

# **Sumo Japanese Steakhouse & Sushi Bar**

1745 Parkside Dr. Madison, WI 53704

## **BUSINESS PLAN**

Xue Yan Jiang proposes the opening of a new restaurant "Sumo Japanese Steakhouse & Sushi Bar." This new restaurant will offer a variety of delicious meals with very attractive surroundings and décor. This restaurant will include 14 hibachi grills (Where talented chefs prepare meals in front of the customer.) Also, the restaurant will have a 24-foot sushi bar along with an alcoholic lounge & bar. If that's not intriguing enough, a more traditional dining room will also be available.

Xue Yan Jiang and her husband are a business oriented family with extensive experience in the restaurant and hospitality fields. They have been an owner, manager, or assistant manager in restaurants for over 6 years. Their most recent enterprise, Teppanyaki Grill, was named Best Buffet in Saginaw, MI.

Xue Yan Jiang intends to bring his professional management style to Sumo. She projects the business to bring 15 new jobs to the Madison area. Total capacity of the restaurant will be 263 persons, where the hibachi grills can sit up to 120 persons. Xue Yan Jiang and her husband are both ServSafe certified, where they will continue to maintain high quality and safety standards. Approximately two million dollars in annual sales are anticipated with an expected profit margin of approximately twelve percent. Start-up costs will be funded privately with a 500,000 loan at 7% interest.

Xue Yan Jiang looks forward to bringing this new and unique dining experience to the Madison area. Sumo Japanese Steakhouse & Sushi Bar will be open weekdays from 11:00am to 2:30 pm and then from 4:30 pm to 10:00 pm, with weekends open from 11:00am to 10:00 pm, 7 days a week. Sumo Japanese Steakhouse & Sushi Bar is in a convenient location with plenty of free parking.

# Lunch Special

Monday - Saturday 11:00am - 2:30pm

## HIBACHI LUNCH

Served with Fried Rice, Vegetables & Salad

Hibachi Chicken	9.50
Hibachi Shrimp	10.50
Hibachi Salmon	9.50
Hibachi Steak	10.50
Filet Mignon	11.00
Hibachi Scallop	10.75
Sukiyaki Steak	10.50
Noodle Lovers	8.50
Steak & Chicken	13.00
Steak & Shrimp	13.00
Chicken & Shrimp	13.00
Hibachi Ribeye	11.00



## LUNCH FROM SUSHI BAR

Served with Miso Soup or House Salad

Sushi Lunch	9.50
4 Pieces of assorted sushi and 1 California roll	
Sashimi Lunch	10.50
7 pieces of assorted sliced fish and 1 California roll	
Sushi & Sashimi Lunch	11.00
4 pieces of sushi, 4 pieces of sashimi and 1 California roll	

## BENTO LUNCH

Served with Fried Rice, Salad and Two Sides of Your Choice: 2 pcs Crab Ragoon, Onion Soup, Spring Roll, 2 pcs of Gyoza or California Roll

Chicken Teriyaki	9.50
Beef Teriyaki	9.50
Salmon Teriyaki	9.50
Shrimp Teriyaki	9.50
Shrimp Tempura	9.25
Tempura Vegetable	8.50
Chicken Tempura	9.50

## LUNCH COMBO ROLL

Served with Miso Soup or House Salad

CHOOSE ANY TWO DIFFERENT ROLLS	\$10
CHOOSE ANY THREE DIFFERENT ROLLS	\$12



## LUNCH ENTREES

Served with Fried Rice and Salad

Red Curry with Chicken	8.50
Green Curry with Chicken	8.50
Hibachi Vegetables	8.00
Chicken Pad Thai (Served with Salad Only)	8.00

Tuna Roll	Sweet Potato Roll
California Roll	Alaskan Roll
Salmon Roll	Philadelphia Roll
Yellowtail Roll	Spicy Tuna Roll
Crabmeat Roll	Spicy Salmon Roll
Cucumber Roll	Spicy Yellowtail Roll
Avocado Roll	Shrimp Tempura Roll
Asparagus Roll	Fish Tempura Roll
Eel Roll	Ebi Roll
Eel, cucumber and avocado	Boiled shrimp roll
	Chicken Tempura Roll

**Sumo**  
Japanese Steakhouse & Sushi Bar

### CONSUMER ADVISORY:

Consuming raw or undercooked seafood, shellfish, eggs may increase your risk of food-borne illness, especially if you have certain medical conditions

