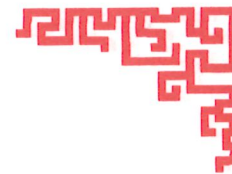


Little Palace



APPETIZERS

CUCUMBER SALAD (VG) \$4
SWEET & TANGY DRESSED CUCUMBERS
SOY, SESAME OIL, SESAME SEEDS

HOUSE SPECIAL EGG ROLL \$3
FRIED & CRISPY, WITH SWEET & SOUR SAUCE
CHICKEN, BAMBOO, CABBAGE, CELERY

PORK SPRING ROLLS \$4
GOLDEN FRIED, WITH SWEET & SOUR SAUCE
CABBAGE, TARO, CARROT

VEGGIE SPRING ROLLS (VG) \$4
GOLDEN FRIED, WITH SWEET & SOUR SAUCE
CABBAGE, CARROT, SESAME OIL

CRISPY SHRIMP ROLLS \$5
CRISPY WRAPPED SHRIMP, WITH SWEET & SOUR SAUCE

CRAB RANGOON \$6
CREAM CHEESE FILLED FRIED WONTONS, WITH SWEET AND SOUR SAUCE
IMITATION CRAB, WHITE ONION

PORK POTSTICKERS \$8
PAN-SEARED, WITH SWEET & SAVORY SOY
NAPA, GINGER, GREEN ONION, SESAME OIL

IMPOSSIBLE POTSTICKERS (VG) \$8
PAN-SEARED, WITH SWEET & SAVORY SOY
IMPOSSIBLE "PORK," NAPA, CABBAGE, GINGER, GREEN ONION, SESAME OIL

FLAMING BEEF STICKS (GF) \$8
SKEWERED BEEF ON FLAMING MINI GRILL

LOLLIPOP WINGS \$10
FRIED & GLAZED
GARLIC, GREEN ONION

SOUPS

HOT AND SOUR (VG) \$4
SHARP, RICH, SAVORY
CABBAGE, CARROT, WOOD EAR MUSHROOM, BAMBOO

EGG DROP (V) (GF) \$4
LUSCIOUS, WITH VELVETY EGG RIBBONS
CABBAGE, CARROT, WOOD EAR MUSHROOM, BAMBOO, EGG

SIDES

BLISTERED GREEN BEANS (VG) \$8
GARLICKY, SWEET, TANGY

CRISPY GREEN BEANS, BROCCOLI, OR CAULIFLOWER (VG) \$8
FRIED CRISP, WITH SWEET & SAVORY SOY

DESSERTS

ALMOND COOKIES (V) \$2
BUTTERY & SWEET

ICE CREAM SANDWICH (V) \$4
BLUE MOON SANDWICHED ALMOND COOKIES

LYCHEE SORBET (VG) \$4
REFRESHING & LIGHT

CHINESE DONUTS \$4
FRIED & TOSSED IN SUGAR, WITH CONDENSED MILK

ENTRÉES SERVED WITH WHITE RICE | FRIED RICE (\$1)

BROCCOLI \$13
RICH & AMBER
CHOICE OF CHICKEN, TOFU, OR BEEF (+\$1)

CASHEW CHICKEN \$13
CRUNCHY CASHEW SAUTÉ
BROCCOLI, CELERY, CARROT

CHOW MEIN \$13
SAUCY SAUTÉ, WITH CRISPY WONTON STRIP NOODLES
PEAPODS, CABBAGE, BROCCOLI, BAMBOO, CELERY, CARROT
CHOICE OF CHICKEN, BBQ PORK, VEGETABLE, BEEF (+\$1), SHRIMP (+\$2), OR SUBGUM (+\$3)

GENERAL TSO'S \$15
SWEET GINGER
PINEAPPLE, BROCCOLI, CARROT
CHOICE OF CHICKEN, TOFU (VG), EGGPLANT (VG), CAULIFLOWER (VG), OR SHRIMP (+\$2)

KUNG PAO \$13
SAVORY AND SWEET CRUNCHY PEANUT STIR-FRY
PEANUT, WATER CHESTNUT, CARROT, CELERY, BELL PEPPER, WHITE ONION
CHOICE OF CHICKEN, TOFU, OR SHRIMP (+\$2)

