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PURE. ORGANIC. JOY.

AN ORGANIC GOURMET SUPERFOOD FAST CASUAL CONCEPT



**LOS ANGELES INTERNATIONAL AIRPORT**

Competitive Evaluation Process  
Concessions Opportunities

Terminal 1 -166R

*Response Presented By:*

Beaming Wellness, Inc.  
Contact: Trevor Sacco  
2683 Via de La Valle, Suite G #711  
Del Mar, CA 92014  
(858) 344-6004  
trevor@livebeaming.com  
www.livebeaming.com

July 29, 2016

Westfield Property Management  
Los Angeles International Airport  
380 World Way, North Matrix Bldg, 5th Floor  
Los Angeles, CA 90045



Attn: Jeffrey Chen, General Manager

Beaming Wellness, Inc. is pleased to present Beaming Organic Superfood Cafe for response to the competitive evaluation process (CEP) for concessions opportunities at the Los Angeles International Airport, Terminal 1, Space 166-R .

Beaming Organic Superfood Cafe is a local southern California retail and food concept with locations in Los Angeles and San Diego. Beaming is a brand with its roots firmly planted in the pursuit of transforming lives. Founded in 2012 by entrepreneur and visionary Lisa Odenweller, the company pioneered cleansing with food and has since become a thriving health haven. Beaming embraces organic plant-based nutrition and wellness education to make living a vibrant lifestyle accessible to all. Sourcing the freshest ingredients, Beaming's delicious menu features seasonal specialties, nourishing salads, mineral rich soups, gluten and dairy free baked goods, immunity elixirs, superfood smoothies including an exclusive pregnancy trio, and cold pressed juices. As a creative thought leader in healthy food innovation, Beaming continues to advance their signature cleanse with food programs (Lean, Lifestyle and Active) and recently launched a one-of-a-kind Superfood Porridge Bar. Today there are six cafes across San Diego and Los Angeles. Vegan, Gluten & Dairy Free and Non-GMO. Beaming is a health haven for everyone, young and old. Our goal is to provide you exactly what you need to live a balanced, healthy, joy-filled life. Start your Beaming experience at [livebeaming.com](http://livebeaming.com)!

Additionally, the Beaming has added to their commitment to the partnership with LAX and overall success of the operation by retaining the services of Airport Consult Group (ACG). The ACG team of consultants have over 48 years of combined airport specific food and beverage experience in over 35 airports nationally. Airport Consult Group has extensive experience with Senior Level Airport Management. ACG will be providing Beaming Wellness, Inc. with procurement, operational, design, marketing and management services to operate a successful concession at LAX.

We await the chance to bring Beaming Organic Superfood Cafe to the Los Angeles International Airport. Thank you again for allowing us the opportunity to submit this proposal response.

Sincerely,

Trevor Sacco , CEO  
Beaming Wellness, Inc.  
2683 Via de La Valle, Suite G #711, Del Mar, CA 92014  
PH: (858) 344-6004 | [trevor@livebeaming.com](mailto:trevor@livebeaming.com)  
[www.livebeaming.com](http://www.livebeaming.com)

LAX INTERNATIONAL AIRPORT • CEP RESPONSE - TERMINAL 1 • 166-R

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**TAB A**  
**PROPOSED BUSINESS TERMS & CONDITIONS**



- PROPOSED BUSINESS TERMS & CONDITIONS
  - Form 2 Enclosed
- PROPOSER REPRESENTATION FORM
  - Form 3 Enclosed
- CORPORATE/LLC/JV RESOLUTION
  - Authorization Enclosed
- EVIDENCE OF FRANCHISE/LICENSING AGREEMENT
  - Not applicable
- PROPOSAL GUARANTEE OR BOND
  - Cashier's Check Enclosed (Form 4)

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PRINTED ON LINEMARK PAPER - HOLD TO LIGHT TO VIEW. FOR ADDITIONAL SECURITY FEATURES SEE BACK.

0000645

11-24

# CASHIER'S CHECK

0064504788

Office AU #

1210(8)

Remitter: **TREVOR SACCO**

Operator I.D.: **u475535 u304721**

July 25, 2016

PAY TO THE ORDER OF **\*\*\*WESTFIELD CONCESSIONS MANAGEMENT LLC\*\*\***

**\*\*\*Ten thousand dollars and no cents\*\*\***

**\*\*\$10,000.00\*\***

Payee Address:  
Memo:

**WELLS FARGO BANK, N.A.**  
9600 SANTA MONICA BLVD  
BEVERLY HILLS, CA 90210  
FOR INQUIRIES CALL (480) 394-3122

VOID IF OVER US \$ 10,000.00

*Richard Levy*  
CONTROLLER

Security Features Included. Details on Back.

⑈0064504788⑈ ⑆121000248⑆4861 511475⑈



**Trevor Sacco**  
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July 27, 2016

To Whom It May Concern:

This letter is to serve as evidence for Beaming Wellness, Inc., an incorporated company, who is authorized to submit a binding proposal to Westfield Management for Food & Beverage concessions at Los Angeles International Airport, Terminal 1.

Sincerely,

A handwritten signature in black ink that reads "Trevor Sacco". The signature is written in a cursive, flowing style.

Trevor Sacco  
CEO

**TAB B**  
**BUSINESS FORMS & RELEVANT MATERIALS**



- TRADE NAME REGISTRATIONS/DBA
  - Beaming
  - Beaming Organic Superfood Cafe
  - Beaming Wellness
- LEGAL NAME OF CORPORATION/LLC
  - Beaming Wellness, Inc.
- STATE OF FORMATION
  - California
- FEDERAL TAX ID
  - # 45-2786300
- ARTICLES OR CERTIFICATE OF FORMATION/INCORPORATION
  - Articles of Incorporation Enclosed
- CERTIFICATE OF GOOD STANDING
  - Enclosed
- ACDBE CERTIFICATION
  - Letter Of Intent Enclosed
- OFAC CERTIFICATION, NON-COLLUSION AFFIDAVIT, EVIDENCE OF SIGNED LABOR PEACE, LEASE AND SCHEDULE ACKNOWLEDGMENT
  - Enclosed Forms 5, 6, 7, 8
- LEASE COMMENTS
  - We do not have any Lease Comments at this time.

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July 27, 2016

RE: LETTER OF INTENT FOR CALIFORNIA ACDBE CERTIFICATION

This letter is to serve as our intention to apply for ACDBE certification with the airport authority upon award of a lease agreement for the Los Angeles International Airport. We currently meet the preliminary qualifications for ACDBE certification.

Sincerely,

Trevor Sacco  
CEO



CONCEPT - Space 166-R

Beaming is a brand with its roots firmly planted in the pursuit of transforming lives. Founded in 2012 by entrepreneur and visionary Lisa Odenweller, the company pioneered cleansing with food and has since become a thriving health haven. Beaming embraces organic plant-based nutrition and wellness education to make living a vibrant lifestyle accessible to all. Sourcing the freshest ingredients, Beaming's delicious menu features seasonal specialties, nourishing salads, mineral rich soups, gluten and dairy free baked goods, immunity elixirs, superfood smoothies including an exclusive pregnancy trio, and cold pressed juices. As a creative thought leader in healthy food innovation, Beaming continues to advance their signature cleanse with food programs (Lean, Lifestyle and Active) and recently launched a one-of-a-kind Superfood Porridge Bar. Today there are six cafes across San Diego and Los Angeles. Vegan. Gluten & Dairy Free. Non-GMO. Learn more at [livebeaming.com](http://livebeaming.com).

Powered by purity and simplicity, we believe what you put into your body is what you get out of it. We invite you to live Beaming.

In the simplest terms, we craft the most powerful organic juice and gourmet superfoods that you can put into your body. However, what we make is just one of the ways we deliver on our purpose.

OUR MISSION is to inspire and empower people of all ages to experience greater health, happiness and vitality.

OUR PURPOSE. We are in the business of turning health into a lifestyle. We make living a joyful vibrant and healthy life enjoyable, delicious and attainable.

OUR PERSPECTIVE. At Beaming, we believe in an equation that sets us apart. We call it The Beaming Equation and it consists of the following foundation elements that together keep our business, our team and our customers energized and growing.

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TAB C  
TENANT MIX & CONCESSIONS PLAN



CONCEPT - Design



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**TAB C**  
**TENANT MIX & CONCESSIONS PLAN**

b'

CONCEPT - Design



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LAX INTERNATIONAL AIRPORT • CEP RESPONSE - TERMINAL 1 • 166-R

# MENU



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## ORGANIC SUPERFOOD SMOOTHIES (16 oz.)

Customize your smoothie with any of our superfood boosters or choose from our recommended favorites. We start with our freshly prepared, organic sprouted almond milk made with local raw almonds from Terra Bella Ranch.

### BEAMING BASIC 8 LOW-GLYCEMIC vanilla or chocolate

THE PERFECT BASE TO CREATE YOUR OWN!  
freshly sprouted almond milk + banana + sprouted almonds + date + Beaming Protein

chocolate version includes raw cacao

BOOST: ADD WHAT YOU LOVE AND WHAT YOUR BODY NEEDS

### IMMUNITY 11

IMMUNITY, VITAMIN C, ANTIOXIDANT

freshly sprouted almond milk + whole orange + strawberries + mango + goji berries + coconut butter + camu camu + baobab + coconut nectar

BOOST: SUPERFOOD GREENS / SPINACH / BEE POLLEN

### SEXY MAYAN 10 LOW-GLYCEMIC ENERGY, LIBIDO BOOST, PROTEIN RICH

freshly sprouted almond milk + raw cacao + banana + date + Beaming Protein + maca + sexy mayan blend (cayenne + cinnamon + nutmeg) \*spicy

BOOST: BEAMING SUPERFOOD SMOOTHIE BLEND RASPBERRIES / FIT MATRIX™

### BOOTIE BURN 6

FAT BURNER, METABOLISM BOOST

whole grapefruit + pineapple + coconut nectar + chili flakes

BOOST: LOCAL BEE POLLEN / COCONUT BUTTER / CAMU CAMU

### JULIUS BEAM 7

IMMUNITY, HYDRATION, VITAMIN C

freshly sprouted almond milk + whole orange + coconut nectar

BOOST: GOJI BERRIES / SPINACH / COCONUT BUTTER

### MOJO MATCHA 11

ANTIOXIDANT, ENERGY, METABOLISM BOOST

Mojo Matcha Milk (Beaming cinnamon almond milk + coconut water + matcha + hemp seeds + maca + yacon + Beaming Protein ) + banana + avocado + yacon