## SOUP & SALAD

Onion Soup	2.35
Miso Soup	2.35
House Salad	2.35
Seaweed Salad	5.00
Crabmeat Salad	6.15
<i>Mixed green top w. crab meat &amp; spicy mayo</i>	
Tako Salad	7.35
<i>Marinated octopus</i>	
Avocado Salad	4.15
<i>Mixed green topped with avocado</i>	

## APPETIZER

### FROM SUSHI BAR (RAW APPETIZERS)

Karashi Tuna or Salmon	6.10
<i>Fresh tuna or salmon, avocado, cucumber with chef's spicy ponzu sauce, on the top seaweed salad.</i>	
Karashi Octopus	6.10
<i>Octopus, avocado, cucumber with chef's spicy ponzu sauce, on the top of seaweed salad.</i>	
Sushi Sampler	7.15
<i>5 pieces of assorted sushi</i>	
Sashimi Sampler	8.15
<i>7 pieces of assorted sliced fish.</i>	
Tuna Tataki	7.75
<i>Seared tuna on the mixed green with Japanese ponzu sauce</i>	
Bake Crab w. Salmon	6.95
<i>Sweet and spicy crab meat wrap with salmon and bake in chef's special sauce.</i>	
Crawfish Martini	6.95
<i>Tamaco, crawfish, cream cheese, crab meat, avocado in chef special sauce served in martini glass.</i>	

Fried Calamari

Beef Negimaki

Avocado Salad

Spring Roll

Karashi Mixed

## APPETIZER

### FROM KITCHEN (COOKED APPETIZERS)

Gyoza	5.00
<i>Japanese pan fried pork dumplings</i>	
Harumaki	4.00
<i>Japanese spring roll (Vegetarian)</i>	
Soft Shell Crab	8.00
<i>Deep fried soft shell crab served with sweet sauce</i>	
Crab Ragoon (6 pcs)	5.00
<i>Mixture of cream cheese and crab meat in a crispy shell</i>	
Edamame	4.00
<i>Cooked green soybeans with salt</i>	
Fried Calamari	6.25
Beef Negimaki	6.55
<i>Sliced beef roll with asparagus, bacon and scallion, cooked in teriyaki sauce</i>	
Vegetable Tempura	4.00
<i>Assorted veggies crispy battered fried</i>	
Shrimp Tempura (2 pcs)	7.00
<i>Battered shrimp, deep fried to golden crispy</i>	
Sumo Sampler	9.00
<i>4 pcs gyoza, 2pcs shrimp tempura, 2pcs harumaki, 4 pcs crab ragoon</i>	
Beef Tataki	7.50
<i>Seared filet mignon on the mixed green with Japanese ponzu sauce</i>	
Coconut Shrimp	6.50
<i>Golden fried coconut flavor shrimp</i>	

Shrimp & Veg. Tempura



SUSHI  
(W. RICE)



SASHIMI  
(FISH ONLY)

### NIGIRI (RAW)

2 pcs per order, Choose from Sushi or Sashimi

Tuna ( <i>Maguro</i> )	5.00
White Tuna ( <i>Albacore</i> )	4.00
Super White Tuna	4.00
Salmon ( <i>Sake</i> )	4.00
Yellowtail ( <i>Hamachi</i> )	5.00
Scallop ( <i>Hotategai</i> )	5.00
Red Snapper ( <i>Tai</i> )	4.00
Squid ( <i>Ika</i> )	4.00
Flying Fish Roe ( <i>Tobiko</i> )	4.50
Salmon Roe ( <i>Ikura</i> )	4.50
Mackerel ( <i>Saba</i> )	4.00

### NIGIRI (COOKED)

2 pcs per order, Choose from Sushi or Sashimi

Smoked Salmon	4.00
Eel ( <i>Unagi</i> )	5.00
Octopus ( <i>Tako</i> )	3.25
Bean Curd ( <i>Inari</i> )	3.00
Egg ( <i>Tamago</i> )	3.00
Shrimp ( <i>Ebi</i> )	4.00
Crab Stick ( <i>Kani</i> )	3.50

