Bombay Blues Food Menu

Appetizers

Chicken

Claypot Tandoor-iffic
(chickenmarinated in yogurt and spices and roasted in a tandoor, a cylindrical clay oven.)

Sheek Saari duo
(juicy, spiced ground meat of chicken and lamb kebabs in warm naan bread with fresh toppings and a cooling sauce.)

Cream Dream
(Tender, creamy, and aromatic chicken marinated in yogurt, cream, and mild spices, grilled to perfection with a hint of smokiness.)

Skewered Spice Chicken tiké
(Experience our artfully prepared kebabs featuring juicy, bite-sized pieces of boneless chicken marinated OVERNIGHT in a rich, tangy blend of yogurt, ginger, garlic, and traditional spices like cumin and coriander. Cooked over charcoal until slightly charred, each bite is tender, moist, and bursting with flavor. Served with fresh lemon and onion.)

Butter Chicken Wings
(An Indian-American fusion. We start with extra crispy chicken wings, then toss them in our lusciously creamy and perfectly balanced makhani sauce, made with butter, cream, and fragrant spices.)

Chilly Willy
(Our take on the classic Indo-Chinese street food. Marinated chicken pieces are fried to a perfect golden crisp, then wok-tossed in a rich, bold sauce of ginger, garlic, chilies, soy sauce, and a hint of vinegar. Served with your choice of gravy or dry.)

Lamb

Fire-Grilled Lamb Chops
Inspired by the legendary cuisine of Bombay,these opulent lamb chops are marinated in a luscious blend of yogurt, cream, and a fragrant medley of authentic spices. They are grilled to a succulent finish, promising an unforgettable taste of Mughal-era indulgence.

Bhuna Lamb

(Our take on a traditional slow-cooked classic beloved British-Indian favorite known for its rich, bold flavors. We use bone-in lamb for maximum flavor, braised until

melt-in-your-mouth tender in a dark, luscious gravy of golden onions, fresh ginger, and tomatoes. The signature "bhuna" technique intensifies the spices, creating a deeply aromatic and satisfying dish)

Bombay Blues Special 65

(Crispy, spicy, and irresistible. Tender mutton pieces are marinated with traditional spices and deep-fried to create this classic, fiery starter.)

Fish

Silk Route Salmon
(Crispy, golden-fried Salmon fillets seasoned with carom seeds (ajwain), ginger, garlic, and traditional spices. A popular street food from Amritsar,served with fresh mint chutney and a squeeze of lemon)

Signature Achari Fish
(Experience the bold flavors of the pickle jar, transformed. Tender fish is infused with a zesty and vibrant achari spice mix, featuring mustard, fenugreek, and fennel seeds. The perfect appetizer for those who love a smoky, tangy, and spicy kick.)

The Bombay Blues Sizzler
(A satisfying platter of almost all the appetizers of chicken,lamb and fish bites served with naan bread and salads, perfect for sharing)

Vegetarian

Appetizers

Beetroot Galouti Kebabs
(Crafted in the tradition of the toothless Nawabs of Lucknow, these legendary "melt-in-the-mouth" vegetarian kebabs are a culinary masterpiece. Our chefs meticulously blend finely grated beetroot with rich spices, cashews, and rose petals for an exceptionally soft and aromatic experience.)

Paneer Tiranga Tikka

(tri-colored appetizer featuring cubes of soft Indian cottage cheese (paneer) and vegetables marinated in three distinct, flavorful yogurt-and-spice mixes. The dish is named tiranga (meaning "tricolor" in Hindi) because it is prepared to resemble the colors of the Indian national flag—saffron, white, and green.)

Chilly Willy Paneer
Our take on the classic Indo-Chinese street food. Marinated cottage cheese pieces are fried to a perfect golden crisp, then wok-tossed in a rich, bold sauce of ginger, garlic, chilies, soy sauce, and a hint of vinegar. Served with your choice of gravy or dry.)

