

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 12 ;
ending June 30 20 12

TO THE GOVERNING BODY of the: Town of }
 Village of }
 City of }

County of Dane Aldermanic Dist. No. 19 (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Marrakesh Restaurant LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Manager/owner</u>	<u>Youssef Amraoui</u>	<u>729 N. McVicker Blvd</u>
Vice President/Member			<u>53705</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>Youssef Amraoui</u>		
Directors/Managers			

3. Trade Name MARRAKESH RESTAURANT Business Phone Number 608 308 1021
4. Address of Premises 5510 University Ave Post Office & Zip Code 53705

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date 12/2/12 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 5510 University Ave. 3400 Square feet

10. Legal description (omit if street address is given above):

11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? Shish Cafe

12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No

13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No

14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 21st day of December, 2012

[Signature]
(Clerk/Notary Public)

x Youssef Amraoui
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 6/29/2014

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation) <input checked="" type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Written Description of Premise <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Marrakesh Restaurant LLC
2. Address of Licensed Premise 5510 University Ave, Madison, WI 53705
3. Telephone Number: 608 308 1021 4. Anticipated opening date: 01/15/2013
5. Mailing address if not opening immediately 729 N Midvale Blvd #3, Madison, WI 53705

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: fine dining Restaurant
Lunch: 11am - 2:30pm Dinner: 5 - 10pm

9. Do you plan to have live entertainment? No Yes—What kind? Belly dancing

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

The Building containing approximately 3,400 square feet.
the seating arrangement is about 90.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. The parking lot is located in front and left of the building.

13. Describe your management experience, staffing levels, duties and employee training.
The owner/manager graduate from hospitality school and has over 15 years in hospitality business.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Youssef Amrouni 729 N Midvale Blvd #3, Madison, WI 53705
 Name Address

15. Utilizing your market research, who would you project your target market to be?

mature adult and family.

16. What age range would you hope to attract to your establishment? All ages.

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

word of mouth and media marketing, The Food menu

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: James A. Shapiro

Address of Owner: 1202 Regent Street, Madison, WI Phone Number 6082519656

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes No

21. List the Directors of your Corporation/LLC

Youssef Amrason 729 N Midvale Blvd # 3 Madison, WI 53705
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. _____

24. What type of food will you be serving, if any? _____

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers Salads Soups Sandwiches Entrees
 Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? All Prepempt hours

27. What hours, if any, will food service not be available? Food will available all the time
28. Indicate any other product/service offered. _____
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 3
During what hours do you anticipate they will be on duty? during the opening hours
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? _____
How many bartenders do you anticipate you would have working at one time on a busy night? _____
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
90%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%
What percentage of your advertising budget do you anticipate will be drink related? _____
40. Are you currently, or do you plan to become, a member of the Madison--Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No
-

42. What is your estimated capacity? 90

43. Pursuant to Chapter 38.02 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	<u>20</u> %
Gross Receipts from Food and Non-Alcoholic Beverages	<u>60</u> %
Gross Receipts from Other	%
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

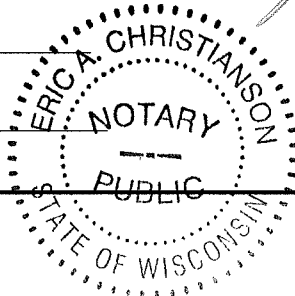
Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 21st day of December, 2012 X Young Awarai
(Officer of Corporation/Member of LLC/Partner/Individual)

[Signature]
(Clerk/Notary Public)

My commission expires 6/29/2014





WISCONSIN DEPARTMENT OF REVENUE
 PO BOX 8946
 MADISON, WI 53708-8946

Contact Information:

2135 RIMROCK RD PO BOX 8946
 MADISON, WI 53708-8946
 ph: 608-266-2776 fax: 608-264-6884
 email: dorbusinessstax@revenue.wi.gov
 website: revenue.wi.gov

Letter ID L1000304928

YOUSSEF AMRAOUI
 MARRAKESH RESTAURANT LLC OWNED BY YOUSSEF
 AMRAOUI
 729 N MIDVALE BLVD UNIT 3
 MADISON WI 53705

Wisconsin Department of Revenue Seller's Permit

Legal/real name: MARRAKESH RESTAURANT LLC OWNED BY YOUSSEF AMRAOUI
Business name: MARRAKESH RESTAURANT
 5510 UNIVERSITY AVE
 MADISON WI 53705

