

# CITY OF RACINE 06-11

## Supplemental Application Form for ALL NEW Alcohol Establishments

Date 7/14/13

Name of Corporation/LLC/Individual Dale Destiche

Address of Licensed Premise 300 6th St. Racine, WI 53403

**PART 1**

1. Have you contacted the alderman and neighborhood business association for the area in which you intend to locate?  YES  NO
2. Are there any special conditions desired by the neighborhood?  YES  NO
3. What type of business do you or will you conduct at this location? (check all that apply)  
(Other licenses/permits may be required to operate your business.)

<input checked="" type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Grocery Store
<input type="checkbox"/> Bed and Breakfast	<input type="checkbox"/> Convenience Market without Gas
<input type="checkbox"/> Convenience Market with Gas	<input type="checkbox"/> Billiard Center (Billiard Hall License Required)
<input type="checkbox"/> Bowling Center (Bowling alley license req.)	<input type="checkbox"/> Catering (Sales only allowed on the premises issued an alcohol beverage license)
<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Indoor Golf Facility
<input type="checkbox"/> Hotel	<input type="checkbox"/> Gift Shop Museum Center for the Visual and Performing Arts
<input type="checkbox"/> Video Game Center 6 or more games (Amusement Center license req.)	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Night Club (Dance Hall License Required)	<input type="checkbox"/> Tavern
<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Volleyball Court (Permanent expansion of premises required)
<input type="checkbox"/> Fraternal Club	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Theater Performances	<input type="checkbox"/> Liquor Store
<input type="checkbox"/> Private Sports Club	<input type="checkbox"/> <b>OTHER</b> (Please List)
<input type="checkbox"/> Department Store/Drug Store	<input type="checkbox"/>
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/>

4. Hours of Operation 11 Am - 8 pm

Indicate the intended hours of operation by day. If your establishment will be open past midnight, the indicated losing time will be understood to be the day following the indicated time your establishment will be open for business. Example: Friday-Sunday 4 pm-1am)

5. How many customers do you anticipate on your busiest days:  
 \_\_\_ 25-50  50-100 \_\_\_ 100-200 \_\_\_ 200-400 \_\_\_ More than 400

6. Ratio of Food to Alcohol (Exclusive of any cover charge)  
 75% or more food \_\_\_ Snacks Only \_\_\_ Other \_\_\_ 50/50 \_\_\_ No Food

7. Drink Specials  
 Will Drink Specials be offered? Y  N  What Kind \_\_\_\_\_

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8. What type of license(s) do you hold at this premise? (check all that apply)

<input type="checkbox"/> Cigarette	<input checked="" type="checkbox"/> Food (Apply at the Health Dept)
<input type="checkbox"/> Gas Station (Apply at Clerk's Office)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Other (LIST) <u>SODA, WATER</u>	<input type="checkbox"/>

9. If applying for a Class B or C license, what type of food service will you have at this location? (check all that apply)

<input type="checkbox"/> None	<input type="checkbox"/> Prepackaged Foods
<input type="checkbox"/> Snacks/Appetizers	<input type="checkbox"/> Catered Events
<input checked="" type="checkbox"/> Full Meals -Hours of Food Service. From <u>11am</u> To <u>8pm</u> (attach additional sheets)	

10. Is this premise under construction?  Yes  No If yes, estimated completion date?

11. Is this a franchise?  Yes  No

12. Is this premise currently licensed?  Yes  No If yes list type of license Food (Restaurant)

13. Is the current licensee operating?  Yes  No If no, list date closed \_\_\_\_\_

**LITTER/GARBAGE:** What are your plans to keep the grounds clean? (check all that apply)

<input type="checkbox"/> Sweep	<input type="checkbox"/> Pressure Wash
<input type="checkbox"/> Pick up litter	<input type="checkbox"/> Hired Maintenance
<input type="checkbox"/> Building owner responsibility	<input type="checkbox"/> Garbage Cans Outside
<input checked="" type="checkbox"/> Other (List) <u>INSIDE service only</u>	<input type="checkbox"/>

