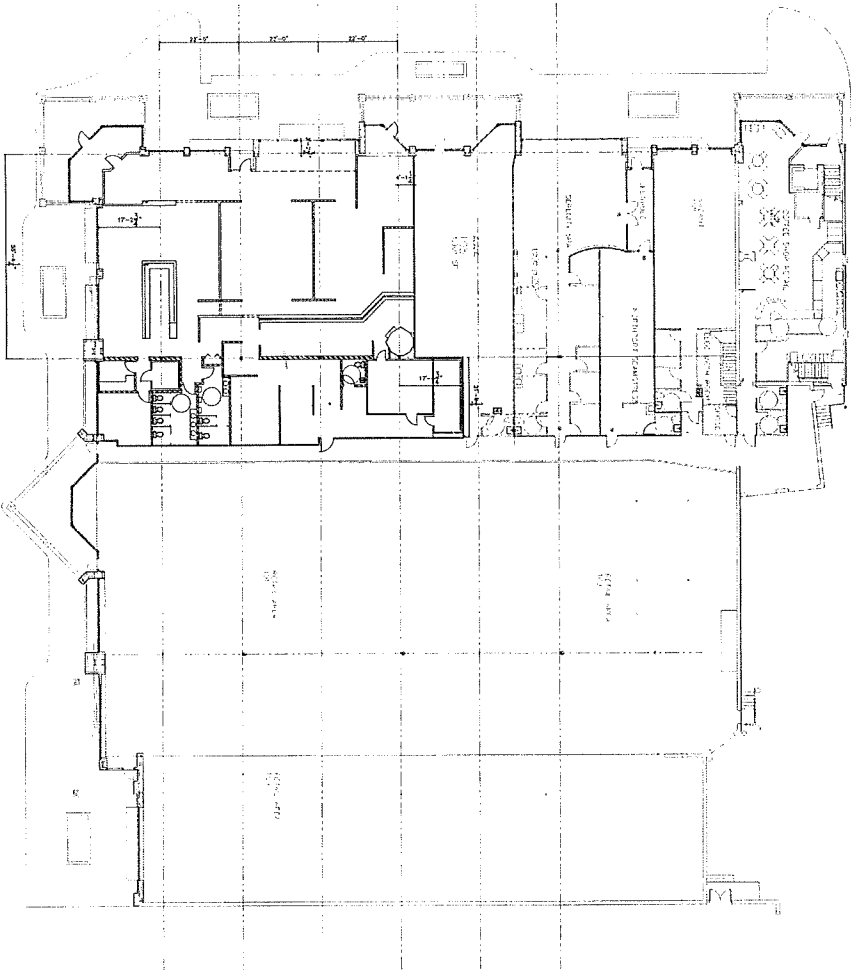


## **DESCRIPTION OF PREMISES**

FIRST FLOOR LEVEL 7000 SQ FT PREMISES CONSISTING OF ENTRY AND RECEPTION AREA; BAR ROOM; DINING ROOM; TWO KITCHENS, ONE PREP, ONE COOKING; ONE WALK-IN FREEZER; TWO WALK IN REFRIGERATED COOLERS; BUSINESS OFFICE; AND ONE EMPLOYEE LOCKER/MEAL ROOM.

## BUILDING INFORMATION

- TYPE VB CONSTRUCTION
- FULLY SPRINKLERED
- TOTAL AREA: 7,595 SF
- OCCUPANCY CLASSIFICATION: A-2, RESTAURANT



BUILDING FLOOR PLAN  
SCALE: 1/16"=1'-0"

SCALE: 1/16"=1'-0"

PROJECT NAME:

BENVENUTO'S ITALIAN GRILL  
1841 NORTHPORT DR.  
MADISON, WI

·37414 133945

OVERALL BUILDING FLOOR PLAN

NO.	DATE	REVISIONS	BY

DATE: 6-20-02

CHECKED BY: D. NELSEN

FILE NAME: C:\DAVE\TEMP\DELIVER\NUT05

SHEET NUMBER

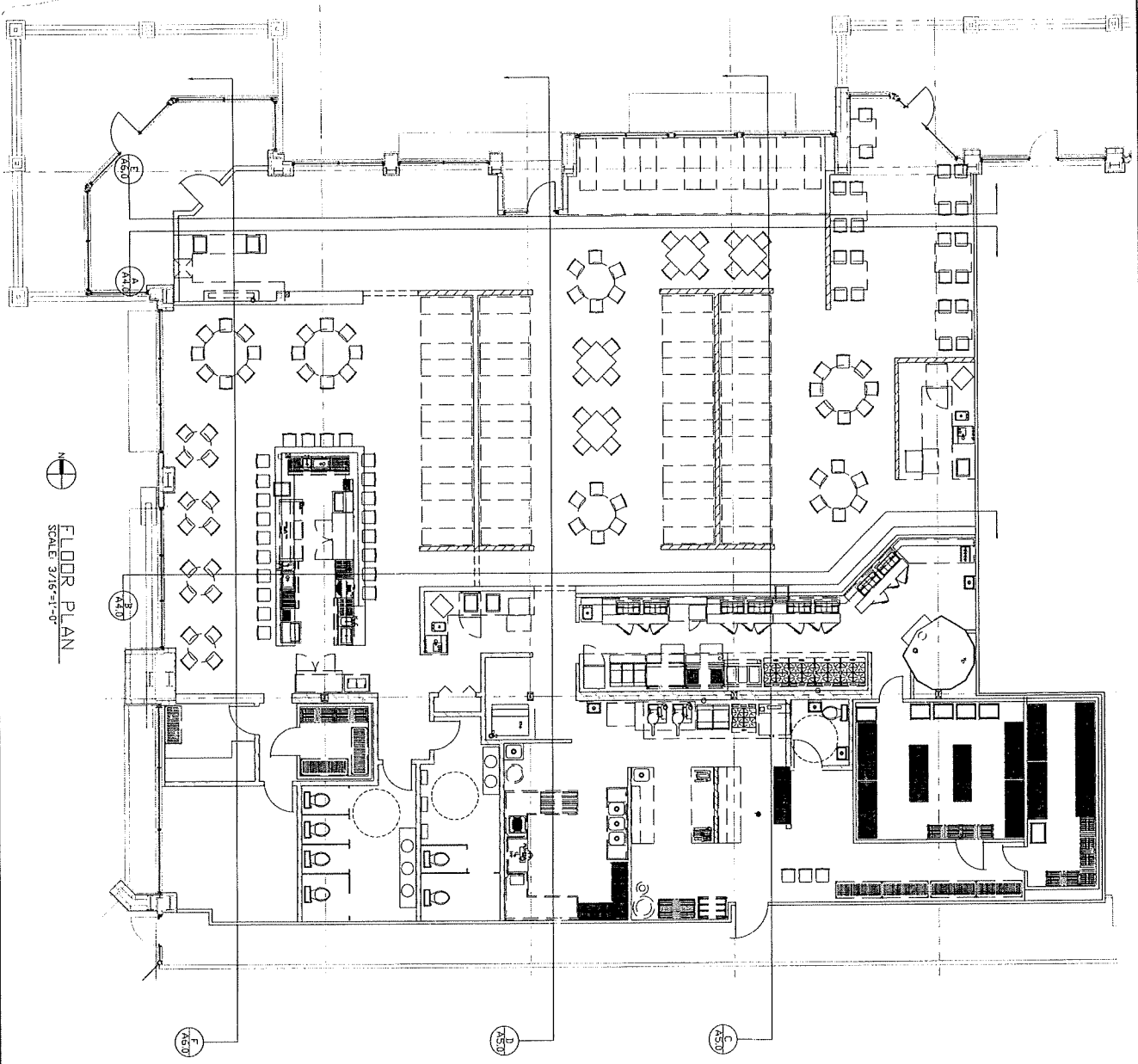
PROJECT NAME:  
BENVENUTO S. ITALIAN GRILL  
1841 NORTHERN DR.  
MADISON, WI

SHEET TITLE:  
EQUIPMENT PLAN

PROJECT NUMBER: 6-20-02  
DATE: 6-20-02  
DRAWN BY: DAN  
CHECKED BY: J. NELSON  
PROJECT MANAGER: J. NELSON  
FILE NAME: C:\ARCTIC\BENVCUTRIS

