

HAVEN

DRINK MENU



COCKTAILS

Old Fashioned	7.99
Rye whisky, angostura bitters, sugar, cherry, orange	
Strawberry Daiquiri	7.99
Rum, lime juice, sugar syrup, fresh strawberries	
Strawberry Basil Mules	10.99
Vodka, lime, basil, strawberry puree, ginger beer	
Classic Mojitos	9.99
Rum, soda water, mint, sugar syrup, lime juice	
Classic Margaritas	9.99
Tequila, triple sec, lime juice, salt	
Long Island Ice Tea	16.99
gin, vodka, rum, tequila, bar mix, coke	



MOCKTAILS

Virgin Pina Colada	7.99
Lime juice, cream of coconut, pineapple juice, cherry	
Lavender Mint Lemonade	7.99
Mint, lavender syrup, lime juice, soda, lemonade	
Kitty Cocktail	7.99
Sprite, Grenadine	
Shirley Temple	7.99
Coke, Sprite, Grenadine	
No tequila Sunrise	7.99
Orange Juice, Grenadine	
Virgin Mule	7.99
Ginger beer, lime juice, sugar syrup, mint	

We do not serve alcohol to individuals who are under 21.
Please have your ID ready.

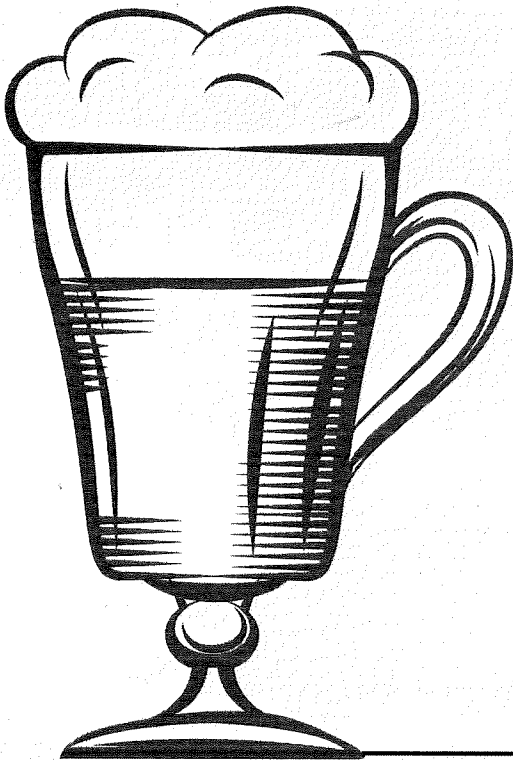
HAVEN

DRINK MENU



COCKTAILS

Perfect Manhattan	7.99
Whiskey, vermouth, lemon, cherry	
Kamikaze	7.99
Vodka, Sugar, Lime juice	
Gimlet	9.99
Gin, sugar, basil, lime juice, lime	
Bourble	9.99
Bourbon, triple sec, soda water, lime juice, orange	
Alexander	10.99
Brandy, cream, white crream de menthe	
Jack Coke	7.99
Whiskey, coke, lime	



COFFEE & TEA COCKTAILS

Sleepy Toddy	8.99
Whiskey, lavender tea, honey, lemon	
Hot Toddy	7.99
Whiskey, honey, cloves, lemon	
Coffee Royale	8.99
Brandy, coffee, sugar, cream	
Irish Coffee	8.99
Irish whisky, coffee, sugar, cream	
Mexican Coffee	9.99
Kailua, Tequila, coffee, sugar, cream	
Caribbean Coffee	7.99
Rum, coffee, sugar, cream	

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WHITE WINE

FOLONARI Moscato, Venezia, Italy

A refreshingly sweet palate of pear, honey, and melon.

\$ 7.99/glass \$ 32.99/bottle

WHITEHAVEN Sauvignon Blanc, Marlborough, New Zealand

A vibrant wine with flavors of grapefruit, fresh herbs, and tropical fruit.

\$ 7.99/glass \$ 32.99/bottle

MASO CANALI Pinot Grigio, Trentino, Italy

Ripe nectarine and light citrus flavors with a crisp finish.

\$ 7.99/glass \$ 32.99/bottle

SOUVERAIN Chardonnay, California

A full-bodied wine with aromas of roasted pears and subtle baking spice.

\$ 7.99/glass \$ 32.99/bottle



RED WINE

BAREFOOT Pinot Noir, California

A soft and light-bodied wine with flavors of bright red fruit and rich vanilla.