Who is responsible to keep the grounds clean? (Licensee/Building Owner/Hired Maintenance/Other)

Self.  
How Often? (Daily, Weekly, Other) \_\_\_\_\_

**NOISE:** How are noise issues addressed? (check all that apply)

<input type="checkbox"/> Security	<input checked="" type="checkbox"/> Manager approaches customer(s)
<input type="checkbox"/> Call Police	<input type="checkbox"/> Signs Posted
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

NO ISSUES TO DATE

**SECURITY:** What is your security plan? (check all that apply)

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Bouncers
<input type="checkbox"/> Hired Security Officers	<input type="checkbox"/> Off Duty Police Officers
<input type="checkbox"/> Other (List)	<input checked="" type="checkbox"/> Digital Video Camera System

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### PART 2: DETAILED BUSINESS SITE PLAN

**A: ATTACH BUSINESS PLAN** which outlines the type of business you plan to operate if granted a license. This should be typed and include the following:

- Hours of operation
- Alcohol sales based on a percentage of total sales
- Sample Menu (if applicable)
- Security
- Parking
- Staffing
- Plan to deal with non-smoking laws
- Any special events/plans
- Good neighbor practices (i.e. litter control)
- Detailed Budget including estimated costs/profits

**B: ATTACH DETAILED FLOOR PLAN**-You will need to submit a detailed floor plan.

#### ***READ ALL INSTRUCTIONS BEFORE PREPARING THE FLOOR PLAN.***

- Any application submitted without the detailed floor plan (including all required items as listed below) will not be accepted.
- Even if the premise had previously been licensed and a floor plan submitted, a new floor plan must be submitted with this application.
- The floor plan must be filed on 8 1/2" by 11" size paper.
- A separate sheet of paper must be filed for each floor where alcohol will be stored, displayed, sold, given away and/or consumed.
- Even if the basement is being used for alcohol storage only, a floor plan is still required for the basement.
- Hand drawn floor plans in ink are acceptable. Plans do not need to be architectural drawings or need to be to scale.

#### THE FLOOR PLAN MUST INCLUDE ALL OF THE FOLLOWING ITEMS:

1. Dimensions of the Premises.
2. Total Square Feet of the Premise (length x width=square feet).
3. Label all entrances and exits.
4. Label all alcohol storage areas (coolers, etc).
5. Provide dimensions of all alcohol storage areas (length x width)
6. Label all alcohol display areas (behind the bar, shelves, etc.)
7. Provide dimensions of all alcohol display areas (length x width)
8. Class B & C Applicants Only: Label all seating areas, bars, and food preparation areas (kitchen)

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9. Class B & C Applicants Only: Label all outdoor areas used for the sale of service of alcohol beverages (for example, patios, beer gardens, sidewalk cafes)
10. Class B & C Applicants Only: Provide dimensions of all outdoor areas used for the sale or service of alcohol beverages (length x width)
11. Label all parking areas on the premises (do not include street parking) (This is required if the parking is shared, for example, a strip mall.)
12. Provide dimensions of all parking areas available on the premises (length x width). The parking areas(s) should be marked on the floor plan for the first floor showing the relation to the building.
13. Mark the North Point (N) on each page.
14. Write the date on each page.
15. Write the Legal Entity Name (and Agent's Name if a corporation or LLC) on each page
16. Write the Trade (Business) Name on each page.
17. Write the Premise address on each page.

