



Est 2016 • St. Louis, MO



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

THOUGHT-FULLY *Crafted* FROZEN COCKTAILS





Nar1 ST LOUIS, MO - OPENED 2016
1900SF + 800SF COVERED PATIO



ONE OF A KIND



Nar2 ST CHARLES, MO - OPENED 2019
3000sf + 1900sf Covered/Uncovered patios

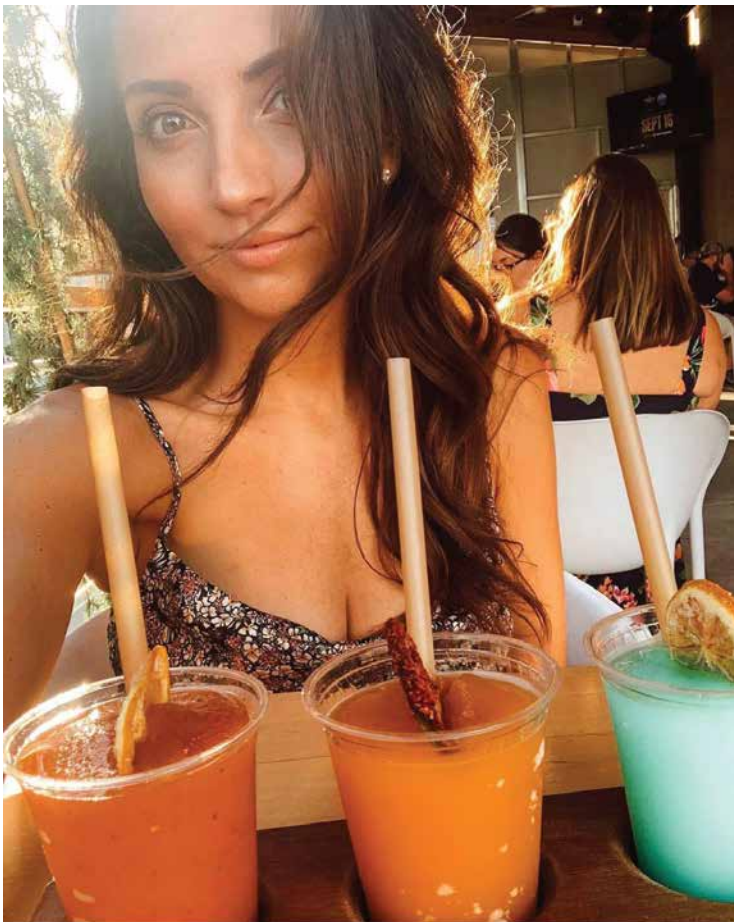
150,000+ IMPRESSIONS PER MONTH

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



narwhalscrafted

FOLLOW



1362 likes

Active social engagement [#staynarly](#)



WE'RE OUT THERE

Google

1800+ Reviews

★★★★★ 4.7

yelp

400+ Reviews

★★★★★ 4.5

facebook

900+ Reviews

★★★★★ 4.9
& 20,000+ Followers

Instagram

19,000+ Followers

@narwhalscrafted



ST. LOUIS POST-DISPATCH

**FAVORITE BAR COCKTAILS
FAVORITE TO-GO COCKTAILS**

RFT
RIVERFRONT TIMES

BEST COCKTAILS - WINNER

**StLouis
A LIST**

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

FEAST

BEST SPOTS FOR HAPPY HOUR

sauce

BEST COCKTAILS - WINNER

designSTL
ada
architect & designer awards

**BEST COMMERCIAL
RESTAURANT SPACE - FINALIST**



EVENTS & CATERING

We can do that

Portable machines & flexible business model allow for rentals and off-site catering. Perfect for weddings, corporate events, parties, festivals, concerts, etc.





RAISING THE BAR



Norbert Jr.
NARWHAL'S CRAFTED TRUCK
LAUNCHED 2021

YOUR FUTURE THOUGHTFULLY CRAFTED

What We Offer

- A unique, innovative product
- Proven branding and ambiance
- Proven business model and systems
- Extensive R&D
- Industry-leading COGS margins
- Labor advantages - Great margins, less headcount, higher retention
- Collaborative approach to launching your bar - Assistance with site selection, design, licensing & permitting, training, etc.
- Experienced, motivated team to support your enterprise:
 - Marketing
 - Finance
 - Human Resources
 - Information Technology
 - Area Franchise Representative

The Ideal Franchisee

- Has prior hospitality industry experience (Preferred, but not required)
- Expects to actively manage/oversee their enterprise, versus a passive investment
- Is intelligent and motivated
- Has strong interpersonal and leadership skills
- Has a passion for the brand and product, & will take pride in their bar
- Has adequate access to capital, See FAQs for more details



FRANCHISING FAQ

HOW MUCH CAPITAL DO I NEED TO OPEN MY FIRST BAR?

You should expect to invest between \$600 - 900k (will vary by market, site selection, and other factors).

WHAT'S THE INITIAL FRANCHISE FEE?

