



Prime Restaurant
Investment Opportunity

INTRODUCTION

Since its opening in 1993 by founders Rod Kass and Sally Holcomb, Café Roka has become a celebrated staple, iconic for its authenticity and dedication to quality within Bisbee's vibrant dining scene. Kass's unwavering dedication to sourcing premium, local ingredients, merged with the restaurant's captivating Art Deco flair situated in a historic establishment, creates an unforgettable dining adventure that patrons are drawn to time after time.

Renowned among connoisseurs and local food enthusiasts alike, Owner and Chef Rod Kass, presents a dynamic menu that showcases the best local produce. Carefully selected offerings ensure gourmet excellence with each visit, whether it's the exquisite wild yellowfin tuna from the sea, the rich flavors of roasted duck, or the classic elegance of a perfectly prepared rack of lamb. Generous portions are thoughtfully complemented with fresh salads and refreshing sorbets. The dining experience transpires in an inviting setting, bathed in the glow of soft lighting against a backdrop of brick walls and distinctive art pieces, all while the original 1875 bar harks back to an era of Bisbee's prosperous heyday.

Having surpassed a million dollars in revenue in 2023 and maintaining exclusivity by operating only on evenings from 5-9 pm, with occasional special events, Café Roka has accumulated numerous accolades over the years. Now, as Rod and Sally eagerly anticipate retirement and a new chapter of leisure, they are searching for a successor to carry on the Café Roka legacy.

This presents a unique opportunity for an aspiring owner to take the helm of this esteemed establishment, continuing to offer both the locals and visitors an exceptional gastronomic rendezvous that is Café Roka.



"This was the best fine dining experience I've had in a long time. Everything was perfect!"



Prime Restaurant Venture in Bisbee, Arizona



Nestled in the vibrant epicenter of Bisbee, Cafe Roka, along with its significant real estate, is now presented for acquisition.

Renowned as a cornerstone of local culture, this cafe offers a rare opening for entrepreneurial growth. Amidst a bustling neighborhood, this establishment exhibits a rich heritage of fine dining since its inception in 1993.

With prime real estate and a highly desirable location within the heart of Bisbee's historic downtown district, Cafe Roka presents an incredible opportunity for expansion. The building itself boasts an iconic Art Deco facade which adds to the charm and character of the restaurant. Along with the main dining area, the property also features a bar and lounge area on the second level and a third level, perfect for hosting private events or accommodating overflow during peak business hours.



As one of Bisbee's premier culinary destinations, Cafe Roka has earned numerous accolades throughout its history. These include being named "Best Restaurant in Arizona" by Travel Channel's Food Wars and earning a spot on Esquire Magazine's "Top 21 Best New Restaurants in America" list. This recognition has solidified the cafe's standing as a must-visit destination for food enthusiasts and travelers alike.

In addition to its prestigious reputation, Cafe Roka also boasts impressive financial success. With over one million dollars in revenue achieved in 2023, this establishment has proven to be a lucrative venture for its current owners. With its strategic location in the heart of Bisbee's thriving downtown scene, there is ample opportunity for future growth and expansion.



For aspiring restaurateurs or entrepreneurs looking to take the reins of an established and highly acclaimed restaurant with little or no comparable competition in the area, Cafe Roka presents a unique opportunity. With its prime location, iconic facade, and successful track record, this restaurant venture is sure to continue thriving under new ownership.

