



Taco Local Business Plan - Working Draft - Revised 04/01/2020

Purpose Statement

Our goal is to bring well-crafted Latin American coffee, breakfast, tacos, and entrees with a focus on excellent seafood, local meats, and quality ingredients, to the near east side and downtown areas of Madison. We want to create a restaurant that honors the neighborhood in which it resides, while providing menu options and a level of quality and freshness that is a step above the competition.

Who Are We?

We are The International Catering Co. specializing in high end catering, private chef services, and corporate food service. We are MELTED Grill, a grilled sandwich food cart and catering business, and burger joint in Madison and Wisconsin Dells. We are Taco Local, a taco food truck and catering business, and soon to be casual Latin American restaurant at 811 Williamson Street, in Madison, WI. Most recently we have acquired Gaylord Catering Service, a landmark institutional food service and catering company also located in Madison, WI.

What's the Plan?

We have secured the lease for a restaurant space at 811 E Williamson St. We would like to build out the space and be operational by to late-summer 2020. Our concept is simple; we want to serve fresh, expertly crafted food, in an approachable and inviting space. Our customers are our neighbors, friends and families. We're going for the 'neighborhood spot' feel, with food choices that are simple, tried and true. We're not trying to break the mold, we are doing what we already know people like.

How Much Will It Make? Cost?

Please note that these estimates include delivery and take out orders, as well as liquor, beer, and wine sales. We will partner with EatStreet for local delivery.

Taco Local will be open 7am-10pm Tuesday-Sunday. We are looking to serve breakfast and a simple weekend brunch, lunch, and dinner, with the goal of being closed by 10pm nightly except for special events.

Breakfast

Breakfast begins at 7am, and will be casual counter service with an approachable price point (\$3-\$8/person). Breakfast will account for 10% of average daily sales. Our goal is to average \$300 a day in breakfast sales, including coffee, pastry and breakfast meals. With weekends seeing higher ticket values and increased customer traffic, these sales will be weighted heavily on Saturday and Sunday.

Lunch

Lunch will begin at 10:30am Tuesday-Sunday, and will be a taco focused menu. Guests will enjoy a quick, casual, counter service style lunch, with options that are easy to take out, or dine in. Ticket prices will remain approachable (\$6-\$12/person). We will average \$1200 daily for lunch service.

Dinner

Dinner begins at 4pm Tuesday-Sunday, and is somewhat more formal than lunch, but still casual. Service is sit-down with service staff. Dinner includes our taco menu, as well as dinner entrees that are available only after 4pm. Dinner prices will be moderate (\$10-\$25/person). Average daily dinner sales will be \$1500.

I am estimating an average of \$3000/day in revenue, for around 300 days/year, or an estimated \$900,000 in revenue for our first full year of operation.

Note: Initially we planned to reinvest revenues to pay for the buildout of this restaurant. We will now be exploring financing and possible outside investment.

In terms of design 811 Willy St. is already a hole in the wall taco joint. Buildout is minimal, and I believe we'll come in under budget. We are budgeting \$100,000 for kitchen design and material buildout, including FF&E and up to an additional \$50,000 for design services, our alcohol license, and initial inventory. We plan to have \$50,000 in cash reserves to utilize as needed as the business ramps up.

With the conservative goal of 30% payroll, 25% cost of goods sold, and 25% overhead (rent, utilities, etc), I estimate we can have a gross profit of \$180,000.

Dining at Taco Local (See sample menu below)

Our food is simple, fresh, and expertly prepared. Our portions are reasonable but not too much, our goal is to serve a great meal not a huge one. We will focus on seafood through an exclusive partnership with Sitka Salmon Shares. Sitka operates a sustainable fishing model and as such does not guarantee a stock of any certain fish. This will mean that our deliveries will consist of what is available currently, and we will operate a seafood menu with a 'Catch of the Day' style. Our tacos will be simple, with fresh made salsa, tortillas and tortilla chips available daily. Guacamole and chips will be made fresh to order, and meats heated or cooked to order to ensure that they are juicy and fresh when they reach our customer. Diners at Taco Local will enjoy a casual, warm atmosphere. Meals will be served on custom made earthenware, and an outdoor patio in the back of the restaurant will accommodate additional diners during the warmer months. Decor is simple, highlighting Native design styles from El Paso and the surrounding region. The sounds and smells of our clean, open kitchen add to the atmosphere; diners are encouraged to let down their guard and relax while they enjoy a meal paired with a simple margarita.

