



JL Beers

Minot ND

Owners: Jesse and Wayne Zwak

Jesse and Wayne Zwak, the father and son owners of ZZ Food Group, opened JL Beers in March 2015 in Minot. The franchise is part of the JL Beers (ND-based) franchise, which currently has twelve locations in three states. JL Beers offers an extensive line of craft beers, burgers and home-made chips/fries.

This eclectic restaurant has a modern unique vibe which they boast has seating for 1000, 47 seats at a time! The décor is engaging and the small space and open concept kitchen lends itself to a unique customer experience. JL Beers relies heavily on social marketing which includes an interactive app, seasonal brew promotions, and store gear that helps to reinforce branding and customer interaction.

The key to JL Beers' success is their simplistic approach. They start with a small menu using fresh ingredients and state of the art equipment that

cooks a burger in under three minutes. Chips or fries are cut and cooked to order while you watch. The result is quality food delivered quickly and reasonably priced. Well-trained staff are "hands on" and involved in the customer beverage selections, making their service second to none.

Zwak enlisted ND SBDC services from the Minot Center when they began their pre-construction and financial planning stages of the project. Working with Mary Beth Votava, the ND SBDC helped to create and organize their business plan and financial forecasts. She also helped bridge communication and manage the paperwork that went back and forth between the funding partners and the owners.

Funding was approved by a local bank, the U.S. SBA and Dakota Certified Development Corporation. Overall, the Zwaks feel the SBDC services helped to enhance communications

and to alleviate some of the stress involved with such a large project. The budget provided a breakeven analysis that ensured debt service could be met and that the project was fiscally feasible. The plans provided the building blocks for the financial underwriters to review and analyze the information in the same light.

Jesse and Wayne Zwak, ZZ Food Group, for their JL Beers project, was announced as the Minot Small Business Development Center (SBDC) Regional 2017 Small Business of the Year award winner. This award is given in recognition of outstanding small business leaders who help their communities create jobs, drive innovation and spur the economy. ZZ Food Group, have also owned the Minot Perkins since 1983.