\$ 6.99/glass

BAREFOOT Merlot, California

Subtle flavors of ripe plum and blackberry bring smoothness to this full-bodied wine with soft tannins.

\$ 6.99/glass

BAREFOOT Cabernet Sauvignon, California

A soft but substantial wine with aromas of black currant and raspberry.

\$ 6.99/glass

CASTILLO SAN SIMON Sweet Red, Spain

Fresh aromas of blackberry and black cherry. Sweet red berry flavors with silky tannins.

\$ 6.99/glass \$ 24.99/bottle

RIUNITE Sangria, Italy

Delectable aromas of dark berries, strawberries, and peaches with a hint of citrus. Fresh and fruity with hints of spice on the mouth.

\$ 7.99/glass \$ 32.99/bottle



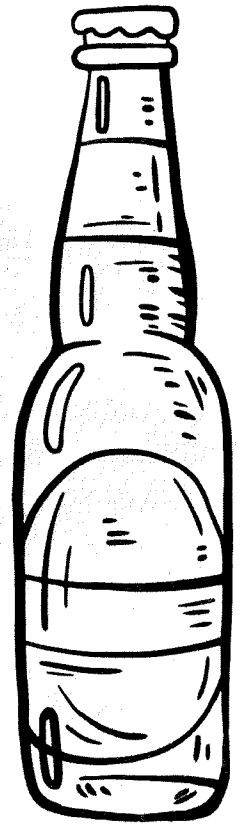
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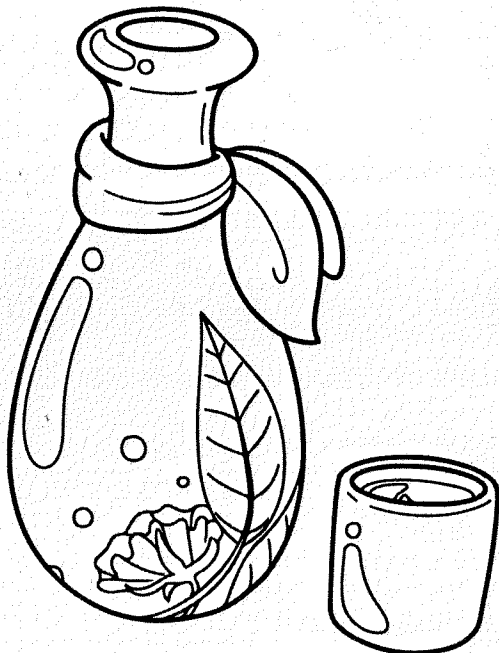
BEER

Bud Light	\$ 3.99	Tsingtao	\$ 4.99
Miller Lite	\$ 3.99	Sapporo	\$ 4.99
Blue Moon	\$ 4.99	Asahi	\$ 4.99
Spotted Cow	\$ 4.99	Corona Extra	\$ 4.99
Karben 4 Fantasy Factory	\$ 4.99	Modelo	\$ 4.99
Capital Amber	\$ 4.99	Angry Orchard Hard Cider	\$ 4.99



SAKE & SOJU

Hot Sake (Small)	7.99
Hot Sake (Regular)	\$ 12.99
Unfiltered Cloudy Sake	\$ 14.99
Strawberry Cloudy Sake	\$ 18.99
Ozeki Fancy Dry Sake	\$ 9.99
Flower Sparkling Sake	\$ 14.99
Peach Sparkling Sake	\$ 14.99
Original Soju	\$ 11.99
Strawberry Soju	\$ 11.99
Grapefruit Soju	\$ 11.99
Green Grape Soju	\$ 11.99



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FRIED RICE

Pineapple Fried Rice	\$ 14.99
Chicken Fried Rice	\$ 14.99
Shrimp Fried Rice	\$ 16.99
Beef Fried Rice	\$ 16.99
Veggie Fried Rice	\$ 12.99

NOODLE SOUP

Beef Brisket Noodle Soup	\$ 12.99
Shrimp Noodle Soup	\$ 14.99

SPECIAL FLAVORS

Naengmyeon (Cold Noodle) \$ 12.99

a beloved Korean-Chinese cold noodle dish from City of Yanji, known for its refreshing and chewy buckwheat noodle served in a chilled, tangy broth. Topped with sliced beef, cucumber, tomato, kimchi, and 1/2 boiled egg, it's a perfect balance of savory, sour, and slightly sweet flavors.

Shang Xin Cold Jelly Noodle \$ 6.99

Chilled mung bean noodles in a fiery Sichuan chili sauce, offering a bold, numbing-spicy kick that's refreshingly addictive.

