



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to Approve Multiple New Liquor License Class Applications for Businesses to be Located Within the City of St. Charles
Presenter:	Mayor Rogina

Please check appropriate box:

X	Government Operations (6/1/15)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:		Budgeted:	YES		NO	
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If NO, please explain how item will be funded:

Executive Summary:

The following liquor license applications went before the Liquor Control Commission on May 18, 2015 and were recommended to go before the Government Operations Committee for recommendation to City Council. All paper work has been submitted to the Police Department. BASSET certifications are complete as well as fingerprints have been taken. None of these applications are requesting late night permits. The applications for recommendation to City Council for approval are as follows:

Steel Beam Theatre*	D7 (non-for-profit)	111 W Main Street
E&S Fish Company*	F1 BYOB	311 North 2 nd Street
Liu Brothers Bistro*	F1 BYOB	1554 E Main Street
LaVita Cigar, Inc.*	F2 BYOB	2015 Dean Street
The Finery & Blacksmith Bar	B (midnight closing)	305 W Main Street
Gina's Subs & Pizza	B (midnight closing)	2770 E Main Street

*These four liquor classifications were created in the revised City Code that was approved at the March 2, 2015 City Council.

Attachments: *(please list)*

Liquor License Application (front page)
Background Check (memo dated 5/14/15)
Site Plans (as needed)
Menu (as needed)

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve multiple new liquor license class applications for businesses to be located within the City of St. Charles.

<i>For office use only:</i>	<i>Agenda Item Number:</i> 4a-4f
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Memo

Date: 5/14/2015
To: The Honorable Ray Rogina, Mayor-Liquor Commissioner
From: James Keegan, Chief of Police
Re: Background Investigations-Liquor Establishments

The purpose of this memorandum is to document and forward to your attention the results of the background investigations conducted by members of the St. Charles Police Department concerning the below mentioned establishments.

As is customary procedure, a detective was assigned each of these investigations and reviewed both the site location and the corresponding applicants of these proposed liquor license applications.

We found nothing of a derogatory nature that would preclude either the site location or the applicants from moving forward with liquors sales and/or on-site consumption, subject to City Council approval.

Thank you in advance for your consideration in these matters.

Steel Beam (D7):	111 W. Main Street
E& S Fish Company (F1-BYOB)*:	311 N. 2 nd Street, Suite 103
Liu Brothers Bistro (F1-BYOB)*:	1554 E. Main Street
LaVita Cigars (F2-BYOB)*:	2015 Dean Street, Unit #4
The Finery (B):	305 W. Main Street
Depot Liquor (A1):	310 S. 3 rd Street (Tabled to June 15 meeting)
Gina's Subs (B):	2770 E. Main Street

* The above mentioned BYOB establishments, although not recognized liquor licenses under the State Liquor Code, specially governs BYOB practices (bring your own beverage) within the City of St. Charles. The corresponding local licenses authorize the businesses, without State liquor licenses, to permit the consumption of alcohol on their premises relative to various stipulations codified within our liquor code.

#4

Date: _____
 New Application
 Renewal Application

CITY OF ST. CHARLES
 LIQUOR CONTROL COMMISSIONER
 TWO EAST MAIN STREET
 ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other NOT FOR PROFIT

Business Name STEEL BEAM THEATRE Sales Tax # E9944-7916-03

Business Address 11 W. MAIN ST. ST. CHARLES IL 60174 Business Phone # 630.587.8521

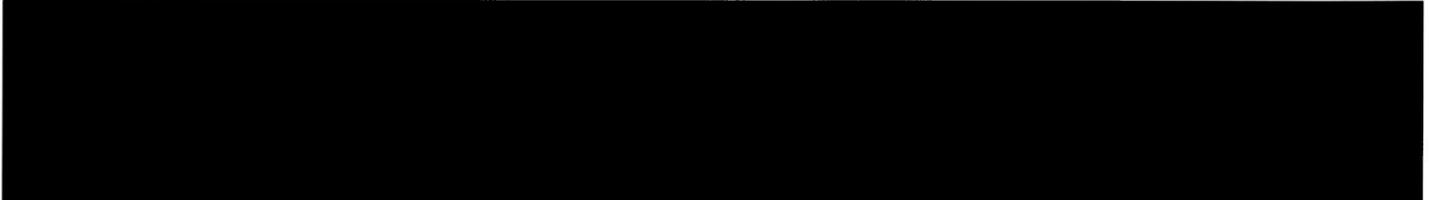
Contact Person Donna Steele Title Exec. Dir. Phone # 630.587.8521

If Corporation, Corporate Name STEEL BEAM THEATRE COMPANY

Corporation Address 11 W. MAIN ST. ST. CHARLES IL 60174

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer
 Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
 If yes, list address of business _____



Full Name, include Middle Initial Donna C. Steele Title Executive Director
 Birth Date 2/2/52 Birthplace Chicago Driver's License # _____ Home Phone # _____



Full Name, include Middle Initial _____ Title _____
 Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____
 Home Address _____

Type of Establishment: () Package () Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other Theatre

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] Live Entertainment [5.08.010-H]
 Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
We will offer beer & wine by the glass or bottle
at performances.

Initial: Liq Comm _____
 Police Chief _____

#15

Date: _____
 New Application
 Renewal Application

CITY OF ST. CHARLES
 LIQUOR CONTROL COMMISSIONER
 TWO EAST MAIN STREET
 ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name E & S Fish Company, Inc. Sales Tax # 4002-4741

Business Address 311 N. 2nd. St. Ste 103 Business Phone # 630 4440168

Contact Person Ernesto Candia Title Owner Phone # 847 826 0307

If Corporation, Corporate Name E & S Fish Company, Inc.