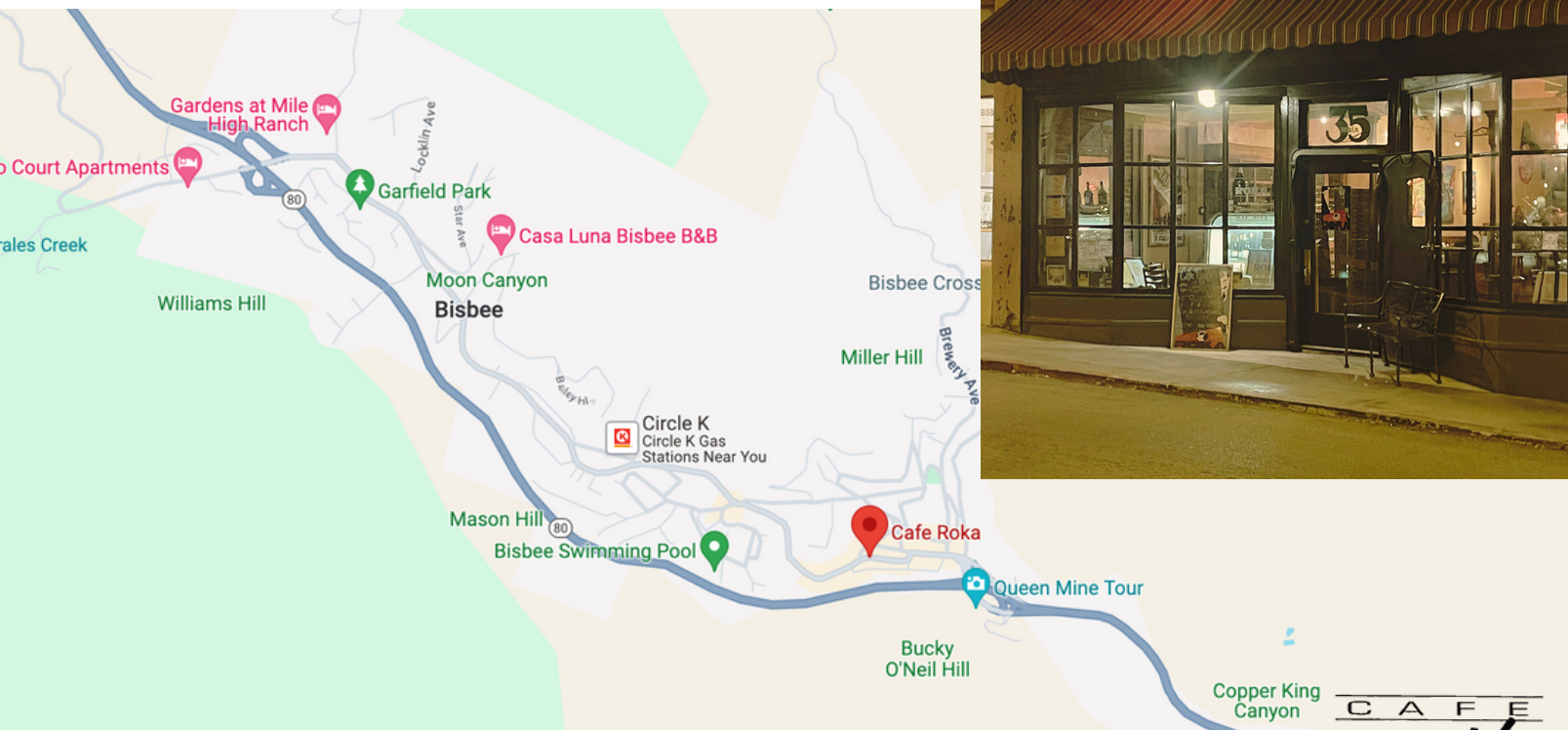
LEGAL CONDITION

Located at the heart of the bustling Bisbee, AZ commerce center at 35 Main Street, Cafe Roka, LLC is a long-standing establishment with a pristine record since its inception in 1993. Fully compliant with all legal and regulatory standards, the business boasts a history free of any infractions, mirroring its reputation for excellence.

This prestigious offering is not just a business; it includes the property it occupies—also at 35 Main Street—a heritage edifice owned by Rod Kass and Sally Holcomb. This not only adds intrinsic value to the acquisition but also ensures stability for the future proprietor.