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type

Account Type

Account Number

Sales & Use Tax

Seller's Permit

456-1028098140-02

Date of this notice: 12-05-2012

Employer Identification Number:
46-1506791

Form: SS-4

Number of this notice: CP 575 A

MARRAKESH RESTAURANT LLC
MARRAKESH RESTAURANT
% YOUSSEF AMRAOUI SOLE MBR
729 N MIDVALE BLVD APT 3
MADISON, WI 53705

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 46-1506791. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 940	01/31/2014
Form 944	01/31/2014

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

If you are required to deposit for employment taxes (Forms 941, 943, 940, 944, 945, CT-1, or 1042), excise taxes (Form 720), or income taxes (Form 1120), you will receive a Welcome Package shortly, which includes instructions for making your deposits electronically through the Electronic Federal Tax Payment System (EFTPS). A Personal Identification Number (PIN) for EFTPS will also be sent to you under separate cover. Please activate the PIN once you receive it, even if you have requested the services of a tax professional or representative. For more information about EFTPS, refer to Publication 966, *Electronic Choices to Pay All Your Federal Taxes*. If you need to make a deposit immediately, you will need to make arrangements with your Financial Institution to complete a wire transfer.

The IRS is committed to helping all taxpayers comply with their tax filing obligations. If you need help completing your returns or meeting your tax obligations, Authorized e-file Providers, such as Reporting Agents (payroll service providers) are available to assist you. Visit the IRS Web site at www.irs.gov for a list of companies that offer IRS e-file for business products and services. The list provides addresses, telephone numbers, and links to their Web sites.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. **This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you.**
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub. Thank you for your cooperation.

Keep this part for your records. CP 575 A (Rev. 7-2007)

Return this part with any correspondence
so we may identify your account. Please
correct any errors in your name or address.

CP 575 A

9999999999

Your Telephone Number Best Time to Call DATE OF THIS NOTICE: 12-05-2012
() - EMPLOYER IDENTIFICATION NUMBER: 46-1506791
FORM: SS-4 NOBOD

INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023
|

MARRAKESH RESTAURANT LLC
MARRAKESH RESTAURANT
% YOUSSEF AMRAOUI SOLE MBR
729 N MIDVALE BLVD APT 3
MADISON, WI 53705

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. **Name of the limited liability company:**
Marrakesh Restaurant LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**
Youssef Amraoui

Article 4. **Street address of the initial registered office:**
729 N Midvale Blvd
#3
Madison, WI 53705
United States of America

Article 5. **Management of the limited liability company shall be vested in:**
A manager or managers

Article 6. **Name and complete address of each organizer:**
Youssef Amraoui
729 N Midvale Blvd
#3
Madison, WI 53705
United States of America

Other Information. **This document was drafted by:**
Youssef Amraoui

Organizer Signature:

Youssef Amraoui

Date & Time of Receipt:

12/2/2012 8:10:05 PM

Order Number:

201212023204281

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**



Filing Fee: \$130.00
Total Fee: \$130.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
12/2/2012	

FILED 12/2/2012	
	Entity ID Number M084588

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

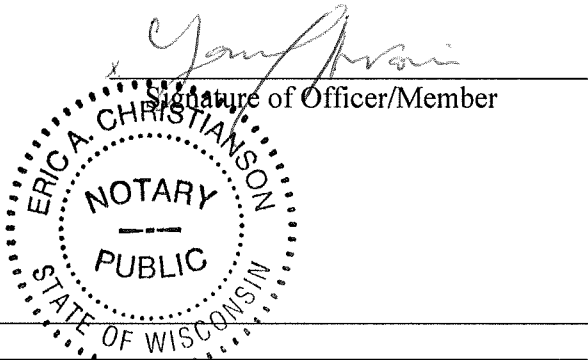
I, Youssef Amraoui, officer/member for Marrakesh Restaurant LLC
(Corporation/LLC), doing business as Marrakesh Restaurant, authorize and appoint
Youssef Amraoui (Name) as the liquor/beer agent for the premise
located at 5510 University Ave.