### IF YOU LEASE THE BUILDING, ANSWER THE FOLLOWING QUESTIONS:

Have you signed the lease?  Yes  No

Date lease begins: 3/12 Expires ongoing

Monthly Rental: \$ 900.00

Do you have an option to renew the lease?  Yes  No

Does your lease allow for the assignment to another party without consent of the owner?  Yes  No

For what length of time have you been guaranteed occupancy? (number of years) 2 yrs

In addition to paying monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  Yes  No Explain if Yes \_\_\_\_\_

Does the present owner or occupant object to the granting of your license?  Yes  No

Explain if Yes \_\_\_\_\_

\*\*\*\*\*

The City of Racine requires that you describe the type and general nature of entertainment that you will have under the following licenses:

- **Amusement** - COMPLETE SECTIONS A & B  
Allows entertainment or exhibitions consisting of music, dancing, singing and floorshows performances. Includes Dance, Instrumental Music and Record Spin.
- **Dance License** - COMPLETE SECTION A ONLY  
Allows dancing on the premises by patrons only. Dancing by performers is not allowed. This license also allows the playing of pre-recorded music machines (Record Spin) and instrumental Music by musicians. Singing is permitted if done by the persons actually engaged in the playing of the musical instruments.

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- **Instrumental Music** - COMPLETE SECTION A ONLY  
Permits the playing of instrumental music only, with singing on the part of and only by persons actually engaged in the playing of such musical instruments. No dancing allowed.
- **Record Spin** - COMPLETE SECTION A ONLY  
Permits DJ's, karaoke and CD players. No dancing allowed.

**SECTION A: CHECK ALL THE TYPES OF MUSIC THAT APPLY:** ("Variety" is not an acceptable answer.)

N/A

<input type="checkbox"/> Blues	<input type="checkbox"/> Latin Pop	<input type="checkbox"/> Hard Rock
<input type="checkbox"/> Reggae	<input type="checkbox"/> Classic Rock	<input type="checkbox"/> Country
<input type="checkbox"/> Easy Listening	<input type="checkbox"/> Contemporary R&B	<input type="checkbox"/> Dance - Pop
<input type="checkbox"/> Irish	<input type="checkbox"/> Tropical	<input type="checkbox"/> Other(list)
<input type="checkbox"/> Mexican Top 40	<input type="checkbox"/> New Age	<input type="checkbox"/>
<input type="checkbox"/> Modern Rock	<input type="checkbox"/> Rap	<input type="checkbox"/>
<input type="checkbox"/> Heavy Metal	<input type="checkbox"/> Jazz	<input type="checkbox"/>
<input type="checkbox"/> Hip- Hop	<input type="checkbox"/> Classic R&B	<input type="checkbox"/>
<input type="checkbox"/> Dance - R&B	<input type="checkbox"/> Techno	<input type="checkbox"/>
<input type="checkbox"/> Polka	<input type="checkbox"/> Folk	<input type="checkbox"/>

**SECTION B: OTHER** (check all that apply)

~~NOT APPLICABLE~~

<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Live Musicians
<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Poetry Readings
<input type="checkbox"/> Rapping/Rap Contests	<input type="checkbox"/> Solo Singers/Groups
<input type="checkbox"/> Dancing by Performers-Describe	<input type="checkbox"/> Wrestling-Describe
<input type="checkbox"/> Fashion Shows-Describe	<input type="checkbox"/> Patron Contests-Describe
<input type="checkbox"/> Exotic Dancer/Stripper/Adult Entertainment-Describe	<input type="checkbox"/> Other - Describe

Attach additional pages if necessary

If the type of entertainment is not listed above, please describe the type of entertainment you will have:

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IF AFTER THE LICENSE HAS BEEN GRANTED OR ISSUED, YOU WISH TO DEVIATE FROM THE TYPE(S) OF ENTERTAINMENT LISTED. YOU MUST SUBMIT A "REQUEST TO CHANGE THE PLAN OF OPERATION". NO CHANGES IN ENTERTAINMENT SHALL TAKE PLACE UNTIL THE REQUEST HAS BEEN APPROVED BY THE PUBLIC SAFETY LICENSING AND/OR CITY OF RACINE COMMON COUNCIL. MS (INITIAL)

I (we), the undersigned have a knowledge of the City Ordinances and State Laws currently regulating these licenses and being duly sworn under oath, depose and say that I am (we are) the person(s) and that all statements made in the foregoing application are true and correct.

