	AGEND	AGENDA ITEM EXECUTIVE SUMMARY Agenda Item number: 5a			
ST. CHARLES SINCE 1834	Title:	liqu	Recommendation to approve a proposal for a new Class B liquor license for Sushi Diva Japanese Restaurant to be located at 2400 E Main Street, Unit 107A, St. Charles.		
	Presenter:	Chi	ef Keegan, Police Department		
Meeting: Governm	nent Operation	ons C	ommittee Date: August 21, 201	7	
Proposed Cost: \$			Budgeted Amount: \$	Not Budgeted:	
<b>Executive Summa</b>	ry (if not bu	dgete	d please explain):	1	
This is a request for a new Class B liquor license for Sushi Diva Japanese Restaurant to be located at 2400 E Main Street (former Shima's Sushi location). Their business venue will be traditional Japanese cuisine specializing in fresh seafood and sushi made to order. The applicant has been vetted by the Police Department and all documents are in order.  Pursuant to posting this item on the Government Operations Committee agenda, the Liquor					
Commission meeting is scheduled at 4:30 p.m., August 21 (same day) to process and move it forward before this committee. Final approval will be sought at the September 5, 2017 City Council meeting.					
Attachments (please list):					
Liquor License Application					
Background Check Site Plan					
Menu					
Recommendation/Suggested Action (briefly explain):					

Recommendation/Suggested Action (briefly explain):
Recommendation to approve a proposal for a new Class B liquor license for Sushi Diva Japanese Restaurant to be located at 2400 E Main Street, Unit 107A, St. Charles.

## Police Department

# Memo



Date: 07/26/17

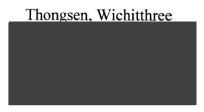
To Commander Erik Mahan #346 ESM 346

From: Detective David Ketelsen #328 DK # 328

CC: Sushi Diva Inc. / Class B Liquor License Background Investigation

The purpose of this memo is to document the background investigation of Wichitthree Thongsen and her application for a Class B Liquor License for Sushi Diva that would be located at 2400 E Main St, Unit 107A, in St Charles.

#### Applicant:



- ➤ On 07/25/17 I met with Wichitthree Thongsen at what will be her new restaurant, Sushi Diva, in St Charles and essentially learned the following information.
- ➤ Thongsen currently lives at the above address, and has resided there with her husband, Jorge L Batres, since approximately 2012. Thongsen advised that she will be the full owner of the business, and her husband will be a full time manager there.
- ➤ Thongsen has never owned another restaurant business before but she did advise that she has worked at several Japanese restaurants over the last 11 years. In the past 5 years she has been a manager at the Benihana's in Schaumburg, and Swordfish in Batavia.
- ➤ Thongsen has been B.A.S.S.E.T certified since 07/10/2017. She received her certification through Learn 2 Serve. See attached copy.
- Thongesn advised the menu at Sushi Diva will consist of traditional Japanese cuisine, specializing in fresh seafood and sushi made to order. They plan on selling beer, wine, sake, and liquor.



- ➤ She stated the restaurant will be open Monday through Thursday. Lunch hours will be from 11:30A.M. to 2:30P.M. Dinner hours will be from 5P.M. pm to 9:30P.M. Friday and Saturday will have the same lunch hours but the dinner hours will be from 5:00P.M. to 10:00P.M. On Sunday the business will be open from noon until 9:00P.M.
- Thongsen said that they are looking to open the business in St Charles by no later than September 1<sup>st</sup>, but would like to be ready for business in the next 2-3 weeks.
- There are no plans on renovating the inside of the business at this time because the last business here was also a Japanese restaurant.
- > Thongsen currently has no liquor in inventory at this time.
- Currently the restaurant is looking to hire staff and has no further employee's at this time.
- All of the required paperwork required for this application has been attached and appears to be in order. See attached application information.
- Thongsen was previously fingerprinted on July 14th of 2017 for this application. The results for this are still pending and will be attached once they are received. Thongsen did personally advise that neither her husband nor she had ever been arrested.
- ➤ I contacted the Glendale Heights PD and found that they had never had any calls or problems with Thongsen at her residence, and showed no negative related calls involving her.
- In checking Thongsen through the New World database I found no contacts.
- ➤ I logged onto TLOxp, which is a law enforcement data base, and I ran Thongsen. It showed her as having no liens, judgements, or bankruptcies listed.
- > Thougsen will be provided a packet that contains the complete liquor ordinance section.

## **Applicant:**

Batres, Jorge L



- ➤ On 07/25/17 I spoke with Jorge L Batres by telephone and essentially learned the following information.
- ➤ Batres said he will be a part-time manager at Sushi Diva while his wife, Wichitthree Thongsen, will be working the day to day operations. Batres has a full time job with a telecommunications company.
- ➤ Batres has worked as a bartender and a manager in the past (approximately 2 years ago) at Sushi Inn in Elgin.
- ➤ Batres has been B.A.S.S.E.T certified since 07/10/2017. He received his certification through Learn 2 Serve. See attached copy. Batres however mistakenly took the B.A.S.S.E.T course for an off premise certification. He advised he will retake the correct course and send me that certificate to be attached to this application.
- ➤ Batres was previously fingerprinted on July 14th of 2017 for this application. The results for this are still pending and will be attached once they are received. Batres did personally advise that he had ever been arrested.
- > I contacted the Glendale Heights PD and found that other than being issued a local ordinance ticket for when his dog bit a neighbor on 09/12/16 they had never had any other calls or problems with Batres at his residence, and showed no negative related calls involving him.
- In checking Batres through the New World database I found no contacts.
- I logged onto TLOxp, which is a law enforcement data base, and I ran Batres. It showed him as having no liens, judgements, or bankruptcies listed.

This concludes this background investigation.

Detective David Ketelsen #328

# City of St. Charles, Illinois Liquor Control Commissioner CITY RETAIL LIQUOR DEALER LICENSE APPLICATION

APPLICATION FEE IS NON-REFUNDABLE

Incomplete applications will not be accepted.