MONGOLIAN \$13
SWEET SOY GLAZED STIR-FRY, ON FRIED CRISPY RICE NOODLES
WHITE ONION, GREEN ONION
CHOICE OF TOFU OR BEEF (+\$1)

MOO SHU \$14
LIGHT STIR-FRY WITH THIN PANCAKES AND SWEET HOISIN
CABBAGE, CARROT, BAMBOO, GREEN ONION
CHOICE OF BBQ PORK OR VEGETABLE

ORANGE \$15
CANDIED ORANGE
BROCCOLI
CHOICE OF CHICKEN, TOFU (VG), CAULIFLOWER (VG), OR BEEF (+\$1)

PEKING SHRIMP (GF) \$17
SMOOTH & RICH
BABY CORN, STRAW MUSHROOM, PEAPODS, BROCCOLI, CELERY, CARROT

SESAME \$15
VIBRANT, GLOSSY, SWEET
ON SHREDDED CABBAGE & CARROT, SESAME SEEDS ON TOP
CHOICE OF CHICKEN, BEEF (+\$1), TOFU (VG), EGGPLANT (VG), CAULIFLOWER (VG), OR SHRIMP (+\$2)

SHRIMP WITH LOBSTER SAUCE (GF) \$17
SATINY & LUSCIOUS
PEAPODS, WATER CHESTNUT, PEAS, CARROT, EGG

SWEET & SOUR \$13
STICKY, SWEET, TANGY
PINEAPPLE, BELL PEPPER, TOMATO, WHITE ONION
CHOICE OF CHICKEN, TOFU (VG, GF), CAULIFLOWER (VG), OR SHRIMP (+\$2)

VEGGIE DELIGHT (VG) (GF) \$13
BRIGHT STIR-FRY
BROCCOLI, CARROT, BELL PEPPER, PEAPODS, WHITE ONION

NOODLES & RICE

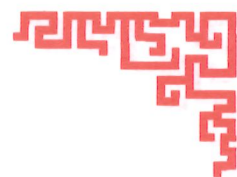
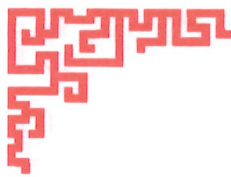
LOMEIN \$12
SWEET HOISIN AND SOY TOSSED YELLOW NOODLES
PEAPODS, SHREDDED CABBAGE & CARROT, WHITE & GREEN ONION
CHOICE OF CHICKEN, BBQ PORK, TOFU (VG), VEGETABLE (VG), BEEF (+\$1), SHRIMP (+\$2), OR SUBGUM (+\$3)

SINGAPORE NOODLES (GF) \$12
FRAGRANT CURRY STIR-FRIED RICE VERMICELLI
YELLOW CURRY, PEAPODS, SHREDDED CABBAGE & CARROT, WHITE & GREEN ONION
CHOICE OF CHICKEN, BBQ PORK, TOFU (VG), VEGETABLE (VG), BEEF (+\$1), SHRIMP (+\$2), OR SUBGUM (+\$3)

FRIED RICE \$11
QUINTESSENTIAL, FLAVORFUL
PEAS, CARROT, EGG, WHITE ONION
CHOICE OF CHICKEN, BBQ PORK, TOFU (V), VEGETABLE (V), BEEF (+\$1), SHRIMP (+\$2), OR SUBGUM (+\$3)

V=VEGETARIAN | VG=VEGAN | GF=GLUTEN FREE
MODIFIABLE: SPICY VEGAN GLUTEN FREE
OUR KITCHEN IS NOT ALLERGEN-FREE.
OUR FRYER IS SHARED AMONG GLUTEN, MEAT, AND SEAFOOD PRODUCTS.
MENU IS SUBJECT TO CHANGE BASED ON AVAILABILITY.
PARTIES OF 6 MORE WILL BE SUBJECT TO A 20% GRATUITY CHARGE.





