

OLEÑA

**TEQUILA LOCKER
MEMBERSHIP**

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ENROLLMENT

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ENROLLMENT OVERVIEW



STEP 1: LEADS

Guests can inquire about tequila locker program in store or online link.

Once form is filled out, it will trigger an email to Management staff who will then follow up with you!

STEP 2: CONTRACT

Once locker availability is confirmed, dLeña sends over a contract.

ENROLLMENT OVERVIEW



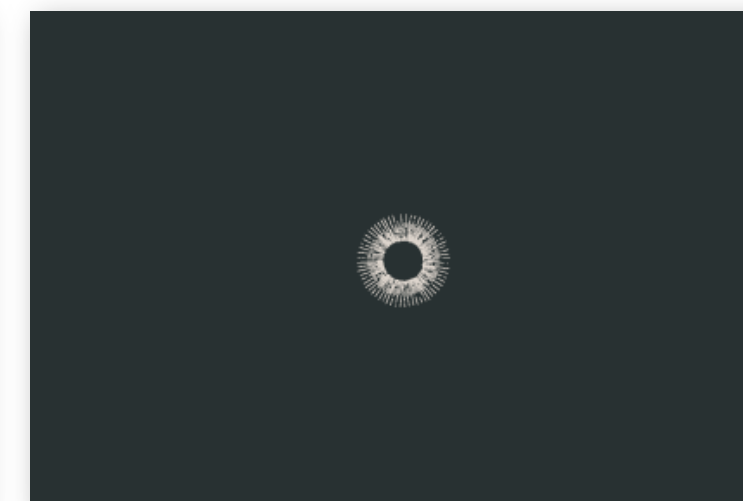
STEP 3: TASTING

The cost of the membership is \$2,000 for 6 months. Plus, 10% taxes and 20% gratuities. A \$20 bottle service fee is added to all checks when using the locker. This is per visit. Service fee includes mixers, garnishes, and ice. Tax and gratuities are also applicable to any food purchased during visit.

The tasting time and date are set up by a manager or head bartender with an RSH email who contacts the member.

The member then has a tasting with the Bar Manager/ Bar Lead to discuss taste and flavor preferences and completes a purchase of \$2,000 worth of bottle sales. Once selection is made, the bottles are tagged and put into the members assigned locker.

An embossed membership card is printed with name and locker number as a keepsake.



ENJOYING YOUR MEMBERSHIP



RESERVATION

A locker member contacts the head bartender 24 business hours or more to insure reservation for themselves or authorized guests. Locker Members must set up reservations for any authorized users. Authorized users can make their own reservations for members bottles.

If reservation is made less than 24 hours in advance, we cannot guarantee availability, but will prioritize locker members over walk-ins.

Prior to reservation the head bartender will ask the member what type of evening they will be having, i.e bottle service, entertaining clients, date night etc.

SEATING

Once seated for the reservation, the server will either bring the bottle to the table or will make the drinks based off the instructions of the member.

CHARGES

The member or AU is charged the \$20++ service fee plus any additional F&B ordered.

BOTTLE MAINTENANCE

Once the visit is complete, the bottle or bottles are placed back into the members locker.

TERMS & CONDITIONS



It is Roja's obligation to enforce these rules and regulations. It is the duty of members to know Roja's rules and regulations and to cooperate with the staff in the enforcement thereof. Failure to comply with the terms and conditions of membership may lead to termination of membership (without refund) at the sole discretion of Roja. By entering this agreement, the parties agree to the following terms:

PAYMENT

Payment for membership is due upon signing and is non-transferable and non-refundable.

DURATION

Membership is 6 months. Your membership is effective on the date you sign and pay for your contract.

ACCESS/REFUSAL

Roja reserves the right to refuse service, as well as access to the business to any person.

TERMS & CONDITIONS



REVOCACTION

Membership may be suspended or revoked for non-payment of a bill, breach of this contract, misconduct, or failure to adhere to any of the rules, regulations, and policies set forth by Roja.

COMPLIANCE

Members are to comply with all local, state and federal laws.

EXPIRATION

Upon termination of membership, all locker contents will be removed and placed in the communal locker for an additional 6 months.

AUTHORIZED ACCESS

Members may allow authorized users to their locker (no more than 2) which will be allowed full access to locker at any time when dining in Roja. Authorized users can make there own reservations.

NON-MEMBER RESERVATIONS

Members may make reservations for non-members however, member reservations will be prioritized. With that, you may allow your guests to access your locker however it is not Roja's responsibility to monitor what is consumed.

Authorized users can not make reservations for non members.

PERKS OF MEMBERSHIP



GUEST PERKS

 ASSIGNED LOCKER

 EMBOSSED MEMBERSHIP CARD

 CONCIERGE

Dedicated locker member concierge

 RESERVATION PRIORITY

Priority when making reservations for any meal period. Reservations for Roja Lounge exclusive to Locker Members, minimum 24 business hour notice is required to reserve table

 EVENTS

Private member events & priority to ticketed events throughout the year. This perk is only for Member +1 guest.

 BOTTLE ACCESS

Access to purchase rare & allocated bottles

LOCKER MEMBER PRIVATE EVENTS

¡LEÑA
BY CHEF RICHARD SANDOVAL

you're invited

CLASE AZUL
WINTER WONDERLAND

Sunday, December 17 | 5-7 P

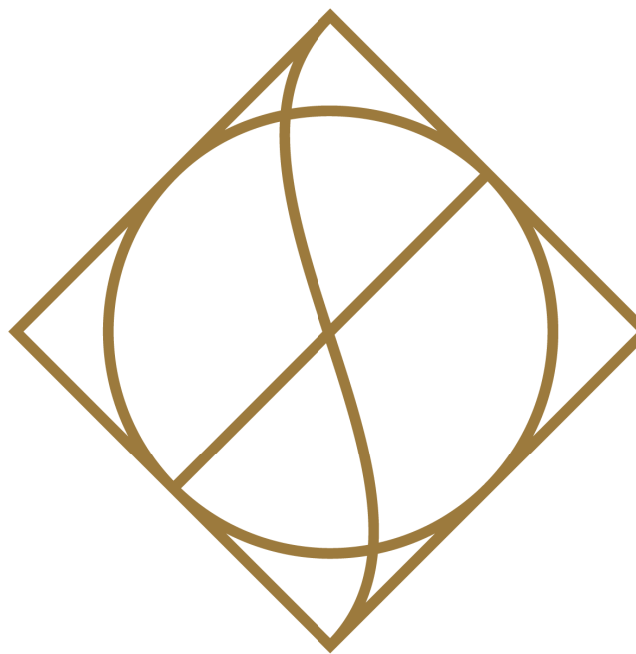
5-COURSE TASTING MENU
TEQUILA & MEZCAL PAIRINGS | LIVE MUSIC

Enjoy a five-course tasting menu
extravaganza meticulously crafted to
tantalize your taste buds. Each course is
thoughtfully paired with carefully selected
Clase Azul Tequila.

Our festive, members-only event will be
winter themed, we encourage you to dress
for the occasion!

TICKETS

Examples of Locker Member private events



RICHARD
SANDOVAL
HOSPITALITY