



BUSINESS PLAN

Himali Chulo Nepali Restaurant

Legal Entity: Shree Hanuman LLC

DBA: Himali Chulo Nepali Restaurant

Location: Madison, Wisconsin

License Type: Class B Beer & Class C Wine

1. Executive Summary

Himali Chulo Nepali Restaurant is a locally owned establishment offering authentic Nepali and Tibetan cuisine. The restaurant aims to provide a unique cultural dining experience rooted in Himalayan traditions. The Beer and Wine License will enhance dining by offering complementary beverages in a controlled environment.

2. Business Description

A casual dining restaurant focused on authentic Himalayan cuisine using traditional recipes, fresh ingredients, and warm hospitality. It fills a niche in Madison by specializing in Nepali and Tibetan food.

3. Ownership & Management

Owned and operated by Ashim Malla and Sujata Karki under Shree Hanuman LLC. Ashim Malla serves as Liquor Agent responsible for compliance with all alcohol regulations.

4. Products & Services

Food offerings include momos, thukpa, chowmein, dal bhat, and daily tarkari. Alcohol offerings include beer and wine, served as a complement to meals.

5. Hours of Operation

Monday: Closed

Tuesday – Thursday: 11:00 AM – 9:00 PM

Friday – Saturday: 11:00 AM – 10:00 PM

Sunday: 11:00 AM – 9:00 PM

6. Market Analysis



Himali Chulo

318 State St, Madison, WI
608-230-6028

Welcome to Himali Chulo -- →where the warmth of the Himalayan hearth meets rich tradition and bold flavors. Inspired by the culinary heritage of Nepal and Tibet, our menu brings together authentic recipes, time-honored techniques, and fresh, wholesome ingredients.

We use traditional Himalayan spices such as timur (Sichuan pepper), cumin, coriander, turmeric, ginger, garlic, and freshly ground masalas to create the deep, aromatic flavors that define our cuisine.

A typical Nepali meal features dal, bhat, tarkari (lentils, rice, and seasonal vegetables), often served with pickles and meat or curry. Tibetan cuisine highlights comforting dishes like momos (dumplings), thukpa (noodle soup), and hearty stews--- →simple, nourishing, and full of flavor.

We proudly offer a variety of vegan, vegetarian, and nut-friendly options, ensuring there is something for everyone to enjoy.

From comforting Nepali classics to beloved Tibetan specialties, each dish is thoughtfully prepared with a touch of home-style care. At Himali Chulo, food is more than a meal — it is a celebration of culture, community, and the spirit of the Himalayas.

We invite you to relax, share, and enjoy a truly memorable dining experience.

आउनुस्, खानुस्, रमाउनुस्, फेरि आउनुस्

Welcome, Eat, Enjoy! Come Again ☺

HIMALI CHULO NEPALI/ TIBETAN RESTAURANT

SOUP

Lentil- A light, nourishing yellow lentil soup tempered with garlic, cumin, and herbs.

Wholesome and satisfying (GF, V, Vg)

Cup/Bowl/Quat \$4, \$7, \$13


Kwati-Nepali mixed bean soup cooked with traditional Nepali spices served with rice, roti or Timboo (GF, V, Vg) \$ 16

STARTERS

Samosa- Himalayan inspired potatoes, onions & peas wrapped as a crunchy oven baked pastry served with refreshing tamarind/yogurt sauce (V, Vg \$ 10)

Kathmandu Veg Momo-Steamed handmade dumplings filled with fresh vegetables, nuts, and Himalayan spices, served with house-made tomato achar. (V, Vg)
4 pc \$9.50, 6 pc: \$13.50

Kathmandu Chicken Momo-Hand-made dumplings filled with seasoned chicken and Himalayan spices, steamed and served with house-made tomato achar
4 pc: \$10.0, 6 pc: \$14.50

Chulo Combination Platter- Enjoy two hand-made momos, one crispy samosa, fresh roti, and a cup of hearty lentil dal: a delightful sampler of our traditional Himalayan flavors. 
Veg mom: 16.50 Ckn mom: 17.50 (Vg Opt)

