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Baked Wings is a fast casual restaurant/bar concept that features chicken wings that are “baked” rather than deep fried, providing a healthier version of a bone-in chicken wing. In addition to traditional wings, we feature boneless wings, Vegan Chick’n, tempura battered tenders, sandwiches, salads, desserts, and drinks. There will be a full bar with 5 screens to watch sporting events, and the dining room will consist of approximately 60 seats.

We believe that carryout vs dine in sales will be a 60/40 split, with 60% estimated to be consumed off-premise. To maximize our potential off-premise sales, we have concentrated on technology and creative cooking methods to speed things along.

On the technology side, we have the following options in place.

- Online order drive thru pick-up window.
  - Our POS system (Toast) integrates and partners with 3<sup>rd</sup> party delivery services which allow customers within 5 miles of the property to order online and have orders delivered directly to their residence.
  - Two self-service kiosks that will be available to place orders upon entering the restaurant. In addition to being more convenient for the customer, it has become evident that customers will spend more through these kiosks since they have time to “shop”.
- McDonald’s has reported a 5-6% increase in check average and Chili’s showed a 20% increase in dessert sales when they introduced kiosks. 65% of diners said they were more likely to revisit a restaurant if they have self-service kiosks.
- Order on your phone using QR Codes. This is a service that allows the guest to find a table right away in the dining room and scan a QR code at the table which allows them to place and pay for an order right from the table, avoiding any lines that may be present.

And as for creative methods for food preparation, we are looking to increase quality while cutting preparation times in half. Sous Vide cooking is a method that has been around for over 50 years, but is just now gaining momentum in American commercial kitchens. In the quick service arena, we would like to be pioneers by using sous vide on most of our menu items.

With sous vide, uncooked foods are vacuum sealed and submerged in a hot water bath where they cook and hold temp at the perfect/exact finishing temperature while sealing all the juices in until service. This is the basic method we will use to finish chicken wings, tenders, and breasts, allowing them to finish much faster than traditional methods. We believe that time savings along with the incredible tenderness and flavor in the finished product will be a game changer in this field.

An additional revenue stream will be 6 gaming machines that will provide profits consistent with the current local gaming parameters.

This concept was created in the midst of the first Covid shutdown and we have deliberately focused on key segments that will help Baked Wings to be pandemic-proof should any future shutdowns occur.

#### Mission Statement:

To establish a respectful and energetic workplace, inspiring our exceptional team to provide memorable food, drinks, and service to our valued guests.

#### **Restaurant Service Model**

Baked Wings is a hybrid service concept that aims at providing today's busy and stressed customer ultimate control of their experience. If you feel like getting full service at the bar while you lounge and watch the game, you can grab a seat at the bar. In a hurry? Order online ahead of time and we will bring your food to your car curbside. Or

have a seat at any table and order right from your phone. Don't want to wait in line? Use one of our two self service kiosks and relax with a beverage while you wait for your food. And of course you can always rest in the comfort of your own home and have wings delivered to your doorstep in no time.

## **Sample Menu**

See attached menu

## **Design and Layout**

See provided

## **Management Team**

Scott Frank, Owner

- 15 years restaurant experience
- Current owner of The Pomodoro for the past three years

Bryan Suh, General Manager

- Over 30 years in the industry
- Family business was Mary's Market Café and Bakery
- Director of Operations and owner until 2013
- Culinary Institute of America Hyde Park, NY grad
- Northwestern University grad, majoring in Economics
- 8 years as a Territory manager for US Foods, a vendor for local restaurants

## **Target Market**

Target demographic will be males ages 18-45, but we will be offering some healthier options to provide some inclusion for household members looking to eat lighter. Saturdays and Sundays during football season will be very busy times, as chicken wings and sporting events go hand in hand historically. There are a tremendous amount

of rooftops within 5 miles of the location, and we feel that aggressive marketing will allow for a very strong carryout and delivery business.

