BUSINESS HISTORY:

**SUMMARY:**

In July of 2009 Alexa Holdings, Inc. bought the failing Garner Ale House. In 2011 the restaurant was rebranded as Characters Quarters. The new brand enjoyed initial success until an opportunity to be on the hit TV show Bar Rescue presented itself. Ownership contemplated allowing the show to come on knowing they would change the brand. After much deliberation the decision to go ahead was made and the production crew showed up in March 2013. The show aired in August of that same year. The episode and the brand has been a hit since. MoonRunners is such a crowd favorite that Bar Rescue has been back multiple times thereafter to feature one its greatest successes.

In 2024 MoonRunners is slated to open two more locations in NC.

**TIMELINE:**

**2009**

**July**

**Alexa Holdings, Inc. Acquisition**

In July 2009, Alexa Holdings, Inc. acquired the struggling Garner Ale House with the goal of turning the failing establishment around. The new ownership aimed to revitalize the restaurant and create a fresh start for the business.

**2011**

**Rebranding to Characters Quarters**

In 2011, the restaurant underwent a significant rebranding and was introduced to the community as Characters Quarters. This new brand brought a fresh identity and concept, leading to an initial surge in success and popularity among patrons.

**2013**

**March**

**Bar Rescue Transformation**

By 2013, an exciting opportunity presented itself when the owners were approached by the hit TV show Bar Rescue. Despite understanding that participation would involve another rebranding, the ownership saw the potential benefits. After much deliberation, they decided to go ahead, and in March 2013, the Bar Rescue production crew arrived to start the transformation.

**August**

**Airing of the Episode**

The episode featuring the newly transformed MoonRunners Saloon aired in August 2013. The show brought significant attention to the establishment, showcasing its prohibition-era theme, great food, and specialty drinks. The episode was a hit, and the rebranded MoonRunners Saloon quickly became a crowd favorite.

**Ongoing Success**

**Multiple Features by Bar Rescue**

MoonRunners Saloon has continued to thrive and gain popularity since its initial feature on Bar Rescue. The restaurant's success story has led to multiple follow-up features by the show, highlighting it as one of Bar Rescue's greatest successes. The unique concept and welcoming atmosphere have made it a standout destination in Garner, NC.

**2024**

**Expansion Plans**

In 2024, building on its ongoing success and popularity, MoonRunners Saloon is slated to open two additional locations in North Carolina. This expansion marks a significant milestone in the restaurant's journey, bringing its celebrated concept to even more patrons across the state.

**DETAILED:**

In July of 2009, Alexa Holdings, Inc. acquired the struggling Garner Ale House, aiming to revitalize the establishment. By 2011, the restaurant had been rebranded as Characters Quarters, experiencing an initial surge of success. However, a transformative opportunity arose when the owners were approached by the hit TV show Bar Rescue. Despite knowing that participating in the show would mean another rebranding, the owners decided to seize the opportunity after careful consideration.

In March 2013, the Bar Rescue production crew arrived, and the episode featuring the newly transformed MoonRunners Saloon aired in August of that year. The show brought significant attention and acclaim to the establishment, making it one of Bar Rescue's standout successes. The unique prohibition-era themed restaurant, known for its great food, specialty drinks, and welcoming atmosphere, quickly became a crowd favorite.

Since then, MoonRunners Saloon has continued to thrive, with Bar Rescue featuring the restaurant multiple times to showcase its ongoing success. Building on this momentum, MoonRunners is slated to expand in 2024 with the opening of two additional locations in North Carolina, bringing its celebrated concept to even more patrons.