Khichadi – Comforting mix of mung beans, rice & mild spices served with Roti (GF, V, Vg) \$ 16

SALAD

Chulo Chicken choila Salad – Tender chicken tossed with fresh greens, crisp vegetable and a bold Himalayan chili dressing \$18.50

Chulo Tofu Salad – Char-grilled tofu with seasonal vegetables, drizzled with a zesty Himalayan spice (V, Vg) \$16.50

Himali Toss Salad–Fresh Toss salad in a refreshing Himalayan-style dressing spice (V, Vg) \$16.50

HIMALAYAN THALI PLATES

Veg Thali – \$22.99

Rice, dal, seasonal vegetables, achar, yogurt & roti. (V, Vg)

Chicken Thali – \$25.99

Rice, dal, chicken curry, vegetables, achar & roti.

Goat Thali – \$28.99

Rice, dal, Goat curry, vegetables, achar & roti.

DAL BHAT TARKARI SET

Steamed rice served with lentil soup (dal) and your choice of daily seasonal curry (V, Vg) \$ 15.95

BHAT & TARKARI- \$ 13.95

ROTI DAL TARKARI SET–Fresh flatbread served with lentil soup (dal) and your choice of daily seasonal curry. (V, Vg) \$15.95

ROTI & TARKARI – \$13.95

(HALF/HALF Tarkari) Add \$ 2

HIMALI CHULO NEPALI/ TIBETAN RESTAURANT

Vegetarian Delights

(served with soup/salad)

Tofu Buff-Char-grilled tofu bursting with Nepali spices, onions, peppers & seasonal vegetables (v,vg) \$ 18.50

Seitan Buff- Savory seitan sautéed with garlic, mushrooms, green chili & fresh seasonal veggies (v, vg) 19.50

Tofu Palungo curry- Silky tofu & spinach with potatoes, simmered in a light Nepali curry with seasonal greens (GF, v, vg) 18.50

Katahar kabaaf-Green jackfruit marinated in Himalayan spices, grilled & paired with seasonal vegetables (GF, v, vg) 19.50

SEASONAL TARKARI (served with soup/salad)

Ram Toriya Tarkari – Okra sauteed with traditional Himalayan spices (GF, v, vg) \$ 18.50

Bhanta Tarkari – Baby eggplant cooked Nepali-style with herbs and spices (GF, v, vg) \$ 18.50

Kurilo Tarkari – Fresh asparagus lightly sauteed with garlic and Himalayan spices (GF, v, vg) \$ 18.50

Rayo Saag Tarkari – Mustard greens cooked with ginger, garlic, and Nepali spices (GF, v, vg) \$ 18.50

Seasonal tarkari selections change throughout the year—please ask your server for today's available dishes.

MEAT/GRILL SPECIALS

(served with soup/salad)

Chicken curry – Organic red/white chicken meat, tender & spiced to perfection in Nepali Style (GF) 20.50

Lamb Curry– Succulent lamb cooked with aromatic Himalayan herbs. (GF) \$ 24.50

Khasi ko Masu – Flavorful goat curry with a touch of mountain spices. (GF) \$ 24.50

Chicken Buff – Marinated chicken grilled with peppers & onions. (GF) \$ 18.50

Chicken Palungo – Chicken cooked with fresh spinach & potatoes in light Nepali curry. (GF) 19.50

Beef Buff– Tender beef simmered with seasonal greens & Himalayan spice(GF) \$22.50

TIBETAN SPECIALITIES

Kothey Momo (Veg)-6 pc. Pan-fried and steamed Tibetan dumplings filled with fresh vegetables and Himalayan spices. Crispy bottom with a soft top. Served with house chili sauce. (v,vg) \$14.50

Kothey Momo (Chicken)-6 Pc Pan-fried and steamed Tibetan dumplings filled with seasoned chicken. Crispy on the bottom and juicy inside. Served with house chili sauce. \$ 15.50

Tibetan Thukpa-Traditional Tibetan noodle soup with vegetables \$ 15.00, Add ckn, 17.00

Beef Shapta- Stir-fried beef with onions, garlic, ginger, and Himalayan spices. Quick, spicy, and aromatic \$ 22.50

Pork Thenthuk-Tibetan hand pulled noodle soup with pork, vegetables, garlic, ginger in a savor Himalayan broth \$ 19.50

HIMALI CHULO NEPALI/ TIBETAN RESTAURANT

Family Combo Plates (For Two)

Perfect for sharing! Each set includes two seasonal vegetarian tarkari and your choice of one meat.

