

Daiquiri Deck®

Franchise Opportunity Brochure



DAIQUIRI DECK®

Food • Drinks • Friends

Vacation-mode dining, all day.

Our Story: Born on the Beach, Built for Good Times

Daiquiri Deck was born on Siesta Key in the early '90s with one simple idea: create the perfect place to end a beach day, with ice-cold frozen daiquiris, ocean-breeze patios, and a come-as-you-are vibe where good people gather. The brand's backstory begins with a local lifeguard who envisioned a laid-back hangout that felt like vacation every day, and that spirit still anchors the Deck today.

In 1993, founders including Troy Syrett and Matt Grover opened the first Daiquiri Deck in Siesta Key Village. What started as a Key West-inspired frozen daiquiri bar quickly became a Sarasota staple—equal parts locals' spot and visitor "must-do" setting the tone for a brand that blends easy hospitality with high-energy fun.

As the Deck grew, each location developed its own personality while staying true to the core: bright, photogenic cocktails and coastal-casual food on sun-splashed patios. The original Siesta Key Village still leans into its party roots (daily live music, karaoke, and the iconic **Turkey Trot** and **Santa Stumble** pub crawls), while others emphasize views and gathering spaces, like Bradenton Beach, the only rooftop location with Gulf-to-Bay sightlines.

The menu evolved with the culture: a deep lineup of frozen daiquiris, from classics like Piña Colada and Electric Lemonade to coffee-infused and sangria twists, paired with bowls, tacos, fresh seafood plates, and shareables that carry guests from lunch through late night. The result is a ritual: "Meet You at The Deck" for sunsets, televised sports games, or one last round before calling it a night.

Loyalty followed naturally. With group-friendly spaces, a simple path to book events, and a rewards program that keeps fans connected, the Deck turned vacation one-offs into repeat traditions, year after year, trip after trip. It's not just a restaurant; it's a beach-town rhythm that visitors plan around, and locals claim as their own.

In short: Born on the beach, built for good times, refined for scale. A proven playbook from over thirty years of company-run locations, a culture people love, and a product guests post about without being asked. That's the Daiquiri Deck story.

From those early days to today, the brand has stayed true to its DNA: approachable, high-energy hospitality, memorable cocktails, and food that's as craveable as the vibe. We've refined the playbook in company-owned locations for years so that candidates can step into a proven experience guests already love.

Timeline of the Deck (highlights)

- 🔥 The Spark — A beach-town hangout where the daiquiris are cold, and the welcome is warm.
- 🔥 The Signature — Frozen daiquiris in vibrant flavors become the brand's calling card.
- 🔥 The Patio Culture — Sun-splashed patios turn afternoons into occasions and sunsets into events.
- 🔥 The Playbook — Systems, recipes, and training get standardized across company operations.
- 🔥 The Next Chapter — Now franchising, with support designed for experienced operators.

Why Guests Keep Coming Back

We're a tradition for tourists and a standby for locals. The Deck isn't just a meal—it's a mood. Picture-worthy daiquiris, coastal comfort food, live-summer energy, and a team that knows how to host.

Beach-born vibe, ritual status. The Deck started as the perfect post-beach hangout on Siesta Key in the early '90s and still delivers that “vacation-mode” feeling—ice-cold daiquiris, ocean breeze energy, and a come-as-you-are patio scene that locals and visitors make a tradition every trip.

Signature frozen daiquiris = the hook. A deep lineup of frozen flavors (from Piña Colada and Electric Lemonade to coffee-infused blends and sangria twists) keeps the experience fun, colorful, and highly shareable. Virgin versions and mocktails make it inclusive for all ages and occasions

Coastal-casual food that holds its own. Guests don't just come for drinks—they stay for bowls, tacos, fresh seafood plates, and beach-casual favorites that match the setting. Locations highlight “food for seafood and land lovers alike” with featured items and a full menu that travels from lunch through late night.

Happy Hour that builds habits. A daily Happy Hour window and rotating deals (including on frozen daiquiris) create repeatable rituals for locals and a value beacon for tourists.

