

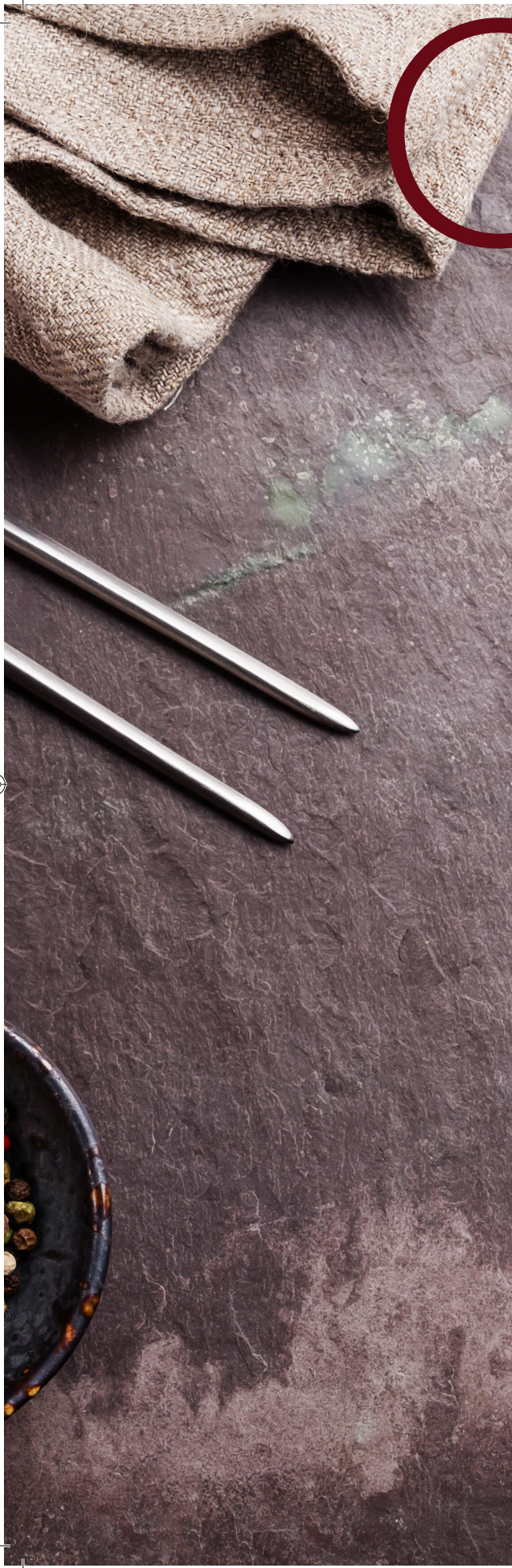
# CHARA

market  

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table





# CHIARA

## market table

We are a purveyor of high-quality meats and proteins, curator of wines and beers and retailer of products necessary to a great table experience — both inside and outside the market. We enable our customer (top 10% demographic, primarily, but not exclusively, 30-55 with a focus on the female financial decision maker in the household) to easily enjoy a superior food experience — whether on the grill, at the family table or in the café. We are not your every day grab-and-go convenience store, but we are also not the once-a-year gourmet experience either. We are the weekly treat and the weekly coming together. Whether it's a great cookout, the Sunday morning family breakfast with bacon or the cold beer shared with friends, we facilitate the special moment of great food and great drink in an otherwise hectic day.

Integrity is essential in everything we do.



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## Redefining the Market

How are people going to the market today? We know people's eating and shopping habits are changing. We want to be nearby, easy and top-of-mind for the customer that needs that simple, but superb, meal. Our departments are not so that our guests can get everything possible — you have drug stores, Costco and grocery stores for that. Our market carries the essential elements for the simple, but awesome, meal.

Departments are focused on goods you would find in the outer aisle of a traditional grocery store. Depending on location, these include:

- a. Meats (Open, honest and transparent about sourcing)
- b. Other Proteins and Cheese
- c. Curated Wines and Beers
- d. Fresh Vegetables
- e. Side Products
- f. Other Retail Products

## Redefining the Table

Fast casual is great, but we can do more to make the every day extraordinary. Our menu is built on items sold in the store — ready to eat in or take out. Our offerings are simple and unpretentious. Great food, accompanied by great drink, is the value we bring to our guests. “Fast” and “casual” are good concepts, but we believe there is more to the convenient dining experience than just a better, more expensive fast food restaurant. Market Table focuses on the enduring quality of superior ingredients — superior, fresh proteins and produce, served simply.

A photograph of a row of wine glasses on a bar counter. A hand is pouring red wine from a bottle into the glass closest to the camera. The glasses are filled with red wine, and the scene is lit with warm, ambient light. The text "THE PURSUIT OF HAPPINESS" is overlaid in the center of the image.

# THE PURSUIT OF HAPPINESS

A close-up photograph of a basket filled with fresh vegetables. In the foreground, there is a large pile of bright red radishes with their green leafy tops. To the right, several orange carrots are visible, some with their green tops. The background is slightly blurred, showing more of the same vegetables. The word "JOY" is written in a white, sans-serif font across the center of the image, with two horizontal white lines above and below the letters.

JOY



## Redefining Convenience

Market Table builds a store around the guest and enables that person to engage with quality food and drink more easily. When you hear “convenience” in connection with food, you think of the quick mart and picking up a carton of milk. We see it differently. We are not everything for everybody. Rather, we are convenient in the sense that we have everything for a great meal in one location, we are easy for our customers to get to, and we use technology to facilitate the transaction.

## Redefining Weekly Special

When you hear the term “weekly special,” you are immediately drawn to the grocery store newspaper ads. Market Table wants to change that. When we say “weekly special,” we are talking about that special moment and experience you have with food and drink. The shared experience of table, whether in a restaurant or at home, is what binds us as a community. Breaking bread together is the quintessential human experience, which connects us as the communal beings we are. We do not do that just once a year or on a special occasion, but continually throughout the year. We do it with family on the nights where we can be together at the table; we do it with friends when we get away for a quick bite to eat; we meet new acquaintances with a good cup of coffee or nice glass of wine in hand. Being together in special moments throughout the week matters.

Market Table is about facilitating, enhancing and letting you enjoy that special communal time with friends and family each week.



## Redefining the Guest Experience

We are building Market Table around the guest. We believe it should be easier for people to access high-quality food and drink products. When you go into a wine store, you are overwhelmed with choices. When you order at a fast casual restaurant, you wonder if it is anything more than expensive fast food. When you try to eat at the organic grocery store, the dining experience is an afterthought. When you shop for quality meat, there is no one to ask about the difference between “select” and “choice” offerings. When you try to get a take-home dish, you end up with marked-up lasagna. The sales process often lacks transparency and is business-driven, rather than consumer-driven. We can do better.

Every day, we will get up and ask, “How can we help people connect with the substance of life more honestly, more easily and with more integrity?” Our zealous focus on serving our guest makes Market Table a unique, and necessary, experience.

## Who We Are

First Avenue Ventures is a management company for private companies with a focus on growing businesses in and around Birmingham, Alabama. First Avenue Ventures strives to find, own, manage, develop and grow businesses. Our philosophy is that with appropriate capitalization, strong management teams and good board oversight, we create value.

Chara means “joy.”

The First Avenue Ventures team is committed to bringing joy to the guest experience at Market Table.

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