



December 10, 2023

To Whom It May Concern,

We at St. John's Tavern can't express enough gratitude for the fantastic partnership we have with Pedal Pub Toronto! Since joining forces earlier this summer, Pedal Pub has brought a wide range of fun and happy guests from across the globe to our bar on John Street. The energy of these guests never fails to liven the spirits of our team and other guests, as they are often celebrating major milestones of life (birthday, bachelor/bachelorette, etc).

From April through November 2023, Pedal Pub brought us over 4000 new guests, contributing to over \$65,000 in revenue, as well as countless memories! We've been able to promote a section of the Entertainment District of Toronto in highlighting our corner at John and Adelaide and look forward to continuing to promote this beautiful section of the city through this partnership.

We're proud to be in a city that Pedal Pub operates, as they bring a fun and wholesome energy that is infectious to the community around us. We're happy to answer questions you may have regarding the impact that Pedal Pub has made on us.

Kind Regards,



Jennifer Ly
WARM WELCOME | Director of Operations

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