



# Thai Basil

**OPEN DAILY**

**Mon - Fri 11.00 AM - 09.00 PM**

**(Lunch) 11.00 AM - 02.00 PM**

**Sat - Sun 12.00 PM - 09.00 PM**

 **(608) 273 - 8890**


**6714 Raymond Road,**

**Madison, Wisconsin 53719**

**[www.thaibasilcarryout.com](http://www.thaibasilcarryout.com)**



**Carry Out • Catering • Delivery Online**







## APPETIZER

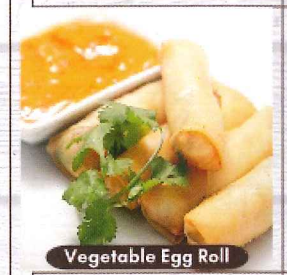
- 1. SALAD ROLL (3).....\$5.95**  
*Rice paper wrapped tofu and vegetables served with hoisin sauce, topped with ground peanut.*
- 1A. CRAB RANGOON (5).....\$5.95**  
*Cream cheese, crab meat, green onion, cilantro wrapped with wonton skin, served with house sauce.*
- 2. CHICKEN POT STICKER (6).....\$5.95**  
*Chicken and vegetable filled in dumpling skin with garlic, special house spicy sauce.*
- 2A. FRIED WONTON (6).....\$5.95**  
*Ground chicken, potato, carrot and onion in the curry seasoning filled in the wonton skin, served with sweet and sour sauce.*
- 3. VEGETARIAN EGG ROLL (5).....\$5.95**  
*Vegetables and glassy noodle wrapped in soft rice paper and deep-fried, served with sweet and sour sauce.*
- 4. FRIED TOFU (8).....\$5.95**  
*Deep fried tofu, served with sweet and sour sauce, topped with ground peanut.*
- 5. SATAY CHICKEN (5).....\$7.95**  
*Chicken on skewers marinated in Thai sauce served with peanut sauce and cucumber salad.*
- 6. SHRIMP TEMPURA (6).....\$5.95**  
*Shrimps deep-fried in batter served with sweet and sour sauce.*



Crab Rangoon



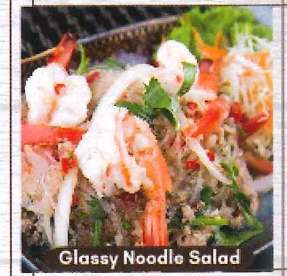
Chicken Pot Sticker



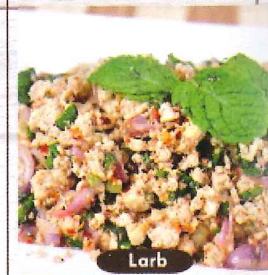
Vegetable Egg Roll



Satay Chicken



Glassy Noodle Salad



Larb

## SALAD

- 7. CUCUMBER SALAD.....\$2.95**  
*Sliced fresh cucumber with red onion and sweet and sour dressing.*
- 8. THAI SALAD.....\$5.95**  
*Lettuce, cucumber, tomato, onion and tofu with peanut dressing.*
- 9. SPICY BEEF SALAD.....\$10.95**  
*Grilled Beef with lettuce, tomato, cucumber, mint leaves, onion, lime juice and spices.*
- 10. SQUID SALAD.....\$12.95**  
*Grilled squid with lemon grass, lettuce, tomato, mint leaves, onion, lime juice and spices.*
- 11. SHRIMP SALAD.....\$12.95**  
*Shrimp with lemon grass, lettuce, tomato, mint leaves, onion, lime juice and spices.*
- 11A. ROAST DUCK SALAD.....\$13.95**  
*Roast duck with lemon grass, lettuce, tomato, mint leaves, onion, lime juice and spices.*
- 12. SEAFOOD SALAD.....\$15.95**  
*Combination seafood with lemon grass, lettuce, tomato, mint leaves, onion, lime juice and spices.*
- 13. GLASSY NOODLE SALAD.....\$10.95**  
**(SHRIMPS ONLY).....\$12.95**  
*Glassy noodle with chicken, shrimp, lettuce, tomato, onion, peanut, lime juice and spices.*
- 14. LARB.....\$9.95**  
**(PORK, CHICKEN OR TOFU) / (BEEF + \$1)**  
*Choice of ground pork, beef, chicken or tofu with mint leaves, onion, lime juice, rice powder and spices served with fresh cabbage.*



