

Kettle Black Kitchen
Brian and Alicia Hamilton

At 1835 Monroe Street it is our goal to expand Kettle Black Kitchen's (KBK) model of providing prepared food and meal kits for home consumption and operate a full service restaurant. My lifetime of experience in this industry combined with Alicia's general excellence and know-how in every other aspect of life and business are the tools we bring to the table. I have sent you my (abridged) resume and will send you Alicia's if requested. We recognize 1835 Monroe as the excellent opportunity that it represents and believe that we can create a vibrant, successful business that will reflect well on the neighborhood and all concerned.

Running Start

KBK is an existing business that has seen steady growth since its inception last fall. Our plan would be to get the Monroe Street kitchen going ASAP. That way I can start cooking out of the new kitchen right away and scale up my current operation while remodelling of the front of the house (FOH) is underway. I believe this will be advantageous in many ways, not least that we'll have income while still building out. When ready we will open the dining room for dinner, then add brunch and lunch on Friday. If there is demand, when the timing is right, we can open for weekday lunch and breakfast.

The Restaurant

The concept here is a fast paced, versatile little restaurant. The menu will be focused on American Bistro fair, with flourishes of classic French cuisine. The dinner menu will be familiar to anyone who's been to kettleblackkitchen.com. Elevated comfort food such as Shepherd's Pie, French Onion Soup au Gratin will be present, as well as a good steak. There will be nightly specials, think turkey dinner on Thursdays. A full but small (very small) bar, 3-5 draft beers, a wine list that is small, affordable and accessible but appealing to those who take wine seriously.

The Aesthetic

I worked at a restaurant a lifetime ago, 18th and 8th, that I would like to emulate here. When I say versatile this is the restaurant I think of. It was a somewhat upscale neighborhood place: breakfast, lunch and dinner, though plainly not a diner. Since they were open from 8 am - 10pm (midnight fri/sat), they managed to nail the bright, busy work-a-day atmosphere of breakfast and still achieve the romantic, somewhat more elegant nighttime vibe of a cool neighborhood dinner spot. They did this with competent design, a good paint job and lighting.

So for KBK this would be: Off white to maybe even light grey upper walls which will allow for brightness in daylight hours. Wooden and brass fixtures and flourishes throughout to help get the nighttime vibe as the lights grow dim.

Keys to Success at 1835 Monroe Street

- **Proportion-** This location seems perfectly suited in so many ways to the exact level of growth that Kettle Black is capable of *right now*. The location seems to suit the concept so well it seems too good to be true
- **Momentum-** Rather than starting from scratch, this opportunity represents an expansion of current growth. The recent review by Lindsay Christians, ongoing social media marketing campaigns and current 'word of mouth' buzz (my current model has experienced 5 solid weeks of modest but steady growth) are all a huge advantage to a new restaurant.
- **Quality-** High quality food and drink prepared from scratch, featuring local produce and protein wherever financially viable.
- **Versatility-** The concept will take advantage of several key elements of this part of madison. The high traffic both pedestrian and auto, the Trader Joes, the upscale shopping. My concept is designed to appeal to all three of those facets of this part of Monroe. Quick lunch for a worker. Brunch with mom before a trip to the supermarket. Casual but romantic last minute date. Comfort food for all, with good beer and a good wine list

Current Services & Operations

- **KettleBlackKitchen.com Details**
 - Cooking currently out of Gaylord Catering
 - Customers pick up at my house Tuesdays and Fridays
 - Upon “moving in” to 1835 Monroe (finished kitchen, FOH building out) pick up days will expand Tue-Fri
 - Customers will have 2 pick-up locations on the West and East sides allowing for significant growth during the build out and staffing phase, usually a black hole time financially for a restaurant. Since the West side pick up will be the restaurant itself it will allow for some traffic, which will lead to “buzz”.
- **Kettle Black (Kitchen) Restaurant Details**
 - **Menu-** American Bistro/Comfort food with a french accent. Fast casual
 - **Atmosphere-** Bustling Eatery in daytime hours, Bustling Bistro as the evening sets in
 - **Bar-** A very small but fully stocked bar. Small but Fully functional as a lunch or even breakfast counter.
 - **Hours-** Once the dining room (FOH) opens Lunch, Dinner, Brunch (with an eye on breakfast business if it proves viable)

Start-Up Expenses Phase 1: (Working out of the kitchen for KBK.com during FOH buildout)

- **Rent-** One month rent plus deposit
- **Kitchen Floor-** \$2,000 (DIY)
- **Kitchen Appliances Heavy-** \$12,000
- **Light Appliances -** \$3000
- **Kitchen Utensils-** \$2000
- **Signage-** \$3000
- **Starting Inventory-**\$2000
- **Legal/Permits-** \$2000
- The above start up expenses are fairly low because the business is already going, and these are expenses meant to expand rather than start.

