



# Students and workers love drinking downtown

## Why it's location is convenient

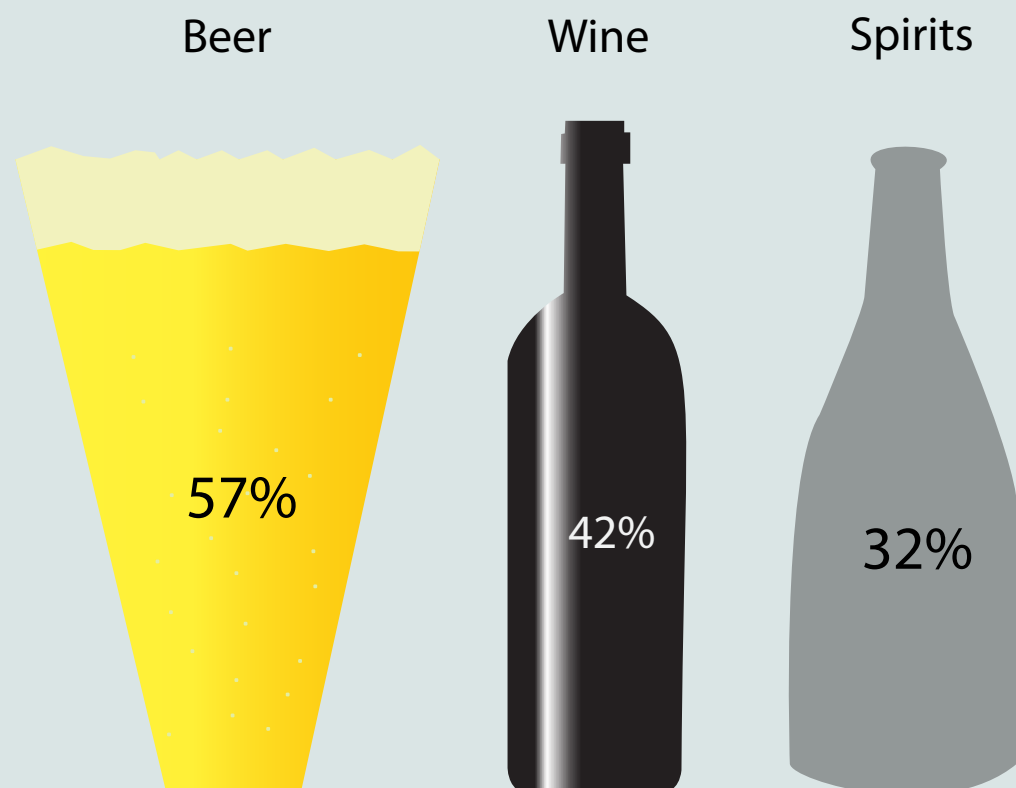
Perfect for both students and business/ working men to come to after work or school. The location is convenient and close to most big schools and business's downtown. Studies show that the bars most suited to the business and school crowd is heavily located in the downtown core.

Canadians are not just working for the weekend and doing their drinking then. According to Ipsos Reid's tracker, 40% of Canadians' drinking happens Monday to Friday. This means that business will still be busy during the week after school and work hours.

It is also located near a few metro stations that are a few minutes walking distance. This way people can get home safely after school or work without driving home intoxicated.



## Percentage of what canadians drink



## Our appeal to students/working men

Canadians drink 57% beer, 42% wine and 32% spirits, which is why I have added a big selection of beers.

Studies show that around 40% of drinks accompany a meal. We will have a menu with perfect bar foods and great prices which is bound to be used after they've had a few drinks.

Studies also show that 27% of Canadians will drink when relaxing after work and 21% while watching the game. Which is why I will be playing sports games on a tv as most bars do for the entertainment of the customer and to allow for a more relaxing environment leading to more drinks being bought.