

LEGACY HOSPITALITY

Hospitable. Lively. Stylish.



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NO. 004 — SUMMER 2024

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LEGACY HOSPITALITY

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**HOSPITABLE.
LIVELY.
STYLISH.**



LETTER FROM THE PARTNERS

We Care, And That Makes All The Difference

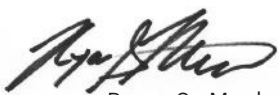
Legacy Hospitality was formed around a common goal in approaching hospitality differently. Our vision begins with how we treat our employees and the experience when one truly enjoys coming to work each day. We foster employees that value their contribution to the company. We have seen tremendous success starting in 2015.

Since our founding we have continuously worked to have industry leading benefits. Every team member at Legacy Hospitality has access to free telemedicine General Medicine, Mental Health, Dermatology, Neck and Back Care, Nutrition, Expert Medical Services and Prescription Discount Tools. Legacy also offers paid vacation, paid sick leave, \$1,500 travel vouchers, Medical and Dental Insurance as well as a 401K with employer match. Team members have access to great wellness benefits include gym and yoga memberships.

The Legacy Leadership team is at the very core of our growth. We offer multiple outlets for Leadership Development, Financial Literacy and career advancement. We have an industry leading flexible benefit package focused on health and wellness. Leadership partakes in quarterly wellness outings organized by each restaurants' Wellness Captain.

Collectively our partner team has over 125 years in the restaurant business. We have worked every job from dishwasher at Taco Bell to ice cream scooper, from Go Go Dancer to Multi Unit Director of Operations. This team's experience spans fast food, buffet, quick serve, fine dining, corporate steak house, sports bar, night club, event sales and full-service upscale and casual dining. Our teams believe in our leadership because we have done and still do the job. We work hard to make sure our front liners have the tools and development they need to be successful.

The Partners have an intense desire to be the best. We achieve excellence by building and developing incredible teams.



Ryan S. Marks



Eric Jenema



Nicholas Filimon



Matthew Denk



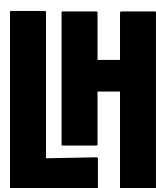
Melanie Spitzer



CULTURE COMES FIRST. ALWAYS.

Our mission is to work together to provide people with an experience that is lifted beyond the ordinary while being the employer of choice in the Hospitality Industry. We strive to provide an adaptable environment where employees and guests alike will create great memories, enjoy the moment and make anticipated plans.

We achieve our mission by applying our core values.





INVESTING IN PEOPLE, ELEVATING EXPERIENCES
It's All About The Details



CORE VALUES

We work daily to protect and honor these values.

Employees First

Foster employees who value their contribution

Fun Environment

Expand the gray area between work and play

High Standards

Don't settle for "just O.K."

Anticipated and Tailored Service

Give the guest what THEY want before they know they want it

Craveable Products

Addictive food, beverage, and entertainment

Fitting Ambiance

The experience, 361 degrees

Good Neighbor

Give back to the community that holds us

Value

Guests feel good after their experience

OUR PROMISE

We strive to maintain an environment where our employees can accomplish personal and professional goals. We aim to make a difference in peoples' lives through our sincere and unforgettable hospitality.



WHY OUR CONCEPTS WORK

Our Refined Process Is A Powerful Thing

We integrate the ambiance, food, and service of upscale casual concepts with the warmth of your neighborhood favorites. Combining high-quality products, beautiful environments, and speed of service, our guests consistently have experiences lifted beyond ordinary.

We place our employees first. We have industry-leading benefits and compensation structures that motivate and drive our management teams to succeed. Our hourly employees are eligible for amazing benefits through our tiered benefit program. Our benefits have a stronghold in health and wellness as well as travel and experiences. Through Legacy's history, we have found that happy, healthy, and motivated employees drive the highest level of success.

Our menus are created as a "menu of favorites." Our culinary team agonizes over every step of the preparation process to make sure that our food is delicious and consistent. We have open kitchens so that our guests can see our hard-working culinary team pump out some of the best upscale casual food in Chicago. Our beverage menu hits every craving without being pretentious and time-consuming. Our food and drink are engineered to come out quickly while maintaining high-quality flavor and presentation. We are consistently at the forefront of food and beverage trends while being able to appeal to all palates and always playing the traditional hits.

OUR FLAGSHIP CONCEPT

The VIG Old Town



1527 N. WELLS ST.
@thevigchicago







THE VIG

The Vig is a 1950's themed sports parlor with a refined kitchen and classic cocktails designed for the contemporary adult. The concept centers around the playful story line that it's good to be bad. Inspiration is found in movies, sports and historical scenarios where we reluctantly connect with the bad guy. This concept is found in our architectural and design work as well as our food and drink menus. Every aspect of The VIG is designed around inspiring the lost art of conversation. We opened our doors October 2015 and have been serving great food and beverages that entice the palate and our space provides an atmosphere of a refined sports parlor.

"VIG" is short for the English slang word "vigorish". It represents the bookie's or house's cut on a bet or the "juice" or interest rate from an illegal money lender.



THE WHALE
LOGAN SQUARE



2427 N. Milwaukee Ave.
@thewhalechicago





THE WHALE

In the historic tapestry of Logan Square's dining scene, The Whale boasts an ambiance that seamlessly takes you back to the glamorous heyday of casinos in the 1950s and 60s. The Whale marries contemporary chic with urban charm and beckons both locals and visitors alike to immerse themselves in its electric energy. Meticulously curated selections of libations and diligently crafted eats, invite patrons on a sensory journey, where every sip and every bite are a revelation.

