



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number)

85809

(Legistar file number)

C1C4B.2024.00962

(License number)

6

410

(Alder District #)

(Police Sector)

Office Use Only

Section A – Applicant

- List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.
The Le Le Group LLC
- Trade Name (doing business as) Ha Long Bay
- Address to be licensed 1353 Williamson St. Madison, WI, 53703
- Mailing address 1353 Williamson St. Madison, WI, 53703
- Anticipated opening date January 1, 2025
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol will be sold and served in the dining room that will feature a new bar. We will store alcohol in the bar and in the basement stock area.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
Indoor: 100 Outdoor: _____

10. Describe existing parking and how parking lot is to be monitored.
Parking lot is for employees only. Patrons must use street parking.

11. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to CJAWT LLC (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Jacqueline Le

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 8 years

15. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed 12/19/2018

16. State and date of registration of corporation, nonprofit organization, or LLC.
11/20/2023

17. In the table below list the directors of your corporation or the members of your LLC.
 Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner	Jacqueline Le	Madison, WI
Owner	Stephanie Le	Madison, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.
Stephanie Le

19. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) Little Palace LLC

Section D—Business Plan

21. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? No Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11:30 AM - 9:00 PM	11:00 AM - 9:00 PM	11:00 AM - 9:00 PM	11:00 AM - 9:00 PM	11:00 AM - 9:00 PM	11:00 AM - 10:00 PM	11:00 AM - 10:00 PM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

24. Indicate any other product/service offered. Majority food sales

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

15 % Alcohol 85 % Food 0 % Other

If applicable, describe "Other": _____

Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting No Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? No Yes

Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 20²⁵.
38. State Seller's Permit 4 5 6 - 1 0 3 1 5 3 2 6 6 4 - 0 4
39. Federal Employer Identification Number 93-4489060
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Jacqueline Le

Business phone (608) 712-5157 Business e-mail address jacqueline@halongbaymadison.com

Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: _____)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: _____

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name _____

Phone _____ E-mail _____

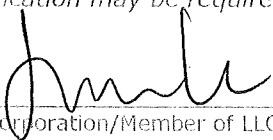
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application must be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

10/21/2024

(Date)

Clerk's Office checklist for complete applications

- | | | |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate
(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s) | <input type="checkbox"/> Floor Plans |
| <input type="checkbox"/> FEIN | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease |
| <input type="checkbox"/> Written description of premises | <input type="checkbox"/> *Articles of Incorporation | <input type="checkbox"/> Business Plan |
| | <input type="checkbox"/> *Appointment of Agent | <input type="checkbox"/> **Sample Menu |
| | * Corporation/LLC only | ** Class B only |

Upon Application Submission, the Clerk's Office issued to the application:

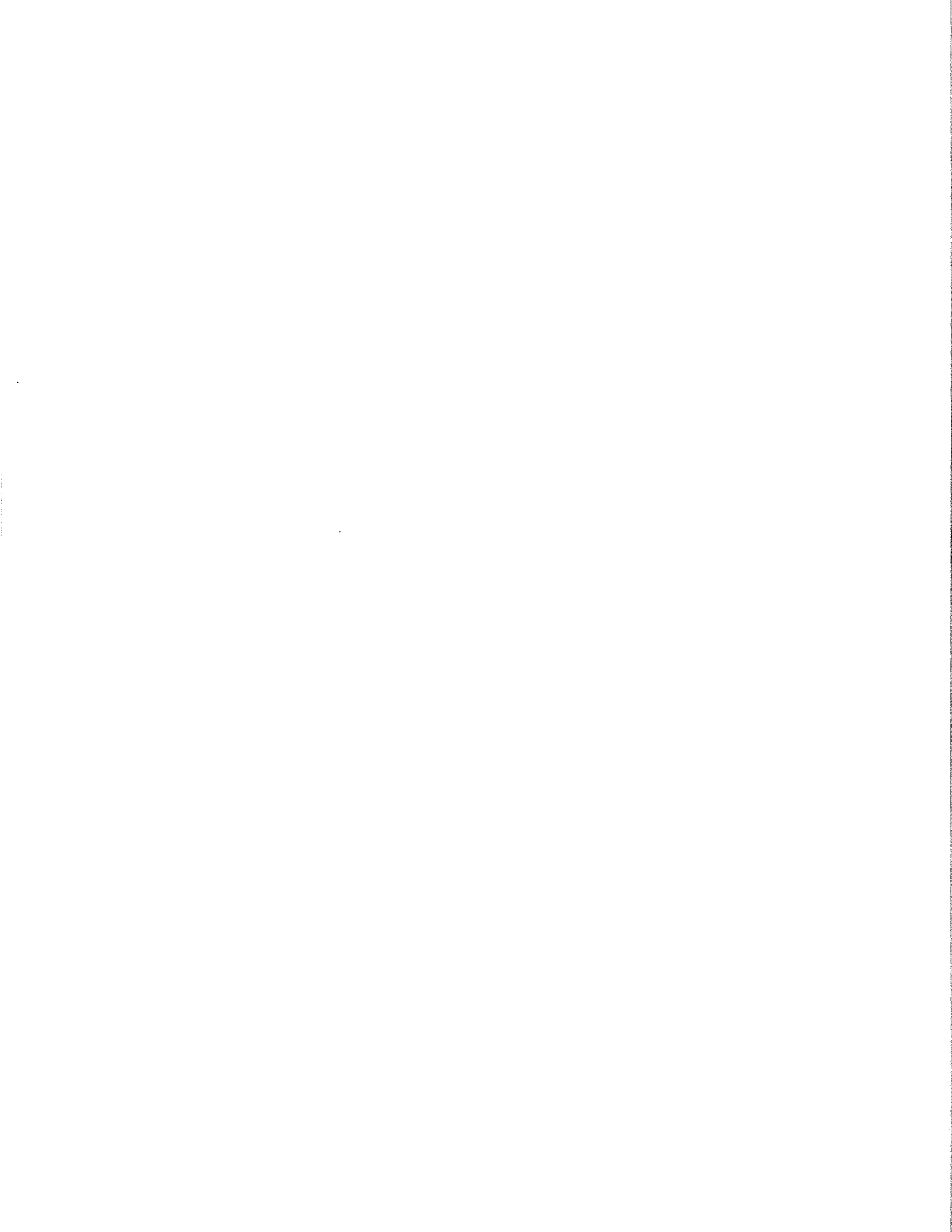
- Orange sign Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

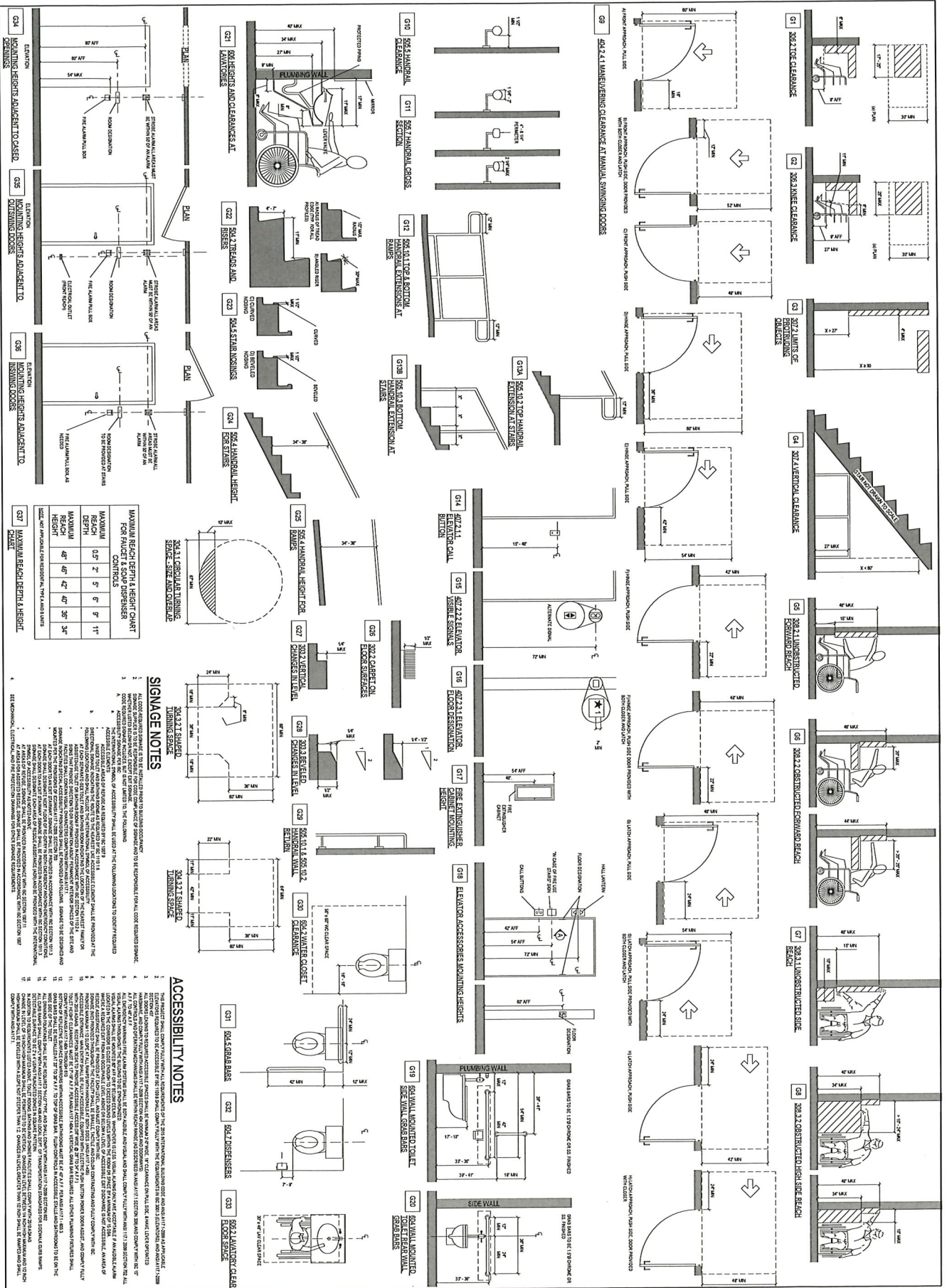
Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____

Restaurants space in a three tenant building. Dining area, bar, and kitchen is on the first floor. Storage is in the basement.





