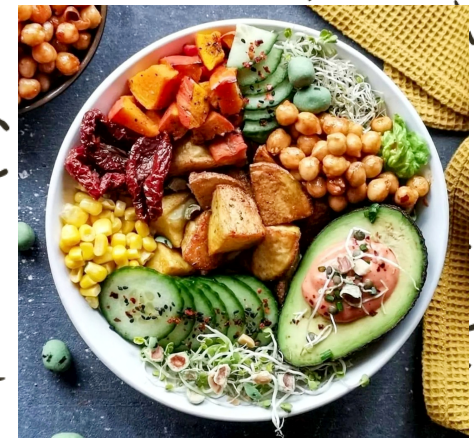


UPLANDTM
SOCIAL

Local Flavors. Friendly Neighbors.

WHAT IS UPLAND SOCIAL?

Well, this



UPLAND SOCIAL™

UPLAND SOCIAL™

- ☞ A hip and space-efficient coffee shop, taproom, cafe, and collaboration space.
- ☞ Purpose-built for infill multi family communities, integrated within the leasing office/club amenity.
- ☞ Each location is tailored for the specific neighborhood it serves, and the community residents who visit daily.
- ☞ A focused menu of sandwiches, salads, and snacks is complemented by a thoughtful beverage program, offering locally roasted coffees, craft beers and wines by the glass perfect for happy hour unwinding.
- ☞ Select locations also offer a small selection of convenience items, and freshly prepared “grab-and-go” meals.



UPLAND SOCIAL™

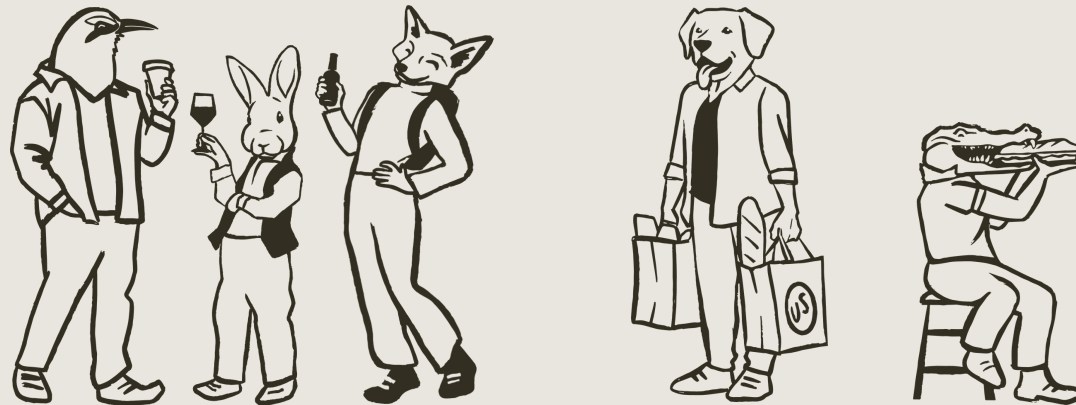
WHY IT WORKS

For the resident guest

UPLAND SOCIAL FILLS A NEED

There is a sweet spot between quick convenience and tailored experience that is currently not being met. While other market-based offerings exist, none currently check off all the boxes:

- 👏 "new" convenience
- 👏 friendly, helpful staff
- 👏 chef-crafted menus
- 👏 healthy grab and go
- 👏 local draft beers
- 👏 happy hour snacks
- 👏 curated local grocery
- 👏 entertainment/meal kit
- 👏 gourmet coffee program
- 👏 cafe & patio seating
- 👏 convenience items
- 👏 centralized location



UPLAND SOCIAL™

WHY IT WORKS

For the developer

UPLAND SOCIAL IS A VALUE-ADD FOR OWNERS AND DEVELOPERS

Enhance your property with a model of proven success, attracting residents and notoriety alike.

- 👉 plug and play concept from operators with a proven track record
- 👉 engage residents on site with leasing greets, and amenity management creating personalized moments and serving as gatekeeper
- 👉 offer convenient food + beverage options in a community “watering hole,” raising resident perception and value








UPLAND SOCIAL™

INSPIRATION AND DESIGN

The nitty gritty

UPLAND SOCIAL IS DESIGNED WITH THE FOLLOWING IN MIND

-  mixed use space in a multi-family neighborhood setting
-  400-2000 square feet, flexing with space (300-800 dedicated boh space)
-  queuing designed to keep traffic flowing
-  tech-enabled (online ordering, QR code menus available)
-  design elements to meet any property where it is, from bold and funky urban environments, to more subdued and refined color palettes.

