

Mission Statement, Concept & Financial Outlook

B's Hospitality LLC

D.B.A. B's Social

B= Business, Barolo, Burgundy, Bordeaux, Black Earth, Bucky Badger

Mission Statement:

We will commit to the day, every day, our complete focus and full energy.

We will listen, honor, and respect each other.

We will learn to serve each other so we may better serve our guests.

We will educate ourselves, the staff and the public.

We will not always be right, and this is ok.

We will listen and empathize with the guest when there are issues to be dealt with.

We will reward the guest as they reward us.

We will be ethical with each other and the guest.

"We," is more powerful than "I."

"You can train anyone to wait tables, but you can't train anyone to care."

-Joe Bastianich, Restaurateur & Sommelier

Business Concept & Financial Outlook

B's Social is a concept driven by Chef and Hospitality Professional, Nathan D. Mergen.

Nathan has recently been working at the Hilton Hotel Madison Monona Terrace, and was a Director at the Edgewater Hotel when he first returned to Madison in 2015.

Nathan's management career started at the first iteration of The Edgewater Hotel as a Banquet Manager for Scott Faulkner from 2000 to 2004. Nathan realized he had greater ambition than what was happening in Madison at the time and decided to attend Culinary School at The French Culinary Institute, located in lower Manhattan, now titled The International Culinary Center.

After graduation, Nathan opened two restaurants with Saks 5th Ave, and then moved to Joe Bastianich's flagship Becco, in the Theater District of Manhattan. Joe Bastianich owns Becco with his mother Lidia Bastianich.

Years later Nathan was asked to open the nation's first EATALY as General Manager, a 40,000 square foot Italian Market located at 23rd street & 5th Ave. in New York City, serving more than 13,000 people a day on site. There are now 6 Eataly's in the country. A full work bio is included in this document.

- B's Social is a culmination of Nathan's work experience acquired in New York City and the evolution of the American culinary scene over the past 2 decades.
- B's Social is an American restaurant with influences from Italy, Mexico, Louisiana and our mid-western home.
- Location is 107 State Street, Madison, WI.
- Training of staff is of the greatest importance. Knowledge of product and service standards will be constantly maintained.
- Décor is wood and stone with a small kitchen and storage in the basement. There will be artwork on the walls. "Patent" artwork will be a strong part of the décor as they represent moments of brilliance...a great "B" word.
- There are both front and rear entrances.
- Price range on the menu is \$8 to \$44
- There is some restaurant diversity in this area of State Street and The Capitol Square. B's Social is looking to fill in a gap, bringing a new look and feel of hospitality to the 100 block of State Street with elevated service standards.
- Opening business hours will start out with dinner service, graduating to brunch and lunch offerings as we are properly staffed for them.
- A concept dinner menu is listed on the next page.
- Average Guest Check per person:
 - Lunch: \$20
 - Dinner: \$35
 - Brunch; \$25
- Projected Sales per Year: \$850,000 to \$950,000

Professional Bio for Nathan D. Mergen

- **The Hilton Hotel, Monona Terrace Convention Center, MSN**
- **Capitol Chophouse & Olive Lounge General Manager, Hotel Beverage Manager**

- **The Edgewater Hotel, MSN**
- **Director of Catering and Convention Services**

- **New Leaf Café NYC**
- **General Manager**

- **Les Halle's NYC**
- **Corporate Director of Service**

- **Strand Hotel NYC**
- **Food & Beverage Manager**

- **EATALY NYC**
- **General Manager**

- **BECCO NYC**
- **Service Director / Assistant Sommelier**

B's Social

Small Plates

Classic Caesar Salad *8

Arugula Salad, Shallot, Dried Cherries, Pecorino, Sherry Vinegar, EVO 11

Poached Shrimp in Anisette Cream with Tomato Fondue 12

Billy's Meatballs (3) 11

Antipasto w/ Coppa, Pickled Celery & Shallot, Dried Cranberry, Toasted Almond, EVO 10

Burrata Taco with Rapini & Salsa Verde 9

Pork Belly Tacos, Chimichurri 10

Fried Cheese Curds 9

Sandwiches

Billy's Meatball(s) with Parm 8/15

Bloom Burger with Caramelized Onion & Fresh Cheese Curds 10

Turkey burger with Hatch Green Chili's 10

Pork Cutlet with Arugula, Pickled Shallot, Mustard 11 (add a fried egg for \$3)

Large Plates

Roasted Half Chicken, Broken Potatoes, Mushroom, Dry Vermouth 17

Double Cut Pork Chop, Pizzaiola 17

Hangar Steak (rare to medium rare only) *19

Skirt Steak Chimichurri*18

Bucatini Cacio e Pepe 12

Spaghetti with Billy's Bawls 15

Sides

Grilled Broccoli with Garlic, Oil, Calabrian Chili 8

Broken Potatoes, Rosemary & Sarvecchio 8

Braised Red Cabbage 8

Potatoes Aligot 7

Cooked Greens, Ham Hock, Garlic 7

Carrots with Honey & Thyme 7

Daily Specials

Wednesday... Double Cut Pork Chop, Andouille & Chicken Jambalaya, Caesar Salad *26

Thursday... Spaghetti & Billy's Meatballs, Caesar Salad 15

Friday Special...Linguini with Clams/Fish of the Day**MP

Saturday...Market Brunch in the morning, then a Ribeye for 2, Pasta mid-course, Caesar Salad *44 per person, during evening hours.

Sunday... Market Brunch, then Vino & Vinyl in the evening. Bring in your favorite records & have a little wine.

Wed - Sat... Late Night Pasta Bar from 9:30 to 11 p.m. all u can eat, 3 pastas of the day.

*Eating undercooked food items can be hazardous to ones health.

107 State Street