Completed applications may be submitted to:

Two East Main Street, St. Charles, IL 60174-1984



Date Application Received: New Application Renewal Applic	cation License Class:	
Business Name: SUSMI VIVA Japanese Kestauran	t	
APPLICATION CHECKLIST		
Check items to confirm all are attached to this application	Applicant	Office Use Only
Application Fee		
Completed Application for all questions applicable to your business.		
Copy of Lease/Proof of Ownership	Ū∕	
Copy of Dram Shop Insurance or a letter from insurance agent with a proposed quote.		
Copy of Articles of Corporation, if applicable.		
Completed B.A.S.S.E.T. (Beverage Alcohol Sellers & Servers Training) form – filled out for all employees. A copy of the B.A.S.S.E.T. certificate is only needed for each manager. It is the business establishment's responsibility to keep copies of all B.A.S.S.E.T. certificates on file for all of their employees.	□ <b>Z</b>	
Copy of Site Plan for Establishment (Drawn to scale including the parking lot, patio and/or deck, outdoor seating).	Ø	
Copy of Floor Plan for Establishment (Drawn to scale and must include the layout of the establishment with tables, chairs, aisles, displays, cash register, bar, and lounge area with dimensions, percentage, and square footage noted for each space). Be sure to also include all fixed objects, such as pool tables, bar stools, vending/amusement machines; as well as all exits.	IJ	
Copy of Business Plan, to include:  Hours of Operation Copy of Menu Whether or not live music will be played at this establishment Will there be outdoor seating and/or outdoor designated smoking area Do not include a marketing or financial plan with this business plan		
Are any building alterations planned for this site? If not sure, please contact Building & Code Enforcement at 630.377.4406 and/or Fire Prevention Bureau at 630.377.4458 to discuss whether or not a walk-thru and/or permit are necessary for this business.		
All managers have been fingerprinted who are employed by your establishment. When new management is hired, it is imperative you contact the Mayor's office to be fingerprinted so the City's business files are appropriately updated.		
OFFICIAL USE ONLY		
☐ Approved* ☐ Denied Date Approved/Denied: Co	ustomer Number:	
Signature of Mayor, Liquor Control Commissioner  *ISSUANCE OF THIS LICENSE IS CONTINGENT ON MEETING ALL REQUIRED BUILDING AN		

APPLICANT INFORMA	ATION			
A. Type of Business:	☐ Individual ☐ Pai	rtnership 💆 Corpora	ation  Other (explain):	
B. Business Name:	Sushi Di		ese Restaur	ant
			Unit 107A, St	
D. IL Tax ID Number:	E. Business Pho	ne: F. Business	E-mail: G.	Business Website:
II Contact Domeni	630-549 -	0672	· i	uww. Sughidiva. com
H. Contact Person: Email:			J. P	Phone No.:
K If C		Ow	ner	
K. If Corporation, Corpor	Si	ushi Diva l	nc	
L. Corporation Address (	city, state, zip code):		····	77 A, St. Charles, ILlian
BUSINESS ESTABLISH	MENT LOCATION IN	IFORMATION	J11001 7 300 40 V	The states plant
A. License Class:	ackage B Restaur	ant C Tavern D	Hotel/Banquet/Arcada/Q-C	enter/Entertainment/Club
□Othe				
B. Address applying for li	quor license (exact	C. Number of	D. Outside Dining s.f.	E. Holding Bar s.f. [5.08.010-F]:
street address): 2400 E. Main St.	# 107 A	Parking Spaces:	[17.20.020-R]:	d
F. Total Building s.f.:	G. Total Number	H. Number of Bar	I. Sale Counter s.f.:	J. Live Entertainment Area s.f.
2190	of Seats: 48	Seats: Ø	N/A	[5.08.010-H]:
K. Kitchen L. Cooler	M. Dry Storage	N. Seating Area s.f.:	O. Retail/public Area s.f.:	N/A P. Service Bar s.f. [5.08.010-0]:
s.f.: s.f.: 60	s.f.: 107	bbb.59	N/A	36.
Q. Brief Business Plan des			ed above:	
To Ovovide	affordable ?	Japanese Food	(Sughi) to th	le paying Customers.
10 1 00		,	, , ,	40 0° 9 0° 310° 1013.
MANAGER INFORMAT	ION			
Full Name, include middl		three Thongse	210 Tiller () 3	
Birthdate:03/21/74Birthp				Phone:
Home Address:	(Tiwitany)			
			endale Heights, 11	- 60139
Full Name, include middle	e initial: Jorge	e L. Batres	Title: Man	nager
Birthdate: 05/02/39Birthp	lace:	Driver's License#:	Home	Phone:
Home Address		Glend	lale Hts, IL 601	39
Full Name, include middle			Title:	
Birthdate: Birthp	lace:	Driver's License#:	Home P	hone:
Home Address:				

#### PROPOSED FLOOR PLAN/LAYOUT OF PROPERTY

Mandatory: attach to this application a floorplan or layout of the proposed facility to include the following:

#### **CLASS B LICENSES**

- 1. Every application for a Class B license, whether an initial application or a renewal application, shall have attached thereto a site drawing of the proposed licensed premises, drawn to scale showing the following (check off once complete):
  - a. The location of all rooms, segregated areas, including outdoor seating areas and the square footage thereof;
  - The designated use of each room or segregated area (i.e. dining room, holding bar, service bar, kitchen, restrooms, outdoor seating areas, all rooms and segregated areas, including outdoor areas where alcoholic liquor may be served or consumed and all locations where live entertainment may be provided);
  - The proposed seating capacity of rooms or segregated areas where the public is permitted to consume food and/or alcoholic beverages and/or live entertainment may be provided.\*\*
- The site drawing is subject to the approval of the Local Liquor Control Commissioner. The Local Liquor Commissioner
  may impose such restrictions as he deems appropriate on any license by noting the same on the approved site drawing
  or as provided on the face of the license.
- 3. A copy of the approved site drawing shall be attached to the approved license and is made a part of said license.
- It shall be unlawful for any Class B licensee to operate and/or maintain the licensed premises in any manner inconsistent with the approved site drawing.

#### **CLASS C LICENSES**

- Every application for a Class C license, whether an initial application or a renewal application, shall have attached thereto a site drawing of the proposed licensed premises, drawn to scale, showing the following (check off once complete):
  - The location of all rooms, segregated areas, including outdoor seating areas and the square footage thereof;
  - b. The designated use of each room or segregated area (e.g. dining room, holding bar, service bar, kitchen, restrooms, outdoor seating areas, all rooms and segregated areas, including outdoor areas, where alcoholic liquor may be served or consumed and all locations where live entertainment may be provided;
  - c. The proposed seating capacity of rooms or segregated areas where the public is permitted to consume food and/or alcoholic beverages and/or live entertainment may be provided.\*\*
- The site drawing is subject to the approval of the Local Liquor Commissioner. The Local Liquor Commissioner may
  impose such restrictions as he deems appropriate on any licensee by noting the same on the approved site drawing or
  as provided on the face of the license.
- 3. A copy of the approved site drawing shall be attached to the approved license and is made a part of said license.
- It shall be unlawful for any Class C licensee to operate and/or maintain the licensed premises in any manner inconsistent with the approved site drawing.

\*\*THE FIRE PREVENTION BUREAU WILL FURNISH ALL FINAL, PERMITTED OCCUPANCY NUMBERS FOR THIS LICENSE.