ANGUS-YOUNG ARCHITECTS/ENGINEERS
Amesville | Madison

LELE GROUP LLC

HA LONG BAY RESTAURANT BUILDOUT

1363 WILMINGTON STREET
MADISON, WI 53703

REVISIONS:

NO.	DESCRIPTION	DATE
1	ISSUED FOR PERMITS	10/27/2023
2	FOR REVIEW BY PROJECT TEAM	10/27/2023

NO PART OF THIS DRAWING MAY BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, WITHOUT THE WRITTEN PERMISSION OF ANGUS-YOUNG ARCHITECTS/ENGINEERS.

PROJECT NUMBER: 77310

APPROVED BY: JAO

REVIEWED BY: ERNAK

DESIGNED BY: NLS

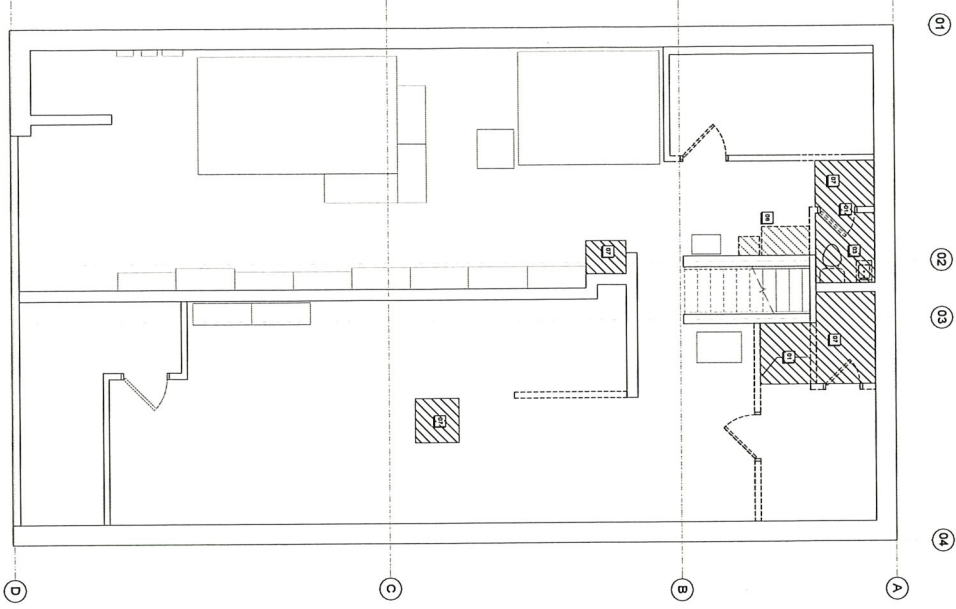
TYPICAL MOUNTING HEIGHTS AND REFERENCE ONLY

G002

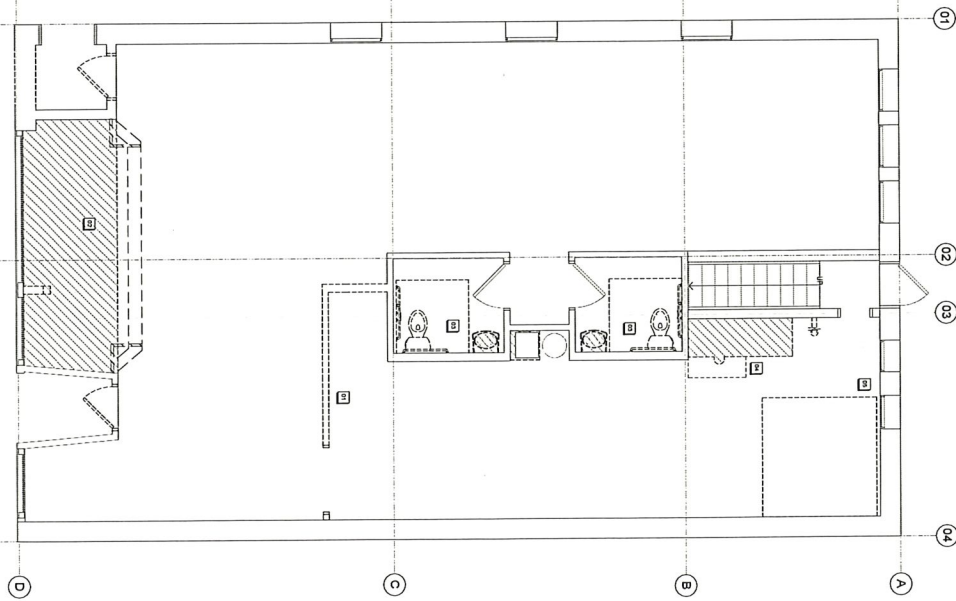




BASEMENT DEMOLITION PLAN
SCALE: 1/4" = 1'-0"



FIRST FLOOR DEMOLITION PLAN
SCALE: 1/4" = 1'-0"



- REVISIONS**
1. INITIAL DESIGN AND PERMITTING
 2. OWNER APPROVAL OF DESIGN AND PERMITTING
 3. PERMITTING AND CONSTRUCTION
 4. ALL TRADES TO BE COMPLETED AND DEMOLITION TO BE COMPLETED
 5. ALL TRADES TO BE COMPLETED AND DEMOLITION TO BE COMPLETED
 6. ALL TRADES TO BE COMPLETED AND DEMOLITION TO BE COMPLETED
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ANGUS-YOUNG
ARCHITECTS/ENGINEERS
Janesville | Madison

LELE GROUP LLC

HA LONG BAY RESTAURANT BUILDOUT

1354 WILLIAMSON STREET
MADISON, WI 53703

PROJECT INFORMATION

NO.	DESCRIPTION	DATE
1	PLAN REVIEW TO PHASE 1	10/20/23

APPROVED BY: JMO

REVIEWED BY: ERNAK

DRAWN BY: NLS

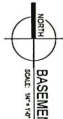
PROJECT NUMBER: 77910

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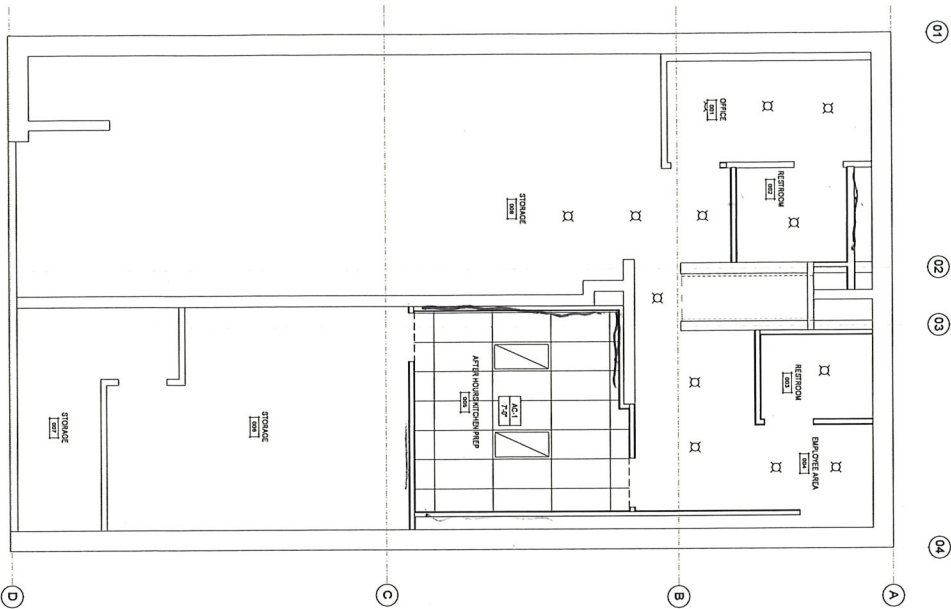
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DATE PLOTTED: 10/20/23 10:58 AM

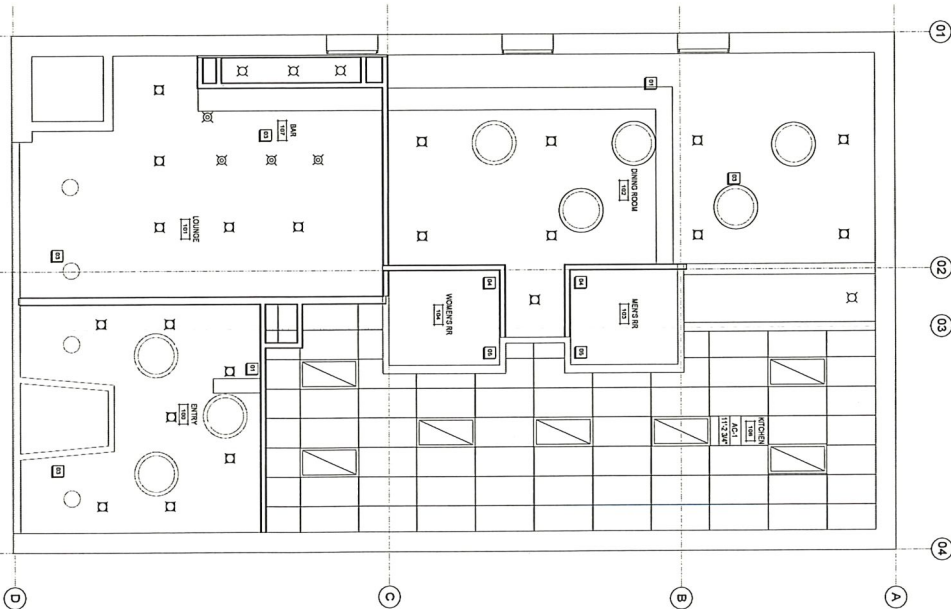
AD101



BASEMENT REFLECTED CEILING PLAN



FIRST FLOOR REFLECTED CEILING PLAN



- SHEET NOTES**
1. WORKING DRAWING. THIS DRAWING IS FOR THE PREPARATION OF THE REFLECTED CEILING PLAN AND SHALL BE USED FOR THE INSTALLATION OF THE CEILING ONLY.
 2. CONSULT THE ARCHITECT FOR ANY CHANGES TO THIS DRAWING.
 3. CONSULT THE ARCHITECT FOR ANY CHANGES TO THE REFLECTED CEILING PLAN.
 4. ALL DIMENSIONS SHALL BE TO THE CENTER OF THE CEILING GRID UNLESS OTHERWISE NOTED.
- REVISED**
- | NO. | DATE | DESCRIPTION |
|-----|----------|-------------------|
| 01 | 11/15/23 | ISSUED FOR PERMIT |
| 02 | 11/15/23 | ISSUED FOR PERMIT |
| 03 | 11/15/23 | ISSUED FOR PERMIT |
| 04 | 11/15/23 | ISSUED FOR PERMIT |