Corporation Address Same **(F-1)**

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
 If yes, list address of business _____

Full Name, include Middle Initial Ernesto D. Candia Title Owner

Birth Date 11-7-74 Birthplace Mexico Driver's License # _____ Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Type of Establishment: Package Restaurant Tavern Hotel/Banquet/Arcada/Q-Center Other Retail + Cafe

Check as Applicable to Holding Bar [5.08.010-F] Service Bar [5.08.010-O] Live Entertainment [5.08.010-H]
 Type of Establishment: Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
Seafood Retail + Cooking Lunch MON-SAT
and dinner Fri-Sat and Tue as well as
Carryouts

Initial: Liq Comm _____
 Police Chief _____

DIAMOND FRESH SEAFOOD CAFE
Quality Seafood, Quality Service

WEEKEND B.Y.O.B. DINNER

APPETIZER'S

SHRIMP CAKE, LEMON CREAM SAUCE. \$ 8.95

BLACKENED SEA SCALLOPS, RED SAUCE 8.95

HOUSE SALAD OR SOUP INCLUDED WITH ENTREE

HOUSE SALAD, FRESH GREENS AND VEGETABLES, OVEN ROASTED ALMONDS, CRUMBLER BACON, CROUTONS, AND CHOICE OF DRESSING (BLUE CHEESE, BALSAMIC AND OLIVE OIL, RASPBERRY, RANCH, ITALIAN DRESSING)

OR

RED SEAFOOD CHOWDER

FISH HOUSE FEATURES

YELLOW FIN TUNA OR RED GROUPER, PAN-SEARED, HOMEMADE APPLE COMPOTE, AND GRILLED ASPARAGUS. MANGO WASABI SAUCE. \$ 23.95

RASPBERRY WILD SALMON, SERVED OVER TENDER FRENCH BEANS, DRIZZLED WITH RASPBERRY VINAIGRETTE. \$ 22.95

PACIFIC HALIBUT AND BAKED MANGO, SAUTEED VEGETABLES AND, LEMON SAUCE, \$ 23.95

WALLEYE, SAUTEED, RED MASHED POTATO, GRILLED ASPARAGUS AND GARLIC SAUCE, \$ 22.95

OPEN FOR DINNER FRIDAY AND SATURDAY'S 6 p.m. TO 8 p.m. B.Y.O.B.

OPEN FOR LUNCH MON-SAT. 11 a.m. To 2 p.m.

311 NORTH 2nd STREET * ST. CHARLES * ILLINOIS * (630) 444-0168

#16

Date: _____
 New Application
 Renewal Application

CITY OF ST. CHARLES
 LIQUOR CONTROL COMMISSIONER
 TWO EAST MAIN STREET
 ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other ~~F-1 BROC~~

Business Name LU BROTHERS BISTRO Sales Tax # 4128-4968

Business Address 1554 E. MAIN ST. ST. CHARLES IL. 60174 Business Phone # 630-797-5155

Contact Person ROBERT K HAWKINS Title CO-OWNER Phone # 702-290-7910

If Corporation, Corporate Name LU BROTHERS BISTROS LLC

Corporation Address 1554 E. MAIN ST. ST. CHARLES IL 60174 (F-1)

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No

If yes, list address of business _____

Full Name, include Middle Initial ROBERT K HAWKINS Title CO-OWNER

Birth Date 11-22-65 Birthplace ST. CHARLES ILLINOIS Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

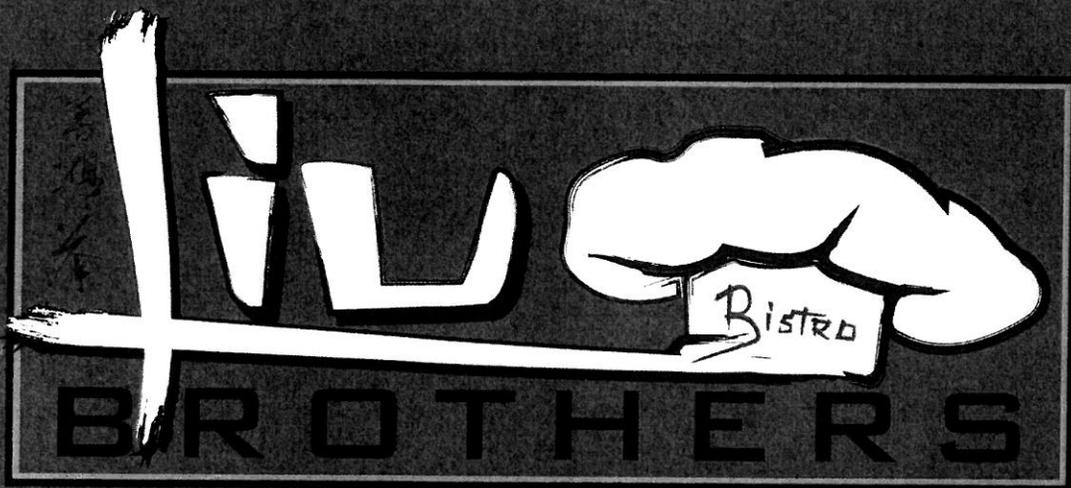
Home Address _____

Type of Establishment: () Package Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
 Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
Asian food restaurant (family oriented) both dine-in and take out. Allow patrons to bring in their own wine and/or beer to have with their meal.

Initial: Liq Comm _____
 Police Chief _____



APPETIZERS

POT STICKERS 6PC GROUND PORK WITH VEGETABLES	4.95
FRIED EGG ROLLS VEGETABLE	2.95
FRESH SHRIMP SPRING ROLLS 2 PC	4.95
PEPPER & SALT CALAMARI	4.95
FRIED CHICKEN WINGS 4 PC	3.95
CRAB RANGOON 4 PC	2.95
MIXED CHICKEN LETTUCE WRAPS 2 PC	4.95
BACON & VEGETABLE SKEWERS 4 PC	3.95

SOUPS & SALADS

WON TON SOUP	3.95
VEGETABLE BEEF SOUP	4.95
HOT & SOUR SOUP	2.95
SEAFOOD & SIZZLING RICE SOUP	5.95
CHICKEN SALAD ROASTED WHITE MEAT CHICKEN OVER MIXED GREENS WITH OUR LEMON GRASS DRESSING	6.95
TUNA SALAD LIGHT PAN-FRIED TUNA OVER MIXED GREENS WITH OUR LEMON GRASS DRESSING	8.95

LIU BROTHERS NOODLE SOUP MEALS

BBQ PORK & NOODLE SLOW ROASTED PORK, VEGETABLES, SWEET CORN & BOILED EGG IN OUR HOMEMADE BROTH	7.95
CHICKEN NOODLE ROASTED WHITE MEAT CHICKEN WITH VEGETABLES, FRESH CILANTRO & GREEN ONIONS	7.95
BEEF NOODLE SLOW COOKED CUBED BEEF, VEGETABLES, FRESH CILANTRO & GREEN ONIONS IN OUR BROWN BROTH	8.95
SEAFOOD NOODLE JUMBO SHRIMP, SCALLOPS, MUSCLES, VEGETABLES & SWEET CORN IN OUR HOMEMADE BROTH	10.95
VEGGIE NOODLE MIXED VEGETABLE IN OUR CLEAR BROTH	6.95