BOOST: SPINACH / ALMOND BUTTER / ANY FRUIT

### EUPHORIA 11

ELEVATE MOOD, BEAUTY, ENERGY

freshly sprouted almond milk + coconut water + banana + cherries + date + coconut butter + Beaming Protein + chia powder + lucuma + MSM + GABA

BOOST: SPINACH / BLUEBERRIES / FIT MATRIX™

### ROCKSTAR 11 LOW-GLYCEMIC MUSCLE RECOVERY, ANTI-INFLAMMATORY, PROTEIN RICH

freshly sprouted almond milk + coconut water + banana + date + coconut butter + Beaming Protein + E3live® Blue Majik + Fit Matrix™

BOOST: SPINACH / SUPERFOOD GREENS / BLUEBERRIES

### VITALITY 11 LOW-GLYCEMIC

ANTI-AGING, ANTIOXIDANT, DETOX

freshly sprouted almond milk + pineapple + mango + banana + spinach + superfood greens + ginger + lemon + cilantro + turmeric

BOOST: GRANDLA / LOCAL BEE POLLEN / BEAMING PROTEIN

### BERRY DELISH 9

IMMUNITY, VITAMIN & MINERAL RICH, ENERGY

coconut water or almond milk + almond butter + Beaming Protein + Superfood Berry Blend + banana + strawberry + blueberry + goji berries

BOOST: SPINACH / NACA / CAMU CAMU

### LISA'S DAILY LEAN + GREEN 12

LOW-GLYCEMIC, ENERGY, PROTEIN RICH

freshly sprouted almond milk + coconut water + avocado + spinach + Beaming Protein + superfood greens + hemp seeds + nutmeg + cinnamon + himalayan pink salt

BOOST: BANANA / PROBIOTICS / FIT MATRIX™

### MINT CHIP 10 LOW-GLYCEMIC

ENERGY, IMMUNITY, PROTEIN

freshly sprouted almond milk + coconut water + banana + spinach + Beaming Protein + almond butter + date + coconut flakes + cacao nibs + mint

BOOST: GOJI / PROBIOTICS / SUPERFOOD GREENS

## SPECIALTY SMOOTHIES

### BEAM ME UP 14 30 MATCHA SUPERFOODS

THE ULTIMATE "ADD" SMOOTHIE FOR ADULTS: FOCUS, CLARITY, CONCENTRATION, ENERGY, LIBIDO

sprouted almond milk or Beammuccino + Stumptown® coffee grinds + Aphrodisiac cacao energy blend + walnuts + Beaming Protein + E3live® Brain On + flax + chia + hemp seeds + goji berries + Beaming Superfood Smoothie Blend

### BEAM A TROIS 17 28 VANILLA SUPERFOODS

SPEECHLESSLY DELICIOUS

Beammuccino meets Beam Me Up meets Millie's vegan coconut gelato for the ultimate "milkshake".

### GET PREGGY 13

FERTILITY SMOOTHIE: HEALTHY + VIBRANT CELLS & HORMONE BALANCING

freshly sprouted almond milk + coconut water + Beaming Protein with Greens + avocado + blueberries + superfood greens + banana + maca + goji berries + flax powder + bee pollen + royal jelly + coconut butter + strawberries

### KNOCKED UP 13

GREAT FOR THE EXPECTANT MOTHER: OMEGA RICH FOR BRAIN DEVELOPMENT, CALCIUM FOR STRONG BONES AND IRON FOR HEALTHY BLOOD

freshly sprouted almond milk + coconut water + spinach + avocado + Beaming Protein with Greens + superfood greens + chia powder + hemp seeds + E3live® + banana + strawberries + goji berries + almond butter + date



### GET PREGGY & KNOCKED UP

Created in collaboration with Lori Bregman, doula, life coach, healer and author of The Mindful Mom to Be

## ORGANIC GREEN SMOOTHIES

RECOMMENDED BOOSTS OR TOPPERS:

GRANDLA / LOCAL BEE POLLEN / BEAMING PROTEIN

### KALE-FORNIA 9

DETOX, ENERGY, ALKALIZING

coconut water + kale + banana + mango + broccoli + spinach + superfood greens + basil

### COOL CUCUMBER 9

ANTI-INFLAMMATORY, ALKALIZING, VITAMIN RICH

coconut water + kale + almonds + avocado + cucumber + grapes + spinach + mint + basil

beaming kids approved  
 available bottled

cocktail mixer  
 LOW-GLYCEMIC

# MENU



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## ADD A BOOST TO YOUR SMOOTHIE

### ENERGY

Maca  
Local Bee Pollen  
Cacao Nibs  
Coconut Butter  
Beaming Superfood Smoothie Blend

**\$1.50**  
each

### ENERGY & RECOVERY

E3live® Blue Majik  
Fit Matrix™  
Flax Oil  
Superfood Greens  
Aphrodisiac cacao energy blend

### IMMUNITY

Acai  
Superfood Berry Blend  
Beaming Superfood Smoothie Blend  
Camu Camu  
Goji Berries  
Probiotics  
Baobab

### PROTEIN

Beaming Protein with Greens  
Beaming Protein  
Hemp Seeds  
Raw Almond Butter

### OMEGAS & BRAIN HEALTH

Hemp Seeds  
E3live®  
Flax Oil  
Aloha™ Daily Greens Chocolate

### HORMONE HEALTH / LIBIDO

Maca  
Qi Superfood Blend  
Aphrodisiac cacao energy blend

### FRUITS & VEGGIES

Avocado  
Berries  
Banana  
Kale  
Spinach

### BEAUTY & ANTI-AGING

Beauty Matrix  
Goji Berries

### TRY YOUR SMOOTHIE LOW-GLYCEMIC \$2

Replace banana and date in any of our smoothies with avocado and yacon. Yacon is a delicious caramel-like tasting natural superfood that is a zero on the glycemic index.

## RAW PLANT BASED SUPERFOOD BLENDS

Unique superfood blends are perfect for an increased boost of nutrients and plant-based protein.

### BEAMING SUPERFOOD PLANT PROTEIN

chia + hemp + brown rice protein + pea protein + maca + lucuma + mesquite + vanilla + cinnamon + jerusalem artichoke + coconut sugar + himalayan pink salt + natural stevia plant

### BEAMING SUPERFOOD PLANT PROTEIN WITH GREENS

beaming superfood plant protein with spirulina + chlorella + blue green algae

### BEAMING SUPERFOOD SMOOTHIE BLEND

#### ENERGY, ANTIOXIDANT, DETOX

cacao powder + cacao nibs + maca + kiamath blue-green algae + noni + acai + cordyceps mushrooms + mesquite + camu camu + vanilla + ginger + natural stevia plant + cinnamon + cayenne

### NAVITAS SUPERFOOD BERRY BLEND

#### IMMUNITY, ANTIOXIDANT, ANTI-AGING

pomegranate + goji berries + acai powder

### FIT MATRIX™

Specialty blend of organic mushrooms for cellular rejuvenation, muscle recovery & energy.

### QI SUPERFOOD BLEND

HORMONE BALANCING + ENERGY + ANTIOXIDANT RICH  
mesquite + ashwagandha + red maca + astragalus + burdock root + marshmallow + slippery elm + chia + ginger

### BEAUTY MATRIX

Specialty blend of organic mushrooms for healthy hair, skin & nails.

### APHRODISIAC CACAO ENERGY BLEND

#### ENERGY + LIBIDO + MORE ENERGY

damiana + horny goat weed + cacao + lucuma + mesquite + guarana + coconut sugar + vanilla + himalayan sea salt

### ALPHA™ DAILY GREENS CHOCOLATE

cacao + spirulina + spinach + moringa + peas + wheatgrass + blueberries + raspberries + coconut water + lemon + mushrooms + ginger + red sea salt

## ACAI PROTEIN BOWL 11

Made with organic, unsweetened, non-GMO Acai and Beaming Superfood Plant Protein as well as our homemade Superfood Granola.



### ANTIOXIDANT, ENERGY, IMMUNITY, VITAMIN C

unsweetened acai + freshly sprouted almond milk + banana + blueberries + coconut butter + Beaming Protein

**served with:** granola + raw local honey + 1 fruit + 1 superfood topper

**fruit:** banana / blueberry / strawberry / raspberry

**superfood topper:** cacao nibs / coconut shreds / hemp seeds / bee pollen \*add-on toppers \$1.50 each

TRUST LOW-GLYCEMIC

*the antioxidant-rich superfruit!*

- Coconut butter - fat burner
- Taste nutrients and flavor without all the extra sugar
- We start with organic, unsweetened non-GMO Acai
- Beaming Protein is already included for extra protein
- Unsweetened sprouted almond milk instead of apple juice.

## SMOOTHIES TO GO

Our superfood smoothies in a convenient grab and go

### SEXY MAYAN 10

ENERGY, LIBIDO, PROTEIN RICH

### ROCKSTAR WITH FIT MATRIX™ 6 (8oz) / 11 (16oz)

MUSCLE RECOVERY, ANTI-INFLAMMATORY, PROTEIN RICH

### LISA'S DAILY LEAN + GREEN 12

LOW-GLYCEMIC, ENERGY, PROTEIN RICH

### CHERRY BLOSSOM (8oz) 4

PROTEIN, ANTIOXIDANT, HAPPY DANCE

freshly sprouted almond milk + cherry + strawberries + banana + date + Beaming Protein

### MOM I ATE MY VEGGIES (8oz) 5

PROTEIN RICH, ENERGY, BRAIN POWER

fresh pressed apple juice + coconut water + blueberries + strawberries + spinach + banana + mango + Beaming Protein with Greens + superfood greens

### EINSTEIN (8oz) 6

MEMORY, CONCENTRATION, CLARITY, ENERGY

freshly sprouted almond milk + Beaming Protein with Greens + Aloha™ Daily Greens Chocolate + banana + E3live® Brain On + cacao powder + coconut butter + walnuts + chia powder + Rawmio® (cacao nibs + coconut nectar)