ANGUS-YOUNG
ARCHITECTS/ENGINEERS
Janesville | Madison

LELE GROUP LLC

HA LONG BAY
RESTAURANT BUILDOUT

1353 WILLIAMSON STREET
MADISON, WI 53703

NO.	DESCRIPTION	DATE
01	ISSUED FOR PERMIT	11/15/23
02	ISSUED FOR PERMIT	11/15/23
03	ISSUED FOR PERMIT	11/15/23
04	ISSUED FOR PERMIT	11/15/23

PROJECT INFORMATION

PROJECT NUMBER: 77910

APPROVED BY: JMO

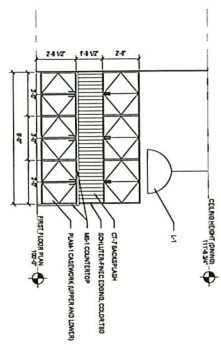
REVIEWED BY: ERMAK

DRAWN BY: NLS

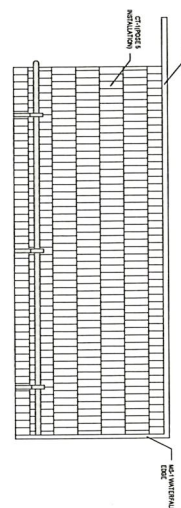
DATE: 11/15/23

SCALE: 1/8" = 1'-0"

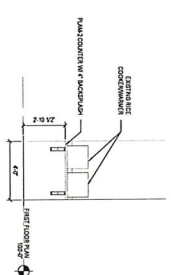
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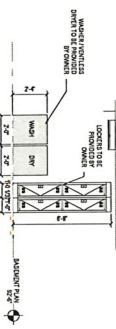
23A ELEVATION AT BRANDING WALL
SCALE: 1/8" = 1'-0"



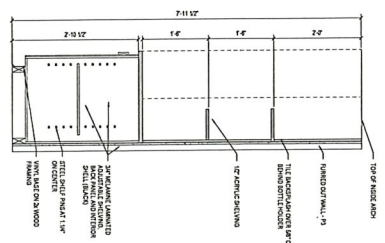
15 ELEVATION OF BAR FACE (POSE 5 INSTALLATION)
SCALE: 3/16" = 1'-0"



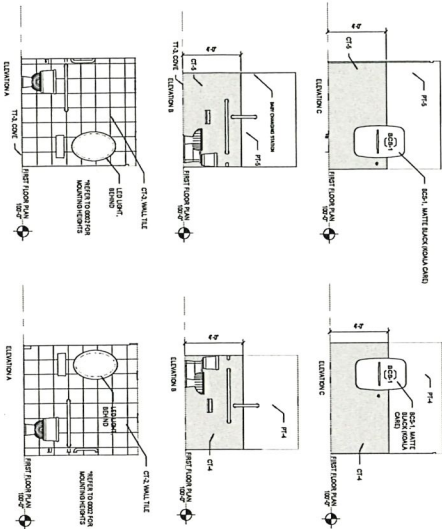
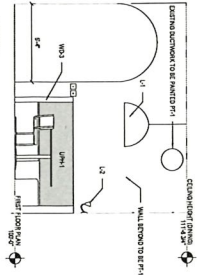
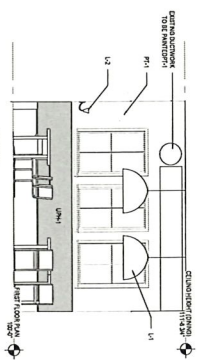
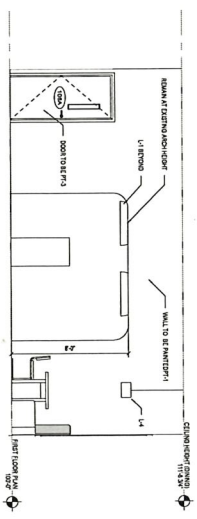
08 WEST ELEVATION AT RICE COOKER AND WARMER
SCALE: 3/16" = 1'-0"



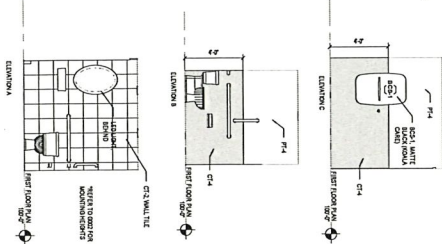
07 ELEVATION AT EMPLOYEE AREA
SCALE: 3/16" = 1'-0"



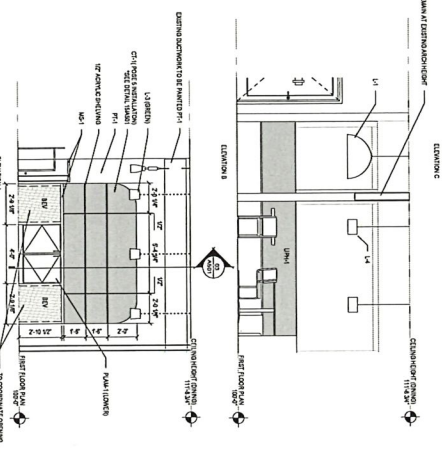
03 SECTION AT BACK BAR
SCALE: 3/16" = 1'-0"



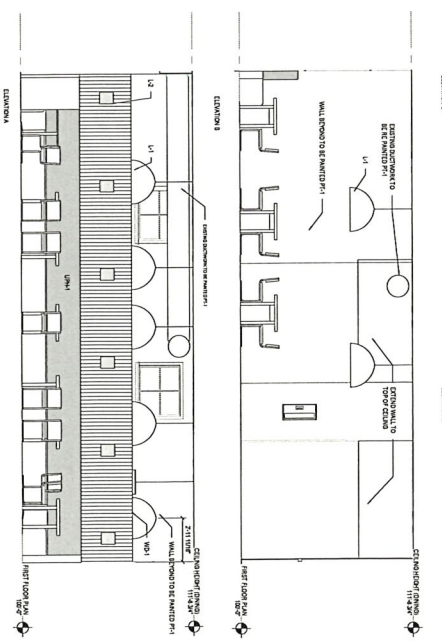
21A WOMENS BATHROOM ELEVATIONS
SCALE: 3/16" = 1'-0"



17A MENS BATHROOM ELEVATIONS
SCALE: 3/16" = 1'-0"

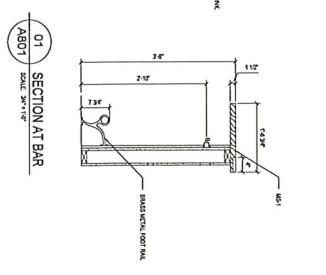
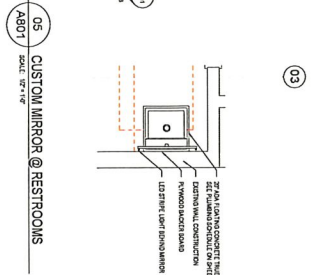
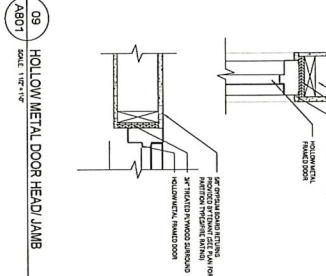
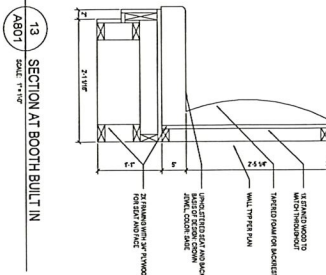
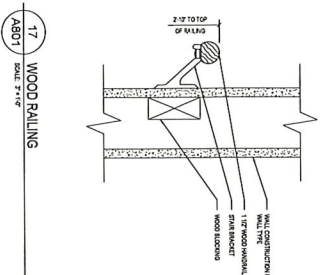


13A EAST ELEVATION AT BACK BAR
SCALE: 3/16" = 1'-0"



01A ELEVATIONS AT DINING ROOM
SCALE: 3/16" = 1'-0"

NO.	REVISION / REVISION	DATE
01	PLAN REVIEW / REVISIONS	08/07/2023
02	PLAN REVIEW / REVISIONS	08/07/2023
03	PLAN REVIEW / REVISIONS	08/07/2023
04	PLAN REVIEW / REVISIONS	08/07/2023
05	PLAN REVIEW / REVISIONS	08/07/2023
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100	PLAN REVIEW / REVISIONS	08/07/2023



NO.	DESCRIPTION	DATE
1	ISSUED FOR PERMITS	10/2023
2	FOR CONSTRUCTION	11/2023
3	REVISED	12/2023

PROJECT NUMBER: 77910
 APPROVED BY: JMO
 REVIEWED BY: EBMK
 DRAWN BY: DDMW BT
 NLS

ANGUS + YOUNG ASSOCIATES, INC.
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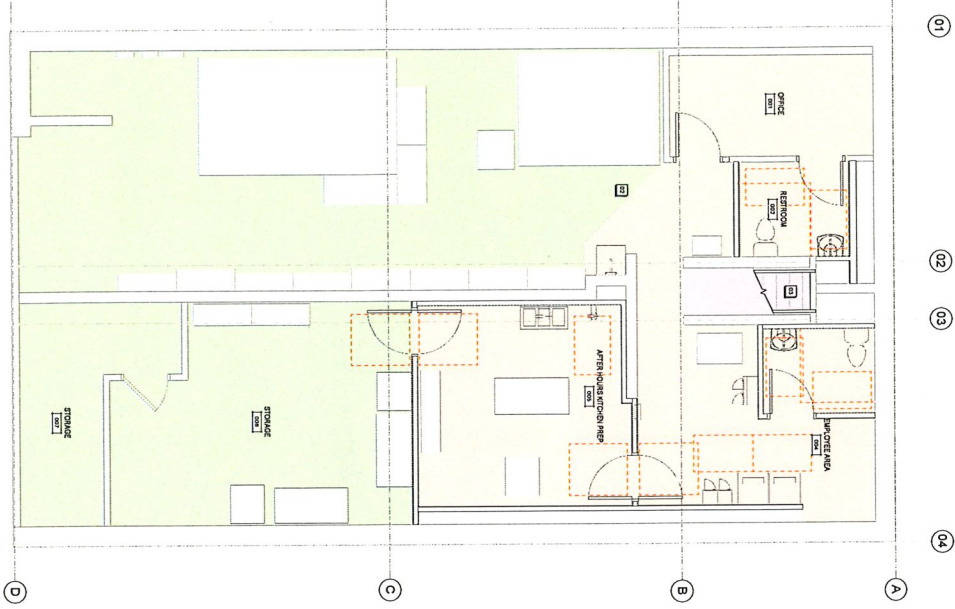
1359 WILKINSON STREET
 MADISON, WI 53703