LIU BROTHERS
SPECIALTY ENTREES

BASIL CHICKEN	9.95
ORANGE BEEF	10.95
HONEY GLAZED WALNUT SHRIMP	11.95
PEPPER & SALT SHRIMP	11.95
SHRIMP WITH BLACK BEAN SAUCE	11.95
PEPPER & SALT FISH	11.95
SWEET & SOUR FISH	11.95
HOMESTYLE FISH WITH BROWN SAUCE	11.95
GARLIC SCALLOPS	13.95
PAN FRIED SEA BASS	14.95
HOME STYLE BABY BACK RIBS	8.95

LIU BROTHERS
TRADITIONAL FAVORITES

SESAME CHICKEN	9.95
ORANGE CHICKEN	9.95
SWEET & SOUR CHICKEN	9.95
CHICKEN WITH BLACK BEAN SAUCE	9.95
MONGOLIAN CHICKEN	9.95
MONGOLIAN BEEF	9.95
SWEET & SOUR SHRIMP	11.95

VEGETABLE ENTREES

TOFU WITH SZECHWAN SAUCE	7.95
DRY COOKED STRING BEANS	7.95
SAUTEED SPINACH	6.95
GARLIC BABY BOK CHOY	6.95
SZECHWAN EGG PLANT	7.95

RICE & CHOWMEIN

CHICKEN	6.95
BEEF	6.95
SHRIMP	7.95
HOUSE COMBINATION	8.95

LUNCH MENU

11AM-2PM

ALL LUNCH ENTREES INCLUDE STEAMED RICE AND YOUR CHOICE OF OUR
FRIED EGGROLL OR A CRAB RANGOON

SESAME CHICKEN	6.95
ORANGE CHICKEN	6.95
SWEET & SOUR CHICKEN	6.95
CHICKEN WITH BLACK BEAN SAUCE	6.95
SESAME CHICKEN	6.95
KUNG PAO CHICKEN	6.95
MONGOLIAN CHICKEN OR BEEF	6.95
SHRIMP WITH SNOW PEAS	7.95
SZECHWAN SHRIMP	7.95
MONGOLIAN SHRIMP	7.95

BEVERAGES

COKE PRODUCTS, INCLUDING FREE REFILLS	2.25
ASSORTED CHINESE TEA	1.25

LIU BROTHERS BISTRO USES ALL FRESH INGREDIENTS AND ABSOLUTELY NO MSG.



1554 EAST MAIN STREET
ST. CHARLES, IL 60174

x 3/24/2015

CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Retail Dealer

License 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type Circle one: Individual Partnership Corporation Other FEIN # 20-0604130

Business Name La Vita Cigars Sales Tax # _____

Business Address 2015 Dean Street unit #4 Business Phone # 630 513-7799

Contact Person Joey Bastone Title Owner Phone # 630 918 9740

Corporation Corporate Name La Vita Cigar, Inc.

Corporation Address 2015 Dean St. Unit #4 St. Charles, IL 60174

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer

Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No

List address of business Cigar Works, Inc.

Name, include Middle Initial Joey C. Bastone Title President

Date 8/14/62 Birthplace Chicago Driver's License # _____ Phone # _____

Address _____

Name, include Middle Initial _____ Title _____

Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Address _____

Name, include Middle Initial Andrew Gorlewski Title Manager

Date 7/25/88 Birthplace _____ Driver's License # _____ Home Phone # _____

Address _____

Type of Establishment: () Package () Restaurant () Tavern () Hotel/Banquet/Arcada/Q-Center (x) Other Social Club

Liquor License Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]

Type of Establishment: () Outside Dining [17.20.020-R]

Business Plan Description based on type of establishment listed above:

La Vita Cigars offers a wide variety of cigars for the cigar enthusiast. In combination with a extensive smoking lounge, we offer a comfortable, relaxing environment to enjoy a cigar in. Offering BYOB in our store intensifies the cigar experience and completes the social aspect of our store.

Initial: Liq Comm _____
Police Chief _____

#8

Date: _____
 New Application
 Renewal Application

CITY OF ST. CHARLES
 LIQUOR CONTROL COMMISSIONER
 TWO EAST MAIN STREET
 ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name The Finery & blacksmith Bar Sales Tax # 47-3126441

Business Address 305 W. Main St, Saint Charles, IL 60174 Business Phone # _____

Contact Person David Reyes Title Executive Officer Phone # 630-815-1887

If Corporation, Corporate Name Haute Concepts LLC

Corporation Address 29W. 724 Forest Ave, West Chicago, IL 60185

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No

If yes, list address of business _____

Full Name, include Middle Initial Juliette Reyes, C. Title Executive Officer

Birth Date 08/24/1984 Birthplace Chicago, IL Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial David Reyes Title Executive Officer

Birth Date 12/30/1981 Birthplace Chicago, IL Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Type of Establishment: Package Restaurant Tavern Hotel/Banquet/ Arcada/Q-Center Other _____

Check as Applicable to Holding Bar [5.08.010-F] Service Bar [5.08.010-O] Live Entertainment [5.08.010-H]
 Type of Establishment: Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:

New American Bistro, Food focused, approachable price point. Small bar - 10-12 seats. Local craft beer and whiskey list. Small wine list.

Initial: Liq Comm _____
 Police Chief _____

The Finery
&
Blacksmith Bar

Business Plan

1.0 Executive Summary

The Finery is a new restaurant that serves gourmet yet approachable contemporary American fare with global influences. Strategically located in downtown Saint Charles, IL, The Finery will quickly become the premier dinner (and Brunch on weekends) destination downtown, serving locals and visitors alike. The Finery will attract 15% new customers each year after the first year and attain profitability by the beginning of the second year.

Keys to Success

The Finery has identified three keys that will be instrumental in its success. The first will be design and implementation of strict financial controls, which prove to be important in a high-risk industry such as restaurants. Our second key is the high-quality, fresh and seasonal food, which clearly helps us stand out from the competition. The last key is the need to ensure proper visibility. This is where location becomes extremely important. The Finery must have an effective, targeted marketing campaign to support the opening of the store in order to ensure a successful business.