The Great Mushroom Roast

(Button mushrooms and vegetables, marinated overnight in a luscious blend of hung curd, cashew paste, and aromatic spices. Cooked in a clay oven until tender, developing a creamy texture and balanced smoky flavor. A favorite party starter, best enjoyed with a squeeze of lemon and a sprinkle of chaat masala.)

Paneer Franky

(Taste the streets of Mumbai with our signature Paneer Frankie. A hearty, hand-held wrap with a spiced paneer and vegetable filling, wrapped in a fresh, warm flatbread. Topped with zesty chutneys and fresh onions for an authentic street-style experience.)

Main course

Vegetarian

Dal Makhani
(The ultimate Indian comfort food. This rich and creamy curry is made with whole black lentils and kidney beans cooked slowly until tender. It's perfectly spiced and finished with a swirl of cream and butter for a hearty, satisfying meal.)

The Tawa Medley

Experience the bold flavors of the Indian streets with our signature Mix Veg Tawa Masala. A colorful medley of vegetables is expertly seared on a heavy iron griddle, developing a delightful charred and smoky depth. The vegetables are then coated in our chef's special, house-ground masala, creating a dish that is robust, aromatic, and perfectly balanced with savory, spicy, and tangy notes.

Kadai paneer

Kadai paneer is a popular North Indian dish featuring cubes of paneer (Indian cottage cheese), bell peppers, and onions in a rich, flavorful tomato-onion gravy. The dish gets its name from the kadai, the thick, deep, wok-like pan in which it is traditionally prepared.

Butterlicious paneer

The rich and creamy Indian curry made with soft cubes of paneer (Indian cottage cheese) simmered in a silky, vibrant tomato-and-cashew gravy. Also known as butter paneer, it is a staple of North Indian cuisine and a popular restaurant and home-cooked dish.

Spinach Cheese Delight

(fusion Indian dish combining the creamy, buttery, and mildly sweet tomato gravy of paneer butter masala with the earthy, spiced leafy greens found in traditional saag paneer. It is a rich, flavorful, and indulgent vegetarian curry not found in

traditional Indian cuisine.)

Non Vegetarian

Butter chicken
A classic Indian dish featuring marinated and grilled chicken (often tandoori) simmered in a rich, creamy, mildly spiced, and buttery tomato-based gravy with a sweet and tangy flavor profile.

Kadai chicken
Also known as chicken karahi, is a popular North Indian and Pakistani dish featuring tender chicken cooked in a thick, spicy, and tangy tomato and onion-based gravy. The dish gets its name from the traditional heavy, circular iron wok, or kadai, in which it is prepared.

