

EAT WELL, BE HAPPY

## STARTERS

### **Plant-based Cheese Curds \$8**

Vegan version of your favorite Wisconsin classic.

### **Drumsticks (GF) \$3.99**

3 for \$10

### **Pizza Puffs \$8**

### **Sweet Potato Fries \$6.99**

Served with Roasted Red Pepper Sauce

## KIDS MENU

All \$6

Comes with Your Choice of Side

### **Cheese Quesadilla**

### **Chix Nuggets**

### **Burger with Pickles on a Bun**

## SALADS

### **JustVeggiez Salad \$11.99**

Mixed Greens, Tomatoes, Cucumber, Carrots, Red Onions, Broccoli and Peppers

### **Greek Salad \$12.99**

Mixed Greens, Tomatoes, Red Onions, Olives, Cucumber, Marinated Artichokes, Peppers, and Feta

### **Chix Caesar Salad \$12.99**

Mixed Greens, Red Onions, Tomatoes, JustVeggiez Chix, Parmesan and Croutons

### **Strawberry Walnut Salad \$12.99**

Mixed greens, Fresh Strawberries, Candied Walnuts, Vegan Chix, Vegan Feta w/Raspberry Vinaigrette

### **Add a Dressing for \$0.75**

Caesar, Italian, Raspberry Vinaigrette

## SIDES

All \$3.99

### **French Fries**

### **Potato Salad**

### **Cheesy Mac And Cheese**

### **JustVeggiez Greens**

### **Roasted Potatoes**

### **Quinoa Salad**

### **Add a Dipping Sauce to Any Order for \$1**

Buffalo Sauce, Ranch, Regular Mayo, Chipotle Mayo, BBQ Sauce, Tartar Sauce, Burger Sauce, Reaper Sauce

## DRINKS

### **San Pellegrino \$3**

### **Bottled Water \$1.50**

### **Boylan Bottling Company Soda \$3.99**

Diet Cane Cola, Ginger Ale, Black Cherry Soda, Orange Soda, Cane Cola, Grape Soda, Root Beer

### **Juice \$5.99**

Blueberry & Cucumber Lemonade  
Strawberry & Basil Lemonade



*All sandwiches, wraps, & burgers come with one side.*

## SANDWICHES

### **Reuben Sandwich** \$14.99

Marinated Vegan Corn Beef, Sauerkraut, Sautéed Pepper & Onions, Vegan Swiss Cheese and Topped with Homemade Vegan Thousand Island Dressing served on Rye Bread.

### **Shrimp Po Boy** \$14.99

Vegan Shrimp, Sautéed Pepper & Onions, Tomatoes, Shredded Cabbage, Cheesy Remoulade Sauce, Served on a Hoagie Bun

### **Italian Sandwich** \$12.99

Slow Cooked Vegan Beef Seitan and Giardiniera Peppers served on a French Roll

### **Vegan Italian Combo** \$14.99

Our famous Italian Sausage, Italian Onions, Tomatoes, Giardiniera Peppers, Cheese Sauce on a French Roll

### **Chix Sandwich** \$12.99

Delicious plain or with buffalo sauce, topped with slaw mix, pickles, and bacon avocado ranch sauce on a Pretzel Bun

### **Parmesan Chix Sandwich** \$12.99

Parmesan chix, Cheese, Spinach, Marinara sauce, Basil on a Bun

### **Carolina Reaper Chix Sandwich** \$12.99

Chix Patty, Lettuce, Tomatoes, Pickles, Carolina Reaper Mayo on a Bun

### **Korean BBQ Chix Sandwich** \$12.99

BBQ Vegan Chix, Fried Onions, Pineapple Slaw, and Vegan Bacon on a Pretzel Bun

### **JustVeggiez Fish Sandwich** \$12.99

Not So Fish Tofu Patty, Tartar Sauce, Pickles, Cheese, and Red onions on a Bun

### **Vegan Gyro Sandwich** \$11.99

Homemade Gyro Meat, Lettuce, Tomatoes, Onions and Tzatziki Sauce served on a Pita

### **BBQ Sandwich** \$10.99

Slow Roasted Seitan, Marinated in BBQ Sauce, Topped with Homemade Vegan Slaw Served on a Bun

## WRAPS

### **Crispy BBQ Tofu Wrap** \$12.99

BBQ Tofu, Avocado, Cabbage Slaw Mix, Peppers, Onions, Micro Greens & Cilantro Sauce