CO	RPORATION / PREMISES QUESTIONS
	If applicant is an individual or partnership, is each and every person a United States citizen (5.08.070-2)?
	Is any individual a naturalized citizen? X Yes  No
1.	If yes, print name(s), date(s), and place(s) of naturalization:
	Wichitthree Thongson / May 15, 2012 / Chicago, IL.
2.	List the type of hydrocs of the applicant (F.00.070.2)
3.	Restaurant
	Number of years of experience for the above listed type of business (5.08.070-4):
4.	Amount of merchandise that normally will be in inventory when in operation (5.08.070-5): $\$$
5.	Location/address and description of business to be operated under this applied for license (5.08.070-6):
	FOXBORD PLAZA
	Sughi Diva Japanese Restaurant. 2400 E. Main St, St. Charles, IL 6017
6.	Is the premises owned or leased (5.08.070-6A)?   Owned   Leased
7.	If the premises are leased, list the names and addresses of all direct owners or owners of beneficial interests in any trusts, if premises are held in trust (5.08.070-6B):
	Name of Building Owner: Foxboro Plaza Partnership (Terry Grove)
	Address of Building Owner: 311 N: 2nd Street Swite 304, St. Charles, IL 60174
	Mailing Address of Building Owner (if different):
	Phone Number: \( \frac{1}{30} - 377 - 9150 \) E-mail Address:
	Name of Building Owner:
	Address of Building Owner:
	Mailing Address of Building Owner (if different):
	Phone Number: E-mail Address:
	Name of Building Owner:
	Address of Building Owner:
	Mailing Address of Building Owner (if different):
	Phone Number: E-mail Address:
8.	Does the applicant currently operate, or operated in the past, any other establishment within the City of St. Charles that
	requires a liquor license?
	If yes, please list the business name(s) and address(es):

9.	Does applicant have any outstanding debt with the City of St. Charles, including, but not limited to, utility bills, alcohol tax,				
	and permit fees, for any current or previous establishment owned, operated or managed by the applicant?				
	If yes, please note the City of St. Charles requires all debt to be paid in full before consideration of a new or renewed liquor license is issued.				
	Are any improvements planned for the building and/or site that will require a building permit?   Yes  No				
10.	If yes, has a building permit been applied for?				
	If yes, date building permit was applied for with Building & Code Enforcement:				
11.	Has applicant applied for a similar or other license on the premises other than the one for which this license is sought  (5.08.070-7)?				
12.	Has applicant (and all persons listed on page 1 of this application) ever been convicted of a felony under any Federal or State law, or convicted of a misdemeanor opposed to decency or morality (5.08.070-8)?				
11					
	Is applicant (and all persons listed on page 1 of this application) disqualified from receiving a liquor license by reason of any matter contained in Illinois State law and/or City of St. Charles Municipal Ordinances?				
13.	List previous liquor licenses issued by any State Government or any subdivision thereof (5.08.070-9). Use additional paper if necessary.				
	Government Unit: - NONE -				
	Date: Location, City/State:				
	Special Explanations:				
	Government Unit:				
	Date: Location, City/State:				
	Special Explanations:				
	Have any liquor licenses possessed ever been revoked (5.08.070-9)?				
14.	If yes, list all reasons on a separate, signed letter accompanying this application.  Has any director, officer, shareholder, or any of your managers, ever been denied liquor license from any jurisdiction?				
	☐ Yes ☐ No				
	If yes, proceed to Question 15. If more space is needed, please attach a separate sheet of paper with the information.				

15.	Complete ONLY if yes was answered to the questions above (14):			
	Name: Name of Business:			
	Position with the Business:			
	Date(s) of Denial:			
	Reason(s) for Denial of License:			
16.	Date of Incorporation (Illinois Corporations) (5.08.070-10): June 27, 2017			
=	Date qualified under Illinois Business Corporation Act to transact business in Illinois (Foreign Corporation):			
17.	Has the applicant and all designated managers read and do they all understand and agree not to violate any liquor laws of the United States, the State of Illinois, and any of the ordinances of the City of St. Charles in conducting business(5.08.070-11)?  Yes  No  Have you, or in the case of a corporation, the local manager, or in the case of a partnership any of the partners, ever been convicted of any violation of any law pertaining to alcoholic liquor?  Yes  No			
	Have you, or in the case of a corporation the local manager, or in the case of a partnership any of the partners, ever been convicted of a felony?   Yes . No			
	Have you ever been convicted of a gambling offense?			
	Will you and all your employees refuse to serve or sell alcoholic liquor to an intoxicated person or to a minor?  Yes  No			
18.	Mandatory: All individual owners, partners, officers, directors, and/or persons holding directly or beneficially more than five (5) percent in interest of the stock of owners by interest listed on page 1 of this application must be fingerprinted by the City of St. Charles Police Department (5.08.070-A12).  Has this been done?   Yes No  If yes, date(s):			
19.)	Mandatory: Has the applicant attached proof of Dram Shop Insurance to this application or already furnished it to the City of St. Charles (5.08.060)? Yes No If already furnished, date of delivery: 07   07   2017  NOTE: Insurance must be issued from May 1, 20XX – April 30, 20XX in accordance with City code 5.08.060. Request a			
	prorated rate from your insurance company if you are applying for a new license during this timeframe.			

20.	Mandatory: Is the premises within 100 feet of any real property of any church; school; hospital; home for the aged or indigent persons; home for veterans, their wives/husbands, or children; and/or any military or naval station (5.08.230)?		
	□ Yes 🕱 No		
COM	MENTS/ADDITIONAL INFORMATION		
	ICATION FOR LATE NIGHT PERMIT		
	LEMENTAL TO LIQUOR LICENSE FOR CLASS B/C  t. Charles Liquor Control Commission Date:		
	Date: 07   11   2017		
Inow	possess or have applied for a liquor license Class B / Restaurant.		
Applic	cant's Name:		
Namo	Wichithree Thongson		
Ivallie	Sushi Diva Jaganese Rostaurant		
Busin	ess Address: 2400 E. Main Street # 107 A, Saint Charles, IL 60174		
Busine	ess Phone:		
SUDDI	CAMENTAL DEDMIT ADDITED FOR		
	LEMENTAL PERMIT APPLIED FOR  ent of Late Night Permit fee is required at the time the permit is issued.		
	1:00 a.m. Late Night Permit – fee of \$800.00		
	2:00 a.m. Late Night Permit – fee of \$2,300.00		
NOTE:	Other permits that may be available upon request include:		
•	Class E – Special Event License (1 to 3-day event @ \$100.00 per day)		
	Outdoor Dining Permit (Contact Community & Economic Development @ 630.377.4443)		
SIGNA	TURES / / / / / / / / / / / / / / / / / / /		
	1/11/17 07/11/17		
	Applicant Signature Date		