- **Phase 1 Financing: Right now, we can cover the above start-up expenses directly out of our savings.**

Phase 2 Expenses:

- **Bar:** \$5-10,000 DIY
- **Tables & Chairs:** \$10,000 (max)
- **Service (cutlery, plates, etc):** \$5,000
- **(Liquor), Wine & Beer License:** ?
- **POS System Upgrade:** \$5,000
- **FOH Appliances:** \$2,000
- **Phase 2 Financing:** There is no getting around the fact that Phase 1 will deplete most of what ready cash we have, and what remains in the coffers will not be enough on its own to complete phase 2. I will need to hustle and be creative. Here is how I plan to proceed:
 - Feed the coffers with the increased revenue from expanding the current business model
 - Raise money through private parties, like a low tech go fund me. I expect this to raise a significant amount as I have many potential backers willing to part with small (to them) but significant lump sums in exchange for discounts, goods and services
 - We have some collateral to leverage for a small bank loan. When and if it comes to this we feel we can get fairly generous terms since banks are less reluctant to loan money for expansion of a business rather than start up, especially with restaurants.

Other Sources of Income:

- I am expecting to raise additional funds with my street vending license, which allows me to set up shop at street fairs and other special events besides. Naturally, the street fairs depend on lock down conditions easing up, but the special event thing is loosely defined and I can do up to 6 of them per year. I believe I will be able to raise significant amounts through this privilege as one successful event can raise thousands of dollars with low outlay and virtually no waste.

- Also under consideration is renting hours in the kitchen to independent operators (like myself currently) with no kitchen. They will be licensed and insured, as I am now, and will be personally vetted and supervised by me.

Staffing:

Staffing is always a challenge, but with the walk-before-you-run nature of this plan, I will be able to grow my staff slowly and in proportion to growth. I will hopefully be able to cultivate a small group of dedicated professionals, so that by the time Phase 2 kicks into high gear I won't need to hire a bunch of strangers all in one shot. Having an extensive network of dear friends and associates, all in restaurant or associated industries, allows a good leg up for me in this regard.

In Closing:

I believe that 1835 Monroe Street is a perfect fit for Kettle Black, and that with the above plan there is the making for a neighborhood institution worthy of the neighbors. One that will complement, and yes compete with, the other fine businesses on an iconic stretch of an iconic Madison street.



Dinner Menu

Soups & Starters

Strawberry, Feta & Dill Salad	\$12.50
Dill, Feta, Cucumbers, Arugula, Dill Agrodolce *Contains Nuts	
House Salad	\$10.50
Mixed Greens, Sweet Peppers, Red Onions, Carrot, Tomatoes, Radishes, Croutons, Sherry Dijon Vinaigrette	
Charleston Shrimp & Grits Cake w/Bacon	\$14.50
French Onion Soup au Gratin	\$11.50
Fire Roasted Oysters	\$3.50/each
Minimum of 3	
Grilled Lamb Rib Chops (2)	\$18.00
with Arugula, Mint Crème Fraîche & Marinated Figs	

Sides

Griddled Brussels Sprouts	\$8.25
Char-Grilled Broccoli	\$8.25
Mushrooms with Roasted Garlic	\$10.25
Roasted Red Potatoes	\$8.25
Home-Style Mashed Potatoes & Gravy	\$7.25

Main Courses

Grilled Flat Iron Steak	\$30.50
with Caramelized Onions, Herbed Butter & Sweet Potato Medallions	
16 oz Boneless Ribeye	\$49.00
Red Potatoes, Asparagus Add Shrimp Scampi \$10 <i>Ask your server about off sized cuts or end pieces (limited availability)</i>	
Wild Caught Icelandic Cod	\$32.50
Pan-seared with Mushrooms, Vermouth Beurre Blanc & Roasted Red Potatoes	
Escarole & Beans	\$20.50
with Roasted Garlic Toast & Sherry Reduction. Add Shrimp \$8	
Pasture Raised Chicken Breast	\$28.50
Airline Chicken Breast with Broccoli, Home- style Mashed Potatoes & Beer-Thyme Gravy	
Maple Braised Bone In Pork Shank	\$29.50
with Carrot Puree, Brussels Sprouts, Maple Pan Sauce	
Butter Basted Atlantic Salmon	\$28.50
Braised Radicchio, Bok Choy, Citrus Gastrique	