HOUSE COCKTAILS

MAI TAI \$13

BLEND OF RUM, ORANGE CURACAO, ORGEAT, LIME

SINGAPORE SLING \$13

GIN, ORANGE CURACAO, CHERRY LIQUEUR, BENEDICTINE, PINEAPPLE, SODA

PAINKILLER \$12

RUM BLEND, PINEAPPLE, ORANGE, HOUSE-MADE COCONUT CREAM

LYCHEE MARTINI \$12

VODKA, LYCHEE LIQUEUR, LYCHEE, LEMON

LI HING MARGARITA \$10

CLASSIC MARGARITA WITH LI HING MUI (SALTY SOUR PLUM)

PHOENIX FLAME \$10

HOUSE-INFUSED CHILI TEQUILA, TRIPLE SEC, STRAWBERRY, PINEAPPLE, LIME

MILK TEA PUNCH \$10

RUM, BLACK TEA, CREAM, BITTERS

LYCHEE FLOAT \$10

LYCHEE SORBET, SPARKLING WINE

DUCK SAUCE \$12

PLUM BOURBON, APRICOT LIQUEUR, PINEAPPLE GINGER SHRUB, LEMON

SMOKING BANANAS \$12

MEZCAL, BANANE DU BRÉSIL, CINNAMON, LIME

NON-ALCOHOLIC COCKTAILS

LYCHEE LEMONADE \$6

HOUSE-MADE LEMONADE, LYCHEE

UNDER THE SEA \$7

COCONUT, PINEAPPLE, LIME, SODA, BITTERS

GUAVA KOMBUCHA COOLER \$6

GUAVA, KOMBUCHA, LIME

PASSION PUNCH \$7

PASSION FRUIT PUREE, ORANGE, SODA

COCONUT COLD BREW \$6

HOUSE-MADE COLD BREW, COCONUT CREAM, WHIPPED CREAM

CREAM POP \$6

ORGEAT, LI HING MUI (SALTY SOUR PLUM) SYRUP, LEMON, ORANGE BITTERS

THE LUX \$6

LUXARDO CHERRY SYRUP, ORANGE, LEMON, GINGER BEER

N/A LYCHEE FLOAT \$10

LYCHEE SORBET, N/A SPARKLING ROSÉ

SHAREABLES

SCORPION BOWL \$20

BRANDY, GIN, RUM BLEND, ORANGE, LIME, ORGEAT, DEMERARA

VOLCANO BOWL \$35

RUM BLEND, LUXARDO, DEMERARA, PASSION FRUIT, PINEAPPLE, LIME

WINE \$9 GLASS | \$36 BOTTLE

RED

CABERNET | PENLEY ESTATE 'PHOENIX' | AUSTRALIA
PINOT NOIR | CLOS DES FOUS 'POUR MA GUEULE' | CHILE
MERLOT | PECORARI | ITALY
MALBEC | INKARRI | ARGENTINA

WHITE

SAUVIGNON BLANC | CHARTRON LA FLEUR | FRANCE
PINOT GRIGIO | WILHELM WALCH 'PRENDO' | ITALY
CHARDONNAY | LONE BIRCH | WASHINGTON, US
RIESLING | DR. LOOSEN 'DR. L.' | GERMANY