UPLAND SOCIAL™



Check out our flex

UPLAND SOCIAL HAS A UNIQUE ABILITY TO ADAPT

We offer three store options created to meet the needs of developers and communities based on size of allotted space, with varying floorplans suited to leasing office or club level settings, or any other amenity space suitable.

OPTION A

400-700 SQ. FEET

- 👉 ideal for smaller lobby/leasing office areas, no seating
- 👉 streamlined kiosk ordering keeps queuing orderly and moving
- 👉 locally-roasted coffee program, limited beer & wines by the glass, partner pastries, and small packaged foods selections
- 👉 limited infrastructure needs

OPTION B

700-1200 SQ. FEET

- 👉 expanded food and beverage offerings, including sandwiches, salads, snacks, and breakfast offerings
- 👉 larger footprint allows for additions of resident necessities and retail options
- 👉 mobile 4-6 tap system allows for draft beer and wine on tap
- 👉 more of a “storefront” presence; moderate infrastructure needs (plumbing, electrical, hvac)

OPTION C

1200-2000 SQ. FEET

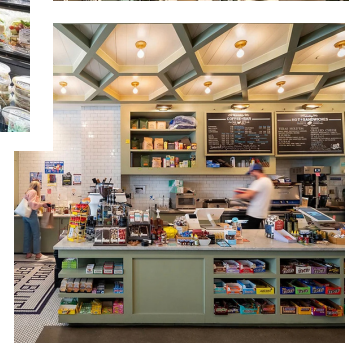
- 👉 excellent option for community developers desiring an in-house cafe/restaurant option
- 👉 more Food & Bev programming added, including hot meals, smoothie/juices, and craft cocktail options
- 👉 most demanding infrastructure needs, including hood/ansil system, large grease interceptor, and dedicated trash/recycle areas.

INSPIRATION AND DESIGN, CONTINUED

Comps



LAND OF A
THOUSAND HILLS
COFFEE COMPANY



Craftuork

UPLAND SOCIAL™

Food and Beverage



FOCUSSED FLEXIBILITY

The TBD food + beverage model is one of scaleable quality. Menus are thoughtful and targeted towards demographics of particular communities, and can be scaled up or down based on situation.

- 👉 multi family community ownership
- 👉 location
- 👉 potential
- 👉 third party management
- 👉 volume
- 👉 space constraints

UPLAND SOCIAL™

Fast. Fresh. Delicious. That's US



STARTER FUEL

Healthy choices to kick off the day.

- ☞ artisan breads for sandwiches & toasts
- ☞ cage-free eggs, local produce, & ancient/heirloom grains
- ☞ local pastries available in our daily case
- ☞ locally-roasted coffee & fresh squeezed juice program
- ☞ heartier bowls & lighter fare provide options to start the day

LUNCH + LATER

Lighter fare + Chef-crafted meals

- ☞ house-roasted & hand-carved meats for the freshest sandwiches*
- ☞ vegetarian options
- ☞ salads + bowls that change with the season
- ☞ charcuterie + cheese, dips + snacks for evening entertainment
- ☞ entrees prepared daily for heat-and-eat options*

*may not be available at all locations.

FOOD AND BEVERAGE

Sample Menu

UPLAND SOCIAL™



RISE
AND
SHINE

Good Morning!

MON - FRI UNTIL 10:30, WEEKENDS UNTIL NOON

Breakfast

Most important meal of the day (besides the 5pm cocktail)

