



Florida Beach Bar • 6234 Midnight Pass Unit 409 • Sarasota, Florida • www.FloridaBeachBar.com

Florida Beach Bar LLC. Company Backgrounder

Florida Beach Bar is the brainchild of Chris and John Sancin, a Sarasota, Florida couple who moved to the state from Cleveland, Ohio in 2004. When they first arrived in Florida, they spent their weekends looking for new and different Florida beach bars. In time, they came up with several criteria that identified the bars they liked best; on the beach, live music all times of the day and good food. It was several years later at Shephard's in Clearwater, a bar that met all these criteria, they came up with the idea of finding all the best "beach bars" in Florida and listing them on a web site.

In August of 2010, John and Chris began traveling Florida's coastline in search of beach bars. Their trip took them from northeast Florida, and Sliders Seaside Grill in Fernandina Beach, down A1A to the Southernmost Beach Café in Key West and A1A mile marker 0. They then traveled the west coast barrier islands from Marco Island to north of Tarpon Springs, ending up at Miss Vicki's On the River in Holiday, Florida. In the Panhandle, they started at the Flora-Bama on Perdido Key and the Florida/Alabama State line, and traveled to the Blue Parrot Ocean Front Café on St. George Island. By the beginning of November, John and Chris had visited over 200 Florida beach bars.

Prior to each trip segment, Chris researched the bars on the Internet. The couple soon found that reading about beach bars online was not nearly as informative as visiting each bar in person. At each stop they talked with bartenders, bar owners, and the wait staff to get more information about the best beach bars in the area. According to Chris, "They pointed us to some great beach bars that were not apparent on line. It was all the more reason to create FloridaBeachBar.com".

During that same time period, the couple started work on their web site, FloridaBeachBar.com. The web site features a complete listing of all the beach bars, interactive maps that link to the beach bars and information on and reviews of all the bars visited. It is highly ranked on the Internet and is the most complete list of Florida Beach bars available online.

Each beach bar on the site is rated using the basic criteria established by Chris and John when they first started checking out beach bars in Sarasota. It's a fun bar on or near a beach or waterway with open air seating, good drinks, good food and live music both day and night. Bars are awarded up to a 5 pink flamingos rating depending on how well they meet the criteria.

The goal of Florida Beach Bar is to offer locals and tourists the best information about Florida Beach Bars whether they are pure beach bars or restaurant/bars. "It's a never ending job", said John. "We have a following of friends on Facebook that continually recommend new bars to add to the list". John calls visiting all these bars a "labor of fun". As John puts it, "If we weren't doing this, we'd be doing this".

Florida Beach Bar is a privately held limited partnership headquartered in Sarasota, Florida. The Company visits and evaluates Florida beach bars. Information and review results are posted on the Company web site. The Company generates income selling web site advertising to bar owners and other related industries that target the beach bar crowd.