

SOL'S LLC
d/b/a "Sol's on the Square"
Korean restaurant

117 E Mifflin St, Madison, WI 53703
(P) (608) 251-0116

BUSINESS PLAN

Executive Plan

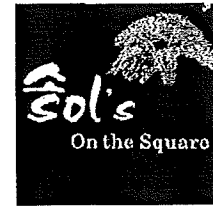
Sol's LLC d/b/a Sol's on the Square (hereinafter, "Sol's on the Square") is a full-service restaurant dedicated to providing the city of Madison a taste of Korean cuisine through high quality ingredients, service, and taste. The restaurant has been around since 2013, and since its inception, the restaurant has grown exponentially. Through word of mouth and reputable internet reviews, Sol's on the Square has captured the hearts of college students and locals alike in the city of Madison. The rating of 4.5/5 stars with 355 Google Reviews speaks for itself as the restaurant has become a staple and must-try in Madison. Ms. Jung Yea Choi has been continuously involved in the ownership and management of the restaurant for numerous years and is now looking to take sole ownership of the restaurant. With her expertise in restaurant management and cooking as the head chef, she will have no problem in continuing the growth and success of Sol's on the Square.

New customers will find the quality of our services to be high and be keen to become our loyal customers. They will recommend Sol's on the Square to their friends, neighbors, and coworkers. As more and more customers visit our restaurant, we will gain more and more market share.

With a strong foundation of loyal customers and continued influx of new customers, Sol's on the Square is expected to enjoy a wave of consistent success throughout the years to come.

LUNCH SPECIAL

(11:00 AM – 02:30 PM)



L(1-5):Rice covered with meat, chopchae, or curry

L-1. 소고기덮밥(Beef Deopbap) \$9.99

L-2. 돼지고기덮밥(Pork Deopbap) \$9.99

L-3. 치킨덮밥(Chicken Deopbap) \$9.99

L-4. 잡채덮밥(Chopchae Deopbap) \$9.99

L-5. 카레덮밥(Curry Deopbap) \$9.99

L-6. 순두부칼국수(Soondubu Kalguksu) \$8.99

-tofu soup with flour noodle or ramen *w/ seafood : \$1.00

L-7. 라면(Ramen) \$7.99

L-8. 라면(Ramen)+ Fried rice \$9.99

-tofu soup with flour noodle or ramen *w/ seafood : \$1.00

L-9. 김밥 \$8.49 – 1 Roll(Dine-in only)

\$14.99 – 2 Rolls(Vegie)

\$15.99 – 2 Rolls(Beef)

-Roll, with rice, spinach, pickled radish, carrot, egg, fish cake covered by seaweed.

Bap (Cooked Rice)

B-1. 비빔밥 (Bibimbap) Mixed Rice \$14.99

Rice bowl with topping, cooked vegetables, a sunny side-up ~~egg~~ and ~~spicy~~ sauce on the side (Choices: beef, pork, chicken, squid, tofu, fish egg)

B-2. 돌솥비빔밥 (Dolsot Bibimbap) \$15.99

Bibimbap(B-1) served in hot stone bowl ~~★~~

(Choices: beef, pork, chicken, squid, tofu, fish egg,

---not available to go---

B-3. 김치 두부덮밥 (Kimchi-Tofu Deopbab) \$13.99

Rice topped with kimch-tofu

B-4. 오징어덮밥 (Ojing-eo Deopbab) \$13.99

Rice topped with spicy squid topping

B-5. 카레덮밥 (Curry Deopbab) \$13.99

Curry Rice (Choices: beef, pork, chicken

B-6. 볶음밥 (Bokum Bap) Fried rice \$13.99

(Choices: kimchi, beef, pork, chicken, shrimp)

Noodles

N-1. 잡채 (Chopchae) \$14.99

Sweet potato noodle with beef

N-2. 우동 (Woodong) \$13.99

Japanese style thick noodle soup

(choices : vegetable, seafood, beef)

N-3. 칼국수 (Kalguksu) \$13.99

Korean style wheat flour noodle soup

(choices : vegetable, seafood, beef)

