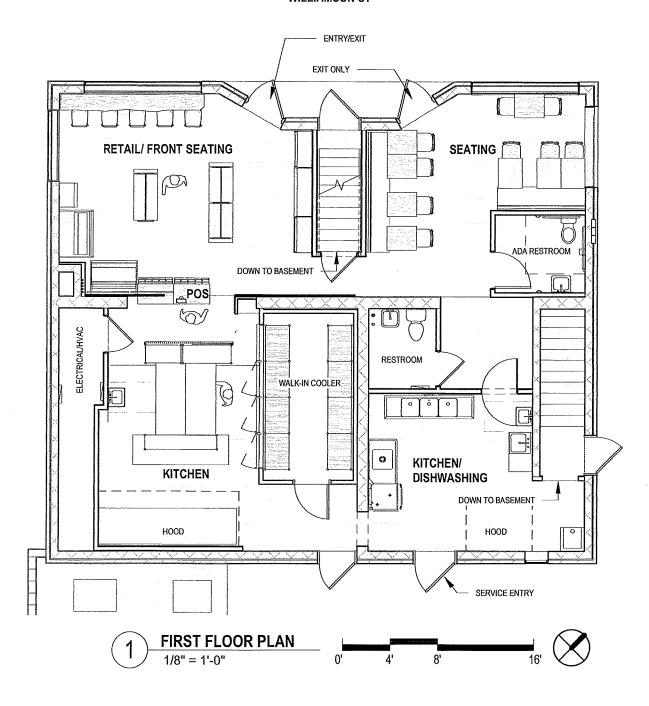
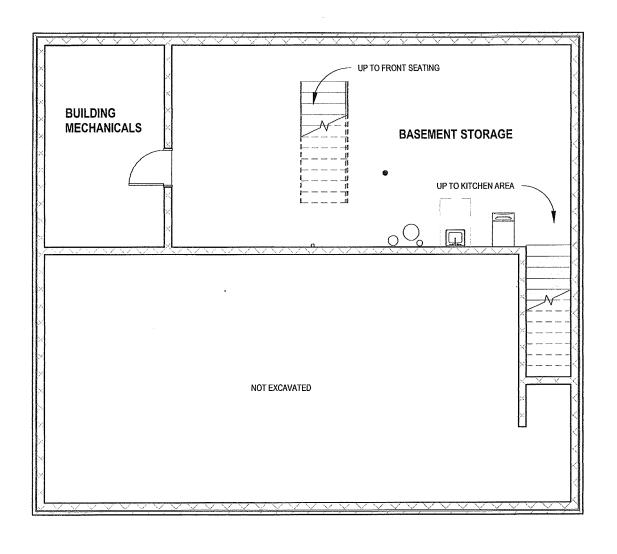
WILLIAMSON ST











MENU

APPETIZERS

EDAMAME 5 MISO SOUP 3 **SEAWEED SALAD 6**

POKE BOWLS

Choice of WHITE RICE, MIXED GREENS or HALF RICE/HALF GREENS

includes seaweed salad, edamame, cucumbers, sesame seeds, crispy wonton strips, fried shallots, poke sauce, wasabi aioli, unagi sauce

SUSHI GRADE TUNA 13 **SUSHI GRADE SALMON 13 CALIFORNIA 13 TOFU 12 SHRIMP TEMPURA 13**

DRINKS

BUBBLE TEA 4 RAMUNE JAPANESE SODA 3 THALICED TEA 3 SPRECHER ROOT BEER 3 **HOUSE ICED TEA 4** HOT TEA 3 SODA CAN 2 **BOTTLED WATER 1.25**

901 Williamson Street Madison, WI 53703

RAMEN

includes soymilk dashi broth, housemade ramen noodles, flavor-infused egg, bamboo shoots, buttered corn, scallions

PORK BELLY 13 **CHASHIU PORK 13 BULGOGI BBQ BEEF 13** FRIED CHICKEN CHUNKS 13 **SHRIMP TEMPURA 14 SMOKED TOFU 12**

ADD-ONS

Pork Belly +3

Garlic Bomb +1

Chasiu Pork +3

Spicy Bomb +1

Bulgogi BBQ Beef+3

Extra Noodles +3

Fried Chicken Chunks +3 Extra Broth +3

Shrimp Tempura +4

Kimchi +1

Smoked Tofu +2

Broccoli +1

BUILD YOUR OWN

1. CHOOSE YOUR BASE: WHITE RICE / BROWN RICE / SALAD / SANDWICH

2. CHOOSE ONE PROTEIN **PORK BELLY 10 KOREAN BBQ BEEF 10 FRIED CHICKEN CHUNKS 10 SHRIMP TEMPURA 11 FRIED TOFU 9**

3. CHOOSE YOUR TOPPINGS (up to 3):

Pickled cucumbers

Broccoli

Pickled carrots

Fried Shallots

Kimchi

Corn

Edamame

Seaweed Salad

Scallions

4. CHOOSE YOUR SAUCE (up to 2):

House-blend Hoisin Garlic Soy

Sweet Shoyu Spicy Mayo

Poke Sauce

Wasabi Aioli

Unagi Sauce

Executive Summary

Umami Go is a more pandemic friendly concept that will offer a wide variety of Asian prepared meals, food products, and drinks with a focus on take-out and delivery. We have designed the space with customer safety in mind incorporating specific entry and exit doors to prevent cross traffic, a customer flow that allows for social distancing, and a designated area for contactless order pickup. Leveraging the brand recognition of Umami Ramen and Dumpling Bar which has operated in the area for almost 10 years prior to the onset of the pandemic, we hope to provide a convenient dining option for the majority of customers who now wish to enjoy their meals at home.

Company Overview

This concept is brought to you by the same team that operate Umami Ramen & Dumpling Bar (established 2011) and Tavernakaya (established 2015). Using data, customer preferences, and customer feedback from these operations over the past 8 months we feel that we have developed an offering that fits the needs of the current market and will continue to thrive even after the pandemic as diner's preferences continue to shift towards off premise consumption. Our experience has enabled us to know how to maintain quality while efficiently producing high volumes of food for takeout and delivery.