### BASIC ROLLS

6-8 pcs per order

Cucumber Roll	3.50
Avocado Roll	3.50
Oshinko Roll ( <i>Pickled Radish</i> )	3.50
Shitaki Roll ( <i>Japanese Mushroom</i> )	3.50
Sweet Potato Roll	3.50
Asparagus Roll	3.50
Crab Stick ( <i>Kani</i> ) Roll	4.00
Shrimp ( <i>Ebi</i> ) Roll	4.00
Tuna Roll	5.00
Salmon Roll	5.00
Yellowtail Roll	5.00
California Roll	5.00
Boston Roll <i>Shrimp, cucumber, lettuce &amp; spicy mayo</i>	5.00
NY Roll <i>Crispy salmon skin &amp; cucumber</i>	5.00
Jade Roll <i>Seaweed, cucumber &amp; avocado</i>	5.00
Sea Chicken Roll <i>Cooked tuna, cucumber, avocado, mayo</i>	5.25
Eel Roll <i>Eel, cucumber, avocado</i>	6.00
Hollywood Roll <i>Crabmeat, cream cheese, cucumber &amp; avocado</i>	5.50
Philly Roll <i>Smoked salmon, cream cheese, avocado</i>	5.50
Alaskan Roll <i>Salmon, avocado, cucumber</i>	5.25
Spicy Tuna Roll	5.25
Spicy Salmon Roll	5.25
Spicy Yellowtail Roll	5.25
Shrimp Tempura <i>Crunchy shrimp, cucumber</i>	6.00
Fish Tempura Roll <i>Crunchy fish, cucumber</i>	6.00



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## ENTREES FROM SUSHI BAR

Served with Miso Soup & House Salad

<b>Sushi Regular</b> <i>7 pieces mixed sushi by chef's choice and 1 California roll</i>	<b>16.00</b>
<b>Sushi Deluxe</b> <i>9 pieces mixed sushi by chef's choice and 1 California roll</i>	<b>17.00</b>
<b>Sashimi Regular</b> <i>12 pieces assorted sliced fish and California roll</i>	<b>17.00</b>
<b>Sashimi Deluxe</b> <i>15 pieces assorted sliced fish and California roll</i>	<b>19.00</b>
<b>Chirashi</b> <i>Sushi rice topped with 12 piece assorted sliced fish filets</i>	<b>17.00</b>
<b>Tekka or Sake Don</b> <i>Sushi rice topped with 8 piece fresh tuna or salmon</i>	<b>17.00</b>
<b>Unagi Don</b> <i>Teriyaki eel served over sushi rice</i>	<b>14.00</b>
<b>Ocean Combo</b> <i>1 spicy tuna roll, 1 spicy salmon roll, and 1 spicy yellowtail</i>	<b>17.00</b>
<b>American Combo</b> <i>1 California roll, 1 shrimp tempura roll, 1 crunchy roll</i>	<b>19.00</b>
<b>Sushi &amp; Sashimi Combo</b> <i>12 pieces of sashimi and 4 pieces of sushi and 1 spicy tuna roll</i>	<b>24.00</b>
<b>Rainbow Combo</b> <i>2 pieces of tuna, 2 pieces of salmon, 2 pieces of snapper and 1 rainbow roll</i>	<b>19.00</b>
<b>Tuna Deluxe</b> <i>2 pieces of yellow fin tuna, 2 pieces of white tuna albacore, 2 pieces of super white tuna and 1 spicy tuna roll</i>	<b>19.00</b>
<b>Sushi &amp; Sashimi Combo For 2</b> <i>15 pieces of assorted sushi, 10 pieces of sashimi and 1 spicy tuna rolls</i>	<b>40.00</b>
<b>Sumo Party Tray 1</b> <i>16 pcs. sashimi, 12 pcs. sushi, 2 chef's special rolls</i>	<b>50.00</b>
<b>Sumo Party Tray 2</b> <i>20 pcs. sashimi, 16 pcs. sushi, 3 chef's special rolls</i>	<b>70.00</b>

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## ENTREES FROM KITCHEN



### TERIYAKI

Served with White or Fried Rice, Soup and Salad  
Marinated Chicken Cooked on Sweet & Citreous Sauce  
and Vegetables, Cooked on Hot Skillet

Chicken	13.95
Shrimp, Beef or Salmon	14.95

### TEMPURA

Thin Slice of Meats and Vegetables are Dipped In  
Batter, Deep Fried To Golden and Crispy  
Served w. House Special Sweet Sauce  
Choice of White Rice or Fried Rice

Vegetable	9.95
Chicken	13.95
Shrimp	15.95



### YAKI UDON

Thick Wheat Noodles That Stir-Fried with Meat and  
Vegetable In Delicious House Special Teriyaki Sauce