Guo Bao Pork \$ 19.99

Crispy fried pork slices tossed in a tangy-sweet glaze, a classic Northeastern Chinese dish with bold flavors and irresistible texture.

Stir-Fried Yellow Beef \$ 17.99

A signature Hunan dish featuring tender slices of yellow beef stir-fried with fresh chili peppers, garlic, and aromatic spices, delivering bold, spicy, and savory flavors true to Hunan cuisine.

ENTREE

Braised Beef Curry Rice \$ 19.99

Choose between red or yellow curry, featuring tender, fall-off-the-bone beef infused with rich flavors. Served with curry sauce, hearty chunks of carrot and potato, steamed broccoli, and garnished with fresh celery leaves.

Steak Rice Ball Bowl \$ 17.99

Includes two flavorful rice balls: spinach shrimp and corn egg. Served with sliced scallion-seasoned steak atop fresh spring mix, accompanied by thinly sliced radishes and cherry tomatoes.

Spanish Garlic Shrimp \$ 17.99

Succulent shrimp cooked in a fragrant blend of olive oil, garlic, dried chili, and white wine, enhanced with shrimp heads for depth and seasoned with salt and pepper.

Flavored Chicken Entree \$ 17.99

Served with rice and grilled vegetables, choose from eight marinated chicken flavors

Lemon Pepper	Japanese Teriyaki
Honey Garlic	Coconut Curry
Honey Mustard	Cumin BBQ
Sesame Ginger	Spicy Korean

Sesame Chicken \$ 12.99

A popular Chinese-American dish featuring crispy chicken bites coated in a sweet and savory sauce, topped with toasted sesame seeds for a nutty, flavorful finish.

DESSERT

Sweet Sticky Rice w/ Mango \$ 9.99

Signature Ice Cream Bowl \$ 9.99

Tiramitsu \$ 6.99

Cheese Cake \$ 6.99

Earl Grey Milk Pudding \$ 6.99

WE ARE
Open
everyday
11:00 am - 10:30 pm

MAKE A
Reservation
608-285-5140
@haven.madisonwi

HAVEN

MENU

ORDER FOR
Pick Up
608-285-5140
11:00 am - 9:50 pm

SCAN TO VIEW
Dishes

APPETIZER

Fried Spring Rolls (4pcs)	\$ 2.99
Edamame	\$ 5.99
Crab Rangoons (4pcs)	\$ 6.99
French Fries	\$ 5.99
Cajun Fries	\$ 6.99
Sweet Potato Fries	\$ 6.99

SMALL BITES

Seaweed Salad	\$ 5.99
Shredded Papaya Salad	\$ 8.99
Takoyaki (5pcs)	\$ 6.99
Chicken Tenders (3pcs)	\$ 5.99
Spicy Buffalo Tenders (4pcs)	\$ 8.99
Veggie Gyoza (6pcs)	\$ 6.99
Pork Gyoza (6pcs)	\$ 6.99
Chicken Gyoza (6pcs)	\$ 6.99
Fried Calamaris	\$ 8.99
Fried Soft Shelled Crabs (2pcs)	\$ 8.99
Fried Chicken Wings (6pcs)	\$ 9.99
Fried Cajun Wings (6pcs)	\$ 9.99

SALAD

Spam Musubi Potato Salad \$ 10.99

Cold Mashed Potato, Flavored Gluten Free Musubi, Light Raw Onion, with Salt, Black Pepper, Dried Parsley, Vinegar, Mayo, Egg Yolk, and Honey Mustard

Strawberry Almond Salad \$ 13.99

Mixed Greens, Fresh Strawberries, Grape Tomatoes, bleu cheese crumbles, Cooked Shrimps, Almond, with French Dressing.

Blueberry Pistachio Salad \$ 14.99

Mixed Greens, Fresh Blueberries, Grape Tomatoes, bleu cheese crumbles, Grilled Chicken, Pistachio, with French Dressing.