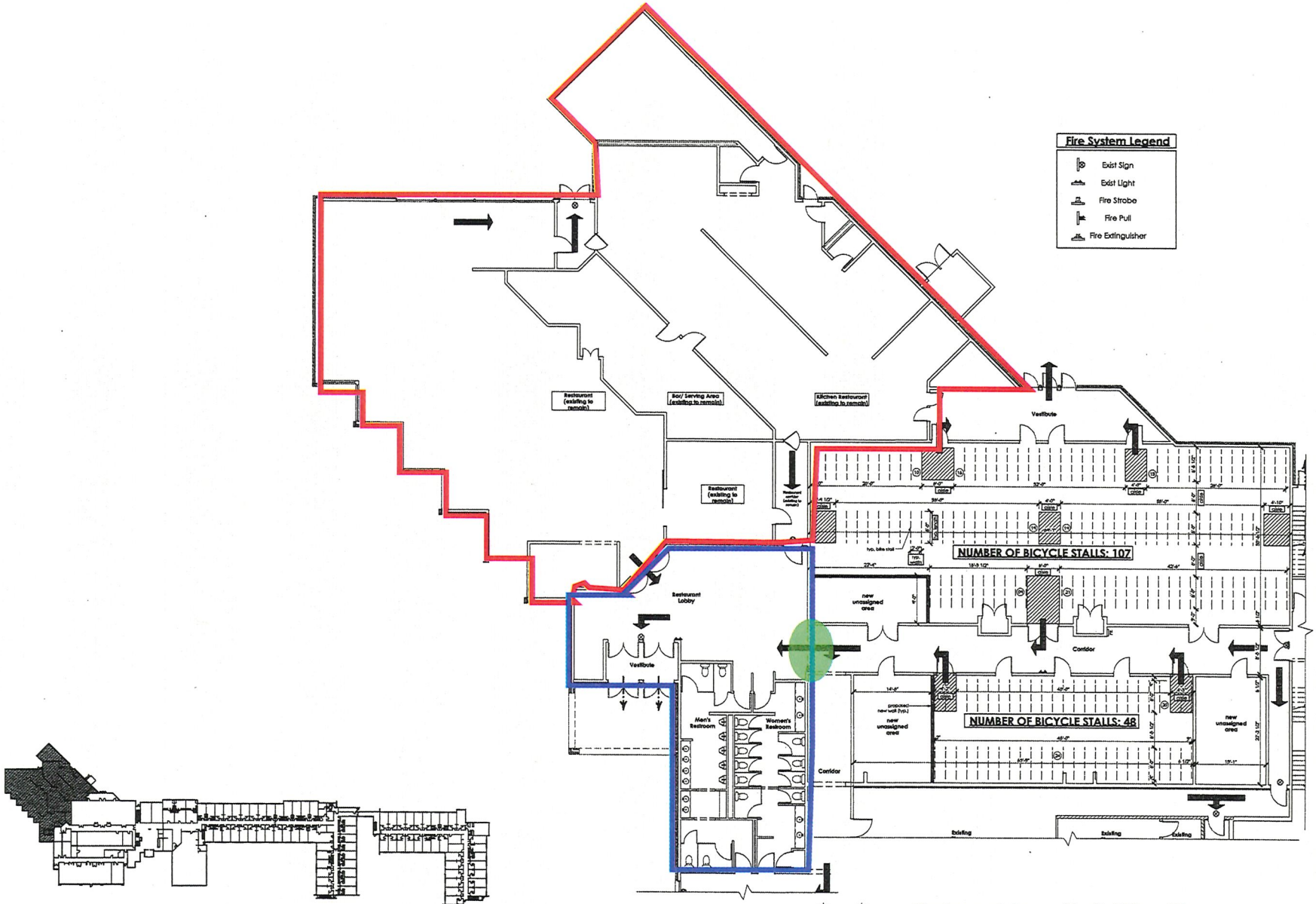
Spinach chicken
Consisting of tender chicken pieces simmered in a thick, creamy, spiced sauce made from a mixture of leafy greens, most commonly spinach, but sometimes including other greens like kale or collard greens. It's known for its earthy, spicy flavor profile, with the velvety green sauce creating a comforting and hearty curry.

Chicken tikka masala
This popular dish consisting of marinated, grilled chicken pieces (tikka) simmered in a creamy, spiced tomato-based sauce (masala) It features an aromatic flavor profile from ingredients like ginger, garlic, cumin, coriander, garam masala, and often features a rich, orange-colored sauce made with tomatoes and cream.)

Rice and biryani

- Steamed basmati rice
- Saffron ghee rice
- Jeera rice
- Chicken biryani
- Lamb biryani
- Egg biryani
- Veg pulao

Breads and naan
- Plain naan
- Butter naan
- Cheese naan
- Onion naan
- Prantha
- Tawa RottiAppetizers



