

the Pub

Inspired in the UK. Crafted in the USA.

A 'BRIT' ABOUT US

Founder and CEO, Nick Sanders, has been building innovative and authentic restaurant concepts for over 45 years. The Pub was inspired by his love of the culture and hospitality he discovered during his travels throughout the UK.

 **1981** *deSha's American Tavern opens Maysville, KY.*

 **1990** *deSha's expands to Cincinnati, OH.*

 **1997** *Nicholson's Scottish Pub opens downtown Cincinnati*

 **2001** *The Pub opens to rave reviews in Cincinnati*

 **2013** *Horse & Barrel Bourbon bar opens in Cincinnati*

 **2014** *Backstage Event Center opens in Cincinnati*



*2018 The Pub has expanded to 8 locations in the Midwest & Southeast.
Both deSha's & Nicholson's remain classic favorites among locals and visitors alike.*



Nick Sanders at Nicholson's Tavern, Cincinnati

THE HISTORY OF

THE PUBLIC HOUSE

A traditional British Pub, or Public House, is more than just a nebar. It's the cornerstone of the community. Pubs are a place where the entire community can come for a bite to eat, a pint and conversation...and feel right at home on every visit.



AN OVERVIEW OF
THE CONCEPT



The Pub is a unique combination of
British hospitality and American ingenuity.
Here's how we do it...

EXPERIENCED MANAGEMENT TEAM



David Bell
Vice-President
45 years industry
27 years TRG



Nick Sanders
Founder & CEO
Started Tavern
Restaurant Group in
1973



Tom Hensley
CFO
20 years TRG



John Mitchell
IT Director
5 years TRG



Shannon Purkiss
Marketing Director
22 years sales & marketing
7 years TRG



Rob Schelle
Operations/
Food & Beverage
Director
Southeast Region
33 years industry
7 years TRG



Gary Smith
Operations/Maintenance
Director
Midwest Region
32 years industry
8 years TRG



BRILLIANT at the BASICS



BRILLIANT
BAR PROGRAM



BRILLIANT
HOSPITALITY



BRILLIANT
PUB FARE



BRILLIANT
SETTING



OUR SIGNATURE BAR IS THE
TOUCHSTONE OF EVERY PUB

BEVERAGE BY THE NUMBERS



BAR

Accounts for roughly 50 % of Sales on average



BEERS

30+ beers on draught plus 30+ European & US craft beers



WHISK(E)YS

120+ options of fine Scotch and Bourbon & distinctive European inverted pour system



OTHER

Select wines, spirits and specialty cocktails are thoughtfully chosen



PROPRIETOR RESERVE SELECTIONS

Our one-of-a-kind private barrels are staff-selected with a Master Distiller's guidance.

BUILT-IN MENU FLEXIBILITY BY MARKET ALLOWS FOR LOCAL OFFERINGS

BEVERAGE INNOVATORS



Nick Sanders with Blanton's Master Distiller Elmer T. Lee

PRODUCT FIRSTS

Introduced Belhaven Scottish Ale to OH, KY, FL. Led to the Belhaven brand being widely distributed in the U.S.

Integral to getting KY Bourbon Barrel Ale and Guinness on draught introduced to many U.S. states.

Created the first Proprietor's barrel for deSha's from Blanton's Single Barrel Bourbon with the late legendary Master Distiller, Elmer T. Lee.

IMPROVING PALATES

The Tavern Group heavily influenced a culture of better appreciation of beer styles by introducing a wide selection of Euro imports and being early adopters of the American craft beer movement.

WHISKEY FIRST: Originally reserved for dignitaries and VIPs, Elmer T. Lee's Blanton's Single Barrel is revered as the first Single Barrel Bourbon ever commercially sold.

AWARD-WINNING RECIPES



THE BEST

AND
Fish CHIPS

IN THE U.S.



Crowned “Best Fish and Chips in the U.S.” by the Greene King Brewery—the U.K.’s largest Pub retailer.

Over 100 Pubs across America competed for title.

Public voting narrowed the field to 5 finalists in December, 2017.

Judges from Bury St. Edmonds, England visited each location and declared The Pub the winner based on a criteria that included batter, fish freshness and chip texture.

PUB FARE FIT FOR A QUEEN



Signature Recipes | Unique Dishes from the UK | Classic American Comfort Food | Salads & Lighter Fare

LOCAL

SEASONAL SHORTCARD FEATURES

- ❖ *Stay on current food trends*
- ❖ *Test items for future menu development*
- ❖ *Feature seasonal and local foods*
- ❖ *Opportunities for partnerships with local vendors*





PEOPLE ARE OUR PASSION

OUR PEOPLE ARE THE HEART OF THE PUB

We are employee focused to cultivate an environment where employees will be guest focused

Hospitality is key to the success of The Pub. It is part of our culture.

CREATING CULTURE THROUGH TRAINING



15 Years in development



*Managers trained extensively
in various Pubs to understand
our culture.*



*Minimum 21 Day training
program for all FOH & BOH
employees*



*Experienced training team to
ensure successful new
openings*





AWARD-WINNING EXTERIORS



AUTHENTIC INTERIORS

Union Jack Displayed | Handcrafted Bar | Queen Anne Tables | Tile Flooring

FUTURE INNOVATION:PROTOTYPES

UPDATED DESIGN TO SUPPLEMENT OUR TRADITIONAL EXTERIOR





FUTURE INNOVATION:PROTOTYPES

SIGNATURE BAR REMAINS THE FOCUS IN FUTURE MODELS



FUTURE INNOVATION: PROTOTYPES

MODERN COMMUNITY TABLES FOSTER THE CLASSIC PUB SPIRIT



THE PUB EXPERIENCE
It's a trip across the pond...no passport required.