Sunny Alley Avocado Salad \$ 12.99

Fresh Slices of Avocado, Buttered Sweet Corn Kernels, Light Mixed Greens, Grape Tomatoes, with Black Pepper, Salt, Olive Oil, and Lemon Wedges

Refreshing Cucumber Boats \$ 13.99

Crisp Cucumber, Creamy Egg Salad, Avocado, Almonds, with Black pepper, Honey mustard, Salt, and Sesame Seeds

Pumpkin Raisin Pecan Salad \$ 13.99

Cold Mashed Pumpkin, Raisin, Pecan, with Salt, Plain Yogurt, Cream Cheese, Lemon Juice, and Honey

SOUP

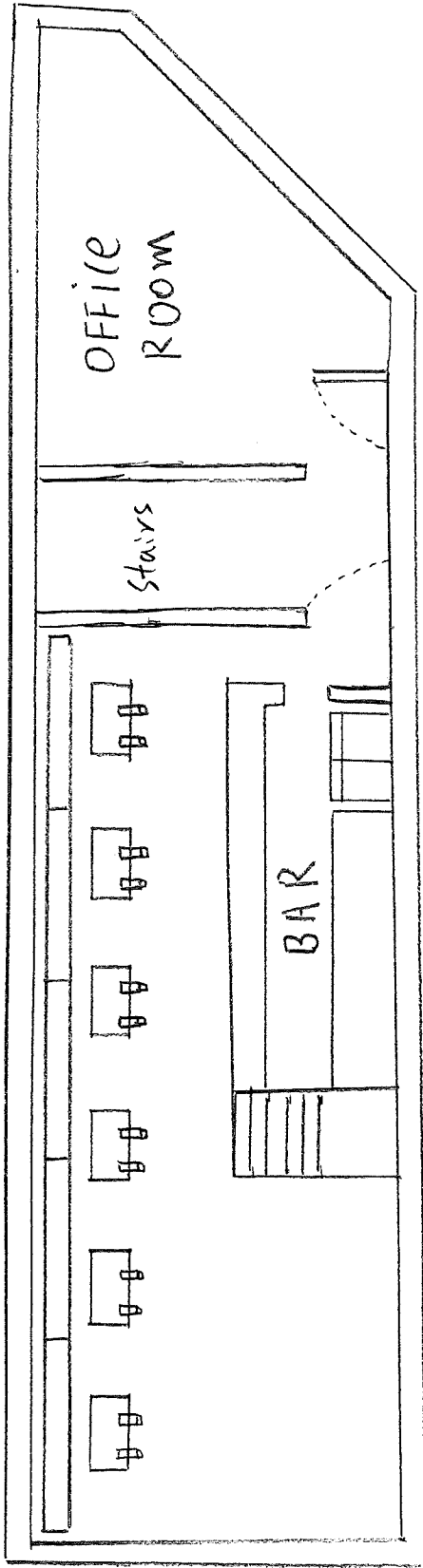
Miso Soup \$ 2.99

Egg Drop Soup \$ 4.99

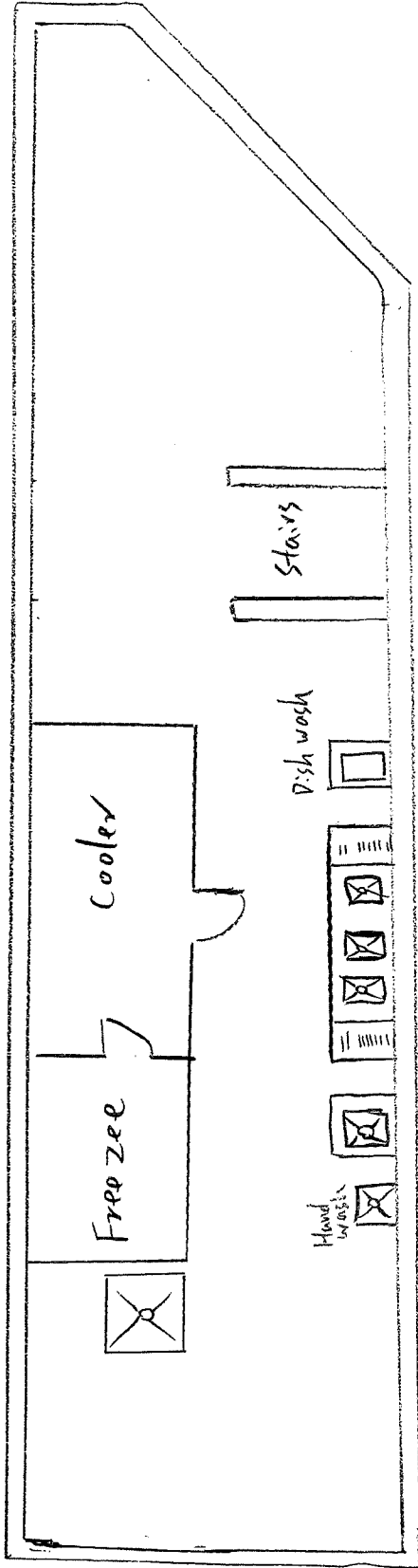
Hot Sour Soup \$ 6.99

Tom Yum Soup w/ Shrimp \$ 9.99

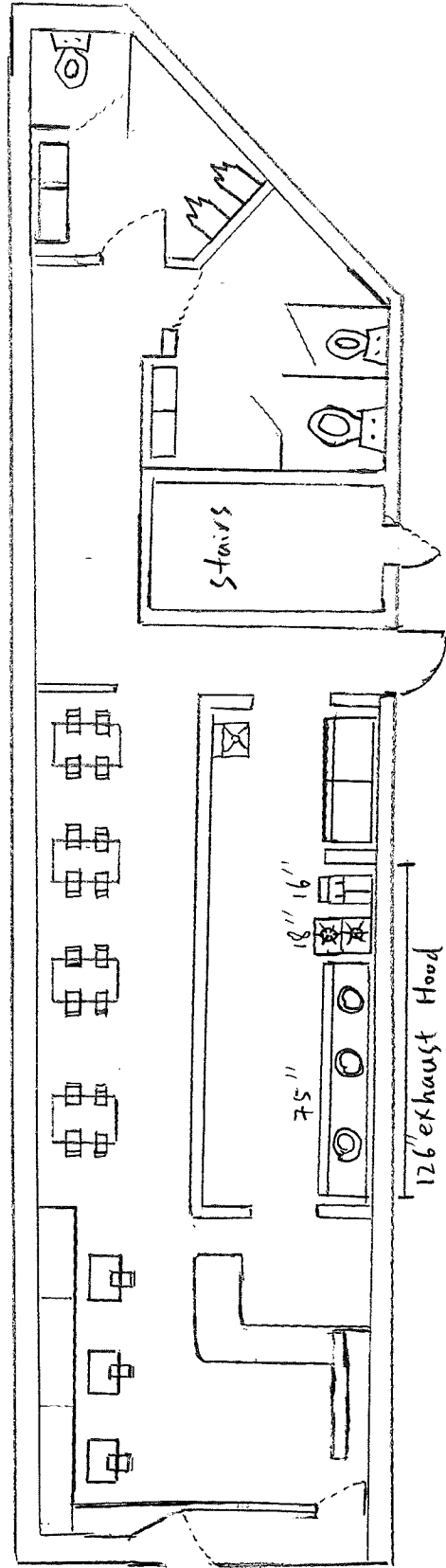
Traditional Thai soup with lemongrass, galangal root, mushroom, tomato, green onion, lime juice and cilantro.