Patio culture + people-watching. Multiple locations lean into outdoor seating—upper and lower patios, sidewalk seating, and beach-adjacent footprints—so the atmosphere is part of the draw. It's built for sunsets, sports on TV, and “one more round” with friends and family.

Each location has its own personality. The original Siesta Key Village spot still nods to its club/pub-crawl roots with weekend DJs and holiday crawls, while South Siesta layers in unique features like “the backyard” with mini machines and game-day screens. Guests experience the same brand, different flavors of fun.

Easy to bring the group. Group Dining menus and inquiries right from the site make it simple for teams, celebrations, and big vacation crews to plan the Deck into their trip. That keeps the brand top-of-mind for repeat events year after year.

Rewards + tradition = loyalty flywheel. A brand-run rewards program and a multi-location footprint (Siesta Key Village, South Siesta, St. Armands, Venice, Bradenton Beach) make it effortless for fans to find a Deck nearby—and earn while they do—turning beach trips into long-term brand loyalty.

What Locals & Visitors Say

👤 “I visit the daiquiri deck every time I come to Florida. It's one of my favorite places. The staff is always great and very friendly. The food is good, and the drinks are amazing. They have such a large variety

of frozen daiquiris. You can sit at the bar, inside, or my go to on the deck. It's a very cute place. I highly recommend checking it out.”— Jacqui C., repeat guest

👤 “We had a great time today at the Daiquiri Deck on Siesta Key... great drinks and fun atmosphere...we will definitely be back.” — Chuck L., late-night regular

👤 “I've been a customer for years, now live in Orlando and always love coming in for all my favorite drinks and food.” — Gina L., previous Sarasota local

Brand Impact

- 🐾 High-energy anchor for entertainment corridors and lifestyle centers.
- 🐾 Creates local jobs and management career paths.
- 🐾 Event & group-friendly: from game days to big weekends.
- 🐾 A patio presence that lifts the entire block's vibe.

A ritual for tourists and a habit for locals. Born on Siesta Key and expanded across Sarasota/Manatee, the Deck turned “post-beach” into a tradition, guests plan sunsets, game days, and meet-ups around our patios, from Siesta Key Village to Bradenton Beach’s rooftop with Gulf-to-Bay views.

Signature experiences people post about. Our deep frozen-daiquiri lineup (Piña Colada, Electric Lemonade, Tropical Sangria, coffee-infused blends and more) + colorful presentation creates instantly shareable moments, designed to be photographed, remembered, and repeated. Virgin daiquiris and mocktails make the fun inclusive for every group.

Food that anchors the visit, not just the bar tab. Coastal-casual plates, seafood, bowls, tacos, handhelds, carry guests from lunch through late night, so parties stay longer and return for “the food + the vibe,” not one or the other. The brand positions itself on “top-quality food and drinks with unique recipes” for seafood and land lovers alike.

Patio culture = staying power. Outdoor seating, rooftops, and people-watching keep tables turning from golden hour to last call. The Bradenton Beach location’s rooftop specifically turns the atmosphere into the attraction (and a reason to revisit).

Group-friendly by design. Easy Group Dining menus and inquiry flow let locals and vacationers book birthdays, reunions, wedding events, and team outings, turning one-time visits into annual traditions and repeat revenue.

Simple loyalty flywheel. A brand rewards program plus multiple nearby locations makes it effortless to keep earning and returning, strengthening lifetime value as fans move between villages, keys, and beaches.

A story guests root for. Founders with local roots built the Deck from a beach-town idea into a beloved staple; that authenticity shows up in the service style, events, and community presence, and it’s part of why people recommend the Deck to out-of-towners first.

Bottom line: photogenic cocktails and cuisine, coastal food that delivers, patios made for sunsets, and a locally grown story, this combo turns first-timers into repeat guests and word-of-mouth marketers.

What You'll Operate

A full-service, high-energy bar + restaurant designed around frozen daiquiris, coastal-casual food, and an all-day patio vibe. Think “busy from lunch through late night,” with ops built to keep the party organized, profitable, and repeatable.

