



FACT SHEET
2021

OVERVIEW

About Revelers Club and Fire & Vine Hospitality

Each Revelers Club location is unique to the community it serves, and all share the following attributes.

- Service – We provide every guest with a unique, unparalleled experience. We revel in celebrating lives.
- Quality - Our mission is to source the best in the world for our guests to enjoy.
- Community – Building a strong community through financial giving and sharing time and resources is a core company value.

Revelers Club is the industry's most generous rewards program designed to reward and honor our guest's loyalty and provide benefits at each location in the collection, including El Gaucho Seattle, Bellevue, Tacoma, Portland and Vancouver (opening 2022,) AQUA by El Gaucho, Aperlume, Yellowhawk Resort and Sparkling House, Walla Walla Steak Co. and Crossbuck Brewing in Walla Walla and opening in Woodinville, WA in 2022. Free to join, the Revelers Club shares birthday and anniversary gifts at each level of the program and members receive points for every dollar spent.

Revelers Club is managed by the Fire & Vine Hospitality team which provides operational leadership, culinary expertise and product sourcing, marketing and technology support for some of the Pacific Northwest's most iconic lodging and restaurants.

THE TEAM

400 Employees

Chad Mackay, President

Cooper Mills, President

Tony Capra, Operations Director

Sivi Mennen, Sales Strategy Director

Tamara Nealey, Director of Marketing and Communications

Beth Herrell Silverberg, Director of Public Relations

Zachary Dunn, Marketing Programs Manager

McKinley Nicosia, Marketing Coordinator

Kim Reynolds, Executive Assistant

El Gaucho Seattle Robert Frost, General Manager Kirin Chun, Executive Chef	AQUA by El Gaucho Rena Lehn, General Manager Maggie Trujillo, Culinary Director and Executive Chef
El Gaucho Bellevue Kevin Dunn, General Manager Margarito Moreno, Executive Chef	El Gaucho Tacoma Terianne Broyles, General Manager Jesus Boites, Executive Chef
El Gaucho Portland Gillian Duff, General Manager Beau Carr, Executive Chef	Aerlume Cecilla Satterthwaite, General Manager Douglas Jones, Executive Chef
Walla Walla Steak Co. and Crossbuck Brewing Dan Thiessen, Managing Partner Jim Keifer, Operations Manager Rock Silva, Executive Chef Nate Sherrod, Head Brewer	Yellowhawk Resort and Sparkling House Dan Thiessen, Managing Partner Jim Keifer, Operations Manager George-Anne Robertson, Winemaker

LEADERSHIP BIOGRAPHY

Chad Mackay, CEO

Since joining El Gaucho and his father and founder, Paul Mackay in 2003, the two worked together to build a special place for people to celebrate their lives. Chad took the helm as CEO

in 2013 and over the years, developed strategic direction to promote continual growth. In 2017, the company announced the evolution to Fire & Vine Hospitality which provides operational leadership, marketing and technology support for some of the Pacific Northwest's most iconic properties including El Gaucho Seattle, Bellevue, Tacoma, Portland and Vancouver (opening in 2021), AQUA by El Gaucho, Aperlume, Eritage Resort, Walla Walla Steak Co., and Crossbuck Brewing. Chad is the outgoing Board Chair of the Washington State Hospitality Association and is the Finance Chair for Visit Seattle. In 2018, he became one of the founding members of Third Door Coalition working to solve chronic homelessness in Seattle and King County through the proven solutions of Housing First and Permanent Supportive Housing.

Cooper Mills, President

A Missouri native and University of Washington graduate, Cooper has worked in Seattle's restaurant industry for over 20 years at some of the city's most famous restaurants. Cooper was recruited in 2007 by owner Paul Mackay to manage El Gaucho Seattle because of his natural sense of hospitality, and was personally mentored by Paul to learn El Gaucho's history and philosophy regarding high standards of guest service.

FIRE & VINE PROPERTIES AND COMPANIES



REVELERS CLUB

The Revelers Club is designed to show our gratitude for our guest's loyalty and provide benefits for frequent guests at the Fire & Vine family of properties. The Revelers Club has been extended beyond the El Gaucho family of restaurants to include every Fire & Vine property. Reveler Club members receive birthday and anniversary gifts at each level of the program. Reveler Club members receive a \$75 gift for their birthday and wedding anniversary. Members also earn points for every dollar spent. These gifts and reward dollars can be redeemed at any Fire & Vine property.