Food

The Finery will offer the community an exciting menu of fun and seasonal gourmet takes on American regional cuisine. The chefs' international training and artillery of techniques will ensure the food stands out from the competition. Most of our menu items will be made from scratch, and those that are not will be sourced from reputable gourmet vendors. Some examples of menu items are "*handmade orciotti pasta with sweet green pea pesto and suckling pig*" or "*pan-seared local red trout with almond puree and preserved lemon.*" We will be a place for young professionals, established community members, and families to enjoy a "Not-so-average-meal" at an extremely fair price.

Management

The Finery will be led by David Reyes, a veteran of the restaurant industry who has opened over 30 restaurants for corporations in his career and specializes in minimizing risk. Juliette Reyes, also a chef by trade, has experience in creative menu building and single unit operations. She brings 9+ years of restaurant experience to this endeavor and is well versed in customer service and restaurant operations.

Through a combination of extensive business experience, valuable academic course work, and the award of a starter loan in addition to personal funds, David and Juliette will develop a profitable niche American restaurant. Modest sales forecast for year one, two and three are \$352,585, \$933,768, and \$1,027,144 respectively.

1.1 Mission

It is The Finery's mission to offer the finest seasonal ingredients represented in a flavorful and honest fashion. We aspire to be the premier example of gourmet yet approachable American fare in Saint Charles and the surrounding towns. The Finery will offer exceptional customer service that is inviting and sincere. We will not let any of our valuable guests leave unsatisfied.

1.2 Keys to Success

- Employ strict financial controls. This is extremely important in a retail food establishment.
- Offer gourmet yet approachable food with great spirits, craft beer, excellent wine, and an inviting ambiance.
- Ensure sufficient visibility. A strong location and marketing campaign required.

1.3 Objectives

- To become the premier contemporary American restaurant in the western suburbs of Chicago.
- To continually draw customers for dinner (and brunch on weekends) at a rate of 15% new customers per year after the first year.
- To become profitable by the first quarter of the second year.

2.0 Company Summary

The Finery is a name registered by Haute Concepts L.L.C. It was formed by David Reyes and Juliette Reyes in 2015 for the purpose of concepting a creative restaurant where their talents could shine.

2.1 Start-up Summary

As a start-up organization, The Finery will require a certain amount of equipment to begin operations. The following is an estimate of the needed equipment:

- Cash register;
- Computer system, including P.O.S., printers, Internet connection;
- Blender/food processor;
- Assorted knives, cutting boards, cooking utensils
- Pots, pans
- Serving dishes, silverware, food containers, glasses, cups;
- Shelving units;
- Tables, chairs, and other table accessories;
- Lighting units;
- Coffee and espresso maker/Ice Tea Maker (these items are subsidized by the coffee vendor who sells the coffee/espresso beans)

Table: Start-up Funding

Pre-opening cost	
Construction/Remodeling	
New Signs	\$1,500.00
New Windows/door	\$8,000.00
Paint and supplies	\$300.00
New Ceiling	\$3,000.00
Light Fixtures	\$2,000.00
Decor	\$800.00
Tile Wall	\$300.00
Wall Paper	\$500.00
Bathrooms	\$2,000.00
Bar	\$2,000.00
Opening Supplies/Initial Orders	
Initial FOH Supplies	\$1,500.00
Initial Janitorial Supplies	\$250.00
Initial Food	\$2,200.00
Initial n/a bev	\$350.00
Initial beer order	\$1,800.00
Initial wine order	\$700.00
Initial liquor order	\$3,000.00
office supplies	\$200.00
Print/Stationary	\$200.00
Restaurant Equipment	
POS Hardware	\$2,000.00
Tables and Chairs/bench	\$3,500.00
Glassware	\$1,100.00
Plate and silverware	\$6,000.00
Kitchen Small Wares	\$2,200.00
Large Kitchen Equipment	\$2,500.00
Facilities	
Deposits for utilities	\$500.00
Fees/Permits/Licenses	\$2,000.00
First Months Rent&Taxes + Down Payment	\$19,156.00
Total Start-up Funding Needed	\$69,556.00

2.2 Company Ownership

The Finery is a DBA for Haute Concepts, which has been formed as a limited liability company in Illinois. The L.L.C. business formation has been chosen as a way of limiting personal liability while avoiding double taxation associated with a traditional corporation.

3.0 Services

The Finery is a downtown Saint Charles based restaurant serving gourmet contemporary American fare: dinner, Tuesday – Sunday 4:30PM to 9PM (10PM Fridays and Saturdays) and Brunch Saturday and Sunday mornings from 10AM – 3PM. This gourmet approach has been chosen for several reasons. The first is the notable success of similar concepts around the country. The second is the lack of such a concept in the growing Saint Charles area. The food we serve will be different, yet approachable, and unique to the community. We will have a fun spirit, beer, and wine list which will pair perfectly with our menu items.

4.0 Market Analysis Summary

The Finery will be serving the Saint Charles dinner crowd, with Brunch offered Saturday and Sunday mornings. Two distinct market segments will be targeted: young professionals and established community members with disposable income. The young professionals will be attracted by The Finery's trendy and gourmet menu and will appreciate the selection and change from the more traditional offerings currently available on Main Street. The established community members will be attracted to the gourmet menu as well as the close proximity to their homes. They will appreciate the availability of our high-quality menu without having to drive to Chicago. Main Street has been chosen in Saint Charles because of the recent renaissance of the downtown area and we believe that success breeds more success. The competitive environment that The Finery faces is not extremely stiff. Most of the dinner offerings in the area can be categorized as traditional American, or ethnic fare. We believe that Saint Charles is ripe with young, trendy professionals who are looking for a break from the ordinary, and a fun place to gather with friends, family, and co-workers.

4.1 Market Segmentation

The Finery has segmented the market into two distinct categories:

Young Professionals:

Most of the members in this group have some degree of secondary education and are primarily from the ages of 22-35. These people are looking for a unique place to eat without having to travel to the city of Chicago. Many of them come to Saint Charles from the surrounding towns for employment and entertainment. Demographic data and behavioral traits for this group are as follows:

- Ages 22-35
- 18% of the residential population falls in the age group
- 60% of the employees in Saint Charles fall in this age group
- Average income is between \$50k-72K per capita

Established Community Members

This group lives and works in Saint Charles and have families with children. These people are looking for an option close to their homes which has sophistication that mom and dad can enjoy. This group also has significant disposable income and is accustomed to eating out on a regular basis.