Seafood	13.75
Chicken	11.75
Shrimp	12.50



Chicken Yaki Udon

### PAD THAI

Rice Noodles Stir Fried with Egg and Scallions  
Served with Peanut and Lime

Chicken	11.95
Beef	12.50
Shrimp	12.50

### THAI PINEAPPLE FRIED RICE

#### OR FRIED RICE

Plain Fried Rice	7.00
Chicken	8.50
Beef	9.25
Shrimp	9.25
Seafood	10.50

### SPICY GREEN OR SWEET RED CURRY

Broccolls, Potatoes, Onions, Zucchini, and Basil In A Thai  
Spicy Green Curry or Red Curry Coconut Milk Sauce  
Choice of White Rice or Fried Rice

Shrimp	12.50
Chicken	11.95

### BEEF NIGIMAKI 15.75

Slices of beef roll with asparagus, green onion and  
bacon, cooked in special sweet teriyaki sauce  
Served with white rice or fried rice and salad

### DINNER BENTO BOX

Traditional Japanese Box Container Entree,  
Served with Fried or White Rice, Salad and 3 Sides  
of Your Choice. Choice of Tempura Vegetables,  
3 pcs Gyoza, California Roll or Spring Roll

Chicken Teriyaki	15.95
Shrimp or Beef Teriyaki	17.95
Scallop or Salmon Teriyaki	17.95



Beef Teriyaki Bento Box



Shrimp Teriyaki Bento Box

### BEVERAGES

Soda, Green Tea, Ice Tea or Coffee	2.50
Aloha Soda Japanese kids marble soda	2.50

Coke, diet coke, Dr. pepper, sprite,  
diet dr. pepper, lemonade, sweet tea,  
unsweet tea, coffee

Please see our beverage menu for complete list

### DESSERT

Cheese Cake Tempura	4.95
Cheese Cake	4.50
Ice Cream Tempura	4.50
Ice Cream (3 Scoop) Vanilla, Chocolate	3.25
Chocolate Lava Cake	4.95



<b>Sumo</b>	<b>10.50</b>
<i>Shrimp tempura &amp; cucumber topped w. eel &amp; avocado.</i>	
<b>Fire Island</b>	<b>10.50</b>
<i>Shrimp tempura &amp; avocado topped w. spicy tuna, spicy mayo &amp; eel sauce.</i>	
<b>Crazy Tuna</b>	<b>10.50</b>
<i>Tuna, cucumber &amp; avocado topped w. spicy tuna, crunchy &amp; spicy chili sauce.</i>	
<b>Volcano</b>	<b>8.00</b>
<i>Spicy yellowtail &amp; cucumber topped w. crunchy flake &amp; spicy chili sauce.</i>	
<b>Rainbow</b>	<b>8.50</b>
<i>California roll topped w. tuna, salmon, red snapper &amp; avocado.</i>	
<b>Dragon Roll</b>	<b>8.50</b>
<i>Eel &amp; cucumber topped w. avocado.</i>	
<b>Dream Roll</b>	<b>8.00</b>
<i>Shrimp tempura, tamago, avocado, cucumber &amp; tobiko.</i>	
<b>Spider Roll</b>	<b>9.00</b>
<i>Fried soft shell crab, lettuce, cucumber &amp; spicy mayo.</i>	
<b>Dynamite</b>	<b>8.75</b>
<i>White tuna, avocado, cucumber, deep fried, w. eel sauce on top.</i>	
<b>Super Crunchy</b>	<b>8.75</b>
<i>Fish, cream cheese, cucumber, avocado &amp; spicy mayo, deep fried w. eel sauce on top.</i>	
<b>Highland Roll</b>	<b>11.00</b>
<i>Shrimp tempura, cucumber, topped w. toasted spicy crabmeat.</i>	
<b>Fancy Rainbow</b>	<b>11.00</b>
<i>Salmon, tuna, cucumber inside topped w. white tuna, salmon, red snapper, avocado &amp; four different colors of tobiko.</i>	
<b>Crawfish Roll</b>	<b>10.50</b>
<i>Light spicy crawfish, crabmeat, avocado, cucumber &amp; tobiko wrapped w. special soy paper.</i>	
<b>Black Dragon Roll</b>	<b>10.50</b>
<i>Crabmeat, crunchy &amp; spicy mayo inside, topped w. eel, avocado &amp; eel sauce.</i>	
<b>No Name Roll</b>	<b>9.75</b>
<i>Spicy yellowtail, crunchy topped w. spicy tuna, sweet chili sauce.</i>	