- Enjoy consistent excellence in customer service and culinary strength in every Fire & Vine property
- Earn reward points for every dollar spent in any Fire & Vine property
- Birthday and anniversary gifts to every member at every level – beginning at \$75

- Redeem reward dollars and gifts at any Fire & Vine property

El Gaucho

El Gaucho is the Northwest's steakhouse legacy focused on elegant, old-school, tableside service for people celebrating their lives. The menu highlights 28-Day Dry-Aged Niman Ranch All-Natural Certified Angus Beef® brand Prime steaks and cutting-edge fresh seafood selections; all prepared in the open exhibition kitchen over flaming charcoal grills. Visit the legendary steakhouse in Seattle, Bellevue, Tacoma, Portland and Vancouver, WA opening in late 2022.

Aerlume

Perched on the hillside above Elliott Bay and steps from Seattle's Pike Place Market, Aerlume shines with light, air and sweeping views of the sound and sky. Inspired by deeply-rooted connections with local farmers and providers, the menu will showcase the signature flavors found in the seasonal bounty of the Pacific Northwest.

AQUA by El Gaucho

AQUA by El Gaucho features Seattle's finest waterfront dining with views of Elliott Bay, the Olympic Mountains, Mt. Rainier and the Space Needle. The expansive outdoor deck is especially attractive on summer evenings when spectacular sunsets await. Indoors, the spacious lounge and 85 ft. lighted wave bar is a showstopper in its own right.

The Puget Sound serves as both the backdrop and the inspiration for the menu at AQUA with fresh daily selections of fish and 28-Day Dry-Aged Certified Angus Beef® Steaks prepared on an open-pit charcoal grill in the exhibition kitchen. AQUA by El Gaucho showcases the dinner-as-theatre philosophy and signature hospitality made famous by the El Gaucho collection of restaurants and is part of the Revelers Club loyalty program.

Walla Walla Steak Company

Included in *Wine Enthusiast Magazine's* 2019 Best Wine Restaurants, this warm and authentic hometown steakhouse pays tribute to classic steakhouse dishes updated to highlight seasonal produce and featuring certified USDA Prime and Choice Angus beef from Cattle Company Beef in Spokane, WA. Open for dinner, the restaurant and bar features an extensive local wine list, creative craft cocktails and Crossbuck beers. Walla Walla Steak Co. is locally owned and operated but is part of the Revelers Club and receives marketing support from Fire & Vine Hospitality.

Crossbuck Brewing

Crossbuck Brewing welcomes guests to gather and experience quality old and new-world style craft beers and a full-service, family-friendly taproom menu. Enjoy a front row seat to our

entire brewing process where draught beers are tapped fresh from the source. Every Crossbuck brew has a story and is artfully crafted utilizing the bounty of Washington State and locally sourced ingredients wherever possible. Crossbuck Brewing is locally owned and operated but is part of the Revelers Club and receives marketing support from Fire & Vine Hospitality.

Yellowhawk Resort and Sparkling House

Yellowhawk Resort is an 84-acre hillside retreat on Walla Walla's south side and Walla Walla's only dedicated sparkling winery. The resort features a sparkling wine tasting room with farm-to-table dining, swimming pool and cabanas, lodging and event space for weddings, reunions, and corporate retreats. As you enter the gate and wind up the hill to the estate house, the elevated setting provides a sweeping outlook on the fields of wheat, lush vineyards, and Blue Mountains. Yellowhawk Resort is part of the Revelers Club loyalty program.

HISTORY

1953 - 1986 Original El Gaucho lives on Seventh and Olive, downtown Seattle. Paul Mackay works his way up to dining room manager before it closes

1996 Paul Mackay brings back El Gaucho in new and current location in Belltown, on the corner of First Avenue and Wall Street.

2000 El Gaucho Portland opens in old Trader Vic's spot, adjacent to the historic The Benson Hotel in downtown Portland.

2000 AQUA by El Gaucho (formerly Waterfront Seafood Grill) opens on the tip of Pier 70 on Seattle's Elliott Bay.

2000 Paul Mackay meets John Tarpoff at Certified Angus Beef® National Conference in Whistler, BC, over cigars and a cocktail, help create Certified Angus Beef® Prime program.

2002 El Gaucho Tacoma opens in a newly refreshed section downtown Tacoma.

2005 The Inn at El Gaucho opens directly above El Gaucho Seattle with its 17-suite, retro-swank, yet El Gaucho approach to the boutique hotel renaissance.

2008 El Gaucho Bellevue opens in the newly built City Center Plaza building, sitting on the ground level with 26 stories of Microsoft rising above.

2011 Waterfront Seafood Grill rebrands to become AQUA by El Gaucho. Creating the synergy for "One Gaucho" brand moving forward.

2012 El Gaucho introduces new addition to beef program: 28-day dry-aged Niman Ranch All-Natural Certified Angus Beef® and custom-aged Certified Angus Beef® Tenderloin Filets as personally selected by John Tarpoff.