Family Vegetarian Delight – Two daily vegetable tarkari, 6 veg momo, dal, roti & rice. (V,vg) \$ 42

Family Chicken Feast: Two daily vegetable tarkari, chicken curry, dal, roti & rice. \$ 56

Family Lamb Feast: Two daily vegetable tarkari, rich lamb curry, dal, roti & rice \$ 64

DESSERT

Lal Mohan – Soft, golden syrup-soaked fried dumplings, a classic treat (vg) \$ 7

Rasmalai – Creamy cottage cheese patties in sweet saffron milk. (vg, GF) \$ 7

Vegan Barfi – Rich, plant-based fudge made with brown rice, farina flour, spiced with cardamom \$ 8

EXTRAS/SIDES

Rice - \$ 4.5

salad \$ 5.5

Roti \$ 4.5

Timboo : \$ 6.

Yogurt - \$ 4

Hot sauce: \$ 4.5

Side Tarkari \$ 10

Add Tofu \$ 6.

Add Ckn \$ 8

Add Lamb \$ 12.

Add Beef \$ 10

BEVERAGES

Mango Lassi – Creamy mango yogurt drink with a hint of cardamom. \$ 6

Cinnamon Lassi - Chilled yogurt drink with a hint of cinnamon, smooth and lightly sweet. \$ 6

Sweet / Unsweet Iced Tea – Classic Nepali-style brewed tea, served your way. \$ 4.5

