

This is a preliminary draft of the business plan for SAMBA Grill. It reflects the use of 14000 square feet of available space in the historic Women's Building in Madison, Wisconsin.

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OVERVIEW:

Mrs. Jongyeon Lee is seeking \$5,000,000 in loan capital to develop Samba Grill, a 250 seat restaurant project at The Women's Building. The Women's Building is located at 240 West Gilman and is currently in danger of being torn down. Our project is to restore it to its appearance in 1906 and to receive designation as National Trust for the Historical Preservation Landmark.

We have already begun designing the space and will be ready to open the doors within nine months of loan approval.

The restaurant will be owned by Samba, LLC. Samba is controlled by Mrs. Jongyeon Lee, owner of Rileys Wines of the World, The Church Key and Badger Liquor. Not only does Mrs. Lee have the business acumen of years of experience operating in Madison, she also has a great desire to restore The Women's Building to its original intent of being a vibrant social gathering spot for Madison.

An initial survey we conducted determined that the vibrant downtown Madison market, proximity to the Overture and Kohl Centers and the demographics of the high density University of Wisconsin's over 40,000 students and over 20,000 faculty and staff make the Women's Building an excellent restaurant site. Additionally the market seemed to be supporting a variety of high end restaurant operations indicating that the people in the market were dining out regularly.

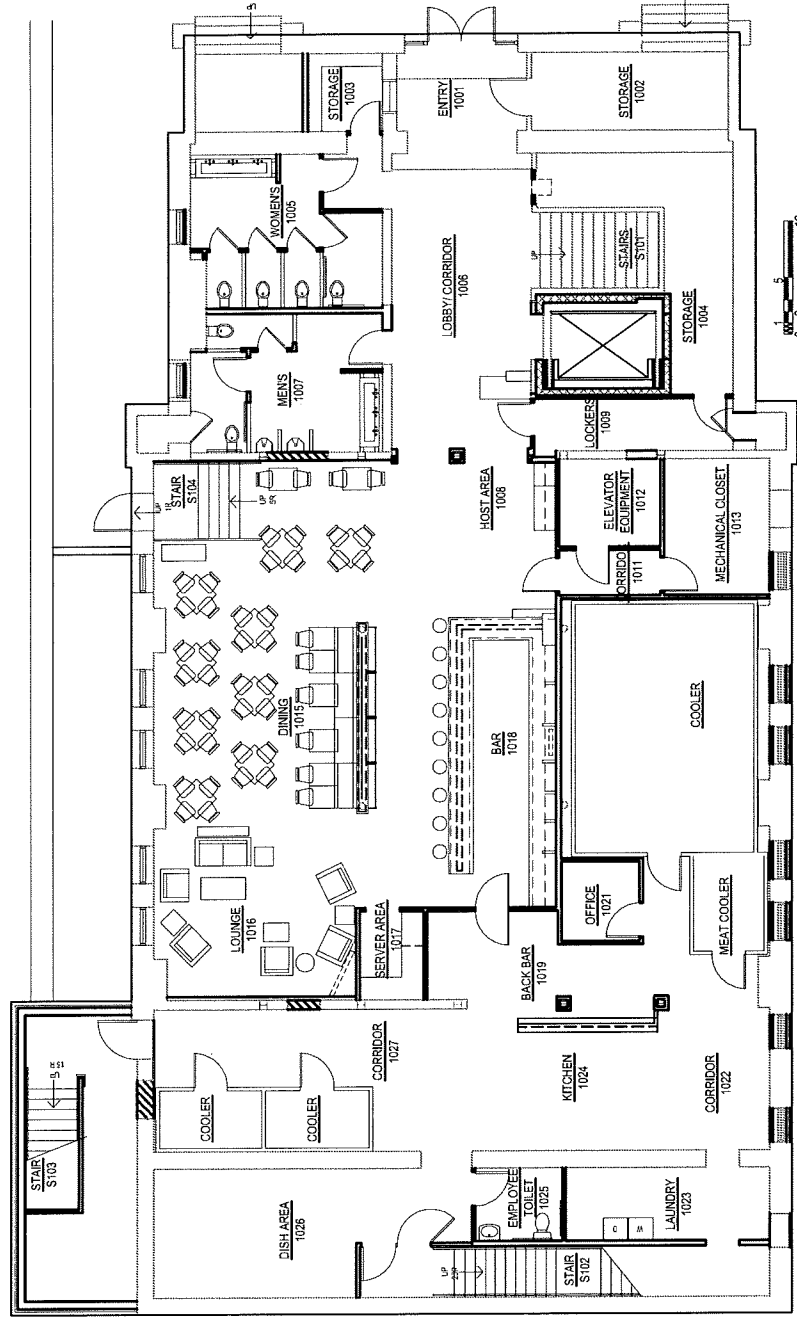
Downtown Madison as the capitol of Wisconsin is the core of the state for shopping, dining and entertainment. The Madison population is in excess of 210,000. The per person average income of \$43,000 shows that the citizens of Madison have the economic wherewithal to patronize an upscale restaurant on a regular basis for their dining and entertainment. The students and faculty of the University of Wisconsin and those from the other universities and colleges in the area will be great demand generators for the hip, urban feel of SAMBA.