Drinking at Taco Local

Our bar is designed to be an addition to our breakfast, brunch, lunch and dinner menus. We do not aim to be a local watering hole. Our drinks are simple, and our inspirations are distinctly Latin. We will offer margaritas, daquiris, mojitos, piscos and other tequila and rum drinks, beer, wine, and other limited liquor options. I have completed my responsible beverage service trainings and received my certification, and will submit my application before the 4/15 deadline for our liquor license, after it is reviewed by my attorney.

Why Do We Stand Out?

Our food is fresh. When you order our chips and guacamole, we fry your chips and make your guacamole fresh. Our salsa's are made fresh daily, our seafood comes in fresh from Sitka Salmon Shares several times weekly. Ceviches are made daily. We're exploring a baking program at our base kitchen on the east side where we will bake all of our own bread for tortas, as well as our breakfast pastries. We are working with Rusty Dog Coffee Roasters on our own coffee blend. We can do this by keeping our menus simple. To me, simple and fresh tastes great and it's easy to execute. Fresh and simple. That's it.

Sample Menu - Please note that this sample menu is not a complete representation of items that will be available.

Coffee Menu

Drip Coffee \$1.50

Cafè Americano \$2.50
Espresso with hot water

Miami Cafè Cubano \$2.75
Espresso with sugar

Cortadito \$3.00
Miami Cafè Cubano with cold milk

Cafè con Leche \$3.25
Miami Cafè Cubano with steamed milk

Traditional Latte \$4.00
Espresso with steamed milk

Breakfast

Breakfast Torta \$6

Fried egg, grilled Jamon, queso fresco, avocado, chipotle crema, on a fresh house baked roll

Chorizo Breakfast Tacos \$6

Fresh corn tortilla, scrambled eggs with house chorizo, fresh pico, fresh crema, cilantro

Taco Local Breakfast \$6

Fried egg over papas fritas, with fresh salsa

Add house chorizo for \$3

House Pastry

Flaky dough filled with raspberry, blueberry or strawberry jam \$2

Fresh Churros \$3

Lunch

Sides and Starters

Fresh Fried Tortilla Chips \$5

Add Pico \$2

Add Fresh Guacamole \$3

Add Esquites (mexican corn salad) \$3

Ceviche \$10

Our 'Catch of the Day' ceviche, served with fresh tortilla chips

Tacos

Tacos - All tacos served with Esquites (mexican corn salad)

Mango Braised Pork Tacos \$9

Mango braised pork, house mango pico, fresh crema, cilantro

Tequila Lime Chicken Tacos \$8

Marinated, sautéed chicken, pickled red onion, avocado crema, cilantro

Seasoned Brisket Tacos \$10

Brisket with cinnamon and other spices, fresh pico, crema, cilantro

Jerk Sweet Potato Zucchini & Red Onion Tacos \$8

Sweet potato, zucchini and red onion roasted with house jerk sauce, grilled pineapple pico, fresh crema, cilantro

Blackened Fish Tacos \$10

Blackened fish (catch of the day) grilled pineapple pico, chipotle crema, cilantro

Mix and Match any 3 Tacos for \$11

Sandwiches - All Sandwiches served with Esquites (Mexican corn salad)

El Cubano \$10

Ham, pork, Swiss cheese, pickles, yellow mustard, pressed on a house baked roll

Jamon Torta \$10

Jamon, pickled jalapeños, papas fritas, avocado, lettuce, onion, tomato, mayonesa, on a house baked roll

Veggie Torta \$8

pickled jalapeños, papas fritas, avocado, lettuce, onion, tomato, mayonesa, on a house baked roll

Dinner

Sides and Starters

Fresh Fried Tortilla Chips \$5

Add Pico \$2

Add Fresh Guacamole \$3

Add Esquites (mexican corn salad) \$3

Ceviche \$10

Our Sitka 'Catch of the Day' ceviche, served with fresh tortilla chips

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*Family style taco dinners here

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Entrees

Seared Black Bass \$15

Seared black bass filet, roasted zucchini, papas fritas, chili buerre blanc, fresh salsa

Braised Pork Belly \$15

Braised pork belly, manchego polenta, roasted carrots & cipollini onions, pan sauce, cilantro oil