## PRODUCTS

Veggie Crunch Teryaki greens  
Kale Chips Spicy  
Amazing Greens Superfoods  
Almond Butter 16oz  
Coconut Butter 16oz  
Coconut Oil 16oz  
Milk Thistle Tincture  
Crazy Sexy Kitchen  
Super Cleanse  
Superfood Smoothies  
Crazy Sexy Diet  
Superfood Kitchen  
Superfood Snacks  
Beaming protein greens  
Beaming protein 1oz packe  
Beaming protein blonde  
Beaming Superfood Mix  
Cacao Nibs 8oz  
Cacao Powder 8oz  
Goji Berries 8oz  
Lulu Truffle- Maca  
Love Truffle Box  
Lulu Choc Bar- Almond sea salt  
Lulu's Choc Bar- Aztec crunch  
Jem Cinn Maca 6 and 16oz  
Jem Hazelnut 6oz  
Jem Superberry 6oz  
Spring Drgn Tea  
E3 Live Brain On Capsule 60ct  
E3 Live Capsule 120 ct  
E3 Live Nut Milk Bag  
Elemental Bar- 3 flavors  
Coconut H2O -16oz  
Health Ade- 4 flavors  
Trail Mix Mango Goji  
Trail Mix Wild Berry  
Digest Tone  
Hemp Seeds  
Superfruit (Antioxidant) Blend  
Aroma Therapy- 4 flavors  
Nomad Choc Bar- 4 flavors  
Fit Matrix Jar  
NRG Matrix 10pk  
Pashen Bar  
Probiotic Original  
Raw Crunch Bar- Blueberry  
Raw Crunch Bar- Chocolate  
Raw Crunch Bar- Goji  
Rickaroons- Chocolate blond  
Rickaroons- Megaroon  
Beaming Cleansing Tea  
Purely Elizabeth's Original  
Oat Cereal- Maple Vanilla  
Oat Cereal- Maca chocolate  
Rawmio Hazelnut & Fig  
Rawmio Sour Cherry Almond

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**TAB D**  
**PROJECTED SALES, RENT & CASH FLOW**



- FORM 9 ENCLOSED

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**TAB E**  
**PROPOSED CAPITAL INVESTMENT**



- CAPITAL INVESTMENT
  - FORM 10 ENCLOSED
  
- SOURCE OF FUNDS TO USED FOR IMPROVEMENTS AND WORKING CAPITAL
  - CASH FUNDING

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## TAB F QUALIFICATIONS, BACKGROUND & EXPERIENCE



### BEAMING WELLNESS, INC

Beaming is a brand with its' roots firmly planted in the pursuit of transforming lives. Founded by entrepreneur and visionary Lisa Odenweller, the company pioneered cleansing with food and has since become a thriving health haven. Odenweller began the company with the intention of helping people realize the power of food as medicine and that what you eat and drink really matters.

As people began to experience the power of this truth through Beaming's food-based cleanse programs, they wanted to incorporate the delicious foods, soups, cold pressed juices, elixirs and superfood smoothies in their every day lives. Thus, Beaming's first retail store in Del Mar was born in December 2012. While there are juice bars across the country, Beaming's unique gourmet healthy experience is felt the moment you walk in the door. Everything is vegan, gluten & dairy free, and non-GMO.

### LISA ODENWELLER, OWNER

Lisa Odenweller is the visionary behind Beaming, a lifestyle brand on a mission to inspire vibrant wellness in people of all ages. Recently chosen as one of mindbodygreen's "100 Women to Watch in Wellness", Odenweller is dedicated to sharing the power of plant-based food in a way that truly changes lives and supports healthy families and communities. Her combined passion for food and wellness drove the creation of Beaming Organic Superfood Cafes, unique settings for experiencing the abundant benefits of clean eating. Beaming has six locations in Los Angeles and San Diego, plus an online store and diverse educational resources to broaden its reach. An entrepreneur at heart, today Odenweller embraces a leadership role in nurturing one of the country's fastest growing wellness lifestyle companies.

Lisa is a mother of three, self-proclaimed "foodie" and fitness aficionado. A huge proponent of balance, Lisa's life is dedicated to health, family and leveraging her innate business and creative talent to grow Beaming – seeing its mission to fruition. Beaming originally debuted in Del Mar, San Diego in 2012, then expanded to three locations in Los Angeles: Santa Monica (Jan 2015), Brentwood (Dec 2014) and West Hollywood (May 2015), plus two additional cafes in La Jolla (Sept 2015) and at Equinox La Costa (Apr 2016).

With a background in marketing and business development, Odenweller was a director at numerous Silicon Valley software companies including Oracle and Broadvision. She later founded LMO Designs, a successful window coverings and interior design company in San Diego; and soon after, Peppered Pearl, a philanthropic online jewelry store representing artisans around the world.

Lisa has been featured on Fox News San Diego, Fox News LA, KPBS, ABC News as well as in numerous publications Vogue Magazine, SELF Magazine, Riviera Magazine, Modern Luxury, Health Magazine, Elle Magazine, San Diego Tribune, LA Times, Well & Good, mindbodygreen and many others.





**Trevor Sacco, CEO**

Trevor has spent over 30-years in the business and brings a wealth of experience and business acumen to Beaming Wellness and has now come on board at Beaming as CEO. Trevor is the President and Chief Performance officer for Sacco Restaurant Group, which is an investment and consulting firm for the restaurant industry. SRG works with emerging concepts offering an a la carte corporate office solution to help entrepreneurial concepts scale for growth. Trevor has spent the last two years heading the executive operations team at Umami Burger growing the concept by adding 10 stores in 4 states in eighteen months. Trevor has an ownership interest in Bice Ristorante, a fine dining Italian restaurant in downtown San Diego which he has had since 2009. Prior to that Trevor was the Vice President of Operations for Daphne's Greek café and between 2000 and 2007 he helped grow the company from 6 Southern California locations to 75 in three different states. Trevor started his career with the Sbarro organization where he spent 13 years as a Regional Operator in charge of store openings nation wide.

**AIRPORT CONSULT GROUP (ACG)**

Beaming Wellness, LLC has also retained the services of Airport Consult Group (ACG) to further solidify a commitment to produce and operate successful airport concessions. Airport Consult Group is an experienced group of airport professionals who partner with airports, businesses and concessionaires to facilitate new business in airports. With over 48 years of combined direct experience in the airport executive management and airport concessions industry ACG provides procurement, operational, design, marketing and management services to businesses seeking to operate in airports throughout North America and internationally Airport Consult Group (ACG) currently has six (6) airport concessions specialists on staff who all have extensive airport development and management skills. All members of ACG work collectively as a team to provide a specialized comprehensive plan for success in airport business and concessions.

Since 2009, ACG has procured, developed and consulted on over 52 concessions locations for food, beverage and retail businesses throughout the United States. We are not a franchise broker. Our expertise is working with Local, Regional and National Businesses, Airport Authorities, and Master Concessionaires in producing superior airport concessions programs throughout North America.

We currently work with six (6) large airport prime operators, thirty two (32) medium airport operators, thirty six (36) small airport operators and numerous ACDBE operators across the nation.

*ACG Specialists have worked with the following Master Concessionaires:*

- BAA · Westfield Management · HMS Host · Marketplace Development
- Delaware North · Creative Host Services · Compass Group · OTG
- Unison Consulting · Air-Mall USA · Select Service Partners (SSP) · Avairpros





**AIRPORT CONSULT GROUP (ACG) SPECIALISTS**

**SHAWN SMITH**

**President & Airport Concessions Specialist**

Shawn has 25 years of management experience at all levels airport concessions operation, from Store Manager to CEO. He was the COO for Creative Host Services (CHS) for over 10 years and was directly responsible for CHS's growth from a small start-up airport concessions business into the third largest Airport Food and Beverage Concessionaire in the Nation with over 1,200 employees. His building of partnerships with Top-Rated Brands at airports throughout the U.S. Provides a unique knowledge of how businesses can succeed in airport procurement.

**STOKEY BOURQUE, A.A.E.**

**Airport Operations Specialist**

Stokey is an experienced airport executive with an extensive background in community relations, operations, security, safety, maintenance, finance, planning, development, negotiations, tenant relations, management of personnel and event management at small & medium commercial service facilities and airports.

**GEORGE SANFORD**

**Airport Concessions Specialist**

George is a former GM/VP of Westfield Concessions Management who successfully completed the transition of the San Antonio International Airport concession program to a third party management system. He has managed concession operations, revenue collection, marketing/leasing and lease administration.

**DESIREE BURKHART**

**Airport RFP & Marketing Specialist**

Desiree has 15 years experience in airport concessions operations and proposal writing. She has 20 years experience in marketing, graphic design and demographic research. She was directly responsible for Creative Host Services external growth to 41 Airports Nationally through RFP design and submission.

**JOSEPH SMITH**

**Research Specialist**

Joseph has extensive F&B experience in research and development of airport concessions. He is exceedingly proficient at marketing brands in the airport industry and provides business administration on client accounts.



**TAB F**  
**QUALIFICATIONS, BACKGROUND & EXPERIENCE**



**LOCATIONS LIST AND ANNUAL SALES**

<b>SIX (6) LOCATIONS</b>	<b>ANNUAL REVENUE</b>
<b>WEST HOLLYWOOD</b> ..... 605 N La Cienega Blvd., West Hollywood, CA 90069	<b>\$ 900K</b>
<b>SANTA MONICA</b> ..... 1426 Montana Avenue, Santa Monica, CA 90403	<b>\$ 1.5M</b>
<b>BRENTWOOD</b> ..... 131 S. Barrington Avenue, Los Angeles, CA 90049	<b>\$ 645K</b>
<b>DEL MAR</b> ..... 2683 Via de la Valle, Del Mar, CA 92014	<b>\$ 2.6M</b>
<b>LA COSTA @ EQUINOX</b> ..... 7710 El Camino Real, La Costa, CA 92009	<b>\$ 700K</b>
<b>LA JOLLA</b> ..... 7863 Girard Ave, Suite 201, La Jolla, CA 92037	<b>\$ 900K</b>



- CHANGES IN PROPOSERS NAME AND OWNERSHIP
  - There have been no changes in the Proposer’s name, ownership and/or trade names over the past 5 years.
  