SUBSCRIBED AND SWORN TO BEFORE ME ON \_\_\_\_\_, 201\_\_

Signature



Printed Name

Dale Desjardis

Address

300 6th St. Racine, WI 53

**BUSINESS PLAN**

**Taos Chili**

300 6th St, Racine WI 53403

July 14, 2013

## Executive Summary

### *Mission Statement*

In the style of the great chili houses of America we offer our spicy blend of chili over spaghetti, you can chose mild, medium, hot or panic , also it's your choice chili, spaghetti, beans, cheese, onions; or any combination you enjoy.

If you or your guests are of the vegetarian persuasion Taos Chili is the destination for you. With our scrumptious salads and our veggie sandwiches we offer a nice selection compared with other restaurants in the area. As well as our full vegetarian menu we offer one of the best vegetarian selections in the state, come on in and try our food there is something for everyone.

Treat yourself today with a great tasting meal from our delicious menu. At Taos Chili you are sure to enjoy the great atmosphere, friendly service, and affordable prices.

### *The Company*

From Journal Times Article;

RACINE A Downtown chili, sandwich and salad restaurant is in the works at the corner of Wisconsin Avenue and Sixth Street.

Taos Chili should open mid- to late-April, said owner-operator Dale Destiche of Racine.

He said his restaurant background dates back decades to when he was a chef at a small Green Bay restaurant, then managed the dining room and bar at a Green Bay supper club.

He spent the next 30 years in other careers, first as a supervisor for United Airlines. When the airline eventually turned that operation at Milwaukee's Mitchell Field over to United Express, Destiche, then 45, went back to college and earned an economics degree.

Next he ran a call center for Readers Digest and Worldwide Country Tours in Milwaukee. The entire call center recently closed.

After that, I said Id never work for another company, he remarked.

For 27 years, Destiche said, in conversations with his wife, I was always threatening I was going to open a restaurant. After she got ill and died, he decided it was time to do that.

I was contemplating gourmet food, Destiche said, but I have always loved chili and smoked foods.

He calls his chili five-way. Two-way is a spicy meat blend over spaghetti. Adding beans makes three-way, adding cheese makes four-way and adding onions makes five-way chili.

Destiche said Taos Chili will also offer six to eight specialty salads and about a dozen submarine sandwiches.

The Taos part of the restaurant name has nothing to do with New Mexico, Destiche explained. Rather, its an acronym from The art of sandwich.

Destiche recently bought a smoker and will offer smoked, pulled-pork sandwiches, smoked turkey breast, smoked roast beef and ham, all cooked on the premises.

Taos Chili will seat 36, and Destiche hopes to also do a substantial carry-out business. Menu items will range in price from \$5.95 to \$8, he said, and will not change during supper hours.

Taos Chili will be open from 11 a.m. to 2:30 p.m. for lunches and from 5-9:30 p.m. for supper, except



for Saturday evenings and Sundays.

***The Market***

With an initial aggressive marketing and advertising scheme, Taos Chili hopes to quickly establish a recurring clientele, anticipating to keep clientele as regulars through great food and service.

## **Business Plan - Taos Chili**

### **Mission Statement**

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If you or your guests are of the vegetarian persuasion Taos Chili is the destination for you. With our scrumptious salads and our veggie sandwiches we offer a nice selection compared with other restaurants in the area. As well as our full vegetarian menu we offer one of the best vegetarian selections in the state, come on in and try our food there is something for everyone.

Treat yourself today with a great tasting meal from our delicious menu. At Taos Chili you are sure to enjoy the great atmosphere, friendly service, and affordable prices.

### **The Company**

#### *Company History*

Envisioned years ago as a start-up sandwich shop operated by Dale and Lori Destiche, Taos is an acronym for The Art Of Sandwich, intended to be the premier gourmet sandwich shop in the Racine area. During the time since Mr. Destiche continued to work on his chili recipe, original patterned after a nationally renowned chili establishment in Green Bay, WI; that recipe was achieved years ago and the recipe for Taos Chili, Chili evolved.