Meat

M-1. 갈비구이 (Galbi Gui) \$23.99

Grilled beef short ribs marinated with sweet soy sauce

M-2. 불고기 (Bulgogi) Grilled beef \$17.99

Grilled sliced beef marinated with sweet soy sauce

M-3. 제육볶음 (Jeyuk Bokum) \$16.99

Grilled spicy pork with vegetables

M-4. 치킨테리야키 (Chicken Teriyaki) \$14.99

Grilled chicken and vegetables with Teriyaki sauce

M-5. 돈까스 (Donkatsu) \$14.99

Deep fried pork or chicken cutlet served with Donkatsu sauce (choices : pork or chicken) (w/ cheese or curry: \$1.00)

M-6. 오삼불고기 (Osam Bulgogi) \$17.99

Stir fried squid, pork and vegetables with spicy sauce

M-7. 불낙불고기 (Bul-nak Bulgogi) \$17.99

Grilled beef & small octopus

M-8. 오징어볶음 (Ojing-eo Bokum) \$14.99

Grilled squid

Stir fried squid and vegetables with spicy sauce

Sol's on the square

Korean Restaurant



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(608) 251-0116

facebook.com/solsonthesquare

instagram.com/solsonthesquare

Delivery



Hours

| | |
|---------|------------------|
| Mon-Tur | 11:00am - 9:00pm |
| Fri-Sat | 11:00am-10:00pm |
| Sun | Closed |

Lunch Special (11:00-2:30)

L-1. 소고기덮밥 (Beef Deopbab) \$9.99

L-2. 돼지고기덮밥 (Pork Deopbab) \$9.99

L-3. 치킨덮밥 (Chicken Deopbab) \$9.99

L-4. 잡채덮밥 (Chopchae Deopbab) \$9.99

L-5. 카레덮밥 (Curry Deopbab) \$9.99

L-6. 순두부칼국수 (Soondubu Kalguksu) \$8.99

*w/ seafood : \$1.00

L-7. 라면 (Ramen) \$7.99

L-7. 라면 (Ramen)+ Fried rice \$9.99

*w/ seafood : \$1.00

Appetizers

A-1. 해물파전 (Haemul Pajeon) \$13.99

Korean style pancake with seafood & vegetables

A-2. 김치전 (Kimchil Jeon) \$12.99

Korean style pancake with Kimchi & vegetables

A-3. 떡볶이 (Teokbokki) \$11.99

Spicy rice cake and fish cake with vegetables and egg (w/ cheese : \$1.00)

A-4. 군만두 (Kun Mandoo) \$5.99/\$7.99

Fried vegetable dumplings (6 pc / 10pc)

A-5. 손만두 (Son Mandoo) \$6.99/\$8.99

Steamed vegetable dumplings (6pc / 10 pc)

A-6. 에다마메 (Edamame) \$5.99

Blanched and lightly salted Japanese soy beans

A-7. 에그롤 (Egg Roll) \$3.99

Deep fried egg roll with pork and vegetables(2pc)

A-8. 오징어튀김 (Ojing-eo Twigim) \$9.99

Fried Squid Calamari Deep fried

squid coated with Korean pancake mix powder

A-9. 계란찜 (Gyeran Jjim) \$7.99

Steamed Egg Casserole

Korean style steamed egg casserole with vegetables

-----Extra Meat : \$1.99, Extra Rice : \$1.50-----

Authentic Korean Food Restaurant

Soup

S-1. 갈비탕 (Galbi Tang) \$16.99

Beef rib soup with sweet potato noodles

S-2. 인삼갈비탕 (Insam Galbi Tang) \$18.99

Beef rib soup with ginseng, noodles and date

S-3. 우거저사골탕 (Ugeojee Sagol Tang) \$15.99

Beef rib soup with cabbage

S-4. 김치찌개 (Kimchi Jjigae) \$13.99

Spicy Kimchi soup with pork, tofu and vegetables

S-5. 된장찌개 (Doenjang Jjigae) \$13.99

Korean style soybean paste soup with tofu

S-6. 순두부찌개 (Soondubu Jjigae) \$13.99

Spicy soft tofu soup with vegetables and seafood

S-7. 육개장 (Yukgaejang) \$14.99

Spicy beef soup with vegetables and noodles

S-8. 불고기떡볶이 (Bulgogi Tugbaegi) \$16.99

Beef bulgogi in soybean paste soup with vegetables and noodles

S-9. 만두국 (Mandoo Kuk) \$13.99

Home-made pork dumpling and beef soup (w/Rice cake : \$1.00)