- AUDITED FINANCIAL STATEMENTS
  - Enclosed
  
- FINANCIAL POSITION
  - Form 11 Enclosed





#### **STAFFING LEVELS & PLAN**

Effective scheduling is the key to providing outstanding guest service. we feel that proper shift scheduling is important to our crew morale and creates good communication between managers and employees. As such, there will be a General Manager for LAX, two (2) Assistant Managers and Shift Cashiers. Each manager would be on call on a rotating one week schedule. Should a staff member not come to work, the on-call manager would be required to cover the shift. Shift changes are done to make a clear distinction between day and night shifts. Staffing procedures in place assist store inventory of the register and prep, and determine shortages in money or supplies. Managers or assistant managers will post schedules every week on the same day for the following week to allow employees enough time to turn in requests for time off and/or get shifts covered. It is our standard policy to make our best effort to schedule employees for the same times each week to create stability for our staff. Hours of operation are contingent upon LAX arrival and departure flight times of Terminal 1. We will remain flexible to accommodate Westfield's and LAWA needs 365 days a year.

#### **RECRUITING TECHNIQUES**

We utilize web-based employment postings and staffing agencies to recruit potential employees. We will work in conjunction with the Local Unite Here Union to comply with all regulations and assistance in hiring our staff members at LAX. Our general policy is to select potential candidates based on basic experience in a retail or food industry environment. All candidates are subject to pre-employment tests and in some cases personality testing to screen for honesty integrity and violence potential, extensive background checks and a minimum of two interviews.

#### **INCENTIVE PROGRAMS**

We will be instituting an Airport Employee Meal Program in which any and all employees of the Airport with a badge will be able to get food items or beverages for a fixed price. The pricing level will be far lower than providing a common discount to the airport employees. Loyalty and pride in a job and company are instilled by making people feel they are important to the business; that their opinions are sought and listened to; that they are respected as persons and treated accordingly, and that they will share in the success of the business in the degree of their productivity and contribution.





**PERSONNEL TRAINING & CUSTOMER SERVICE**

**OUR MISSION**

To make the world a more Beaming place, one transformational experience at a time.

**CORE VALUES**

With our people, product, and guests at the heart of who we are, we live these values:

- Be Inspiring. We inspire people to feel and live their best.
- Be Knowledgeable. We educate health curious people to accelerate their journey to health and wellness.
- Be Welcoming. We create a culture where everyone feels invited and connected.
- Be Authentic. We communicate with respect and transparency, taking personal responsibility for our words and actions.
- Be Creative. We innovate and curate healthy products and experiences that are uniquely Beaming.
- Be Fun! We brighten people's day by radiating positive energy and contagious enthusiasm.

**BEAMING PROMISE**

We show this everyday through our extraordinary guest experience:

**AMBIANCE** - Our cafes are impeccably clean, well lit, playing Beaming music, and stocked with beautifully displayed product. Every team member is proudly dressed in uniform with a smile. We ensure our guests feel positive energy from our team members and are always welcomed into our cafes. We love what we do and have fun doing it!

**PRODUCT INTEGRITY** - Our products are held to the highest Beaming standards. We choose the freshest ingredients and strictly adhere to the recipes, each and every time. We double check the quality of products before serving. We ensure safety and quality controls are in place at all times. Everything we make is culinary-inspired, flavorful and thoughtfully presented.

**GUEST SERVICE** - Our team is committed to exceptional hospitality every time we connect with a guest. We approach each guest with a warm greeting and assist them on their journey to health and wellness by being a guide through our menu and cafe. We are knowledgeable about our product, passionately educate our guests, and are always happy to sample. We engage with our communities, know our guests by name, and take the opportunity to make every moment with every guest a transformational experience, not transactional. This translates into and defines the perfect Beaming experience. Together, we live our Mission, Core Values and Promise.





**CUSTOMER SERVICE TRAINING/POLICIES**

**BEAMING GUEST EXPERIENCE CHECKLIST**

- Warm greeting upon entry
- “Have you been here before?”
- If not, a clear mission statement with suggestions was presented
- Questions answered in a knowledgeable helpful manor
- Samples available and offered
- cross selling e.g. sample talked about, baked goods mentioned, bars offered, etc
- Cleanse options were discussed if applicable
- Suggested boost offered for smoothie - Not just “would you like to add anything to that?”
- Loyalty program offered at time of payment
- Bag/cooler bag offered if necessary
- Payment processed swiftly
- Charges were accurate and receipt was offered
- Silverware and napkins were offered if applicable
- Smoothie was ready in 5 minutes or less after payment
- Smoothie was presented cordially with name and any boosts/modifications announced
- Smoothie was accurate to what you ordered
- Straw was presented with smoothie
- Any issues with smoothie were resolved without hassle if applicable
- You were thanked upon leaving

**CUSTOMER COMPLAINTS - REFUND POLICY**

Our goal is to provide delicious products and service at a reasonable price in a fun and casual environment. If any of these details are not met, customers are entitled to our 100% Refund Policy if you are not satisfied with your product. We also can replace or remake your food/drink at no charge if the customer is unsatisfied. For any complaints or suggestions, we have an internal response team that answers any questions, or suggestions by email or phone. Our focus is on Hospitality making sure the customer is satisfied with our product and service 100%. We are confident in our ability to deliver on our service and quality goals, and having a guarantee in place to provide a refund for customer dissatisfaction is part of that confidence.





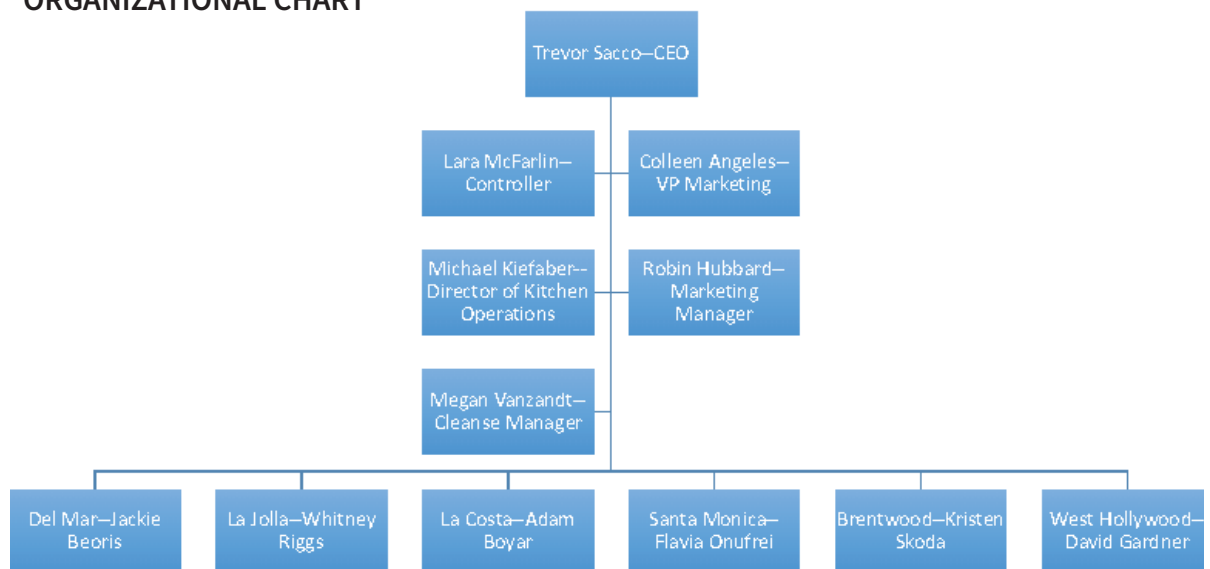
**BEAMING CUSTOMER SERVICE**

We are 100% Customer focused first. We keep our Beaming Values in mind whenever interacting with Customers, in order to create a welcoming, inviting atmosphere. Customer interaction should always be professional and formal, while integrating a sense of fun and friendliness. We want to have fun and smile and laugh!! But we want to do so in a warm, welcoming and nurturing way.

- Customers should always feel involved and fully attended to. interacting with customers more than co-workers.
- Use Eye Contact and Smiles
- Verbally greet and welcome each person when they walk in store
- Verbally thank every person as they leave the store (say goodbye)
- Offer availability to answer questions or walk through menu items
- Walking in the door- use the side door (not the front) when arriving for a shift.

From the moment our staff enters Beaming they are “ON”, so when they walk in the door and have not clocked in yet we ask that our team members put on their Beam and SMILE and raise the energy in the room by one notch- because the staff Beaming energy is part of the collaboration of energy in Beaming. All our team members are so important to creating our energy- it comes down to each and every one of our staff.

**ORGANIZATIONAL CHART**





### BEAMING DRESS CODE

Please spend time getting yourself ready for the day, this is a requirement for working here. Beaming dress code is 'Sporty Formal' (think Lululemon or Nordstrom) with our fresh Beaming flair.

- Black Pants or Shorts. (Shorts must be knee length)
- Beaming Shirts. (With sleeves, provided by Beaming. Tank tops are for events only)
- Clean, Close-toed Shoes (we recommend non-slip)
- We recommend layering with long-sleeves under your Beaming shirts (Layers may only be BLACK, WHITE or GREY)
- Preferably, no jackets are worn over your shirts. (If you are super cold, you may wear a black jacket or plain black sweater. Sweaters should be approved by management and should have Beaming buttons on jackets/sweaters.)
- Scarves can be bright green or black.
- CLEAN aprons are required. If it your job to make sure your apron (and your shirt and the remainder of your uniform) are always clean.
- Hair must be NEATLY pulled back.
- Beaming Hats, Beanies, or Headbands may be worn. (No personal headwear is allowed)

### UNIFORMS



**beaming**<sup>®</sup>  
PURE. ORGANIC. JOY.

*live beaming*

beaming®

**BEAMING CAFE  
OPERATIONS MANUAL**

*live-beaming*



## BEAMING GUEST EXPERIENCE CHECKLIST

### SERVICE:

- Warm greeting upon entry
- "Have you been here before?"
- If not, a clear mission statement with suggestions was presented
- Questions answered in a knowledgeable helpful manor
- Samples available and offered
- cross selling e.g. sample talked about, baked goods mentioned, bars offered, etc
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- You were thanked upon leaving

### STORE:

- Clean windows
- Clean, organized, stocked retail shelves
- Clean, detailed, stocked grab and go case
- Clean counters
- Water pitcher was more than 1/2 full and cups available to guests
- Cleanse collateral was easily accessible
- Music on at an acceptable volume
- Tv was on
- Lights - on and all bulbs work
- Outside tables and ground were clean
- Inside tables were clean
- Floor was clean of debris
- Garbage cans were less than 3/4 full
- Any chalk boards were legible and convey clear message