Our initial franchise fee is \$20,000.

WHAT ARE ROYALTIES?

Royalties are 10% of gross sales.

DO YOU OFFER ANY ASSISTANCE WITH FINANCING?

While financing assistance should not be expected, our FDD does contemplate possible financing assistance. This is up to our sole discretion on a case-by-case basis and is generally reserved for current Narwhal's employees that are seeking to open their own Narwhal's bar.

DO YOU OFFER AREA DEVELOPMENT AGREEMENTS?

We do offer ADAs, but generally advise discussing that after you're already in the Narwhal's system. We take a thoughtful approach to expansion and don't want anyone to overextend themselves until they see success first-hand at their initial location.

WHAT ARE SOME GENERAL SITE REQUIREMENTS?

Typically 2,400 to 3,000 square feet of interior space plus at least 600 square feet (preferably more) of patio space.

DO I NEED TO QUIT MY DAY JOB?

Narwhal's is looking for high-quality individuals who will be passionate about their bar and its success, who view themselves more as entrepreneurs than investors in a passive income stream. While Narwhal's offers many logistical advantages over other hospitality concepts and a team dedicated to supporting you along the way, owning your own business - especially in this industry - will require plenty of hard work. If you plan to hire a General Manager from the start, that person should be known and committed to a number of years of service before training begins. Even still, you should be prepared to devote a significant amount of your own time to understanding and overseeing your own business. We understand that not everyone will be able to quit their day job from Day 1, but we hope that you'll see enough success once you own your own bar(s) that you'll be able to do so eventually if you so choose.



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 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, and in 2019 the second Narwhal's location opened in St. Charles, MO. 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





THOUGHTFULLY-CRAFTED FROZEN Cocktails

12 OZ.	16 OZ.	24 OZ.
\$9	\$11.25	\$13.50

SEASONAL

APPLE CIDER MIMOSA

Crisp, hard cider meets sweet & bubbly BRUT CHAMPAGNE, VODKA, APPLE BRANDY, ECKERT'S APPLE CIDER, GRAHAM CRACKER SIMPLE, LEMON

GRAPEFRUIT WHISKEY SOUR

Refreshingly sharp and bold CANADIAN WHISKEY, GRAPEFRUIT, ROSEMARY SIMPLE, CITRUS, BITTERS

SPICED PEAR MEZCAL PUNCH

Fresh fruit paired with seasonal flavors and smokey depth MEZCAL, SPICED RUM, PEAR, SPICED BROWN SIMPLE, ORANGE, LEMON

SIGNATURE

BANANA DAVE

If you like Pina colodas... with a fruitful twist, meet Dave PINEAPPLE & COCONUT RUMS, VODKA, HOMEMADE ICE CREAM, BANANA, PINEAPPLE, CITRUS

CHOCOLATE MUDSLIDE

A chocolate frosty's older brother - who likes to party VODKA, KAHUA, HOMEMADE ICE CREAM, CHOCOLATE. TOPPED WITH VODKA-INFUSED WHIPPED CREAM

ORANGE DREAMSICLE

A citrusy, nostalgic cool-down that's fun and zesty SPICED RUM, WHIPPED CREAM VODKA, TRIPLE SEC, HOUSE ORANGE SHERBEL. TOPPED WITH VODKA-INFUSED WHIPPED CREAM

STRAWBERRY PEACH BELLINI

A popular choice that will have you feeling bubbly - Fruity, sweet and bright PEACH CHAMPAGNE, VODKA, TRIPLE SEC, STRAWBERRY, LEMON

BLOOD ORANGE MARGARITA

A tart yet balanced seasonal twist on a classic GOLD & SILVER TEQUILAS, TRIPLE SEC, BLOOD ORANGE, BURNT BROWN SUGAR SIMPLE, LIME

PUMPKIN SPICE WHITE RUSSIAN

A deliciously rich way to get in the Fall spirit. It really ties the menu together. VODKA, KAHUA, PUMPKIN SIMPLE, HOMEMADE ICE CREAM. TOPPED WITH VODKA-INFUSED WHIPPED CREAM

ZOMBIE

A take on classic tiki, exotic and refreshing GOSLINGS BLACK SEAL RUM, SILVER RUM, SPICED RUM, CINNAMON SIMPLE, GRENADINE, LIME, PASSION FRUIT, PINEAPPLE, BITTERS

BOURBON SLUSH

For the whiskey lover... Like grandma made, but you don't need a spoon JIM BEAM BOURBON, BLACK TEA, BURNT BROWN SUGAR SIMPLE, CITRUS

HIBISCUS GIN & TONIC

The "unsweet" one. Earthy, tart & refreshing GIN, HIBISCUS, FROM-SCRATCH TONIC SIMPLE WITH NATURAL BOTANICALS & HERBS, CITRUS

STRAWBERRY BASIL LEMONADE

Herbaceous and bodacious. The "Flagship" VODKA, HOMEMADE LEMONADE, STRAWBERRY, BASIL

THAI COLLINS

Light, citrusy & easy drinking with a cult following (including non-gin drinkers) GIN, CURAÇAO, LEMON, CORIANDER SIMPLE, LEMONGRASS

Frozen Cocktails available to-go in 12, 16, 24, 40, or 64 ounces

ORDER IN ADVANCE AT NARWHALSCRAFTED.COM

The FLIGHT of the NARWHAL

FOR THE CURIOUS FROZEN COCKTAIL ENTHUSIAST

THREE 7OZ. POURS : \$17



WANTNA KICK THINGS UP A NOTCH? ADD A FLOATER TO ANY FROZEN COCKTAIL. (THAT'S AN EXTRA SHOT) HOUSE LIQUOR : \$3. TOP-SHELF : \$4.