S-10. 알탕 (Altang) \$14.99

Spicy fish egg and seafood soup

S-11. 감자탕 (Gamja Tang) \$13.99

Stew w/ pork bone in potato and cabbage

S-12. 삼계탕 (Samgye Tang) \$17.99

Chicken soup with ginseng, date and sweet rice

Special Big Soup

serves 2 ~ 3 (comes with 2 Rices)

S-13. 부대찌개전골 (Budaejjigae Jeongol) \$30.99

Spicy stew pot w/ham, sausage, bacon, tofu, ramen noodles, cheese, vegetables and kimchi *Small Size(for 1 serving) \$16.99

S-14. 불고기전골 (Bulgogi Jeongol) \$31.99

Sweet stew pot w/ beef bulgogi, noodles and vegetables

S-15. 불낙전골 (Bul-nak Jeongol) \$31.99


Spicy stew pot w/ bulgogi, small octopus, noodles and vegetables


S-16. 감자랑전골 (GamjaTang Jeongol) \$30.99

Stew pot w/ pork bone-in, potato and cabbage

S-17. 떡볶이전골 (TeokbokkiJeongol) \$27.99

Spicy stew pot w/rice cake, fish cake, sausage, dumpling, ramen noodles, 2 eggs, vegetables

 Spicy (you can order less or more spicy)

 Consuming raw or undercooked eggs may increase your risk of foodborne illness, especially if you have a

medical condition

SOL'S ON THE SQUARE

Authentic Korean Restaurant

SODA

- Coca-Cola - \$1.99
- Diet Coca-Cola - \$1.99
- Sprite - \$1.99
- Ginger Ale - \$1.99
- Lemonade - \$1.99

KOREAN BEVERAGE

- Milkis (밀키스) - \$1.99
Milk and Yogurt Flavor
(Carbonated drink)
- Sikhye (시키혜) - \$1.99
Korean Traditional Rice Punch.
- Pear Juice - \$1.99

HOT TEA

- Green Tea - \$1.99
- Black Tea - \$1.99
- Red Ginseng Tea - \$1.99
- Honey Ginger Tea - \$2.99
- Job's Tears Tea - \$2.99

COLD TEA (\$2.99)

- Iced Tea (Sweet or Unsweetened)
- Iced Green Tea Latte
- Iced Chai Latte

COFFEE

- Iced Korean Street Coffee - \$2.99
- Hot Korean Street Coffee - \$1.99

SOL'S ON THE SQUARE

COCKTAILS

- Sweet Dream - \$4**
Melon ice cream, soju, sprite
- White Moon - \$4**
Pear juice, soju, sprite
- SOMAEK - \$4**
soju, Krombacher

WINE

- Moscato - glass \$7, bottle \$28**
White wine (Rinaldi, Italy)
- Riesling - glass \$7, bottle \$28**
White wine (Winzer von Erbach, Germany)
- Chardonnay - glass \$7, bottle \$28**
White wine (Mind bender, CA)
- Malbec - glass \$8.70, bottle \$34**
Red wine (Cholilaranch, Argentina)
- Pinot Noir - glass \$7.70, bottle \$30**
Red wine (Jezebel, Oregon)

BOTTLED BEER

- Blue Moon - \$4**
Pale Ale, 5.4%
Blue Moon Brewing Co., Golden, CO
- Spotted Cow - \$4**
Naturally Cloudy Farmhouse Ale, 4.8%
New Glarus Brewing Company WI