Dessert

Fresh Churros \$3

Served with a cinnamon crema

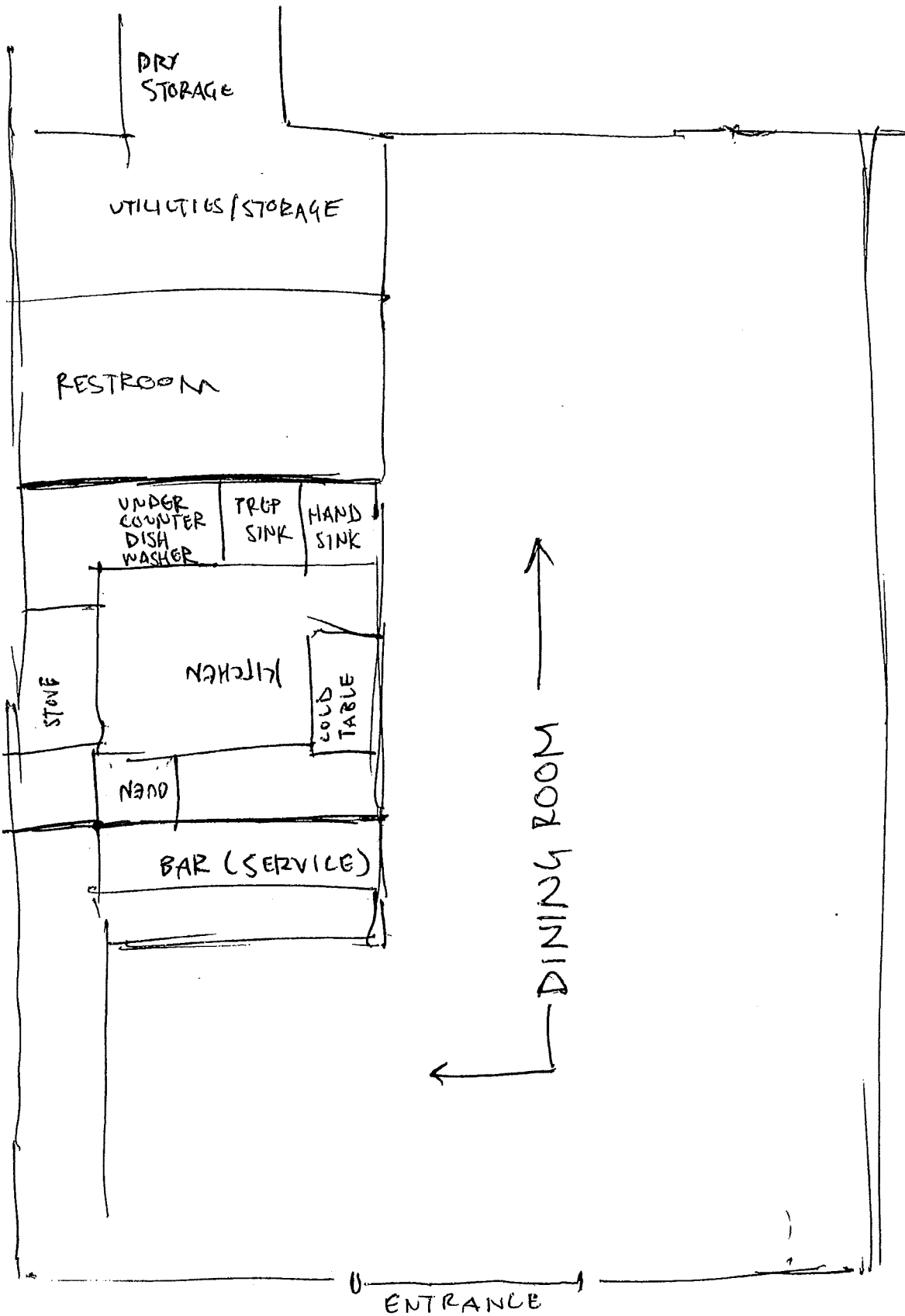
Chili & Dark Chocolate Brownie \$5

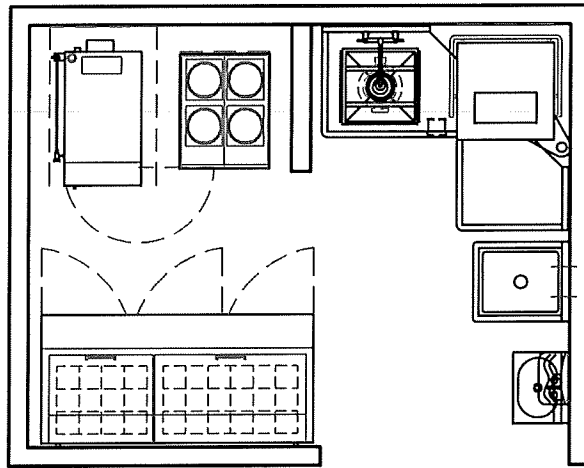
Served with fresh vanilla bean ice cream and caramel sauce