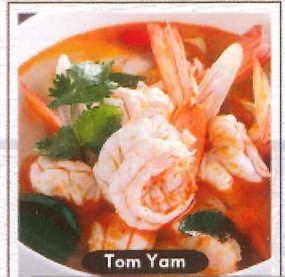


# Thai Basil

## SOUP

your choice of:

- Vegetable, Tofu or Chicken \$9.95
- Shrimps, Squid or Fish \$12.95
- Seafood \$15.95



Tom Yam

### 15. GLASSY NOODLE SOUP

*Choice vegetarian with tofu or chicken, onion, mushroom and vegetable.*

### 16. TOM YAM

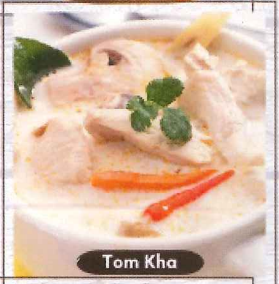
**(HOT & SOUR THAI SOUP NO COCONUT MILK)**

*Choice vegetable or meat with lemon grass, galangal root, mushroom, tomato, green onion, lime juice and cilantro.*

### 17. TOM KHA

**(HOT & SOUR THAI SOUP WITH COCONUT MILK)**

*Choice vegetable or meat with lemon grass, galangal root, mushroom, tomato, green onion, lime juice and cilantro.*



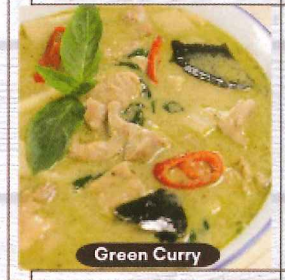
Tom Kha

## CURRY

SERVED WITH STEAMED RICE

your choice of:

- Vegetable, Tofu, Pork or Chicken \$9.95
- Beef \$10.95
- Shrimps, Squid or Fish \$12.95
- Combination meat (chicken, beef, pork & shrimp) \$13.95
- Seafood \$15.95



Green Curry

### 18. GREEN CURRY

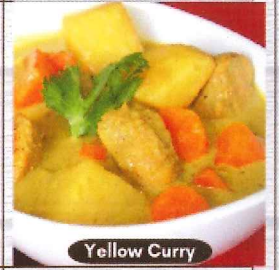
*Choice of vegetarian or meat with green curry, eggplant, green bean, bell pepper and sweet basil leaves in coconut milk.*

### 19. RED CURRY

*Choice of vegetarian or meat with red curry, bamboo shoot, bell pepper and sweet basil leaves in coconut milk.*

### 20. YELLOW CURRY

*Choice of vegetarian or meat with yellow curry, potato, carrot, onion and bell pepper in coconut milk.*



Yellow Curry

### 21. PANANG CURRY

*Choice of vegetarian or meat with house special curry, carrot, bell pepper and sweet basil in coconut milk.*

### 22. PINEAPPLE CURRY

*Choice of vegetarian or meat with red curry, bell pepper, pea, carrot, tomato and sweet basil leaves.*

### 22A. MANGO CURRY WITH SHRIMP.....\$13.95

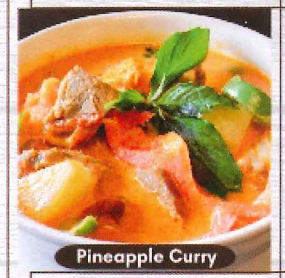
*Panang curry in coconut milk with bell pepper, carrot, snow peas, sweet mango and sweet basil leaves.*

### 23. PUMPKIN CURRY WITH SHRIMP.....\$13.95

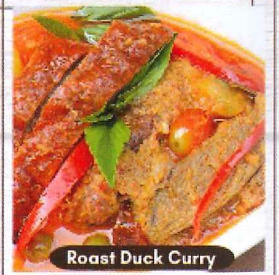
*Red curry in coconut milk with bamboo shoot, bell pepper, carrot, pumpkin and sweet basil leaves.*

### 23A. ROAST DUCK CURRY.....\$13.95

*Red curry in coconut milk with bell pepper, pea, carrot, tomato and sweet basil leaves.*








Pineapple Curry



Roast Duck Curry

PLEASE INDICATE YOUR FOOD SPICY LEVEL !!






