

The company Ponsar LLC , established and family owned since 2016 . Doing business as dZi Little Tibet Food Cart and Catering.

Currently operating two successful food carts and catering services in Madison area and beyond. This proposal reflects an opportunity for Ponsar LLC to sublease an existing restaurant currently operating as La Tagaura at 827 east Johnson St by owners Jeykell and Maria Badell. This is the second location for the owners. The current owner ran a successful business for the last two years on this location but unfortunately they are now facing some challenges due to worker shortage. The turn key restaurant has a seating capacity of 39 customers with outside patio seating and front sidewalk cafe. The overall usable square foot iswhich is a perfect and manageable size for Ponsar LLC family operation . The current owner did some improvement and added a walk in cooler in the basement. We have come to a mutual agreement on purchasing the existing walk in cooler and some other kitchen equipments as well . The current owner has done some improvements and remodeling and hence it will take a very little upgrade to make it our own. We will be in a position to take over the remaining three year lease and convert this location as a future home for Tibet on Johnson. The current owner will transfer the lease to Ponsar LLC effective January 1st 2019. The location will be closed for one month for renovation . Currently Tibet on Johnson has a tentative opening date in mid February 2019. Our objective is to convert the existing restaurant to a profitable and successful family restaurant .

About Tibet on Johnson : Welcome to Tibet on Johnson ,Madison's original !

A family owned restaurant offering authentic homemade Tibetan and Himalayan tribal cuisine. We are nestled in East Johnson street , Madison's super eclectic neighborhood with walking distance to park, lake and downtown. We are small ,cozy and relax setting filled with distinct and traditional decor -hand curved arts and murals by our two brothers. We are family friendly with healthy kids menu , a new community hub for Tenney Lapham neighborhood , a gathering spot for Tibetan and Himalayan region community, and also a destination place for tourist and local where we share information on Tibet, be it food,culture,religion or life .

Our values & mission: Founded on the values of Tibetan buddhist culture, we believe in the joy of mindful cooking and healthy eating. Food is meant to nourish and heal our body and soul . keeping these values to our core, we use a wide selection of organic and locally sourced products based on season and availability. We have a kitchen garden in Farley center , Verona. We grow organic herbs , tomatoes , pepper and variety of vegetables . All of the produce we grow are used in our dish . We embrace gluten free,vegetarian and vegan options in our menu . We make everything fresh from the scratch . Your health and enjoyment is our goal. Our mission is to :

- Promote fresh , healthy and traditional Tibetan and Himalayan cuisine by using local product at an affordable price in a warm setting .
- Bring a culinary cultural awareness by introducing more people to the unique flavor of the Himalayan food in Madison area and beyond.
- Spread the goodness of our rich culture through food and decor and bring communities and neighbors together under one roof.
- Support organization that promotes healthy and sustainable food system

Product and Services: Tibet on Johnson's menu is carefully crafted to showcase the unique and true flavour of authentic Tibetan and Himalayan tribal

cuisine. We will be using high quality seasonal ingredients , some of which will be directly sourced from our kitchen garden and also from our farmer friend Jen and Chandy's farm in Verona. Rest of the food product will be purchased from a reputable food service company called USA Food .Our meat product will purchased from local UW Meat provision.We will keep our menu simple with moderate portion size and attractive presentation. Our menu will offer 4 choices of appetizer ,10 choices of entree , 3 choices of dessert and also nonalcoholic beverages . Our wine and beer list will be primarily local focused. During busy summer months, customers can also sit outside on our patio. The patio with garden setting will be a fun atmosphere for the summer crowd. Customer can also sit in front sidewalk cafe and enjoy their meal or drink.

Marketing and Sales Strategy We started a food cart business three years ago , with one dream in mind ;someday to open a brick and mortar location . So, for the family, Tibet on Johnson is a dream come true.We worked hard and smart. As a result, our food cart business continues to flourish. During 3 years of our food cart operation, we received many positive reviews and feedbacks from our customers. We have not only build a strong customer base but also a strong brand in mobile Himalayan food business . We would like to expand our brand and take it to the next level. Our two food cart will be a great advertising tool for Tibet on Johnson to attract new customer and hence upscale the restaurant sale.

Meet our Team

NAMGYAL PONSAR, Founder, Owner & Cook : In 2016, Namgyal decided to turn her family's business idea into reality . Together with her family, they opened the first and only Tibetan food cart in Madison and successfully added a second food cart in 2017.Not only Namgyal has a great entrepreneurial spirit, she is also a

dedicated single mother, a caring registered nurse , a self taught cook and certified organic grower. Namgyal , with her unique experience brings a unique set of skills such as great work ethics, excellent customer service , passion , compassion, knowledge, and innovation skills for sustainable food business management. Namgyal will be responsible for overseeing all personnel ,policies , marketing ,menu and monitoring the financial progress of the restaurant.

THARTEN TSERING, Co-owner & Manager : Tharten always had a passion in cooking. He went to a culinary school and worked as a head cook in a successful restaurant in India . Beside his passion in food, Tharten also has a great interest in Tibetan religious mural carving and painting. After moving to the States, Tharten worked in many restaurants doing multiple jobs such as dishwasher, bussing the table , kitchen helper, delivery person and server . Tharten learned a lot from his previous work experience in restaurant -both in front and back of the house . He understand the value of a teamwork, trust and customer care. Currently , Tharten serves as a manager and cook for dzi Little Tibet food cart and catering . Tharten will be responsible for overall day to day operation and also assist in the kitchen and counter .