Subscribed and sworn to before me this

21st Day of December, 20 12

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 6/29/2014



To be completed by appointed Liquor/Beer Agent

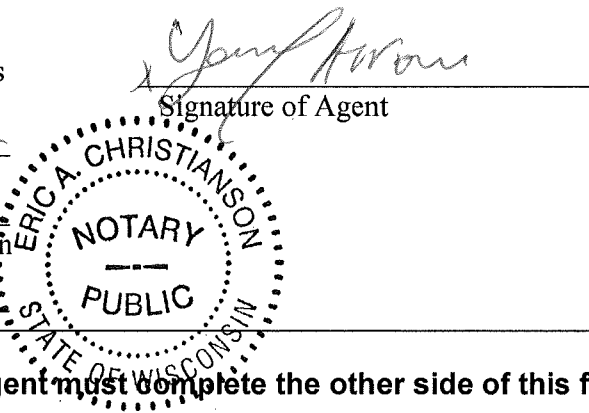
I, Youssef Amraoui, appointed liquor/beer agent for
Marrakesh Restaurant LLC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 100 %.

Subscribed and sworn to before me this

21st Day of December, 20 12

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 6/29/2014



The appointed Liquor/Beer Agent must complete the other side of this form.

VALIDATE ONLINE AT SERVINGALCOHOL.COM

CODE: JUGKAGBHUD

ONLINE TRAINING

SERVING ALCOHOL INC
UNITED STATES OF AMERICA
team@servingalcohol.com

CERTIFICATION

This certifies that

Youssef Amraoui

has completed the Serving Alcohol Inc. approved course
Wisconsin Alcohol Seller-Server