EGGIE SANDO \$5

Scrambled Egg, Crispy Cheddar, Duke's, Soft Roll

BREKKIE TACO \$4

Chorizo, Egg & Potato Scramble, Chipotle Salsa

LOCAL FRUIT & YOGURT PARFAIT \$8

Preserves & House Granola

STEEL CUT OATMEAL \$7

Dry Fruit & Honey

BRAVAS BOWL \$9

Crispy Potato, Super Slaw,
Chile & Almond Romesco, Pecorino, Lime

GRITS & GREENS BOWL \$9

Stone Ground Grits, Garlicky Greens,
Pimento Cheese, Seeds -n- Things

On Toast

SMASHED AVOCADO \$10

Cream Cheese, Pepper Jelly, Seeds-n- Things

BRÛLÉED TOMATO \$7

Caramelized Onion Spread, Cheddar, Basil

GREENS, EGGS, & HAM \$10

Scrambled Egg, Garlicky Greens, Shaved Ham

A La Carte & Add Ons

SCRAMBLED EGG \$3

PROTEINS \$4

Pork Bacon

Turkey Bacon

Crumbled Chorizo

Impossible Sausage

Shaved Ham

CHEESES \$2

Cheddar

Smoked Gouda

American

Pimento Cheese \$3

CRISPY POTATOES \$4

SMASHED AVOCADO \$5

SUPER SLAW \$3

STONE GROUND GRITS \$4

Beverage

DRIP COFFEE \$3

ESPRESSO \$3

CAPPUCCINO \$4

LATTE \$5

COLD BREW \$4

HOT CHOCOLATE \$2

Add-In Syrups 0.75

FRESH-SQUEEZED

JUICE

See Juice & Smoothie Menu

Local Partner Pastries Available Daily!



FOOD AND BEVERAGE

Sample Menu

UPLAND SOCIAL™

10:30 - CLOSE, EVERY DAY

Lunch and Later

Let's tackle the last half of the day

Sandwiches

YOUR CHOICE OF SOFT ROLL, SEEDED WHEAT, OR WRAP

ROAST CHICKEN SALAD	\$10
Dry Cherry, Candied Pecan, Lemon Aioli	
TUNA MELTY	\$12
Spanish Tuna, Cheddar, Pickled Pepper, Mignonette Mayo	
GREEN MONSTER	\$10
Smashed Bean Salad, Avocado, Brûléed Tomato, Lemon Aioli	
GRILLED CHEESE	\$10
Pimento Cheese, American, Smoked Gouda, Crispy Cheddar	
DEVILED EGG SALAD	\$9
Smashed Egg, Cucumber, Pickled Pepper, Dill	
Add Bacon 4.00 Add Smashed Avocado 5.00	

Deli Choppers

FRESH FILLINGS IN A WARM, GRIDDLED HOAGIE ROLL

BEST ROAST TURKEY	\$12
Smoked Gouda, Lettuce, Tomato, Pickled Pepper, Caramelized Onion Spread, Honey Mustard	
AUJ	\$12
Roast Pepper Beef, Crispy Cheddar, Horseradish Pesto, Caramelized Onion Spread, Jus	
CHOPPED CLUB	\$12
Roast Turkey, Shaved Ham, Bacon, Cheddar & Smoked Gouda, Lettuce, Tomato, Duke's	

Salads and Bowls

YOUR CHOICE OF DRESSING

CHOPPED SALAD	\$10
Lettuce, Tomato, Cucumber, Super Slaw, Dry Cherry	
VERY BERRY	\$12
Lettuce, Berries, Cucumber, Tahini Cream Cheese, Candied Pecan	
UPLAND COBB	\$12
Lettuce, Tomato, Avocado, Bacon, Blue Cheese, Egg	
GRAIN BOWL	\$14
Mixed Grains, Super Slaw, Tomato, Cucumber, Pickled Pepper, Chile & Almond Romesco	
Add Chicken Salad	6.00
Add Tuna Salad	7.00
Add Smashed Bean Salad	5.00
Add Deviled Egg Salad	5.00
Add Smashed Avocado	5.00



Take
US
With
You.

Check out our Shelves for Snacky Things!

BEVERAGE PROGRAMS

A social animal's favorite watering hole.



COFFEE PROGRAM

Locally-roasted coffee
all day long.

- ☞ drip & french press
- ☞ top of the line automation ensures a perfect latte
- ☞ investing in our global community through direct sourcing



BEER AND WINE

Perfect for happy hour,
on site or at home!

- ☞ mobile tap kiosk with 4-6 local beers/wines*
- ☞ mix-six: build your own take home sixer
- ☞ quality over quantity: quality wine by the bottle selection



JUICES AND SMOOTHIES

Detoxing a bit?
We got you.




- ☞ fresh squeezed juices
- ☞ seasonal smoothies made with local produce*

*may not be available at all locations.