### **Chix Wrap** \$12.99

Mixed greens, Vegan Chix, Tomatoes, Onions, Avocado, Vegan bacon w/ Dill Ranch Sauce

### **Thai Wrap** \$12.99

Chow Mein Noodles, Tomatoes, Curry Ranch, Thai Peanut Veggiez and Lettuce

### **Collard Green Wrap** \$12.99

Avocado, Cucumber, Hummus, Carrots, Zucchini, Micro Greens and Red Cabbage Wrap in a Whole Collard Green

### **Collard Green Burrito** \$12.99

Chipotle Hummus, Purple Sweet Potatoes, Pico De Gallo, Micro Greens, Avocado, Lettuce and Sour Cream

## BURGERS

### **JustVeggiez Burger** \$12.99

Beyond Meat Burger, Cheese, Cam Onions Lettuce, Tomatoes, Bacon, Pickles Sauce and JustVeggiez Sauce

### **Southwest Burger** \$12.99

Beyond Meat Burger, Pico De Gallo, Lettuce, Avocado, Pepperjack Cheese and Chipotle Mayo on a Bun

### **Mushroom Swiss Cheese Burger** \$12.99

Beyond Burger, Swiss cheese, Sautéed Mushroom & Onions, Lettuce and Tomatoes w / Garlic Aioli on a Bun

### **Marinated Portabello Mushroom Sandwich** \$14.99

Arugula mix, Tomatoes, Red onions, Provolone cheese and Roasted Red Pepper Sauce



EAT WELL, BE HAPPY

## ENTRÉES

### **JustVeggiez Fried Chix** \$16.99

Includes one Leg and one Breast Piece plus 2 Sides served with Fresh Garlic Bread  
Add an extra Chix Breast for \$6.99

### **Orange Chix** \$14.99

Chix, Broccoli, Peppers, and Onions in Orange Sauce with Rice and Green Onions

### **Beyond Chix Pasta Dish** \$14.99

Beyond Sausage, JustVeggiez Chix, Peppers, Onions and Pasta in Fire Roasted Marinara Sauce served with Fresh Garlic Bread

### **Veggiez Peppers Seitan** \$14.99

Seitan, Carrot, Peppers, Onion, Broccoli and Snow Pea over Rice

### **Veggiez Lo Mein** \$13.99

Carrots, Onions, Peppers, Baby Corn, Cabbage, Mushrooms, Snow Peas and Broccoli with Lo Mein Noodles

### **Veggiez Curry** \$14.99

Zucchini, Carrots, Onions, Peppers. Potatoes and Squash with your choice of Quinoa, Farro, or Brown Rice  
Add Tofu for \$3

### **Veggiez Lasagna Rolls** \$14.99

Beyond Crumbles, Zucchini, Squash, Onions and Peppers topped Marinara Sauce & Cheese served with Fresh Garlic Bread

### **The Power Bowl** \$14.99

Crispy Tofu, Roasted Chickpeas, Purple Sweet Potatoes, Avocado, Peppers, Onions, Micro Greens and Fresh Cilantro served on a blend of Quinoa, Farro, & Brown Rice and your choice of Curry Sauce or Cilantro sauce

### **Add Pizza Toppings for \$1.50 each**

Cheese, Hot Peppers, Mixed Olives, Roasted Veggiez, Marinated Artichokes, Beyond Meat, JustVeggiez Chix, JustVeggiez Bacon

## PIZZA

Deep Dish  
10" for \$18  
12" for \$24

Pan Dish  
14" for \$20

### **JustVeggiez Veggiez**

Broccoli, Mushrooms, Peppers, Onions, Spinach, Kale, Tomatoes, and Fresh Garlic

### **Supreme**

Beyond Meat, Peppers, Onions, Mushrooms, JustVeggiez Bacon, Tomatoes, and Fresh Garlic

### **Chix Ranch**

Chix, Onions, Peppers, Spinach, JustVeggiez Bacon, Tomatoes, Fresh Garlic, and Ranch

### **Pineapple Lover**

Vegan ham, Banana Peppers, Pineapple, Red Onions, Spinach, Cherry Tomatoes, and Fresh Garlic

### **Pepperoni Paradise**

Herbivorous Butcher Pepperoni, Spinach, Pepper, Onions, Tomatoes, and Fresh Garlic

