

Hugo Liang

Izakaya Kuroyama

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Subject: Business plan for Izakaya Shinya Inc DBA Izakaya Kuroyama Food and Liquor License

Our establishment, Izakaya Kuroyama, stands as the latest addition to a series of successful ventures, who has previously triumphed with Shinya Ramen House and Shinya Bar and Grill, located at 3240 S Halsted St, Chicago, IL 60616; and 2255 W North Ave, Chicago, IL 60647, accordingly. We also have another pending location Izakaya Tokyo located at 42 N Cass Ave Westmont IL 60559. Established by Hugo Liang in 2018, Shinya Ramen House has been a resounding success, and the subsequent opening of Shinya Bar and Grill further solidified our presence and popularity within the neighborhood.

### **Description of Proposed Work**

Our vision is to create an immersive Japanese experience for our guests from the moment they step through the doors. Through thoughtful remodeling, we aim to transport our patrons to the heart of Japan, where tradition meets modernity in a harmonious blend.

We aspire to provide a memorable and immersive Japanese dining experience that leaves a lasting impression on our guests, ensuring they feel as though they have truly stepped into the heart of Japan.

### **Description of the Business and Industry:**

Izakaya Tokyo is a unique addition to the local culinary scene, building on the success of Shinya Ramen House and Shinya Bar and Grill. It prides itself on promoting cultural diversity and offering an immersive educational experience for patrons interested in Japanese traditions. Our establishment is meticulously designed to create a welcoming atmosphere where responsible adults can savor the art of Japanese cuisine and indulge in premium Japanese sakes. Our expected sales for alcohol is 15% and 85% for food.

### **Features and Advantages of the Project:**

Our project distinguishes itself by focusing on the fusion of traditional Japanese culinary delights with a contemporary and inviting ambiance. The specialization in serving Japanese sake alongside our meticulously crafted meals enhances the overall dining experience,

setting us apart from conventional bars and grills. This combination of authentic flavors and cultural immersion is poised to attract a diverse clientele, contributing to the vibrancy of the local community.

### **Improvement Sought and its Impact on the Business and Downtown:**

The improvements we seek in securing a liquor license will not only allow us to expand our offerings but will also significantly contribute to the enhancement of the downtown area. By providing a unique and culturally rich establishment, we aim to draw more foot traffic to the downtown district, thereby boosting local businesses and creating a more vibrant and thriving community.

### **Credentials and Experience of Business Owners:**

The owner, with a proven track record in successfully managing Shinya Ramen House and Shinya Bar and Grill, brings a wealth of experience and expertise to Izakaya Kuroyama. The success of the past ventures attests to the owner's commitment to quality, customer satisfaction, and operational excellence.

