

## Ahan Business Plan

Ahan started as a simple micro business idea. We bought a small food cart in the summer of 2019 and planned to join the Madison food cart scene in the upcoming season. In order to get our name out there and build a brand for ourselves, we began running pop up events at the Robin Room. This is the first time we realized we were already growing faster than we expected.

Our first pop-up started with a line of people going around the block anticipating Chef Jamie's first foray into her solo venture. The night was a huge success, and after a number of pop-ups with similar attendance we realized that we would have to begin looking for a larger venue since the food cart that we were planning on operating out of was not going to be at all big enough to fulfill the demands of the folks craving Ahan.

While gearing up for our first season as a food cart in the summer of 2020, things went a bit sideways with the pandemic, and our season was indefinitely put on hold. After a few months of waiting and uncertainty, we were presented with an opportunity to rent out the kitchen of The Bur Oak. With a few thousand dollars and a lot of time on our hands, we immediately got to work opening Ahan as a takeout restaurant.

Our opening day was August 1st 2020 and we were met with an overwhelmingly positive response as guests were desperate for something new during a time when restaurants were constantly shutting down. We prepared as much food as we could store into our rental space, but we still had to close four hours early because we essentially sold out of everything. Building off our strong initial debut, we quickly grew a steady and loyal following of guests eager for our takeout, so we decided to purchase our first delivery vehicle to help expand our reach.

We continued focusing on our takeout model until the Bur Oak opened their doors for shows in 2021, when we began allowing guests to dine in. Even though we only had very limited seating with roughly fifteen seats in the winter and thirty seats during patio season, the chefs were very excited to finally have the opportunity to plate our dishes as opposed to only doing takeout. We could see that our guests were equally as excited, as we were constantly filling up our small space while the world was getting used to going out and enjoying meals with friends and family again.

We were able to offer our first full year of dine in business in 2022 and that space was constantly filling up. We expanded our patio space to increase our seating availability, and still we were pushing the capacity to the max on a daily basis. This year we saw our dine in customer percentage of 7% in 2021 rise to 37% in 2022, a 30% increase, all while increasing our total sales by 14% during the year.

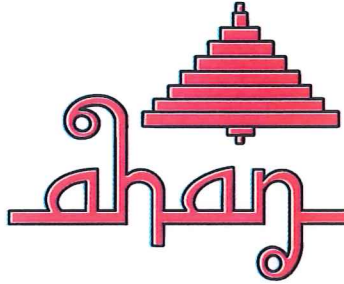
This year was marked by a James Beard semifinalist nomination for Jamie under the nationwide category of Best Emerging Chef. With this came an even further increase of patrons eager to

experience Ahan. As of the end of May, Ahan has increased in house dining to 45%, an 8% increase from 2022 all while being on pace for a yearly increase of 24% in total sales.

While Ahan is excelling in its current location, there is still ample room for growth due to our current lack of seating and the inability to serve alcohol while sharing a space with The Bur Oak, who has an exclusive bar and liquor license. Given our current yearly projections, and the fact that moving into 744 Williamson St. would increase our dining seating by roughly five times the amount of our current dine in availability. It can be expected that Ahan will at least double and most likely triple our dine in numbers all while being given the opportunity to implement a bar program to compliment our increase in dine in patronage on top of our already large take out business.

Projections of an increase in seating could see our business rise on a modest estimation to over 32,000 dine in guests per year, and with the current average guest check balance of \$30, that would bring in over \$960,000.00 in dine in sales for food alone.

This is all without considering the addition of a bar program. Estimating that roughly half of the projected patrons would spend \$15 per visit on drinks, on the modest end, we are projecting an additional \$240,000 in revenue from the bar program alone. These projections are not including walk-up patronage that will be coming in to solely enjoy drinks. Given these projections, Ahan's estimated yearly sales would be over \$2.5 million per year.