December 4, 2012

APPROVED BY THE STATE OF WISCONSIN SS-125.04

PROVIDER TRAINING IN COMPLIANCE WITH SS-134.66

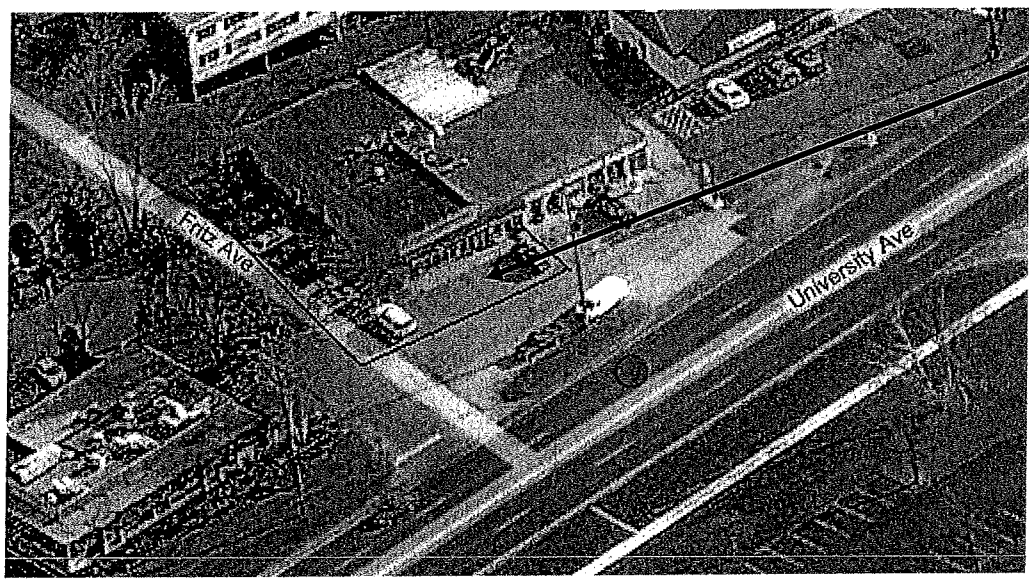
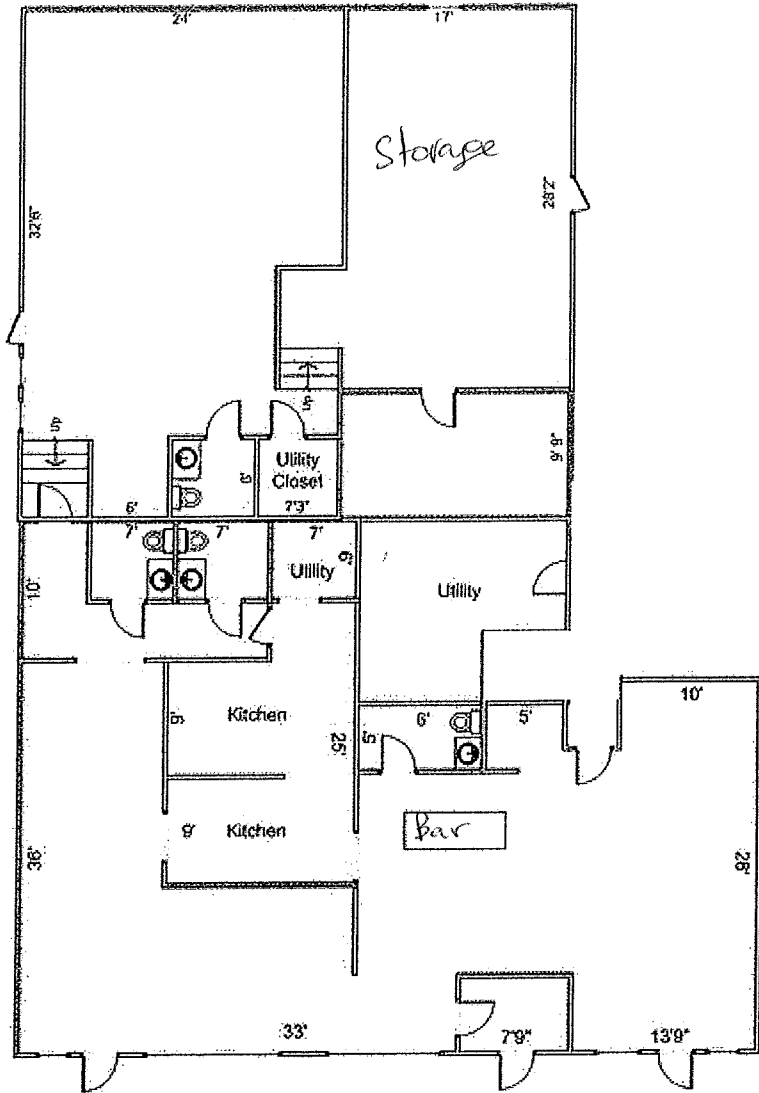
STUDENT ACKNOWLEDGED UNDERSTANDING OF SS-134.88:

Restrictions on sale or gift of cigarettes or tobacco products; that state law prohibits selling tobacco products to any person under the age of 18; and failure to comply with these restrictions may result in a citation.

PERSONS COMPLETING THIS COURSE HAVE AGREED TO EXECUTE THE FOLLOWING POLICIES TO THE BEST OF THEIR ABILITIES:

- * CARD ANY PERSON 35 YEARS OF AGE OR YOUNGER
- * OBSERVE AND REPORT ANY CUSTOMER SHOWING SIGNS OF POSSIBLE IMPAIRED BEHAVIOR
- * RESPOND IMMEDIATELY TO ANY POSSIBLE PROBLEM SITUATIONS
- * DETERMINE THAT PEOPLE ENTERING THE PREMISES TO CONSUME ALCOHOL ARE OF LEGAL ALCOHOL DRINKING AGE AND RECORD THEM IF THERE IS ANY QUESTION AS TO THEIR AGE
- * ENSURE A PERSON MATCHES THEIR VALID LEGAL IDENTIFICATION

Exhibit B



Tenants Parking

HARIRA.....Bowl 4
Traditional lentil soup with vegetables in a special blend of spices

SALAD

ZAALOUK.....7
Eggplant, tomatoes, garlic and parsley cooked in olive oil

TAKTOUKA.....7
Bell peppers, tomatoes, parsley and garlic cooked in olive oil

SHALADA.....6
Tomatoes, green onions, and parsley with lemon juice and olive oil

FRESH BEET SALAD.....7
Beets, parsley, green onions and olive oil, garnished with boiled eggs