LELE GROUP LLC
 HA LONG BAY
 RESTAURANT BUILDOUT

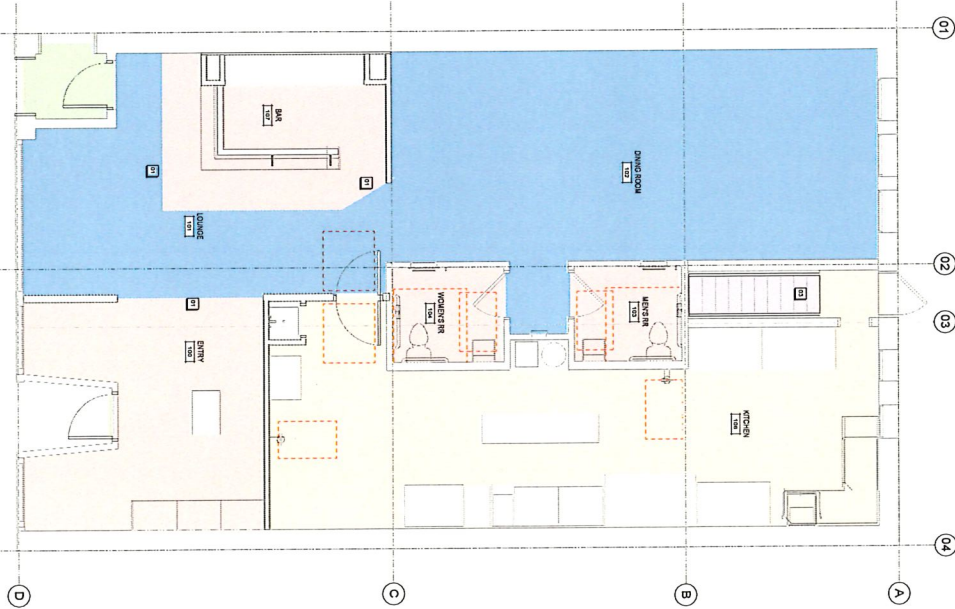
ANGUS + YOUNG
 ARCHITECTS/ENGINEERS
 Janesville | Madison

DETAILS
A801

BASEMENT FINISH PLAN
SCALE: 3/8" = 1'-0"



FIRST FLOOR FINISH PLAN
SCALE: 3/8" = 1'-0"



- FLOOR FINISH KEYPLAN**
- EXISTING TO REMAIN
 - EXISTING FINISH
 - EXISTING FINISH
 - EXISTING FINISH
 - LVP
 - POLISHED CONCRETE
 - POLISHED CONCRETE
 - POLISHED CONCRETE
 - TILE

- KEYNOTES**
1. FINISHING SHALL BE IN ACCORDANCE WITH THE FINISH SCHEDULE.
 2. FINISHING SHALL BE IN ACCORDANCE WITH THE FINISH SCHEDULE.
 3. FINISHING SHALL BE IN ACCORDANCE WITH THE FINISH SCHEDULE.

ANGUS-YOUNG
ARCHITECTS/ENGINEERS
Janesville | Madison

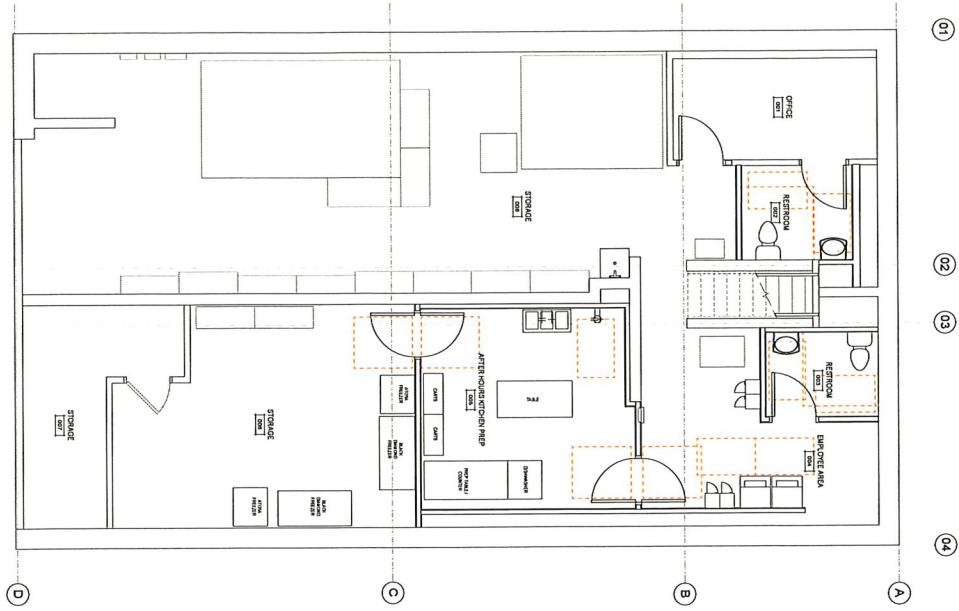
LELE GROUP LLC
HA LONG BAY
RESTAURANT BUILDOUT
1353 WILKINSON STREET
MADISON, WI 53703

NO.	DESCRIPTION	DATE
1	ISSUED FOR PERMIT	11/15/2023
2	FOR CONSTRUCTION	11/15/2023
3	FOR CONSTRUCTION	11/15/2023
4	FOR CONSTRUCTION	11/15/2023
5	FOR CONSTRUCTION	11/15/2023
6	FOR CONSTRUCTION	11/15/2023
7	FOR CONSTRUCTION	11/15/2023
8	FOR CONSTRUCTION	11/15/2023
9	FOR CONSTRUCTION	11/15/2023
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11	FOR CONSTRUCTION	11/15/2023
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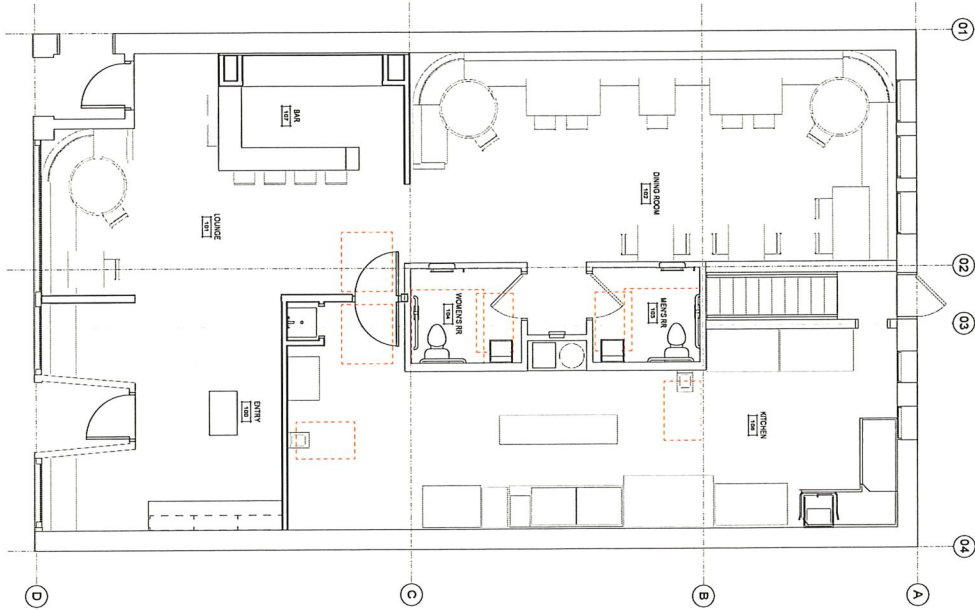
ANGUS-YOUNG ASSOCIATES, INC.
77910
APPROVED BY: JAD
REVIEWED BY: ERNAK
DRAWN BY: NLS

A901

BASEMENT FURNITURE PLAN
SCALE: 1/8" = 1'-0"



FIRST FLOOR FURNITURE PLAN
SCALE: 1/8" = 1'-0"



ANGUS + YOUNG
ARCHITECTS/ENGINEERS
Madisonville, | Madison

LELE GROUP LLC
HA LONG BAY
RESTAURANT BUILDOUT
1359 WILLIAMSON STREET
MADISON, WI 53703

NO.	DESCRIPTION	DATE
1	ISSUED FOR PERMITS	10/2023
2	REVISED TO PACKAGE 1	10/2023

PROJECT NUMBER
77910

APPROVED BY
JAO

REVIEWED BY
EMAK

DRAWN BY
N.S.

FURNITURE PLAN (FOR REFERENCE ONLY)

A902

Ha Long Bay Business Plan

EXECUTIVE SUMMARY

Ha Long Bay Restaurant is an established and beloved restaurant in Madison, WI. We focus on serving good food at affordable prices so it can be accessible to any budget.

We plan to continue our family's legacy and look forward to continuing our relationship with the local community.

Market Analysis

Our market size of the Madison metro area is 641,000 with a median age of 36 and an average household income of \$64,000. Approximately 51% of the population is female.

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 following suit. 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.

Growth Potential

Due to the pandemic, there will be limited capacity so a majority of the sales will have to rely on carry-out and delivery orders. The benefit of starting during these parameters is that we can focus on marketing and food quality without the overhead of servers and in-house service. This will prove to be beneficial in the beginning as systems of efficiency are being developed. Adapting to food delivery services and online app integration with local systems will be integral to the carry-out delivery platform.

More rental and condo units are being developed within the Capitol Neighborhoods for a potential for an increase in consumers. We will be complimentary to downtown culture and night life as there are more events that centralize around the capitol - farmers market, concerts, street festivals.