40 OZ. FISHBOWL

FOR 2 OR JUST FOR YOU.

\$25 FISHBOWL MUG (FOR KEEPS) REFILLS \$20

IF YOU FEEL IT Mix & Match CHOOSE TWO FLAVORS



Narwhal's
CRAFTED

SAMPLE MENU

SEASONAL HOT COCKTAILS

12 OZ.	16 OZ.	24 OZ.
\$9	\$11.25	\$13.50

SPIKED APPLE CIDER

SILVER RUM, SPICED RUM, APPLE BRANDY, ECKERT'S APPLE CIDER, SPICED BROWN SUGAR SIMPLE, ORANGE

ON-THE-ROCKS COCKTAILS

DRAFT: \$8 HAND-MADE: \$10

AUTUMN SPICED SANGRIA

CABERNET SAUVIGNON, JALAPEÑO-INFUSED REPOSADO TEQUILA, ECKERT'S APPLE CIDER, CINNAMON SIMPLE, CITRUS

HIBISCUS MARGARITA

UNA VIDA REPOSADO TEQUILA, PIERRE FERRAND DRY CURAÇAO, HIBISCUS, LIME, AGAVE

PEAR HAYMAKER

PEAR-INFUSED JUDGEMENT TREE VODKA, PEACH SCHNAPPS, GINGER SIMPLE, PINEAPPLE, LIME

APPLE CINNAMON NEGRONI

1220 ORIGIN GIN, APPLE BRANDY, CINNAMON-INFUSED SWEET VERMOUTH, CAMPARI

HOUSE MARGARITA

UNA VIDA REPOSADO, PIERRE FERRAND DRY CURAÇAO, HOUSE MARGARITA MIX

PAPER PLANE

MAKER'S MARK, CAMPARI, AMARO NONINO, LEMON

BLACK N' STORMY

GOSLINGS BLACK SEAL RUM, BLACKBERRY SIMPLE, LIME, GINGER

PEACH SMASH

AMERICAN BORN PEACH WHISKEY, MINT SIMPLE, LEMON

PIMM'S CUP

PIMM'S NO. 1 LIQUEUR & HOMEMADE GINGER ALE, INFUSED WITH STRAWBERRIES, ENGLISH CUCUMBER, ORANGE, LEMON, MINT

GOLD RUSH

MAKER'S MARK, HONEY, LEMON

OLD FASHIONED

SWITCHGRASS BOURBON, DEMERARA, ANGSTURTA

RYE MANHATTAN

SWITCHGRASS RYE, YZAGUIRRE VERMOUTH, ANGSTURTA



House Shots \$6 EA. Made with our from-scratch frozen cocktails

BANANA SPLIT

BANANA DAVE, CRUZAN BANANA RUM, RUMHAVEN COCONUT RUM, GRENADINE

BELLINI BOMB

STRAWBERRY PEACH BELLINI, DEEP EDDY GRAPEFRUIT VODKA, RED BULL

HIGH TIDE

STRAWBERRY PEACH BELLINI, TITO'S VODKA, BLUE CURAÇAO

THAI LEMON DROP

THAI COLLINS, DEEP EDDY LEMON VODKA, TRIPLE SEC



NON-ALCOHOLIC FRESH SMOOTHIES \$6 EA.

- ★ PEACHES N' CREAM
- ★ STRAWBERRIES N' CREAM
- ★ STRAWBERRY LEMONADE
- ★ STRAWBERRY-PINEAPPLE-BANANA

FROZEN, HOMEMADE PUP CUPS \$3 4 OZ.

Fido-Friendly Frozen Cocktails

- ★ MIXED BERRY YOGURT
- ★ PEANUT BUTTER BANANA



Draft & Craft Beer Available

SCAN TABLE QR CODE OR SEE BARTENDER FOR UP-TO-DATE LIST

COCKTAIL CATERING & TO-GO AT NARWHALSCRAFTED.COM



FOLLOW THE NAR ON INSTA! @NARWHALSCRAFTED

V.09-23.01.N1/2

80+ Original Recipes

All cocktails made from-scratch, in-house. No artificial flavors, colors, or HFCS. Rotating, seasonal menus.



DON'T
WORRY

BE
NARLY.

NARWHAL'S FRANCHISING, LLC

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