Lemonade – Refreshing citrus lemonade, perfect for any season \$ 5

Flavored Lemonade: Please inquire with your server for flavors \$ 6

Chiya – Traditional Nepali spiced milk tea. \$ 4.5

Coffee – Freshly brewed, aromatic Himalayan-style coffee \$ 5

Golden Tea – Turmeric-infused warm, comforting tea \$ 6

Herbal Tea – Himalayan herbs brewed for soothing flavor \$ 4.5

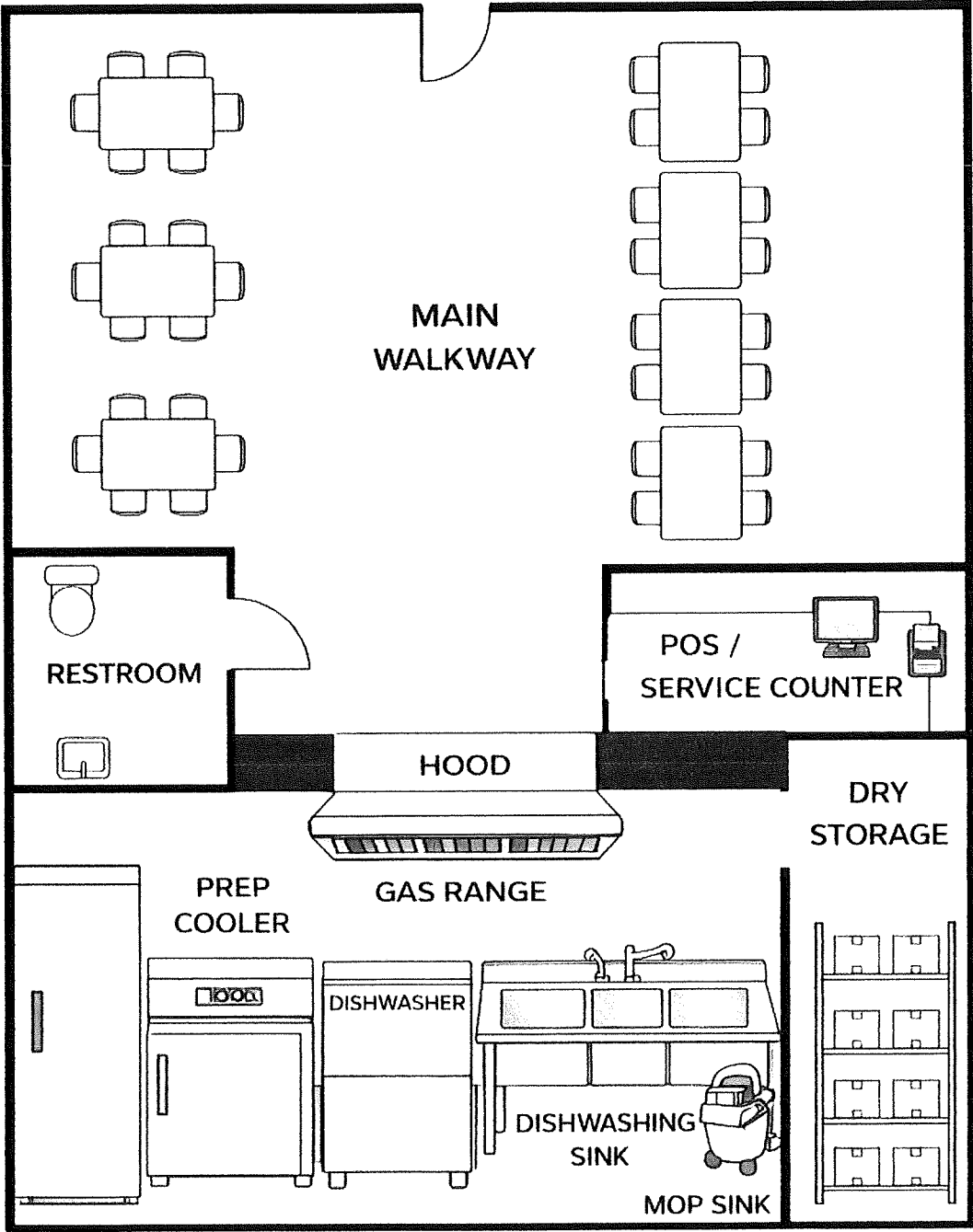
Canned Soda - \$ 3

Sparkling water: \$ 4

Rice Option: White/brown

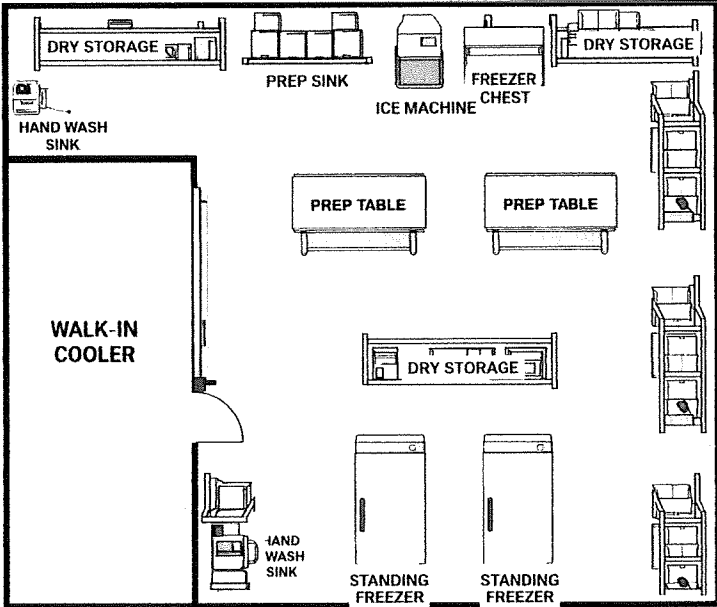
Roti Option: Wheat/White

ENTRANCE



RESTAURANT FLOOR PLAN

Himali Chulo Basement Floor Plan



BASEMENT FLOOR PLAN