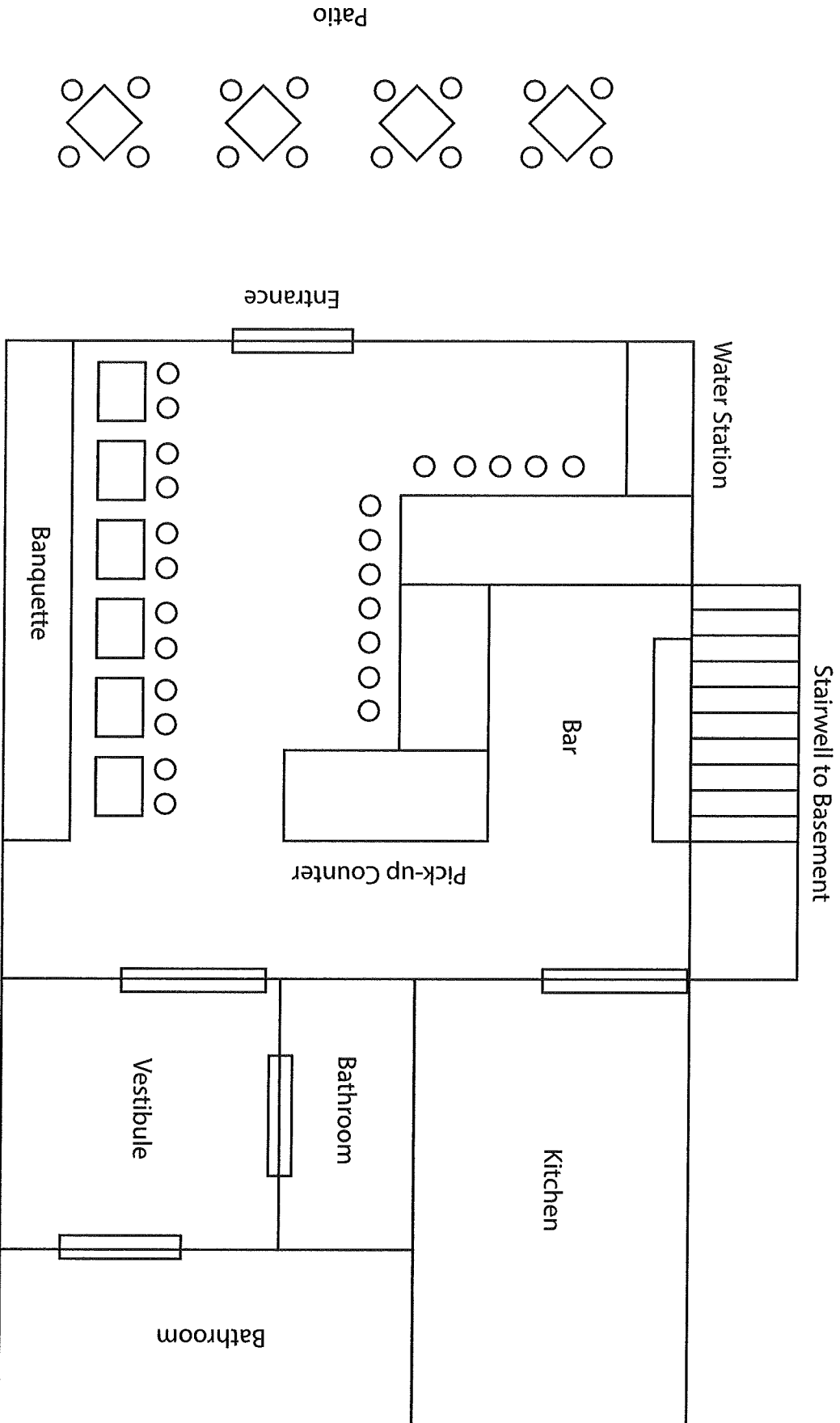


Hot Lunch  
708 1/4 E Johnson St  
Madison WI, 53703



East Johnson Street

# **Hot Lunch**

## *Business Plan*

**Michael Cerv, Roger Barts, Troy Knight,  
(HotLunch LLC), Owner  
Created on August 18, 2022**

# **Executive Summary**

## **Product**

Hot Lunch offers high-quality sandwiches, sides and craft beverages for the Madison community with focus on the Tenney/Lapham and Johnson Street neighborhoods. All items are made from mindfully sourced and house-made ingredients aimed to cure every craving. The concept of Hot Lunch is a nod to the heartfelt care of the meals from our childhood in a space providing nostalgia and whimsy.

## **Customers**

The target audience for Hot Lunch is the diverse patchwork of the near east neighborhoods. Students, young professionals, young families, long time Madisonians, and passersby. We hope to engage every guest with our unique aesthetic, atmosphere, food, drinks, fun and outgoing service.

## **Future of the Company**

Although the food and beverage business is highly competitive, we believe that there is a place for high-quality, authentic, affordable, creatively conceived food and beverages in a space offering light-hearted, fun kitsch based on the golden afterglow of our childhood - The '90's. Our goal is create and market a niche concept to a wide spread audience that will become a fast following and will stand the test of time.

# **Company Description**

## **Mission Statement**

To create and serve high-quality food, sides and beverages in a fun-loving whimsical space, catering to our near East neighborhoods.

## **Principal Members**

Michael Cerv - Owner, Chef

Roger Barts - Owner, Bar & Service operations

Troy Knight - Owner, Business Manager

## **Legal Structure**

Hot Lunch is a Limited Liability Corporation with three equal share members

# Market Research

## Industry

Hot Lunch will be a part of the food and beverage industry. Currently, casual walk-in neighborhood sandwich shops are a niche market and primarily consist of franchised corporate locations. The largest companies such as Jimmy John's, Milio's, Panera, etc. have large inventories of homogenous products that are offered internationally. The smallest companies offer more of a sit-down, diner-style service offering unremarkable food for breakfast, lunch, and dinner.