2ND FLOOR PLAN



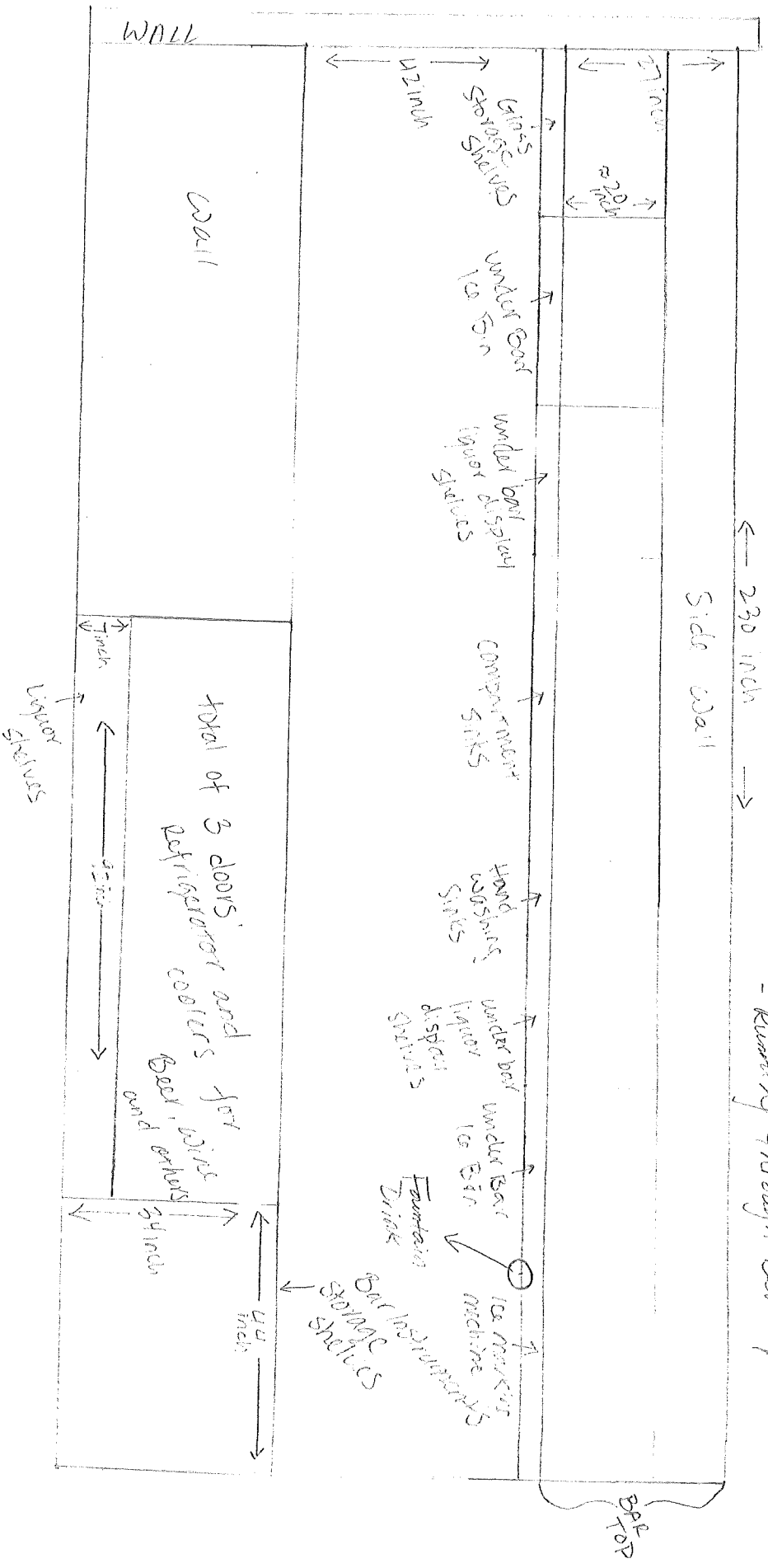
BASEMENT FLOOR PLAN



FIRST FLOOR PLAN

2nd Floor Bar Area
Floor Plan

- x Cooler in Basement
- All Fountain Drink Beverage will be stored in the large cooler
- Running through Beverage hose to Bar



Woodhouse Kitchen LLC DBA Haven BUSINESS PLAN

Prepared by:

Ziyun Li, Ze Yun Yuan

**430 W Gilman St
Madison, Wisconsin 53703**

608-556-2968

woodhousekitchenwi@hotmail.com

I. EXECUTIVE SUMMARY

Woodhouse Kitchen LLC DBA Haven (referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at 430 W Gilman St, Madison, Wisconsin 53703 with the expectation of rapid expansion in the full service restaurant industry.

Business Description

The Company shall be formed as Limited Liability Company under Wisconsin state laws and headed by Ziyun Li, Ze Yun Yuan.

Ziyun Li

With over 20 years of experience in the food industry, Ziyun Li brings a wealth of knowledge and passion to Haven. Her journey began at the young age of 16, selling smoothies at Baltimore Harbor, where she worked on a commission basis driven by her sales volume. As she pursued her college education, she crossed paths with her future business partner, Ze Yun Yuan, while seeking employment. During this period, she also achieved her Accounting degree, followed by nearly four years of experience working in accounting firms. However, her true calling remained within the food industry, a passion she couldn't ignore.

Ziyun's career evolved as she demonstrated strong organizational and management skills, excelling in building relationships and overseeing operations. She further honed her expertise during her tenure as a restaurant manager at Trio Ramen, where she led the establishment for two years. Through years of collaboration, Ziyun and Ze Yun developed a deep friendship and a shared vision for creating a restaurant brand that showcases their skills, ambition, and resilience as female entrepreneurs. This shared vision inspired the creation of Haven, their joint venture where they aim to bring their unique flavors and leadership to the forefront.

Ze Yun Yuan

Ze Yun Yuan has nearly 30 years of experience in the restaurant industry. Growing up in a family deeply rooted in the culinary business, she was immersed in the food industry from an early age, gaining valuable insights and skills that shaped her career. Her extensive experience spans diverse dining environments, including Chinese, Japanese, American, buffet-style, and regional specialty cuisines. Known for her resilience, dedication, and versatility, Ze Yun has proven herself a capable manager and culinary professional.

When she and Ziyun discovered an ideal location—the former Bluemoon Lounge—the timing felt perfect to embark on a new venture. This opportunity aligned seamlessly with her long-held aspiration to build a brand that reflects her independence and strength as a female entrepreneur. As long-time friends and business partners, Ziyun and Ze Yun are committed to establishing Haven as a distinguished brand, showcasing their combined expertise, dedication, and shared passion for the restaurant industry.