2014 Chad Mackay takes the helm as president and COO of El Gaucho Hospitality

2016 El Gaucho celebrates 20 years in Seattle with a gala and auction which raised \$130,000 to benefit USO Northwest and build the Camp Lewis Center at Joint Base Lewis McChord set to open in fall 2017.

2017 El Gaucho Hospitality changed its name to Fire & Vine Hospitality

2018 Fire & Vine Hospitality open Eritage Resort, Walla Walla Steak Co, Crossbuck Brewing and Aperlume.

2019 El Gaucho Seattle moves to a new flagship location on Western and Blanchard in the historic Union Stables building.

2020 Basel Cellars Estate joins the Revelers Club collection of properties and begins its transformation to Yellowhawk Resort and Sparkling House

2021 Yellowhawk Resort releases its first four sparkling wines.

Fire & Vine Hospitality's core company values include:

- **Individual Responsibility:** We believe that individuals are responsible for their lives. The freedom that comes with knowing that your future is in your control is one of the greatest truths we know. Doing what you say without any follow up is one of our values. We all have responsibility for ourselves, the attitudes we enter the doors with and the way we treat others.
- **Heritage of Hospitality:** Our profession is built on the heritage of hospitality giants that have come before us. We have brought forward techniques, traditions and an approach that celebrates our heritage while updating it for modern times.
- **Professional:** Our company was founded by professionals who saw this as a way of life where you could be proud of what you do. To profess is to love what you do. Professionals also take responsibility for their knowledge and continuing education. They are treated with respect by their peers and their opinions matter to all those involved in leading them.
- **Action Oriented:** We take action to move our restaurants forward. A fundamental strength of our business over well-funded national competitors is

our ability to make a decision and move forward. Our action orientation is a distinct competitive advantage. If something is not working, fix it by taking action.

- **Stewardship:** Stewardship is the ‘careful and responsible management of something entrusted to one’s care.’ In that regard, we are all stewards of our restaurants which include guests, employees, suppliers and the assets we maintain.
- **Building Strong Community:** Our restaurants forge a strong bond with our communities by being generous in our fundraising for local charities as well as giving our time and energy to building better communities. Our restaurants are a place of celebration and a gathering place for the entire community.
- **Free Enterprise:** We have a fundamental belief in the power of the free enterprise system. This allows us to elevate the capabilities of our people. We celebrate the success of businesses and the entrepreneurs who drive them. We relish competition and protect our ability to compete without using the government to protect us.

COMMUNITY INVOLVEMENT

Our properties forge a strong bond with our communities by being generous in our fundraising for local charities, as well as giving our employees opportunities to share their time and energy to building better communities. We strongly feel that each of us has an obligation to help make our world a better place, and we are privileged to serve and give back to organizations who are focused on that mission.

Charity Match and Gridiron Society Program

Fire & Vine Hospitality provides two options for non-profit organizations to take advantage of the company’s generous financial giving programs, through the Building Community charity match program and the top tier of the company’s [Revelers Club](#) loyalty program, called the Gridiron Society.

- Building Community Charity Match: The donor-aided matching program matches the value of each gift card purchased at full value. For example, the purchase a \$100 gift card for a charitable cause is matched and results in a \$200 gift card for that organization’s fundraising efforts.
- Revelers Club Gridiron Society: Gridiron Society members can annually donate a Chef’s Wine Dinner for four at any of the company’s restaurants to the charity of their choice.

Fire & Vine Hospitality Scholarship at Washington State University

In 2021, Fire & Vine Hospitality created [an annual scholarship](#) that comes from the donated revenues from all their establishments on Juneteenth, an annual holiday on June 19 commemorating the end of slavery in the United States. The initial gift of \$70,000 came from the proceeds from June 19, 2020. The company supports the cause of equal opportunity and is dedicated to expressing that in their relationships with guests, the community, and one another. The annual scholarship is within the Washington State University Carson College of Business and in its first year, awarded seven \$10,000 scholarships to incoming first-year students or freshmen with a declared interest in hospitality business management or wine and beverage business management. Preference is given to BIPOC and underrepresented students.

In-kind Giving to Mary's Place, Jubilee Reach and others.

The Fire & Vine Hospitality team values deep relationships with organizations serving each of their local communities. While the pandemic largely limited in-person events, the company was able to continue to support organizations including Mary's Place and Jubilee Reach by providing auction items and other in-kind donations for their virtual galas.

Through financial giving, time and resources, El Gaucho Hospitality has donated more than \$5,000,000 since 1996. Fire & Vine Hospitality is consistently recognized in Puget Sound Business Journal's list of top philanthropic organizations.

Media Contact:

Beth Herrell Silverberg
Public Relations Director
Fire & Vine Hospitality
206-679-5157
beth@fire-vine.com