## **OPENING CHECKLIST**

### **6:30-6:45am**

- Arrive, wash hands, apron on, clock in
- Unwrap and stock smoothie station fridge:
  - top level: all clean and full
  - acai topping tray (backup fruit)
- Gather utensils for acai tray and dry superfood box (Tablespoons and teaspoons, tongs, avocado knife, small paring knives)
- Turn on Vitamixes and “bump bar”/order screen; Take all Vitamixes to front
- Remove lids from frozen fruit; check for backups
- Bring out Baked goods, avocados and bananas
- Prepare Measuring cups/spatulas
- Fill sink with ice
- Turn on TV/Music
- Turn on water where spatulas sit
- Turn Lights on (deli case, display case, overhead store lights)
- Fill both sanitizer buckets and get 3 towels (one for in front of bar and 2 for barista area)

### **6:45- 7:00am**

- Check/Re-Stock smoothie ingredients:
  - ⇒Frozen Fruit/acai
  - ⇒Dry Superfoods
  - ⇒Acai Toppings (Cut strawberries, check for old fruit and toss)
- Check/Re-Stock Almond Milk/Coconut water/Lean and green in reach-in
- Check floor and counters for cleanliness (sweep and wipe down)
- Spot check marks on windows and display case (windex when needed)
- Check that Grab and Go and Deli Case lights on
- Ensure that all items in both fridges have correct LABEL and price.
- Check Expiration dates on juices/smoothies in Grab and Go Case
- Replenish napkins, forks, napkins, spoons, sample cups
- Display menus and cleanse info/promotional material

### **7:00am**

- Make sure register has small bills
- Assign cash drawers at \$200 for each
- Bring Tables/Chairs outside
- Check any notes from closers in Communication Log: Initial with date
- Turn on TV!
- Turn on MUSIC!
- Unlock door and Be Beaming!



## **DURING SHIFT TASKS:**

- Sweep floor in front and outside
- Wipe down outside tables
- Wipe down counters, put out more togo menus
- Sample smoothies/juices/salads (be sure to date any opened items and log on Aloha)
- Offer help to customers on the floor
- Clean smoothie station
- Restock almond milk/coconut water/lean and green
- Restock/fluff retail
- Restock/fluff grab and go case
- Restock superfoods
- Back up smoothie ingredients (oranges/grapefruit, spinach, almonds, etc)
- Restock frozen fruits
- Restock straws, forks, knives, spoons, napkins
- Restock smoothie cups/lids, acai bowls/lids
- Restock Deli case (snacks on top, salads inside)
- Restock/rotate Reach-in with items from Walk-in

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## CLOSING CHECKLIST:

- Replenish frozen fruit and organize freezer so there are back-ups:
  - ⇒Banana
  - ⇒Raspberry
  - ⇒Mango
  - ⇒Cherries
  - ⇒Blueberry
  - ⇒Strawberry
  - ⇒Pineapple
  - ⇒Acai packets
- Cover/Wrap all fruit in freezer
- Replenish Dry Superfood Ingredients:
  - ⇒use “first in, first out” method
  - ⇒Ensure all containers are labeled
  - ⇒check honey, yacon, fresh bananas, avocado
- Replenish and Wrap all items in fridge: (have back-up of all items!)
  - ⇒Spinach
  - ⇒almond butter
  - ⇒oranges
  - ⇒dates
  - Cucumber
  - broccoli
  - ⇒Kale
  - ⇒Sprouted almonds
  - ⇒grapefruit
  - ⇒Avocados
  - mint, cilantro and basil
  - 
  - ⇒Acai toppings (blueberries, strawberry, raspberry, banana, coconut shreds)
- Put chia powder and bee pollen in fridge
- Fill all empty carafes with Almond milk/coconut water and stock in reach-in
- Check bottled/liquid ingredients and restock:
  - ⇒Pelligrino
  - ⇒Yikes
  - ⇒Vitality mix
- Wrap all open containers
- Send vitamix covers to dish
- Fluff retail
- Turn off lights in deli case/display fridge, close display case
- Wipe all walls behind counters, countertops, including underneath vitamixes
- Turn off TV
- Turn off blenders and order screen
- Send sanitizer buckets to dish
- Remove dirty towels
- Bring tables/chairs inside and Lock front door
- Leave notes for openers (especially about items that need to be restocked in am)



## **BEAMING CLOSING REGISTER CHECKLIST**

1. Complete Drawer Checkout on both registers
2. Remove Tips from both drawers, based on drawer checkout sheet, combine in tip jar
3. Use the checkout form from the green binder (or record \$ amount on separate sheet)
4. Count all bills and change. Record all amounts for drawer 1 and 2.
5. Minus Bank is: \$200 for each drawer
6. Double check deposit in Aloha before taking cash out of drawers!!! (see #12)
7. Complete checkout form: Add the cash in each drawer, subtract deposit, add totals from drawer 1 and 2 together (this is your deposit)
8. Remove deposit from each drawer
9. Fill out deposit slip, put envelope w/cash and deposit slip in Change money bag.
10. Remove tips from tip jar
11. Put Tips in envelope w/amount and date, put in “Weekly Tips” bag
12. Remove all receipts from both drawers, put in labeled envelope and put in “receipt bag”
13. Go to computer and click on “Aloha Manager”
  - a. Username: XXX
  - b. Password: XXXXX
14. Go to report◇ sales◇ sales◇ summary
15. Click on today◇ view◇ add
16. Put in actual cash in drawer and Print- enter actual cash from drawers (not calculated cash)
17. Enter Daily Sales in google doc and include over/under cash
18. Email Gross sales, Net Sales, Cleanse Sales, Guest # and Average Ticket to: Lisa, Lara, Nate, Brian, Jackie, Julie, Janriel and Sarah.
19. Staple and hole punch sales report, put in blue “Daily sales” binder.
  - a. Tie out gift card comps log to daily gift card comps (at bottom of sales report)
  - b. Tie out Eagle Cash (Brentwood) to daily Eagle Cash transactions on sales report
20. Aloha EDC: Click Credit Cards on the desktop, the login will be the same as above.
21. Go to Functions◇ Settle Batch◇ Select and settle
22. Put tips and deposit bags in safe
23. Safe code: XXX
24. Don't forget PRODUCE ORDER!
25. Enter daily kitchen order in to Kitchen Aloha terminal
26. Double check cleanliness and leave any notes for openers
27. Lights off, alarm set, doors locked
28. Deposit to bank should be separated by day and tied to cash entered in daily sales report (do not bulk more than one day together). (See step #9)
29. Make sure waste log is updated.



## **SOP for CASH HANDLING + SAFE**

*Purpose: To ensure cash and employees are protected and handled appropriately.*

- Safe is only accessible by a code.
- Only manager(s) and shift leaders will have access to code.
- Deposits to bank will occur every other day.
- Daily accountability chart.
- Safe locked at all times.
- Further training and monitoring of these precautions will occur for anyone with code.



## WEEKLY CLEANING TASKS

WEEK OF: \_\_\_\_\_

EMPLOYEE INITIAL: \_\_\_\_\_

### \_\_\_\_\_ **MONDAY – RETAIL DETAIL**

-Dust all retail shelves, re-stock all products, collateral, & look for anything new to sample (maybe we have a lot of it), or a new item to showcase. With a manager's approval of course ;)

### \_\_\_\_\_ **TUESDAY – FLOWER POWER**

-Replace all flower arrangements & water all plants (including air plants!) Use spray bottled labeled "For Plants" and give every plant 3-4 squirts.

### \_\_\_\_\_ **WEDNESDAY – BACK COUNTRY**

-Back kitchen needs some love too! Straighten up back boosts, put all cambro labels facing the front, reorganize the dishes, remove anything out of place or any extra cambros that can go back to the kitchen. Use the metal scrubber to give the sink a nice polish and scrub the walls around the sink. Make it shine!

### \_\_\_\_\_ **THURSDAY – DRAIN DAY**

-At closing, take extra care in dumping the sink wells, remove the drain catcher and grab any gunk that may be stuck in there. In each floor drain, dump a ½ cup bleach mixed with hot water down the drain (can use sanitizer buckets for this).

### \_\_\_\_\_ **FRIDAY – GET FRIDGEY WITH IT**

-Remove all items from the fridge and give it a wipe down. Check expiration dates on all items, freshness of all veggies, and taste all the liquids just for kicks. Wipe down the top area, and clean around all the containers. Sweep underneath fridges and in the hard to reach places.

### \_\_\_\_\_ **SATURDAY – BACK ALLEY**

-Breakdown any cardboard, take out any trash, organize bins/items going back to kitchen on shelves, make sure event stuff is all together. Also, make sure there is nothing in the back near bathroom and that everything has a place outside in the hallway – a little sweeping never hurt either ;)

### \_\_\_\_\_ **SUNDAY – COUCH POTATO**

-Sweep underneath the couch area & communal table and lift up the couch to get underneath the barred area. Use a rag to clean both the table tops and bottoms (food likes to collect here). Also use a rag to clean the leather bench, get underneath all the pillows, and re-fluff!