SPINACH SALAD.....6
Sauteed in garlic, lemon, olive oil, parsley, and spice

MOSAIC OF SALAD.....10
A taste of zaalouk, shalada, taktouka and fresh beets

APPETIZERS

CHICKEN BASTILLA.....12
Baked fillo dough stuffed with chicken, almonds, egg and topped with powdered sugar and cinnamon

VEGETARIAN BASTILLA.....10
Baked fillo dough stuffed with sweet vegetables, raisins, eggs almonds, and topped with powdered sugar and cinnamon

REGHAIF.....8
Baked bread stuffed with sautéed spicy ground beef and onions with shermoola

BROILED MERGUEZ (5 pieces).....8
Served with Moroccan bread

SPLIT PEA DIP.....6
Split pea prepared with garlic and olive oil

LAMB KABAB.....9
Marinated in an authentic blend of spices

KUFTA KABAB.....8
Ground beef mixed with our special blend of spices

CHICKEN KABAB.....9
Marinated in an authentic blend of spices

MERGUEZ.....9
Sausage made with a traditional blend of spices

GRILLED SANDWICHES

Served on a French roll with choice of taktouka, or shalada and fries

CASA.....8
Fries, eggplant, and taktouka

ASILA.....8
Zaalouk, shalada, cucumber, and fries

VEGETARIAN SANDWICHES

LAMB.....	13
Marinated in an authentic blend of spices	
KUFTA.....	12
Ground beef mixed with our special blend of spices	
CHICKEN.....	12
Marinated in an authentic blend of spices	
MERGUEZ.....	12
Lamb sausage made with a traditional blend of spices	
BROCHETTE ROYALE.....	15
Combination of lamb, chicken and kufta served with zaalouk and shalada.	

KABAB PLATES

Served with homemade bread, zaalouk, shalada, and choice of rice or fries

ENTRÉES

TAJINES

Served with homemade Moroccan bread

LAMB TAJINE.....	14
Stewed lamb with prunes and roasted almonds	
BEEF TAJINE	12
Beef with artichoke hearts and peas	
LAMB TAJINE	14
Lamb with artichoke hearts and peas	
CHICKEN TAGINE.....	11
Chicken with olives and preserved lemon	
KUFTA TAJINE.....	11
Ground meat balls sautéed in olive oil with red bell pepper, tomatoes, garlic and eggs	
FISH TAJINE	14
Fish Tajine prepared in sharmoula sauce, veggies, olive oil, and spices	

VEGETARIAN TAJINES

Served with homemade Moroccan bread, rice or couscous

CASA TAJINE.....	9
Green beans and potatoes prepared with olive oil, garlic, and spices	
FASSI TAJINE.....	9
Artichoke heart and peas prepared with olive oil and spices	
BERBER TAJINE.....	9
Carrots, potatoes, and olives prepared with olive oil and spices	
LAADASS.....	8
Lentil prepared with B nut squash, garlic, olive oil and spices	

COUSCOUS

VEGETARIAN COUSCOUS.....	11
Turnips, carrots, squash, zucchini and tomatoes sauce	
LAMB COUSCOUS.....	14
Stewed lamb and vegetables	

COUSCOUS MECHOUI

LAMB MECHOUI (KABAB).....	14
Broiled lamb with vegetables over couscous	
CHICKEN KABAB.....	12
Broiled chicken with vegetables over couscous	
MERGUEZ.....	13
Broiled lamb sausages with vegetables over couscous	
ROYAL (LAMB - CHICKEN - MERGUEZ).....	15

SIDE ORDER

BEANS.....	3
RICE.....	3
COUSCOUS.....	3

DESSERT

MOST OF OUR DESSERT CONTAIN NUTS

HOME MADE SHEPAKIA (1 piece).....	3
Made of flour, anis, sesame seeds, honey and orange blossom water	
BAKLAVA.....	3
MOROCCAN COOKIE PLATER.....	5

DRINKS

MOROCCAN MINT TEA	2
MOROCCAN ICE TEA.....	2
SODA.....	2
ORANGINA.....	3
APPLE JUICE.....	3
BOTTLE WATER.....	2
SPARKLING WATER.....	3

BEER

IMPORTED BOTTLED BEER

Amstel Light
Heineken
Heineken Premium Light
Dos Equis
New Castle
Molson Canadian
Beck's Regular
Stella
Guinness Stout
Corona
Corona Light

DOMESTIC BOTTLED BEER

Budweiser
Bud Select
Bud Light Lime
Miller Genuine Draft
Miller Lite
Michelob Golden Light
Leinenkugel Sunset Wheat
Michelob Ultra
Sam Adams Light

NON-ALCOHOLIC BEER

O'Doul's Amber

WINE

WHITES

Chardonnay, Kendall J
Chardonnay, Kenwood
Chardonnay, Silver Ridge (WA)
Riesling, Chateau St.
Pinot Grigio,
Sauvignon Blanc, R.H.