Parking is abundant and readily available. The restaurant concept is complimentary to other businesses in the area as there is a variety of different styles of cuisines and only two Asian-centric restaurants on the whole capitol square, both of which are Japanese-esque.

Barriers

We are entering a space with a concentration of restaurants and bars that have already been established. There are already long-standing food and beverage establishments in the capitol neighborhood with a loyal customer base. Supply costs would be higher compared to long established restaurants in the start up phase.

Our Mission Statement

To provide a professional and creative food and beverage service within a stylish and inspiring environment that can be accessible to all and to continue our family's legacy and growth within our community.

Our Vision Statement

To provide our clients with a restaurant experience that focuses on ambiance and high quality food and drinks that are accessible and engaging. Our service will be executed with well-trained servers and staff.

Our Company Goals & Objectives Goals:

Goals:

- Increase customer base to 20% by end of first year
- Increase gross revenue 20% by end of year
- Food sales revenue target is 80% of gross sales
- Beverage revenue target is 20% of gross sales
- Maintain an average beverage cost under 20%
- Maintain an average food cost under 30%

Objectives:

- Maintain a healthy and creative workplace by offering benefits and competitive wages in order to keep staff consistent with a low turnover rate
- Monitor quality control by having mystery shoppers come in quarterly to test our staff
- To be on top of new trends and technology within the industry via continued education, trade shows, training
- Have a healthy, growing business that is recognized for unparalleled customer service and products
- Grow and retain a loyal customer base
- Design a unique space that is inclusive to all
- Offer quality food and beverage that is accessible to all

- Visual marketing, community engagement, and food and beverage program
- Maintain the highest standards of sanitation and health code practices
- Provide a range of entrees and drink that appeal to all clients with accessibility in mind
- Engage with community organizations to incorporate social activism
- Create a healthy environment for our staff to thrive socially, emotionally, and financially - to support our employees creatively

FOOD AND BEVERAGES

We will offer well-executed dishes and drinks. Sample menu attached for reference.

MARKETING PLAN

Market Trends

Asian cuisine has become popular in the last decade. We are seeing adaptations of Japanese, Korean, Filipino, Thai, Vietnamese, etc...from cooking shows, to the snack isles, to even fast food menus. Nearly every restaurant in the Madison-metro area has some Asian-inspired dish that is an offshoot from their menu offerings.

We are also in a cultural and political space where mainstream publications and television shows are being challenged for their appropriation and lack of food diversity. The restaurant industry has been responding where many people of color have been sprouting up their cultural cuisines and being well received and supported by their community. Food and beverage, especially those that aren't European American fare, have been supported through engagement with their community and customers want to be more informed with narratives and histories of their food.

Our Target Market

The target market will be predominantly ages 25 to 55. For younger professionals (age 25-40), they will have disposable income, which is likely to be spent for social purposes - bars, restaurants, retail, and beauty. Their motivations would be encompassed in their pursuit of individuality and to express uniqueness and cultural worldliness. The medium of which they would express and showcase this through the platform of social media - being seen in an interesting or popular place is highly valued. The occupations of this demographic will have a wide range.

OUR COMPETITIVE ADVANTAGE

Service and Products

We will be offering American Chinese fare in a community that does not have any options. We are catering to the Capitol Neighborhood as well as the near east side with options of accessibility via delivery options.

Meals will be portioned with quality and value considered. We will be offering lunch and brunch programs with rotating specials that are offshoots of the standard menu. Menu offerings will be on rotation and will see what the consumers respond well to in order to determine which dishes can become standards on the menu.

We will be pairing the food offerings with a Tiki themed cocktail menu to revisit the era of when American Chinese and Tiki drinks were popular. With the advent of many reboots of the past surfacing in popular culture, we see this as a great way to further communicate playfulness with our food program.

Employment

It's important to us to create a healthy environment for our staff to thrive socially, emotionally, and financially. We believe that taking care of our employees will result in a great cuisine, service and overall experience for the client. If we take care of our employees, it will trickle down to our customers.

Atmosphere/Culture

We want to have a healthy, growing business that is recognized for unparalleled customer service and cuisine - this will be the foundation of our business. We want to design a unique space that can welcome all. It is important for us to engage with community organizations to incorporate social activism into our space, as well.

SALES AND MARKETING STRATEGY (where I left off)

We will be strongly implementing social media as our marketing strategy to excite our target demographics with creativity and modern delivery of classic and canonized dishes. We will highlight current trends and social events and partner with brands and organizations that we align with for optimal cross-promotion. We will be utilizing the history of the food to educate our clients so they may be further engaged with the culture that are a part of and in turn create more value to the food itself.

Our social media content will also interact with our growing client base by cross-promoting our business handle with our suppliers, partners, and community organizations to set examples of how we are engaged with people throughout our entire process.

Our goal is to grow our restaurant so that it may stand amongst the tried-and-true food businesses in the Willy Street neighborhood. We want to execute consistent food and service, while educating our consumers, engaging with community, and focusing on inclusivity.

“Ha Long Bay” is set to make use of the following marketing and sales strategies to attract customers;

- Use social media to showcase and educate on menu items and services available
 - Create entry points for scheduling and retail opportunities
 - Cross-promote with clients and local businesses
- Attend industry trade shows, expos, seminars, and business fairs
- Create different price-points for different category of clients
 - Budget conscious
 - Catering services
 - Private events
- Leverage on the internet to promote our business
 - Google Ads
 - Instagram and Facebook promotions
- Encourage word of mouth marketing from loyal and satisfied clients
- Private events
 - Comprehensive with food, beverage, entertainment, design/decor, etc.
- Public events
 - Fundraisers
 - Showcasing artists
 - Pop-ups with local businesses
- Introductory incentives
 - Grand opening specials

MANAGEMENT AND ORGANIZATION

Our Business Structure

At Ha Long Bay, we will build a firm business structure that can support our growth. We will hire the right people to help us build the business of our dreams.

Below is the business structure that we will use at "Ha Long Bay".

- Restaurant General Manager
- Front of House Manager
- Back of House Manager
- Cooks
- Prep
- Servers
- Host
- Bartender
- Accountant/Bookkeeper

Roles and Responsibilities

Restaurant General Manager

- Creates, communicates, and implements the vision, mission, and overall direction
- Responsible for providing direction for the restaurant
- Responsible for building a strong client management system
- Responsible for signing checks and documents on behalf of the company
 - Responsible for monitoring inventory and managing costs for the restaurant
 - Researching products and trends
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to the restaurant
- Reports to investors
- Design job descriptions
- Coordinates training programs for Front of House and Back of House
- Identifies training and development needs for the employees through job analysis, appraisals, and consultation
- Help monitor and maintain equipment and facilities
 - Works directly with the owners

Front of House Manager

- Creates, communicates, and implements the vision, mission, and overall direction
- Responsible for providing direction for the food & beverage program
- Responsible for signing checks and documents on behalf of the company
- Responsible for monitoring inventory and managing costs for food & beverage
- Researching products and trends
- Manages and trains Front of House staff - servers, host, bartender
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to food & beverage
- Reports to investors
- Design job descriptions

- Identifies training and development needs for the food & beverage employees through job analysis, appraisals, and consultation
- Help monitor and maintain equipment and facilities
- Works directly with the owners

Back of House Manager

- Creates, communicates, and implements the vision, mission, and overall direction in the kitchen, food prep, and menu.
- Responsible for providing direction for the food program
- Responsible for signing checks and documents on behalf of the company
- Responsible for monitoring inventory and managing costs for food
- Researching products and trends
- Manages and trains Back of House staff - cooks, prep, dishwasher, expo
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to food
- Reports to investors
- Design job descriptions
- Identifies training and development needs for the Back of House employees through job analysis, appraisals, and consultation
- Help monitor and maintain equipment and facilities
- Works directly with the owners

Cooks

- Preparing food to standard - thorough temperature, portion, garnishes, and plating
- Maintains cleanliness and procedures for health and safety standards
- Logs the produce and perishables to maintain freshness of food used for dishes
- Helps maintain cleanliness and organization of the kitchen and prep area
- Properly disposes of expired food and produce
- Labels all containers and rotates food with expiration dates
- Completes and maintains food handling certification

Prep

- Cleaning and sorting produce and perishables
- Date and label foods for optimal freshness
- Efficient with usage of food preparation for cooks
- Helps maintain cleanliness and organization of the kitchen and prep area
- Properly disposes of expired food and produce
- Labels all containers and rotates food with expiration dates
- Completes and maintains food handling certification

Servers

- Sees to it that the client gets exactly what they want and are satisfied with their food and service
- Knowledgeable in all food and beverages
- Ensures that sanitation, health, and wellness are a priority
- Maintains proper presentation of plating, packaging, and set up
- Provides an impressionable experience for our clients

Host

- Creates positive first impression of guests
- Engages with customers in-person, via phone, and internet orders and inquiries
- Seeking resolution and problem solving forward
- Knowledgeable in all food and beverages
- Empathetic towards guests of all degrees of demand
- Communicates properly with servers, front of house manager, and general manager

Bartender

- Creates, communicates, and implements the vision, mission, and overall direction in the bar, beverage prep, and cocktail menu
- Responsible for providing direction for the beverage program
- Responsible for signing checks and documents on behalf of the company
- Responsible for monitoring inventory and managing costs for bar program
- Researching products and trends
- Manages and trains Front of House regarding beverages
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to bar program
- Reports to investors
- Design job descriptions
- Help monitor and maintain equipment and facilities
- Works directly with the owners

Accountant/Bookkeeper

- Responsible for preparing financial reports, budgets, and financial statements
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the company
- Serves as internal auditor for the company

FINANCIAL PLAN

Sales Forecast

See attachment

Our Pricing Strategy

We are priced moderately in our market. We are comparably priced with our competitors, so we do not undercut their business while establishing the value of our services.

It is important to keep our prices competitive for customer retention.

Payment Options

We will accept cash, gift certificates, and major credit cards.

