

SHAKE & STIR MOBILE BAR



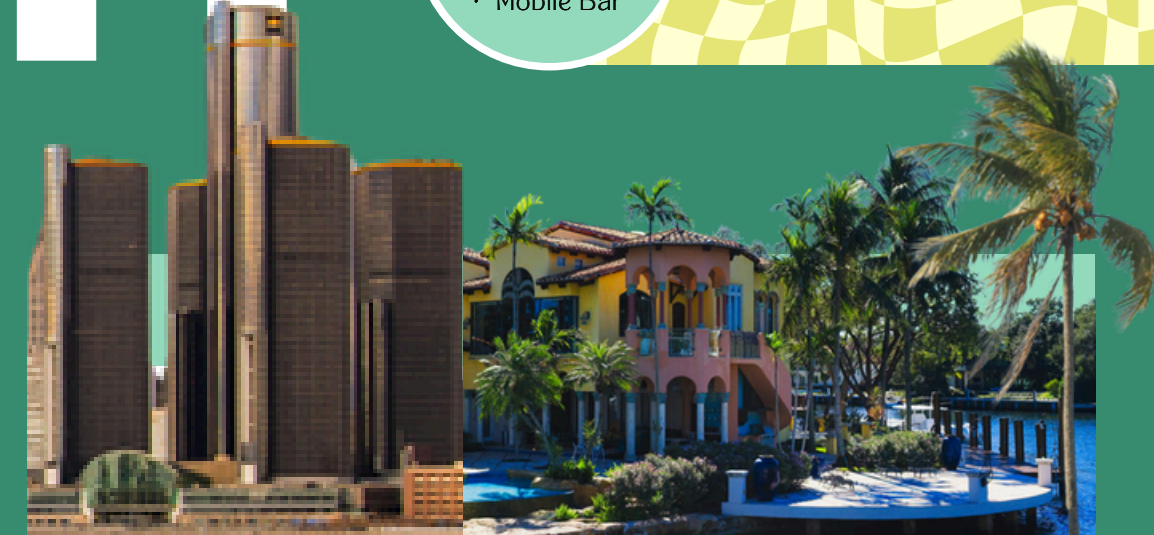
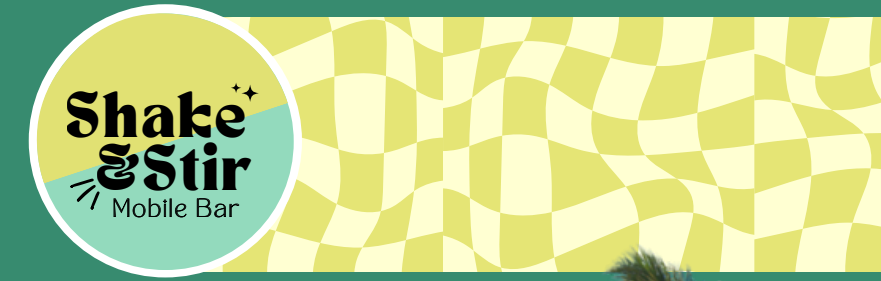
MAY 2026

FRANCHISE
OPPORTUNITY
DECK

BRAND STRATEGY

WWW.SHAKENSTIRBAR.COM | WWW.SHAKENSTIRDET.COM

THE OPPORTUNITY



\$500-\$2,500

REVENUE PER EVENT

< \$5K

STARTUP COST

2 Cities

PROVEN & EXPANDING

A craft cocktail experience brought directly to events – Birthdays, weddings, corporate activations & more.
Low overhead. High demand.



Our Story

2022

Founded in Detroit – Converted a horse trailer into a mini mobile bar, began pop ups at Eastern Market, Lions Tailgate and Farmers Markets

2023

Built team of lead bartenders, and refined our processes, recipes and tools needed so this team can run with me booking events remote

2024

Bookings exploded – weddings, showers, birthdays, corporate team events. Brand is established in DET, MI

2024

Increasing Miami market and booking events from Homestead to Boca! Trademark process started.

2026

*Already off to a strong start in both cities and pitching to investors to help grow and expand my brand to make it a franchise.
Year 4 in Detroit, Year 2 in Miami, 3 Mini Bars, Trademark in the official gazette!*

2025

Expanded to Miami, Replicated the popup market strategy, Second location successfully launched.



WHAT WE OFFER

CRAFT COCKTAILS

Restaurant quality drink menus – Far beyond a standard you call it bar. Unique, memorable experiences guests talk about.

MOBILE SETUP

LED Bar (Sleek, Luxe, Customizable) or Wooden Boho Chic Looks. Custom Branding available. Arrives fully stocked and staffed.

