

00:00

[Music]

00:02

hi everyone welcome to the future home

00:03

of stone groove still house here in

00:04

anaheim california

00:06

some of you may know me as the founder

00:07

of portola coffee roasters here in

00:08

orange county 10 years ago i had an idea

00:10

of what a cutting-edge coffee company

00:12

could be

00:12

shortly after we opened our first

00:15

flagship roastery cafe

00:17

in 2011. since then we have grown to

00:19

eight locations in orange county

00:21

and l.a counties and we're continuing to

00:24

grow

00:24

in 2015 portola was named the roaster of

00:28

the year

00:29

which is incredibly prestigious because

00:31

it's an international award

00:32

second award which i'm especially proud

00:34

of is i was named the 2018

00:36

coffee person of the year by invite

00:38
magazine i'm excited to apply
00:40
all that i've learned with portola and
00:42
its successes to this new venture stone
00:44
group seal house is a bit unique what
00:46
we're creating is a micro distillery pub
00:48
we're going to have world-class food
00:51
from
00:52
a very renowned chef here in orange
00:54
county we're going to have a craft
00:55
cocktail bar
00:56
that is going to be elite it's a place
00:59
where people come gather
01:00
eat drink and are invited into the
01:03
process by
01:04
seeing the operation happen seeing the
01:06
product made right in front of them
01:07
which
01:08
otherwise is very mysterious and that's
01:11
where i feel
01:12
we are going to differentiate ourselves
01:14
so what's really unique about the timing
01:16
of this project

01:17

is the fact that this concept wasn't

01:19

even legal in california until january

01:22

of 2016.

01:23

after the law changed the distillery pub

01:26

concept was made possible

01:28

so that allows us to have a restaurant

01:29

and a craft cocktail bar on site

01:31

craft spirits is the next hottest

01:33

beverage movement

01:34

and i think the timing could not be any

01:37

better for us

01:38

so we're going to open in the morning

01:40

we're going to serve brunch brunch

01:41

is an amazing opportunity for us since

01:44

there's not a lot of

01:45

great options here in orange county and

01:47

i've seen a similar type

01:49

model on the brunch side in other areas

01:51

that do incredibly well

01:53

so in terms of income streams the

01:54

majority of our sales are going to be

01:57

to our customers who are coming to visit

01:59

our space here in anaheim so we're going

02:00

to sell food

02:01

selling our spirits in the form of our

02:03

cocktails as well as through our

02:04

tastings but we're also going to be

02:06

selling bottles for off-site sales and

02:09

what's exciting about that is we're able

02:11

to

02:11

sell traditionally through distribution

02:13

like most micro distilleries

02:15

but we're also able to sell direct to

02:17

consumer by

02:18

offering bottles for off-site

02:20

consumption and of course being the

02:21

founder of portola i'm definitely going

02:23

to integrate some

02:25

world-class coffee into this concept so

02:26

we'll have another income stream being

02:28

able to sell craft coffee

02:30

and of course we'll have some really

02:31

cool fun stone groove branded

02:34

merchandise to

02:35

offer our customers and have them help

02:38

spread the word

02:39

let me tell you a little about the make

02:40

building which we're in

02:42

it is a early 1900s marmalade factory

02:46

that was owned by a gentleman by the

02:48

name of thomas crawford

02:50

and it sits across the street from an

02:52

iconic food hall

02:53

in orange county called the anaheim

02:55

packing house so the make building only

02:57

has three tenants

02:58

it's stone groove steelhouse of course

03:02

it's unsung brewery and pali wine

03:04

company

03:05

and most importantly i'm not going about

03:07

this alone so i've assembled a

03:09

wonderful team of experts within their

03:10

field that are going to come in

03:12

and help me execute this model at the

03:15

highest level

03:16

i'm very excited to say that we've

03:17
raised almost 900 000
03:19
from local investors so those funds are
03:21
instrumental in
03:22
getting through our permitting process
03:25
all the design
03:26
marketing branding purchasing our
03:29
very beautiful german-made holstein
03:32
still
03:33
which is ready to be shipped from
03:35
germany and right now we're
03:37
ready to get into the construction phase
03:39
of our project
03:40
and that is where we need your help so
03:42
we really want to build a strong
03:44
community here at
03:45
group please look at our private profile
03:46
page to learn more about
03:48
this investment opportunity because
03:49
there's going to be details in there
03:50
that i haven't
03:51
covered in this video so thank you for
03:53
your time and i really look forward to

03:55

joining us on this very exciting journey

04:03

you