  
 MILD - MEDIUM - HOT - EXTRA HOT - CRAZY HOT





## NOODLE

your choice of:

Vegetable, Tofu, Pork or Chicken \$9.95

Beef \$10.95

Shrimps, Squid or Fish \$12.95

Combination meat (chicken, beef, pork & shrimp) \$13.95

Seafood \$15.95

### 37. PAD SEE-U

Choice of vegetarian or meat with wide rice noodle, broccoli, carrot and egg with Thai black sweet soy sauce.

### 38. DRUNKEN NOODLE

Choice of vegetarian or meat with wide rice noodle, egg, fresh chilli, bamboo shoot, tomato, bell pepper, onion and sweet basil leaves.

### 39. PAD WOON SEN

Choice of vegetarian or meat with glassy noodle, tomato, onion, egg and mixed vegetable.

### 40. CHOW MEIN

Choice of vegetarian or meat pan-fried with egg noodle and mixed vegetable.

### 41. EVIL JUNGLE NOODLE

Choice of vegetarian or meat with rice noodle and red curry sauce with bell pepper, broccoli, bamboo shoot, carrot and sweet basil leaves.

### 42. CHICKEN NOODLE (GAI KUA)

Pan-fried with rice noodle, chicken, onion, egg, bean sprout and lettuce.

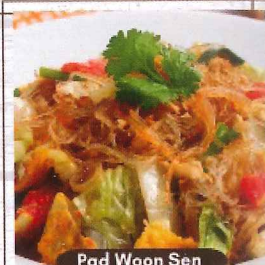
43. PAD THAI.....\$9.95

(SHRIMP ONLY).....\$12.95

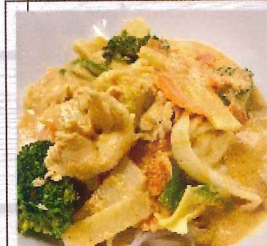
Rice noodle with chicken, onion, egg, bean sprout and ground peanut.



Drunken Noodle



Pad Woon Sen



Evil Jungle Noodle



Pad Thai



Thai Ice Tea

Thai Ice Coffee



Sweet Rice With Mango

## DRINK

WATER.....\$1.00

SODA.....\$1.25

THAI ICE TEA.....\$3.25

THAI ICE COFFEE.....\$3.25

## SIDE ORDER

STEAMED RICE.....(SMALL) \$1.50  
(LARGE) \$2.50

NOODLE, CHOW MEIN OR  
GLASSY NOODLE.....\$3.00

PEANUT SAUCE.....\$3.00

EGG.....\$1.00

VEGETABLE OR TOFU.....\$3.00

MEAT (CHICKEN, BEEF OR PORK).....\$4.00


## DESSERT

SWEET RICE WITH THAI CUSTARD.....\$4.95

SWEET RICE WITH MANGO.....\$5.95







## LUNCH SPECIAL

MON - FRI 11.00 AM - 02.00 PM ONLY

ALL SPECIALS ARE SERVED WITH EGG ROLL  
(L1 - L12 SERVED WITH STEAMED RICE)

\*\* NO LUNCH SPECIAL ON WEEKENDS & HOLIDAYS \*\*

### your choice of:

Vegetable, Tofu, Pork or Chicken **\$7.95**

Beef **\$8.95**

Shrimps, Squid or Fish **\$10.95**

Combination meat (chicken, beef, pork & shrimp) **\$11.95**

Seafood **\$12.95**

### L1.SPICY BAMBOO SHOOT

*Choice of vegetarian or meat with chilli paste, bamboo shoot, bell pepper, onion and sweet basil leaves.*

### L2.PRIK KING

*Choice of vegetarian or meat with green bean, chili paste, bell pepper, mushroom, carrot and sweet basil leaves.*

### L3.SPICY BASIL

*Choice of vegetarian or meat with fresh chili, garlic, bell pepper, onion and spicy basil leaves.*

### L4.FRESH GINGER

*Choice of vegetarian or meat with ginger, onion, mushroom, bell pepper, celery, snow pea and carrot.*

### L5.SPICY CASHEW NUT

*Choice of vegetarian or meat with chili jam, bell pepper, onion, mushrooms and carrot.*

### L6.BROCCOLI DELIGHT

*Choice of vegetarian or meat with brown sauce, broccoli, carrot and garlic.*

### L7.PEPPER AND GARLIC

*Choice of vegetarian or meat with black pepper, garlic, cilantro served on a bed of fresh lettuce.*