## **STOCKING/PREP LIST – EVERY AM & PM**

### **FOOD PREP**

- Mint (wash, dry, de-stem)
- Basil (wash, dry, de-stem)
- Cilantro (wash, dry, de-stem)
- Dates (take out pit but leave whole)
- Broccoli (wash and cut into florets)
- Oranges (peel and half)
- Grapefruit (peel and half)
- Strawberries (wash and slice for Acai bowl)
- Raspberries (wash)
- Blueberries (wash and de-stem)
- \*-Buddha Bowl Kale (toss with olive oil, sea salt, and pepper)

### **FOOD STOCK**

- Avocados (make sure we have plenty out of walk-in & in fruit bowl ripening)
- Bananas (fresh)
- All protein powders
- All boosts
- Coconut Butter
- Yacon Syrup
- Walnuts
- Make sure fruit bowl is FULL!
- \*Buddha Bowl Nut Topper

### **LIQUID STOCK**

- Almond Milk (6 under each fridge – 18 total)
- Coconut Water (6 under each fridge – 18 total)
- Lean & Green Bulk (2 under each fridge – 6 total – or bottle everything we have)
- Vitality Mix (400 mL lemon juice, 200 mL ginger, 200 mL turmeric)
- YIKES! (Including 1 bottle Pellegrino)
- Cold Pressed Coffee
- Beamuccino Bulk

### **PAPER STOCK**

- 16 oz cups (smoothie)
- 16 oz lids (smoothie)
- 10 oz cups (water)
- 4 oz warm cups (tea)
- 4 oz soufflés (samples)
- 2 oz soufflés (samples)
- 2 oz paper soufflés (soup sample)



- Acai Bowls
- Acai Lids
- Straws
- Dinner Napkins
- Forks
- Spoons
- Knives
- Tasting Spoons
- Tasting Forks
- Bakery Bags
- Bakery Stickers
- Small Paper Bags
- Large Paper Bags
- Small Cooler Bags
- Large Cooler Bags
- Paper Towels (hand washing sinks & bathroom)
- Toilet Paper (bathroom-duh)

#### **BACK KITCHEN TASKS**

- Fold Clean Rags
- Put away dishes
- Sort through any items that can be brought back to kitchen
- Clean out mop bucket
- Tidy back boosts
- Clean hand-washing sinks
- Sweep underneath tables
- Clean off sample cart/wipe down shelves
- Breakdown cardboard
- Bring everything for kitchen to back hallway

#### **RETAIL STOCK/TASKS**

- Dust shelves
- Re-stock shelves
- Turn all labels to the front
- Wipe down sample stations
- Re-stock all collateral
- Straighten up beauty products
- Wipe down fridge shelves
- Clean glass in front of baked goods
- Remove any crumbs from baked goods area

## DEEP CLEAN DESCRIPTIONS

**Detail Deli Case:** Take out all salads, samples, protein bites, cleanse bags, etc from front Deli case; wipe down each shelf; spray inside and out of all glass doors and front cover; clean out track where door slides

**Detail Front Counter:** Take everything off top of deli case and wipe down; clean in front of and underneath registers; Remove everything from Counter Bar and wipe down top/sides

**Detail Display Case:** Take out all product from each shelf; clean shelves; take out metal piece from bottom shelf to clean underneath; spray and wipe glass piece in front and sides of case

**Clean/Organize Retail:** Take product off of shelves and dust underneath; replace product in organized manner with correct labels in place

**Detail Barista Fridge:** Take everything out of fridge with smoothie product in it; deep clean all shelves, sides of inside, all sides of door;

**Clean Under/Behind Barista Fridge:** Pull fridge away from the wall; mop underneath; clean ALL walls behind, above and on the side.

**Detail Dry Superfood Cases:** Take all small containers out of all 3 cases; send cases to dish/spray and wipe down completely; change out containers for dry superfoods that are not frequently used

**Vitamix Machines:** Take off black rubber piece and send to dish; \*\*\* Soak LIDS in bleach water? (these are looking kinda bad)

**Detail Prep Island:** Remove all items from metal Island in barista area; clean top shelf, bottom shelf, legs; sweep and mop UNDERNEATH

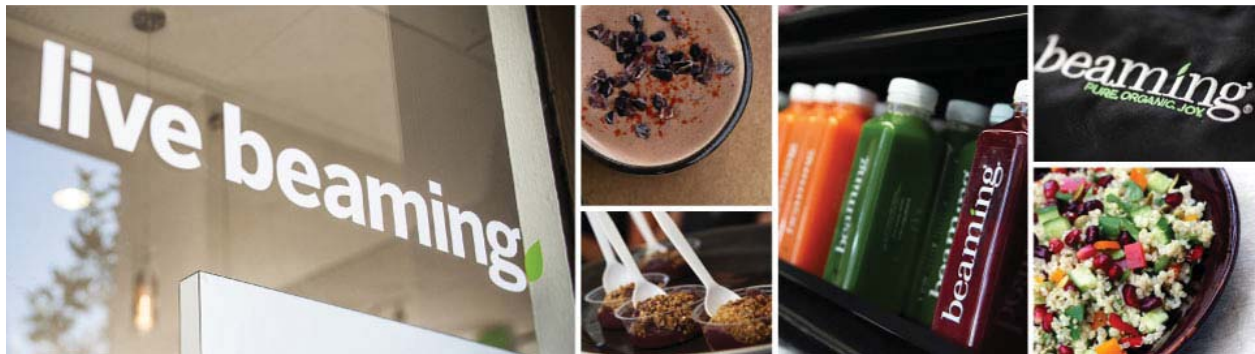
**Detail Shelf Under Vitamixes:** Remove all back up dry ingredients; wipe down shelf; Mop floor under shelf; reorganize shelf

**Freezer:** Take all items out of freezer and use hot water to remove any fruit on bottom of freezer; clean top and bottom of door/lids; clean top/front/sides of entire freezer

**Detail Reach In Fridge:** take out all back up juices/smoothies/smoothie ingredient back up/employee food; clean all shelves, top, sides of inside; clean vent on bottom of fridge; detail in/out/sides of door

beaming®

TO REDUCE PAPER USAGE WE HAVE  
INCLUDED A PARTIAL SAMPLE  
(FULL MANUAL AVAILABLE UPON REQUEST)



**Beaming**

**An Organic Superfood Cafe**

# EMPLOYEE MANUAL

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## WELCOME TO BEAMING!

Welcome to the Beaming Team! We are thrilled to have you join us and share your enthusiasm, kindness, customer service skills, and passion for health and well-being. These attributes are beaming standards that we see in you and want to help you develop them further. First, some background and key points to help you understand what makes Beaming so special...

## WHO WE ARE and WHY WE ARE DIFFERENT

- Beaming is an ORGANIC SUPERFOOD CAFÉ: Beaming is a one of a kind experience. Here at Beaming it is our firm belief that how you feel is a direct reflection of what you put in your body. That is why we prepare only the freshest pressed juices, superfood smoothies, mineral rich soups, salads and immunity boosting elixers from the best organic ingredients and top of the line superfoods. We pride ourselves on making all of our food not only good for you, but super delicious as well.
- Beaming is ORGANIC, GLUTEN-FREE, and DAIRY-FREE.
- Beaming's menu is part of a PLANT-BASED and ANTI-INFLAMMATORY diet, which helps to create optimal health.
- We make everything FROM SCRATCH: We use our own freshly SPROUTED ALMOND MILK, COLD-PRESSED JUICE (we use a hydraulic press), DRESSINGS, NUT TOPPINGS.
- Beaming makes its own PROPRIETARY SUPERFOOD PLANT PROTEIN BLEND. This uses a base of Hemp, Chia, Yellow Pea, and Brown Rice protein (no soy or whey), and is included in our acai bowl and many of our smoothies. We also have our own Superfood smoothie blend (with 15 different superfoods).
- Beaming's entire menu is focused on SUPERFOODS: foods that offer superb nutrition. We incorporate them into all of our juices, smoothies, salads, snacks and baked goods.
- Our menu is designed to be LOWER-GLYCEMIC, and yet still taste great! In fact, our entire menu has extremely precise recipes so that people can experience healthy food that is still truly delicious.
- The menu has been designed for ALL AGES, and we love to CUSTOMIZE any of the smoothies to our guests' unique tastes and/or nutritional needs. We can modify and substitute ingredients, or add boosts to smoothies regularly!
- Our CLEANSE PROGRAM incorporates RAW FOOD (superfood smoothies, soups, and salads) in addition to "just" cold-pressed juice. Some of our food is lightly cooked.

## BEAMING PHILOSOPHY

It is our mission to help others find a more vibrant lifestyle through food as medicine and empower them with the knowledge of how to live a healthier lifestyle and make educated choices. Every smoothie, juice and elixir has been created with specific health benefits in mind. (The benefits are even posted on the item and its label to make this accessible and understandable!) We invite you to enjoy a taste of what it is like to embrace Beaming Wellness and share your experience openly with everyone you meet.

Beaming delivers a realistic and comprehensive program that will simplify and support your journey to greater health, vitality and well-being. These philosophies are exactly what inspired us to create Beaming – lifestyle cleansing and rejuvenation programs that are nutritionally rich, comprehensive, delicious and realistic.

- We believe in balance and moderation.
- We believe in making healthy food taste DELICIOUS!
- We believe that there is no one diet for everyone, much less one way to do anything in life.
- We believe that plant-based, anti-inflammatory food is medicine and that incorporating simple practices in every day diet and lifestyle can have life changing effect on how we look, feel and experience life.
  - We believe that we can all benefit from more fruits and vegetables in our diet.
  - We believe that everything in life is better when you feel good.
  - We believe in the power of cleansing and giving your digestion a break.
  - We believe that we live in a world of excess and that taking time out from our busy lives to reset and nourish is part of living a healthier, happier life.

Your communication skills and expertise on our menu and offerings can make for an educational, meaningful, and rewarding experience for clients. We also like to inspire people to incorporate BEAMING and the power of food into their everyday life by sharing updates, specials, recipes and tips ONLINE ON OUR WEBSITE and through SOCIAL MEDIA (facebook, twitter, and Instagram).

We can now SHIP BEAMING NATIONWIDE! (This is a great conversation to have with people who are just visiting the area).

This manual is designed to help you navigate the world of superfoods, herbs, supplements, and cleanses. We ask that you read through it completely, commit as much as you can to memory, and eventually taste everything on our menu to better support the customer experience.

## **BEAMING VALUES**

### **Be Loving & Kind**

We love being around our team and our guests and it shows in every interaction we have with them. We are constantly injecting more love and kindness into the world, one person at a time.

### **Be Energizing & Inspiring**

We use our energy to make everyone we interact with feel better about who they are and what they are capable of. We inspire everyone around us to live their very best life.

### **Be Extraordinary & Outstanding**

We go above and beyond in everything we do at Beaming. We set the standard for extraordinary and outstanding in our food and the entire guest experience.

### **Be Happy & Playful**

We have fun and inspire happiness in ourselves and everyone we interact with. We love what we do!

### **Be Positively Positive**

We focus on solutions instead of problems. We focus on what is right and what could be even better instead of what is wrong. Our positive energy makes the impossible possible!

### **Live Beaming!**

## BEAMING CUSTOMER SERVICE

We are 100% Customer focused first. Keep our Beaming Values in mind whenever interacting with Customers, in order to create a welcoming, inviting atmosphere. Customer interaction should always be professional and formal, while integrating a sense of fun and friendliness. We want to have fun and smile and laugh!! But we want to do so in a warm, welcoming and nurturing way.

- Customers should always feel involved and fully attended to. We should interact with customers more than co-workers.
- Use Eye Contact and Smiles
- Verbally greet and welcome each person when they walk in store
- Verbally thank every person as they leave the store (say goodbye)
- Offer your availability to answer questions or walk through menu items
- Walking in the door- use the side door (not the front) when arriving for your shifts.