## GLUTEN FREE PIZZA

Cauliflower Crust  
for \$20

### **Greek Pizza**

Peppers, Onions, Artichokes, Olives, Banana Peppers, Arugula, Pizza Cheese, Feta, and Fresh Garlic

### **Chix Ranch Pizza**

Chix, Bacon, Peppers, Onion, Spinach, Pizza Cheese, and Fresh Garlic

### **Supreme Pizza**

Beyond Sausage, Bacon, Peppers, Onions, Mushrooms, Spinach, Pizza Cheese, and Fresh Garlic

### **Pineapple Lover**

Vegan ham, Banana Peppers, Pineapple, Red Onions, Spinach, Cherry Tomatoes, and Fresh Garlic



## GLUTEN FREE MENU

### **Chix Quesadilla** \$12.99

Chix, Peppers, Onions, Cheese, Sour Cream and side of Pico De Gallo

### **Marinated Portabello Mushroom Sandwich** \$12.99

Arugula mix, Tomatoes, Red onions, Provolone cheese and Roasted Red Pepper Sauce

### **JustVeggiez Burger** \$12.99

Beyond Meat Burger, Cheese, Cam Onions Lettuce, Tomatoes, Bacon, Pickles Sauce and JustVeggiez Sauce

### **Southwest Burger** \$12.99

Beyond Meat Burger, Pico De Gallo, Lettuce, Avocado, PepperJack Cheese and Chipotle Mayo on a Bun

### **Mushroom Swiss Cheese Burger** \$12.99

Beyond Burger, Swiss cheese, Sautéed Mushroom & Onions, Lettuce and Tomatoes with Garlic Aioli on a Bun

### **Chix Sandwich** \$12.99

Chix Patty, Slaw Mix, Pickles, and Bacon Avocado Ranch Sauce on a Bun (delicious with buffalo sauce!)

### **Parmesan Chix Sandwich** \$12.99

Parmesan chix, Cheese, Spinach, Marinara sauce, Basil on a Bun

### **Carolina Reaper Chix Sandwich** \$12.99

Chix Patty, Lettuce, Tomatoes, Pickles, Carolina Reaper Mayo on a Bun

### **Korean BBQ Sandwich** \$12.99

BBQ Vegan Chix, Fried Onions, Pineapple Slaw, and Vegan Bacon on a Bun

### **Chix Nuggets** \$12.99

Deliciously Seasoned Breaded & Fried Veggiez Nuggets with your Choice of Sauce

## DESSERTS

\$4.99

### **Cookies (Pack of 3)**

Chocolate Chip  
Oatmeal Raisin

\$4.99

### **Vanilla Ice Cream (GF, SF)**

\$0.75

### **Add Whipped Cream to Any Dessert**

\$8.99

### **Milkshakes**

Vanilla Bean (GF, SF)  
Vanilla Birthday  
Caramel (GF, SF)  
Strawberry (GF, SF)  
Chocolate (GF, SF)  
Oreo Cookie  
Coffee Oreo Cookie  
Coffee Caramel

GF = Gluten Free  
SF = Soy Free

Gluten Disclaimer: JustVeggiez is pleased to offer a variety of gluten-free options on our menu. We are not a gluten-free restaurant and cannot ensure that cross contamination will never occur. We have processes in place to minimize that happening but there is a great deal of gluten in the air and on our work surfaces. We cannot guarantee your order will not touch gluten somewhere in the process.

# Business Plan

## JUSTVEGGIEZ BUSINESS PLAN

Prepared by:

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### I. EXECUTIVE SUMMARY

Justveggiez (referred to from hereon in as the "Company") was established as a Limited Liability Company at 2817 East Washington Ave Madison, Wisconsin 53704 with the expectation of rapid expansion in the food restaurant and catering industry. The Company solicits financial backing in order to be able to introduce its new service (described below).

#### Business Description

The Company was on 03/13/2018 as Limited Liability Company under Wisconsin State laws and headed by James E. Bloodsaw Jr..

A native of Chicago, Illinois, James Bloodsaw, Jr. found his calling for cooking at Reggio's Pizza at the age of 17. James tells how his career in the food industry progressed from there:

"In 1996, I joined Upstairs Downstairs Catering and after several years of working there, I was promoted to Executive Chef.

I had a conversation during the winter of 2011 with my late father, James Bloodsaw Sr., about his health issues. That conversation with my father changed my life, and I began to pursue a healthier lifestyle.