The building itself is a treasure of architectural innovation crafted by the illustrious Henry Trost. Towering at three stories, it transcends mere construction to epitomize an era of architectural splendor, spotlighted by the incorporation of Luxfer Prisms. These prisms imbue the structure with both historical importance and enchanting beauty, casting rooms in soft natural light and underlining its distinguished presence.

Functionality meets elegance in this immaculate property, posing an extraordinary investment opportunity. The intricate architectural features are a nod to an enduring legacy of design ingenuity and structural vision. For the astute buyer, this represents not just an asset but a unique slice of architectural heritage, promising enduring charm, significance, and profitable potential.



A PROVEN TRACK RECORD

Investment Opportunity in Bisbee, AZ

Named one of the “Best Places in the World” To Visit

Cafe Roka stands as a testament to commercial resilience and prosperity, showcasing consistent sales growth and profit increases annually, despite its unique operational schedule of just three nights per week.

Between 2018 and 2019, Cafe Roka realized a commendable 6% surge in gross revenue. The ensuing global crisis in 2020 brought unprecedented challenges, leading to a near 55% contraction of gross revenues. However, the cafe's robust recovery narrative began in 2021 with a remarkable 32% rebound in gross revenue, followed by an even more impressive growth trajectory. Notably, 2022 yielded a 43% revenue uptick compared to the previous year, surpassing pre-crisis sales figures of 2019 by 13%. The 2023 fiscal year continued this upward trend with a gross revenue increase of almost 7% over the previous year.



Prospective buyers will find detailed and transparent business financials readily accessible to showcase the solvency and health of Café Roka's operations. The business maintains a clean financial slate, with no existing debts or encumbrances marring its records.



VISION & GROWTH

Further Potential in Bisbee

It's worth noting that the establishment's offerings sometimes extend beyond the culinary experience of its dinner service. Cafe Roka has been available for a range of exclusive events, including weddings, memorials, corporate gatherings, pairings of fine wine and cuisine, brunches, chef-curated meals, anniversaries, and private catering functions. There is potential untapped growth in increasing the frequency of events, which could further elevate overall revenues and bolster Cafe Roka's public profile. The current owner, as a part of the sale, will provide a list of potential future events, possible clients, and strategies for growing this area of the business.

What keeps our patrons coming back is Cafe Roka's commitment to reinventing culinary delights, with the menu undergoing seasonal transitions. This practice allows the chef to spotlight the freshest ingredients available, continually refreshing the dining choices and enticing guests with something new. The dining experience is complete with a house salad, palate-cleansing sorbet, and a selection of mains ranging from delectable Boneless Short Ribs and Garlic Shrimp and lobster Ravioli to Roasted Half Duck lavished in Cranberry, Honey & Merlot Sauce, and succulent P.E.I Steamed Blue Shell Mussels, among other gastronomic wonders.

Additionally, diners can indulge in a curated cocktail and wine list, which includes the exclusive Roka Red wine, enhancing the overall experience at Cafe Roka.

For a discerning buyer, Cafe Roka isn't just a purchase, but an opportunity to invest in a thriving brand with a vision for growth and exceptional culinary ventures.



Cafe Roka Reputation

Cafe Roka exudes a charm that captivates both the trendy Bisbee community and food lovers from far and wide. consistently savor the fresh and dynamic dinner menu, meticulously curated with local ingredients. Although selective, the menu promises culinary excellence with mouth-watering dishes.

Cafe Roka's ambiance of exposed-brick walls, gentle lighting, and captivating original artwork adds to the overall experience, while the 1875 bar pays homage to Bisbee's illustrious history.

The Los Angeles Times said; "Some people think small-town dining means casual, so-so food. Not in Bisbee. Café Roka stands out with its rack of lamb and roasted quail entrees, and appetizers such as goat cheese-filled piquillo peppers with a balsamic glaze."