BEER ON TAP

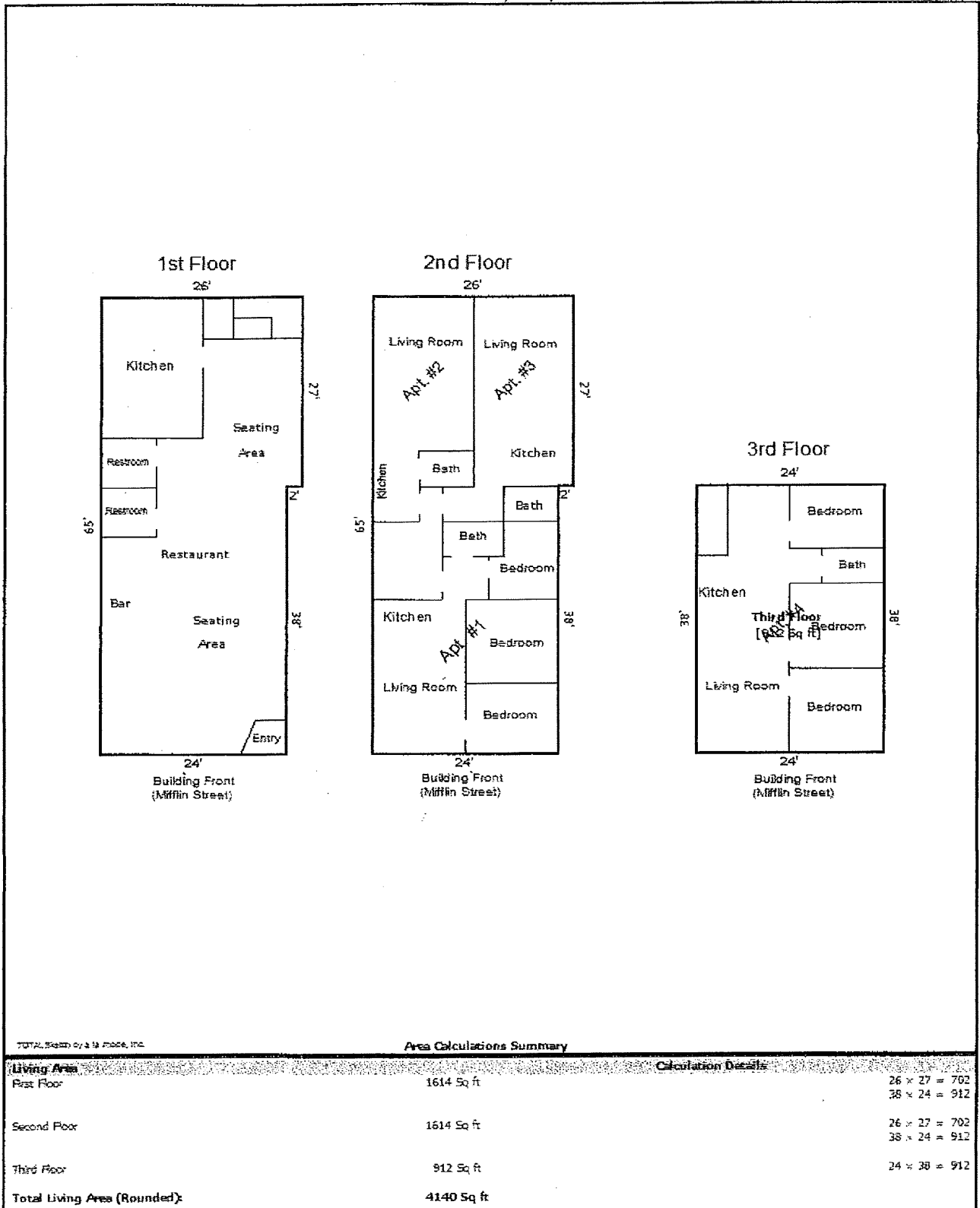
- JUICY HAZE IPA
- THE COMMUTER
Kölsch-Style Ale
- St. Bernardus Wit
- Snake Hollow
- Gentry's dry Cider

KOREAN WINE

- Jinro Soju - shot \$2, bottle \$15**
- Chamisul Soju - shot \$2, bottle \$15**
Korean Distilled Spirits
- Makgeolli 막걸리 - shot \$3, bottle \$15**
Traditional unfiltered rice wine

117-119 E. Mifflin³⁴

BUILDING SKETCH - 1ST, 2ND, & 3RD FLOORS



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