NA Beverages

Mexican Coke, 7up	\$4.00	Fever Tree Tonic Water	\$4.00
Diet Coke.	\$3.50	Fever Tree Ginger Beer	\$4.00
Sprecher's Root Beer	\$4.00	Fever Tree Lime/Yuzu	\$4.00
		S. Pelligrino Mineral Water	\$6.00
		Lemonade	\$5.00

Wine & Beer Menu

Red Wine

Farmstead Cabernet Sauvignon	\$17/68
Long Meadow Ranch, Napa County, CA	
La Manarine Cotes du Rhone	\$13/52
Grenache, Southern Rhone, France	
Donati Claret	\$10/40
Bordeaux Blend, Central Coast, CA	
Pinot Noir, Moulin de Gassac	\$11/44
Pays d'Oc, France	
Zinfandel, Terra D'oro	\$12/48
Amador County, California	
Napa Cut Cabernet	\$62
Cabernet Sauvignon, Napa County CA	
Clay Shannon Cabernet	\$68
Cabernet Sauvignon, Lake County, CA	
Bibbiano Chianti Classico	\$60
Sangiovese, Tuscany	
Trediberri Barolo	\$105
Nebbiolo, Comune di La Morra, Tuscany	
Brewer-Clifton	\$90
Pinot Noir, Sta. Rita Hills, CA	
Les Ursulines Bourgogne	\$60
Pinot Noir, Jean Claude Boisset, Burgundy	
Château Thivin "Reverdon" Brouilly	\$65
Gamay, Burgundy	
G.D. Vajra Langhe Rosso	\$40
Nebbiolo, Italy	
Morisfarms Mandriolo	\$40
Sangiovese, Maremma Tuscany	
Chateau Prignac Medoc.	\$80
Merlot, Cabernet Sauvignon, Bordeaux	
Chevalier D'Arcins Haut-Médoc 2015	\$70
Merlot, Cabernet Sauvignon, Bordeaux	
Orin Swift 8 Years in the Desert	\$85
Zinfandel, Syrah, Petite Syrah, CA	

Beer

On Tap \$6
Pilsner Urquell
Central Water's APA
WBC Chocolate Lab Porter
Seattle Dry Cider

White Wine

Cline Chardonnay	\$12/48
Chardonnay, Sonoma Coast, CA	
Vouvray "Les Tuffes" Maison Darragon,.....	\$11/44
Chenin Blanc, Loire, France	
Karl Erbes Riesling	\$13/52
Riesling, Mosel, Germany	
Sincerite Sauvignon Blanc	\$10/40
Sauvignon Blanc, Loire, France	
Hedges Sauvignon Blanc	\$55
Sauvignon Blanc, Columbia Valley, WA	
Qss Rare Vinho Verde	\$35
Alvarhino, Vinho Verde-Amarante, Portugal	
Luberon Cotes du Rhone	\$55
Grenache Blanc Blend, Southern Rhone, France	

Bubbles & Rose

Perrier-Jouet Grand Brut NV	\$95
Champagne, Epernay, France	
Feuillatte Reserve NV	\$83
Champagne, Chaiully, France	
Campo Viejo Cava	\$11/45
Spain	
Moillard Cr. de Bourgogne Brut Rose	\$14/52
Chardonnay, Pinot Noir, Cabernet Sauvignon, Burgundy, France	
Goulaine Rose d'Anjou	\$8/32
Cabernet Franc, Cabernet Sauvignon, Loire Valley, France	

Dessert Wine, Port & Sherry

Lustau Amontillado Los Arcos Sherry	\$9
Lustau Fino Jarana Sherry	\$7
Lustau Oloroso Don Nuño Sherry	\$9
Warre's Late Vintage Port	\$10
Warre's Ruby Port	\$8
Chateau Laribotte Sauternes	\$12

Cider/Hard Seltzer

Basil/Mint Hard Cider 12oz	\$6
Honey Crisp Hard Cider 12oz	\$5
Topo-Chico Strawberry Hard Seltzer	\$6
Pom/Ginger Press	\$6