In research we conducted, detailed traffic counts were done in the existing restaurant operations, menus were evaluated and local hotel and restaurant personnel were interviewed. This study indicated that traffic counts were strong enough to support an operation as proposed herein. It also indicated that no business in the market is executing an operation of the scope and style of SAMBA. This data was used to formulate our pro-formas.

The financial analyses indicate that with a start-up expenditure of \$5,000,000 SAMBA (operating as two venues, a 150 seat brazilian steakhouse and a 100 seat less formal espresso café) can generate approximately \$3,000,000 in sales in year one.

SAMBA BRAZILIAN STEAKHOUSE

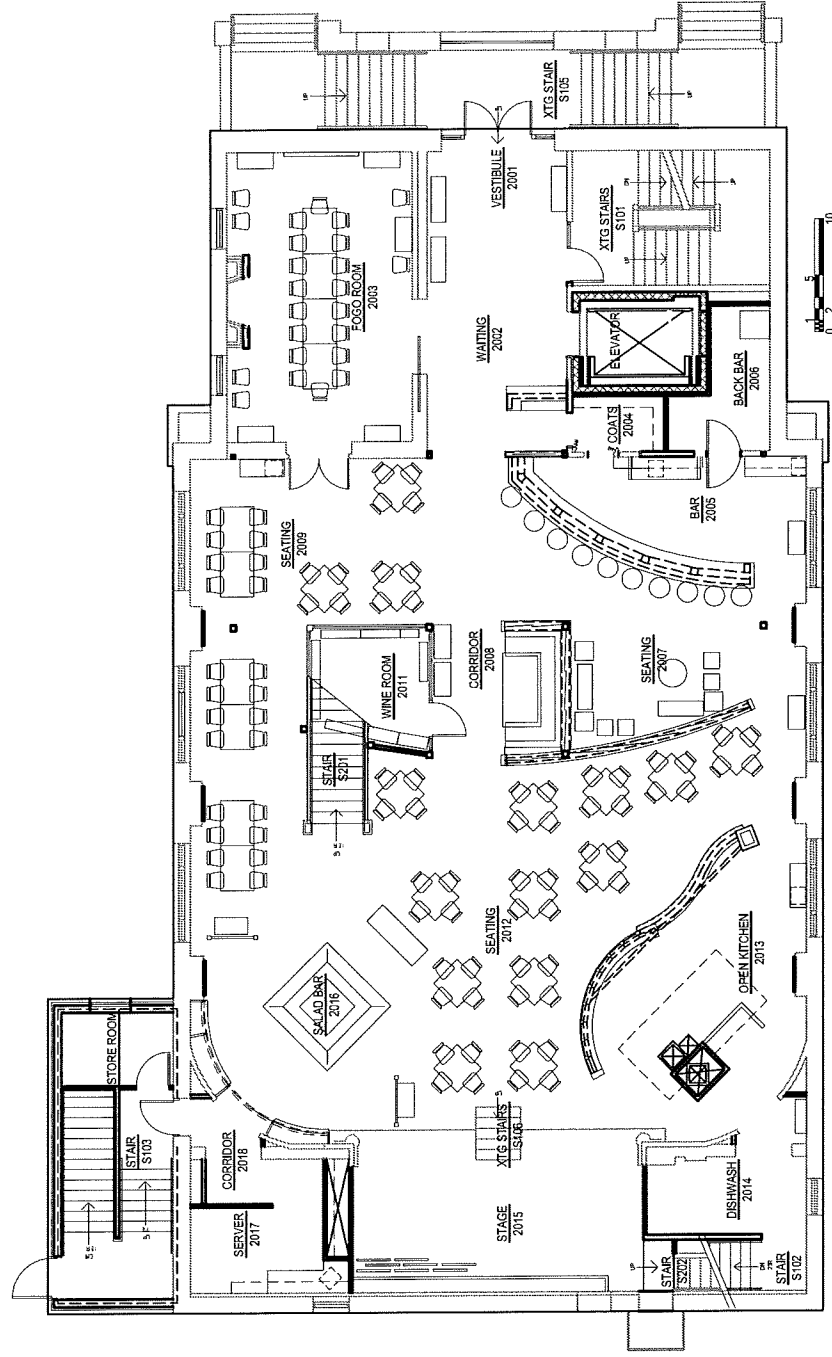
240 WEST GILMAN
MADISON, WI



⊗ FIRST FLOOR PLAN
1/16" = 1'-0"