### L8.SPICY EGGPLANT

*Choice of vegetarian or meat with chili jam, bell pepper, onion, mushroom and sweet basil leaves.*

### L9.MIXED VEGETABLES (PAD PAK)

*Choice of vegetarian or meat with brown sauce, mixed vegetable and garlic.*

### L10.RED CURRY

*Choice of vegetarian or meat with red curry, bamboo shoot, bell pepper and sweet basil leaves in coconut milk.*

### L11.YELLOW CURRY

*Choice of vegetarian or meat with yellow curry, potato, carrot, onion and bell pepper in coconut milk.*

### L12.PANANG CURRY

*Choice of vegetarian or meat with house special curry, carrot, bell pepper and sweet basil leaves in coconut milk.*

### L13.PAD SEE-U

*Choice of vegetarian or meat with wide rice noodle, broccoli, carrot and egg with Thai black sweet soy sauce.*

### L14.DRUNKEN NOODLE

*Choice of vegetarian or meat with wide rice noodle, egg, fresh chilli, bamboo shoot, tomato, bell pepper, onion and sweet basil leaves.*

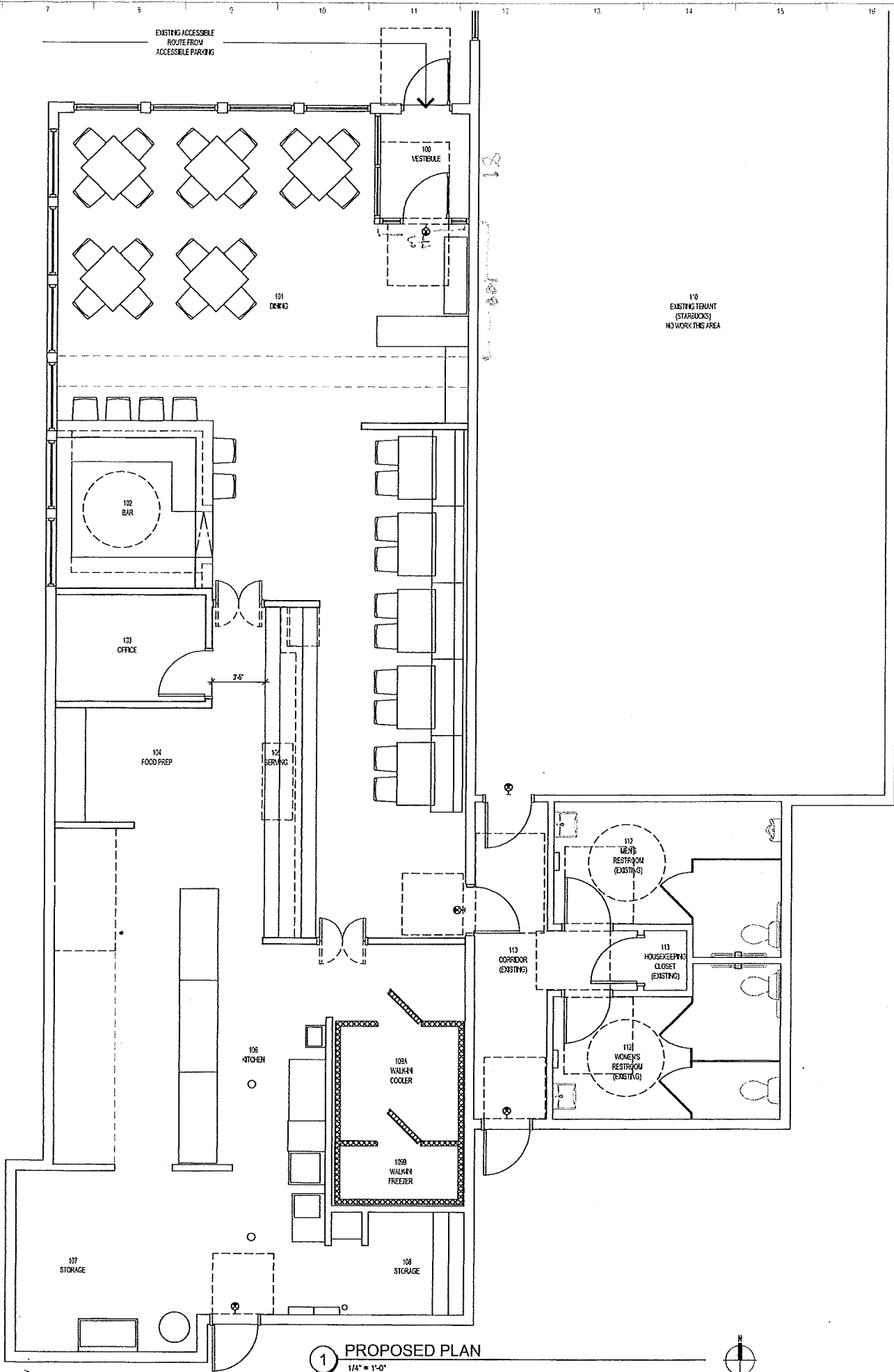
### L15.CHOW MEIN

*Choice of vegetarian or meat pan-fried with egg noodle and mixed vegetable.*

### L16.PAD THAI

*Rice noodle with chicken, onion, egg, bean sprout and ground peanut.*





1 PROPOSED PLAN  
1/4" = 1'-0"

## Organization Management

Krittaphol Poticharoen  
Owner and President

Tharika Poticharoen  
Manager

Suthasini Wisetkhan  
Assistant Manager

Wachira Mekdam  
Executive Chef

Nakaran Pintakhu  
Chef de Cuisine

Phontip Pratin  
Chef de Partie (Preparation and Control Station)

Patchara Janikorn  
Chef de Partie (Appetizer and Curry Station)

Adan Palacios Lara  
Kitchen Staff

Quan Luu  
Kitchen Staff

Piyada Sakarin  
Thai Kitchen Specialist

Jitlada Jakpim  
Reception / Server

Brandon Garcia  
Reception/ Server

# THAI BASIL LLC

## Thai Basil Restaurant

### **Executive Summary**

At Thai Basil Madison, we make Thai food from our heart to your home. We pride ourselves in offering the best authentic Thai food in Madison Wisconsin. We make sure that our dishes are prepared in the most authentic ways to ensure that you have the full Thai experience right at the minute you walk through our doors. From using locally sourced ingredients to smashing our chili pepper by hand. We try to keep the entire culinary process as original as possible.

Your satisfaction is our utmost priority and this is why we take the time to let you explore the staple Thai meals right here in Wisconsin and make key dishes that you rarely find outside Thailand directly available to you.

### **Restaurant Description**

Our restaurant is named Thai Basil and we will relocate to 3519 University Ave, Madison WI 53719 and it sits next to Starbucks Coffee.