Sweet Things

Poached Pear \$10.00

with Honey Ginger Creme Fraiche,
Raspberry Sauce and Candied Ginger

Sour Orange Pie \$8.00

Sweet, tart orange cream pie with a
graham cracker crust

Flourless Chocolate Cake \$8.00

Chocolate lover's dream...
With Caramel Filling and topped
with Coffee Ganache

Dessert Wine

Lustau Amontillado Los Arcos Sherry \$9

Lustau Fino Jarana Sherry \$7

Lustau Oloroso Don Nuño Sherry \$9

Warre's Late Vintage Port \$10

Warre's Ruby Port \$8

Chateau Laribotte Sauternes \$12



Brunch Menu

All Plates Served with home fries, greens & fruit

Eggs & Omelets

Two Eggs Any Style with Toast \$11.00
and your choice of Bacon or Sausage Patty

3 Egg Omelet with Toast \$11.00
Choose 2 Fillings: Ham, Bacon, Peppers, Onions, Mushrooms, Tomatoes, Muenster, Gruyere, Cheddar, Basil (additional fillings \$2)

Creole Benedict \$14.00
Poached Eggs, Creole Bacon, Creole Biscuits, Creole Hollandaise

Fried Tomato Creole Benedict \$14.00
Poached Eggs, Fried Tomato, Creole Biscuits, Creole Hollandaise

Challah French Toast \$11.00
Choice of bacon or Sausage Patty

Sides

Home Fries \$5.00
Fresh Fruit \$8.00
Toast \$3.00
Yogurt & Muesli \$6.00
Bacon (3) \$6.00
Sausage Patties (2) \$6.00

Crepes

Chicken Crepes \$14.00
Chicken, Mushrooms, Parmesan Cream Sauce

Mushroom Asparagus Crepes \$14.00
Mushrooms, Asparagus, Broccoli, Parmesan Cream Sauce