*cocktail menu here

Taco Local Sample Liquor Menu

Margarita	\$6.00
Paloma	\$6.00
Rum & Coke	\$6.00
Daquiri's	\$6.00
Mojito	\$6.00
Cervesa	\$6.00
Vino	\$6.00/\$22.00





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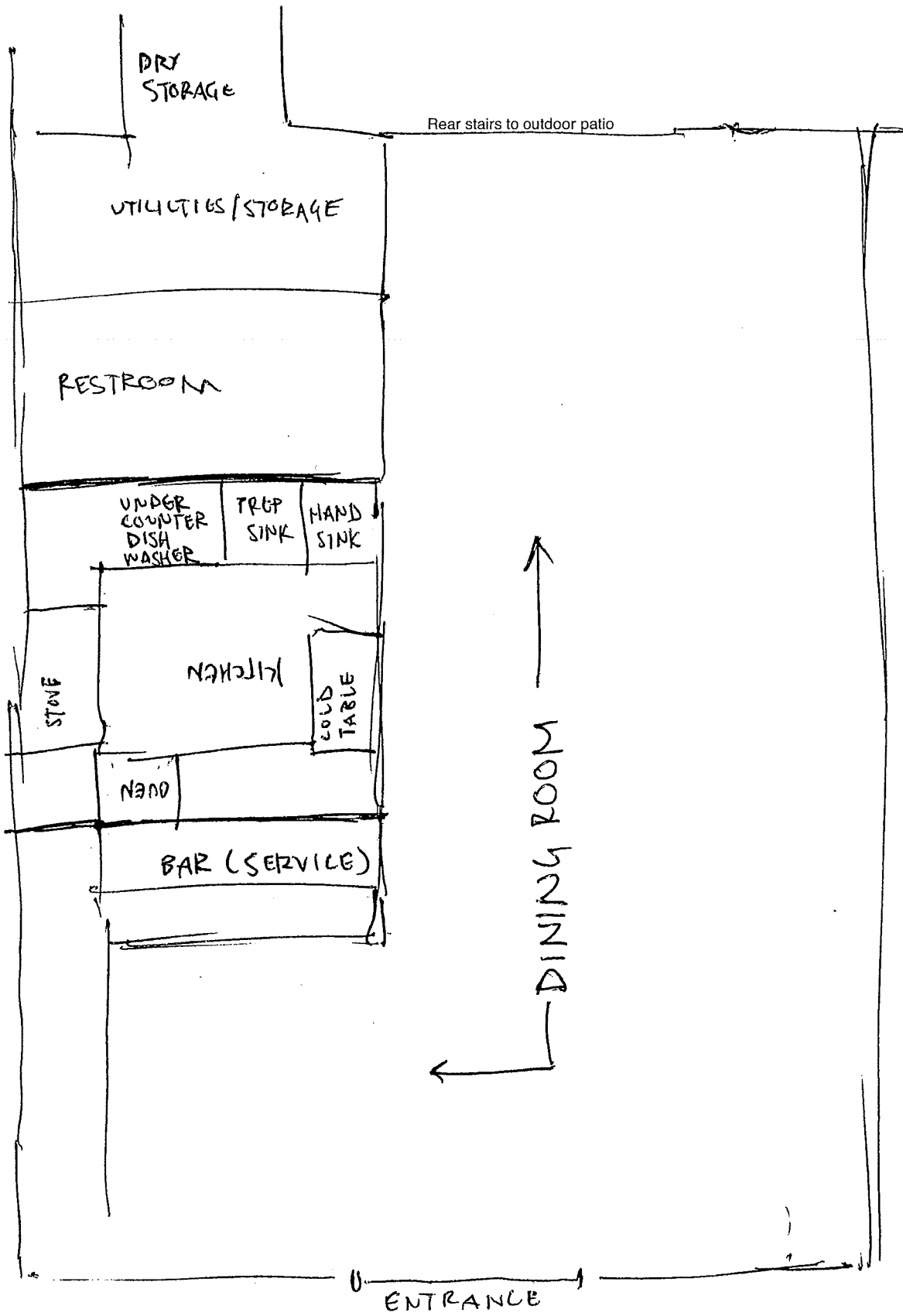