## **Marketing**

With strong marketing connections within the Frank family (Scott's wife Brit, and father-in-law Jeff), we will have a leg up on the marketing side. Our focus will be heavy promotion early on through Facebook, Instagram, and other online platforms to drive initial traffic upon opening. Brit and Jeff have capabilities to create professional content at short notice and we will consistently be reaching out to our customers with bounce back opportunities. Our POS system also has a robust loyalty program that is easy for guests to understand and redeem.

## **Community / Charity Involvement**

We are passionate about being an integral part of the community, especially when it comes to those less fortunate. We have strong relationships with organizations such as Gigi's Playhouse and the Rockford Rescue Mission. Continuously contributing to local causes such as these will remain a constant pillar in our business model. We look forward to establishing new partnerships with high schools and Home Ec departments to provide strong career options for community youth looking to excel. The restaurant industry is the second largest in the country behind the government, and we look forward to providing paths to successful long term careers for those interested. We consider our staff family, and treat them as such.

## **5 Years From Now**

By year five we look forward to operating several locations with franchise opportunities available regionally. We pledge to constantly reevaluate our goals and make business decisions that reflect the needs and demands of our current target market.

## Baked Wings Madison Security Plan

We take great pride in having a safe environment for our customers and our staff. Although we focus heavily on food sales, we also will have a full liquor license. We understand the extra responsibility that we will shoulder by doing so. Here are our plans below:

- Cameras in the entire FOH
- Security bouncer(s) at the entrance from 9pm-close
- Entire full service staff BASSETT certified
- Strict and frequent training on carding anyone ordering alcohol
- 21+ and over in the bar area after 9pm
- Secret Shopper tests every week to ensure carding
- Management and security to ensure no alcohol leaves the building
- Fake ID training

GET BAKED AT [BAKED-WINGS.COM](http://BAKED-WINGS.COM)



## PICK YOUR WING

**5 WINGS \$6.99**

(PICK ONE RUB DUST AND ONE DUNK SAUCE)

**10 WINGS \$12.99**

(PICK ONE RUB DUST AND TWO DUNK SAUCES)

**20 WINGS \$24.99**

(PICK UP TO TWO RUB DUSTS AND FOUR DUNK SAUCES)

**50 WINGS \$55.99**

(PICK UP TO FIVE RUB DUSTS AND TEN DUNK SAUCES)

## PICK YOUR WING STYLE

(ONE STYLE PER ORDER PLEASE)

**TRADITIONAL BONE-IN WINGS**

(BAKED)

**BONELESS WINGS**

**VEGAN CHICK'N**

(ADDITIONAL CHARGE)

**5 WINGS \$8.99**

**10 WINGS \$13.99**

**20 WINGS \$26.99**

**50 WINGS \$64.99**

## PICK YOUR RUB DUST

LISTED FROM MILD TO HOT

**NO RUB DUST**

**SALT AND VINEGAR**

**CHILI LIME**

**HONEY BBQ**

**GARLIC PARMESAN**

**JERK**

**LEMON PEPPER**

**BUFFALO**

**CAJUN**

**NASHVILLE HOT**

**BUFFALO HOT**

**SEVEN PEPPER HOT**

**GHOST PEPPER**

## PICK YOUR DUNKING SAUCE

LISTED FROM MILD TO HOT

**RANCH**

**BLUE CHEESE**

**PARMESAN GARLIC**

**WAKE AND BAKE BBQ**

**HONEY DIJON**

**SECRET SAUCE**

**JAMAICAN JERK**

**GOCHUJANG**

**THAI PEANUT**

**BUD'S MILD BUFFALO**

**NASHVILLE HOT**

**SPICY BUFFALO**

**MANGO HABANERO**

## REGULAR SIDES \$3.49

FRIES (ADD ANY RUB DUST FOR \$.75)

TATOR TOTS

COLE SLAW

BLACK BEAN CORN SALAD

## PRIMO SIDES

420 FRIES (CHEDDAR, BACON, SCALLIONS) \$5.49

LOADED PEPPER JACK MAC \$5.49

SWEET POTATO FRIES \$4.49

ONION RINGS \$4.49

GREEN BEANS AND BACON \$4.49

**\$.50 OFF ANY REGULAR OR PRIMO SIDE WITH PURCHASE OF WINGS**