PRO TEAMS

Women led crews with corporate backgrounds. Precision, professionalism, and luxury level service.

ANY EVENT

Weddings, birthdays, showers, brand activations, corporate team events. We scale to your vision.



TARGET MARKET:



Individuals & Families

Adults hosting events with at least a \$1,500 budget for beverage service. Weddings, milestone birthdays, baby showers, family celebrations

Corporate Clients

Companies with healthy brand activation & team event budgets. Repeat business – They invite us back and other similar business want to book as well to do the same for their brands/teams

City Selection Strategy

- *Densely populated metro area*
- *Diverse demographics*
- *Strong event culture*
- *Farmers markets & pop up scene*
- *Corporate presence*

EXPANSION ROADMAP



1

Select the City

Dense population
High earners.
Vibrant events scene. We've done this twice already.



2

Build the Fleet

Order your LED bar or Boho chic bar to start OR BOTH!
Under \$10K startup total for supplies, bars, and tools.



3

Hire & Train the Team

Scout talent at restaurants & corporate chains. Find personality, train precision.



4

Hit the Markets

Farmers markets, brand collabs, free pop-ups. Grassroots brand awareness = paying clients fast.



5

Scale the Bookings

Google reviews + word of mouth drive referrals. Events booked Revenue grows.

THE BAR KIT & SETUP

1 Portable Mini Bar

WE HAVE A CUSTOMIZEABLE LED MINI BAR AND WE ALSO HAVE A CHANGEABLE "SKIN" TO GIVE IT A BOHO VIBE WHEN NEEDED.

Bar Tool Kit

- | | |
|--------------------|----------------------|
| 3 Cocktail Shakers | Decor |
| 2 Strainers | Eco friendly straws |
| 2 Fine Strainers | Straw Holder |
| Muddler | Tip Jar with QR Code |
| 2 Jiggers | Business Card |
| Peeler | Holder + Swag |
| 3 Bar mats | Beverage Napkins |



OUR COMPETITIVE EDGE



Proven in 2 Markets

Detroit and Miami, 2 Cities - Same Playbook.