- Ages 35-60
- 38.2% of residents of Saint Charles fall into this age group
- Average income is between \$65k-100k

Between these two groups, our target spans approximately 60% of the population of Saint Charles.

4.2 Target Market Segment Strategy

The two different market segments that The Finery will be going after are distinct enough that there will be two different marketing campaigns, one for each group. This is necessary because the two groups respond to different forms of communication. Young Professionals look for gathering places after work (i.e. happy hour) and entertainments spots on the weekends. This group is heavy into social media and this will be the primary marketing effort to reach them. This includes a Facebook page, Twitter account, email updates, and a loyalty program that can be tracked through a smartphone app.

The established community members can be reached through different sources of communication. These are people who primarily live in the area and can be reached through more traditional publications such as the local magazine and newspaper. We also plan to reach them through participating in local festivals. Many of the people in this group like supporting local business. We believe that the same loyalty program we use for our first population segment will also be well accepted by these families.

4.3 Service Business Analysis

The Finery exists within the general restaurant industry. There are many different categories within the restaurant industry. The Finery fits between three different niches within the industry: gourmet dining, casual dining, and casual bar. Our concept fits within the casual segment primarily due to our comfortable ambiance and approachable pricing. Our bar will be a major contributor to our overall appeal, with fun and crafty spirits, wines and beers, as well as must-have staples. The selection will be chosen to pair with our menu items. Our quality of food and creativity with ingredients will be another key factor that will keep us competitive within the market. This is where we will fit into the gourmet niche.

4.3.1 Competition and Buying Patterns

The Finery's competition exists in these forms:

- **Gourmet Dining:** Higher end ingredients and exceptional customer service describe this category of restaurants. Well planned beer, wine, and sprits are also a part of the gourmet dining experience. Guests might feel the need to dress up when planning a visit to these establishments. This category includes Harvest restaurant in the Pheasant Run resort as well as Shakou Sushi across the street from our desired location.
- **Casual Dining:** Traditional ingredients and a laid back atmosphere are the staples of casual dining. Affordable prices are also a must. There are many casual dining places in St. Charles, which include ROX City Grill, The Office, Top Table, Wok n' Fire, E&S Seafood, and Charlie Fox's.
- **Casual Bar:** With a main focus on the drinks and a smaller food menu, this category has inexpensive prices and a very easygoing ambiance. The drink menu may be peppered with a few craft beers and a signature cocktail, but larger brews are the mainstay. In Saint Charles, this includes Beehive Tavern, Ally 64, The Filling Station, Pub 222, and McNally's.
- **Italian Restaurants:** Most of the Italian restaurants in Saint Charles are casual. The most popular include ZaZa's, Francesca's, Isacco Kitchen, and Nuova,

5.0 Strategy and Implementation Summary

The Finery's business strategy will be to emphasize its unique yet approachable food and quality drink menu. Our competitors cannot compete with The Finery's gourmet menu. Many of our competitors do not have scratch kitchens or trained chefs, which compromises the integrity of their food. Additionally, many of our competitors in the casual category have limited and un-original drink menus. This competitive edge will also be stressed in the marketing campaign.

Our sales effort will be based on obtaining 100% satisfaction. The Finery will work hard to ensure that every customer has a wonderful experience. Everything will be done to ensure any problems that arise are corrected. We will pride ourselves of have friendly, knowledgeable staff, and we will use our extensive service industry experience to train our employees well.

5.1 Competitive Edge

The Finery has two competitive edges that will help it succeed in business. The first is its unique gourmet menu. The Finery takes pride in the high quality of our ingredients and the professional technique needed to execute our menu items. Many of the items found on our menu will not be available anywhere else in Saint Charles or the surrounding towns. Our menu will even stand out among restaurants in the city of Chicago.

Our second competitive edge is the approachability of The Finery. Our goal is to make the environment of the restaurant comfortable for all guests. This will start with the customer service. It is The Finery's goal to serve the customer in whatever capacity is desired, whether that be a classic salad or a seared foie gras appetizer, our customers will feel welcomed.

5.2 Marketing Strategy

The Finery will employ a two pronged marketing strategy in an attempt to reach potential customers within the two market segments. To reach the young professionals, The Finery must use resources that are frequently used by this group of people. Recognizing that this group is heavily into social media and technology, The Finery will rely on this form of communication for grand opening, loyalty programs, and promotions. The formation of a Facebook Page and Twitter account will serve as low-cost advertisements to draw notice and increase awareness of The Finery. We will also use this form of media to emphasize The Finery's menu as a unique, gourmet alternative to the casual places in the area.

In addition to the social media advertising, print advertising AND the online version of the local newspaper, The Patch, will be used for the "Established Community Members" market segment. We will also advertise with The Kane County Chronicle and the St. Charles Daily Herald. Since the majority of this market segment live and work in the area, we will also take a "grass roots" approach by passing out flyers downtown for The Finery's grand opening. Promotional mailers will also be used for this segment, as well as our involvement in local activities.

5.3 Sales Strategy

As previously mentioned, The Finery will emphasize 100% customer satisfaction to gain loyalty. This effort is based on the philosophy that it is far less expensive to maintain a current customer than it is to attract a new customer. We also believe it is easier and more cost effective to remedy a problem as it happens, rather than letting an unhappy customer walk out. With this in mind, The Finery will have a significant and sturdy customer base in the long term due to a great reputation within the community. This strategy is directly correlated with the fact that people spread the word about their experiences, good or bad.

The second tier of our sales strategy is our quality product. The Finery will offer unique, gourmet, and fresh food, which will make us stand out among our competitors. Having both a quality product and excellent service will ensure realization of the sales forecast.

5.3.1 Sales Forecast

The Finery has decided to take a conservative viewpoint toward its sales forecast in order to increase the likelihood of achieving the stated goals. The Finery has reason to believe that the first three months of business will be fairly slow. It is forecasted that business will steadily increase over the first two years. Profitability is forecasted to be achieved toward the beginning of year two.