SHEET NUMBER:  
A3.0

EQUIPMENT LIST	
1	STOVE-6 BURNER
2	STOVE-6 BURNER
3	STOVE-6 BURNER
4	STOVE-6 BURNER
5	STOVE-6 BURNER
6	STOVE-6 BURNER
7	STOVE-6 BURNER
8	STOVE-6 BURNER
9	STOVE-6 BURNER
10	STOVE-6 BURNER
11	STOVE-6 BURNER
12	STOVE-6 BURNER
13	STOVE-6 BURNER
14	STOVE-6 BURNER
15	STOVE-6 BURNER
16	STOVE-6 BURNER
17	STOVE-6 BURNER
18	STOVE-6 BURNER
19	STOVE-6 BURNER
20	STOVE-6 BURNER
21	STOVE-6 BURNER
22	STOVE-6 BURNER
23	STOVE-6 BURNER
24	STOVE-6 BURNER
25	STOVE-6 BURNER
26	STOVE-6 BURNER
27	STOVE-6 BURNER
28	STOVE-6 BURNER
29	STOVE-6 BURNER
30	STOVE-6 BURNER
31	STOVE-6 BURNER
32	STOVE-6 BURNER
33	STOVE-6 BURNER
34	STOVE-6 BURNER
35	STOVE-6 BURNER
36	STOVE-6 BURNER
37	STOVE-6 BURNER
38	STOVE-6 BURNER
39	STOVE-6 BURNER
40	STOVE-6 BURNER
41	STOVE-6 BURNER
42	STOVE-6 BURNER
43	STOVE-6 BURNER
44	STOVE-6 BURNER
45	STOVE-6 BURNER
46	STOVE-6 BURNER
47	STOVE-6 BURNER
48	STOVE-6 BURNER
49	STOVE-6 BURNER
50	STOVE-6 BURNER
51	STOVE-6 BURNER
52	STOVE-6 BURNER
53	STOVE-6 BURNER
54	STOVE-6 BURNER
55	STOVE-6 BURNER
56	STOVE-6 BURNER
57	STOVE-6 BURNER
58	STOVE-6 BURNER
59	STOVE-6 BURNER
60	STOVE-6 BURNER
61	STOVE-6 BURNER
62	STOVE-6 BURNER
63	STOVE-6 BURNER
64	STOVE-6 BURNER
65	STOVE-6 BURNER
66	STOVE-6 BURNER
67	STOVE-6 BURNER
68	STOVE-6 BURNER
69	STOVE-6 BURNER
70	STOVE-6 BURNER
71	STOVE-6 BURNER
72	STOVE-6 BURNER
73	STOVE-6 BURNER
74	STOVE-6 BURNER
75	STOVE-6 BURNER
76	STOVE-6 BURNER
77	STOVE-6 BURNER
78	STOVE-6 BURNER
79	STOVE-6 BURNER
80	STOVE-6 BURNER
81	STOVE-6 BURNER
82	STOVE-6 BURNER
83	STOVE-6 BURNER
84	STOVE-6 BURNER
85	STOVE-6 BURNER
86	STOVE-6 BURNER
87	STOVE-6 BURNER
88	STOVE-6 BURNER
89	STOVE-6 BURNER
90	STOVE-6 BURNER
91	STOVE-6 BURNER
92	STOVE-6 BURNER
93	STOVE-6 BURNER
94	STOVE-6 BURNER
95	STOVE-6 BURNER
96	STOVE-6 BURNER
97	STOVE-6 BURNER
98	STOVE-6 BURNER
99	STOVE-6 BURNER
100	STOVE-6 BURNER



FLOOR PLAN  
SCALE: 3/16"=1'-0"