REDS

Shiraz, Wyndham Estate (Australia)
Cabernet Sauvignon, Sterling (CA)
Malbec, La Boca (Argentina)
Merlot, Forest Glen (CA)
Pinot Noir, Mirassou (CA)
Pinot Noir, Marc West (CA)
Zinfandel, Zen of Zins (CA)

HOUSE

Chardonnay, Coastal Vines (CA)
Merlot, Coastal Vines (CA)
White Zinfandel, Coastal Vines (CA)
Cabernet Sauvignon, Coastal Vines (CA)

SPARKLING WINE

Korbel-Splits (California)

MARTINISS/COSMOS

The Metropolitan

UV Vanilla, Grand Marnier, Chambord, and a splash of cranberry juice.

Green Mill Cosmopolitan

Our version of the timeless classic. UV Citrus Vodka, Triple Sec, fresh lime juice, and a splash of cranberry.

The Uptowner

This one steps it up! UV Vanilla, Grand Marnier, Chambord, and a splash of cranberry juice.

The Grand Avenue Martini

As classic as our original location on Grand! Vox Vodka with a hint of dry vermouth.

The Green Mill "Flirtini"

UV Vanilla Vodka, splash of sweet & sour, and pineapple juice. Kissed with sparkling wine.

Cranberry Apple Martini

Smirnoff Cranberry Vodka, Smirnoff Green Apple Vodka, and a splash of cranberry juice.

NON-ALCOHOLIC BEVERAGES

Coffee

Decaf Coffee

Tea

Iced Tea

Milk

Fruit Juices

Mineral Water

Lemonade

Red Bull

Coca Cola Products

Executive Summary

This restaurant/ethnic food business plan, is a candid disclosure of the Marrakesh Restaurant business proposal - our intent is to set realistic business expectations, and eliminate any questions about the profitability of this business venture.

Entrepreneurs have a tendency to paint the restaurant business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. We, as business owners, have a vested stake and financial commitment in the success of this restaurant. Our intent is to have a definitive business, financial, and marketing plan is utilized as our daily business roadmap. We have taken all precautions to validate our business and financial models, focusing on realistic projections. We have accomplished this as follows:

- 1. Our financial model is rooted in industry facts, not optimism.** We have based costs on our vast industry and practical experience with similar ventures, validation against National Restaurant industry cost averages, and analysis against local Madison market averages. We have taken a collective look at all figures to make solid business estimates.
- 2. Our business concept was derived from detailed Market Analyses.** Instead of building a business around a preconceived concept, we analysed the market findings and built a concept around our consumers. In other words, our business is built to service an unmet consumer 'want'.
- 3. A buffered financial plan that ensures adequate capitalization.** A contingency buffer is included in the start-up cost to ensure the business in not under financed, as well as giving the business adequate funding to sustain it in the first six months of start-up. Our industry experience confirms a longer ramp-up stage for restaurants over other retail/service businesses. A common mistake for new entrepreneurs , but fully addressed in this business plan.
- 4. A solid Risk Mitigation Plan.** We have evaluated traditional and non-traditional risks associated with Restaurant failure and accounted for them directly in the business plan. Instead of dismissing the risks, we have identified valid mitigation strategies for each.
- 5. Deep Management Experience.** Our management team has over 25 years combined experience, and deep involvement with Madison restaurant industry.

As owners, our commitment is to take personal accountability for all financial debt. We have taken the necessary precautions to ensure the business is fully capitalized, and have addressed all financial shortfalls to ensure a successful business start-up.