In 2018, with 30 years of cooking and catering experience.

Justveggiez had 1,051 followers in 2019. In just January of this the followers has grown by 250% at 3,560..

Justveggiez has grown in sales every year since started in 2018. Sales in 2018 \$16,000: 2019 sales \$71,000 : 2020 sales \$80,000: and 2021 sales \$108,000.

#### BUSINESS MISSION

"Justveggiez is 100% black, family and vegan restaurant and catering service that will provide a healthier version of your favorite foods"

" EAT WELL, BE HAPPY!"

#### New Service

The Company is prepared to introduce the following service to the market:

The Restaurant Service: Catering Service: Meal Plan Service: Justveggiez specialize in vegan food options.

Introducing Justveggiez store product to Kwik Trip, Whole-foods and Walmart.

#### Funding Request

The Company requests. A total loan of 100,000 over the course of 180 months, to be used for the following purpose:

Purpose

Loan Amount

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Brick and Mortal at (540 State Street location in Madison, Wisconsin..  
\$100,000

Long-term debt payment is a key feature of the Company's financial plan. We expect to break even within a 180 months time period following the Introduction of our service. Financial predictions suggest a minimum 100% return on investment by the conclusion of the financing period.

## II. BUSINESS SUMMARY

In the United States , the food catering industry presently makes 100,000 dollars in sales.

Plant base, Meatless vegan food are one of the top Market Trends of today.

Justveggiez brick and Mortal will product 200% more in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Taste and Quality of the food.

## Business Goals and Objectives

### ShortTerm:

Justveggiez be able to own and operate a Brick and Mortal.

My Short-term Goal is to be in more festival because they are more profitable.

To make \$5000 in sales each week.

Adding additional items to the menu.(Dinner,Dessert and Ice cream options)

### Long Term:

My long-term Goal is to open a Brick and Mortal in Milwaukee, Wisconsin.

### Legal Issues

The Company affirms that its promoters have acquired all legally trademarks and patents.

## III. MARETING SUMMARY

### Target Markets

The Company's major markets are as follows:

Justveggiez Target ages 18-50. For the person that is health conscious. A person that eats healthy such as: Vegan, Vegetarian, Dairy Free, Gluten Free and someone that is changing their eating habits do to health issues. We also target customers that are Vegan curious. Justveggiez Target Market is very diversified.

The estimated number of potential clients within the Company's geographic scope is 20,000.

Create Partnership Opportunities: (Local colleges, Fitness Clubs, Farmer Markets)

### Pricing Strategy

The Company has completed a thorough analysis of its pricing. Keeping in mind our competition's pricing and the cost of customer acquisition, We have decided on the following pricing strategy.

My Pricing Strategy is 3x's or more of the food cost.

Selling \$1000.00 a day: Is \$25 average meal ticket price. 4 meals per hour. 40 meal sale a day. 10 hours per day of operation. 6 day of operation .The average sandwich is \$12.00.

### Promotional Strategy

The Company will promote sales using the following methods:

Facebook, Instagram, Twitter, TikTok, different events that we participate in. We are going to being advertised in different news outlets, promote logo on Madison Metro Bus and

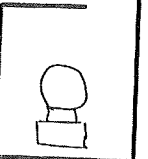
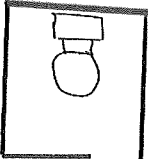
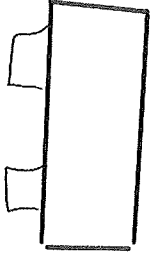
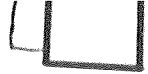
#### Service

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

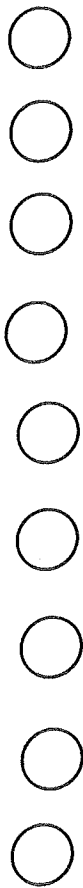
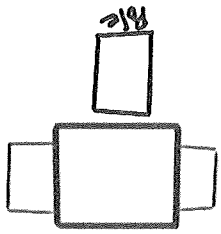
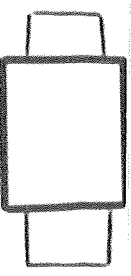
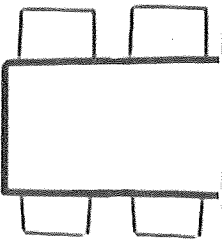
#### IV. FINANCIAL PLAN

Attached we have provided the following Financial Information:  
Quick Book





Stairs



Bar