Concept & Floorplan at a Glance

- 🦋 **Format:** Full-service dining + full bar; patio/rooftop strongly encouraged.
- 🦋 **Typical size:** 4,000–8,000 sq. ft. with 140–260 seats (mix of bar, tables, patio).
- 🦋 **Zones:** Entry/merch, statement bar with daiquiri machines, dining area, patio/rooftop, expo line, BOH kitchen, walk-in(s), dry storage.
- 🦋 **Throughput design:** Wide bar rail, visible daiquiri line, QR/handheld support for peak rounds, server aisles that prevent “gridlock at sunset.”

Dayparts & Rhythm

- 🦋 **Brunch:** Capture the hungry morning traffic; omelets, breakfast burritos, shrimp and waffles
- 🦋 **Lunch:** Bowls, tacos, handhelds; faster turns, locals + beach traffic.
- 🦋 **Afternoon / Happy Hour:** Brand-building window; flight boards, shareables, small plates.
- 🦋 **Dinner:** Full menu with seafood features; higher checks, groups.
- 🦋 **Late Night:** Elevated cocktail/daiquiri focus, music energy, bites; strong margin window.

Bar Program (the profit engine)

- 🦋 **Signature frozen daiquiris:** Core SKUs + seasonal rotations; consistent recipes; portion-controlled garnishes.
- 🦋 **Speed & consistency:** Pre-batch where appropriate, standardized machine settings, color-coded syrup/fruit systems.
- 🦋 **Non-alcoholic parity:** Virgin builds and mocktails to keep groups inclusive (and tabs growing).
- 🦋 **Controls:** Daily variance logs, pour tests, top-seller and slow-mover reporting, comps/voids review.

Kitchen & Menu Execution

- 🦋 **Menu pillars:** Coastal seafood plates, bowls, tacos, shareables that travel across dayparts.
- 🦋 **Line design:** Grill/sauté + fry + cold/salad with an expo window; ticket times targeted under 12–15 minutes at peak.
- 🦋 **Prep standards:** Spec sheets, yields, HACCP-aligned logs; par levels by daypart/season.
- 🦋 **Quality system:** First plate and shift tastings, photo standards for hero items.

Tech Stack & Tools

- 🦋 **POS + handhelds** for patio coverage and bar speed.
- 🦋 **Kitchen display** or expo printer for clean routing.
- 🦋 **Inventory & recipe platform** with real-time costing and variance tracking.

- ☛ **Scheduling & labor** with forecast tie-in (weather + seasonality).
- ☛ **Guest engagement:** Loyalty, SMS/email, and review response workflow.

Staffing Model (illustrative)

- ☛ **FOH:** GM, AGM/Bar Manager, Shift Leads, Bartenders, Servers, Expos/Runners, Hosts.
- ☛ **BOH:** Kitchen Manager, Line Cooks (grill/sauté/fry/cold), Prep, Dish.
- ☛ **Patio/Rooftop:** Server/bartender coverage tuned to daypart and weather.
- ☛ **Training cadence:** 2–3 week pre-opening boot camp; bar certification, menu certification, service role-plays.

Service & Guest Experience

- ☛ **Tone:** Warm, quick, playful—never stiff. “Vacation-mode” without chaos.
- ☛ **Table standards:** 90-second greet, drink flight suggest, app nudge, two-minute/ two-bite check, dessert/round-two prompt.
- ☛ **Bar standards:** Eye contact within 10 seconds, napkin down, top-five recs, tab management that invites “one more.”

Controls & KPIs (operator dashboard)

- ☛ **Beverage COGS:** tightly managed via machine yields and garnish standards.
- ☛ **Food COGS:** spec adherence, waste logs, weekly counts.
- ☛ **Labor %:** forecasted to season and weather; cross-train for flexing.
- ☛ **Speed:** ticket times, bar round times, table turns by daypart.
- ☛ **Mix:** beverage % of sales, top 10 items, LTO lift.
- ☛ **Reputation:** star rating trend, response time, return-visit triggers.

Marketing & Community Rhythm

- ☛ **Weekly:** Social/photo cadence, Happy Hour features, review replies.
- ☛ **Monthly:** LTO or seasonal daiquiri, patio event/activation, loyalty push.
- ☛ **Quarterly:** Menu refresh touchpoints, photography refresh, group-sales outreach (birthdays, teams, reunions).