ROSÉ

ROSÉ | MOULIN DE GASSAC | FRANCE
N/A SPARKLING ROSÉ | LEITZ 'EINS ZWEI ZERO' | GERMANY

PLUM

PLUM | KIKKOMAN | CALIFORNIA, US

SPARKLING

PROSECCO | CAVIT 'LUNETTA' | ITALY
CAVA (\$25 BOTTLE) | CAMPO VIEJO | SPAIN

BEER & CIDER

TSINGTAO \$6

CHINA | 4.7% ABV

HEINEKEN \$6

NETHERLANDS | 5.0% ABV

MODELO ESPECIAL \$6

MEXICO | 4.4% ABV

NEW GLARUS SPOTTED COW \$6

NEW GLARUS, WI | 4.8% ABV

MILLER HIGH LIFE \$4

MILWAUKEE, WI | 4.6% ABV

ODELL SIPPIN' PRETTY \$7

FORT COLLINS, CO | 4.5% ABV

LEFT HAND MILK STOUT \$7

LONGMONT, CO | 6.0% ABV

DOWNEAST ORIGINAL BLEND CIDER \$9

BOSTON, MA | 5.1% ABV

HARD SELTZER \$6

CLOUDLESS MANGO LYCHEE | PINEAPPLE YUZU

SHEBOYGAN, WI | 5% ABV

SODA

COKE, DIET COKE, SPRITE, DIET SPRITE \$3

GINGER ALE \$3

GOSLINGS GINGER BEER \$4

JUICE & TEA

HOT TEA \$3

MILK TEA \$4

SWEET TEA \$4

WANG LAO JI HERBAL \$4

CRANBERRY \$3



ASK ABOUT OUR PANDA OF THE WEEK



Little Palace Business Plan

EXECUTIVE SUMMARY

"Little Palace" is an American-Chinese restaurant that revisits the era when Chinese cuisine and dining was viewed as a celebratory event. The aesthetics are modernized with nods to the previous styles of this canon. We have taken a playful approach to the service and menu to rebirth some lost gems while rebooting some known classic dishes that are as American as apple pie. We will be offering Tiki-centric alcoholic beverages that have been synonymous with American-Chinese fare.

Little Palace will be operating in the Capitol Neighborhood where we will serve professionals, creatives, families, and with a target audience of 18 to 55. We have chosen this Capitol Neighborhood because we recognize that Madison is in need of more diversity in business ownership and we want to participate in the more visible parts of this city. We believe that the transplants to this city will be coming from more diverse spaces and we want to be prepared to welcome those that expect that.

We will be focusing on packaging and more social media marketing due to opening during a pandemic where occupancy is fluctuating. We know that diner's confidence may be wavering during this time, so communication and service will be a greater focus to ensure consumer satisfaction.

Little Palace will have price points that can offer accessibility to any budget. We will also offer specialty cuisines with higher price points and limited availability. We will be able to accommodate those who work around the square that need a quick lunch, a post-work drink and snack, or a family outing to celebrate.

Our playful presentation, price point, and quality of service will be our formula to engage and retain customers for repeat business and word-of-mouth referrals.

INDUSTRY OVERVIEW

Chinese and American-Chinese restaurants have suffered a blow in 2020 due to the pandemic and partly to racism. While restaurants nationwide have lost business owing to lockdowns, Chinese restaurants have been among the hardest hit. An April 2020 study conducted by the data subscription service Womply found that over half of them had stopped taking debit and credit card transactions during the pandemic, indicating closed operations—more than any other type of establishment. (The next most closed being “sandwich and deli concepts at 23%” According to Yelp data, half of the worst days for Chinese restaurant searches in the U.S. over the past year occurred since the coronavirus broke out.)

Many restaurants also struggled because Chinese-Americans, who made up the majority of their clientele, started avoiding restaurants as they were fearful of large gatherings. Chinese restaurants have been consistently declining in the country's Top 20 cities. 7% nationwide drops from 2014 to 2018. Part of it is a generational shift—the kids doing homework behind the counter have grown up and don't want to, or need to, take over the family business.

Old-school Chinese restaurants—the mom-and-pop shops marked by General Tso's chicken, happy-face plastic takeout bags, and lazy Susans—have been used to orders placed over the phone, not through the tech-savvy solutions accelerated by social distancing. They may be less used to third-party apps such as Grubhub or Uber Eats. They may be less likely to have a major presence on social media. The blow to Chinese restaurants during the coronavirus pandemic is less of a sudden hit and more the result of years of pummeling.

In light of this, many can see this as a bad business opportunity due to the decline in figures over the last few years. However, we see this as an opening to enter the space to fill voids that will always desire one of America's iconic comfort foods.

We are the children that have grown up and want to take over the family business. We are generation that is afforded the privilege to not have to operate “old-school” and be able to modernize and engage the business with technology and culture. If anything, this opportunity feels more like an obligation of legacy rather than just a way to make a buck.

Market Analysis

Our market size of the Madison metro area is 674,000 with a median age of 31 and an average household income of \$87,055. Approximately 51% of the population is female. Racial demographics: White 78.5%, Asian 8.9%, Black 7.0%, Other 5.5%.

Trends in Target Market

With the tech industry on the rise in Madison, the average medium income is increasing and the demographics of young professionals with disposable income are growing. The city is attracting consumers from various parts of the US where there is more diversity and will have a broader palette than the offerings available in a Germanic state and city like Madison. There has been a 13% increase in population since the previous census in 2010.

Listing #1970377



Listing #1970377