B.A.S.S.E.	T. TRAINING	G			
Please list clerks who	employees re are permitte	equired to have B.A.S.S.E.T	training on this page –	include all managers, assis	tant managers, bartenders, and only and mark Manager if
applicable.	. Add anothe	r page, if needed.		recommended for managers	only and mark Manager II
Name:	Wichit (First)	three Th	ongsen	(Middle)	Wichithree Thouse Manager
Home Stree	et Address:			1	
City, State,	Zip: GI.	endale Heights	, IL 60139	•	
Date of Cou	ırse: 71		ce Course was Taken:	mmn.learn25	erve, com
Birthdate:	03 126 1	1979 Certificate Grante	d: 3/10/19	Expiration	:
Name:	Jorge (First)	Bad (Last)	rves	Luís (Middle)	Wichithree Thongson Manager
Home Stree	et Address:				
City, State, 7	Zip: (	alendale Heigh	HS, 1L 60	139	
Date of Cou	rse: 71	10117 Plac	e Course was Taken:	WWW. American	Safety Council com
Birthdate:	081021	1979 Certificate Grante	d: 4   10   1	Expiration:	
Name:	(First)	(Last)		(Middle)	Manager
Home Street	t Address:				
City, State, Z	lip:				
Date of Cour	rse:	Place	e Course was Taken:		
Birthdate:		Certificate Granted	l:	Expiration:	
Name:				7,000	
	(First)	(Last)		(Middle)	Manager
Home Street	Address:				
City, State, Zi	ip:				
Date of Cour	se:	Place	Course was Taken:		
Birthdate:		Certificate Granted	:	Expiration:	

## NEW MANAGEMENT REQUIREMENTS

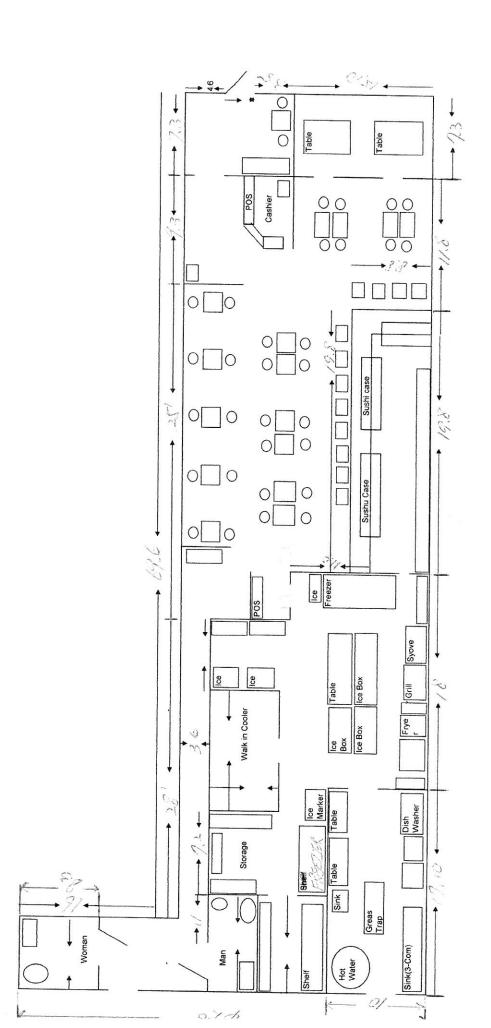
Whenever a new manager comes on board, the City must be notified and that person must be fingerprinted.

It is the business establishment's responsibility to keep copies of all B.A.S.S.E.T. certificates on file for their employees.

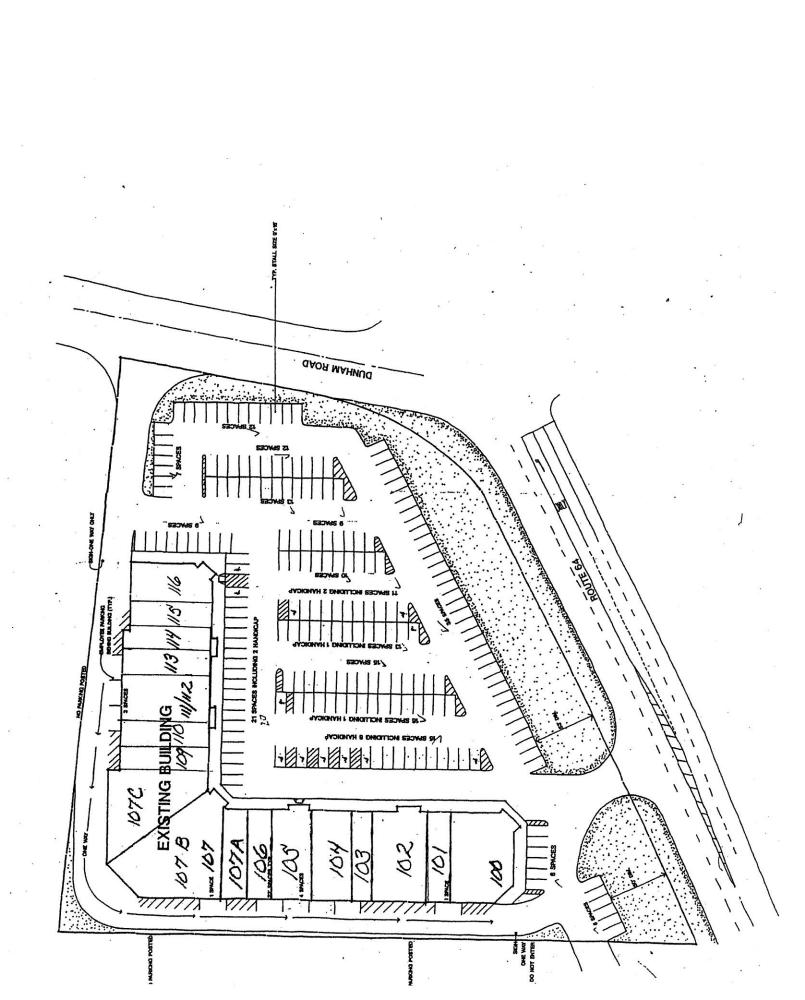
Business Name: Sughi Diva Japanese SIGNATURES	Restaurant			
Applicant's Signature	Notary & Date			
	Seal:			
☐ Liquor Commissioner hereby directs City Clerk to issue permit indicated above.				
Liquor Commissioner's Signature	Date			