Business Mission

At Haven, our mission is to offer a sanctuary of flavors that harmonize wellness with indulgence, blending the best of Eastern and Western culinary traditions.

We are dedicated to crafting wholesome, simple meals and Asian specialties with a touch of authenticity, from Thai delicacies to delicious Chinese dishes.

In a warm, inviting space with light wood accents, we bring together fresh ingredients, unique flavors, and a thoughtfully curated beverage selection to create memorable dining experiences. With our vibrant cocktails and signature tea drinks, Haven is a destination for comfort, connection, and culinary exploration in every bite and sip.

Product

The Company's primary product will be Food and Drinks: At Haven, we offer a full suite of dining experiences, including a diverse menu and premium beverage selection. Our culinary offerings feature classic Asian dishes, unique Thai specialties, comforting hot noodle soups, authentic Chinese food and street bites, fresh salad entrees, and Chicken or Steak Dishes. Our drink selection includes signature cocktails, fine beers, and exquisite teas served in stylish pots, alongside specialty drinks and freshly brewed coffee.

Haven is designed to be more than just a restaurant; it's a welcoming space where guests can enjoy a warm, relaxed ambiance that blends Eastern and Western elements in a bright, cozy setting.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the full service restaurant industry presently makes 20.00 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

1. Quality and Taste of Food

Customers are looking for delicious, high-quality meals, especially since Haven offers a unique fusion of Asian and Western cuisine with healthy and simple options. Authentic flavors, freshness, and well-prepared dishes will be critical.

2. Menu Variety and Unique Offerings

The fusion of different cuisines, especially Asian specialties, Chinese BBQ, Thai food, and Northeastern Chinese dishes, will attract customers looking for a distinctive dining experience. The availability of both healthy and flavorful choices, including snacks and cocktails, adds to the appeal.

3. Atmosphere and Ambiance

The bright, warm interior design with light wood and cork elements creates a welcoming space. For young adults and professionals, the ambiance is essential for both comfort and social experiences, enhancing their dining experience and making Haven a place to relax or meet with friends.

4. Location and Accessibility

Being in a downtown location is ideal for attracting nearby residents, young professionals, and tourists. Customers are likely to prioritize ease of access and proximity, especially those working or living close by.

5. Price and Value for Money

Offering good value is crucial, especially when catering to a broad audience. Middle and upper-middle-income individuals expect fair prices that reflect the quality and uniqueness of the meals and overall experience.

6. Health-Conscious Options

Many young, urban customers today prefer healthier dining options. The availability of wholesome meals, simple ingredients, and transparency about nutrition is likely to appeal to this market.

7. Service Quality

Attentive and friendly service enhances the dining experience, encouraging customers to return. A skilled and professional staff will be important for customer satisfaction.

8. Social and Experiential Appeal

For young adults, sharing their experience on social media and dining in an aesthetically pleasing environment are valuable. The stylish teacups and cocktails offered at the bar, as well as the ambiance, cater to customers who enjoy sharing their experiences online.

9. Cultural and Culinary Curiosity

Customers in this target market often appreciate cultural diversity and seek new food experiences. Haven's blend of Western and Asian influences meets this curiosity, adding an element of discovery to their dining choices.

10. Convenience of Dining Options

The availability of different meal options, such as snacks for a quick bite, sit-down meals, and cocktails or delicious non alcoholic specialty drinks for evening socializing, allows customers flexibility.

Business Goals and Objectives

Short Term:

(0-1 Year)

1. **Successful Launch & Brand Awareness:** Focus on building awareness around Haven's unique Asian fusion cuisine and ambiance, aiming for a strong opening with positive community buzz.
2. **Establish High-Quality Service:** With Alyssa as Server Lead and Danna as Manager, set a goal to standardize service protocols, ensuring each guest has a memorable experience.
3. **Customer Feedback & Iteration:** Collect feedback to understand customer preferences and areas for improvement, especially with new dishes or the ambiance. Use this insight to refine the menu and service.
4. **Build a Loyal Customer Base:** Launch a loyalty program or special offers to encourage repeat visits, aiming for a steady customer base by the end of the first year.
5. **Efficient Payroll & Staffing:** Streamline the payroll setup for new hires to create a smooth onboarding process. This includes ensuring Packy has accurate, timely payroll information from day one.

