









1 RESTAURANT FLOOR PLAN  
 3/32" = 1'-0"



Sushi Rolls		Bowls		GRAB and GO		Drinks	
<b>RAW ROLLS</b> 		<b>COLD</b> 		<b>SUSHI SETS</b> 			
Amigo Roll	13	Super Kale Bowl	18	Amigo Set	20	Japanese Soda	3
Alaskan Roll	9	Salmon Poke Bowl	16	Sake set	20	Kombucha	3
YellowTail Roll	9			Tuna Set	20	Iced Tea	3
Mr Keto (riceless roll)	15			Crabby Set	20		
Crunchy Tuna Roll	12			Mr Keto Set	21		
New Roll	14			Veggie Monster Set	14		
<b>COOKED</b> 		<b>HOT</b> 		<b>BOWLS TOGO</b> 		<b>Desserts</b>	
New York Roll	7	Tofu Arugula oow	16	Super Kale Bowl	18	Mochi Ice Cream. (mango, starberry, gree tea)	2
Crabby Roll	12			Salmon Poke Bowl	16		
Mr Keto (riceless roll)	15			Tofu Arugula Bowl	16		
New Roll	14						
Philly Roll	10						
<b>VEGAN</b> 		<b>Something to Nibble On</b>		<b>NIBBLES</b>			
Shiitake Tempura Roll	9			Edamame	4		
Smart Mushroom Roll	8,5			Shiitake Dumplings	14		
Super Kale Roll	12			Crab Dumplings	15		
Avocado Roll	14			Pork Dumplings	15		
Cucumbr Roll	10						
		Edamame	4				
		Shiitake Dumplings	14				
		Crab Dumplings	15				
		Pork Dumplings	15				
<b>Nigiri</b>							
Bluefin (1 pc)	5						
Salmon (1 pc)	3,5						
Salmon (1 pc)	3,5						
Shrimp (1 pc)	2,5						
<b>Sashimi</b>							
Bluefin (1 pc)	5						
Salmon (1 pc)	3,5						
Yellowtail (1pc)	3						
Shrimp (1 pc)	2,5						

Jac knife

## Sushi Rolls

1. Tuna
2. Spicy Tuna
3. Salmon
4. Spicy Salmon
5. Hamachi
6. Kampachi

## Vegan Rolls

### Korean BBQ Jackfruit

1. Smoked Shitake Bacon
2. Kale Tempeh
3. Mango Kimchi

## Sashimi or Nigiri

1. Tuna
2. Salmon
3. Hamachi
4. Kampachi

## Bowls

1. Salmon Poke Quinoa
2. Sesame Tuna Rice
3. Ginger Chicken Noodle Salad
4. Crispy Pork Belly Brown Rice- Hot
5. Chicken Katsu Japanese Curry Rice- Hot
6. Miso Salmon Rice- Hot

## Vegan Bowls

1. Crunch Salad like
2. Tofu Ginger Kale
3. Beet Poke Quinoa
4. Buddah Brown Rice- Hot
5. Roasted Veggie Rice- Hot

## Sides

1. Miso
2. Edamame- cold
3. Shitake Dumpling -vegan
4. Pork Dumpling
5. Chicken Dumpling

# Jacknife

Business Proposal

*Company*

**Jacknife , LLC**  
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*Principals*

**Red Group**

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## Introduction

The owners of RED, Ms. Tanya Zhykharevich and Mr. Jack Yip (herein referred to as RED Group), have developed a preliminary concept for a new restaurant that in urban market with a name Jacknife.

Stone House Development has constructed a new building in East Washington Corridor called Arden Apartments. The first floor of the building has a number of commercial spaces available, one of which would be fitting for a new restaurant.

This document outlines the concept details and initial findings that represents the motivation behind locating Jacknife in Stone House Development Project.

## Background of RED Group



Ms. Tanya Zhykharevich and Mr. Jack Yip formed their first restaurant, RED, in 2011 at 106 King Street in Madison, Wisconsin. RED began as a small sushi restaurant with limited capital, funded entirely from personal savings and credit. The occupied space had previously housed a failed restaurant that provided the restaurant with a lot of usable equipment, which reduced capital requirements to get started.



In 2016, the business out grew its original space and built out an entirely new location at 316 W. Washington Avenue owned by Hovde Properties. This new location is approximately triple the size of the original location on King Street. Since its move, the business has continued to thrive with many impressive financial and market achievements.



## Market Analysis

The Targeted location for RED Express is planned in unique Tenny-Lapham neighborhood of East-Central Madison. This neighborhood is a home of vibrant and diverse group of young professionals.







Logic behind the location:

- Convenient location. No need to enter the downtown area. Perfect Dining Option for guests who are avoiding downtown.
- High visibility from both: high car traffic on East Washington Avenue and foot traffic from local apartments and neighborhood residents.
- Vibrant and diverse group of residents that live in Tenney Lapham neighborhood are committed to local business and support quality establishments. We strongly believe we will be an amazing dining addition to residents.
- High density of offices. We strongly believe that after the pandemic is under control, we will be a popular lunch spot for all the businesses located in the neighborhood.
- Convenient access to space and parking.
- Close location to Breese Stevens Field and Sylvee Concert Venue. We hope our restaurant will be a popular spot for people to quickly eat or a grab a take-out order before or after events.
- Madison Youth Art Center. We believe visitors, parents and families will love our concept for its convenience and speed of service.
- High density of the residential area. Galaxie, Lyric, Constellation, Arden apartments together potentially provide loyal clientele to our restaurant.

**Jacknife Concept**

The project is a conceptual fast-casual sushi restaurant that will complement the existing RED, sushi restaurant on West Washington. The location is a 4000 sf ground floor tenant space in the newly-constructed Mixed Use Arden Building at 1050 East Washington Ave.

Jacknife menu will be focused on simple, easy to execute sushi menu items, and other healthy food offerings like salads, rice bowls and snacks.

Jacknife will be open five days a week for lunch Monday – Friday, and for dinner seven days a week Monday - Sunday.

	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thurs</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>
Lunch	X	X	X	X	X	-	-
Dinner	X	X	X	X	X	X	X

The new restaurant will have a modern, upscale vibe highlighting a technology-forward approach to take out and delivery. Interior finishes and seating area will create a modern, high energy environment with seating for approximately 46 persons. An outdoor seating area will supplement seating in the warm months.

See Appendix H for additional conceptual floorplan, development and imagery.

Appendix H: Jacknife Floorplan and Conceptual Imagery