## SIGNATURE COCKTAILS

### **THE MANOLA \$16**

Limeleaf infused Coconut Rum, Lemongrass syrup, Lime, Thai Chili tincture, Soda water, Topped with toasted limeleaf powder

### **HEOÀ CHANH MUỐI \$15**

Tequila, Salted Vietnamese limeade, Fermented lime, Soda water, Topped with a salt and roasted cardamom rim

### **SAA \$15**

Dark rum, Thai iced tea, Demerara, Boba, Topped with half and half

### **PINAPPLE DREAM \$14**

Soju, Yakult, Pineapple, Lemon juice, Simple syrup, Soda water

# CLASSIC COCKTAILS

## **Margarita \$12**

Tequila, Triple Sec, Lime juice, Agave syrup, Salt and Sugar rim

## **La Paloma \$13**

Mezcal, Grapefruit juice, Lime juice, Agave syrup, Topped with soda water

## **Tom Collins \$12**

Gin, Lemon juice, Simple Syrup, Topped with soda water

## **Aviation \$13**

Gin, Creme De violette, Maraschino liqueur, Lemon juice,  
Brandied Cherry garnish

## **Negroni \$13**

Gin, Campari, Sweet Vermouth, Orange peel garnish

## **Whiskey Sour \$13**

Bourbon, Lemon juice, Egg white, Simple syrup

## **Lychee Martini \$13**

Vodka, Lychee syrup, Vermouth

## **Mojito \$12**

Rum, Lime juice, Mint, Simple syrup, Topped with soda water

## **Mai Tai \$13**

Rum, Triple Sec, Amaretta, Pineapple juice, Lime juice

## **Beer**

Beer Lao

Heineken

ROTATING SELECTION OF LOCAL BEERS

## **Wine**

WINE AVAILABLE BY GLASS OR BY BOTTLE

## **SOJU**

ROTATING SELECTION OF BOTTLES OF SOJU





## APPETIZERS

**Lao Egg Roll (Pork) (2pc) \$8**  
Enos farm ground pork, cabbage, carrots, potatoes, vermicelli noodles, scallion, ginger, garlic, nước chấm (DF, NF)

**Chèvre Wontons (4pc) \$10**  
Cream cheese, Chevre, scallion, sweet & sour (V, NF)

**Yum Salat (Lao Salad) \$7**  
lettuce, cucumber, radish, mint, scallion, egg, fried shallot, peanuts (V, DF, GF)

**Laotian Snacks \$17**  
Spicy lemongrass Lao sausage, Son in Law Eggs (Hard-boiled egg filled with pork, cabbage, carrot, scallion, vermicelli noodles), Sin Savanh (Lao beef jerky), Jeow Som (ginger, garlic, Thai chili, lime dipping sauce), sweet chili lime dipping sauce, cucumber, radish, lime, and Khao Niew (sticky rice) (DF, NF)

**Vegetable Egg Rolls (2pc) \$9**  
Beet, tofu, cabbage, mushroom, carrot, bean thread noodles, sweet & sour (V, DF, NF)

**Pork Dumpling (6pc) \$10**  
Enos Farm pork, ginger, cabbage, garlic, scallion, ponzu (DF, NF)

**Khao Tod (6pc) \$12**  
Deep-fried rice, imitation crab, red curry, lemongrass, coconut, scallion, cilantro, lime leaf mayo (GS, DF, P)

**Summer Rolls (2pc) \$9**  
Vitruvian Farm micro greens, spring mix, radish, cucumber, carrot, bean sprouts, cilantro, mint, scallion wrapped in a rice paper wrap. Nước chấm with crushed peanuts for dipping. (GF, M-VE, P, DF, M-NF)

## DRINKS

Thai Iced Tea \$4  
Thai Iced Coffee \$4  
Chanh Muối (Salted Vietnamese Limeade) \$4  
Saa Kehm (1/2 Chanh Muối + 1/2 Thai Iced Tea) \$4  
\*Add Boba\* \$.75

Teasider Unsweetend Iced Tea \$3.50  
Lime Klarbrunn \$1.50  
Lemon Klarbrunn \$1.50  
Foco Roasted Coconut Juice \$4

Teasider Hot Tea \$3.50  
Midwest Mint  
Hojicha Lemongrass  
Milk Oolong



## SALADS

### Nam Khao Salad \$16

House-made Panang curry sausage, crispy fried rice, mixed greens, radish, mint, pickled papaya, cilantro, shallot, scallion, lime, chili, garlic, peanuts, pickled papaya, and pea vines.