Remember from the moment you enter this shopping center you are ON, so when you walk in that door you may have not clocked in yet but put on your Beam and SMILE and raise the energy in the room by one notch- because you have just contributed your presence and brought your Beaming energy to the collaboration of energy in Beaming. You are all so important to creating our energy- it comes down to each and every one of you.

## BEAMING DRESS CODE

Please spend time getting yourself ready for the day, this is a requirement for working here. Beaming dress code is 'Sporty Formal' (think Lululemon or Nordstrom) with our fresh Beaming flair.

- Black Pants or Shorts. (Shorts must be knee length)
- Beaming Shirts. (With sleeves, provided by Beaming. Tank tops are for events only)
- Clean, Close-toed Shoes (*we recommend non-slip*)
- We recommend layering with long-sleeves under your Beaming shirts
- Layers may only be BLACK, WHITE or GREY
- Preferably, no jackets are worn over your shirts. (If you are super cold, you may wear a black jacket or plain black sweater. Sweaters should be approved by management and should have Beaming buttons on jackets/sweaters.)
  - Scarves can be bright green or black.
  - CLEAN aprons are required. If it your job to make sure your apron (and your shirt and the remainder of your uniform) are always clean.
  - Hair must be NEATLY pulled back.
  - Beaming Hats, Beanies, or Headbands may be worn. (No personal headwear is allowed)

## WHY SUPERFOODS?

**TAB H**  
**DESIGN & CONSTRUCTION SCHEDULE**



- PROPOSED DESIGN AND CONSTRUCTION SCHEDULE  
 - See Enclosed Schedule
- CONSENT OF CONSTRUCTION GUIDELINES  
 - Form 12 Enclosed

**TRANSITION PLAN**

	week 1/2	week 3/4	week 5/6	week 7/8	week 9/10	week 11/12	week 13/14	week 15/16	week 17/18	week 19/20	week 21/22	week 23/24	week 23/24	week 25/26
Design	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow								
LABDS Permit							Green	Green						
Construction									Red	Red	Red	Red	Red	
Project Close-out														Blue
DBO														Black
Training													Purple	Purple
Stocking-Time														Orange



**Design & Construction Schedule**

Design/Build – Item/Task	Wk. 1	Wk. 2	Wk. 3	Wk. 4	Wk. 5	Wk. 6	Wk. 7	Wk. 8	Wk. 9	Wk. 10	Wk. 11	Wk. 12	Wk. 13	Wk. 14	Wk. 15	Wk. 16	Wk. 17	Wk. 18	Wk. 19	Wk. 20	Wk. 21	Wk. 22	Wk. 23	Wk. 24	Wk. 25	Wk. 26
Pre-Design Meeting	Green																									
Preliminary Design (30%)		Red	Red																							
WCM Review			Blue	Blue																						
WCM/CIP Comments Posted				Purple																						
Construction Documents (90%)					Yellow	Yellow																				
WCM/LAWA Review							Green	Green																		
WCM Comments Posted								Red	Red																	
Construction Documents (100%)										Blue	Blue															
LABDS Permit													Yellow	Yellow												
Turn Over Space/Begin Construction																Purple	Purple									
Construction																										
Substantial Completion/Project Closeout																									Green	
DBO																										Blue



#### TECHNOLOGY USE/SIGNAGE

- Online Ordering for all Products
- Utilizing firm to monitor google and website analytics.
- Social Media - Manage Facebook page and Twitter to keep n touch with our followers.
- Interactive Digital Menu boards – Utilized for product highlights, specials, remote pricing setup and scheduled content.
- Windows Tablets – Utilized for continual online training of employees, onboarding, reporting and general back office processes.
- IP Cameras and DVR – Utilized for security and web enabled monitoring for HR and management issues.
- Custom Designed POS system – Square.com Tablet Based System, Utilized for fast and efficient order processing and rewards/loyalty program.
- Internal Intranet – Utilized for internal communications, Employee Portal, document flow and collaboration.

#### MERCHANDISING, PROMOTIONS & EVENTS

- Provide seasonal merchandising to increase average check and increase guest loyalty through interactive engagement opportunities.
- Responsive Design Web Site
- Social Media Channels
- Community Giving & Event Support
- Regional & Local Market Public Relations



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**AIRPORT TREND MARKET RESEARCH**

Airport concessions industry revenue has increased over the past five years, stemming from global passenger numbers recovering from recessionary lows and operators increasing prices. Over the next five years, the industry will grow as demand for air travel continues its upward trajectory. Industry SWOT Analysis shows the airport food and beverage industry is in the mature stage of its economic life cycle. The airport concession industry’s contribution to the overall economy, as measured by industry value, is expected to grow at a compounded annual rate of 4.3% in the ten years through 2025. Global tourist arrivals are expected to continue to increase steadily over the next five years, aiding industry revenue growth. With global air travel on the rise, it is evermore important to provide innovative food and retail concepts that appeal to today’s consumer, who is guided by modern technology and products with value.

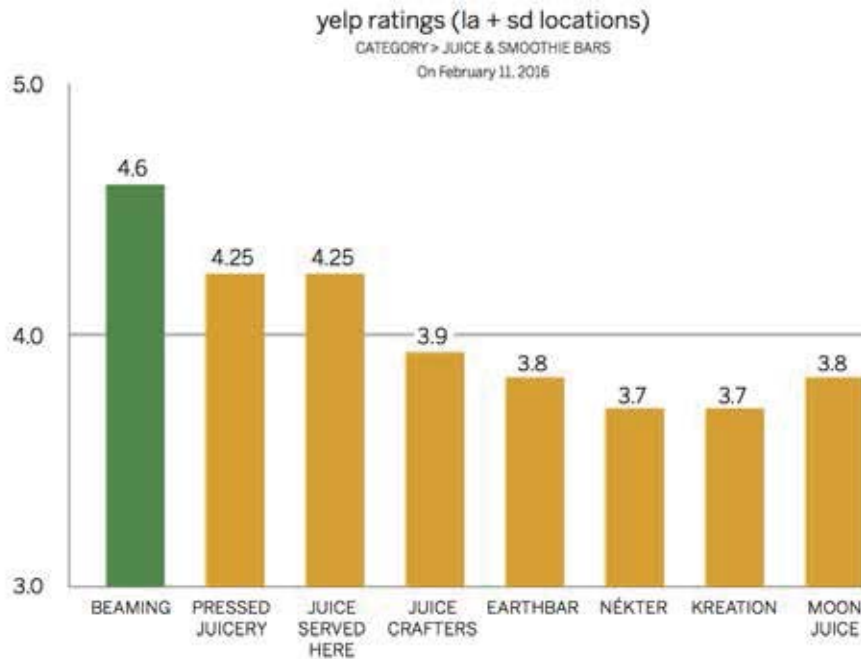
**1 YEAR PROPOSED MARKETING CALENDAR**

		PRINT	WEB/INTERNET/MOBILE	TV/RADIO	SPECIAL
1 <sup>st</sup> Quarter	January	PR in Publications/ Interviews	Website Promotions	N/A	Holiday Products/ Value Items
	February				
	March				
2 <sup>nd</sup> Quarter	April	PR in Publications/ Interviews	Website Promotions	N/A	Holiday Products/ Value Items
	May				
	June				
3 <sup>rd</sup> Quarter	July	PR in Publications/ Interviews	Website Promotions	N/A	Holiday Products/ Value Items
	August				
	September				
4 <sup>th</sup> Quarter	October	PR in Publications/ Interviews	Website Promotions	N/A	Holiday Products/ Value Items
	November				
	December				





# BEAMING OUTPERFORMS THE COMPETITION



Beaming's YELP ratings significantly outperform the leading competitors within the fast-growing superfood / juice category.

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## **CELEBRITY ENDORSEMENTS & BRANDS ON SOCIAL**

### **CELEBRITY ENDORSEMENTS VIA SOCIAL**

- Ellie Goulding (6.5 million Instagram followers)
- Nina Dobrev (6.2 million Instagram followers)
- Common (776,000 followers on Instagram)
- Hayley Williams (4.4 million followers on Instagram)
- Molly Sims (122,000 followers on Instagram)
- Chiara Ferragni (4.6 million followers on Instagram)
- Claire Holt (1.5 million Instagram followers)
- Sjana Earp (921,000 Instagram followers)

### **SOCIAL COLLABORATIONS**

- Alfred's Coffee
- YogaWorks
- Seven For All Mankind
- Benefit Cosmetics
- Well + Good NYC
- Olive and June
- Sonya Dakar
- Cycle House LA
- Graced by Grit
- Model Fit
- Rubi Jones

**Beaming  
Social Media  
reach is  
22,000  
Followers**

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**TAB I**  
**MARKETING & PROMOTIONS PLAN**



**MEDIA & PRESS**



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LAX INTERNATIONAL AIRPORT • CEP RESPONSE - TERMINAL 1 • 166-R



May your big day be Beaming.

