pooled tips (versus a direct business expense). Our concept of "doing the hard work, ahead of time", along with our extensive operating systems, allow for QSR-type volume output but with far less bodies. More tips on *fewer labor hours* improves average pay rates, but those are also labor hours that don't have to be *hired, managed, scheduled, and paid*. It all leads to higher-caliber, happier employees to best serve our customers - and impressively low cost-of-labor margins compared to almost any traditional restaurant or QSR concept. It's a *win-win*!



WE PROVIDE THE *Playbook*

**SYSTEMS • RECIPES • TRAINING
MARKETING • I.T. • BACK OFFICE**

Narwhal's has significantly higher per-store sales than the national QSR average (even without food!) and cost margins unparalleled versus the industry at large. Leveraging systems, recipes, and applications developed over years of experience, our dedicated team will be there for ongoing support to help you succeed.



OFF-PREMISE REVENUE STREAMS

- Bubble-Top Machine Rentals
- Party Packs & Half Gallons
- Truck/Tent Vending Opportunities



NORBERT JUNIOR



DIVERSE OFFERINGS

- Hot Cocktails
- Draft Cocktails
- Signature Cocktails
- Specialty Shots
- Beer
- Full Bar
- N/A Smoothies
- Pup Cups

We do more than you might expect...

NOT YOUR AVERAGE "SLUSHIE" BAR

PARTY PACKS



BUBBLE MACHINE RENTALS FOR WEDDINGS & EVENTS

FRANCHISING FAQ

HOW INVOLVED DO I NEED TO BE/WHAT ARE THE OPERATING PARTNER REQUIREMENTS?

While we aim to provide the "playbook" and the ongoing support to execute it, we still need active owner involvement and oversight to ensure each Narwhal's bar is held to the same high standards and is as successful as possible while the whole brand is protected. As such, a franchise applicant must have at least one member to act as the Operating Partner (OP). An OP devotes their full-time efforts to responsibilities like overseeing day-to-day operations, training and development, compliance with brand standards, and performance monitoring. Since those responsibilities in the bar service industry can look very different in other industries, the OP must also have extensive experience in the bar/restaurant, retail, or other hospitality field.

HOW MUCH DOES IT COST TO OPEN MY OWN NARWHAL'S?

The total investment necessary to begin operation of a Narwhal's Crafted bar is currently estimated at \$833,000 to \$1,855,000. This range illustrates the degree to which construction costs could potentially vary by location and over time. The primary drivers of the overall start-up cost are construction, equipment, furniture and finishes; but it also includes things like inventory, capital reserves and other miscellaneous costs that would be encountered to fully open. This also includes our \$35,000 one-time initial franchise fee (payable \$5,000 upon signing of a Franchise Agreement, remaining \$30,000 upon site lease/purchase). Separately, there is an ongoing royalty of 8% of gross sales.

WHAT ARE THE PERSONAL CAPITAL REQUIREMENTS?

Qualified applicants should have the ability to produce approximately \$300,000 in cash or equivalents, subject to the ability to provide additional capital or other outside sources of income. We are pleased to announce that Narwhal's does have a Preferred Banking Partner that may be able to assist with financing options.

HOW PROFITABLE CAN I EXPECT THIS TO BE?

Good question! And one that we can provide more insight into in the early post-application stages. Our goal is for each of our Franchisees to be so successful with Narwhal's that they'll want and be able to devote themselves to reinvesting and expanding with us. We think the Narwhal's business model can provide a real roadmap to that, with average higher per-unit sales than QSR (without food!) and systems that allow for cost margins unmatched in the industry-at-large, while still providing a premium product and experience.

WHAT ABOUT FOOD?

Narwhal's does not do food, and that's intentional. While we understand a food program can increase top-line sales and some customers might like an in-house food option, those sales have a worse margin and create innumerable additional headaches, not the least of which is staffing. Narwhal's business model has been proven to be able to be successful without food – as evidenced by significantly higher average unit sales than national QSR franchise restaurant averages. Customers are able to carry-in or order delivery from wherever they choose to dine while they drink with us. To further satisfy hungry bar patrons, we can leverage technology and relationships with existing nearby restaurants to provide a near-seamless in-bar dining experience – without all the complications.



LOCATION REQUIREMENTS: STATS & SPECS

- Class A space in densely populated, walkable areas with ample restaurants & entertainment; End Cap/Standalone unit preferred
- 2,600 to 4,000 sq ft interior space
- Ample (1,000 sq ft+) patio opportunity, preferably enclosable
- No fryers or hood exhaust required; minimal grease trap usage
- Proper zoning for all liquor (no food)
- HVAC: 20+ tons
- Electric: 600a 3-phase 4-wire (preferred), or 400a 277/480v



DON'T
WORRY

BE
NARLY.

NARWHAL'S FRANCHISING, LLC

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