



FACT SHEET 2020

OVERVIEW

About Fire & Vine Hospitality

The Fire & Vine Hospitality team provides operational leadership, culinary expertise and product sourcing, marketing and technology support for some of the Pacific Northwest's most iconic hotels and restaurants including El Gaucho Seattle, Bellevue, Tacoma, Portland and Vancouver opening in 2020, AQUA by El Gaucho, Eritage Resort and Aerlume, located steps from Seattle's Pike Place Market. The Revelers Club is the industry's most generous rewards program designed to reward and honor our guest's loyalty and provide benefits at each Fire & Vine property, as well as Walla Walla Steak Co. and Crossbuck Brewing. 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.

Each Fire & Vine Hospitality property is unique to the community it serves but 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.

THE TEAM

500 + employees pre=Covid-19. 175 employees in July 2020

Chad Mackay, President

Cooper Mills, Operations Director
 Tony Capra, Operations Director
 Tamara Nealey, Director of Marketing and Communications
 Beth Herrell Silverberg, Director of Public Relations
 Zachary Dunn, Marketing Programs Manager
 Kim Reynolds, Executive Assistant

El Gaucho Seattle Jacob Lawrence, General Manager Kirin Chun, Executive Chef	AQUA by El Gaucho Sivi Mennen, General Manager Kevin Benner, Executive Chef
El Gaucho Bellevue Robert Frost, 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	Eritage Resort Terra Luthi, General Manager Brian Price, Executive Chef
Walla Walla Steak Co. and Crossbuck Brewing Dan Theissen, Managing Partner Jim Keifer, General Manager Chad Bostwick, Executive Chef Nate Sherrod, Head Brewer	Aperlume Maggie Trujillo, Managing Executive Chef

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. Over the years, Chad developed strategic direction to promote continual growth and in July 2017 announced the evolution to Fire & Vine Hospitality. The operating company manages the El Gaucho family of restaurants and the Inn at El Gaucho, an operating partnership with Chef Jason Wilson's restaurants Miller's Guild, The Lakehouse and Civility & Unrest, as well as new properties set to open in 2017 and 2018. His primary responsibilities include developing the company's people and structure and continuing to foster the El Gaucho legacy of service to our guests and community. As a dedicated member of the Seattle community, Chad serves on the board of the Washington State Hospitality Association and Visit Seattle, as Finance Chair.

Previously, he served on the Washington State Tourism Advisory Committee, the Washington State Tourism Commission and the Seattle Sports Commission. Active in many philanthropic

organizations, Chad and his wife Jennifer co-chaired Seattle Aquarium's 2012 Splash! Fundraising event, as well as the Celebrity Waiter's luncheon, benefitting the Leukemia and Lymphoma Association. Chad holds a BA in Business Administration from Seattle University and is a private pilot. His wife, Jennifer, is a tax attorney and mother of their two sons, Eliot and Owen.

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 wide open exhibition kitchen over flaming charcoal grills. Visit the legendary steakhouse in Seattle, Bellevue, Tacoma, Portland and Vancouver, WA opening in late 2020.

AQUA by El Gaucho

Located on Pier 70 in Seattle, AQUA by El Gaucho features outstanding fresh seafood accompanied by sweeping views of Elliott Bay and the Olympic Mountains.

Eritage

Eritage Resort opened in June 2018 in the heart of Washington's wine and farm country. Tucked within the vineyards, the resort features 10 suites within the main building and 10 lakeside bungalows, as well as a destination restaurant focused on locally sourced and seasonal ingredients. Each suite opens to a patio or deck with expansive views of the Blue Mountains, rolling farmland and a pristine man-made lake. Eritage was founded by Justin Wylie, owner and winemaker of Va Piano Vineyards with financial support from Business Growth Capital of Long Beach, CA. Development management is provided by Scott Knox of Vista Ventures and Fire & Vine Hospitality is responsible for resort services, dining and operations.

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.

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.

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 Aerlume.

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.

While most of donations are guest-driven, through a generous match program as well as upgraded donation options through our loyalty program, the company has aligned with specific organizations in our communities. In 2013, El Gaucho Hospitality received the National Restaurant Neighbor Award for its work with Seattle's Union Gospel Mission. That commitment still continues, with the AQUA and El Gaucho teams joyfully preparing, transporting and serving

lunch once a month to our city's homeless through UGM Men's Shelter. In Bellevue, El Gaucho proudly supports Jubilee Reach, an organization that steps in the gap for those in need around Bellevue, providing access to assistance programs and services focused on growing community and empowering our youth, by offering mentoring, tutoring, and over 20 free after-school clubs and sports within Bellevue public schools. In celebration of its 20 year anniversary, El Gaucho Hospitality raised \$130,000 for USO-NW to help build a new center, Camp Lewis, at Joint Base Lewis-McChord. The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation.

Through financial giving, time and resources, El Gaucho Hospitality has donated more than \$4,000,000 since 1996. In 2018, Fire & Vine Hospitality was recognized in Puget Sound Business Journal's list of top philanthropic organizations.

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