Sandwiches

Pulled Pork \$15.00
Pickled Red Onions, Roasted Peppers, Fried Tomatoes

Roasted Veggies \$12.00
Beets, Peppers, Sweet Potatoes, Fried Tomatoes

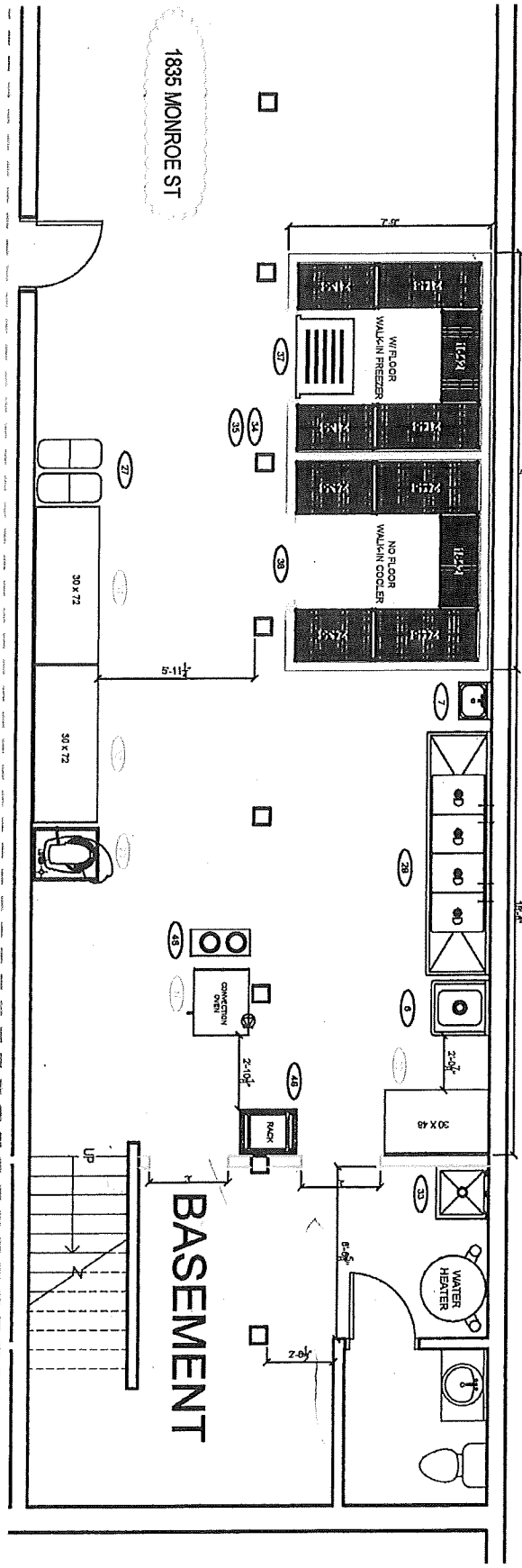
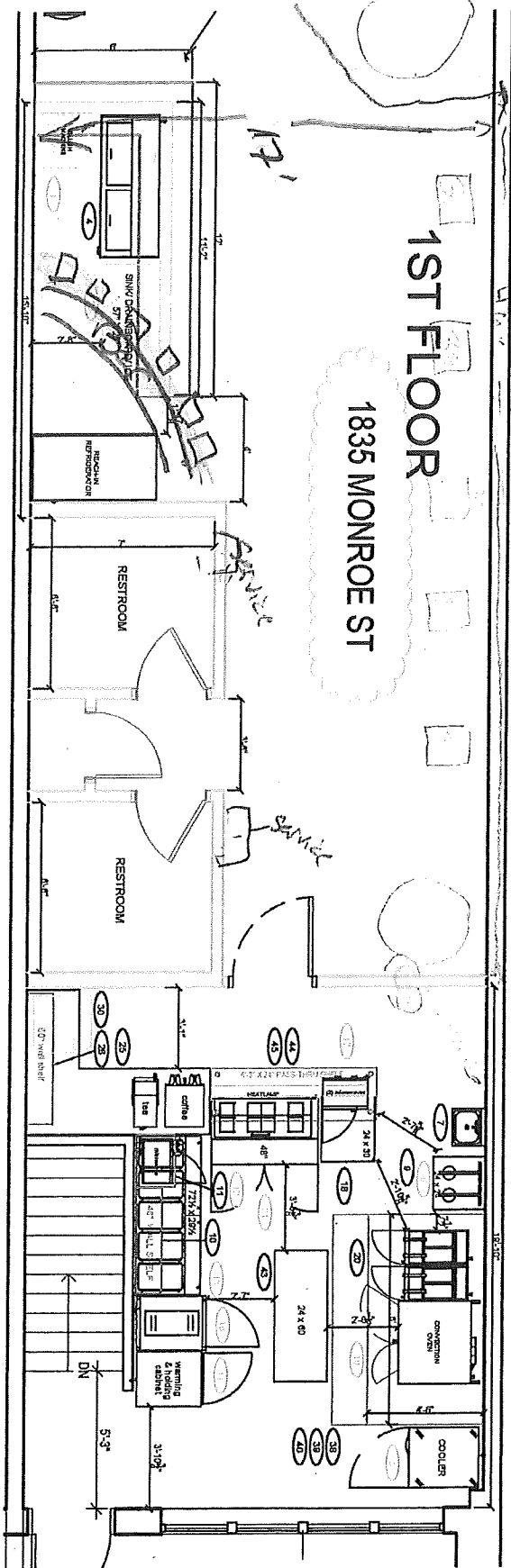
Salads

House \$10.00
Mixed Greens, Sweet Peppers, Red Onions, Carrot, Tomatoes, Radishes, Croutons, Sherry Dijon Vinaigrette

Strawberry Salad \$12.00
Dill, Feta, Cucumbers, Arugula, Dill Agrodolce

Beverages

Bottomless Coffee	\$5.00	Mimosa	\$8.00
Iced Coffee	\$5.00	Bottomless Mimosa	\$16.00
Milk	\$5.00	Virgin Mary	\$5.00
Tea	\$5.00	OJ	\$5.00
Mexican Coke	\$4.00	Fever Tree Tonic Water	\$4.00
Diet Coke,	\$3.50	Fever Tree Ginger Beer	\$4.00
Sprecher's Root Beer.	\$4.00	S. Pelligrino Mineral Water	\$6.00



2920 Bryant Road Madison, WI 53713 608-271-8514
 All drawings and specifications are property of Kavanaugh Restaurant Supply, Inc. and shall not be used on any other work not be disclosed to a person for any use whatsoever without written permission. Dimensions to be verified at the job site.

GATE: 07-23-15
 SCALE: 1/4"=1'-0"

1835 MONROE ST.
 FOODSERVICE EQUIPMENT LAYOUT