2 Key Plan - Restaurant Area
SCALE: NTS

1 Restaurant Area - Partial Floor Plan
SCALE: 1/8" = 1'-0" (24"x36" - Full size)
1/16" = 1'-0" (12"x18" - Half size)

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CONSTRUCTION DOCUMENTS

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Existing Building Alteration Level-2 Conversion of Hotel to Multi-family for
VIVO Living Madison, LLC
517 Grand Canyon Drive, Madison, WI, 53719

revision index		
#	date	reference

project: 25001
date: 1/25/22
drawn by: je

A1.4

Business Plan: Bombay Blues
Date: October 26, 2023
Business Name: Bombay Blues
Address: 6617 Odana Road, Madison, WI 53719
Operating Hours: 10:00 AM - 12:00 Midnight, 7 Days a Week
Core Concept: A modern, family-friendly Indian restaurant offering authentic regional cuisine, a warm atmosphere, and a unique policy of serving alcohol only with food to emphasize the culinary experience.

1.0 Executive Summary

Bombay Blues is a new Indian restaurant poised to launch at 6617 Odana Road in Madison, Wisconsin. Our concept is to provide a genuine and elevated Indian dining experience that caters to both the lunch and dinner crowds, as well as late-night seekers of quality food. Unlike typical bars, we will serve beer, wine, and curated cocktails exclusively with food orders, reinforcing our focus on cuisine and a comfortable, family-oriented environment.

We will operate from 10:00 AM to midnight daily, capturing the lunch, dinner, and late-night markets. Our menu will feature classics from North and South India, including Tandoori specialties, Biryanis, and a dedicated vegetarian/vegan section. Occasional live music nights will enhance our community presence and draw in new customers. The Odana Road corridor is a high-traffic retail area with strong demographics that align with our target market. Bombay Blues aims to become a staple in Madison's diverse culinary scene by offering exceptional food, consistent service, and a memorable atmosphere.

2.0 Company Description

- **Business Name:** Bombay Blues
- **Legal Structure:** Small Business Corporation (S-Corp)
- **Location:** 6617 Odana Road, Madison, WI 53719
- **Mission Statement:** To bring the authentic and diverse flavors of India to Madison by using traditional cooking methods and high-quality ingredients, served in a welcoming and vibrant setting.
- **Vision Statement:** To be recognized as Madison's premier destination for Indian cuisine and a beloved community gathering place.

3.0 Concept, Products, and Services

Core Concept: Modern Indian cuisine with a focus on authenticity and accessibility.
Menu Offerings:

- **Lunch (10:30 AM - 3:00 PM):** Quick-service lunch buffet (weekdays) and an extensive à la carte menu featuring wraps, thalis (platters), and classic entrees.
- **Dinner (5:00 PM - 11:30 PM):** Full-service à la carte dining with an expansive menu of appetizers, Tandoori grills, curries, biryanis, and breads.
- **Late-Night (10:00 PM - Midnight):** A condensed menu featuring popular, quickly-served items like kebabs, samosas, and biryani for the post-theater, post-game, and evening crowd.

- **Weekend Brunch (10:00 AM - 2:00 PM):** A special menu featuring Indian-inspired brunch items (e.g., Masala Omelets, Keema Pav, Uttapam).

Beverage Service:

- **Alcohol Policy:** Alcohol (draft/craft beer, wine, signature cocktails like Mango Lassi Mojitos) will be served **only with a food order**. This policy ensures a dining-focused atmosphere and aligns with our family-friendly brand.
- **Non-Alcoholic:** Traditional drinks like Mango Lassi, Sweet/Salted Lassi, Masala Chai, and a selection of premium teas and soft drinks.

Special Features:

- **Music Nights:** Monthly events featuring live traditional Indian music (Sitar, Tabla) or acoustic sets to create a unique ambiance without becoming a loud bar scene.
- **Catering:** Build a dedicated catering menu for local businesses, universities, and private events.
- **Online Ordering & Delivery:** Partner with major third-party apps (Uber Eats, DoorDash) and develop an in-house system for pick-up orders to maximize reach.

4.0 Market Analysis

Target Market:

- **Primary:** Residents of Madison's west side and surrounding suburbs (Middleton, Verona). Families, professionals (30-65), and empty-nesters with mid-to-high disposable income who appreciate quality dining.
- **Secondary:** University of Wisconsin students, faculty, and staff seeking a change from typical fast food; tourists and visitors to the area; and the local Indian community seeking authentic cuisine.