THE COMPANY

Built on Hospitality



-  formed in 2020
-  mission: create uniquely positive experiences for our guests + community
-  combined 50+ years hospitality experience
-  coffee shop to casual bar to fine dining & everything in between
-  well-versed in all facets of industry, including property acquisition & management



Who we are



SEAN POTTER

Sean Potter grew up living in 5 different countries as a child, exposing him to a number of different cultures. Upon his graduation from college, Sean joined the team at BLT Steak, opening at the Ritz-Carlton in Uptown Charlotte. Sean then took a position with the 1 Group and STK, opening multiple restaurants across the country from Florida, to NYC, to Vegas.

After spending years living out of a suitcase, Sean decided to settle down in Charlotte, joining the team at Dineworks, where he was tasked with overseeing 2 locations in Charlotte and 2 in Dallas, TX.

In 2016, Sean was selected to run FOH operations for the dining locations inside Marriott International's Beta property in Uptown Charlotte. While with Marriott, Sean was named one of the top 25 best new openings by USA Today, along with many other local accolades.

In 2019, Sean joined AJ Klenk and Chef Chris Coleman to form Built on Hospitality, the group behind The Goodyear House and Old Town Kitchen & Cocktails. When not working, Sean enjoys spending time with his wife Cameron and son Finn.

AJ KLENK

A.J. Klenk is one of the owners of The Goodyear House and Old Town Kitchen & Cocktails. GYH has been a vision of AJ's since 2012, when he fell in love with the NoDa community and the idea of throwing a backyard party with great food, great people and great times. The dream looked like a neighborhood gathering place known for bringing people of all walks of life together to break bread toast to good times.

Prior to ventures into the hospitality industry, A.J. founded and built three successful real estate companies and is currently Managing Partner at Capstone Apartment Partners, a multi-family investment sales brokerage, and Catalyst Capital Partners, a commercial real estate development company, both located in Charlotte, NC.

A Midwestern transplant, A.J. has lived in Charlotte ever since graduating from the University of Michigan in 2007. He enjoys challenges in both life and work, sports, giving back, being outside, world travel, and spending time with his wife, Caitlin, two sons Harrison and Jackson, and the entire extended family.



BUILT ON HOSPITALITY

Who we are



CHEF CHRIS COLEMAN

A native Charlottean, Chris Coleman first gained an appreciation for local ingredients and fostering community while spending time on his grandparents farm in Purvis, MS.

Chris began his career in hospitality at the age of 14 as a bus boy in a local fish camp, where he developed a deep love for the restaurant industry. At age 20, Chris landed a job in Charlotte's McNinch House Restaurant, where he assumed Executive Chef responsibilities at age 21. In 2012, Chris started a pop-up concept called The Market Kitchen which focused on utilizing local ingredients and modern cooking techniques. In 2014, Chris opened The Asbury, a 40-seat farm to table restaurant inside the Dunhill Hotel. In 2016, Chris joined Marriott in developing Stoke, Stoke Bar, Coco + The Director, in-room dining and banquets as the Culinary Director for City Center. In 2019, Chris left Marriott to open GYH with AJ And Sean, garnering many local accolades and a loyal neighborhood following, and in 2021, the trio opened Old Town Kitchen & Cocktails in Rock Hill, SC, as an ode to the classic neighborhood Americana restaurant.

Chris has been recognized as an up-and-coming Chef by the James Beard Foundation, being invited twice to cook at the famed Beard House in NYC. Chris has also appeared multiple times on Food Network, winning "Chopped" and "Beat Bobby Flay," where he bested the famed Iron Chef, and most recently on "Alex vs. America," where Chris went toe to toe with Alex Guarneschelli. Chris is also recognized as a leader in the Charlotte community, being voted as Chairman of the Board of Directors for Piedmont Culinary Guild, an influential collection of Chefs, Farmers, Artisans, and Makers championing local food. Chris is married to his high school sweetheart Ashley, and the couple has two beautiful children, Luke and Ellie.



UPLAND SOCIAL™

PLANTING ROOTS

Goodyear Giving

WORK HARD, PLAY HARD, DO GOOD THINGS



👏 registered 501(c)(3) nonprofit
👏 impacting local + international organizations

👏 fundraising through concentrated efforts at all concepts
👏 check round ups, events, reservations fees, etc.

👏 raised \$50k+ from 2021-2022 to partner with buildOn
👏 sent a team to rural nicaragua for school groundbreaking + construction



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THE END

For inquiries, contact

SEAN.POTTER@BUILTONHOSPITALITY.COM