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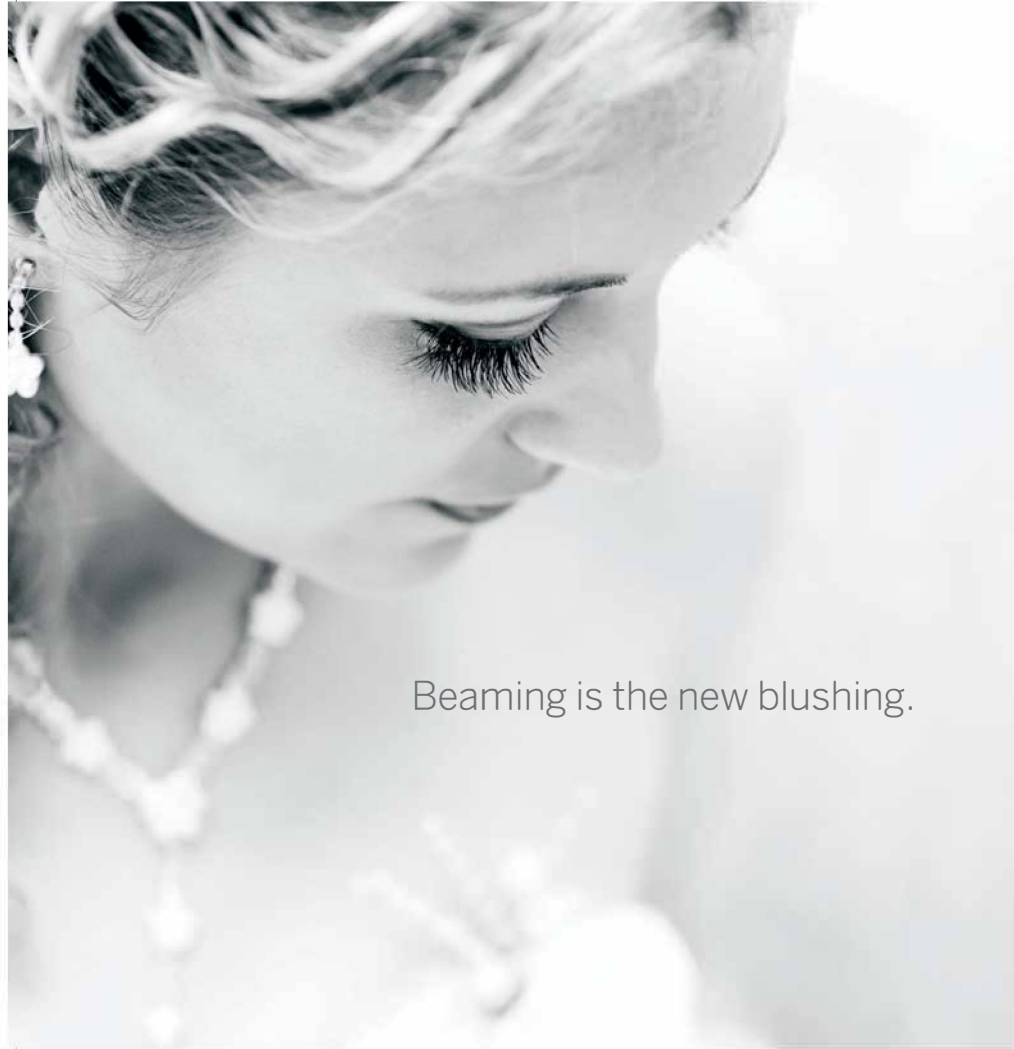
For further information or to reserve  
a Wedding Cleanse, call 800.208.2404,  
email [cleanse@livebeaming.com](mailto:cleanse@livebeaming.com),  
or visit [livebeaming.com](http://livebeaming.com).

[livebeaming.com](http://livebeaming.com)  
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The Wedding Cleanse



Beaming is the new blushing.

*We know that looking gorgeous and feeling your best is at the top of the list as you plan for your big day. You want to be Beaming. With this in mind, we've designed the most delicious, nutrient dense raw food cleanse program available to expertly meet the needs of brides-to-be. Glowing skin, bright eyes and reduced inflammation are just a few Beaming Bride benefits.*

**Unique, like you.**

Our gourmet juices and plant-based foods help you lighten up and brighten up, boosting your energy and ensuring you are radiant from within. Delicious flavors and variety are at the heart of Beaming's values, so fitting into your knockout dress will be all pleasure with no pain. That's right. You can have your cake and eat it, too.

We know how busy you are, so we take care of all of the details for you - it's easy to follow and you will feel fully nourished. Our nutrition cleanse concierge will help you choose a program aligned with your lifestyle and wedding goals.

- Choose from one of our signature cleanse programs: Lifestyle, Lean or Active. You will experience true transformation in just 3-5 days. Longer programs are also available.
- Beaming cleanses make the perfect gift for your groom, bridesmaids, and maid of honor.
- Discounts are available for groups of five or more.

The big day awaits.  
You'll blush. You'll glow. **You'll beam.**

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## Cleanse with food. Not just juice.

Beaming's superfood cleanse programs have a unique approach to cleansing. We don't believe in starvation or deprivation diets such as juice-only cleanses, water fasts or powder-based drinks that starve your body of necessary nutrients, calories, protein, and fiber. Our cleanses nourish your body with whole foods and juices that you can incorporate into your every day life, setting you up for success long after your cleanse is over.

A cleanse from Beaming will reboot your whole being and is an experience that could easily be a lifestyle. Delicious, nourishing and satisfying. Powerful and effective, yet simple and enjoyable.

Our programs include a gourmet menu of plant-based foods and artisan juices that incorporate the finest organic superfoods with the proven ability to balance, detox and renew.

Taste, feel and see the difference and discover what it means to *Live Beaming*.

### BENEFITS MAY INCLUDE:

DETOXIFICATION	ELEVATED MOOD	DECREASED ANXIETY
CELLULAR REJUVENATION	REDUCED INFLAMMATION	LOWERED TRIGLYCERIDES
INCREASED ENERGY	WELLNESS JUMPSTART	AGE PREVENTION
MENTAL CLARITY	BOOSTED IMMUNITY	WEIGHT LOSS
IMPROVED DIGESTION	IMPROVED SLEEP	REDUCED BODY FAT

## leancleanse

### Less can be more.

Designed to accelerate weight loss and deepen the detox process, this cleanse will leave you feeling light and clear without compromising energy or vitality.

Daily menu includes a variety of:

- 2 Cold Pressed Juices
- 1 Almond Milk w/ Protein or Protein Snack
- 1 Superfood Elixir
- 1 Powershot
- 1 Soup, *raw or gently cooked*
- 1 Salad or Raw Entrée
- Beaming Cleanse and Balance Tea

Calories: 1000- 1200

## lifestylecleanse

### The ultimate reset.

Designed for individuals who are ready to detox, reset and rejuvenate, this cleanse will leave you feeling nourished and satisfied.

Daily menu includes a variety of:

- 2 Cold Pressed Juices
- 1 Superfood Protein Smoothie
- 1 Superfood Elixir
- 1 Soup, *raw or gently cooked*
- 1 Salad or Raw Entrée
- 1 Superfood Protein Snack
- Beaming Cleanse and Balance Tea

Calories: 1200- 1400

## activecleanse

### Premium fuel for optimal performance.

Designed for the athlete or those who need to be well nourished for an active lifestyle, this cleanse will give you what you need for maximum performance and stamina.

Daily menu includes a variety of:

- 1-2 Cold Pressed Juices
- 1 Superfood Protein/ Recovery Smoothie
- 1 Pre or Post Workout Electrolyte Elixir
- 1 Soup, *raw or gently cooked*
- 1 Salad or Raw Entrée, *with quinoa*
- 1-2 Superfood Protein Snacks
- Beaming Cleanse and Balance Tea

Calories: 1600- 1900





**Nutritionally Powerful. Powerfully Delicious.™**

Cleanses are available in 3, 4 or 5 day options. One Day Resets and 10 & 21 day programs also available. Visit your local store for more information or [www.livebeaming.com/beaming-cafes/](http://www.livebeaming.com/beaming-cafes/)

Organic. Gluten Free. Dairy Free. No Preservatives. Non-GMO. Always. Never Compromised.

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• One Day Reset of any cleanse: \$85</li> <li>• 3 day Lean &amp; Lifestyle: \$245; Active \$295</li> </ul> | <ul style="list-style-type: none"> <li>• 4 day Lean &amp; Lifestyle: \$315; Active \$365</li> <li>• 5 day Lean &amp; Lifestyle: \$395; Active \$450</li> </ul> |
|---|--|

Tell us how you're beaming!




[#LIVEBEAMING](https://www.instagram.com/livebeaming)  
[WWW.LIVEBEAMING.COM](http://WWW.LIVEBEAMING.COM)



**THE BEAMING SUPERFOOD CLEANSE**  
 3 powerful options. Each with amazing results  
 CLEANSE WITH FOOD, NOT JUST JUICE





# your beaming pregnancy

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Beaming's pregnancy, fertility and lactation superfood smoothies.  
Created in collaboration with Lori Bregman, doula, life coach,  
healer and author of *The Mindful Mom to Be*.

## New! More Milk

Full of galactagogue foods (pronounced gah-lak'tah-gog) that can help jump start or increase the production of breast milk.

**Organic ingredients:** almond milk, coconut water, almond butter, blueberries, banana, Beaming superfood green protein powder, oats (uniquely soaked in mulberries, mesquite, maca and flax seeds), sun chlorella powder, Brewers yeast, fenugreek

## Get Preggy

Fertility smoothie for healthy, vibrant cells and hormone balancing.

**Organic ingredients:** almond milk, coconut water, coconut butter, goji berries, Beaming superfood green protein powder, superfood greens, avocado, banana, blueberries, flax seeds, hemp seeds, maca, bee pollen, royal jelly

## Knocked Up

Great for expectant mothers! Omega rich for brain development, calcium for strong bones, iron for healthy blood and more.

**Organic ingredients:** almond milk, coconut water, almond butter, date, spinach, avocado, goji berries, Beaming superfood green protein powder, hemp seeds, e3live (or 1 capsule), banana, strawberries

beaming

Del Mar | La Jolla | La Costa @ Equinox | Brentwood | Santa Monica | West Hollywood

livebeaming.com    @livebeaming

# New Superfood Porridge Bar

beaming.  BREAKFAST CRIMINALS

Try one of our organic, nutrient dense, high protein morning offerings. Coconut Chia Pudding and Matcha Chia Pudding are loaded with protein, omegas and antioxidants. Overnight Oats are uniquely soaked in superfoods like mulberries, mesquite, maca and flax seeds. Coconut Yogurt is rich in probiotics, dairy free and high in protein and good fats.

Co-created by Beaming's founder, Lisa Odenweller, in collaboration with the founder of Breakfast Criminals, Ksenia Avdulova.

Vegan. Gluten & Dairy Free. Non-GMO.

## CHOOSE AN ARTISAN PORRIDGE – \$8

Matcha Chia Pudding | Coconut Chia Pudding  
Overnight Oats | Coconut Yogurt

## CHOOSE TWO TOPPINGS

Additional toppings \$1.50 each

### SUPERFOODS

Coconut Cream	Wild Berry Chia Jam	Matcha Cashew Cream
JEM Cinnamon	Cacao Nibs	Shaved Coconut
Red Maca	Hemp Seeds	Flax Seeds
Almond Butter	Coconut Sugar	Buckwheat

### FRESH FRUIT

Blueberries  
Raspberries  
Strawberries  
Bananas

### DRIED FRUIT

Goji Berries  
Mullberries  
Golden Berries

### GRANOLA + NUTS

Beaming Granola  
Maple Walnuts  
Sliced Almonds