6/1/02  
A3.0

PROJECT NAME:  
BENVENUTO'S ITALIAN GRILL  
3541 UNIVERSITY DR.  
MADISON, WI

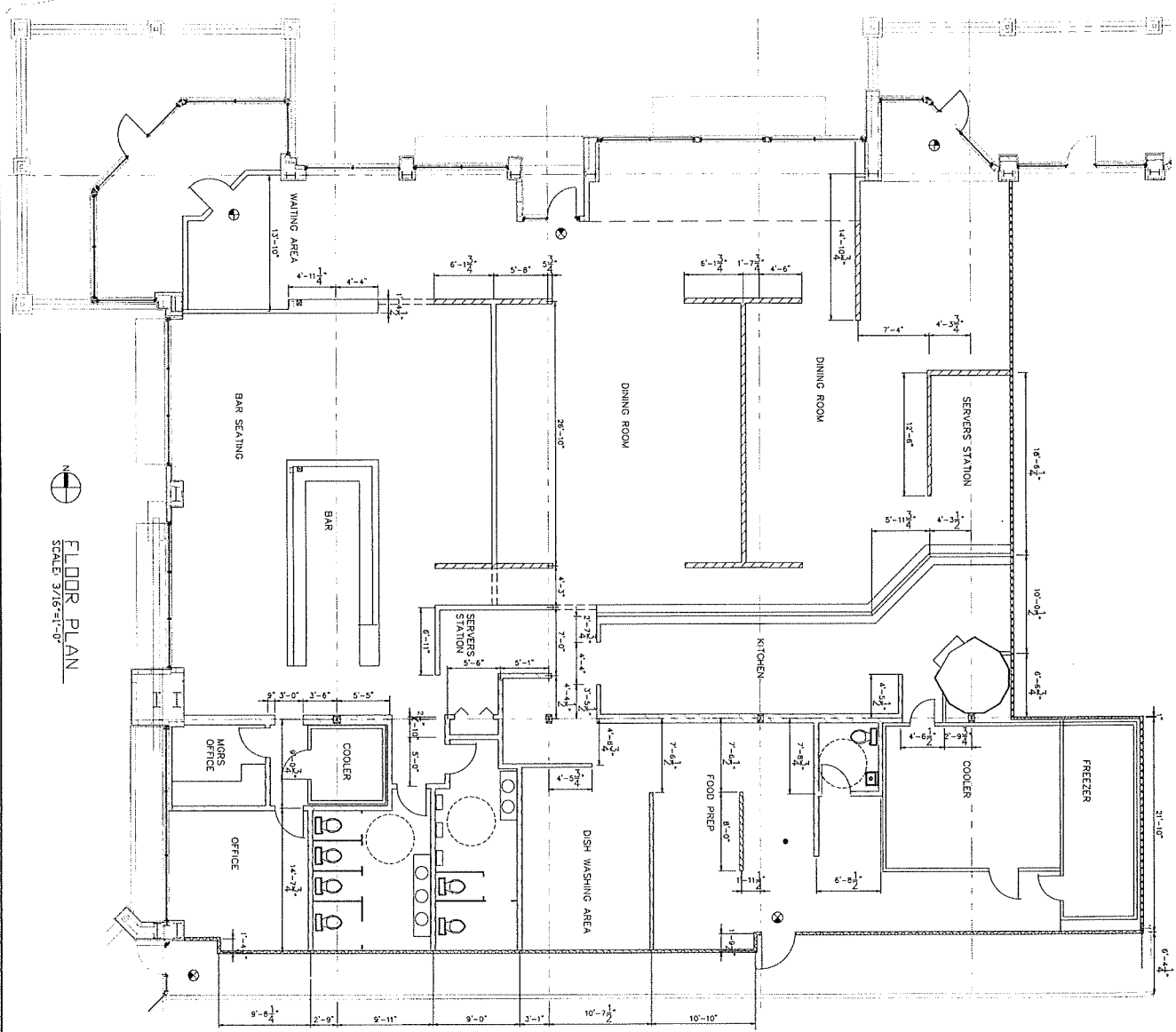
SHEET TITLE:  
ENLARGED FLOOR PLAN

NO.	DATE	REVISIONS	BY
1	8-30-02	PERMIT	DAN
2	9-10-02	REVISED	BY

DATE: 6-20-02  
DRAWN BY: DAN  
CHECKED BY: D. NELSON  
PROJECT MANAGER: D. NELSON  
FILE NAME: C:\BENVENTO\BENVENTO

SHEET NUMBER

A2.0



**FLOOR PLAN**  
SCALE: 3/16"=1'-0"

- WALL LEGEND**
- 6" METAL STUDS W/ 5/8" GYP BOARD EA. SIDE, EXTEND TO ROOF DECK
  - 6" METAL STUDS W/ 5/8" GYP BOARD EA. SIDE, HEIGHT AS NOTED ON PLANS
  - 6" METAL STUDS W/ 1 LAYER 5/8" GYP BOARD EA. SIDE, EXTEND TO 12' ABOVE CEILING
  - 6" METAL STUDS W/ 2 LAYERS OF 5/8" TYPE X GYP BOARD EA. SIDE, HEIGHT AS NOTED ON PLANS OF ROOF DECK
- NOTES:**
- ALL EXTERIOR DOORS SHALL BE 3'-0"X7'-0"
  - ALL PUBLIC ACCESS INTERIOR DOORS SHALL BE 3'-0"X7'-0"
  - EXIT SIGN LOCATION

## EL SABOR DE PUEBLA

### Menu

#### • Combos

- Quesadilla Combo \$10.00

3 corn tortillas or 1 large flour tortilla, filled with Oaxaca cheese and cooked on the griddle with your choice of topping. Served with Pico de Gallo, guacamole, crema, rice, and beans.

- "Hecho a Mano" Made by Hand -Quesadilla \$3.99

Handmade quesadilla filled with Flor de calabaza or huitlacoche. Served with crema, lettuce, and tomato.

- Taquitos Dorados\$9.00

3 corn tortillas filled with cheese or chicken and then fried topped with Pico de Gallo, guacamole, lettuce, sour cream, and cheese with rice and beans.

- Combination \$8.99

Your choice of 1 taco and 1 tamal, guacamole, Pico de Gallo, rice, and beans.

- Tamales el Poblano \$8.50

