

BUSINESS BIO

Brü Brothers Coffee

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We are Brü Brothers Coffee, a family-owned business founded in 2017 and based in Cincinnati OH. Our Brüistas tour the nation serving a small-batch crafted tap menu of Nitro Cold Brew Coffee, Nitro Chai, Nitro Root Beer, Nitro Sweet Peach Tea, in addition to classic hot café beverages at large sporting and music festival events. If food is allowed, we can bring freeze dried treats, and make 'loaded overnight oats' on site daily. Our focus is on the fan and guest experience and strive to remain (and become) a premier partner with event-based concessionaires filling a unique niche, COFFEE! From large to small, our Brü Crüe teams thrive on caffeinating the occasional wedding reception dance floor and energizing large festival crowds all day & all night as needed!

Our signature "The Coffee That Rocks - Caffeination Tour" is showcased at many DWP/SoHo events as we have partnered and toured with them for the past 6 years. The events include Louder Than Life, Bourbon & Beyond, Welcome to Rockville, Sonic Temple, Inkarceration and Blue Ridge Rock Fest. In 2024 we co-located at LTL operating our Brü experience and the KORN KOFFEE band activation. Since 2021 we have worked alongside Levy Restaurant Group as the premier coffee experience at the Cincinnati Open 2-week tennis tournament in Ohio. In 2024 this included a signature cocktail menu featuring our kegged mixers with tennis theme names. This unique opportunity will continue to evolve at this international tournament and could be made available to other partners as a complement to their bar experience. Our partnerships with world-class concessionaires are something we value, as we continue to grow at their events around the nation.

We do not have a brick-and-mortar café like other coffee shops, which affords us a lean mobile operation that can tour the nation with a focus on serving a large multi-day 'music festival community'. We show up where the fans need us most, serving clean energy and alcohol-free alternative to keep them partying & dancing! We are also fast since our beverages are cold brewed and stored in kegs, we call this the "Nitro Fastlane". Our all-day tagline and job to be done is a registered trademark "Wake Me Up, Pick Me Up, Keep Me Up, Get Me Home!"®

Please refer to our website and social media links for additional references. Though we don't hinge our greatness on Yelp or Google Reviews, our brand reputation precedes us at most of our events where we are recognized by name. Personalization and immediate gratification happen face-to-face with our guests. We are not only fueled by our own beverages, but we also really enjoy the music festival atmosphere and energy from bands and fans! We welcome your thoughts about what works well at your events, and the potential for Brü Brothers Coffee adding value. We look forward to connecting and growing with your venue!

Regards,

A handwritten signature in black ink, appearing to read "JB".

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