

## **Tacos & Tequila, LLC Business Plan Summary**

### **Executive Summary**

Gallo Taco Bar will be a full-service, moderately priced restaurant with interior seating for 60, specializing in Mexican inspired fare, featuring tacos and margaritas. Some specialty dishes, fresh chips, salsa and guacamole & queso will be served as well, along with a variety of local and national craft beers.

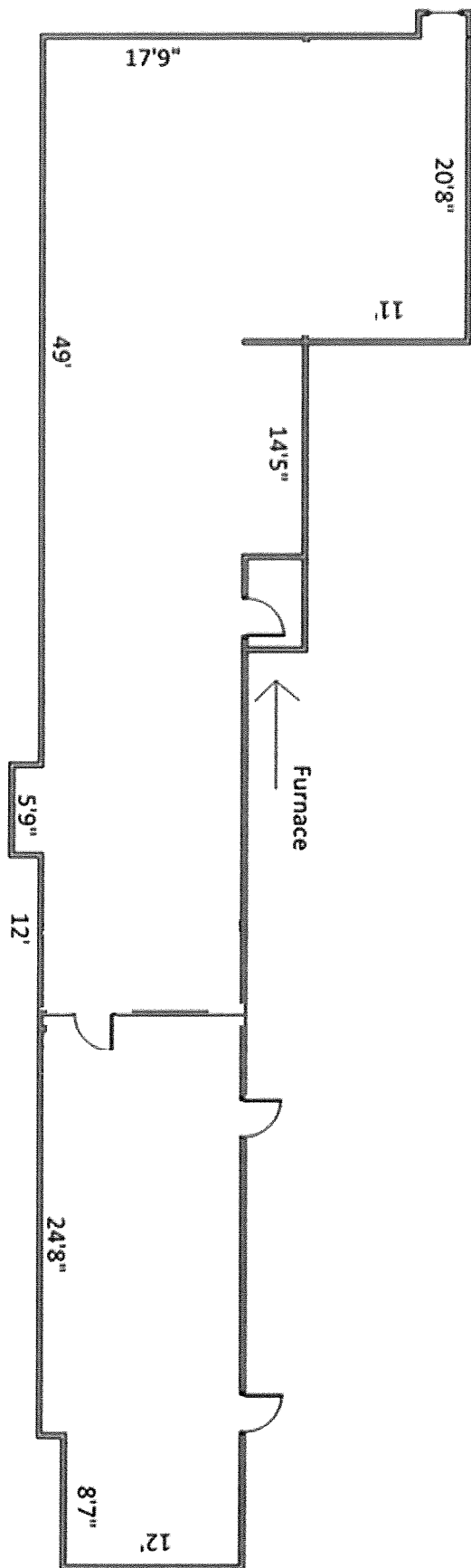
The restaurant will be owned by Tacos & Tequila, LLC, a two-member Limited Liability Company with Salsapants, Inc. and S.A.B.A. Projects LLC as equal owners. Salsapants, Inc. is owned by Ben Roberts, who has operated Pasqual's Cantinas since 2001. Salsapants has two other locations in Verona, WI and Middleton, WI. S.A.B.A. Projects LLC is owned by Alin Stupinean, and he operates a Pasqual's-branded taco truck in the Grateful Shed in Wisconsin Dells.

The 2,300 square foot space for the restaurant will be built out to have a centrally-located bar with high top table seating fanning on both sides of the bar, with the kitchen located in the rear of the space.

Sales projections for year one are \$1,050,000. This number is based upon historical performance for newly opened Pasqual's Cantina locations. Guest check averages will be in the \$18 range (\$10-12 for food and \$7-10 per beverage). This equates to an average of 160 guests visiting Tacos & Tequila, LLC each day. Sales per square foot will be approximately \$456 annually.

### **Market Summary**

Tacos & Tequila, LLC will appeal to a broad customer base from both the residential and business communities, supporting traffic for both lunch and dinner service. The walkability of the new Monroe Street location will be very appealing to the residents of the neighborhood. Additionally, the installation of a carry out window at the front of the restaurant should appeal to customers heading to a Badger game or simply food to bring home after work.



## Interior Measurements

Measurements are approximate with no representation or warranties being made  
all interested parties should verify.

The menu ~ very loosely and no defined description or names yet- just flavors

Hot sauce trinity on the table (chimichurri – roast pineapple chipotle – red jalapeno)

Tin Pan nachos

Queso

Spicy Fry Poutine

Rotating Ceviches (all depends on fresh fish availability) I see this listed a feature written on a wall or a tasteful something

Grilled corn with guajillo and aioli

Damn good straight up guacamole with seasoned tortilla chips

May have rotating “exotic” guacamole, possibly with plantain chips

Traditional Tortilla soup – seasonally

Ceviche Gazpacho - seasonally

**Tacos: not set and just in idea form – ALL locally made tortillas from Tortilla Zepeda**

Baja – catfish – WBC beer battered – shredded greens - pico de gallo - lime crema

Lamb barbacoa - pickled cucumber Fresno salsa – cotija

Al Pastor – Heritage pork - pineapple – aji amarillo – onion

Chayote sofrito – bell peppers – chipotle – butternut squash - pepitas

Korean – bulgogi beef – fermented cabbage – carrots – cilantro

Carnitas Pato – duck – guacamole crème – salsa verde – fried hominy

Nopales – grilled cactus – salsa de Arbol – shredded greens – cotija – lime crema

Salmon – lemon – garlic – basil – Tzatziki – tomato

Pollo mole – crema – cilantro – onion

Chilean – grilled steak – caramelized onion – chimichurri

Fuente – ground beef – sharp cheddar – pequillo – onion

Desayuno – Heritage Farms pork belly – smoke – egg – onion – cilantro – salsa verde

TBC.....Friday fish fry taco with tartar salsa