Your choice of 2 tamales served with Pico de Gallo, guacamole, rice, and beans.

- Chimichanga \$9.50

Large flour tortilla filled with rice, beans, and cheese then deep-fried and drizzled with sour cream served with rice and beans.

#### • Mole Poblano

Puebla's most famous sauce, Reyna makes her thick Mole from scratch using 19 ingredients including chili, peppers, chocolate, nuts, sesame seeds, and spices.

- Burrito Poblano \$10.50

1 large flour tortilla filled with meat, rice, beans, and lettuce topped with melted cheese, mole sauce, and sour cream. Choose meat, spinach, or mushrooms.

---

○ Mole con Pollo	\$10.50
------------------	---------

---

The classic mole. Chicken leg and thigh covered in mole sauce, rice, and beans.

---

○ Enmoladas con Queso	\$10.50
-----------------------	---------

---

Similar to enchiladas, these are corn tortillas filled and covered with mole sauce, choose chicken or cheese with avocado, rice, and beans.

---

## • Mexican Dinner

○ Chile Relleno	\$10.50
-----------------	---------

---

Poblano pepper roasted, stuffed with cheese, dipped in an egg batter then fried and served in a light tomato sauce with rice, beans, and salad.

---

○ Enchiladas de Queso o Pollo	\$9.50
-------------------------------	--------

---

3 corn tortillas filled with chicken or cheese in red or green sauce, with avocado, sour cream, rice, and beans.

---

○ Bistec Asado	\$12.00
----------------	---------

---

Grilled steak served with grilled nopales (cactus leaves) and onion, chile toreado (fried jalapeño), guacamole, Pico de Gallo, rice, and beans.