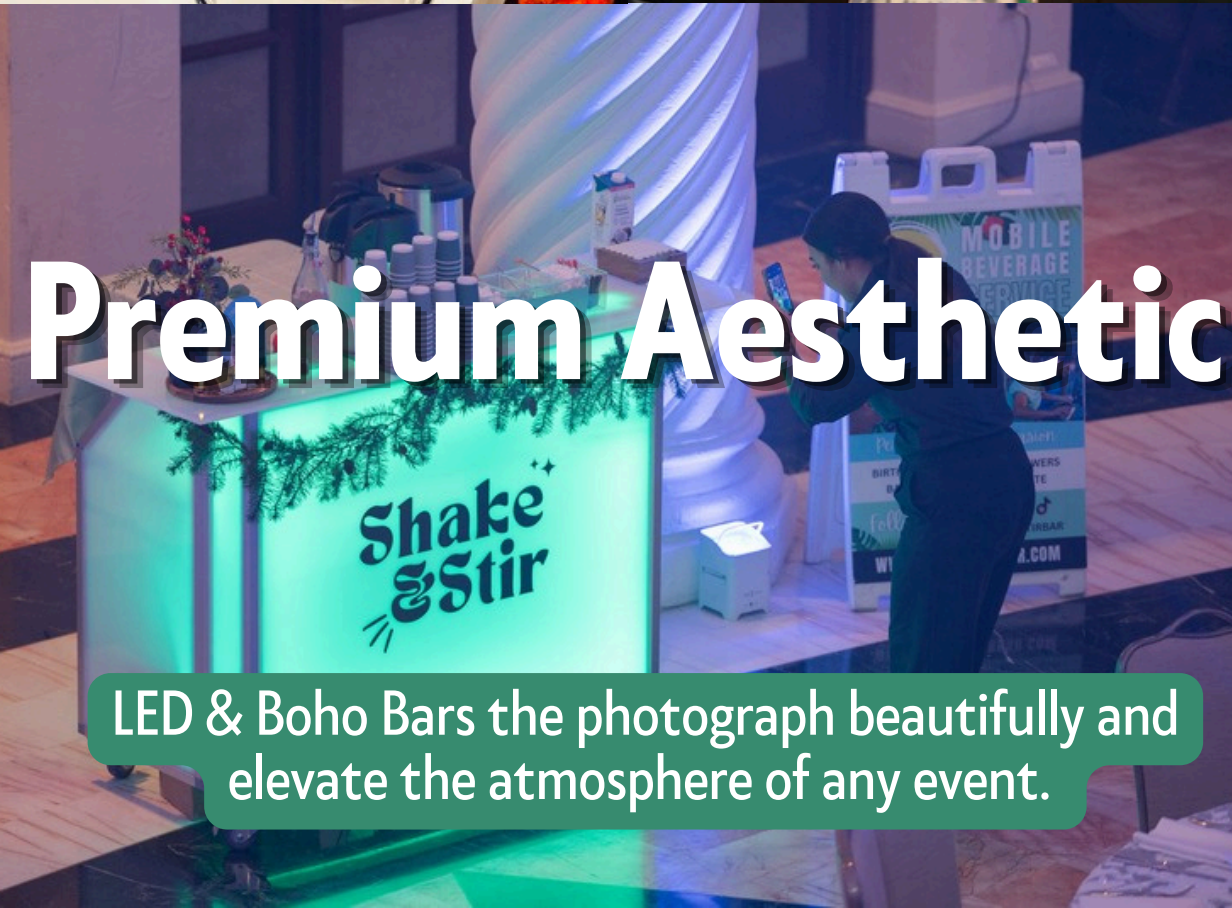
Craft Cocktail Menus

We create drinks at the level of your favorite cocktail bar - not a standard you call it, open bar.



Trademark in Progress

Protecting the brand nationally as we prepare for nationwide expansion.



Premium Aesthetic

LED & Boho Bars the photograph beautifully and elevate the atmosphere of any event.

Eye for Design

All branding, marketing and design handled in-house by a graphic designer.



National Vision

A Shake & Stir in every major US City the model is tested, scalable and replicable.

USE OF FUNDS

We have built this brand almost entirely on hustle, pop-ups, and word of mouth. investment capital will formalize and accelerate what's already working.

RECIPE STANDARDIZATION

Right now each market leans on the founder's expertise and is dependent on sourcing different items in different markets. Some ingredients are the same across the board and some are modified per location. We need to codify every recipe - precise measurements, sourcing guides, prep sheets - so any trained bartender in any city delivers the same Shake & Stir Mobile Bar quality. This is the backbone of a scalable franchise.

I would eventually like to formally bottle my signature cocktails into canned mixers that can ship out to every location and maintain consistency of the signature recipes.

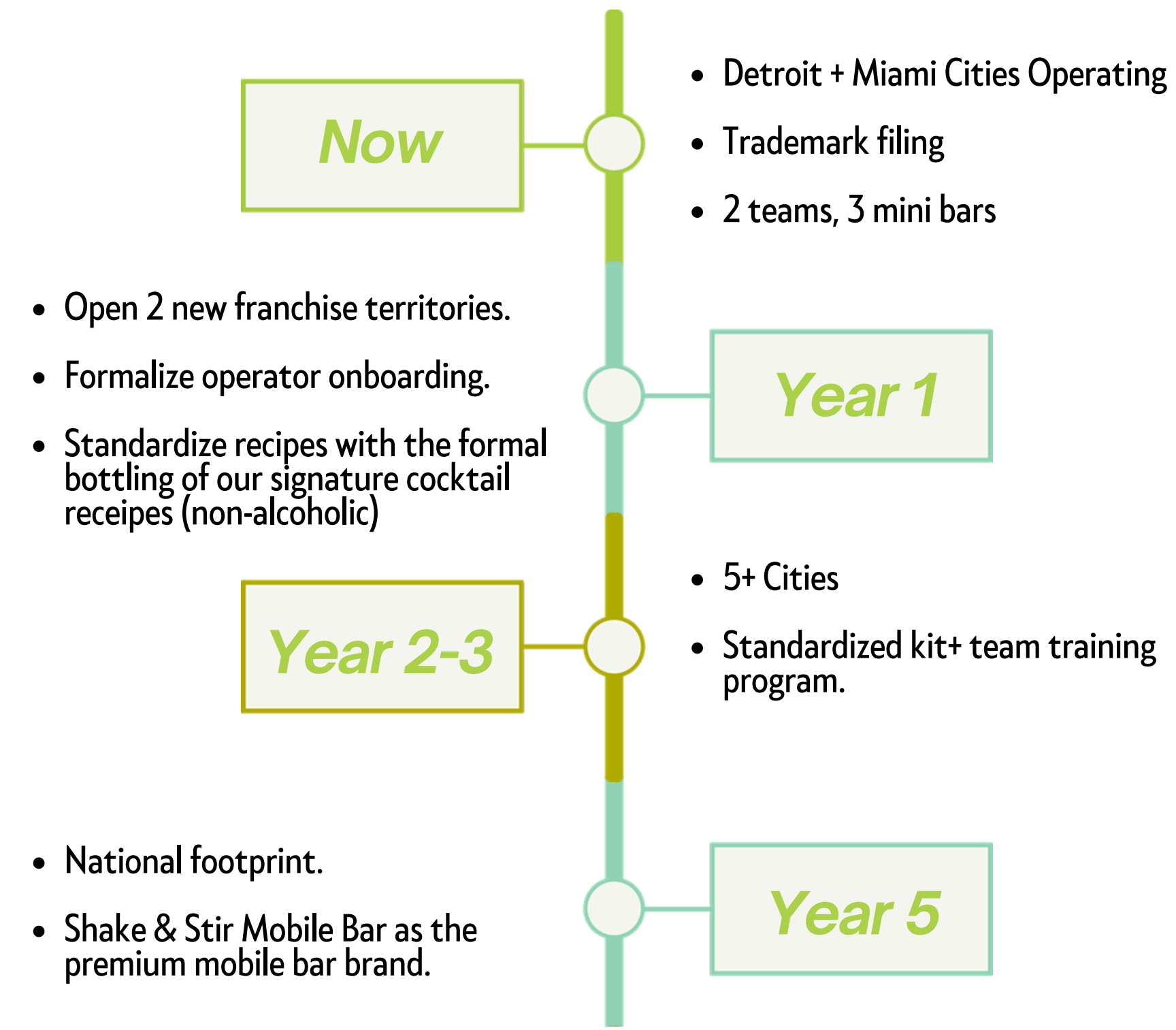
- *Standardized spec sheets per menu item*
- *Sourcing and Ingredient consistency guides*
- *Training materials and tasting kits per location*