Table: Sales Forecast

<i>Sales Forecast</i>			
	Year 1	Year 2	Year 3
Sales			
Food	\$234,590	\$724,000	\$796,400
N/A Beverages	\$27,400	\$48,000	\$52,800
Beer, Wine & Liquor	\$94,878	\$171,200	\$188,320
Total Sales	\$356,868	\$943,200	\$1,037,520
Direct Cost of Sales	Year 1	Year 2	Year 3
Food	\$76,375	\$238,920	\$262,812
Beverages	\$28,980	\$44,738	\$50,617
Total Cost	\$105,355	\$283,658	\$313,429

5.4 Milestones

The Finery has identified three milestones that are clear in terms of the goals, and are achievable:

1. \$100,000 in revenue. A date of expectancy has been established within the second month and it will be useful to gauge performance on whether the revenue is realized on schedule.
2. Profitability, forecasted to occur within the beginning of year two.
3. Payback of business loan.

6.0 Management Summary

David Reyes and Juliette Reyes are the driving forces behind The Finery. As co-owners, they bring their experience and skills to form a strong team capable of great success.

6.1 David Reyes

David Reyes has most recently, over the past 3 years, striven to develop himself as an integral tool in the development of a restaurant group. His career has played out in many countries, over 15+ years, working for great people. In doing so, he has developed a skillset that fits an aggressive and ambitious restaurants company. David has developed relationships with businesses, buyers, sellers, chefs and restaurateurs here in the Chicago are and around the country in order to facilitate business on a national scale.

David has an impeccable pallet, a natural thirst for knowledge, and an ability to build and manage great teams. He has the communication skills and professionalism required to succeed in the restaurant industry.

6.2 Juliette Reyes

Juliette Reyes has worked professionally in the culinary industry for 8+ years and has obtained a Bachelor of Arts Degree in Culinary and Business Management. During her time in this industry, she has developed her skills as a chef, leading a kitchen, and managing restaurant operations. Her ability to organize and manage costs have proven to be a great asset, specifically food and labor.

In addition, Juliette works directly with her customers, talking to them and building on their needs and wants. She has a knack for knowing what her customers desire, and her skills allow her to provide this. Juliette has also grown her culinary capabilities in creative menu building. She has experience working with rare and exotic food ingredients, and creating dishes that her customers come back for.

6.5 Personnel Plan

For the first 40 days, David and Juliette will be the only employees of The Finery. During this time, we will be overseeing the build out, remodeling, developing recipes, creating vendor relationships, and interviewing personnel. We expect to hire 5 cooks and 10 FOH employees. Once we have selected and hired our staff, we will go through a 7 day training period. Day 48 will mark the first day of sales. During the next 30 days, we will assess our employee situation and determine if we need more or less employees.

Starters

Marinated Beets 9

Arugula, goat cheese fritter, herb vinaigrette

Hand-Tied Burrata 9

Pistachio mint pesto, heirloom grape tomatoes, house-made crisp

Sumac Lamb Chops 12

Three mini chops, coated in sumac spice, eggplant chips, cucumber aioli

Grilled Malpeque Oyster 15

Charred Creole Sauce, Pecorino, Crostini

Pulled Pork 10

Crispy pocket, pistachio, prange, gremolata

Fried Artichoke Hearts 10

Tomato jam, Paprika aioli

Shrimp Couiche 12

Mango, red onion, fresh citrus, cilantro, sea salt flatbread

Cheese & Charcuterie MKT

Hand-dipped ricotta, Frisian Farms Gouda, Nancy's Camembert
Saucisson Sec, Hudson Valley Foie Torchon, La Quercchia Speck
Local Honey, house-made mustard, summer berry compote

Salads

Spinach and Berries 10

Baby spinach, arugula, local summer berries, candied walnuts, balsamic honey

Simple Wedge 10

Butter lettuce, egg, bacon lardons, Sweet Grass blue cheese, tomato, buttermilk

Poached Trout 12

Red oak, radicchio, little gem, breakfast radish, roasted shallot, thyme

Grilled Caesar 9

Little gem, poached egg, california olive oil, roasted garlic, parmesan cheese, anchovy

French Green Beans 9

Wild Watercress, cucumber, chilled mushrooms, crispy shallots

Seafood

Poached Salmon 23

California Olive Oil, citrus, yukon potato puree, roasted romanesco, garlic scapes

Grilled Red Trout 21

Black trumpet mushroom, crispy butterball, charred green chili, fried almond

Seared Whitefish 19

Quinoa, kale, tomato, crimini, blueberry wine reduction, chive cream froth

American Bouillabaisse 22

Gulf prawn, New England bay scallop, mussels, saffron Main lobster broth, roullie

Poultry & Meat

Guinea Hen 20

Pesto, summer truffle, confit purple, risotto

Pork Roulade 22

Braised greens, gooseberry mostarda, chicharones

Flat Iron Steak 23

Chimichurri, calabrese potatoes, parmesan fondue, watercress, pickled onion

Soy Lacquered Short Rib 23

Baby bok choy, miso cream sauce, crispy shallots

Beef Stroganoff 20

House-made tagliatelle, wild mushroom, poached egg, creme fraiche

Vegetables

Ratatouille 18

Roasted bell pepper, eggplant, zucchini, tomato jam

Chive Gnocchi 18

French green bean, pomodoro, oregano, hand-dipped ricotta

Sides

Yukon Potato Puree 5

Braised Greens 5

Fried Eggplant Chips 15

Crispy Butterball Potatoes 5

Cucumber Aioli

Parmesan, garlic oil

French Green Beans 5

Garlic Butter

Desserts

Meyer Lemon Tart 8

Butter cookie crust, blueberry compote, merengue

65% Chocolate Molten Cake 8

Raspberry macaroon, white chocolate gelato, cocoa
nib tuile

Buttermilk Panna Cotta 8

Summer berries, pecan brittle

Peach Tarte Tatin 8

Hand-dipped ricotta, local honey, pink peppercorn

Big Shoulders Coffee

Coffee

Cappuccino

latte

Espresso

Date: 4/28/14
 New Application
 Renewal Application

CITY OF ST. CHARLES

LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name Gina's Subs & Pizza Sales Tax # 4157-7191

Business Address 2770 E Main St Business Phone # 630-377-3220

Contact Person JOE TISCARENO Title owner Phone # 708-927-5978

If Corporation, Corporate Name TISCARENO ENTERPRISES, Inc.