Compliance & Licensing (high level)

- ☛ **Liquor license:** Start early; timelines vary by municipality.
- ☛ **Health & safety:** SOPs for temperature logs, sanitation, allergen handling.
- ☛ **Music/entertainment:** Local permits if applicable (patio, rooftop, DJs).

Menu Pillars

1) Signature Frozen Daiquiris (the conversation starter)

Not just “slushies for grown-ups.” This is a curated lineup built to be **ordered in rounds** and **shared on socials**. Core classics (Piña Colada, Strawberry, Electric Lemonade) anchor the board

while seasonal rotations keep locals curious. Garnish standards and pour controls keep every glass bright, balanced, and profitable.

Operator note: flights and upsized souvenir cups are your margin heroes; push them at Happy Hour and sunset.

Highlights:

- ✮ Core + Seasonal flavors with consistent machine settings
- ✮ Virgin builds for all-ages groups and designated drivers
- ✮ Flight boards to increase trial and tabs
- ✮ Photo-worthy garnishes (fruit wheels, sugared rims, color stacks)

2) Coastal Plates (the reason they stay for dinner)

The food isn't window dressing; it's the second hook. **Shrimp, fresh fish, and oysters (where permitted)** sit beside bowls, tacos, and handhelds that travel across lunch, dinner, and late night. We keep prep lean and execution sharp—fast ticket times with plating that still looks like a vacation.

Operator note: use the expo photo standards and “first plate” tastings every shift; it's how the Deck tastes the same in July and January.

Highlights:

- ✮ Seafood features: blackened/bronzed fish, peel-and-eat shrimp, Gulf-inspired specials
- ✮ Bowls & tacos: fast to execute, easy to customize, high repeat-order rate
- ✮ Shareables: crab dip, nachos, coastal fries—perfect for “one more round” decisions
- ✮ Gluten-free and lighter options to keep the whole crew happy

3) Shareables & Patio Plates (built for groups and “one more”)

Everything on this page is designed for **pass-and-laugh energy**—the table is the stage. Crisp, colorful, and craveable, these are your “stay longer” levers.

Operator note: servers should seed the second round early: “Want me to drop a sampler before your mains?” It prints.

Highlights:

- ✮ Sampler boards and fry baskets for quick wins
- ✮ Crowd-pleasers with low waste and high consistency
- ✮ Strategic salt, acid, and crunch to pair with frozen cocktails
- ✮ Late-night menu overlay to keep BOH simple after 10pm

4) Sweets & Sips (close the loop)

Desserts are small, sharable, and **photogenically enticing**—exactly how social wants them. Coffee and after-dinner flavors show up in daiquiri riffs, so you never have to ask twice.

Operator note: treat dessert like an add-on round; offer a split dessert with two spoons and a Beach Coffee daiquiri as a pairing.

Chef's Note & Story

Meet the Chef: *Chef Jeremy Thayer* “Vacation Flavor, Restaurant Discipline.”

A CIA trained Chef, Jeremy cut his teeth in **high-volume coastal kitchens**, where the difference between “fun” and “chaos” is a prep list that sings. At Daiquiri Deck, they’ve tuned the menu to do three things exceptionally well:

1. **Crave on sight:** vibrant color, clean lines, smart garnish, every plate earns its place on the table (and on Instagram).
2. **Speed without shortcuts:** line design and prep specs keep ticket times tight, even at sunset crunch.
3. **Consistency in salt/acid/heat:** seafood needs balance; our bowls and tacos carry that same discipline so every bite pops.

A Word from Chef Jeremy -

“My approach to food has always been with respect and laughter. I believe once you learn the story behind where the ingredients you’re using came from (and I don’t mean the store or truck) but to literally think about the farmer and the people that touched the product before you, you will want to do honor to the memory of that story. I don’t believe the chicken crossed the road to be mishandled through poor knowledge and carelessness! I teach that the chicken wants more; to be the BEST damn chicken that ever crossed the road! I share this philosophy with our team of cooks with the thought of finding that one thing that they can relate this story too. Respect your ingredients, tools, and the team, and the rest will fall into place.