A Whale is the highest of the high rollers in a casino. They are usually betting over \$25,000 per hand and enjoy the absolute cream of the crop when it comes to comps, freebies and other perks from the casino. The Concept centers around every guest being a Whale in a 1950s casino setting.





WELCOME BACK LOUNGE
LOGAN SQUARE



WELCOME BACK
Lounge

2423 N. Milwaukee Ave.
@welcomebackchicago



WB *Lounge*

WELCOME BACK LOUNGE

Where it's good to be Bad.

Welcome Back Lounge in Logan Square, Chicago, offers a relaxed and welcoming atmosphere celebrating our schoolhouse years. Featuring a spacious beer garden, a diverse cocktail menu, and a variety of fun events like charity bingo, karaoke and brunch clubs. Join the community in a vibrant setting that blends comfort with excitement. Whether you're looking to unwind or have a lively evening,

Welcome Back, at its very core, is the description of hospitality. A place that no matter if you had been there before, you immediately feel like a regular. With a late 1970s early 1980s feel and a place where friends can meet on the reg. You will always be Welcomed Back!





MENU OF FAVORITES

Craveable and Consistent, made with love

Our culinary team agonizes over every step of the preparation process to make sure that our food is delicious and consistent. We have open kitchens so that our guests can see our hard-working culinary team put out some of the best upscale casual food in the industry. Our beverage menu hits every craving without being pretentious and time-consuming. Our food and drink are engineered to come out quickly while maintaining high-quality flavor and presentation. We are consistently at the forefront of food and beverage trends while being able to appeal to all palates and always playing the traditional hits.







DARIA CHIARELLO

General Manager The Whale
Leader of Hospitality and Laughter



SERVICE PHILOSOPHY

Our service is tailored to be casual and conversational; to make every guest feel like a regular. We accomplish this by providing great service that anticipates the guests' needs and appreciates the fine details of service. This is called **"Anticipatory Service."**

Anticipatory Service is anticipating a guest's need before they know that they have it. A guest at Legacy Hospitality "needs for nothing" during their experience.

Reading the Guest is an art. We want to give them an interaction level of their choice. Our interaction with our guests is specific to the social demands of each party.





THE PARTNER TEAM

Ryan S. Marks



*Operations, Strategy,
Growth, Finances*

First Job:

Taco Bell

Last Meal:

VIG Burger, Fries, and Carrot Cake, Budweiser in a frozen pint and a Cynar neat.

Favorite Band:

Deftones

Best Vacation:

Montauk, NY

Favorite Quote:

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel" – Maya Angelou

Eric Jenema



*Operations, Strategy,
Growth, Finances*

First Job:

Kool Kone ice cream shop

Last Meal:

6 West Coast Oysters, King Crab Legs, Filet Mignon with Morel Mushroom and a side of bone marrow, green beans, and mashed potatoes.

Favorite Band:

Manchester Orchestra

Best Vacation:

Italy/Greece for my honeymoon

Favorite Quote:

"Things may come to those who wait, but only the things left by those who hustle." —Abraham Lincoln

Nicholas Filimon



*Operations, Strategy,
Growth, Finances*

First Job:

Dishwasher at Pat O'Briens Tavern

Last Meal:

Cloverleaf Pizza

Favorite Band:

This is the hardest question on earth!
Manchester Orchestra

Best Vacation:

Australia

Favorite Quote:

"Every Day Better In Every Way - Live Life with Focus, Heart, Gratitude, Love, Care, Purpose, Intention, Faith, Compassion and Empathy"

Matt Denk



Melanie Spitzer



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*Operations, Strategy,
Growth, Finances*

First Job:
Arby's

Last Meal:
Pequod's Pizza

Favorite Band:
Pink Floyd

Best Vacation:
Thailand, South Korea, and
Japan

Favorite Quote:
"Peace. It does not mean
to be in a place where
there is no noise, trouble
or hard work. It means to
be in the midst of those
things and still be calm in
your heart." - Unknown

*Operations, Strategy,
Growth, Finances*

First Job:
Maple City Candy
Company

Last Meal:
Chicken Parm sandwich
and Brussels from The VIG.

Favorite Band:
Above & Beyond

Best Vacation:
Sri Lanka

Favorite Quote:
"The master has failed
more times than the begin-
ner has even tried." -Ste-
phen McCranie

GOOD NEIGHBOR

GIVING BACK TO THE COMMUNITY THAT HOLDS US

One of our Core Values is being a Good Neighbor and giving back to the community that holds us. Whether it is helping build a skate park in Logan Square Chicago, raising money to support no kill animal shelters, or physically helping build a school in Haiti, our team has a hand in local, national and international community.



GREATER CHICAGO - FOOD DEPO





Our business has provided us with the ability to give back in very positive ways. We have been the top Corporate Fundraiser for the MS Walk, Hosted private events for at risk youth education, Held sought after private coursed dinner to support Hope For a Day mental health in the Hospitality Industry, and boxed 100,000s of pounds of food at our local food bank, just to name a few. We believe in building community outside our walls and in turn these efforts build the community inside our walls. By the very definition of our name, Legacy, we want to impact our world with positivity, education and generosity to the community that holds us."



THE FUTURE IS BRIGHT

Plans For Growth

Legacy Hospitality is growing our flagship brand The VIG. The VIG West Loop, in Chicago, opens fall 2024. The VIG Milwaukee has plans to open in 2025. We will be expanding one unit a year for the next 8 years to grow to a total of 10 VIG units. There are investment opportunities available with aggressive repayment plans and rights to dividends. We have investments in lots of \$400,000. Our team is excited to speak further to prospective investors and this incredible opportunity to be a part of a winning team.

Contact Ryan Marks at RMarks@LH.team