SQUARE FOOTAGE
FIRST FLOOR = 6,727 SF

240 WEST GILMAN
MADISON, WI



2  SECOND FLOOR PLAN
1/16" = 1'-0"

SQUARE FOOTAGE
SECOND FLOOR= 6,209 SF

240 WEST GILMAN
MADISON, WI



SQUARE FOOTAGE
MEZZANINE= 3,592 SF

Samba Rodizio Menu

Rodizio Option	Price	Description
Full Rodizio	\$44.95	Full rodizio service from our Gauchos with meats carved tableside plus full salad bar
Salad Bar	\$24.95	Full Salad Bar
Sunday Brunch	\$24.95	Gaucha brunch service plus brunch salad bar

TATER TOTS

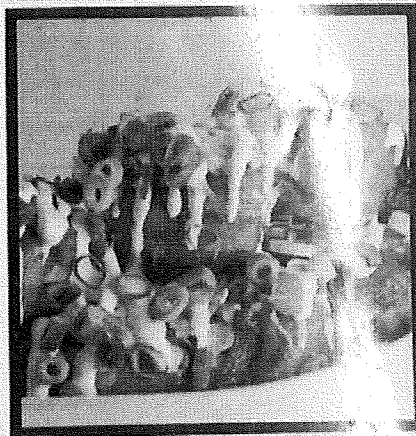
Our famous extra large tater tots are made in-house, fried golden brown and piled with delicious toppings.

Baked Potater Tots
Topped with shredded cheese, cheese sauce, bacon, sour cream and green onions. 9.50

Volcano Tots
Tossed with our Cayenne spice blend and topped with Sriracha, citrus sour cream, green onions, fried jalapenos, and pickled peppers. 7

South of the Border Tots
Topped with black beans, nacho cheese, cilantro, pico de gallo, guacamole and citrus sour cream. 9.50

Roasted Garlic Tots
Topped with cream cheese sauce, roasted garlic spread, caramelized onions, and shaved parmesan. 9.50
Braised short ribs 4



SOUP & SALAD

Choice of Grilled Chicken 4, Beef Sirloin 6, Fried Tilapia 4.

Asian Salad
Spinach, Napa cabbage, mandarin orange, roasted bell pepper, toasted almonds, scallions, carrot, daikon radish, fried wontons with toasted sesame dressing. 9

Poached Pear Salad
Balsamic-Red wine poached pears, toasted pecans, dried cranberries, blue cheese, with mixed greens and Honey-Balsamic dressing. 9.50

Caesar Salad
Romaine lettuce tossed with Caesar dressing and topped with croutons and shaved Parmesan-Reggiano cheese. 8

Strawberry Caprese Salad
Fresh strawberries, heirloom cherry tomatoes, ciligini mozzarella, basil, mixed greens, toasted pinenuts, white balsamic vinaigrette. 10

House Side Salad
Field greens with cucumbers, cherry tomatoes, carrots and croutons tossed with your choice of dressing. 6

*Available Dressings: Honey-Balsamic Vinaigrette
Caesar • Ranch • Blue Cheese • Sun-Dried Tomato Vinaigrette
Toasted Sesame Dressing • French*

Soup du Jour
Cup 4.5 / Bowl 6

Bacon Beer Cheeseburger Soup
Cup 4.5 / Bowl 6

DESSERTS

Cheesecake of the Day
A rotating selection of our Pastry Chef's delectable creations. 8

Chocolate Brownie Bread Pudding
Served warm and drizzled with salted caramel sauce. 6
Add Vanilla Ice Cream 1.50

Ice Cream Sundae
Two scoops Chocolate Shoppe vanilla with oreo crumbs, chocolate syrup, candied pecans, caramel sauce, whip cream, maraschino cherry. 8

STARTERS

Chicken Wings
Breaded, fried chicken wings with celery and blue cheese dressing. Choice of house wing sauce, chipotle BBQ, sweet chili sauce, garlic parmesan, volcano dry rub, ranch or rub. 9.50

Edamame
Organic soy beans served in the pod, finished with salt. 6

Cheese Cubes
Hand-breaded and fried Wisconsin Muenster with horseradish aioli. 7.50

Housemade Breadsticks
Served warm with housemade cheese sauce. 7.50

Nachos
Corn tortilla chips piled high with three cheese blend, black beans, Pico de Gallo, pickled jalapeños, citrus sour cream, guacamole and finished with nacho cheese and cream cheese sauces. 11

Add pulled pork, braised short rib, grilled chicken, bacon 4

Chicken Tenders
5 Beer battered breaded chicken tenders, choice of sauce: ranch, blue cheese, sweet chili, chipotle BBQ, house wing sauce. 8