---

○ Fajitas Combinadas	\$13.99
----------------------	---------

---

Steak, chicken, and shrimp with peppers, onions, guacamole, rice, and beans.

---

○ Costilla de Res	\$12.00
-------------------	---------

---

Grilled ribs served with nopales (grilled cactus leaves) and onion, chile toreado (fried jalapeño), guacamole, Pico de Gallo, rice, and beans.

---

○ Milanesa de Pollo	\$12.00
---------------------	---------

---

Breaded and deep-fried chicken slices with rice, beans, french fries, and salad.

---

○ Camaron a La Diabla	\$13.50
-----------------------	---------

---

Shrimp in a chile de Arbol spicy sauce, rice, beans, and guacamole.

---

○ Fajitas de camaron	\$12.00
----------------------	---------

---

Shrimp, peppers, and onions with rice, beans, and guacamole.

---

○ Fajitas Poblanas de Pollo	\$12.00
-----------------------------	---------

Chicken with poblano peppers and melted cheese. Served with guacamole, rice, and beans.

○ Cemitas	\$12.00
-----------	---------

Papalo cuando este en temporada. Mayonnaise, avocado, choice of milanesa de pollo or res (beef), oaxaca cheese and jalapeño or chipotle.

## • Tortas

Sandwich. Our tortas are a hearty meal, we fill a soft telera roll with your choice of meat, beans, lettuce, tomatoes, cheese, avocado, jalapeno, sour cream or mayonnaise.

○ Carne Asada Torta	\$9.50
---------------------	--------

Grilled Steak.

○ Al Pastor Torta	\$9.50
-------------------	--------

Pork.

○ Milanesa de Pollo Torta	\$9.50
---------------------------	--------

Breaded chicken breast. which is a well-seasoned, succulent, crunchy, breaded chicken cutlet.

## • Tamales

Made fresh at our Tamaleria El Poblano, our tamales are also for sale.

○ Tamales	\$16.00
-----------	---------

12 pcs. 24-hour notice.

○ Puerco en Salsa Roja Tamale	\$2.00
-------------------------------	--------

Pork in red salsa.

○ Verde Con Pollo Tamale	\$2.00
--------------------------	--------

Chicken in green salsa.

○ Rajas con Queso Tamale	\$2.00
--------------------------	--------

Cheese with a jalapeño slice.

## • Salad

○ Taco Salad	\$9.50
--------------	--------

Choice of meat in a taco bowl with beans, rice, lettuce, tomato, cheese, crema, and avocado.

## • Kids Menu

Menu para niños. Served with Mexican rice and refried beans or french fries and a small drink. Con Arroz o papa fritas y una bebida chica.

○ Kid's Tamal	\$5.50
○ Kid's Taco	\$5.50
○ Kid's Enchilada	\$5.50
○ Kid's Quesadilla	\$5.50

## • Side Orders

○ Chips and Salsa	\$2.99
○ Nopales	\$2.00

2 grilled cactus leaves.

○ French Fries	\$2.00
○ Beans	\$2.00
○ Chile Toreados	\$2.00
○ Sour Cream	\$0.50
○ Cheese	\$0.25
○ Rice	\$2.00
○ Pico de Gallo	\$2.00
○ Guacamole	\$4.00
○ Avocado	\$1.50
○ Tortillas	\$0.50

## • Desserts

Posteres.

○ Flan de Queso	\$4.00
-----------------	--------



---

Cheese custard.

---

## • Mexican Beverages

---

○ Jarritos	\$2.00
○ Cannes Coca-Cola	\$1.00
○ Bottled Coca-Cola	\$2.50
○ Sidral	\$2.00
○ Manzanita	\$2.00
○ Boing mango	\$2.50
○ Boing Guava	\$2.50
○ Agua Frescas	\$2.00
○ Jumex	\$2.50
○ Squirt	\$2.50
○ Sprite Bottle	\$2.50
○ Fanta	\$2.50
○ Nesquick	\$1.25

---

## • Tacos

In classi puebla style in corn tortillas.