	DENDUM TO RETAIL LIQUOR LICENSE APPLICATION
To	be completed by the City of St. Charles Police Department
Da	te: Name of Applicant:
Na	me of Business:
Ad	dress of Business: Ward Number:
То	Liquor Control Commissioner, City of St. Charles, Illinois
Pur	suant to the provision of the City of St. Charles Municipal Code, Chapter 5.08, Alcoholic Beverages, the following guide shall be in
епе	ect for the investigation of an applicant for a Retail Dealer's Liquor License:
1.	Date on which applicant will begin selling retail alcoholic liquors at this location:
2.	Is the location within 100 feet of any church; school; hospital; home for the aged or indigent persons; home for veterans, their
	wives/husbands or children; or any military or naval station?   Yes  No
3.	If the answer to question 2 is yes, answer the following: Is applicant's place of business a hotel offering restaurant service, a regularly organized club, a restaurant, a food shop, or other place where the sale of alcoholic liquors is not the principal
	business?
	If yes, answer a, b and c:  a. State the kind of such business:  b. Give date on which applicant began the kind of business named at this location:  c. Has the kind of business designated been established at this location for such purpose prior to February 1, 1934, and carried on continuously since such time by either the applicant or any other person?  □ Yes □ No
4.	If premises for which an alcoholic liquor license is herein applied for are within 100 feet of a church, have such premises been
	licensed for the sale of alcoholic liquor at retail prior to the establishment of such church?   Yes  No
	If yes, have the premises been continuously operated and licensed for the sale of alcoholic liquor at retail since the original
	alcoholic liquor license was issued therefore?
5.	Is the place for which the alcoholic liquor license is sought a dwelling house, flat, or apartment used for residential purposes?  Yes No
6.	Is there any access leading from premises to any other portion of the same building or structure used for dwelling or lodging purposes and which is permitted to be used or kept accessible for use by the public? (Connection between premises and such other portion of building or structure as is used only by the applicant, his/her family and personal guests not prohibited.)   Yes  No
7.	If applicant conducts or will conduct in the same place any other class of business in addition to that of City Retailer of
	Alcoholic Liquor, state the kind and nature of such business:   Yes  No

8.	Are all rooms where liquor will be sold for consumption on the premises continuously lighted during business hours by natural
	light or artificial white light so that all parts of the interior shall be clearly visible?   Yes  No
9.	Are premises located in any building belonging to or under the control of the State of Illinois or any other political subdivision
	thereof, such as county, city, etc.?
10.	Are the premises for which license is herein applied for a store or place of business where the majority of customers are
	minors of school age or where the principal business transacted consists of school books, school supplies, food or drinks for
	such minors?
11.	It is required by the City of St. Charles that all employees undergo BASSET training. Provide a copy of the certificate of training
	completion for each manager. All certificates for managers have been submitted:
12.	From your observation and investigation, has applicant—to the best of your knowledge—truthfully answered all questions?
	☐ Yes ☐ No
	If no, state exceptions:
	Have all persons named in this application been fingerprinted?   Yes  No
13.	Fingerprinted by: Date:
	Dutc.
14.	Other necessary data:
cic	
	IATURES ORSEMENTS AND APPROVALS
COMPANY SUND	STIGATING OFFICER
	Investigating Officer Signature Badge Number & Rank
END	ORSEMENT OF THE CHIEF OF POLICE
	mmend Issuing Liquor License:
	Signature Of Chief of Police Date



NO SUME 6/13/2017



## Sushi Diva

2400 East Main Street 107A St Charles, 60174

3 Year Business Plan

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## **PLAN SUMMARY**

Ice Thongsen is setting out to become a premier Sushi restaurant owner in the St Charles area. The purpose of this plan is to prove the success of the acquisition and launch of the restaurant scheduled for August and to have a forecast of sales for the next 3 years.

## **COMPANY AND INDUSTRY**

#### **COMPANY**

Sushi Diva will be a 48 seat restaurant located at 2400 East Main Street in St. Charles, Il.

## **Mission Statement**

Establish a well-known sushi restaurant to the location at an affordable price.

#### **Vision Statement**

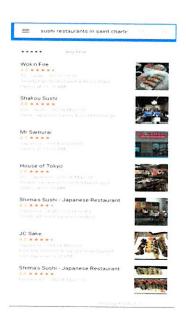
To become well known in the area for serving excellent quality sushi to the St Charles neighborhood and neighboring townships. Ice Thongsen will set herself out to be a pilar in the community as well as the face of the restaurant personally making herself known and available to her customers and the local community.

#### **INDUSTRY**

Sushi is a dish that exploded across the world since the late 80s, and it has become a staple in many cities and cultures. It is well known to consumers.

## Competition

There are six Sushi restaurants in St Charles. The closet Sushi restaurant to this location is House of Tokyo approximately 1.6 miles away. This restaurant has a very different concept from Sushi Diva. It has grilling stations on its tables and its menu is higher priced. The following is the list of all the restaurants in St Charles.





## **Trends**

# The Product

The Menu Future Developments

## **MARKET ANALYSIS**

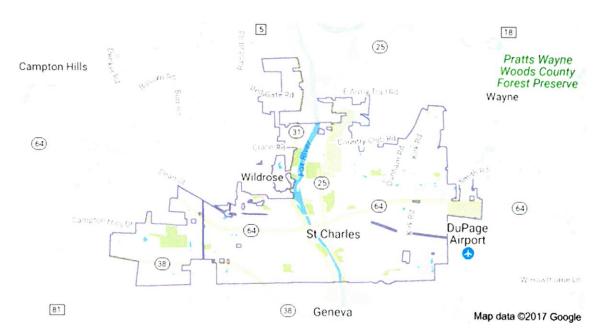
Sushi is a dish that exploded across the world since the late 1980's and it has become a staple in many cities and cultures. It will not be difficult to attract families and couples to the restaurant within a five-mile radius.

## **Target Market**

The Target market will be families, couples, and teens of St Charles and neighboring municipalities. The goal is to make the experience so enjoyable that people will be willing to travel to the restaurant as a destination place.

## **Demographics**

St. Charles is a city in DuPage and Kane counties in the U.S. state of Illinois. It lies roughly 40 miles (64 km) west of Chicago on Illinois Route 64.



According to a U.S. Census Bureau estimate in July 2012, the city had a total population of 33,327. The official city slogan is Pride of the Fox, after the Fox River that runs through the center of town. St. Charles is part of a tri-city area along with Geneva and Batavia, all western suburbs of similar size and relative socioeconomic condition.

According to the 2000 census, population density is 1,993.9 inhabitants per square mile (769.8/km2). There are 11,072 housing units at an average density of 791.4 per square mile (305.6/km²). The racial makeup of the city is 93.81% White, 1.66% African American, 0.14% Native American, 1.79% Asian, 0.00% Pacific Islander, 1.66% from other races, and 0.94% from two or more races. 5.50% of the population are Hispanic or Latino of any race.

There are 10,351 households out of which 36.4% have children under the age of 18 living with them, 61.1% are married couples living together, 8.0% have a female householder with no husband present, and 28.3% are non-families. 23.5% of all households are made up of individuals and 8.0% have someone living alone who is 65 years of age or older. The average household size is 2.62 and the average family size is 3.13.

In the city the population is spread out with 27.8% under the age of 18, 7.4% from 18 to 24, 29.6% from 25 to 44, 25.0% from 45 to 64, and 10.2% who are 65 years of age or older. The median age is 37 years. For every 100 females there are 99.4 males. For every 100 females age 18 and over, there are 94.2 males.

The median income for a household in the city is \$75,181, and the median income for a family is \$94,704. Males have a median income of \$55,864 versus \$35,134 for females. The per capita income for the city is \$33,969. 3.4% of the population and 2.1% of families are below the poverty line. Out of the total population, 3.4% of those under the age of 18 and 3.9% of those 65 and older are living below the poverty line.

The demographic information above shows some favorable trends in population growth. Transportation is crucial for people to reach the restaurant.

## MARKETING STRATEGY

The business will allot 10,000.00 for the purpose of establishing a heavy marketing plan for the launch and the rest of 2017. \$1,000 will be allotted on a monthly basis going forward. The restaurant is located in a shopping mall and near small, medium, and large business establishments in addition to the residential neighborhoods in the township. The goal is to utilize the following marketing tools in order to improve sales and lure more customers into the restaurant:

- -Establish a Website
- -GrubHub
- -Yelp Advertising
- -Facebook
- -Residential Flyers
- -Visits to all local business

Delivery will be offered.

Additional strategies include discount offerings and rewards programs for regular customers as well as promotional discounts for limited timeframes.

#### Pricing

There is a math formula that restaurants carry with them as a meter to pricing their foods. Cost of food is to be set at around 30% of the price.

The average cost of a lunch should cost will be \$15.00 and dinner \$22.00 during Monday through Thursday operation. From Friday to Sunday dinner cost will increase to \$25.00.

## **OPERATIONS**

Floor Plan

## Soft Opening/Grand Opening

Upon securing the asset purchase and a leasing agreement, the following checklist will need to be completed before Soft Opening in August:

- 1. Labor Force
- 2. Articles of Incorporation
- 3. Health License4. Liquor License
- 5. Art Work
- 6. Kitchenware
- 7. POS system installation
- 8. Supplies
- 9. Food Inventory
- 10. Liquor Inventory
- 11. Security System Installation
- 12. Internet
- 13. Cable
- 14. TV
- 15. Signage
- 16. Menu
- 17. Website
- 18. Paint
- 19. Uniforms
- 20. Legal Services
- 21. Miscellaneous

The soft opening will take place in August and grand opening will take place once the liquor license is in place.

#### Labor

The restaurant should have 4 to 5 employees and will be broken down to the following:

- One Manager/Server at \$2500 a month
- One to Sushi Chef at \$3000 a month
- One Kitchen Chef at \$2200 a month
- 3 Part time helpers at \$2000 a month
- Possibly One more Sushi Chef at \$3,000 a month

Total monthly labor costs \$8,600 to \$13,000.

The general manager is also the head server in the restaurant.

## **Liquor License Requirements**

The cost is 2400.00 for the initial application and first year. There is a \$50 fingerprint fee. The application process takes 4 to 6 weeks. After submitting the application(attached) you will need to attend two meetings with the Liquor Commission and the City Council.

## **MANAGEMENT AND ORGANIZATION**

This restaurant is a first-time venture for its owner and currently sole manager.

The owner is in charge of all managerial activities from top to bottom. All duties such as payroll, operations, marketing, and financial activities are currently the duties assigned to the owner / general manager.

Accounting will be taken care of by an outside firm.

## **LONG TERM PLANS**

Currently the plan is to renegotiate the rent for 2017 to the amount of \$3000 until a turn to profitability in 2018. Rent will then increase to \$3633.00 The major objective is to make enough profit to stay in business indefinitely.

Mrs. Ice is looking into the video gaming license as a way to add video gaming to bring in extra income to the restaurant.

## **CRITICAL RISKS**

There are 7 well-known Sushi restaurants in the St Charles. Competition is heavy, and may affect reaching the goals set forth by the owner

## **FINANCIAL**

The current income statement and balance sheet are shown on a separate document. The current Start Up costs for 2017 will be \$84,975. The following projections for the next 3 years are as follows.

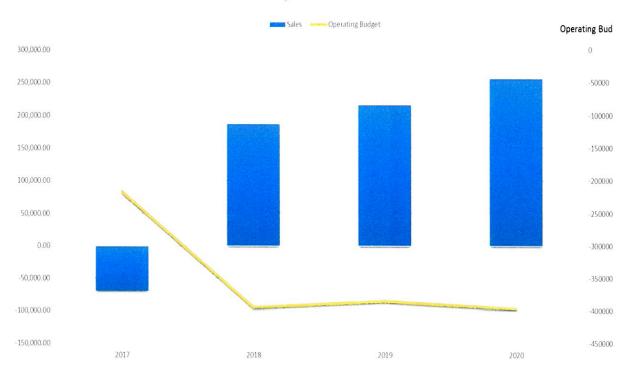
2017 \$-69,687.50

2018 \$186,494.02

2019 \$215,358.02

2020 \$255,340.82

## Projected Income



## **CONCLUSION**

The first six months is the most critical for success. Bringing together the right team led and managed by Ice Thongsen and her vision will need to attract the maximum number of customers. Should Mrs. Thongsen's vision be realized, the restaurant will have success after one year of operation.

Any questions, please contact Ice Thongsen at 1-847-204-3179 or email at witchithree@gmail.com.

SUSHI DIVA MENU

Hour of Operation

Mon-Thur

Fri-Sat

Sun

Lunch 11:30-2:00

11:30-2:30

Dinner 5:00-9:30

5:00-10:00

12:00-9:00

APPETIZER FROM THE SUSHI BAR

Hawaiian Tartar

\$12

Spicy tuna, pico de gallo, cilantro, citrus tobiko, seared tuna, sashimi served in a citrus citrus vinaigrette

Sunomo

\$12

Tuna, salmon, white fish, wrapped in cucumber, splashed with citrus vinaigrette sauce

Rainbow Tartar

\$13

Salmon, tuna, escolar, shrimp, snapper topped with multicolored tobiko, pico de gallo and citrus vinaigrette

Diva's Carpaccio

\$15

Tuna, salmon, escolar, jalapeño in yuzu vinaigrette sauce

Oyster Shooter

\$5

Fresh oyster, quail egg in Tabasco sake ponzu sauce

Oyster in a Half Shell

Half Dozen

\$12

Dozen

\$16

Poke

Tuna

\$10

Diced tuna, avocado with poke sauce

Salmon and Tuna

\$12

Diced salmon and tuna with poke sauce

Dynamite

\$9

Sushi rice wrapped with Japanese mint, fresh salmon, soy paper, topped with spicy scallop and chili tobiko in ponzu sauce