Corporation Address 2770 E Main St, St. Charles, IL 60174

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
If yes, list address of business _____

Full Name, include Middle Initial CAROL TISCARENO Title PRESIDENT

Birth Date 7-25-51 Birthplace Chicago Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial JOE P. TISCARENO Title SECRETARY / TREASURER

Birth Date 7-10-50 Birthplace Chicago Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

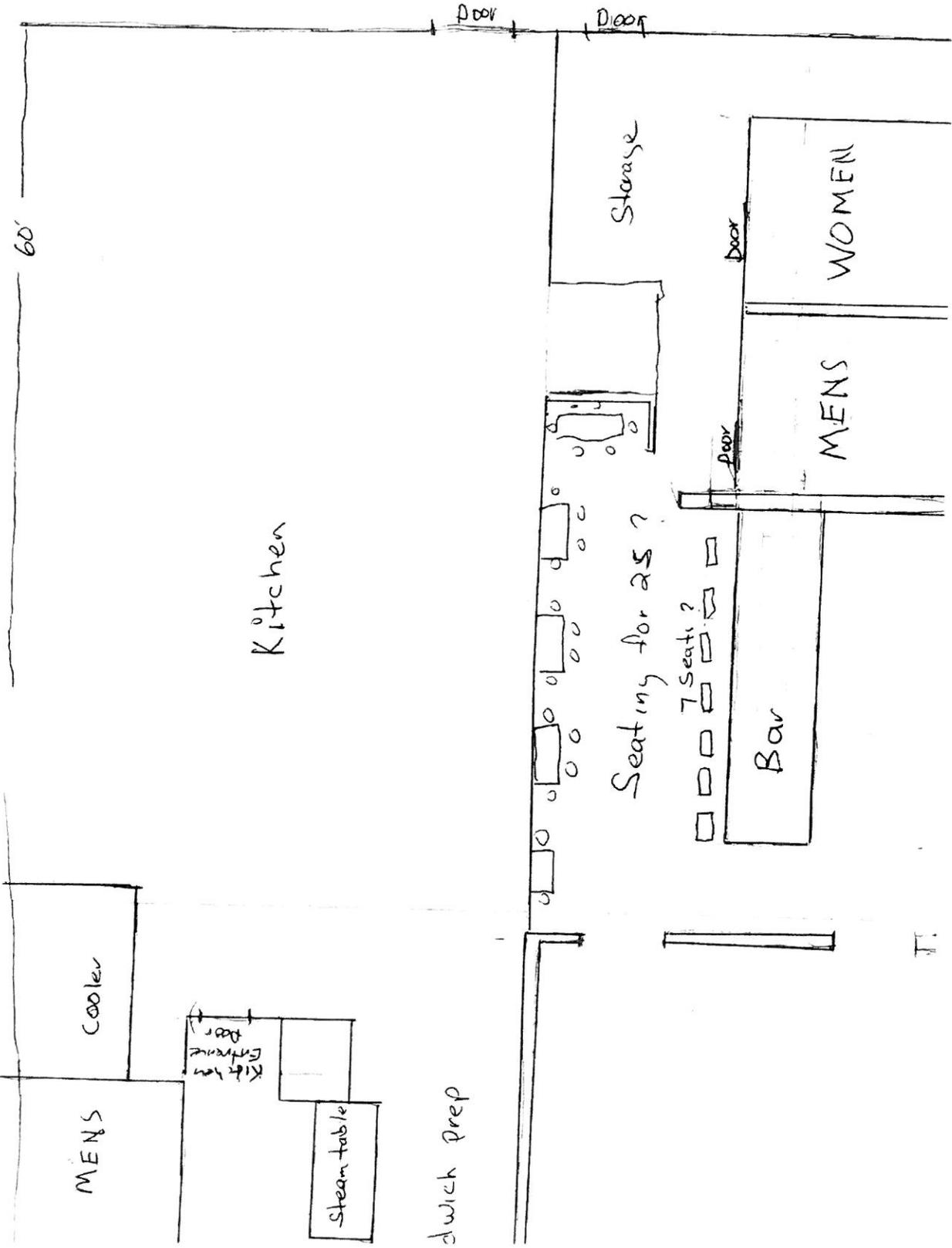
Type of Establishment: () Package Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:

Total pizza place and we want to be able to accommodate our customers who may enjoy an alcoholic beverage with their meal.

Initial: Liq Comm _____
Police Chief



Gina's Sube & Pizza - St. Charles
 2770 E. Main Street
 St. Charles, IL 60174



STORE HOURS:

Monday to Thursday 10 AM - 9:30 PM
 Friday & Saturday 10 AM - 10:30 PM
 Sunday 4 PM - 9 PM

Phone **630/377-3220**

Fax **630/377-4093**

DELIVERY HOURS:

Monday to Thursday Noon - 9 PM
 Friday & Saturday Noon - 10 PM
 Sunday 5 PM - 8 PM

Foxfield Commons Shopping Center, Kirk and Main
 St. Charles, IL

Party Trays

- Lasagna \$66.50
- Spinach Lasagna \$75.25
- Baked Macaroni Ripariani \$9.95
- Chicken Vesicic (48 Pcs) \$1.95
- Stuffed Shells (24 Pcs) \$4.00
- Tortellini (5 lbs) \$9.00
- Sausage & Green Peppers (8 lbs) \$0.00
- Pasta Salad (\$2.00 serves 16-24, \$30.00 serves 13-17, \$20.00 serves 9-12)
- Tossed Salad (\$3.00 serves 16-24, \$20.00 serves 13-17, \$10.00 serves 9-12)
- Italian Beef by pound (3 lbs min) with juice on side - Cold \$12.50/lb
- Italian Beef by pound (3 lbs min) with 2 pans & lid - Hot 14.50/lb
- Fried Chicken (\$11.50 per piece)

Full Pan Serves 18-24, Half Pan Serves 9-12.

13 for 2 stems and \$5 deposit for each warming rack.

Deposit refunded when racks are returned. 24 hours notice please.

Gina's Sheet Pan Pizza Party

- 17" x 26" Serves 12 - 15 people
- Cheese \$30.25
- 1/2 ingredient 32.25
- +1 ingredient 36.25
- +2 ingredients 38.50
- Additional ingredients (each) 8.00

24 hours notice please.

CATERING AVAILABLE

Minimum of 10 People Up to 250 People

1. Sausage, Bee, Mostaccioli per person \$8.50
2. Chicken, Sausage, Mostaccioli per person 8.95
3. Chicken Divar, Breast of chicken sauteed and baked with mozzarella cheese and red sauce, Tortellini Alfredo or Special Sauce 10.25
4. Chicken Divar, Breast of chicken sauteed & served over broccoli spears with cheese sauce, Tortellini or Ranch with Bolognese or Gina's Special Sauce 10.25

LUNCH MEAT AND CHEESE PARTY TRAYS AVAILABLE

MANY MORE PACKAGES AVAILABLE OR CREATE YOUR OWN PACKAGE

A prices are per person plus tax. 24 hours notice please.