This industry is currently bouncing back from the 2020 pandemic. With many young professionals now working from home and going out less creates an advantage for Hot Lunch given it's location, concept, and price point with potential for growth.

## Detailed Description of Customers

The groups that Hot Lunch plan to market to are young professionals, young families, longtime residents and passersby with an income ranging from \$30,000-\$80,000 a year. Our target customers are interested in dining out weekdays and weekend days, craft beverages, social media, and "hipster" culture. They value quality, aesthetic and reputation. They respect community perspective and engagement. Our target customers are willing to spend more and spend more often for an inclusive experience, quality food and beverages, and unique events.

## Company Advantages

Hot Lunch has the following advantages compared to competitors:

- Well sourced, natural and home-made ingredients
- Unique and fun atmosphere
- Easy to understand and easy to order items
- Quick ticket times and call ahead options for easy grab and go
- Youthful and engaging ownership and operation

## Regulations

Hot Lunch must meet all state regulations concerning safe food handling, licensing and service standards

# Service Line

## Product/Service & Pricing Structure

Hot Lunch will serve hand-crafted sandwiches, sides and beverages to cure every craving. Our main menu will consist of:

### Sandwiches

**BLT \$13**

*braised pork belly, romaine, roasted garlic & tomato, herb aioli\*, Stalzy's sourdough*

**Hot Beef \$13**

*braised top sirloin, muenster, roasted bell peppers, giardiniera, Stalzy's baguette*

**Meatball \$12**

*beef meatballs, mozzarella, house tomato sauce, Stalzy's baguette*

**Turkey Melt \$12**

*coffee rubbed roasted turkey, brick cheese, cranberry aioli\*, gravy, Stalzy's rye*

**Pulled Chicken \$12**

*braised chicken thighs, chili-lime slaw, miso aioli\* Stalzy's baguette*

**Tuna Salad \$12**

*house tuna salad , aged cheddar, pickled mustard seed, Stalzy's sourdough*

**Greek \$10**

*Marinated olives, cucumber, feta, hummus, honey, Stalzy's baguette*

**Mushroom Melt \$12**

*roasted mushrooms, caramelized onion, whipped chevre, swiss cheese, Stalzy's rye*

### Sides

**Potato Chips \$2**

**Roasted Tomato Soup \$3**

**Beef Chili \$4**

**Mixed Greens Salad \$3/6**

**Coleslaw\* \$3**

**Potato Salad\* \$3**

### Sweets

**Dirt Cup \$3**

**Cookie \$2**

### NA Drinks

**House Orange Soda \$5**

**House Grape Soda \$5**

**Root Beer \$4**

**Mexican Coca-Cola \$3**

**Mexican Sprite \$3**

**Iced Tea \$2**  
**Fresh Lemonade \$2**  
**Klarbrunn \$2**

**Other Beverages**

**Lager \$5**  
**Wine Spritzer \$6**  
**Seasonal Tap Cocktail \$8**

## **Product Lifecycle**

All Hot Lunch staple sandwiches and beverages are available every service, year round. Seasonal and rotating offerings will be available while supplies last.

## **Intellectual Property Rights**

Hot Lunch is intellectual property of Michael Cerv (owner) and Roger Barts (owner)

## **Research and Development**

Hot Lunch is planning to conduct the following research and development:

- In service table touches
- Online reviews
- Online polling

# Marketing & Sales

## Growth Strategy

To grow the company, Hot Lunch will do the following:

- Market consistently on relevant social media platforms
- Develop preferred customer promotion
- Create pop up opportunities with local bars, festivals, etc.
- Create unique off-hour events

## Communicate with the Customer

Hot Lunch will communicate with its customers by:

- Maintaining social media platforms to reflect current menus, upcoming promotions, upcoming events, etc.
- Using targeted Google and social media ads
- Providing contact information at every online hub
- Offering take-aways with to-gos, counter tops, and events with contact information and menu

## How to Order

Currently, the way to order Hot Lunch is to order in person, email or call ahead.



## Sandwiches

### **BLT**

*braised pork belly, romaine, roasted garlic & tomato, herb aioli\*, Stalzy's sourdough*

### **Hot Beef**

*braised top sirloin, muenster, roasted bell peppers, giardiniera, Stalzy's baguette*

### **Meatball**

*beef meatballs, mozzarella, house tomato sauce, Stalzy's baguette*

### **Turkey Melt**

*coffee rubbed roasted turkey, brick cheese, cranberry aioli\*, gravy, Stalzy's rye*

### **Pulled Chicken**

*braised chicken thighs, chili-lime slaw, miso aioli\* Stalzy's baguette*

### **Tuna Salad**

*house tuna salad\*, aged cheddar, pickled mustard seed, Stalzy's sourdough*

### **Greek**

*Marinated olives, cucumber, feta, hummus, honey, Stalzy's baguette*

### **Mushroom Melt**

*roasted mushrooms, caramelized onion, whipped chevre, swiss cheese, Stalzy's rye*

## Sides

### **Potato Chips**

### **Roasted Tomato Soup**

### **Beef Chili**

### **Mixed Greens Salad**

### **Coleslaw\***

### **Potato Salad\***

## Sweets

### **Dirt Cup**

### **Cookie**

## NA Drinks

### **House Orange Soda**

### **House Grape Soda**

### **Root Beer**

### **Mexican Coca-Cola**

### **Mexican Sprite**

### **Iced Tea**

### **Fresh Lemonade**

### **Klarbrunn**

## Other Beverages

### **Lager**

### **Wine Spritzer**

### **Seasonal Tap Cocktail**

\* “These items may contain raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness”