



OSTERIA NOVELLA BUSINESS PLAN

VISION

Osteria Novella will feature traditional Italian pasta and pizza with a focus on southern Italian coastal cuisine. Fresh pasta made daily, house-made sourdough pizza, and traditional limoncello using classic imported Italian ingredients combined with using locally sourced produce from the Madison area will dominate the menu. Chef Giovanni brings over 20 years of experience in Italian kitchens, opening multiple locations across the country. Evan Ackers brings years of front of house experience using strong Italian hospitality values; warmth, elegance, and storytelling, having opened multiple restaurants across the state. Osteria Novella will be a refined yet approachable Italian restaurant that celebrates coastal Southern Italy, citrus-forward cuisine, and artisanal spirits. Chef Novella, known for his signature limoncello and modern Italian interpretations, brings his culinary heritage and signature liqueur to life in a vibrant dining experience.

BUSINESS PLAN/MISSION STATEMENT

At Osteria Novella, Giovanni blends timeless Italian flavors with a modern chef's instinct using handmade pastas, line-caught seafood, and local, seasonal produce. Oste, meaning 'host' in Italian, will be a focus of Osteria Novella. We will provide a welcoming, neighborhood friendly atmosphere for upscale and casual diners alike. Osteria Novella will provide a variety of service styles catered to each specific diner. The Osteria is for discerning diners who crave more than a meal – they want a story. The role of General Manager will be filled by Evan Ackers. He will operate front of house operations, the bar program, hiring, and guest interactions. A startup budget, monthly operating costs, and revenue projections are attached.

LEGAL AND FINANCIAL SETUP

Osteria Novella will operate under the Ciao Guys LLC with Giovanni Novella and Evan Ackers as co-owners. Novella Limoncello and Ciao Guys LLC are trademarked. The domain for Osteria Novella and social media accounts are secured and activated. The business license, food service permit, and liquor license are currently in process with the city. Health department inspection and building compliance checks will commence with the start of construction.

LOCATION

Osteria Novella will operate at 2903 University Avenue, formerly Novanta Neapolitan restaurant. Providing a variety of dining experiences will help Osteria Novella cater to the upscale diners from the Shorewood Hills neighborhood and nearby hospitals as well as a more casual dining experience for locals and medical and other university students. With the high visibility on the corner of University Avenue and Ridge Street along with north, east, and south facing windows, a well-lit, Southern Italian inspired design facing University Avenue will be ideal.

DESIGN & BRANDING

The interior of Osteria Novella will be highlighted by a well lit bar immediately upon entry along with a partially open kitchen design with visibility for guests. The bar will include a limoncello display while the kitchen will feature a Neapolitan pizza oven, pasta maker and cooker, and garmo station. White stucco, warm yellow, and citrus green accents along with Capri tiles, and lemon trees in terracotta pots will decorate the interior of the restaurant. The logo will pay homage to the Novella Limoncello brand. The website will include menus, reservations, chef and owner bios, and press features.

STAFFING & TRAINING

Staffing will begin approximately 2 months prior to the open date with training starting 2 weeks prior to initial soft opening dates. Front of house roles will be filled by General Manager Evan Ackers while back of house roles will be filled by Chef Giovanni Novella. Initially, Osteria Novella will operate without the roles of sous chef, assistant general manager, or bar manager, with the opportunity to fill these roles as the business grows.

TECH CONTRACTS

POS systems, reservations systems, online ordering contractors, and other operating systems contracts will be filled upon the finalization of the lease.

MARKETING & PR

Chef Giovanni will highlight the brand. Promoting his story, accolades, prior restaurant experience, and limoncello will be the primary focus of the marketing and branding. The soft opening will include a friends and family night along with relevant press, influencers, and neighbors. A contractor will be hired to create the website and social media accounts as the url and social media handles are already secured. With Chef Giovanni's and General Manager Evan's Best of Madison accolades and influencer relations, public relations will be a strong suit.

BAR MENU

- **SPRITZES**

- Aperol - \$13
- Campari - \$13
- Italicus - \$13
- Novella Limoncello - \$13

- **NEGRONI**

- Classic - \$13
 - Gin, Campari, Dolin Rouge
- Boulevardier - \$13
 - Bourbon, Campari, Dolin Rouge
- Mezcal Negroni - \$13
 - Illegal mezcal, Aperol, Lillet Blanc
- Negroni Novella - \$13
 - Gin, Campari, Limoncello, Sweet Vermouth

- **SIGNATURE**

- Sage/Plum - ~\$13

- State Line American Gin, Bitter Truth Pimento Dram, sage, lemon,
plum bitters, up
- Whiskey Wash - ~\$15
 - Prosciutto fat washed bourbon, demerara sugar, angostura bitters,
fennel bitters??, large cube
- Mare e Miele - ~\$14
 - Thyme infused vodka, Limoncello, honey, lemon, sea salt saline, up
- Gin/Limoncello - ~\$13
 - Gin, Limoncello, Giffard Framboise, rosemary, lemon, Bitter Truth
Fee Foam, prosecco, tall
- Batavia Arrack
 - Batavia Arrack, Campari, grapefruit, lime, orgeat

- **CLASSICS**

- Limoncello Espresso Martini - \$

- Limoncello, Nonino Amaro, State Line coffee, espresso, vanilla

tincture, up

- Classic Espresso Martini - \$

- Vodka, triple sec, State Line coffee, espresso, up

- El Diablo - \$

- Reposado tequila, lime, ginger beer, Giffard Creme de Cassis float,

tall

- Hemingway Daiquiri - \$

- Rum, maraschino, grapefruit, lime, up

- Manhattan - \$

- J. Henry bourbon, 3 blend of vermouth, angostura bitters, cherry,

rocks or up

- **WHITE WINE**

- 3-4 Glass pours

- ~10 By the bottle options

- **RED WINE**

- 3-4 Glass pours
- ~15 By the bottle options

- **SPARKLING**

- 2 Glass pours
- 3 By the bottle options

- **BEER**

- No draft, only can/bottle options