## Nacho Sushi

\$10

Spicy tuna, spicy mayo, pico de gallo with flower tortilla chips

## Sushi Taco

Yellowtail, shrimp, char su pork

3 pieces

\$10

5 pieces

\$15

## APPETIZERS FROM THE KITCHEN

Edamame \$4

Shumai \$5

Gyoza \$5

Softshell Crab \$8

Jalapeño Bomb \$8

Tuna Tatake \$10

Asparagus Beef Roll \$9

Beef Tatake \$10

Blackened Tuna \$11

Bacon Wrapped

Scallops \$12

Shrimp \$12

## Tempura

Vegetables \$5

Calamari \$7

Shrimp and Vegetables \$7

Chicken and Vegetables \$7

Combination \$12

Agadashi Tofu \$6 SIDE DISHES \$2 Miso Soup Tom Yum \$3 Fried Rice Vegetable Small \$3 \$5.50 Large Shrimp Small \$4 \$7.50 Large Chicken Small \$3.50 \$6.50 Large Beef \$4 Small \$8 Large Scallop Small \$4 Large \$7.50 Combination \$5 Small \$10 Large Nigiri 1 piece / Sashimi 2 piece \$3.50/\$6 O-Toro MP Fatty Yellow Tail \$2.50/\$4 Chu-Toro MP Tamago

\$3/\$5

Smelt Roe

\$3/\$5

Salmon

Blue Fin Tuna	MP	Smoked Salmon	\$3/\$5
Big Eye Tuna	\$3/\$5	Fresh Scallop	\$3.50/\$7
Tobiko	\$3/\$5	Escolar Tuna	\$3/\$5
Tiger Shrimp	\$3/\$5	Salmon Roe	\$4/\$7
Albacore Tuna	\$3/\$5	Golden Shrimp	\$3/\$5
Stop Light Tobiko	\$4/\$7	Fresh Water Eel	\$3/\$6
Sweet Shrimp	\$4/\$7	Octopus	\$3/\$5
Red Snapper	\$3/\$5	King Crab	\$4/\$7
Sea Urchin	\$4/\$7	Fluke	\$3/\$5
Squid	\$3/\$5	Oyster	\$3/\$5
Yellow Tail	\$3/\$5	Surf Clam	\$3/\$5
Mackerel	\$3/\$5	Fatty Salmon	\$3.50/\$6
Kani Kama	\$3/\$5		
CLASSIC MAKI			
Cucumber	\$4		
Tekka Roll	\$5		
Asparagus Cucumber	\$5		
Sweet Potato	\$5		
Salmon Roll	\$5		
California Roll	\$6		
Yellowtail and Scallion	\$6		
Chicken Tempura	\$6.50		
Spicy Tuna	\$7		
Calamari Tempura	\$7		
Cucumber and Avocado	\$7		
Spicy Salmon	\$7		
Fresh Water Eel	\$7		

Shrimp Tempura	\$7
Spicy Octopus	\$7
Soft Shell Crab	\$7
Philadelphia	\$7
Vegetable	\$7
Spicy Scallop	\$8
Crazy California	\$8
Tuna Avocado	\$8
Salmon Avocado	\$8
Avocado	\$8

SIGNATURE ROLLS

Crunchy Spicy Diva

\$17

Butter pan seared rice topped with spicy tuna, avocado, spicy salmon, wasabi mayo, sweet soy, jalapeño slices and tobiko

Rainbow

\$15

Crab meat, avocado, cucumber topped with a variety of fish

Rainbow Dragon

\$17

Shrimp tempura, avocado, cucumber, spicy mayo topped with a variety of fish and tobiko

Shrimp Crunchy Roll

\$15

Shrimp tempura, crab meat, avocado, cucumber, spicy mayo rolled with a crunch and drizzled with sweet soy sauce

Creamy Wasabi Tuna

\$17

Tuna, Avocado topped with big eye tuna, wasabi mayo and sweet soy sauce and wasabi tobiko

Fancy Diva

\$18

Spicy crab meat, tempura crunch topped with butter pan seared scallop, with sweet soy and crispy carrots

Kamehameha

\$17

Tuna, yellow tail, avocado, cilantro, jalapeño, wrapped in soy paper chili oil and fresh lime

Kitsune

\$17

Spicy salmon tempura, spicy crab meat, cream cheese, cucumber, avocado topped with fresh salmon, tobiko and citrus mayo

Ninja Turtle

\$18

Unagi, avocado, tempura crunch, topped with shrimp wasabi mayo, unagi sauce and multicolored tobiko

Dragon

\$16

Crab meat, avocado, cucumber topped with unagi and drizzled with unagi sauce

Foxy Diva

\$18

Spicy tuna, cucumber, cilantro topped with tuna, albacore, escolar, jalapeño, Siracha and ponzu sauce

French Kiss

\$17

Spicy tuna, crab meat, avocado, cucumber, cilantro topped with seared escolar tuna and drizzled with garlic olive oil

St. Charles Princess

\$18

Cream cheese, crab meat, lightly tempura battered, spicy crab mix and unagi sauce, topped with spicy tuna and lotus root

Scary Spider

\$16

Softshell crab, cucumber, avocado, cream cheese wrapped in black and white rice topped with red tobiko

Caterpillar

\$15

Crab meat, avocado, cucumber topped with avocado, unagi sauce, red and green tobiko

Crunchy California

\$12

Crab meat, avocado, cucumber deep fried, topped with unagi sauce and spicy mayo

Spring Breeze

\$13

Mixed greens, avocado, cucumber, asparagus, red cabbage, cilantro and jalapeño topped with mango pico de gallo

Firefox

\$15

Spicy tuna, cream cheese, avocado lightly deep fried topped with siracha spicy mayo and unagi sauce

Double Tuna

\$16

Spicy albacore, avocado topped with spicy tuna and green crumbs topped with special sauce and crispy wanton chips

Golden Lobster

\$20

Spicy crab mix, avocado topped with butter seared lobster, unagi sauce and potato crumbs

SUSHI ENTRÉE

Served with Soup and Salad and Rice (Brown or Black rice \$1 extra)

Ocean Delight

\$39

Chefs choice of six piece nigiri, six pieces of sashimi and one Foxy Diva roll

Pearl Harbor (4 person)

\$100

Chef's choice of 12 pieces nigiri, 20 pieces of sashimi and St. Charles Princess and Firefox roll

Assorted Sashimi(Chef's Choice)

9 Pieces

\$18

12 Pieces

\$23

15 Pieces

\$30

Maki Mono

\$19

Spicy California, Spicy Tuna and Vegetable Roll

Nigiri Combo

\$21

Chef's choice five pieces of nigiri and a caterpillar roll

Sake Don

\$21

Fresh sliced salmon over rice

Tekka Don

\$23

Fresh sliced tuna over rice

Diva Don

\$25

Combination of salmon, tuna, yellow tail and escolar tuna over rice

Chirashi

\$23

Chef's choice of fish over a bed of rice

Unadon

\$23

Fresh water eel over rice

## KITCHEN ENTREES

Served with Soup and Salad and Rice (Brown or Black rice \$1 extra)