APPETIZERS

AP1	Chả Giò – Pork Egg Rolls (2) Carrot, cabbage, mushroom, onion, taro, bean thread noodle	\$4.00
AP2	Chả Giò Chay – Vegetable Egg Rolls (2) Tofu, carrot, cabbage, mushroom, onion, bean thread noodle	\$4.00
AP3	Chicken Egg Rolls (2) Carrot, cabbage, mushroom, onion, bean thread noodle	\$4.00
AP4	Crab Meat Wontons (4) Cream cheese, imitation crab	\$5.95
AP5	Fried Chicken Wontons (4) Mushroom, potato, onion	\$4.25
AP6	Golden Tofu Deep-fried bean curd	\$3.95
AP7	Veggie Curry Puffs (4) Potato, spinach, peas, carrot, onion, yellow curry	\$4.25
AP8	Dumplings – Chicken (6) or Tofu (8) Ginger, onion, napa; steamed or fried	\$7.95
AP9	Spicy Wontons Pork and shrimp wontons, bok choy, and napa in a sweet and spicy soy ginger sauce	\$6.95
AP10	Gỏi Cuốn Chả Giò – Vietnamese Fresh Spring Rolls with Pork Egg Roll (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$5.95
AP11	Gỏi Cuốn Tôm – Vietnamese Fresh Spring Rolls with Shrimp (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$5.95
AP12	Gỏi Cuốn – Vietnamese Fresh Spring Rolls with Pork and Shrimp (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$5.95
AP13	Gỏi Cuốn Chay – Vietnamese Fresh Spring Rolls with Tofu (2) Rice paper wrapped vermicelli noodle, lettuce, bean sprouts, cucumber, carrot, cilantro	\$5.95
AP14	Spicy Chicken Wings Fried and tossed in a sweet and spicy sauce	\$6.95
AP15	Chicken Satay (4) Grilled chicken skewers, coconut milk; with peanut sauce and cucumber salad	\$6.95
AP16	Sriracha Chicken Meatballs Topped with sweet and sour sriracha sauce	\$6.95

SOUPS

VIETNAMESE

S1	Wonton Soup Pork and shrimp wontons, bok choy, napa, green onion	\$4.95
S2	Tofu Soup Soft tofu, tomato, cilantro, green onion	\$4.95
S3	Vegetable Soup Broccoli, carrot, mushroom, zucchini, bok choy, napa, ginger	\$4.95
S4	Asparagus Crab Soup Asparagus, imitation crab, egg	\$5.95
S5	Hot and Sour Soup Napa, bamboo, carrot, mushroom, chili	\$4.95

THAI

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

S6	Tom Yum Clear broth with chili paste, mushroom, galanga, lemongrass, makrut lime leaves, lime, cilantro	Chicken or Tofu \$7.95 Shrimp \$8.95
S7	Tom Yum Talay – Tom Yum with Seafood Mussels, shrimp, squid, scallop in clear broth with chili paste, mushroom, tomato, pineapple, galanga, lemongrass, makrut lime leaves, lime, cilantro	\$21.95
S8	Tom Kha Coconut milk, chili paste, mushroom, galanga, lemongrass, makrut lime leaves, lime, cilantro	Chicken or Tofu \$8.95 Shrimp \$9.95

[OUR KITCHEN IS NOT AN ALLERGEN-FREE FACILITY. OUR FRYER IS SHARED AMONG GLUTEN, EGG, MEAT, AND SEAFOOD PRODUCTS.]
[MODIFICATIONS AND SUBSTITUTIONS ARE SUBJECT TO UPCHARGE.] [PARTIES OF 6 OR MORE WILL BE SUBJECT TO A 20% GRATUITY CHARGE.]

SALADS

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

SL1	Som Tum – Papaya Salad Shredded green papaya, tomato, peanut, fish sauce, shrimp paste, lime	\$10.95
SL2	Cucumber Salad Cucumber, carrot, lime fish sauce vinaigrette, ground peanut	\$4.95
SL3	Yum Gai or Yum Nuah – Chicken or Beef Salad Grilled chicken or beef, tomato, cucumber, onion, cilantro, fish sauce, lime; on lettuce	Chicken \$12.95 Beef \$13.95
SL4	Yum Koong – Shrimp Salad Shrimp, tomato, cucumber, onion, cilantro, fish sauce, lime; on lettuce	\$13.95
SL5	Yum Pla Muk – Squid Salad Squid, tomato, cucumber, onion, cilantro, fish sauce, lime; on lettuce	\$13.95
SL6	Yum Tofu – Tofu Salad Tofu, bean thread noodle, tomato, cucumber, onion, cilantro, fish sauce, lime; on lettuce	\$12.95

BÁNH XÈO – VIETNAMESE CREPE

SATURDAYS & SUNDAYS ONLY

Bean sprouts, green onion; with nước chấm – lime fish sauce vinaigrette

BX1	Pork or Tofu	\$12.95
	Shrimp	\$13.95
	Pork and Shrimp	\$14.95

CHÁO – VIETNAMESE PORRIDGE

Topped with green onion, fried shallot, cilantro

VP1	Chicken, Pork, or Tofu	\$10.95
	Shrimp	\$12.95

PHỞ - VIETNAMESE RICE NOODLE SOUP

Beef Broth

Topped with green onion, white onion, cilantro; with bean sprouts, basil, jalapeno, lime

Extra Meat +\$2.00; Extra Shrimp +\$3.00; Extra Duck +\$6.00; Extra Noodles +\$1.50; Large Bowl +\$3.00

*CONSUMING RAW OR UNDERCOOKED MEAT MAY INCREASE YOUR RISK FOR FOODBORNE ILLNESSES.

PH1	Phở Tái Rare beef	\$12.95
PH2	Phở Bò Viên Beef meatballs	\$12.95
PH3	Phở Tái Nạm Rare beef, well-done beef	\$12.95
PH4	Phở Tái Gân Rare beef, tendon	\$13.95
PH5	Phở Tái Nạm, Sạch Rare beef, well-done beef, tripe	\$13.95
PH6	Phở Tái Nạm, Gân Rare beef, well-done beef, tendon	\$13.95
PH7	Phở Tái Nạm, Bò Viên Rare beef, well-done beef, beef meatballs	\$13.95
PH8	Phở Đặc Biệt Rare beef, well-done beef, beef meatballs, tendon, tripe	\$14.95
PH9	Phở Gà Chicken, bok choy, napa	\$12.95
PH10	Phở Đậu Hũ Tofu, broccoli, peapod, carrot, bok choy, napa	\$12.95
PH11	Phở Tôm Shrimp, bok choy, napa	\$13.95
PH12	Phở Vịt Roast duck, bok choy, napa	\$17.95
PH13	Phở Gà Viên Chicken meatballs	\$12.95

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BÁNH CANH – VIETNAMESE ROUND RICE NOODLE SOUP

Chicken Broth

Topped with green onion and cilantro; with bean sprouts, basil, jalapeno, lime

BC1	Bánh Canh Rau Cải	\$11.95
	Tofu, broccoli, pea pod, napa	
BC2	Bánh Canh	Pork or Chicken \$11.95 Shrimp \$13.95

MÌ – VIETNAMESE EGG NOODLE SOUP

Chicken Broth

Topped with green onion, white onion, cilantro; with bean sprouts, basil, jalapeno, lime

ES1	Mì Rau Cải	\$12.95
	Tofu, mushroom, broccoli, baby corn, carrot, bok choy, napa	
ES2	Mì Đò Biển	\$13.95
	Shrimp, imitation crab, squid, bok choy, napa	
ES3	Mì Vịt	\$17.95
	Roast duck, bok choy, napa	
ES4	Mì Gà	\$12.95
	Chicken, bok choy, napa	
ES5	Mì Wonton	\$12.95
	Pork and shrimp wontons, bok choy, napa	
ES6	Mì Xá Xiu	\$12.95
	BBQ pork, bok choy, napa	
ES7	Mì Bò Kho – Vietnamese Beef Stew	\$12.95
	Simmered beef, star anise, cinnamon, carrot, onion	
ES8	Mì Mun-Duck	\$12.95
	Mun-duck, bok choy, napa	

THAI NOODLE SOUPS

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

TS1	Tom Yum Noodle Soup	
	Rice noodles in clear broth with chili paste, galanga, lemongrass, makrut lime leaves, lime, cilantro, green onion	
		Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95 Combination of beef, shrimp, and squid \$15.95
TS2	Kha Nom Jin Nam Prik – Red Curry Noodle Soup	
	Rice vermicelli, coconut milk, red curry, bamboo, lettuce, carrot, bean sprouts, basil, cilantro, green onion	
		Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95
TS3	Kha Nom Jin Keng Kheow Vaan – Green Curry Noodle Soup	
	Rice vermicelli, coconut milk, green curry, bamboo, lettuce, carrot, bean sprouts, basil, cilantro, green onion, Thai eggplant	
		Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95
TS4	Suki-Num	
	Bean thread noodles in clear broth with suki sauce (peanut & soybean), napa, pea pod, broccoli, mushroom, cilantro, green onion	
		Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95 Combination of beef, shrimp, and squid \$16.95
TS5	Tom Kha Noodle Soup	
	Rice noodles in coconut milk broth with chili paste, galanga, lemongrass, makrut lime leaves, lime, cilantro, green onion	
		Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95 Combination of beef, shrimp, and squid \$16.95

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BÚN – VIETNAMESE RICE VERMICELLI SALAD

Rice vermicelli, lettuce, cucumber, carrot, bean sprouts, basil, cilantro, ground peanut
With nước mắm – lime fish sauce vinaigrette

B1	Bún Thịt Nướng – Heo Grilled pork	\$13.95
B2	Bún Thịt Nướng – Bò Grilled beef	\$14.95
B3	Bún Tôm Nướng Grilled shrimp	\$15.95
B4	Bún Chả Giò Pork eggrolls	\$13.95
B5	Bún Tôm Nướng, Chả Giò Grilled shrimp and pork egg rolls	\$15.95
B6	Bún Bò Xào Stir-fried lemongrass beef	\$14.95
B7	Bún Thịt và Tôm Nướng Grilled pork or beef and grilled shrimp	\$15.95
B8	Bún Deluxe Grilled pork, beef, and shrimp	\$15.95
B9	Bún Thịt Nướng – Gà Grilled chicken	\$13.95
B10	Bún Đậu Hũ Xào Stir-fried lemongrass tofu	\$13.95

CƠM ĐĨA – GRILLED MEAT RICE PLATE

White rice, cucumber, tomato, pickled carrot and green papaya
With nước mắm – lime fish sauce vinaigrette

R1	Thịt Heo Nướng Grilled pork	\$11.95
R2	Thịt Gà Nướng Grilled chicken	\$11.95
R3	Thịt Bò Nướng Grilled beef	\$12.95
R4	Tôm Nướng Grilled shrimp	\$13.95
R5	Vịt Quay Roast duck	\$16.95
R6	Thịt Gà & Tôm Nướng Grilled chicken and shrimp	\$13.95
R7	Thịt Bò & Tôm Nướng Grilled beef and shrimp	\$14.95
R8	Thịt Heo & Tôm Nướng Grilled pork and shrimp	\$13.95