After the passing of his wife, Lori, Mr. Destiche decided to finally launce the restaurant they had envisioned. Now with the chili recipe well in hand Mr. Destiche decided to incorporate the chili into the sandwich restaurant and Taos Chili came into being.

#### *Company Goals and Objectives*

Taos Chili intends to be the primary stop for restaurant goers in Racine when great tasting chili is the object of their dining. It is the intention of the restaurant to start business with a 7000.00 dedicated budget for advertising and promotion; to blast Taos into the vision of the community. It is the intention of the restaurant to increase its sales by 10 percent bi-annually until max anticipated income of 12,000 per month is achieved.

#### *Company Ownership Structure*

Taos Chili; is owned by Dale Destiche as a sole proprietorship. This business model was selected for tax reasons and because of limited risk of liability. For the foreseeable future the company will remain a sole proprietorship.

### *Company Management Structure*

Taos Chili; the company is created as a sole proprietorship and intended to be managed by the owner, back up responsibility for the day to day financial running of the restaurant will fall to the owners son Dylan Destiche. Dylan is authorized to make all financial decisions need in the absence of the owner; this would include use of all financial accounts and purchasing decisions.

The day to day operations in the physical running of the operation will fall to the person designated as the kitchen assistant; this person will have knowledge of all preparations for the perishable and upkeep of the establishment including all recipes necessary to service our customers. In the absence of Mr. Destiche Dylan and the kitchen assistant will operate Taos Chili in a team environment.

### *Management and Ownership Background*

Dale Destiche is the founding owner of Taos Chili. Mr. Destiche has worked for much of the last 30 years in the food industry. He completed his training as a sous chef in 1977, while working in a popular bistro in Green Bay, WI. In 1980 Mr. Destiche took over the dining room and beverage management position of a supper club in Allouez, WI that had been in business for over 30 years and had earned a reputation as the number one dining club in the greater Green Bay area. After three years at the helm of the front end of the supper club Mr. Destiche decided to expand his management skills and took a position as operations manager for a transportation alligned company with four locations throughout the country, he was in charge of all operations for the home office as well as all three satellite operations. Other position that have assisted Mr. Destiche in acquiring his skills have included, customer service management with a major airline, fundraising coordinator for a county wide recreational soccer facility, assistant to the director of a concessions team serving over 2000 customers weekly, and Manager of a call center for an international publishing company.

While Mr. Destiche always wanted to return to the restaurant industry; it would take a catastrophic change in life to return to the business he retained his passion for.

### *Organizational Timeline*

Established in a Racine Journal Times article dated 25 February 2012, it is the intention of Mr. Destiche to open Taos Chili by the end of April 2012. Remodeling of the establishment formerly known as Cheesecake's by Jewels and Eastside Cigar Emporium at 300 6th St. in downtown Racine, WI should be completed by April 10th and the training of new employees should be completed and the opening scheduled by April 30th, 2012.

### *Company Assets*

Company assets;

8000.00 Remodeling costs for updating establishment are anticipated to be 8000.00 this would include demolition of the west wall and exposing the underlying brick wall, building a 16 foot counter on same wall, installing new flooring where the former humidors stood, upgrading the electrical, plumbing and lighting, paints, carpentry and labor.

Additional assets would include;

7200.00 for a new hood with exhaust and recirculating cold air return,

600.00 for cold air return tubing to connect fan to hood

1100.00 for fire sealed steel vents to connect exhaust fan to hood  
300.00for vendor to cut section from back of building for vents and removal of debris  
3600.00 To Stone Lake heating for installation of system.  
2600.00To J&M electrical for hooking up hood and vents  
1450.00to S. Jepson plumbing for installation of food prep sink  
580.00for prep sink and faucets  
38,000.00 for kitchen hard items such as stove, refrigeration, freezer, prep tables, sandwich and salad station, coffee maker, 3 steam table heaters, floor beverage cooler, all cooking and serving dishes, shelving both stationary and mobile, etc.  
4000.00For front end furnishings, such as tables, chairs, cashiers counter, stools, cabinets, shelving, and cushions  
900.00for exterior signage  
400.00for exterior updates, replacing worn material, paint, and labor.  
2000.00for perishable inventory  
68,730.00spent for assets (out of pocket)  
Recurring costs anticipated, 200.00 monthly for utilities, 130.00 monthly for internet and phone service, 900.00 monthly for lease and recycling inventory at 400.00 weekly (1600.00 monthly), and payroll at 2400.00 monthly (does not include payments to owner) for anticipated recurring costs of 2830.00.

Additional costs involved in the opening include 27500.00 running capitol, this would include initial advertising and promotional budge, as it is anticipated in the industry to take up to 1 year to become financially established.

Opening budget total; established 96230.00 Additional incidentals 3770.00 (permits, fees and local costs) total 100,000.00, financed by Mr. Destiche.

## **The Product**

### *The Product*

#### Taos Chili Menu

#### Appetizers:

French Fries1.50

Cheese Fries2.00

Chili Cheese Fries2.75

Olive Tapenade with seasoned hand cut croutons carrot and celery2.00

Spicy Hummus with seasoned hand cut croutons carrot and celery2.00

Fried Pickles with Ranch2.50

Chili: Our chili is made in small batches and smoked until the flavor is perfect!

MILD, MEDIUM, HOT, PANIC & Afterburn

1 Way: Meat only 9.45

2 Way: Spaghetti and Meat 5.95

3 Way: Spaghetti, Meat and Cheese 6.45

4 Way: Spaghetti, Meat, Beans and Cheese 6.95

5 Way: Spaghetti, Meat, Beans, Cheese and Onions 6.95

Or any combination you chose. Oyster crackers available just ask your server. Help yourself to vinegars and hot sauce on the cabinet.

Sandwiches: 6.95

Taos Ultimate - Ham, Turkey, Roast Beef with choice of cheese w/veggies

Chicken Italiano Chicken breast, provolone, red and green peppers no/veggies

Tzatziki Tuna Tuna mixed with creamy tzatziki w/veggies

Cuban-ish - Ham, pulled pork, Swiss, pickles and vinaigrette no/veggies

Desserts:

Desserts designated on a daily basis, price and type depend on availability.

Pulled Pork Sandwich 5.95

We make a killer pulled pork sandwich smoked in our own kitchen, pulled by hand served on a 4 inch roll with our Taos BBQ sauce, coleslaw and pickles all in the sandwich. Dont change it, thats how we serve it.

Salads:

Ranch, Creamy Tzatziki, Caesar, Honey Mustard, Jasmine Tea Vinaigrette or Italian

Apple Walnut

Mixed greens with apple slices, toasted walnuts, dried cranberries, carrot, Bell pepper, croutons, with honey mustard vinaigrette. 6.95

Warm Pear and Imported Sheep Feta

Mixed greens topped with poached pears, sheep feta cheese, pecans and dried cranberries, croutons, with Jasmine tea honey vinaigrette.6.95

#### The Mediterranean

Mixed greens, tomato, red onion, cucumber, carrot, red bell pepper, olives, and crumbled sheep feta with creamy tzatziki dressing.6.95

#### Asian

Mixed greens, shaved cabbage, carrot, green pepper, sesame seeds, croutons, served with Asian vinaigrette.6.95

#### Drinks:

Bottled water1.00

Coffee, Iced Tea, Hot Tea, Lemonade, Juice1.50

1 refill available on coffee and iced tea

Soda; (available in 12 oz cans)1.50

Pepsi, Diet Pepsi, Sierra Mist, Diet Sierra Mist, Mountain Dew, Diet Mountain Dew, Diet Mug Root Beer, Diet Doc 360

See our selection of hot teas, sure to find something you like.

