



FOR IMMEDIATE RELEASE:

-Whiskey Canyon Has New Operators-

Waitsburg Investment Group Strikes Deal with Shrub Hospitality at Waitsburg Local Sports Bar.

Shrub Hospitality has signed an agreement with Waitsburg Investment Group and will take over operations as of October 1st. The local Sports Bar has been serving the community through thick and thin since 2015, and in alignment with Waitsburg Investment Group's 10-year exit strategy, Shrub Hospitality will assume the role of owner/operator for at least the next two years.

After a four-month collaboration, the two groups have been working together to create a smooth transition for customers and team members. All gift cards purchased prior to Oct. 1, 2024, will continue to be honored as part of both parties' commitment to the community.

Shrub Hospitality, owned by Tommy Long and Corben Ketelsen, is a venture started in June 2024 to bring an identity to the passion and vision that the two friends have for what they plan to bring to the table.

More information and official project plans online at [Shrubn.com](https://shrubn.com).

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Hello Waitsburg Community!

We are excited to announce a few changes that you'll notice at WC over the next three months. As patrons of the establishment ourselves, we're excited and very grateful that Dan Cole, Ken Cole, Guy McCaw, and Byron Seeny have been so helpful and gracious in coordinating and empowering the entire team for a successful transition. We are excited to keep this operation local with a community-first focus while making adjustments and optimizations to maintain its sustainability and service to the patrons who support it.

"God has blessed us with a unique opportunity to carry the torch, and Waitsburg Investment Group has been instrumental in passing that torch over. They have set us up for autonomy, success, and what looks to be a fun adventure." States Corben, "New parking lot lines, patio fans and equipment maintenance are just some of the extras they included without even being asked. Sure, we have contracts in place, but the handshake deals and small-town business are refreshing to experience."

The contract is structured as a turnkey Triple Net Lease with an option to purchase. The Whiskey Canyon name will remain the same for the foreseeable future, although the theme and aesthetic will change to increase the dining experience for regulars, not-so-regulars, and 'passing through' guests.

In the back of House, Tommy Long will point his efforts at designing and implementing a new menu and food offerings, with minimal wait on orders while keeping pricing affordable and the food comfortable. The kitchen team members have been more than receptive to the new energy and focus.

In the Front of House, Vanessa Vails has agreed to come aboard for the adventure as Chief Heart Officer and General Manager, handling the Hospitality Vibes as well as taking care of tables and the like. Dakota Christ, her partner in crime, will be promoted to Bar Manager and will be helping build out the customer experience and event activations.

Corben Ketelsen will spearhead the establishment's administrative and marketing projects. Whiskey Canyon will increase its online presence, and special offerings will be available through the SHRUB—WC Email List. The implementation of rewards/membership cards are being explored.

Shrub Hospitality is excited to offer and implement training and professional development opportunities to keep everyone engaged and growing.

If you or a loved one is interested in employment opportunities, be sure to stop in and ask for an application.

Corben Ketelsen

A handwritten signature in black ink, appearing to read "Corben Ketelsen".

Vanessa Vails

Tommy Long

A handwritten signature in black ink, appearing to read "Tommy Long".

Dakota Christ

shrubs.com

The logo for Shrub Hospitality, featuring the word "SHRUB" in a large, blue, serif font with a stylized leaf icon to the left, and the word "HOSPITALITY" in a smaller, blue, sans-serif font below it.



Project Rollout Plan

October

New Menu Items:

A menu re-design will help us focus on the dishes that people really enjoy and remove the ones that have lower demand. As we move through October (hopefully by Oct. 15), we will implement new menu items as specials, and the Waitsburg community will decide whether they stay or not.

Service and Hospitality:

We have rolled out service standard documentation as a FOH employee handbook and Vanessa will be making sure that the guest experience is enjoyable and up to Shrub standards. We are optimizing processes to minimize wait times and make sure that drinks get refilled as promptly as possible.

Acoustic Treatments:

We will be installing some sound treatments throughout the space to help deal with the sound reverberation and echo.

Breakfast is paused:

We know. It makes us sad too. After much deliberation and discerning over the numbers, it is apparent that our Breakfast Service is needing to be paused. There's just simply not enough breakfast sales to warrant the labor and expenses. **This weekend Saturday and Sunday (Sept. 28 and 29) will be our last breakfast service.**

We do plan on re-activating breakfast in a few months (with new items, too). However, for now we will be focusing our energy on our Lunch and Dinner Menu offerings.

November

Closure Deep Cleaning:

We will be closing for one to two days in early November for a deep clean. We will be pulling out the equipment and bringing in some ladders and a really good playlist to clean all of the hard-to-reach places. The kitchen will be getting a hotsy-pressure washing as well as a floor buffer treatment to get the sparkle back into the space.

Grand Re-Opening:

Perhaps in December (but we're shooting for November), we will have a grand re-opening with specials and fun for the whole community.

October and November are going to be key for operations and we appreciate your patronage, support, patience and understanding during this period of change. More online at <https://shrubn.com>.