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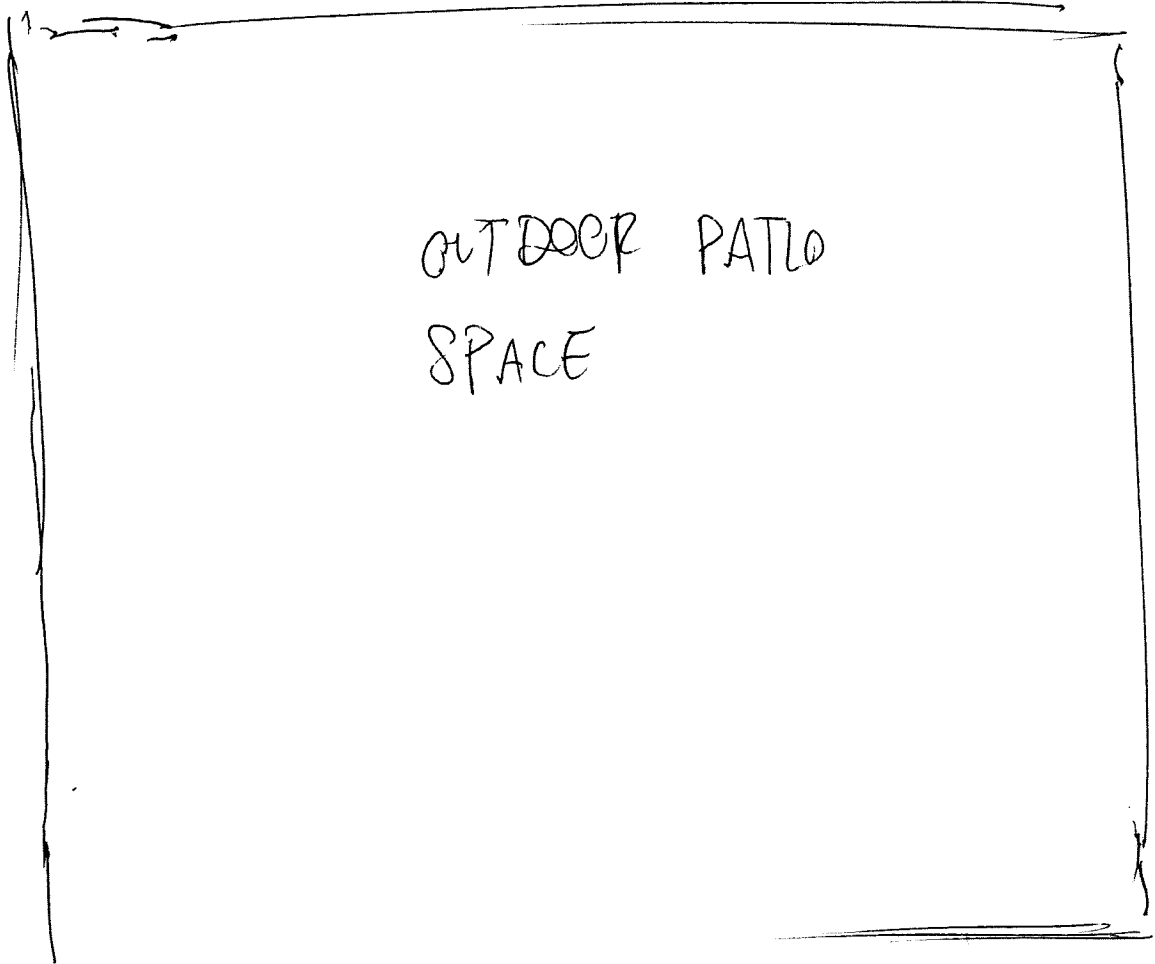
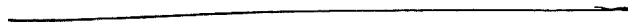
Project: **Rodriguez Kitchen**
Madison, WI

Scale: 1/4" = 1'-0"
Drawn By: SM/JP
Date: Feb. 27, 2020
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— PARKING STALLS —



REAR STAIRS TO RESTAURANT

