



GAMEDAY LIVE!

HISTORY AND CULTURE

WE LOVE HOW SPORTING EVENTS OF ALL KINDS BRING PEOPLE TOGETHER, SO WE COMBINED OUR PASSION FOR FRIENDLY COMPETITION AND AMAZING FOOD AND FOUNDED THE GAMEDAY BRAND IN 2014.

WE'RE PROUD OF OUR DIVERSE MENU SELECTION, VARYING FROM AWARD WINNING BURGERS, WINGS, SEAFOOD, SALADS WITH HOUSE MADE DRESSINGS, GLUTEN FREE & VEGETARIAN OPTIONS, AND MUCH MORE.

WE'RE PLEASED TO CREATE "SERVICE FIRST" FOCUSED JOBS FOR OUR COMMUNITIES. WE KNOW THIS PRIORITY DIFFERENTIATES US AND IS CRITICAL FOR OUR BUSINESS SUCCESS: OUR AIM IS TO POSITIVELY INFLUENCE OTHERS THROUGH OUR EXAMPLE.

WE BELIEVE EVERY DAY SHOULD BE CELEBRATED LIKE **IT'S GAMEDAY.**

THE GAME HAS BEGUN . . .

INDUSTRY REFERENCE

- ACCORDING TO THE IBISWORLD ANNUAL REPORT, THE SPORTS BAR AND GRILL INDUSTRY IN THE US GENERATED \$23.6 BILLION IN 2021. THE REPORT ALSO NOTES THAT THE INDUSTRY IS EXPECTED TO CONTINUE TO GROW TO AN IMPROVING ECONOMY AND AN INCREASED INTEREST IN SPORTS-RELATED ACTIVITIES.
- AMERICANS EAT 27 BILLION WINGS A YEAR, 1.4 BILLION WINGS ON SUPER BOWL SUNDAY ALONE.
- IT IS ESTIMATED THAT AMERICANS SPEND MORE THAN \$50B ON BURGERS EACH YEAR.
- ACCORDING TO A SURVEY BY RESTAURANTOWNER.COM, THE AVERAGE GROSS SALES FOR A SPORTS BAR IN THE US ARE APPROXIMATELY \$1 MILLION PER YEAR.

GAMEDAY LIVE! FACTS

WEB ADDRESS	WWW.GAMEDAYFRESH.COM
CATEGORY	FULL SERVICE RESTAURANT
ESTABLISHED	2014
CURRENT LOCATIONS	2
PROJECTED NEW LOCATIONS	5
2023 GROSS REVENUE	\$4.2 MILLION

WHERE EVERY DAY IS GAMEDAY

BRAND HIGHLIGHTS

- AVAILABLE THROUGH DINE-IN, CARRY-OUT, DELIVERY, AND CATERING
- HIGH-QUALITY, FRESH, "MADE-WHEN-ORDERED" FOOD
- CERTIFIED ANGUS BEEF (CAB) RESTAURANT DESIGNATION
- SIMPLE, SYSTEMATIZED OPERATIONS FOR REPLICABLE PERFORMANCE
- A CULTURE THAT EMPOWERS EMPLOYEES AND PRIORITIZES THE GUEST EXPERIENCE AND SATISFACTION
- AWARD-WINNING BRAND RECOGNITION IN THE METRO ATLANTA MARKET

REAL ESTATE CRITERIA

- 3,500-6,500 SQUARE FEET
- 100-225 SEATING CAPACITY
- FREE-STANDING OR END CAP RETAIL SPACE
- LARGE PATIO DINING AREA
- AMPLE, WELL-LIT PARKING
- EASY ACCESS FROM MAIN ROADS
- PROMINENT SIGNAGE

GENERAL MANAGER CANDIDATE

- WILLINGNESS TO WORK HARD
- LOVES PEOPLE AND GREAT FOOD
- PRIORITIZES CUSTOMER SERVICE WITH A SMILE
- CAN TRAIN, MOTIVATE AND MANAGE TEAM MEMBERS
- ABLE TO MULTI-TASK AND HANDLE STRESS
- ENTHUSIASTIC AND LIKABLE PERSONALITY
- VALUES COMMUNITY RELATIONSHIPS



OUR MOTTO
EAT UP | PLAY ON

