

## **East Regiment Beer Co. Resident Food Partner Information**

East Regiment is a Microbrewery located in Downtown Historic Salem, MA. Our address is 30 Church St. Salem, MA 01970. We are located right near the MBTA stop off one of the main streets (Washington Street).

Since opening our doors in 2019 we have strived to produce high quality ales and lagers of various styles and origins. We love experimenting and seeing what kind of twists we can add on common beer styles, as well as favoring some of the easy drinking styles for the thirsty beer drinker.

Over the course of our operation, we have gone between pop ups, food trucks, and even running our own deli style kitchen. However, we are looking to move towards a permanent food partner that would rent the kitchen and sell directly to our taproom patrons.

### **Kitchen Equipment and Operation**

The Kitchen comes ready to use with a robust hot line and a cold prep and plating area. The kitchen has a large amount of cookware already in it so there is minimal investment when it comes to equipment. There is plenty of cabinet storage along with a walk in and a supplemental freezer. Please review the kitchen equipment schedule. Equipment will be inspected and will be in good working order before the tenant assumes the lease. Upon signing of a lease, the tenant will assume any necessary maintenance or repairs that arise from use, to include cleaning of the range hood and grease trap. Tenant will be required to handle all logistics, cleaning, and maintenance related to the food service to include linen supply, cooking oil removal, cleaning, odor control, and drain maintenance. The kitchen must also be kept in good overall appearance as the food preparation area is in view of the Taproom seating area. Employees must also wear proper food prep attire that is neat and must follow good hygiene practices. Storage is limited to within the leased kitchen area, any additional storage or shelving must be requested by the owners and operators of East Regiment Beer Co. Tenant is responsible for removing all trash and recycling in the kitchen area and disposing of it in the designated waste receptacles located across the street. East Regiment will be responsible for servicing all trash receptacles in the taproom area. East Regiment will clear rubbish but will not bus reusable plating, therefore it is encouraged that tenant use a environmentally friendly single use plating.

### **Kitchen Equipment Schedule**

Walk in Cooler - Kolpak 19-3478  
Deli Prep Station - North American Restaurant Equip ASP 48-18  
Panini Makers x2 - Waring Commercial WPG250/WFG250  
Three Bay Sink - Eagle Group 314-16-3-18R  
Hand Sink - Krowne HS-2  
Stainless Prep Table - NA  
Freezer - Woods C15-NAA  
Refrigerator - Woods (Sticker Removed)  
Flat Top - Rankin RD80-48-C  
Meat Slicer- US Berkel #808  
Mini Fridge - Insignia NS-BC115559  
Frialator - Pitco 14S  
Range Hood – 14' Captive Air Hood

## **Utilities**

Tenant will be responsible for the separate kitchen Electric meter, and the separate kitchen gas meter. East Regiment will cover all other utilities to include trash removal, pest control, water, taproom heating and electrical, bathroom cleaning and maintenance etc. If tenant fails to secure trash containers and they get filled up by non-authorized dumping, tenant will be responsible for scheduling and paying for an additional pickup.

## **Licensing and Permits**

The kitchen has already been established as a food service establishment; however, it is required by the city that the operators (tenants) must apply for a food establishment permit and hold all the necessary licenses that are required to operate a food service business in Salem. In addition, the tenant must carry all necessary insurance required to operate a food service operation in Salem to include 1 million per occurrence and 2 million aggregate in General Liability insurance. Tenant must abide by all Local, State, and Federal employment laws. The kitchen is not certified as a commissary kitchen however if tenant wishes to do so they must receive written permission from the operators of East Regiment Beer Co. and terms will have to be established to cover additional costs, security concerns, and access. Signage will also need permission from the city through the sign permitting process and a draft of the signage will need to be approved by East Regiment.

## **Staffing and Customer relations**

This kitchen is set up to be a counter service operation. The section of the bar directly in front of the kitchen will be dedicated to the tenant, their POS system, and any employee of the tenant required to take and process orders. There is no PA so patrons must be notified via an app or text message, or otherwise agreed method such as staff running the food to a designated table. Seating the East Regiment is first come first serve so there are no reservations allowed. Menus and menu cards are allowed on each table and should contain an explanation on how the order process works. If both parties agree, tenant and East Regiment can collaborate on a shared menu.

Both East Regiment and the Tenant will sign an agreement regarding staff interactions and behaviors that will mutually protect all staff members and customers from harassment and rude behavior. To make all customers feel welcome Tenant will agree to not advertise in print or social media, post signage, or wear clothing supporting or denouncing political, religious, or other topics that may cause controversy. In addition to that no offensive signage, clothing, or social media posts will be tolerated. Doing so in a manner that turns away a customer base may result in the termination of the lease. Tenant or tenants agents or employees who display rude behavior which results in bad reviews or customer dissatisfaction can also result in lease termination if not dealt with promptly by Tenant.

## **Additional Partnership Requirements**

### **Additional Liquor Permits:**

There will be no liquor selling opportunities with this lease to include any wine, beer, seltzer or any type of alcoholic beverage.

**Hours:** Food Partner is required to mirror East Regiments normal operating hours to include the holiday hours except towards the end of service when it may be prudent to close the kitchen based off volume. Additional hours (opening earlier) is supported so long as the taproom duties such as servicing the trash and cleaning are assumed by the tenant.

**Website, google, and social media**

East Regiment would advise that the food partner have an operating website with key information like location, hours, menu, and link to [Eastregimentbeercompany.com](http://Eastregimentbeercompany.com). In turn East Regiment will mirror the website exposure in order to lift search engine presence. The tenant is required to have an active Facebook and Instagram account with at least three posts a week. The tenant is also required to set up a google business account to relay operating hours to potential customers. East Regiment will advise, if need be, in order to set these accounts up.

**Sales Information Disclosure**

East Regiment Requires that quarterly sales be submitted in order to better tailor operating hours.

**Rent: \$4,000/mo + Security Deposit (\$4,000) + Gas and Electric.**

**Expected Availability – June 2023**





Town Craft Soda  
Raspberry Lime Rickey Orange Soda  
Cream Soda Lemonade  
Ginger Ale Ginger Beer Root Beer