<b>Sunny Roll</b>	<b>11.00</b>
<i>Tuna, crabmeat, avocado, cucumber, cream cheese wrap in special soy paper.</i>	
<b>Green River</b>	<b>11.00</b>
<i>Shrimp tempura, eel, avocado &amp; cucumber inside, top w. spicy crabmeat in special soy paper.</i>	
<b>South California</b>	<b>11.00</b>
<i>Crabmeat, mayo, tamago inside, top w. spicy crabmeat, tobiko, toasted.</i>	
<b>Vegas Roll</b>	<b>11.00</b>
<i>Shrimp tempura, cheese, eel on top w. crawfish salad.</i>	
<b>Polar Bear Roll</b>	<b>10.00</b>
<i>Crabmeat, avocado, cheese w. smoked salmon on top.</i>	
<b>Gold Point</b>	<b>11.00</b>
<i>Spicy salmon, crabmeat salad, avocado &amp; cucumber, cream cheese w. soy paper and deep fried.</i>	
<b>Anaconda Roll</b>	<b>11.00</b>
<i>Shrimp tempura, cream cheese, eel, smoked salmon on top w. red &amp; black tobiko.</i>	
<b>ASU Roll</b>	<b>11.00</b>
<i>Spicy crawfish, crabmeat, avocado, cheese and seared super white tuna on top.</i>	
<b>Red Wolf Roll</b>	<b>10.00</b>
<i>Crawfish, avocado, cream cheese, crab meat, with chef special sauce.</i>	
<b>Oh My Gosh</b>	<b>11.00</b>
<i>Deep fried with smoked salmon, avocado, cream cheese and spicy crabmeat on top.</i>	
<b>Jonesboro Roll</b>	<b>11.00</b>
<i>Crawfish, avocado, cheese, crabmeat and seared filet mignon on top, with chef's special sauce.</i>	
<b>Cow Boy</b>	<b>11.00</b>
<i>Shrimp tempura, avocado, cheese and soy paper wrap with crab on top.</i>	
<b>Rocky Mountain</b>	<b>11.00</b>
<i>Deep fried with assorted seafood on top with chef's special sauce.</i>	



ASU Roll

Sumo

Vegas Roll

Green River Roll

Fancy Rainbow Roll

# HIBACHI

## TRADITIONAL HIBACHI GRILL ENTREES

Cook on Traditional Japanese Teppanyaki Grill.  
Served with Fried Rice, Vegetables and House Salad  
(Extra 50¢ for Soup)

Hibachi Chicken	15.95
Filet Mignon	19.95
Sukiyaki Steak <i>(Sliced Steak stir-fried with Veggies)</i>	17.95
Steak	17.95
Hibachi Ribeye	18.95
Hibachi Calamari	17.95
Hibachi Shrimp	19.95
Hibachi Scallop	19.95
Hibachi Salmon	19.95
Hibachi Mahimahi	19.95
Hibachi Lobster (2 Tails)	26.95
Hibachi Vegetables	10.95
Share Plate <i>(Include Soup, Salad &amp; Fried Rice)</i>	5.00



## HIBACHI COMBINATION

Steak & Shrimp	20.95
Steak & Chicken	19.95
Shrimp & Scallop	20.95
Fillet Mignon & Shrimp or Scallop	22.95
Fillet Mignon & Lobster	31.95
Lobster, Shrimp & Scallop	31.95
Steak, Chicken & Shrimp	23.95
Fillet Mignon, Chicken & Shrimp	26.95
Fillet Mignon, Lobster & Scallop	33.95



## KIDS MENU (12 AND UNDER)

Hibachi Chicken <i>Served with fried rice, vegetable and salad</i>	9.25
Hibachi Steak <i>Served with fried rice, vegetable and salad</i>	10.95
Hibachi Shrimp <i>Served with fried rice, vegetable and salad</i>	10.95
Crispy Honey Chicken <i>Served with fried rice and salad</i>	8.95
Crispy Honey Shrimp <i>Served with fried rice and salad</i>	10.95
Chicken Nugget & French Fries	5.95

## ADDITIONAL ORDERS

*with Purchase of Regular Hibachi Entree Only*

Fried Rice	3.35	Scallop	7.25
Noodles	3.95	Shrimp	6.95
Vegetable	3.75	Lobster	12.00
Chicken	5.75	Fillet Mignon	8.50
Steak	6.75	Salmon	6.75

Please note: Hibachi Grill are reserved for customers ordering from Hibachi grill menu only. At least 1/2 of your party order from grill. You are served by both Hibachi chef & server who equally share all gratuities  
We reserved the right to charge gratuities of parties of 6 or more