HỦ TIỂU XÀO KHÔ – STIR-FRIED LARGE RICE NOODLES

Bok choy, broccoli, pea pod, carrot, baby corn, mushroom, bean sprouts, onion
Degree of Spiciness: Mild, Medium, Hot, Extra Hot

HK1	Hủ Tiểu Xào Khô	Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95
HK2	Hủ Tiểu Xào Khô Thập Cẩm	Combination of beef, BBQ pork, shrimp, and chicken \$15.95
HK3	Hủ Tiểu Xào Khô Đồ Biển	Seafood Combination \$25.95

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HŨ TIẾU XÀO – FRIED LARGE RICE NOODLES

Bok choy, broccoli, peapod, carrot, baby corn, mushroom, bell pepper, onion

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

HT1	Hũ Tiếu Xào	Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95
HT2	Hũ Tiếu Xào Thập Cẩm	Combination of beef, BBQ pork, shrimp, and chicken \$15.95
HT3	Hũ Tiếu Xào Đồ Biển	Seafood Combination \$25.95

MÌ XÀO MỀM – STIR-FRIED EGG NOODLES

Bok choy, broccoli, peapod, carrot, baby corn, mushroom, bell pepper, onion

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

MM1	Mì Xào Mềm	Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95
MM2	Mì Xào Mềm Thập Cẩm	Combination of beef, BBQ pork, shrimp, and chicken \$15.95
MM3	Mì Xào Mềm Đồ Biển	Seafood Combination \$25.95

MÌ XÀO DÒN – CRISPY EGG NOODLES

Bok choy, broccoli, peapod, carrot, baby corn, mushroom, bell pepper, onion

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

MD1	Mì Xào Dòn	Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95
MD2	Mì Xào Dòn Thập Cẩm	Combination of beef, BBQ pork, shrimp, and chicken \$15.95
MD3	Mì Xào Dòn Đồ Biển	Seafood Combination \$25.95

THAI STIR-FRIED NOODLES

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

TN1	Pad Thai	Stir-fried small rice noodles, bean sprouts, green onion, radish, egg; topped with peanut and cilantro Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95 Seafood Combination \$25.95
TN2	Pad Lad Nar	Fried large rice noodles topped with stir-fried broccoli, peapod, carrot, onion in a yellow soybean sauce Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95 Seafood Combination \$25.95
TN3	Pad See Eew	Stir-fried large rice noodles, sweet soy sauce, broccoli, carrot, egg Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95 Seafood Combination \$25.95
TN4	Pad Kee Mao – Drunken Noodles	Stir-fried large rice noodles, basil, mushroom, tomato, broccoli, peapod, onion, chili paste Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95 Seafood Combination \$25.95
TN5	Pad Lao	Stir-fried small rice noodles, bean sprouts, green onion; topped with fried egg, peanut, and cilantro Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95 Seafood Combination \$25.95
TN6	Pad Wun Sen	Stir-fried bean thread noodles, mushroom, carrot, broccoli, bamboo, peapod, chili paste, basil; with rice Chicken, Pork, or Tofu \$12.95 Beef \$13.95 Shrimp \$14.95 Seafood Combination \$25.95

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THAI CURRIES

Served with Rice

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

TC1	Musaman Cardamom, cumin, cinnamon, clove, carrot, potato, onion, peanuts Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95
TC2	Panang Red curry, peanut sauce, green bean, carrot, potato, basil Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95
TC3	Red Curry Red curry, bamboo, Thai eggplant, green bean, carrot, basil Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95
TC4	Yellow Curry Yellow curry, carrot, potato, onion Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95
TC5	Green Curry Green curry, bamboo, Thai eggplant, green bean, basil Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95
TC6	Squash Curry Red curry, zucchini, squash, bamboo, Thai eggplant, basil Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95
TC7	Roast Duck Curry Red curry, roast duck, potato, tomato, green bean, squash, pineapple, zucchini, basil \$17.95
TC8	Triple Delight Curry Red curry, chicken, pork, shrimp, pineapple, green bean, zucchini, squash \$14.95
TC9	Mango Curry Red curry, peanut sauce, mango, pineapple, potato, squash, onion Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95

THAI ENTRÉES

Served with Rice

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

TE1	Pra Ram Long Song Grilled meat or fried tofu on a bed of steamed broccoli, peapod, carrot, topped with sweet peanut sauce Chicken, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95
TE2	Pad Kra Prow Basil, bell pepper, mushroom, bamboo, baby corn, onion Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp or Squid \$15.95 Scallop or Seafood Combination \$25.95
TE3	Pad Prik King Ginger, bell pepper, mushroom, bamboo, baby corn, peapod, onion Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp or Squid \$15.95 Scallop or Seafood Combination \$25.95
TE4	Peanut Chicken Chicken, peanut, peapod, broccoli, carrot, onion, chili paste \$13.95

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VIETNAMESE ENTRÉES

Served with Rice

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

VE1	Tôm Rang Muối – Salt & Pepper Fried shrimp tossed with jalapeno, salt, pepper, onion; on lettuce	\$15.95
VE2	Mực Rang Muối – Salt & Pepper Fried squid tossed with jalapeno, salt, pepper, onion; on lettuce	\$15.95
VE3	Xào Rau Cải – Sautéed Mixed Vegetables Broccoli, peapod, carrot, baby corn, mushroom Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop \$25.95	
VE4	Xào Chua Ngọt – Sweet and Sour Peapod, tomato, carrot, pineapple, bell pepper, onion Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95	
VE5	Xào Sả Ót – Hot and Spicy Lemongrass Broccoli, peapod, carrot, baby corn, mushroom, lemongrass Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop \$25.95	
VE6	Xào Hạt Điều – Sautéed Cashews Broccoli, peapod, carrot, mushroom, zucchini, cashew Chicken, Pork, Tofu, or Mun-Duck \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop \$25.95	
VE7	Gà Kho Gừng – Ginger Chicken Chicken, ginger, broccoli, carrot, asparagus	\$13.95
VE8	Xào Cà Ri – Curry Stir Fry Yellow curry, lemongrass, green bean, carrot, bell pepper, peapod, onion Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp or Squid \$15.95 Scallop or Seafood Combination \$25.95	
VE9	Bò Kho – Vietnamese Beef Stew Simmered beef, star anise, cinnamon, carrot, potato, onion	\$13.95
VE10	Xào Cà Chua Tomato, bell pepper, mushroom, peapod, onion, basil Chicken or Tofu \$13.95 Beef \$14.95 Shrimp or Squid \$15.95 Scallop or Seafood Combination \$25.95	

VEGETARIAN

Served with Rice

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

V1	Vegetable Combo Stir-fried peapod, broccoli, carrot, asparagus, mushroom, bok choy	\$13.95
V2	Spicy Tofu Soft tofu, mushroom, bell pepper, ginger, peapod, yellow soybean sauce, sesame oil	\$13.95
V3	Xào Măng Tây và Đậu Hũ – Sautéed Asparagus & Tofu Tofu, asparagus, sesame oil	\$13.95
V4	Xào Đậu Xanh – Stir-Fried Green Beans Green bean, yellow soybean sauce	\$12.95
V5	Đậu Hũ Xào Dòn Deep-fried tofu, sweet sesame sauce; on stir-fried broccoli, zucchini, carrot	\$13.95
V6	Cà Tím Xào Dòn Lightly battered eggplant, sweet sesame sauce; on stir-fried broccoli, zucchini, carrot	\$13.95
V7	Mun-Duck Stir Fry Mun-duck, peapod, broccoli, carrot, mushroom, bok choy, bell pepper, napa	\$13.95

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THAI FRIED RICE

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

TR1	Khao Pad Karce – Yellow Curry Fried Rice Yellow curry, green bean, carrot, egg, cashew, onion Chicken, BBQ Pork, or Tofu \$12.50 Beef \$13.50 Shrimp \$14.50
TR2	Khao Pad Kra Prow – Basil Fried Rice Basil, mushroom, broccoli, bamboo, peapod, egg Chicken, BBQ Pork, or Tofu \$12.50 Beef \$13.50 Shrimp \$14.50
TR3	Khao Pad Prik – Red Curry Fried Rice Red curry, basil, mushroom, broccoli, bamboo, peapod, egg Chicken, BBQ Pork, or Tofu \$12.50 Beef \$13.50 Shrimp \$14.50

CƠM CHIÊN – VIETNAMESE FRIED RICE

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

Green bean, carrot, bean sprouts, egg, onion

VR1	Cơm Chiên Tôm – Shrimp	\$13.50
VR2	Cơm Chiên Chicken, BBQ Pork, or Tofu \$12.50 Beef \$13.50	\$13.50
VR3	Cơm Chiên Thập Cẩm – Beef, Chicken, BBQ Pork, & Shrimp	\$14.50
VR4	Cơm Chiên Hạ Long – Shrimp & Chinese Sausage	\$14.50
VR5	Cơm Chiên Thơm – Pineapple Fried Rice Pineapple broccoli peapod green bean carrot onion green onion Chicken, BBQ Pork, or Tofu \$14.50 Beef \$15.50 Shrimp or Squid \$16.50 Scallop or Seafood Combination \$25.95	\$25.95

BÁNH MÌ – VIETNAMESE SANDWICHES

BM1	Bánh Mì Gà Xào Dòn – Sweet Crispy Chicken	\$8.95
BM2	Bánh Mì Pâté Chả Lụa – Pork Pâté & Vietnamese Chicken Meat Loaf	\$8.95
BM3	Bánh Mì Đậu Hũ Xào – Stir-Fried Tofu	\$8.95
BM4	Bánh Mì Xá Xíu – BBQ Pork	\$8.95
BM5	Bánh Mì Bò Xào – Sweet & Spicy Stir-Fried Beef	\$8.95