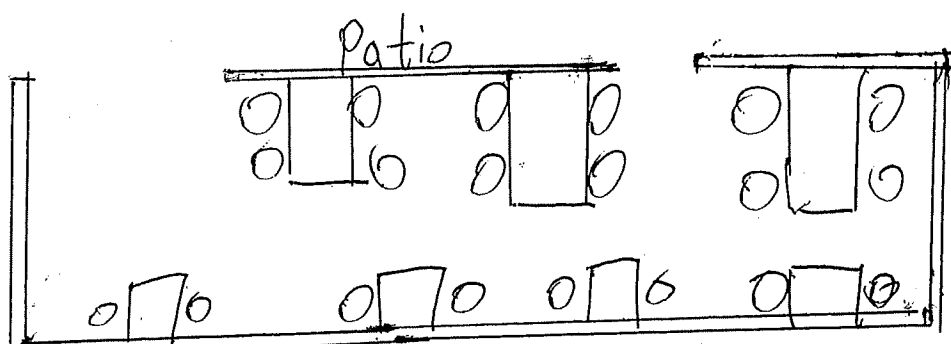
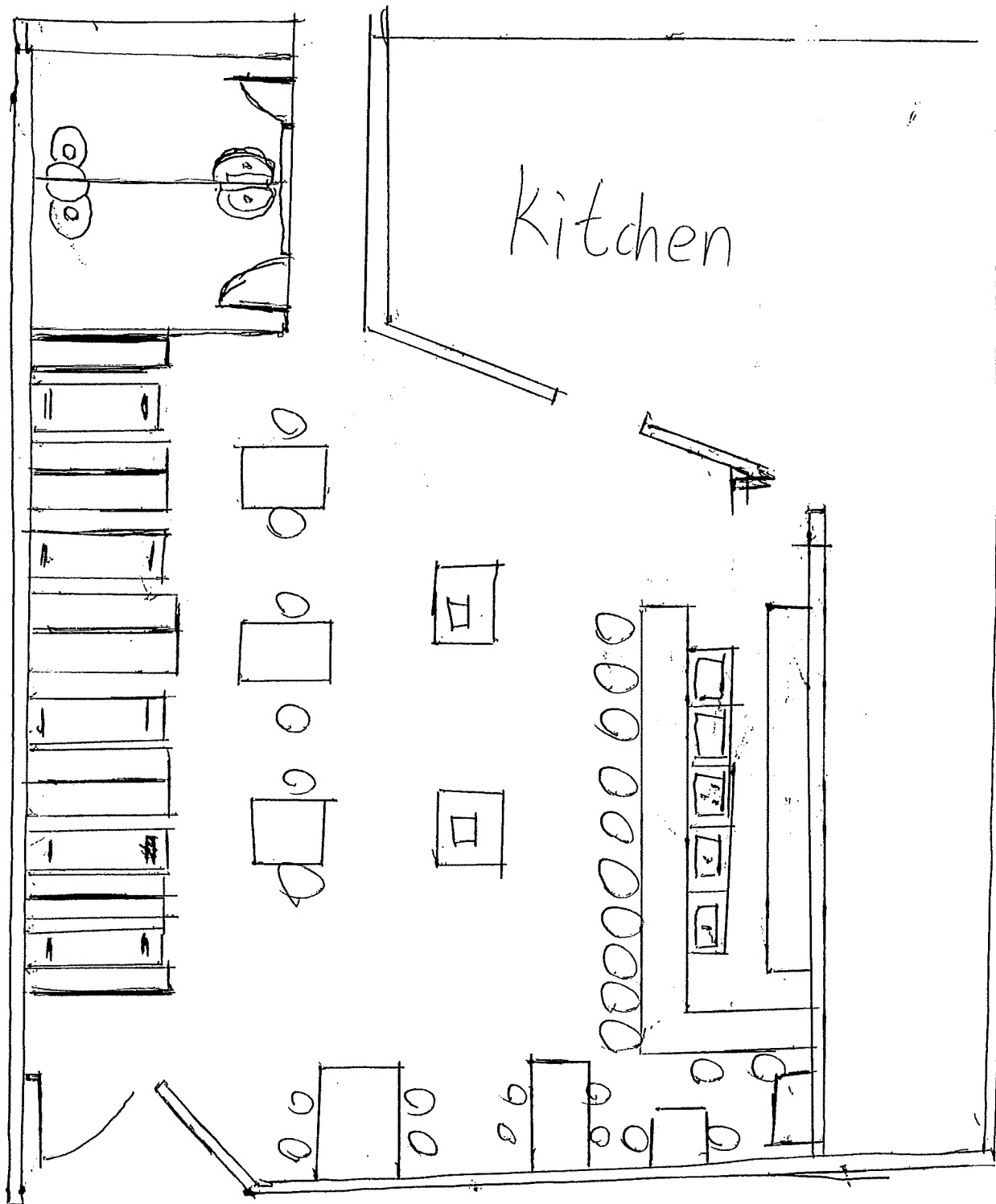
### **Unusual or Expected Difficulties or Hardships:**

While we anticipate challenges inherent in the hospitality industry, such as competition and market dynamics, we are well-prepared to navigate these obstacles. The uniqueness of our concept, coupled with our commitment to exceptional service and cultural enrichment, positions us favorably to overcome any challenges that may arise.

In conclusion, Izakaya Kuroyama, building on the legacy of Shinya Ramen House and Shinya Bar and Grill, is poised to become a cornerstone of the local dining and entertainment scene. We are confident that the proposed improvements, including obtaining a liquor license, will not only elevate Izakaya Kuroyama but will also positively impact the entire community.

### **Hours and Operations:**

Our hours will be ideally 4pm-2am, and it's the same with our other restaurant. We are dedicated to fulfilling the culinary cravings of the Madison neighborhood's nighttime food enthusiasts.



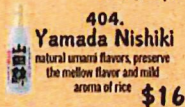


## 日本酒 SAKE MENU

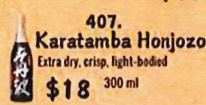
## 居酒屋



401.  
**HOUSE SAKE** 400 ml  
dry, crisp, refreshing and  
smooth aftertaste  
Hot by request  
**\$9**



404.  
**Yamada Nishiki**  
natural umami flavors, preserve  
the mellow flavor and mild  
aroma of rice  
**\$16**



407.  
**Karatamba Honjozo**  
Extra dry, crisp, light-bodied  
300 ml  
**\$18**



402.  
**Ozeki Nigori**  
unfiltered sake appears milky-  
white, an amazing creamy, rich  
sake flavor 300ml  
**\$15**



405.  
**Kubota Seniyu Ginjo**  
a delicately flavored sake  
followed by a pleasantly clean  
and crisp finish. 720ml  
**\$68**



408.  
**Dassai 45 Daiginjo**  
rice milled down 45%, elegant  
and fresh, slight sweetness  
with very floral aromas. 720ml  
**\$88**



403.  
**Hana Awaka**  
Peach, Flower, Yuzu, berries  
Sparkling sake 250ml  
**\$16**



406.  
**Ozeki Nigori Fruit**  
Strawberry / Pineapple / Yuzu  
cloudy creamy flavor sake  
300ml  
**\$17**



409.  
**Yuzu Shuwah**  
Japanese lemonade with Yuzu  
pulp, sweetness is saved by  
Yuzu citrus 330ml  
**\$15**



## 焼酎

## SHŌCHŪ MENU



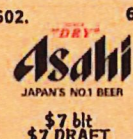
501.  
**\$13**  
APPLE MANGO CITRUS GRAPE PEACH STRAWBERRY YOGURT



502.  
Japanese Shochū made by  
sweet potato, gives it a hint of  
sweetness, and may also  
contain notes of lavender, rose  
and violets.  
Recommended add green  
tea and ice for better  
taste! +\$7  
**\$50**



601.  
**SAPPORO**  
\$6 blt  
\$7 DRAFT



602.  
**Asahi**  
JAPAN'S NO.1 BEER  
\$7 blt  
\$7 DRAFT



603.  
**KIRIN**  
\$7 blt  
\$7 DRAFT



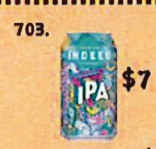
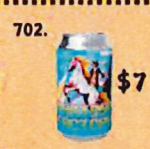
604.  
**TSINGTAO**  
PURE DRAFT BEER  
\$6 blt



605.  
**PLUM WINE**  
A beautiful sweet wine with  
aromas of plum, black cherry  
and dark berry and a velvety  
lingering finish 750ml  
**\$28**



606.  
**UMESHU**  
Choya Umeshu is bright, subtly  
sweet, and full of Ume plum  
and flower nectar taste 750ml  
**\$35**





# MENU

## OKONOMIYAKI



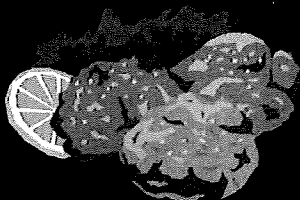
**1/4 for \$8**

## TAKOYAKI



**4pcs for \$7**

## KARAAGE



**\$7**



## HANDMADE YUZU

**\$7**

CITRUS

**Sapporo Beer \$6**

**Asahi Beer \$6**



## HOKKAIDO MILKTEA

**\$7 boba+1**

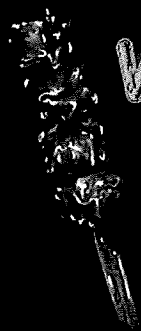


**\$6**



# MENU

Kushiyaki & Yakitori



WAGYU  
BEEF

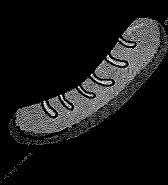
\$10



NEGIMA

CHICKEN & LEEK

\$6



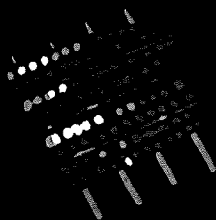
SAUSAGE

\$6



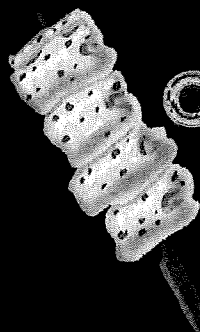
CHICKEN  
HEART

2 for \$6



UNAGI

1/2 for \$8



CHICKEN  
SKIN

2 for \$6

MISO EGGPLANT



\$6

SHIITAKE



\$6