

Premises Description

Taj Indian Cuisine & Bar will be approximately 4000sq. ft. restaurant with a seating capacity of approximately 120–140 people. The space includes a full-service dining room with tables, booths, and banquette seating. A large bar is located at the center of the restaurant, with seating at the bar.

Alcohol will be stored securely in locked cabinets behind the bar and in a separate locked storage room accessible only to management.

The premises also includes an outdoor patio on the south side of the building that will provide seasonal dining with approximately six tables. Additionally, the private parking lot located behind the building may occasionally be used for larger private or community events. During such events, the lot will be closed to vehicle traffic, and temporary tents and seating areas will be installed under staff supervision.

Taj Indian Cuisine & Bar will be an approximately **4,000 sq. ft. full-service restaurant** with a seating capacity of about **120–140 people**. The space includes a central bar with seating, a full dining room with tables, booths, and banquette seating, and a commercial kitchen. Alcohol will be stored securely in locked cabinets behind the bar as well as in a separate locked storage room accessible only to management.

The premises also include an outdoor patio on the south side of the building with approximately six tables for seasonal dining. In addition, the private parking lot behind the building may occasionally be used for larger private or community events. During these events, the lot will be closed to vehicle traffic, with temporary tents and supervised seating provided.

Marketing & Sales Strategy

Taj will focus on both the **downtown/UW–Madison community** and the **South Side Madison neighborhoods**. To build awareness and drive consistent sales, our strategy will include:

- **Direct mail campaigns** to local households and businesses announcing our opening and promoting specials.
- **Targeted online ads** (Facebook, Instagram, TikTok, Google) to reach both local families and students/staff from UW–Madison.
- **Active social media presence** showcasing food, events, and community involvement to build brand loyalty.
- **Collaborations with local organizations** and community groups for private events and catering opportunities.

- **Word-of-mouth and repeat business** driven by quality food, service, and consistent hospitality.

We anticipate sales to consist of approximately **60% food, 30% alcohol, and 10% other beverages** (soda, juice, coffee, tea, and non-alcoholic mocktails).

Subsidiary Information & Ownership

The applicant, **Crown Hospitality Group LLC**, is a wholly owned subsidiary of **Sher Capital LLC**, a Wisconsin limited liability company. Sher Capital LLC has four members, all of whom have submitted the required background check forms with this application.

Taj Indian Cuisine & Bar

Sample Menu

Starters

- Vegetable Pakora
- Samosa
- Chicken Pakora
- Hummus with Naan Chips
- Masala Fries

Soups & Salads

- Mulligatawny Soup
- Garden Salad
- Tandoori Chicken Salad

Entrées

Vegetarian

- Saag Paneer
- Chana Masala
- Baingan Bharta

Chicken

- Chicken Curry
- Chicken Tikka Masala
- Chicken Vindaloo

Lamb & Beef

- Lamb Rogan Josh
- Beef Masala

Seafood

- Shrimp Curry
- Fish Masala

Biryanis

- Vegetable Biryani
- Chicken Biryani
- Lamb Biryani
- Shrimp Biryani

Rice & Breads

- Steamed Basmati Rice
- Jeera Rice
- Naan (Plain, Garlic, Cheese)

Fusion & Grill

- Chicken Tikka Wrap
- Paneer Wrap
- Lamb Kebab Sandwich
- Tandoori Chicken Sandwich
- Masala Chicken Pizza
- Paneer Tikka Pizza
- Butter Chicken Pasta
- Spicy Masala Penne

Desserts

- Gulab Jamun
- Kheer
- Mango Cheesecake
- Rasmalai

Beverages

Non-Alcoholic

- Soft Drinks
- Bottled Water
- Mango Lassi
- Sweet Lassi

- Salted Lassi
- Strawberry Lassi
- Masala Chai
- Coffee

Signature Cocktails (Taj Specials)

- Taj Cocktail
- Masala Margarita
- Kala Khatta Vodka Slush
- Coconut Water Mojito
- Tamarind Whiskey Sour
- Saffron Gin & Tonic
- Classic Martini
- Classic Vodka Martini
- Taj Brandy Old Fashioned
- Bloody Mary
- Moscow Mule
- Margarita
- Long Island Iced Tea

Beer

Indian Imports

- Kingfisher

- Taj Mahal Premium
- Bira Blonde
- Haywards 5000
- Flying Horse

Domestic & Wisconsin Favorites

- Spotted Cow
- Miller Lite
- Miller High Life
- Budweiser
- Bud Light
- Coors Light
- Stella Artois
- Modelo
- Corona

Wine

- House Red
- House White
- Cabernet Sauvignon
- Chardonnay
- Riesling

Spirits

Whiskey / Scotch

- Jack Daniels
- Jameson
- Chivas Regal
- Johnny Walker Red Label
- Maker's Mark
- Indri (Indian Whiskey)
- Crown Royal
- Dewars
- Bulleit Bourbon

Vodka

- Absolut
- Grey Goose
- Tito's
- Skyy

Tequila

- Jose Cuervo
- 1800
- Patron Silver
- Milagro

Rum

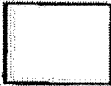
- Bacardi White
- Bacardi Gold
- Captain Morgan

Gin

- Bombay Sapphire
- Tanqueray
- Seagram's

Brandy

- Korbel
- Hennessy
- Rémy Martin



ROCKHOUND BREWERY
TREATMENT PLANT
1000 S. 10TH ST.
DENVER, CO 80202

FLOOR PLAN

A2.1