Only Your State reported; "Phoenix and Tucson aren't the only cities in the Grand Canyon State with award-winning restaurants. One of the nicest restaurants in Arizona, Café Roka, is tucked away in the charming small town of Bisbee. Between the art deco atmosphere, elevated New American cuisine, exceptional service, and live jazz, this unique spot offers an unforgettable dining experience. Café Roka is more than just a restaurant: it's a full-blown experience."

Cafe Roka has received many accolades and awards including Trip Advisor's Travelers Choice Award, Best of Cochise County Award, Dating Advice's Featured Restaurant for Date Night, and more.

A few Google Customer Review Highlights:

- "Such a cute and cozy place. We didn't have reservations so ate dinner at the bar which was just fine. Bar Tender was super friendly. Dinner was great. Wish we could've tried more things on the menu."
- "A group of 14 old friends from Northern Illinois (Sycamore HS Class of '74) had a special private dinner party at Cafe Roka last Sunday. Wow! Working with Rod and the Waite staff was seamless and wonderful. The food was delicious and well presented."
- "It was our second visit. We took my sister and her husband for her 70th birthday while visiting us from CA. The food and service were par excellence!"



A Closer Look at Bisbee and the Surrounding

Area

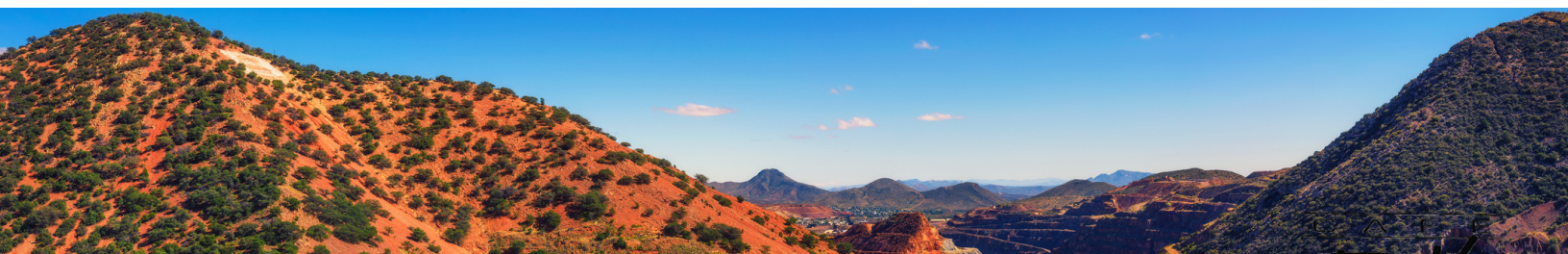
Bisbee, a gem located a scenic 90 miles southeast of Tucson in Cochise County, cradles itself in the arms of the Mule Mountains and stands as a testament to Cochise County's storied past and rising future.

This charming community first sprang to life in 1880, blossoming swiftly into a vibrant urban hub, spurred by the explosive growth of the mining sector fueled by abundant copper and precious metal deposits.

Presently, Bisbee's impeccably maintained downtown, a relic of the early 20th century, beckons tourists globally, luring them with its historic allure, an aura of artistic hospitality, and temperate weather. Moreover, Bisbee presents itself as the perfect base camp for an eclectic blend of visitors—from bird watchers and hikers to wine aficionados and music enthusiasts—all eager to delve into the geological wonders, biological diversity, and rich cultural tapestry of the "Sky Islands" region.

Arizona's vibrant travel sector sits at the pinnacle of the state's economy. As a testament to this, 2019 welcomed an impressive influx of 46.8 million tourists who infused a staggering \$25.6 billion into Arizona's economic veins. This surge positioned the travel industry alongside microelectronics as the foremost export-driven segment contributing to Arizona's prosperity.