Popcorn Shrimp
Sweet chili sauce with lemon and lime wedges. 8

Tortilla Chips
House fried white corn tortilla chips served with pico de gallo. 6
Add Guacamole 3

SANDWICHES & WHATNOT

Korean Tacos

Ginger-soy braised short rib, kimchi, fried wontons, soy-honey reduction served on corn tortilla with black beans and rice. 11

Seoul Patrol

Korean Beef Sirloin sandwich with KimChi and chili infused mayo on a French baguette. 10.50

French Dip

Sliced roast beef and fontina cheese on a French baguette with au jus. 11

Pulled Pork Sandwich

Pork shoulder slow-braised in Mud Puppy Porter and whiskey, shredded and served with house made pickles, haystack onions, stout infused brown mustard on a fresh baguette. 10.50

Grilled Portabella Sandwich

Balsamic marinated portabella mushroom, avocado-corn salsa, baby spinach, Fontina cheese and balsamic reduction. 9

Mac & Cheese

Cavatappi pasta tossed in cream cheese sauce, nacho cheese sauce, topped with three cheese blend than baked with bread crumbs. 11.50
Add pulled pork, braised short rib, grilled chicken, bacon 4

Chicken Bacon Wrap

Grilled chicken breast wrapped in a flour tortilla with romaine, bacon, cheddar, pico de gallo, guacamole and ranch. 10

The BELT

Apple-wood smoked bacon, fried egg, green leaf lettuce, roma tomato, guacamole, ancho chili aioli. 11

Mediterranean Chicken Wrap

Grilled Chicken Breast wrapped in a flour tortilla with Greek Olive Blend, Roma tomato, baby Spinach, Feta cheese, cilantro pesto, sun-dried tomato vinaigrette. 10

Furious Fish Fry

Cod fillet dipped in Surly Furious Ale batter, fried golden brown. Served with fries and coleslaw. 12.50

Fish Tacos

Fried tilapia served in corn tortillas with slaw, pico de gallo, cilantro and citrus sour cream. Served with fries, coleslaw and a dinner roll. 10.50

Turkey Club

Sliced turkey, green leaf lettuce, Roma tomato, bacon, Swiss cheese, avocado, roasted garlic aioli served on sourdough bread. 11

BURGERS

*The Loner

A half pound of choice Angus beef with no frills. 8 Add cheese for 1.00

*Pepper Back Burger

Pickled peppers, fried jalapenos, pepper jack cheese and chipotle BBQ. 10.50

*Bacon Cheeseburger

With aged cheddar and applewood-smoked bacon, topped with haystack onions. 11

*Mushroom Burger

Fontina and roasted garlic spread, with freshly sauteed mushrooms and caramelized onions. 10.50

*Sunset Burger

Aged cheddar, guacamole and bourbon-bacon jam topped with a fried egg. 11.50

*The Side Door

Cheddar, sauteed mushrooms, bacon, crispy haystack onions, horseradish aioli and Big Slick Stout-infused mustard. 11.50

*Balsamic Blue Burger

Blue cheese, caramelized onions, spinach and honey balsamic glaze. 11

Our half pound burgers are grilled medium and served with pickles, tomatoes, house made pickles and choice of french fries, waffle fries or apple salad.

(Substitute plain bun for \$4.00 extra.)

*A vegetarian black bean patty may be substituted upon request.
Gluten free bun 2.00 extra*

You don't want to miss our homemade soups!

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Enjoy a BEER with your burger!

FLATBREAD PIZZAS

Mushroom

Sauteed crimini mushrooms, roasted portabella mushrooms, caramelized onions, with roasted garlic cream cheese spread. 9.50

4 P's

Pepperoni, pineapple and pickled peppers. 10

Carne

A hearty combination of pepperoni, smoked sausage, Italian sausage and bacon. 11

The Greek

Artichoke Hearts, black olives, caramelized onion, spinach, feta cheese, cilantro pesto. 10

The Churrasco

Grilled flank steak sliced and served with chimichurri, mushrooms, caramelized onions and roasted red peppers. 11

BBQ Chicken Pizza

Tinga poblano pulled chicken, caramelized onion, roasted red pepper, apple wood smoked bacon and chipotle BBQ sauce. 11

Margherita Flatbread

Heirloom cherry tomatoes, ciligini mozzarella, basil garlic oil balsamic drizzle. 10



The Side Door's Flatbread Pizzas are served on a wood fired pizza crust, and topped with our special blend of mozzarella, muenster, Wisconsin cheddar and smoked gouda cheeses. Gluten-free crusts are available for 2.50

**Whether dining out or preparing food at home, consuming raw or undercooked meats, poultry, shellfish, seafood or eggs may increase your risk of food-borne illness.*