LAO SPECIALTIES

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

LS1	Mok Pa Fish, lemongrass, chili pepper, basil, makrut lime leaves steamed in banana leaf; with steamed vegetables and sticky rice	\$16.95
LS2	Mok Gai Chicken, lemongrass, chili pepper, basil, makrut lime leaves steamed in banana leaf; with steamed vegetables and sticky rice	\$15.95
LS3	Laab Onion, chili pepper, mint, cilantro, fish sauce, lime; with cucumber, lettuce, and sticky rice Chicken, Pork, or Tofu \$14.95 Beef \$15.95 Shrimp \$16.95 Raw Beef \$17.95	\$17.95
LS4	Tum Som Gai Yang Grilled chicken, shredded green papaya, tomato, fish sauce, shrimp paste, lime; with sticky rice	\$15.95
LS5	Sai Oua (Lao-Style Sausage) Pork sausage, steamed vegetables, Lao tomato jeow; with sticky rice	\$14.95
LS6	Khao Niao Ping Gai Grilled chicken, steamed vegetables, Lao tomato jeow; with sticky rice	\$14.95
LS7	Nem Khao Tod Crispy rice, pork nem sausage, coconut, onion, cilantro, mint, fish sauce, lime, peanut	\$14.95

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HẠ LONG BAY SPECIALTIES

Served with Rice

Degree of Spiciness: Mild, Medium, Hot, Extra Hot

HS1	Gà/Tôm Xào Dòn Sweet sesame sauce; on stir-fried broccoli, zucchini, carrot	Chicken (Battered) \$13.95 Shrimp (Battered) \$15.95
HS2	Xào Thơm Sweet pineapple and ginger sauce, peapod, broccoli, carrot	Chicken (Battered) or Tofu (Fried) \$13.95 Shrimp \$15.95
HS3	Cá Hồng Chiên Xốt Me – Tamarind Fried Red Snapper Fried whole red snapper, sweet tamarind sauce, tomato, pineapple, bell pepper	Market Price
HS4	Cá Hồng Chiên Sả Ớt – Lemongrass Fried Red Snapper Fried whole red snapper, lemongrass, basil, shitake mushroom, peapod, broccoli	Market Price
HS5	Xào Lạc – Stir-Fried Peanut Peanut, asparagus, carrot, bell pepper, zucchini, onion	Chicken or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95
HS6	Xào Đậu Xanh – Stir-Fried Green Beans Green bean, yellow soybean sauce	Chicken or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95
HS7	Xào Măng Tây – Sautéed Asparagus	Chicken \$13.95 Beef \$14.95 Shrimp \$15.95
HS8	Pad Ped Red curry, squash, Thai eggplant, bamboo, green bean, basil	Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95
HS9	Chef's Special Stir-Fry Lemongrass, bell pepper, broccoli, makrut lime leaves, basil, dried chili pepper, onion	Chicken, Pork, or Tofu \$13.95 Beef \$14.95 Shrimp \$15.95 Scallop or Seafood Combination \$25.95

DESSERTS

Coconut Sticky Rice – with Vanilla Ice Cream or Mango	\$4.95
Sesame Balls with Red Bean (6)	\$3.00
Blueberry Rangoon (2)	\$3.00

BEVERAGES

Soda	\$1.75
Lemonade	\$1.95
Iced Black Tea	\$1.95
Iced Green Tea	\$1.95
Soy Milk	\$2.50 With Boba \$5.50
Thai Iced Tea	\$3.95 With Boba \$5.50
Thai Iced Green Tea	\$3.95 With Boba \$5.50
Thai Iced Coffee	\$3.95 With Boba \$5.50
Hot Tea	\$2.00

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LUNCH

11:00 AM to 3:00 PM Monday – Friday

SERVED WITH A CHOICE OF CUCUMBER SALAD OR HOT AND SOUR SOUP

DEGREE OF SPICINESS: MILD, MEDIUM, HOT, EXTRA HOT

- L1 **Gà Xào Dòn**
Lightly battered chicken, sweet sesame sauce; on stir-fried broccoli, zucchini, carrot \$10.50
- L2 **Xào Thơm**
Sweet pineapple and ginger sauce, peapod, broccoli, carrot
CHICKEN (BATTERED) OR TOFU (FRIED) \$10.50 | SHRIMP \$12.50
- L3 **Xào Đậu Xanh – Stir-Fried Green Beans**
Green bean, yellow soybean sauce
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L4 **Yellow Curry**
Yellow curry, carrot, potato, onion
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L5 **Xào Hạt Điều – Sautéed Cashews**
Broccoli, peapod, carrot, mushroom, zucchini
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L6 **Pad Thai**
Stir-fried small rice noodles, bean sprouts, green onion, radish, egg; topped with peanut and cilantro
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L7 **Pad Lad Nar**
Fried large rice noodles topped with stir-fried broccoli, peapod, carrot, onion in a yellow soybean sauce
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L8 **Pad See Eew**
Stir-fried large rice noodles, sweet soy sauce, broccoli, carrot, egg
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L9 **Squash Curry**
Red curry, zucchini, squash, bamboo, Thai eggplant, basil
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L10 **Pad Kra Prow**
Basil, bell pepper, mushroom, bamboo, baby corn, onion
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L11 **Đậu Hũ Xào Dòn**
Deep-fried tofu, sweet sesame sauce; on stir-fried broccoli, zucchini, carrot \$10.50
- L12 **Cà Tím Xào Dòn**
Lightly battered eggplant, sweet sesame sauce; on stir-fried broccoli, zucchini, carrot \$10.50
- L13 **Xào Cà Chua Ngọt – Sweet and Sour**
Peapod, tomato, carrot, pineapple, bell pepper, onion
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L14 **Xào Rau Cải – Sautéed Mixed Vegetables**
Broccoli, peapod, carrot, baby corn, mushroom
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L15 **Xào Măng Tây – Sautéed Asparagus**
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50
- L16 **Bò Kho – Vietnamese Beef Stew**
Simmered beef, star anise, cinnamon, carrot, potato, onion \$10.50
- L17 **Xào Cà Chua**
Tomato, bell pepper, mushroom, peapod, onion, basil
CHICKEN, PORK, OR TOFU \$10.50 | BEEF \$11.50 | SHRIMP \$12.50

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BEVERAGES

NON-ALCOHOLIC COCKTAILS

LYCHEE LEMONADE \$5
LEMON, LYCHEE

NICE AS MANGO STICKY RICE \$7
MANGO, COCONUT CREAM, LEMON, CINNAMON

PASSION PUNCH \$7
PASSION FRUIT, ORANGE, SODA

SOME LIKE IT HOT TOM KHA \$7
LEMONGRASS, THAI CHILI, LIME, COCONUT CREAM, SODA

HOUSE COCKTAILS

DIRTY MSG \$10
VODKA, RICE WINE, MSG OLIVE BRINE

HOT PASSION \$11
HOUSE-INFUSED SPICY TEQUILA, PASSION FRUIT LIQUEUR, PINEAPPLE, LIME

LYCHEE-TINI \$12
VODKA, LYCHEE LIQUEUR, LYCHEE, LEMON

MAI TAI \$14
RUM BLEND, ORANGE CURACAO, ORGEAT, LIME

PAINKILLER \$13
RUM BLEND, PINEAPPLE, ORANGE, COCONUT CREAM

PHO ME AND YOU \$10
STAR ANISE INFUSED WHISKEY, PHO SPICES & SEASONING, LEMON, CINNAMON

SINGAPORE SLING \$13
GIN, ORANGE CURACAO, CHERRY LIQUEUR, BENEDICTINE, PINEAPPLE, GRENADINE, LIME, SODA

SHAREABLES

SCORPION BOWL \$20
BRANDY, GIN, RUM BLEND, ORANGE, PINEAPPLE, LIME, ORGEAT, DEMERARA

VOLCANO BOWL \$35
RUM BLEND, LUXARDO, DEMERARA, PASSION FRUIT, PINEAPPLE, LIME

CIDER & HARD SELTZER

DOWNEAST CIDER | ROTATING FLAVORS \$9
BOSTON, MA | 5.1% ABV

QUIRK HARD SELTZER | ROTATING FLAVORS \$7
KANSAS CITY, MO | 4% ABV

SODA | TEA

COKE, DIET COKE, SPRITE, SPRITE ZERO, GINGER ALE \$3
GINGER BEER \$5
LITTLE SODA \$4
HOT TEA \$3
THAI ICED TEA \$4
THAI ICED GREEN TEA \$4
THAI ICED COFFEE \$4

WINE \$10 GLASS | \$40 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
VINHO VERDE | Q.S.S. RARE | PORTUGAL
CHARDONNAY | LONE BIRCH | WASHINGTON, US
RIESLING | DR. LOOSEN 'DR. L' | GERMANY

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

PLUM
PLUM | KIKKOMAN | CALIFORNIA, US

SPARKLING
CAVA \$13 GLASS | \$52 BOTTLE | CAMPO VIEJO | SPAIN
GARDEN SPRITZ | \$20 GLASS | CHANDON | ARGENTINA
CHAMPAGNE | \$120 BOTTLE | MOËT IMPÉRIAL | FRANCE

BEER

BEERLAO \$8
LAOS | LAO LAGER | 5.0% ABV

SINGHA \$8
THAILAND | THAI LAGER | 5.0% ABV

HEINEKEN \$6
NETHERLANDS | EUROPEAN LAGER | 5.0% ABV

MODELO ESPECIAL \$6
MEXICO | MEXICAN LAGER | 4.4% ABV

MILLER HIGH LIFE \$4
MILWAUKEE, WI | AMERICAN LAGER | 4.6% ABV

MILLER LITE \$4
MILWAUKEE, WI | LIGHT AMERICAN LAGER | 4.2% ABV

NEW GLARUS SPOTTED COW \$6
NEW GLARUS, WI | FARMHOUSE ALE | 4.8% ABV

FOUNDERS ALL DAY IPA \$6
GRAND RAPIDS, MI | INDIA PALE ALE | 4.7% ABV

ODELL SIPPIN' TROPICAL \$8
FORT COLLINS, CO | SOUR ALE | 4.5% ABV

CRABBIES \$9
UNITED KINGDOM | GINGER BEER | 4.8% ABV

3 SHEEPS CHAOS PATTERN \$7
SHEBOYGAN, WI | HAZY IPA | 6.5% ABV

3 SHEEPS REBEL KENT \$7
SHEBOYGAN, WI | AMBER ALE | 5% ABV

NON-ALCOHOLIC BEER

LAGUNITAS HOPPY REFRESHER \$6
PETALUMA, CA | SPARKLING HOP WATER

ATHLETIC FREE WAVE & UPSIDE DAWN \$7
MILFORD, CT | HAZY IPA & GOLDEN ALE