All parties include bread, salad, plates, forks, napkins, warming rack and stems.

Welcome to Gina's,
 You will find that our food is specially prepared with the finest ingredients, seasoned and prepared for you and your family and guests to enjoy in the comfort of your home or in our friendly family atmosphere.

Thank you,
 Your Hosts
 Joe & Carol Siccareno

Call Joe for all your catering needs.



February 2015

Gina's Special Pizzas

Gina's Thin Crust Pizzas

Additional to Regular Pizza

Alfredo or Pesto Sauce

12"	14"	16"
\$ +1.10	+1.69	+2.20

Cheese \$10.92 13.76 16.59

Cheese + 1/2 Choice 11.97 14.23 17.43

Cheese + 1 item 12.71 15.44 18.59

Gina's Spec + 5 items 18.59 21.21 24.94

Pan or Sicilian Pizza

12"	14"	16"
\$ +1.50	+2.00	+2.50

Stuffed Pizza

12"	14"	16"
\$ +2.00	+2.50	+3.00

Pizza by the Slice

Cheese	\$ 3.60
Cheese + 1 item	4.10

Panzerotti

Cheese	\$ 4.85
Cheese & 1 item	5.45
Extra Ingredient (each)	.55
(3 Ingredient Maximum)	

Desserts

Cheesecake	\$ 4.15
Cannoli	3.05
Italian Ice	1.95
Tramisu	4.35

Our Special Subs

	6"	Foot
Italian Sub	\$ 5.50	10.40
American Sub	5.50	10.40
Hard Salami	6.55	12.50
Corned Beef	6.05	11.50
Roast Beef	5.50	10.40
Ham	5.50	10.40
Bologna	5.50	10.40
Cheese (3 kinds)	5.50	10.40
Tuna or Crab w/Cheese	5.70	10.65
Veget Sub	5.05	9.70
Extra Meat	3.00	5.50

Choice of Bread - Wheat, Rye, French (Focaccia \$1.35 Extra)

All Italian Subs are served with:
 Provolone, Lettuce, Tomato,
 Onion, Oil & Vinegar Dressing

Italian Panini

Prosciutto, Turkey, Chicken, Roast Beef,
 and Olive Oil Pasta or Garden Salad \$7.95

Hot Sandwiches

	6"	Foot
Italian Beef w/ Fries	\$ 6.30	11.95
Italian Sausage	5.50	10.40
Meat Ball	5.50	10.40
Combo	7.25	13.90
Beef Pausano	7.15	13.80
Polish Sausage	5.50	10.45
Philly Cheese Steak	7.35	14.20
Onion, Green Pepper American Cheese		
Chicken Parmesan	7.20	14.40
Red Sauce & Mozzarella Cheese		
Grab or Tuna	\$ 3.05	5.80
Pasta Salad	2.90	5.60
Tossed Salad		5.40
Special Salad		6.50
Jack's Salad		6.50
Add Chicken to Salad		4.00

Hot Dog, Fries and Drink	\$ 5.45
Hot Dog	3.05
Chili Dog	4.15

Gina's Special Sandwiches

	6"	Foot
Sausage & Egg	\$ 6.95	11.30
Green Pepper & Egg	5.95	11.30
Artichoke & Egg	6.90	13.20
Rib Eye Steak	8.75	
Asparagus & Egg	6.90	13.20
Hot or Sweet Peppers	+ .40	+ 7.5

Side Orders

Garlic Bread (Cheese & Olive)	\$ 2.85
Cheese Sticks (5 pc)	4.80
Fried Zucchini or Onion Rings	4.80
Focaccia with Sauce	3.85
French Fries (Cheese & Extra)	1.75
Pizza Bread (Cheese)	4.00
Other Item Available	+ 1.10
Jalapeno Poppers	5.95
Hot or Sweet Peppers	+ .50
Meatball (each)	3.25
Italian Sausage (each)	3.25
6 Buffalo Wings	8.65
Fried Mushrooms	4.95

Beverages

Sm 1.50	Lg 2.15
Water	\$ 1.25
Can of Soda	\$ 0.85
2 Liter Soda	\$ 2.50

Dinner Entrees

Ricotta Stuffed Eggplant, Rolls w/side of Mostaccioli	\$ 9.25
Chicken Parmesan with Mostaccioli	9.75
Chicken Tenders with French Fries	9.10
Fried Chicken with Fries and Garlic Bread	7.95
Shrimp (6) with Fries	9.85

Pasta Dishes

Fettuccine Alfredo	\$ 9.25
Stuffed Shells (3) with Meat Ball	9.65
Stuffed Shells Florentine with Meat Ball	9.65
Lasagna (Meat or Spinach) with Meat Ball	8.75
Spaghetti Marinara with Meat Ball	7.80
Spaghetti with Meat Sauce or Meat Ball	7.80
Mostaccioli with Meat Sauce or Meat Ball	7.80
Manicotti with Marinara	9.65
Tortellini with Marinara	9.65
Cheese or Meat Ravioli with Marinara	9.65
Fettuccine with Chicken Florentine	13.15
Gnocchi with Meat Sauce or Meat Ball	9.25

All dinners and pasta dishes served with bread and butter or garlic bread.

Gina's Party Sub

3 Ft. Italian or American	\$ 30.55 ea.
3 Ft. Turkey or Roast Beef	\$ 33.55 ea.
3 Ft. Italian & Prosciutto	\$ 42.65 ea.
Substitute Prosciutto for one ingredient add \$12 to the base price.	

Gina's Super Sub

3 Feet Serves Approximately 12-15 People	\$ 66.65
4 Feet Serves Approximately 20-24 People	\$ 87.80
5 Feet Serves Approximately 25-30 People	\$ 108.90
6 Feet Serves Approximately 30-35 People	\$ 130.00
7 Feet Serves Approximately 35-40 People	\$ 151.15
8 Feet Serves Approximately 40-45 People	\$ 172.25
Substitute with: Turkey or Roast Beef	+ \$ 4.40 per foot
Substitute with: with Prosciutto	+ \$ 11.00 per foot

24 hours notice please.