### **President/ Owner**

Mr Krittaphol Poticharoen is a native Thai person who was moving from Thailand on July 13, 2000 as a student at that time. Later in Life He graduated with a Master degree majoring in Business Administration from National University Huntington Beach in 2005. After graduating he and his family moved to Las Vegas to work in a hotel industry where he gained a lot of experiences in hospitality from a previous work as a Supervisor in Aria Resort Hotel & Casino from 2005 to the end of 2018. From 2019 he decided to follow his business venue by joining with Thai Basil LLC in Madison, Wisconsin and later taking over Thai Basil from His cousin in January 2019 and becoming an Owner of business until present.

### **Sample Menu**

As a document attached with Application



## **Target Market Analysis**

Our restaurant market is to serve individual or family meals to anyone who likes authentic food specialize in Thai Food. Nowadays Thai food is gaining ground to be one of favorite dishes for American Families. Regarding the variety of food in terms of menu selection and a unique taste with healthy ingredients in our food. Thai food is well known internationally as well. Undoubtedly we will see a variety of customer races, ages visit our restaurant every day.

With the number of University Students, our food market will increase enormously because the number of University students now has reached 40,000 this year and will definitely increase in the future. Thank you for the city development and advances in technology that created our university even better and produced a great student for the United States of America.

## **Marketing plan and Competitor analysis**

As a previous location we can only operate Thai Basil as only take out Menu. But when we move to a new location early in 2023. We will establish our restaurant as a fine dining restaurant with a full menu selection and also full bar services. We believe more customers will come to visit our new restaurant because of the beneficial location which is closer to university, hospital and also lots of families surrounding that location.

In terms of competition, A unique type of food comes into play a big part of our revenue growth. We do not have many competitors which are around 2 places in the same area. By the way, we have a much broader menu selection than others and also our customer base is so strong with a tight relationship to our restaurant. We will invest heavily in services which make customer satisfaction and highly return over time.