



THE CASUAL PINT®

CRAFT BEERSTRO®

The nation's first
& only craft beerstro.



IT'S A PLEASURE
TO MEET YOU.



THE CASUAL PINT®

CRAFT BEERSTRO®

email: info@thecasualpint.com

phone: 1-844-4BEER30

web: thecasualpintfranchise.com

mailing: P.O. Box 31244 | Knoxville, TN 37930



THE CASUAL PINT

CRAFT BEERSTRO™

THE PINT PAST

The Casual Pint Craft Beerstro began its journey in 2011 as a family-owned neighborhood craft beer market based in Knoxville, Tennessee.

BEERSTRO:

[bir-strō] noun

Where you go for craft beer, fantastic food, and a great time; basically the ultimate neighborhood gathering place.

30+

rotating beers on our tap wall



200+

singles for here or to go



150+

packaged beers

VARIETY

of wine, ciders, and non-alcoholic options



EXPERT

beertenders to serve the perfect pint

THE PASSION BEHIND THE PINT



OUR CULTURE

We are passionate about making an impact. We are a collaborative and adaptable team committed to an inspiring, inclusive, and empowering workplace.

OUR PURPOSE

Craft moments that become memories.

OUR MISSION

Captivate customers and communities through memorable experiences.

OUR VISION

Be recognized as THE curator of Crafted Beer Experiences in every community, every day.

THE PINT FACTS & FIGURES



LOCATIONS

17 Operating Franchisee locations in 7 states

3 New licensees in 2023 - anticipated*

30 Operating Franchisee locations in 2025*

*Growth projections, not awarded licenses

FEES & INVESTMENTS

\$39,500 Initial Franchise Fee

5% Royalty

\$955K - \$1.7M Total Initial Investment

GROSS SALES GROWTH

11%

YOY Increase in Annual System Gross Sales from 2021 to 2022



AVG UNIT VOLUME

\$1.24M

AUV of top 25% of Beerstro Locations

AUV of Middle 50% \$662k.

AUV of bottom 25% \$481k.

ANNUAL TRANSACTIONS

26,860

System wide Annual Average Transaction

Highest Transaction Ct. 47,997

Lowest Transaction Ct. 15,822

AVG TICKET

\$26.76

Systemwide Annual Average Ticket

Highest Avg Tab \$35.00

Lowest Avg Tab \$18.00

AVG TICKET TOTAL GROWTH

6%

YOY Increase in Annual System Transactions from 2021 to 2022

AVG PRODUCT MIX

71%

Beverage

28%

Food

1%

Retail