In the time since I’ve assumed the role of Culinary Director here at Daiquiri Deck, my continuous drive to teach and learn is stronger than ever in our kitchens. When you step inside our kitchen and feel the pulse of Daiquiri Deck merge with the aromas of sizzling spices, fresh ingredients, and award-winning Daiquiris, you will not be disappointed. We're breaking free from the ordinary, embracing the good times and great vibes, and inviting you on a journey of culinary exploration.

We're not just a restaurant; we're a movement—a movement towards food that inspires, entertains, and connects. So come as you are, leave your inhibitions at the door, and join us as we redefine the culinary landscape, one meal at a time. Welcome to the revolution of taste. Welcome to our world.”

Chef Jeremy Thayer

Chef's Playbook in 4 bullets:

- ☛ Standardized prep yields + photo plates at expo = reliable wow.
- ☛ Daypart tweaks: light, fresh bowls at lunch; seafood features at dinner; salty shareables late night.
- ☛ Seasonal LTOs: one daiquiri + one plate each quarter to keep locals curious.

☛ Training cadence: “first plate” tasting at every shift change; one hero item demo per week.



Chef Jeremy Thayer in the expo window with our **Shrimp Po' Boy**

Investment & Performance

Total Initial Investment (Traditional Restaurant)

\$1,994,660 – \$4,276,100 (market-dependent; see FDD Item 7 for full line-items and assumptions)

What typically drives the range

- **Real estate & build-out:** lease condition (white box vs. second-gen), landlord TI, local code, and patio/rooftop scope.
- **FF&E + bar systems:** bar length, daiquiri machine count, refrigeration/ice, and smallwares depth.
- **Liquor licensing:** cost and timeline vary by municipality—start early.
- **Pre-opening labor & training:** size of team, opening schedule, and wage environment.
- **Working capital & opening inventory:** your first 3–6 months of runway.

Major categories (illustrative from Item 7)

- **Leasehold Improvements (Build-out):** ~\$850,000 – \$1,800,000
- **Furniture, Fixtures & Equipment (FF&E):** ~\$625,000 – \$925,000
- **Daiquiri equipment & smallwares:** ~\$150,000 – \$306,000
- **Initial Franchise Fee: \$50,000**
(See current FDD Item 7 for all categories, definitions, and assumptions.)

Ongoing Fees (from Item 6)

- **Royalty: 6% of Gross Sales**
- **Brand/Marketing Fund: 1%**
- **Local marketing (minimum): 2%**
(See current FDD Item 6 for all categories, definitions, and assumptions.)

Real Estate & Market Fit

Daiquiri Deck thrives in coastal corridors, entertainment districts, tourist hubs, and lifestyle centers. A patio or rooftop amplifies the brand experience and average check. Liquor licensing timelines vary—start early; we'll guide you.

Site Checklist

- 4,000–8,000 sq. ft. footprint; patio/rooftop strongly encouraged.
- High visibility and access—signage, walkability, or easy parking.
- Strong neighbors—dining clusters, hotels/resorts, beaches, event venues.

Is This You?

- 🐾 Multi-unit operator or hospitality-experienced owner.
- 🐾 Local network for real estate and talent recruitment.
- 🐾 Leads from the front: guest-centric, team-builder, and numbers-aware.
- 🐾 Comfortable operating a beverage-forward, high-energy business.

Training & Support You'll Receive

- 🐾 Real Estate & Design — site criteria, LOI guidance, architectural prototype.
- 🐾 Training — pre-opening operations, bar systems, and service standards.
- 🐾 Opening Support — on-site launch team and marketing toolkit.
- 🐾 Ongoing — field support, menu evolution, LTOs, and brand marketing assets.

Your Path to Opening

1. Intro Call — goals, markets, timeline.
2. FDD Review & Unit Economics — understand the investment and model.
3. Market & Site Strategy — shortlist trade areas and engage landlords.
4. Discovery Day — see the Deck in action and meet leadership.
5. Agreement & Onboarding — training, design, pre-opening plan.
6. Build-Out & Opening — field team support and launch marketing.
7. Operate & Grow — ongoing support and performance reviews.

Ready to Explore Your Market?

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