

Executive Summary:

██████████ is a casual-formal full-service restaurant and bar in ██████████ that has been in operation for three years. The restaurant serves Louisiana-style southern food, craft cocktails, wine, and beer and is currently open for dinner on weekdays and brunch, dinner, and late-night service on the weekends. ██████████ is looking to open for weekday lunch as well and is seeking to expand its catering service to continue to grow operations going forward.

██████████ has an excellent reputation among its customers for its original cocktails and exemplary service with a Yelp rating of 4.5 out of 5 stars, a higher rating when compared to other restaurants in the area. The restaurant currently operates an active social media platform and online presence outside of Yelp.

The restaurant employs a highly trained wait- and bar-staff and managerial team and is looking to bring on more team members for its expansion. This expansion will include the addition of lunch hours during the week and an expansion of catering options. ██████████ has seen significant success to date and the company can generate more revenue through these expanded operations opportunities.

The company received a startup investment of \$1.5 million that was utilized to get the restaurant ready for opening. Funds were used for renovations, equipment, licensing primarily consisting of the liquor license, purchase of the existing restaurant, and working capital requirements.

Company:

██████████ is a casual-formal full-service restaurant and bar located at ██████████. The company has been in operation for over three years; the restaurant held their grand opening on ██████████. White Horse offers high quality Louisiana-style southern food and craft cocktails.

██████████ serves dinner and drinks Monday through Wednesday from 4:00 pm to midnight and Thursday and Friday from 4:00 pm to 1:00 am. On weekends, brunch, lunch, dinner, and drinks are served Saturday from 10:00 am to 2:00 am and Sunday from 10:00 am until midnight. Dinner options include shared plates such as garlic truffle fries, wings, and red beans and rice; salads; entrees such as gumbo, southern fried chicken, and shrimp boil; sandwiches and burgers; and desserts such as beignets, a key lime torte, and bread pudding. The restaurant's weekend brunch offerings include main courses such as omelets, eggs benedict, biscuit and gravy frittatas, hot cakes, and brown bag beignets. During a daily happy hour from 4:00 pm to 6:00 pm, the restaurant serves discounted arroyo burgers, arugula and Meyer salads, garlic truffle fries, boudin balls, and buffalo cauliflower. After 11:00 pm, the restaurant serves a late-night menu consisting primarily of fried foods and salads.

About 61.0 percent of ██████████ sales are generated from the bar. ██████████ hires experienced bartenders and gives these individuals creative control over the craft cocktail menu.

The bar specializes in bourbon and serves a rotating selection of craft cocktails. The bar also serves beer on tap, beer in bottles, and a selection of wine.

Pricing at [REDACTED] is on par with other businesses in the area with main entrees ranging from \$23 to \$26, salads from \$12 to \$16, desserts from \$7 to \$12, beer from \$5 to \$8, signature cocktails at about \$13, and wine from \$10 to \$12 per glass with an average of \$45 per bottle. The bar's top seller is its collection of cocktails, and the bar has won several [REDACTED] Cocktail Mixer competitions.

[REDACTED] location is a 5,900 square foot building in the heart of [REDACTED], a traditional area in [REDACTED] popular with tourists and well-trafficked on weekends. The bar was built in 1894 and has a historic, old-fashioned aesthetic with giant chandeliers behind the bar. [REDACTED] has kept with the old-fashioned elegance aesthetic throughout the restaurant and partly chose to serve Louisiana-style southern food and whiskey to match this theme. The restaurant and bar's capacity is about 220 people.

[REDACTED] is located with a four-story parking structure and is on the bottom floor next to the entrance. The parking structure offers 90 minutes free parking to customers of the surrounding stores and charges \$2 per hour after. The cost for offering 90 minutes free parking is shared by all the owners of local area shops and is estimated at about \$2,700 per year.

[REDACTED] also offers a private dining room within the restaurant and hosts private events for a fee. The private dining room holds a total of 24 people. [REDACTED] offers use of a projector if needed for business meetings or other purposes. In addition to private parties, the restaurant and bar also hosts its own parties and events such as Throwback Thursdays, Industry Night Mondays, New Year's, and End of Summer parties.

[REDACTED] plans for expansion include opening for lunch and offering full catering service. As many corporations operate in the area, the company believes that many area professionals would dine at [REDACTED] during their lunch breaks if the restaurant were to open at lunch. The company currently offers catering to longtime customers who request it specifically. However, [REDACTED] does not advertise its catering services as available to the general public. Another potential expansion for [REDACTED] is expanding the catering operation.