Thank you for dining with us. Dale

#### 5 dollar menu

#### Sandwiches:

All sandwiches come with Lettuce, tomato, onion and pickle

Choice of: Cheddar, provolone, pepper jack, swiss, or american

Ham and Cheese Sliced ham with choice of cheese

Turkey and Cheese Sliced Turkey with choice of cheese

Roast Beef and Cheese Sliced Beef with choice of cheese

Spicy Hummus Our hummus loaded with veggies. Cheese available

Olive Tapenade Our favorite vegetarian with veggies. Cheese available

Salad:

Caesar

Crispy hearts of romaine, shredded parmesan cheese and garlic croutons, served with classic Caesar dressing. Big on size and flavor

Plate:

Macaroni and Cheese

Tender pasta smothered with a rich bchamel sauce loaded with cheddar, brick and blue cheeses; served with a side salad with choice of dressing.

Vegetarian Dinner Menu

Soup:

Chilled Cantelope with orange, pineapple juice cilantro, with lime and a hint of white pepper and cayenne, this is delicious.4.95

Gazpacho - Tomatoes, onion, bell pepper, cucumber and garlic are pureed with lemon juice, red wine vinegar and tarragon, served cold.4.95

Entrees:

Vegetarian Chili (Available all day) Tomato base with vegetables beans and plenty of spice, a vegetarian chili worthy of our menu5.95

Polenta with Mushrooms and Blue Cheese No other description is necessary a superb medley of flavors, you have to try this.\*7.95

Haricot Vert with Cranberry and Chopped Nuts Green beans sauted with dried cranberries and chopped mixed nuts served over quinoa.

You wont believe how great this simple dish is. \*6.95

Squash Pizza Cubed roasted squash, caramelized onions and parmesan cheese atop a spinach pesto coated pita then baked to perfection. \*5.95

Pan Roasted Vegetables - Beautiful seasonal roasted vegetables over quinoa basted with Jasmine Tea Honey Vinaigrette. \*7.95

Vegetarian Caviar Combination of black beans, chick peas, corn, onion, bell pepper, cucumber, chopped tomato, and cilantro in a smooth sweet dressing served over baby greens and quinoa. Delicious 6.95

Cartdriver Garlic lovers dream, Pasta combined with lots of garlic, butter, olive oil, herbs and red pepper flakes, topped with parmesan cheese.

This item can be served with minced clams, absolutely delicious.6.95

Items with an asterisk are served with a side salad with choice of dressings. Ranch, Creamy Tzatziki, Caesar, Honey Mustard, Jasmine Tea Vinaigrette or Italian.

#### *Product Patents*

All recipes and processes were developed by Dale Destiche, the spice blends are proprietary and are known only to Mr. Destiche, His son and the kitchen assistant. The domain name [www.taoschili.com](http://www.taoschili.com) is also owned by Mr. Destiche.

#### *Future Products*

At the time of this plan the plan for a full vegetarian menu will be introduced at a future time.

### **Marketing Plan**

#### *The Target Market*

The target market will be primarily the business lunch crowd, at the time of this plan it consisted of over 1200 potential customers, from city hall, police and city safety building, city hall annex, County courthouse, county safety building and jail, the Johnson companies home office and the many offices and store fronts in the surrounding 2 blocks of the establishment.

#### *Location Analysis*

The location of Taos Chili makes it ideal to serve lunch time crowds from the local business and administrative offices. As well as the servicing the evening groups that frequent the nearby entertainment business, bars, and theater. It is also ideal for serving the many festivals and sponsored



entertainment venues surrounding downtown.

#### *Established Customers*

Although Taos Chili does not have an existing customer base, observation and personal analysis of the location and target market indicates that Taos Chili should enjoy strong sales.

#### *Pricing*

Taos Chili will set its pricing to be competitive within the market. With anticipated staffing requirements, inventory and rental costs, Taos Chili will require average monthly sales of \$12,000 to break even.