The latest fiscal insights, drawn from the report 'Arizona Travel Impacts: 2000-2019p' by the renowned analytical firm Dean Runyan Associates (dated May 2020), shine a spotlight on the travel trade's immense contribution to both state and community wealth pools. Indicators from this study underscore a robust economic performance with the sector generating a colossal \$10.9 billion in gross domestic product for the year 2019, while also being a formidable job creator with 194,300 positions statewide.



A Closer Look at Bisbee and the Surrounding Area Continued...

Markedly, the 2019 narrative for Arizona's tourism was one of vigorous ascent, with visitor expenditure climbing by a healthy 4.7% compared to the preceding year.

Zooming in on Cochise County, where the charming city of Bisbee lies, the local coffers were buoyed by a notable hike in tax revenues, a direct outcome of the year's uptick in travel spending, as per figures unveiled by Dean Runyan Associates for the year 2019.

If you are considering where to invest, these compelling statistics firmly establish Arizona's travel sector as an arena ripe with opportunity—where dynamic growth is not just anticipated but already unfolding.

With the consistent growth and success of Cafe Roka, it is evident that Bisbee's tourism industry has been a key factor in its prosperity. This charming city, with its rich history and unique culture, attracts visitors from all over the world, providing a steady stream of clientele for businesses like Cafe Roka.

In addition to being a popular tourist destination, Bisbee also boasts a vibrant local community with strong support for small businesses. This creates a welcoming environment for entrepreneurs and investors looking to establish or expand their business ventures.

Moreover, Arizona's strategic location makes it easily accessible from major cities in the United States, making Bisbee an ideal location for tourists and creating ample opportunities for growth and expansion in the hospitality industry.



Area Statistics

Arizona is the
second-fastest
growing state in the
U.S.

Estimated 2020 Total Population



1,791,376

PROJECTED 2020 TOTAL POPULATION
OF THE FOUR-COUNTY AREA OF SOUTHERN ARIZONA

\$55 MILLION

DAILY BI-NATIONAL TRADE THROUGH ARIZONA LAND
PORTS OF ENTRY—75% OF THESE THROUGH NOGALES.



\$7.3 MILLION

DAILY TOURISM EXPENDITURES
ARIZONA-MEXICO COMMISSION REPORTS ARE
CONDUCTED DAILY THROUGH SOUTHERN ARIZONA
LAND PORTS OF ENTRY (LPOEs) 75% OF THESE
THROUGH NOGALES

\$22 BILLION

VALUE OF GOOD MOVED THROUGH THE ARIZONA-SONORA
BORDER CROSSING LOCATIONS IN 2010. NOGALES LPOEs
COMPRISE ABOUT 89% OF THE TRADE VALUE.



2.4%

AVERAGE ANNUAL GROWTH RATE OF SOUTHERN
ARIZONA SINCE YEAR 2000. WITH A \$32 BILLION
ESTIMATED ANNUAL IMPACT

25.4 MILLION

NUMBER OF PEOPLE CROSSING INTO US VIA ARIZONA
LPOEs IN 2009, MAJORITY THROUGH NOGALES.



FAST COMPANY RANKED ARIZONA #4 OVERALL
IN THE "UNITED STATES OF INNOVATION" BASED ON
MANY FACTORS, INCLUDING ITS THRIVING BUSINESS
STARTUP COMMUNITY (2013).

40,000

NUMBER OF PEOPLE ENTERING ARIZONA DAILY THROUGH
NOGALES, MANY FOR SHOPPING AND TOURISM.



CONCLUSION

Established Restaurant Opportunity in Bisbee, Arizona



Cafe Roka stands as a distinctive gem, poised to continue to enhance the rich tapestry of Bisbee and Cochise County, AZ. Beyond the restaurant's alluring potential, the accompanying real estate offers strategic benefits to an astute buyer looking to make a mark in this vibrant community.

This project presents a wealth of exceptional opportunities, nestled amidst a vivacious setting rich in culinary experiences, artistic heritage, historical depth, and breathtaking panoramas