Mission

- Marrakesh will be an inspiring restaurant, combining an eclectic atmosphere with excellent and interesting food. The mission is to have not only a great food selection, but also efficient and superior service - customer satisfaction is our paramount objective. Casablanca will be the restaurant of choice for a mature and adult crowd, couples and singles, young and old, male or female.
- Employee welfare, participation, and training are equally important to our success. Everyone is treated fairly and with the utmost respect. Our employees will feel a part of the success of Marrakesh Restaurant .
- Our concept combines variety, ambiance, entertainment and a superior staff to create a sense of 'place' in order to reach our goal of overall value in the dining/entertainment experience. We offer fair profits for the owners, and a rewarding place to work for the employees.

Keys to Success

1. **Unique, Innovative & Contemporary:** The creation of a unique and innovative fine dining atmosphere will differentiate us from the competition. The restaurant will stand out from the other restaurants in the area because of the unique design and decor.
2. **Product quality:** great food, great service and atmosphere.
3. **Menu:** The menu will appeal to a wide and varied clientele. Our menu features Moroccan cuisine which make it the unique Moroccan restaurant in town.
4. **Employee Retention Focus:** Employee retention and development programs will be a primary focus and success platform for this business. Through these programs, we will be able to draw seasoned and elite professionals and build a committed work force.
5. **Cost Control Focus:** We will control costs at all times, without exception. Cost Control will be an integrated function of the restaurant from the onset. Cost control is about managing the numbers - interpreting and comparing the numbers that impact the bottom line. 80 percent of the success of a restaurant is determined before it opens. Our focus is to reduce the cost of goods sold to meet our profit margin goals by managing the following crucial elements of cost: Purchasing, Receiving, Storage, Issuing Inventory, Rough Preparation, Service Preparation, Portioning, Order Taking, Cash Receipts, Bank Deposits and Accounts Payable. We will use of this restaurant/ethnic food business plan to track actual costs against our forecasts in managing the business.

Objectives

Marrakesh Restaurant 's objectives for the first three years of operation include:

- Keeping food costs at less than 35% of revenue.
- Improving our Gross Margin from 65.41% in Year 1 to 67.10 in Year 2. These are attainable targets; our 'stretch' is to attain 70.73% by Year 3.
- Keeping employee labor cost between 37-39% of total sales.
- Promoting and expanding the Casablanca restaurant concept as a unique Madison destination restaurant.
- Expanding our marketing and advertising in Madison and in the neighboring suburbs to increase our customer base.

Company Summary

The Design

Marrakesh Restaurant is unique to Madison. The restaurant features full service dining. The atmosphere caters to a young and mature adult crowd as well as family dining . The restaurant will provide seating for 80 patrons

The Menu

Marrakesh is focused on servicing Madison's growing demand for an ethnic eating experience. We are launching a Moroccan cuisine restaurant - a restaurant concept that responds to Madison's need for selection and choice. The Madison demographics fit this concept perfectly.

The Management

Our management team has over 25 years combined experience in food, restaurant and hotel, business management, finance, and marketing arenas.

Company Ownership

The restaurant will start out as an LLC corporation, owned by its founder, Youssef Amraoui who will function as the General Manager and Executive Chef .Youssef Amraoui is a Culinary school graduate and has a background in International Business Management, and in Restaurant and Hotel Management.

Start-up Summary

We are currently negotiating a restaurant space of 3,400 sq. ft. in West side , Madison, and will open Marrakesh in January of 2013.

Our start-up costs are mostly expensed equipment, furniture, painting, rent, start-up labor, liquor license, and legal and consulting costs associated with opening our restaurant. At the start of business, \$60,000 will be allocated for business operations

reserve. This is a solid start-up forecast based on our market analysis and our knowledge and experience in the industry.

We will purchase the following \$40,000 worth of current assets during start-up :

- **Fixtures and Lighting:** \$5,000
- **Bar Equipment:** \$10,000
- **Sound and Televisions:** \$500
- **Office Equipment (1 Computers, Printer, Safe):** \$2,500

Long-term Assets in the amount of \$32,000 include all kitchen equipment.

The owner is personally committing \$80,000 of capital.

Location & Operations

Madison West side is the location selected for Marrakesh concept. The restaurant will service lunch, dinner. Service will be available during the following hours:

Lunch: Monday to Saturday, 11 a.m. - 2:30 p.m.