Competition:

- **Direct:** Other Indian restaurants in Madison. We will differentiate through our extended hours, modern atmosphere, unique alcohol policy, and focus on consistent, high-quality food.
- **Indirect:** All other dining options on the busy Odana Road corridor (e.g., chain restaurants, other ethnic cuisines). Our unique value proposition will help us compete for a share of the dining budget.

Demographics: The west side of Madison is affluent, well-educated, and has a high concentration of families. The area has a growing interest in diverse, authentic, and high-quality culinary experiences.

5.0 Marketing and Sales Strategy

Phase 1: Pre-Launch (2-3 Months Before Opening)

- **Website & Social Media:** Launch Instagram, Facebook, and Google Business Profile. Build hype with "coming soon" posts, behind-the-scenes content, and menu teasers.

- **Local PR:** Send press releases to local news outlets (Isthmus, Cap Times, Wisconsin State Journal) and food bloggers.
- **Email List:** Build an early-bird email list offering a discount on the first meal.

Phase 2: Grand Opening (First Month)
- **Soft Opening:** Invite local influencers, food critics, and neighbors for a soft opening to gather reviews and generate buzz.
- **Launch Promotion:** Offer a "15% off entire bill" promotion for the first week.
- **Direct Mail:** Send postcards with offers to households in a 3-mile radius.

Phase 3: Ongoing Operations
- **Loyalty Program:** Implement a digital punch card or points system for repeat customers.
- **Community Engagement:** Participate in local festivals and sponsor community events.
- **Email Marketing:** Send monthly newsletters featuring new dishes, music night schedules, and special offers.
- **Online Reputation:** actively manage and respond to all Google and Yelp reviews.

6.0 Management Team
- **Proprietor/General Manager:** [Your Name], with experience in [mention your relevant experience, e.g., restaurant management, business administration, or a passion for Indian cuisine and hospitality].
- **Head Chef:** To be hired—a highly experienced chef specializing in North and South Indian cuisines with a proven track record.
- **Key Hires:** An experienced restaurant manager, a dedicated marketing/social media coordinator, and seasoned front-of-house and kitchen staff.

7.0 Operations Plan
- **Hours of Operation:** 10:00 AM - 12:00 AM, 7 days a week.
- **Facility:** 2,500 sq. ft. space with an estimated seating capacity of 80-100. Layout will include dining area, open kitchen view of Tandoor oven, takeout counter, and restrooms.
- **Suppliers:** Establish relationships with local produce suppliers (e.g., Dane County Farmers' Market vendors) and national specialty distributors for authentic Indian spices and ingredients.
- **Technology:** Point-of-Sale (POS) system with integrated online ordering, inventory management, and reservation capabilities.
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8.0 Financial Plan
Key Revenue Assumptions:
- Average Lunch Ticket: $18
- Average Dinner Ticket: $32
- Estimated Seat Turnover: 1.5x daily

- Gradually increasing capacity utilization from 30% in Month 1 to 65% by Month 12.

Startup Costs (Estimated):

- Kitchen Equipment & Fit-Out: $150,000
- Leasehold Improvements (Decor, Furniture): $100,000
- Initial Inventory: $20,000
- Licenses & Permits (Liquor, Food, Health): $5,000
- Marketing (Pre-opening): $10,000
- **Total Estimated Startup Costs: ~$285,000**
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Projected Monthly Operating Expenses (Estimated):

- Rent: $6,000
- Payroll (Staff of 15-20): $25,000
- Food & Beverage Cost: (30-35% of sales)
- Utilities: $2,500
- Marketing: $1,500
- Loan Repayment: $3,000
- Other (Insurance, etc.): $2,000
- **Total Estimated Monthly Fixed Costs: ~$40,000 (before COGS)**