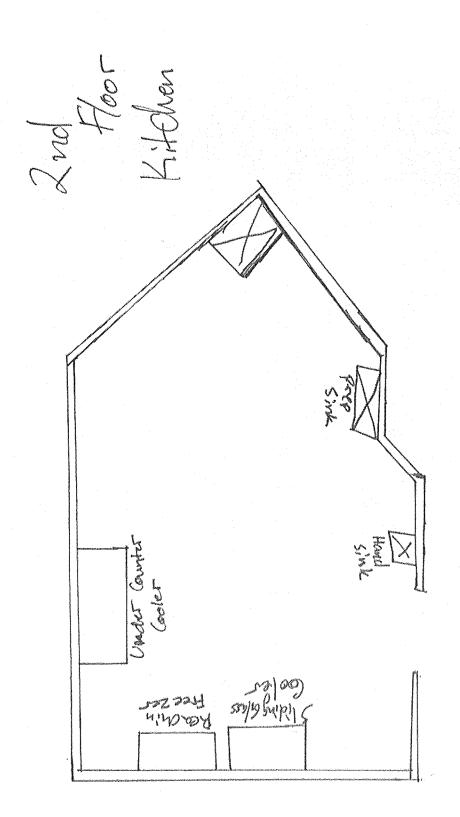


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APEX GRILL MENU

Price:

Adult: \$37.99

Kids (4-11yrs old): \$17.99

APPS/SIDES:

Beverages:

White Rice Corn Cheese Steam Egg Japchae Seafood Pancake Kimchi Pancake **Fried Dumplings Spring Rolls** Kimchi Tofu Soup Japanese Udon Noodle Soup Fried Chicken

Alcohol:

Ramune (Japanese Soda) Coke, Diet Coke, Sprite, Canada Dry Lemonade Sweet Tea Half & Half **Shirley Temple** Thai Tea Orange Juice **Apple Juice**

Cold Dishes:

Kimchi Pickled Radish Korean Bean Sprout Salad Seaweed Salad Edamame **Spicy Cucumber**

Corona Heineken **Bud Light** Asahi Sapporo Kirin Ichiban Soju (Original, Yogurt, Peach, Green Grape, Apple, Grapefruit)

Proposal for:

The Grill

What is BBQ:

Asian "BBQ" is generally grilled quickly, usually cooked with cuts of various parts of mainly Beef and Pork; some chicken as well. It typically features a grill that's covered with oil/butter placed in the center of the dining table with a variety of raw, cook-it-yourself ingredients. Ingredients include meats, seafood, and vegetables, alongside rice. Condiments and dipping sauces will also be served with a BBQ meal. This is one of the most popular cuisines nowadays.

Reason to open BBQ:

The demand of BBQ is growing and driving the Global BBQ industry. Geographically, Europe and North America are dominant globally, demand is so strong, in Southeast Asia, savory foods with barbecue flavors grew by 20% between 2019 and 2020. It is owing to the increasing number of restaurants offering diverse cultures of dishes that gives rise to the demand for BBQ condiments. Moreover, many Americans are also demanding to consume the special food of culture which further raises the adoption of BBQ condiments in recent years.

An increasing number of high-end BBQ companies, such as Gyu-Shige, Gyuzo, Iron Age, and Jongro expanding their locations in the United States also shows the high demand of the BBQ market in the US.

In Wisconsin, there are a number of Asian restaurants that have similar dishes on their menu, however, none of those are specialized and could not meet the current standard that an authentic BBQ restaurant should be.

As Chinese Americans who have been managing restaurants in the US for years, we know how to provide cuisines with high quality service and foods that satisfy our customers. In addition, We really love BBQ ourselves since it's a perfect environment where customers could gather around with their families and friends and enjoy happiness, and we want to spread this kind of joyfulness and famous cuisine to others.

Popularity:

Our goal is to attract all permanent residents and students directly, and local customers with time. These are good business models that have proved to be successful among major cities in the US.