Dinner: Monday to Saturday, 5 p.m. - 10 p.m

Marketing Program

In line with our Marketing strategy, we will employ three different marketing tactics to increase customer awareness of Marrakesh: In-Restaurant Marketing, Public Relations Marketing, and Media Marketing. Our most important tactic will be word-of-mouth/in-restaurant marketing. This will be by far the cheapest and most effective of our marketing programs.

Word-of-mouth/In-Restaurant Marketing

- **Restaurant Night:** Every first Monday of the quarter, we will have a special evening for restaurant people. A perfect night for the local area's restaurant owners, chefs and staff to get together to discuss the market and food trends.
- Live Entertainment parties
- Special Events
- Valentine's Day
- Wine tasting weekend
- New Year's Eve party

Public Relations Marketing

- **Critics' Choice:** Prior to the Grand Opening there will be two preliminary parties catering to the Media and Critics community. We will encourage the media and restaurant critics to meet at the restaurant and review the decor, service and food. This will be a preliminary review, where we will consider constructive input to make minor revisions prior to the true Grand Opening. This initial review and input will give critics and media commentators a stake in Marrakesh's success, through their contributions to the final design.
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- **Brochures:** Make a brochure for the in-town hotels and business establishments to provide to their guests and staff, containing interior pictures of our restaurant, menus and prices.
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- **Government Relations:** There are several Government offices in the area. We will approach them to cater business luncheons and private functions. This will offer us higher visibility for future functions and community events. Word-of-mouth referral is very powerful and particularly amongst the business community.
- **Private Functions:** Target marketing to businesses for regular business lunch and dinner entertaining, and private functions.

Media Marketing

- **Newspaper campaign:** A very targeted media campaign to obtain featured articles about the restaurant in their Living, Entertainment and Dining segments. Notices of all live entertainment segments and special features will be posted to local newspapers' calendar announcements.
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- **Restaurant and Special Events Website:** We have contracted with local design teams to deliver a high-quality, navigable, constantly updated website.
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- **Media Relations:** Several media relations teams will be utilized to market the Restaurant.
- **Inner & Outer City Marketing:** We will budget to attract customers from the suburbs.

Sales Strategy

Our strategy is simple: we intend to succeed by giving our customers a combination of delicious and interesting food in an appealing environment, with excellent customer service, whether on their first visit or their hundredth.

Our marketing strategies are designed to get critics and initial customers into our doors. Our sales strategies must take the next step and encourage customers to become repeat customers, and to tell all their friends and acquaintances about the great experiences they just had at Marrakesh.

New restaurants often make one of two mistakes: they are unprepared or underprepared for opening, and initial poor service, speed, or quality discourages customers from returning, or they spend all of their efforts at opening, and are unable to maintain the initial quality customers expect on return visits, decreasing word of mouth advertising and leading to poor revenues.

Marrakesh's sales strategy requires consistently high quality food, service, speed, and atmosphere. We can accomplish this by:

- Hiring employees who genuinely enjoy their jobs and appreciate Marrakesh's unique offerings
- Continually assessing the quality of all aspects mentioned above, and immediately addressing any problems
- Interacting with our customers personally, so they know that their feedback goes directly to the owner
- Evaluating food choices for popularity, and keeping favorites on the menu as we rotate seasonal foods and specials

Sales Forecast

The following sales graph is based on first year start-up estimates only. We anticipate that the business will not be at full operating capacity until the sixth month of operations. This is due to the competitive nature of the market and existing customer loyalty.

Sales Forecast

	Year 1	Year 2	Year 3
Sales			
Total Sales Food	\$150,595	\$170,047	\$190,999
Total Sales Bar/Beverages	\$35,174	\$45,041	\$47,204
Other	\$0	\$0	\$0
Total Sales	\$185,769	\$215,088	\$238,204

Web Plan Summary

Marrakesh Restaurant will have a dedicated website. It will be the virtual business card and portfolio for the company, simple, contemporary and well designed. Our site will offer our menus, prices, reviews and happenings at Marrakesh. We will also have a monthly review about what did happen at Marrakesh to get new customers interested in our restaurant.

The website will include email capabilities and online reservations and special events scheduling.