Long Term:

(1-5 Years)

1. **Market Leader in Fusion Cuisine:** Become known as the go-to spot in the region for healthy, fusion Asian cuisine and an exceptional dining atmosphere.
2. **Expand Menu & Offer Seasonal Specials:** Broaden the menu with seasonal dishes that keep customers returning for new experiences, capitalizing on both Western and Asian culinary trends.
3. **Maximize Second-Floor Bar Revenue:** Develop a strong bar reputation on the second floor, offering signature cocktails.
4. **Establish a Catering & Delivery Division:** If demand supports it, offer catering or delivery services to reach a wider audience, especially for corporate or community events.
5. **Increase Profit Margins & Operational Efficiency:** Regularly analyze costs and operational efficiency, with a goal to increase profit margins through smart sourcing, reducing waste, and staff optimization.
6. **Potential for Expansion:** If successful locally, consider expansion into new locations or concepts that align with Haven's brand, catering to growing interest in Asian fusion cuisine.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Geographic:

Location: Downtown, focusing on individuals in the surrounding area.

Climate: An urban setting with a mix of daytime and evening traffic.

Demographic/Socioeconomic:

Gender: All genders, though likely to attract a balanced mix given the ambiance and offerings.

Age: Primarily young adults (20-35 years old), but inclusive of other age groups, particularly professionals up to their mid-40s.

Income: Middle to upper-middle-income individuals who can afford to dine out at a moderately priced venue.

Occupation: Young professionals, local office employees, freelancers, and students, as well as tourists exploring downtown.

Education: College students, graduates, and professionals with diverse educational backgrounds.

Psychographic:

Personality: Individuals who are open-minded, adventurous in their culinary tastes, and appreciate fusion cuisine.

Values: Values health-conscious choices, appreciates sustainability, and is culturally curious, valuing a mix of Asian and Western dining.

Lifestyles: Active and social lifestyle; likely to dine out regularly and enjoy new dining experiences, looking for a trendy and comfortable setting to socialize or relax.

Haven aims to appeal broadly to the downtown market, focusing on both local residents and business professionals seeking unique yet accessible dining. The combination of fusion dishes, health-conscious options, and a lively cocktail bar creates an inviting atmosphere for both casual lunches and evening gatherings.

The estimated number of potential clients within the Company's geographic scope is 25,000.00.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

1. Accessible Options: Include affordable, high-quality choices, such as simple meals and snacks, for casual diners or budget-conscious customers.
2. Premium Selections: Offer premium dishes like fusion entrees or specialized Asian cuisine at a higher price point to appeal to those looking for an elevated dining experience.
3. Menu Structure: Clearly differentiate between price tiers on the menu, so guests can easily find options that match their budget while encouraging them to explore higher-priced items if desired.

Distribution Strategy

1. In-House Dining Experience:

With Haven's unique ambiance and food fusion concept, the primary distribution focus will be on providing an exceptional in-house dining experience. The interior and overall vibe are tailored to

attract diners who enjoy immersive, atmosphere-driven experiences, along with a mix of healthy and unique dishes.

2. Delivery and Takeout:

Haven will partner with popular food delivery platforms to allow customers to enjoy their meals at home or the office.

To maintain food quality, we'll design our packaging to preserve the presentation and freshness of meals, particularly for Asian dishes, BBQ, and tea drinks that are sensitive to travel.

3. Catering Services:

Offering catering for special events, office parties, and gatherings. This will allow Haven to reach new audiences and showcase our unique culinary blend outside the restaurant setting.

4. Bar on the Second Floor:

The bar's offerings, especially cocktails, will attract a late-evening crowd, positioning Haven as a spot for nightlife as well. Promotions and events like cocktail nights can boost visibility and foot traffic.

5. Brand Partnerships:

Collaborating with local businesses for pop-up events, markets, or festivals can expand reach and give more exposure to the brand while meeting potential customers in familiar spaces.

Promotional Strategy

The Company will promote sales using the following methods:

Our marketing and promotion plan will focus on multiple channels to reach a broad audience effectively. We will leverage social media platforms, such as Facebook and Instagram, to engage with potential customers and share updates, promotions, and events. Additionally, we plan to collaborate with an advertising agency to participate in various advertising campaigns through UW Madison Sports to build local awareness. We will also partner with major food delivery platforms to expand our reach and accessibility. To encourage customer loyalty, we will offer loyalty rewards and exclusive discounts through our own platform, creating a strong membership program to retain our regular patrons. We will also collaborate with newspapers and local advertising companies to create and distribute flyers and run traditional advertisements. This will help us reach a wider audience within the community, especially those who may not be active on digital platforms, ensuring comprehensive visibility across different media channels.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.