#### *Advertising*

Taos Chili will use newspaper advertising in order to help grow its standing in the marketplace. Also membership in the Downtown Racine Corporation, coupon advertising in the local circulars, purchasing ad space in local athletic programs, along with an aggressive foot marketing strategy by the owner distributing menus and specials to the local offices and stores.

### **Competitor Analysis**

#### *The Competitors*

There was a reason they named it Taos Chili, the chili is wonderful, served in the style of Chili Johns in Green Bay and Los Angeles, CA, Skyline Chili in Cincinnati or Bens in Washington, this is served 5 way style, choose chili sauce alone, or with any combination of spaghetti, beans, cheese and onions. Chili Johns established in 1913 (100 years), Skyline chili established in 1949(64 years), Bens Chilibowl established in 1958 (56 years). There are only a handful of true chili houses in the country all of them serve chili in the 5 way style and all of them have long histories and loyal clientele. Taos Chili anticipates becoming one of the few great chili houses in our country.

#### *Competitor Strategies*

Competitors are targeting niche or specialty markets. Taos Chili can distinguish itself by offering a traditional North American menu including 5 way chili and ensuring a warm and welcoming environment combined with good value.

### **SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)**

#### *Strengths*

Taos Chili is conveniently located on a busy street with a large lunchtime customer base in a nearby commercial district as well as a nearby residential district for evening dining. Taos Chili has assembled a qualified and motivated combination of owner and staff to ensure business success.

#### *Weaknesses*

Success of Taos Chili depends on providing consistent, friendly service. It is important that Taos Chili is

able to retain quality staff. Taos Chili will develop and maintain human resources policies designed to find and retain good staff.).

### *Opportunities*

If Taos Chili is successful in the current location then management will investigate opening another location within the city. The second location will have a full service beverage license.

### *Threats*

At this time no threats are detected to the success of Taos Chili, it is believed the city and state will offer their support in seeing a rapid and efficient opening. The financial stability is anticipated to be on a firm footing. There are additional restaurants in the area but this is seen as a positive influence as the more customers that eat in an area the more diverse their selection.

## **Operations**

### *Daily Operations*

Taos Chili will serve lunch and dinner to the Racine downtown clientele. Business day starts at 0900 for prep and heating to prepare for lunch. After lunch service there will be a 2 hour window for additional shopping for fresh ingredients can be accomplished as well as cleaning facilities for dinner service.

### *Operational Facilities*

Taos Chili has selected a facility that provides 2500 sq ft customer service space. including a full service kitchen, a large customer floor, additional 600 sq ft prep area, and a large ADA compliant unisex washroom. Seating is available for 30 customers and allowable to 36, with anticipated carry out service of 20 to 25 percent of sales.

### *Staffing*

Staffing will include the owner, a single full time kitchen assistant and 4 part time wait staff.

### *Suppliers*

Taos Chili will rely on the freshest ingredients available in the industry available in the area. To accomplish this we will not be receiving weekly shipments from distributors instead shelf stable items will be ordered from a supplier in the Ohio area, and perishable items will be purchased in small quantities from local markets. Bakery will be purchased from local distributors and be delivered multiple time weekly. All designed to allow Taos Chili the freshest ingredients in the market.

## **Capital Requirements Plan**

### *Capital Requirements*

Taos Chili requires \$150,000 to complete the expansion and renovation of the selected location. In addition, Taos requires \$100,000 to cover any additional expenses where initial demand fails to meet the costs related to rent, staffing and inventory. The owner will provide \$100,000 to cover overall costs.

Net Capital Requirement: \$150,000. A need for an additional 50,000 to cover additional costs and running needs remains.

*Capital Repayment Plan*

All debt obligations related to this venture will be repaid within five years. This would include capital utilized from personal (family) accounts contributed by the owner and his family.

# Floorplan 300 6th St. "Taos Chili"