Tuna Steak

\$19

Apricot Dijon Glazed Salmon

\$21

Miso Truffle Cod

\$23

Surf and Turf

\$35

BENTO BOXES-includes: Soup, salad rice, vegetable tempura and three-piece gyoza

Chicken

\$21

Salmon

\$22

Steak

\$25

**NOODLES** 

Seafood Yaki Udon

\$12

Tempura Udon

\$12

Nabayaki Udon

\$12

**DESERT** 

Banana Tempura

\$

Chocolate Trufle

\$

Chocolate Sufle

\$

Exotic Bomba

\$

Coconut Repiano

\$

Green Tea Tira Misu

Ф

Mochi Ice Cream

\$5

Strawberry, Green Tea, Mango and Chocolate flavors

Green Tea Icecream

\$3/scoop

#### SUSHI DIVA MENU

Hour of Operation

Mon-Thur

Fri-Sat

Sun

Lunch 11:30-2:00

11:30-2:30

Dinner 5:00-9:30

5:00-10:00

12:00-9:00

#### APPETIZER FROM THE SUSHI BAR

Hawaiian Tartar

\$12

Spicy tuna, pico de gallo, cilantro, citrus tobiko, seared tuna, sashimi served in a citrus citrus vinaigrette

Sunomo

\$12

Tuna, salmon, white fish, wrapped in cucumber, splashed with citrus vinaigrette sauce

Rainbow Tartar

\$13

Salmon, tuna, escolar, shrimp, snapper topped with multicolored tobiko, pico de gallo and citrus vinaigrette

Diva's Carpaccio

\$15

Tuna, salmon, escolar, jalapeño in yuzu vinaigrette sauce

Oyster Shooter

\$5

Fresh oyster, quail egg in Tabasco sake ponzu sauce

Oyster in a Half Shell

Half Dozen

\$12

Dozen

\$16

Poke

Tuna

\$10

Diced tuna, avocado with poke sauce

Salmon and Tuna

\$12

Diced salmon and tuna with poke sauce

Dynamite

\$9

Sushi rice wrapped with Japanese mint, fresh salmon, soy paper, topped with spicy scallop and chili tobiko in ponzu sauce

## Nacho Sushi

\$10

Spicy tuna, spicy mayo, pico de gallo with flower tortilla chips

## Sushi Taco

Yellowtail, shrimp, char su pork

3 pieces

\$10

5 pieces

\$15

\$4

\$5

## APPETIZERS FROM THE KITCHEN

Edamame

Shumai \$5

Gyoza \$5

Softshell Crab \$8

Jalapeño Bomb \$8

Tuna Tatake \$10

Asparagus Beef Roll \$9

Beef Tatake \$10

Blackened Tuna \$11

Bacon Wrapped

Scallops \$12

Shrimp \$12

## Tempura

Vegetables

Calamari \$7

Shrimp and Vegetables \$7

Chicken and Vegetables \$7

Combination \$12

Agadashi Tofu			\$6		
SIDE DISHES					
Miso Soup			\$2		
Tom Y	Yum		\$3		
Fried	Rice				
	Vegetable				
	Small		\$3		
	Large		\$5.50		
	Shrimp				
	Small		\$4		
	Large		\$7.50		
	Chicken				
	Small		\$3.50		
	Large		\$6.50		
	Beef				
	Small		\$4		
	Large		\$8		
	Scallop				
	Small		\$4		
	Large		\$7.50		
	Combination				
	Small		\$5		
	Large		\$10		
Nigiri 1 piece / Sashimi 2 piece					
O-Tor	0	MP		Fatty Yellow Tail	\$3.50/\$6
Tamago		\$2.50	/\$4	Chu-Toro	MP

\$3/\$5

Smelt Roe

\$3/\$5

Salmon

Blue Fin Tuna	MP	Smoked Salmon	\$3/\$5
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CLASSIC MAKI			
Cucumber	\$4		
Tekka Roll	\$5		
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Salmon Roll	\$5		
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Vegetable	\$7
Spicy Scallop	\$8
Crazy California	\$8
Tuna Avocado	\$8
Salmon Avocado	\$8
Avocado	\$8
SIGNATURE ROLLS	

Crunchy Spicy Diva

\$17

Butter pan seared rice topped with spicy tuna, avocado, spicy salmon, wasabi mayo, sweet soy, jalapeño slices and tobiko

Rainbow

\$15

Crab meat, avocado, cucumber topped with a variety of fish

Rainbow Dragon

\$17

Shrimp tempura, avocado, cucumber, spicy mayo topped with a variety of fish and tobiko

Shrimp Crunchy Roll

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Shrimp tempura, crab meat, avocado, cucumber, spicy mayo rolled with a crunch and drizzled with sweet soy sauce

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Tuna, Avocado topped with big eye tuna, wasabi mayo and sweet soy sauce and wasabi tobiko

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Spicy crab meat, tempura crunch topped with butter pan seared scallop, with sweet soy and crispy carrots

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Spicy tuna, cream cheese, avocado lightly deep fried topped with siracha spicy mayo and unagi sauce

Double Tuna

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Spicy albacore, avocado topped with spicy tuna and green crumbs topped with special sauce and crispy wanton chips

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Spicy crab mix, avocado topped with butter seared lobster, unagi sauce and potato crumbs

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Chef's choice five pieces of nigiri and a caterpillar roll

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Fresh sliced salmon over rice

Tekka Don

\$23

Fresh sliced tuna over rice

Diva Don

\$25

Combination of salmon, tuna, yellow tail and escolar tuna over rice

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Ninja Turtle

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Unagi, avocado, tempura crunch, topped with shrimp wasabi mayo, unagi sauce and multicolored tobiko

Dragon

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\$12

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Spring Breeze

\$13

Mixed greens, avocado, cucumber, asparagus, red cabbage, cilantro and jalapeño topped with mango pico de gallo

Firefox

\$15

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\$23

Chef's choice of fish over a bed of rice

Unadon

\$23

Fresh water eel over rice

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BENTO BOXES-includes: Soup, salad rice, vegetable tempura and three-piece gyoza

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Salmon

\$22

Steak

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**NOODLES** 

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\$12

Tempura Udon

\$12

Nabayaki Udon

\$12

**DESERT** 

Banana Tempura

\$7

Chocolate Trufle

\$8

Chocolate Sufle

\$7

Exotic Bomba

\$7.50

Coconut Repiano

\$8

Green Tea Tira Misu

\$8.50

Mochi Ice Cream

\$5

Strawberry, Green Tea, Mango and Chocolate flavors