(GS, DF, M-GF)

### Bún \$15

(Viet Noodle Salad) choice of shrimp, tofu, or Lao egg roll, rice noodles, lettuce, cucumber, radish, cherry tomato, bean sprouts, mint, cilantro, scallion, peanuts, nước chấm (P, M-VE, M-NF)

## NOODLES

### Drunken Noodles \$14

Pork or tofu, wide noodles, tomato, bok choy, scallion, cilantro, Thai basil (DF, P, NF, M-VE)

### Red Curry Udon \$14

chicken or tofu, udon noodles, coconut red curry, zucchini, local mushroom blend, onion, cherry tomatoes, toasted coconut, Thai chili flake, cilantro, scallion, lime wedge (NF, DF, M-VE)

## SOUPS

### Pho Tai \$12

Bone broth, thinly sliced beef, rice noodles, onion, scallion, cilantro, Thai basil, bean sprout, jalapeño, lime, side of chili oil, sriracha, and hoisin sauce (GF, DF, NF)

### Pho Gai \$12

Bone broth, roasted chicken, rice noodles, bean sprouts, shaved onion, scallion, cilantro, Thai basil, jalapeno, fried garlic, lime, side of chili oil, sriracha, and hoisin sauce (GF, NF, DF).

### Khao Soi Luang Prabang \$13

Choice of wide or rice noodles, chicken broth, ground pork, tomato, fermented soybean, chili, cilantro, scallion, bean sprout, fried garlic, lime, side of chili oil and crispy rice (M-GF, DF, NF)

### Khao Poon Kathi Dang \$13

Coconut Red Curry Soup - roasted chicken or fried tofu, rice noodles, cabbage, lettuce, beansprouts, cilantro, onion, scallion, Thai basil, crispy shallot, side of chili oil and crispy rice (DF, GS, M-GF, NF, M-VE)

### Tom Yum \$14

Fried chicken or tofu, rice noodles, lemongrass, galangal, lime, cilantro, scallion, Thai basil, bean sprouts, crispy garlic, and side of chili oil (NF, DF, P, GS, M-GF)

**\*\*The base for this soup contains shellfish and cannot be modified\*\***





## ENTRÉES

### Green Curry \$16

Chicken or tofu, coconut milk, lemongrass, ginger, garlic, cilantro, onion, bamboo, bok choy, Thai eggplant, lime, scallion, pickled pepper, pea shoots, jasmine rice  
(M-VE, GS, M-GF, NF, DF)

### Mok Pa \$18

Cod steamed in banana leaf with asparagus, Thai Eggplant, dill, chili, lemongrass, scallions, and shallot served with a wedge of cabbage, pea vines, radish, cucumber, and sticky rice.  
(GF, DF, Pesc., NF)

### Laap Nuea (Beef Laap) \$19 (National Dish Of Laos)

Thin sliced medium-rare beef eye of round (Vindicator Beef), shallot, onion, cilantro, scallion, lime leaf, lemongrass, Thai chili, fish sauce, lime, toasted rice powder. Served with cabbage, lettuce, cucumber, radish, pea shoots and sticky rice. (GF, NF)

### Khao Mun Gai Oup

Lao style roasted Stack Farm chicken, jasmine rice steamed in chicken broth, ginger, garlic, cucumber, radish, scallion, cilantro, crispy garlic, sweet ginger dipping sauce, side of chicken broth (DF, NF)

-Market Price-

### Praram Long Song \$17

Choice of fried chicken or tofu, broccoli, zucchini, carrots, local mushroom blend, onions, scallion, cilantro, peanuts, fried garlic, with a side of peanut sauce and jasmine rice. (M-GF, M-VE)

### Lao Style Thum Mak Hoong \$19

Lao style papaya salad, lemongrass fried chicken thigh, chicharrons, Jeow bong, radish, cabbage, sticky rice  
(GS, NF, M-GF, DF)  
\*\*contains shellfish\*\*

### Kung Pao \$17

Sautéed shrimp or fried tofu, zucchini, bok choy, mushrooms, bell peppers, cauliflower, broccoli, onion, scallion, sweet soy sauce, ginger, jalepenos, peanuts, chili oil, pea shoots, lime, fried garlic, and jasmine rice. (GS, M-GF, DF, M-VE, M-NF, P)

## LAO PLATTER

Lao style roasted Stack Farm chicken, spicy lemongrass Lao sausage, cabbage, cucumber, radish, Jeow Mak Len (spicy tomato jam), sticky rice  
(GF, DF, NF)

-Market Price-

\*\*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness\*\*



## DESSERTS

Please ask about our current selection of desserts and soft serve flavors.

## SIDES & EXTRAS

Sweet & Sour - \$1

Side Ponzu - \$1

Side Nước chấm - \$1

Fresh Chili - \$1

Side Crispy Rice - \$1.50

Side Jasmine Rice - \$3

Side Fried Tofu - \$4

Side Sticky Rice - \$4.50



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