---

○ Carne Asada Taco	\$2.50
--------------------	--------

---

Marinated beef steak with onions and cilantro.

---

---

○ Al Pastor Taco	\$2.50
------------------	--------

---

Marinated pork with onion and cilantro.

---

---

○ Cecina Taco	\$2.50
---------------	--------

---

Dried beef with onion and cilantro.

---

---

○ Pollo Taco	\$2.50
--------------	--------

---

Shredded chicken with lettuce, tomato, cheese, and crema.

---

---

○ Chorizo Taco	\$2.50
----------------	--------

---

Ground pork sausage with onion and cilantro.

---

- **Antojitos Poblanos**

Tlacoyos, picaditas, and sopas are simply delicious, healthy small plate dishes made in Puebla. Made with corn masa (ground corn), we form the fresh masa into a cake or thick tortilla varying shapes.

- 
- Tlacoyos with out Meat \$4.99
- 

Con Carne. Oval shaped masa cake with beans inside. Choose red or green salsa, topped with lettuce, queso fresco (a creamy soft cheese) and onion. We can prepare this without lettuce which is then called a "huarache". Add meat to go on top if you would like. En medio con frijoles, salsa roja o verde, lechuga, crema y queso. Con o sin carne.

---

- Picaditas Poblanas \$3.00
- 

Each small fried masa cakes are pinched around the edges and topped with green or red salsa, onion, and fresh cheese. Salsa verde o roja con queso y cebolla.

---

- Sopas \$4.00+
- 

Similar to picaditas but topped with beans, choice of meat topping (avocado for veggie option), lettuce, tomatoes, sour cream, and cheese. Similar a picaditas con frijoles encima, Carne de su gusto (aguacate para opcion vegetariano), Lechuga, jitomate, crema y queso.

---

- **Alcohol**

## **El Sabor de Puebla**

**Reyna Gonzalez Torres, Owner**

**Waldo Olguin Galeana, Owner**

### **I. EXECUTIVE SUMMARY**

#### *Executive Summary*

The purpose of this business plan is to apply for a liquor license for the new EL SABOR DE PUEBLA, a new location for a fast-growing successful restaurant in Madison. The liquor license will allow them to serve alcoholic beverages to complement their Puebloan-style Mexican food menu. Currently, El Sabor de Puebla is located at 305 N. 4<sup>th</sup> Street, nestled behind East High School and in the same building as Milio's Sandwich Shop. In the five years the restaurant has been at that location it has proven to be quite successful and the need for expansion is great. Reyna and Waldo, the owners have decided to expand from a 2000 sq ft enterprise to a 7000 sq ft space. The cuisine at the first location serves many well-known Puebla dishes and plates. It also prides itself on the development of a Puebla-style cuisine which includes items special to the owners' hometown of Puebla. The new location will continue as the first location to be managed by Reyna Gonzalez Torres and Waldo Olguin, and family. Their family includes three daughters Arely, Stefanie, and Sofia, and two sons Waldo and Vianney.

#### *Products and Services*

The new location will serve the same menu as the first location. It will also serve Puebla specialties like a small plate, fresh ground corn-based meals such as corn tortilla tacos, sopes, picaditas, pumpkin flower quesadillas (in season), chicken huitlacoche (in season), cemitas, gorditas, tlacoyos and tamales. Meat and no meat choices: chicken, pork, beef, bacon, chorizo and plant base fillings - mushrooms, spinach, asparagus, roasted corn, cilantro lime rice and other seasonal produce. In the Juice Bar, El Sabor will serve natural freshly made juices, smoothies, fruit waters, and fruit cocktails in the warm season and in the cooler months hot Mexican-style beverages such as Mexican teas and cider, atole and champurrado.

All products will be made from natural and organic ingredients when possible. El Sabor strives to serve high quality/healthy hot meals/fresh fruit juices and smoothies by using quality products and proven marketing methods, and superior customer service in an inviting atmosphere.

#### *The Financing*

Reyna and Waldo will invest some of their own capital, equipment and sweat equity as needed for the development of the new business, and will also seek financing as needed.