THINLEY TENZIN, Co-owner & cook : Prior to moving to the States, Thinley worked as a farmer and artist in India. Thinley's interest in cooking started at an early age in his mother's kitchen. Thinley's artistic imagination and farming background adds creativity ,flavour and presentation that goes into cooking.

Thinley will be responsible in the kitchen and preparing the majority of the food.

CAIREN , Food server ; Previously worked as a waitress in many different restaurants .Will be responsible for taking orders ,serving food and educating menu to patrons .

DORJEE, Kitchen helper. Worked as kitchen helper in previous Tibetan restaurant. Will be responsible in food prepping , dishwashing .

TASHI : Will be responsible in loading , cooking , serving and sales in the food cart.

Experience & accomplishment

- First Tibetan Food cart in Madison, WI. Opened 2016
- Second Little Tibet Food cart . Opened 2018
- Organic Vegetable Farm for the Food cart Kitchen. Active since 2016
- Earned downtown vending spot ,2017, 2018
- Participated in over 300 fundraiser and events including Taste of Madison and Food truck and craft beer festival of America in Milwaukee.
- Catered event from small to large group of 500 people.
- Successfully running a debt free business.
- Member of Madison Public market's Market Ready Program
- Continue to support local non profit organization such as REAP food group.

TIBET ON JOHNSON

HIMALAYAN CUISINE

Menu

Himalayan starters

Shabalay

Tibetan beef patty 2pcs 5.00

Ping alla

Tibetan spring roll. Bean thread and vegetable filling. 5.00

Bhajiya

Veggie fritter in chick -pea flour 5.00

Gyuma

Tibetan dark sausage 6.00

Lhasa spud

Tibetan spicy potato salad 5.00

Jasha bite

Fried chicken cube dipped in chick -pea flour 5.00

Momo- the himalayan dumpling 5pcs 7.00

Beef Momo Chicken Momo Veggie Momo Cheese Momo

steamed or pan fried . served with dangtsel

From roof of the world Tibet

Sha shogok gf	13.00
Lamb and potato . slow cooked in fresh tomato and herb sauce.	
Kongpo Shaptak sizzler gf	15.00
Sirloin steak bites , brie cheese and assorted vegetables.	
Sha tsigma labhu gf	14.00
Roasted beef short ribs, daikon radish, shallot , garlic , ginger	
Tibetan curry gf	10.00
Choice of beef /chicken	
Tsel Nezom Takpa vg, gf	9.00
Assorted grilled vegetable & mushroom & fresh tomato sauce.	
Shabril Thukpa	10.00
Marinated and baked Meatball with pasta	
Thenthuk ngopa	10.00
Pan fried hand pulled pasta . choice of beef /Veggie	

All non pasta dish are served with the choice of white or brown rice or tingmo.

From the land of the Everest - Nepal

Thali is a composite and wholesome meal which is basically a combinations of various delicious dishes served on a single plate. Thali style meal serving is popular in Nepal.

Dal bhat tarkari thali vg, v, gf 13.00
Vegetarian thali

Gorkhali Mutton tarkari thali 15.00
Bone in goat meat thali

Khukhura tarkari thali 14.00
Chicken thali

From the kingdom of the thunder dragon - Bhutan

Ema datsi vg 8.00
creamy brie cheese soup , onions, mushroom & peppers.
Served with tingmo

Kewa datsi vg 10.00
Potato and cheese.
Served with green vegetables and Bhutanese red rice.

Shakam- datsi 15.00
home made beef jerky, brie cheese, daikon radish , pepper.
Served with Bhutanese red rice and ezie relish

Sides

Tingmo . Steamed bun

Ezie . Bhutanese relish ezie

Chutney .Tomatoe sauce.

Dangtsel . Tibetan relish

Soup.

Suru . served with tingmo

deep fried meat soup

7.00

Lentil . served with tingmo

Three assorted lentil beans soup

6.00

Beef Thukpa

Beef & home made noodle soup

7.00

Tofu Thukpa

Tofu & home made noodle soup.

6.00

Momo Soup

Elongated shape tiny momo served in a light broth.

choice of beef/chicken/veggie

7.00

Kids Menu

Moburger

Tibetan momo burger with fruit salad

6.00

Momo 4pcs

Choice of beef/ chicken/ veggie. steamed or pan fried

5.00

Jasha bite 5.00
Fried chicken cube dipped in chickpea batter

Thukpa 6.00
Choice of Beef/veggie home made noodle soup.

Pan fried noodle 6.00
Choice of chicken /veggie pan fried homemade noodle.

Dessert

Baktsa Maku 5.00
Fresh homemade pasta topped with caramelized sugar ,
cheese and butter dripping sauce.

Haluwa 5.00
Fresh grated carrot cooked in butter and sugar ,
topped almond and cashews.

Kheer 5.00
Cold rice pudding with cardamom, raisin and saffron.

Non alcoholic drinks

Hot masala chai tea	3.00
Tibetan tea. black tea churned in butter, milk and salt	3.00
Soda or water	1.50
Mango lassi -yogurt and alphonso mango smoothie	4.00