PAID ADVERTISING

To date, nearly all bookings have come from organic word of mouth and pop-up presence - with zero paid spend. A targeted ad budget unlocks faster growth in both existing and new cities. I have recently began local print media and will update you on the ROI on this strategy. In the last 2 months we have secured ad space in a magazine sent to a specific set of zip codes in MIAMI. This should help with brand awareness and get us in front of our target audience.

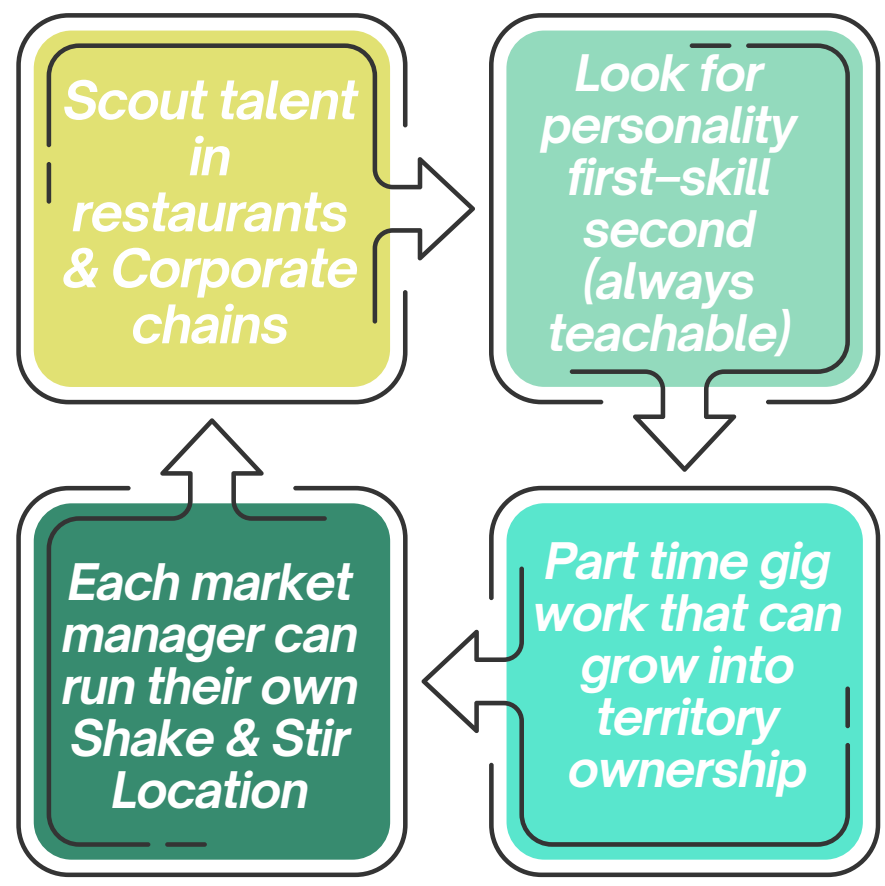
- *Instagram & TikTok targeted campaigns*
- *Google ads for event bartending searches*
- *Local market launch paid promotions*
- *Brand awareness ahead of new city openings.*

