

SAMPLE MENU

Appetizers

Appetizer Plate \$19.95

Try four appetizers: Ezme, Haydari, Babganoush and Hummus served with pita bread

Ezme \$8.95

Roasted pepper spread served with pita bread

Haydari \$7.95

Plain yogurt dip blended with garlic, dry mint and fresh lemon juice served with pita bread

Babaganoush \$9.95

Mediterranean dip made from hummus, grilled mashed eggplant, olive oil, lemon juice, grilled sweet pepper and seasonings served with pita bread

Hummus \$8.95

Savory Middle Eastern dip made with mashed chickpeas and tahini served with pita bread

Sarma \$5.95

Grape leaves stuffed with rice and served cold

Kebabs & Entrees

Each entrée comes with soup, rice pilaf, kebab salad, yogurt sauce, grilled pepper, tomato and pita bread.

Adana Shish Kebab \$25.95

Charcoal grilled seasoned, minced ground beef

Chicken Shish Kebab \$25.95

Charcoal grilled marinated boneless chicken thigh meat

Lamb Shish Kebab \$29.95

Charcoal grilled Marinated lamb cubes

Vegetable Shish Kebab \$23.95

Charcoal grilled mushrooms, red & green peppers, onion, eggplant, tomatoes

Want so share? Try a Mixed Kebab Platter! \$65.95

Try all four kebabs to share served on a platter. Includes 4 appetizer plates with pita bread.

Pirzola \$29.95

Charcoal grilled lamb rack (4 pcs)

Lamb Sac Kavurma (ask server if available) \$27.95

Lamb sauteed with peppers, onions, mushrooms and served with rice pilaf

Sucuk Ekmek \$24.95

Charcoal grilled Turkish beef sausage, with cucumbers, tomatoes and baguette

Soup & Salad

Mercimek Soup Bowl \$8.95

Traditional Turkish lentil soup

Akdeniz Salad \$11.95

Lettuce, onions, white cheese, olive oil, olives, tomatoes, croutons, lemon & mint

Turkish Breakfast \$24.95 \$48.95 (Serves 2)

Served Friday – Sunday from 11am to 2pm

Includes Turkish cheeses, black & green olives, jams & honey, marinated tomatoes & cucumbers, tahineh (ground sesame seeds) & Pekmez (mulberry molasses), sigara borek, scrambled eggs & Turkish beef sausage, bread & butter and unlimited Turkish tea and lemonade.

Desserts

Baklava (2pcs) \$6.95

Imported Turkish Drinks

Turkish Coffee (served with Turkish Delight) \$5.95

Turkish Tea (unlimited) \$1.95

Turkish Mineral Water \$4.95

Ayran \$4.95

Lemonade \$3.95

Salgam (Red carrot juice) \$5.95

Soft Drink Can (Coke, Diet Coke, Sprite) \$2.95

Sides

Rice Pilaf \$4.95

Pita Bread \$2.95

Kebab Salad \$3.95

TURKISH KITCHEN MADISON LLC BUSINESS PLAN

Prepared by:

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TURKISHKITCHENMADISON.NET

I. EXECUTIVE SUMMARY

TURKISH KITCHEN MADISON LLC (referred to from hereon in as the "Company") was established as a Limited Liability Company at 2616 Monroe St, Madison, Wisconsin 53711 with the expectation of rapid expansion in the restaurant industry.

Business Description

The Company was formed on 09/01/2023 as Limited Liability Company under Wisconsin state laws and headed by Huseyin Gurhan Cokugurluel.

The owner is from Adana, Turkey. He has many years experience in cooking and preparing Turkish cuisine.

Turkish Kitchen was featured in several local newspaper articles in the Wisconsin State Journal, Cap Times and Isthmus newspapers..

The Company currently employs 2 full-time employees and 2 part-time employees.

Business Mission

At Turkish Kitchen, our mission is to transport our patrons on a culinary journey to the vibrant streets of Turkey, where rich flavors, warm hospitality, and cultural diversity converge. Through our authentic Turkish cuisine, crafted with passion and tradition, we aim to create memorable dining experiences that celebrate the essence of Turkish culture. We are committed to sourcing the finest ingredients, embracing culinary innovation, and fostering an atmosphere of warmth and hospitality, ensuring that every guest feels like a cherished member of our extended family. At Turkish Kitchen, we invite you to savor the taste of Turkey that tantalizes the senses and leaves a lasting impression.

Product

The Company's primary product is Turkish Shish Kebabs: A Turkish kebab is a traditional dish made from seasoned meat that is typically grilled or roasted on a skewer. The meat used in Turkish kebabs can vary, but popular choices include lamb, beef, chicken, or a mixture of these meats. The meat is often marinated with a blend of spices, herbs, and sometimes yogurt to enhance its flavor and tenderness.

Once marinated, the meat is threaded onto metal or wooden skewers and cooked over an open flame, on a grill, or in a special vertical rotisserie called a "söğüş." As the meat cooks, the juices infuse the meat with rich flavor, and the outer layer develops a delicious charred crust.

In addition to the meat, Turkish kebabs often include accompaniments such as grilled vegetables, rice pilaf, or flatbread.



II. BUSINESS SUMMARY

Industry Overview

In the United States, the restaurant industry presently makes 9.67 dollars in sales.

According to various sources, spending at Mediterranean restaurants in the U.S. has shown steady growth over the years, reflecting Americans' increasing interest in diverse and flavorful cuisines.

While exact figures may vary, according to Statista, in 2021, the revenue of Mediterranean restaurants in the United States amounted to approximately \$9.67 billion. This figure represents a notable increase from previous years, indicating a growing consumer interest in Mediterranean cuisine.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions: The target market for a Turkish restaurant can vary depending on factors such as location, ambiance, menu offerings, and pricing. This could involve offering a diverse menu, accommodating dietary restrictions, providing a welcoming atmosphere, and delivering exceptional customer service.

Legal Issues

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

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Our target market are adults interested in eating authentic Turkish food.

The estimated number of potential clients within the Company's geographic scope is 200,000.

Promotional Strategy

The Company will promote sales using the following methods:

The restaurant is marketed through word of mouth, Google reviews and Yelp. We will expand marketing campaigns on social media.

Services

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.