

PRESS RELEASE

LONE WOLF BREWING CO. ANNOUNCES “DECLARATION OF IMPROVEMENT”

SEPTEMBER 21, 2023

Dear Yorba Linda Community:

We want to express our sincere appreciation for your continued support of Lone Wolf Brewing Co. As we reflect on our first year, we recognize that there have been areas where we fell short of your expectations, and for that, we owe you an apology.

We embarked on this journey together with great anticipation, aiming to provide an exceptional experience in craft beer, dining, and customer service. However, we acknowledge that in certain aspects, we have fallen short of your expectations. Whether it's our craft beer offerings, a menu that didn't meet your standards, or customer service that did not reach the level we aspire to – we understand that we may have left some of you disappointed. Our unwavering commitment has always been to strive for total customer satisfaction, and whilst we are fully aware that we can't please everyone, we will remain resolute in our pursuit of that total customer satisfaction goal.

Over the past three months, we've engaged in conversations with you, our valued customers, and paid attention to your feedback, both positive and constructive. While we appreciate the many favorable reviews, it's the less favorable ones that concern us. We extend our gratitude to those who have shared their honest feedback, as it has shed light on our areas for improvement.

Through your valuable comments, we have identified our shortcomings and are dedicated to making meaningful changes. Our aim is to become the brewpub that you not only want, but also deserve.

**To achieve this, we are excited to present the City of Yorba Linda with our:
"DECLARATION OF IMPROVEMENT"**

We are currently in the process of implementing changes that will meet the expectations of our community. This includes introducing new entrées and more vegan dishes, making us a more desirable dining destination within the City of Yorba Linda and beyond. We are also launching a customer service training program to ensure that our entire staff provides you with exceptional service. Additionally, we have exciting plans for new beer and wine membership programs, special events, and seasonal beer selections, all while ensuring our signature beers remain available.

Your feedback, whether shared on social media, in-person conversations, or those late-night chats, has been taken to heart, and we are committed to elevating the LWBC brand. In the coming months, our focus will be on implementing positive changes to transform LWBC into a central hub for Yorba Linda and all surrounding communities. We aim to welcome your families and friends, collaborate with local schools and community events, and host your significant life moments. LWBC aspires to be your preferred destination for celebrating all your cherished milestones.

We encourage you to visit us daily as we roll out these changes, provide us with valuable feedback, and hold us accountable. We value both your constructive feedback and your steadfast support. We invite you to join us on this exciting journey as we transform Lone Wolf Brewing Co. into the ultimate brewpub destination, creating enduring memories for you and your family for years to come.

Sincerely,
Joe, Jay & Tim
Lone Wolf Brewing Co.



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