THE VISION: A SHAKE & STIR MOBILE BAR IN EVERY MAJOR U.S. CITY

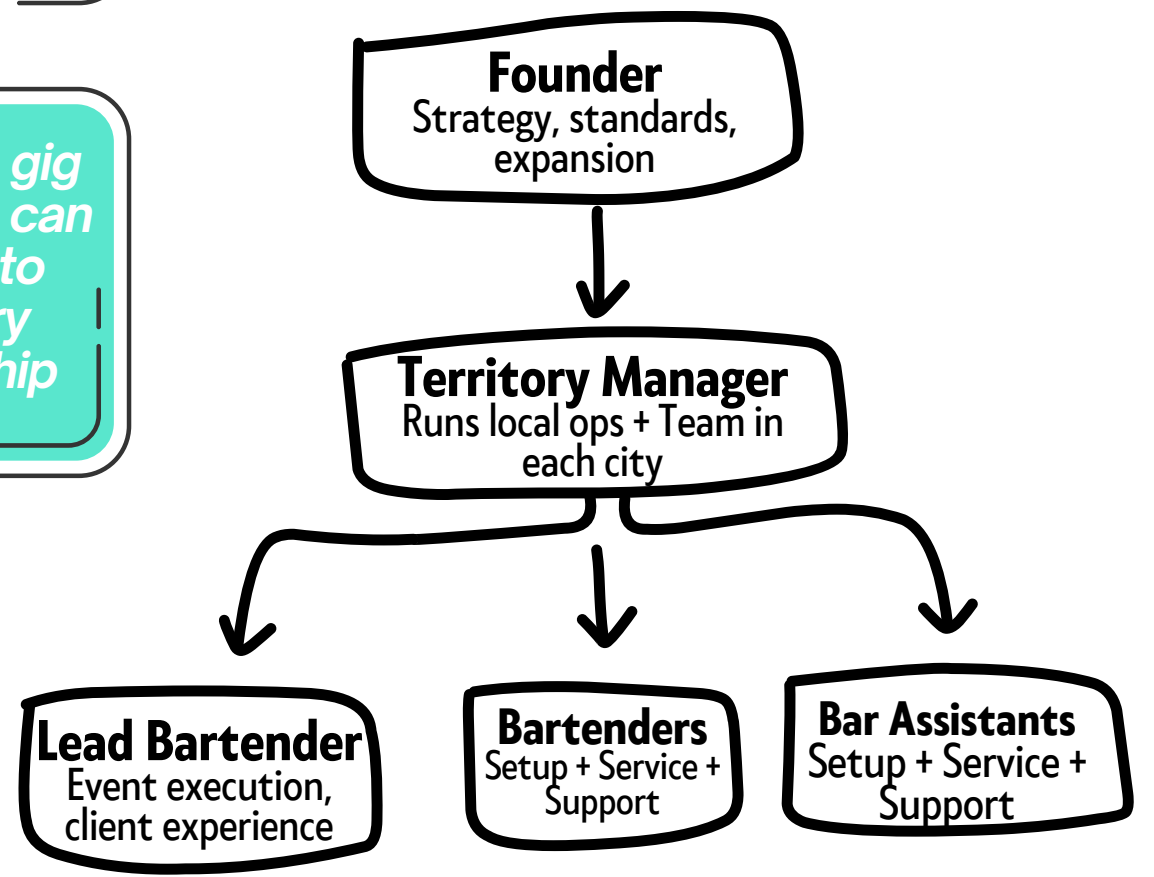


THE TEAM MODEL

Hiring Philosophy



Team Structure



The logo for Shake & Stir Mobile Bar is a circular emblem with a light green background. The text "Shake & Stir" is written in a bold, black, sans-serif font, with a small star above the "e" in "Stir". Below this, "Mobile Bar" is written in a smaller, black, sans-serif font. The background of the entire advertisement features a light green and yellow wavy design.

**Shake
& Stir**
Mobile Bar

A close-up photograph of a pink cocktail in a clear plastic cup. The drink is garnished with a skewer of sliced cucumbers and a lime wedge. The background is a soft, out-of-focus green.

**LET'S BUILD
SOMETHING
TOGETHER.**

Shake & Stir Mobile Bar is looking for the right partners, investors and territory operators to grow with us.

Let's Shake up the fun & Stir up the Sales!

www.shakenstirbar.com | www.shakenstirdetcom | shakenstirbar@gmail.com | 586.365.8323

Connect on Social Media @shakenstirbar