



Business Portfolio

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Executive Summary

Rye brings the idea of Southern cuisine into the world of fine dining. The team at Rye began creating the menu with dishes that sparked creativity while utilizing ingredients from local farms around Savannah, Georgia. The idea behind the name Rye stemmed from being inspired by the different breads we wanted to include in our bread course. Utilizing locally sourced Rye and other ingredients from local farms in Savannah helped bring our vision to life. We were inspired by a beautiful location at 7818 E US Hwy 80, in Savannah, GA. This beautiful 5,337 sq ft restaurant contains a large open space. Using the space, we wanted to create an experience rather than just any dinner service.

Proposed Concept



Rye provides a 6 course fine dining menu with passed hors d'oeuvres and wine pairings. Rye highlights locally sourced ingredients from the Savannah community and the garden space in the back.


Mission Statement



Rye is a fine dining southern concept that provides an experience highlighting the comforts of southern cuisine with a fine dining flair. We believe that our locally sourced ingredients and creative ideas will elevate the standard of southern cuisine.

Sample Menu





Charcuterie
PIMENTO GOAT CHEESE, PECAN TART, TOMATO JAM, GRAPE CARPACCIO

Red Snapper
PAN SEARED RED SNAPPER, ASPARGUS, MUSHROOMS

Artisanal Breads
CORNBREAD, RYE, SOURDOUGH

Ocean Clusters
LOBSTER, PEI MUSSELS, OCTOPUS, SQUID ESSENCE



Frog
WAFFLE | BACON | HONEY

Mahi Mahi
MISO | SEA BEANS | RADISH

Artisanal Breads
BISCUIT | RYE | SOURDOUGH

Shrimp & Grits
PEI MUSSELS, OCTOPUS, SQUID ESSENCE

Cassoulet
BEET | MUSHROOM | KALE

Peaches & Cream
BAVARIAN | BURBON | GINGER

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH, OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS, ESPECIALLY IF YOU HAVE CERTAIN MEDICAL CONDITIONS



Frog
WAFFLE | BACON | HONEY

Shrimp & Grits
LOBSTER, COCKLE, SQUID ESSENCE

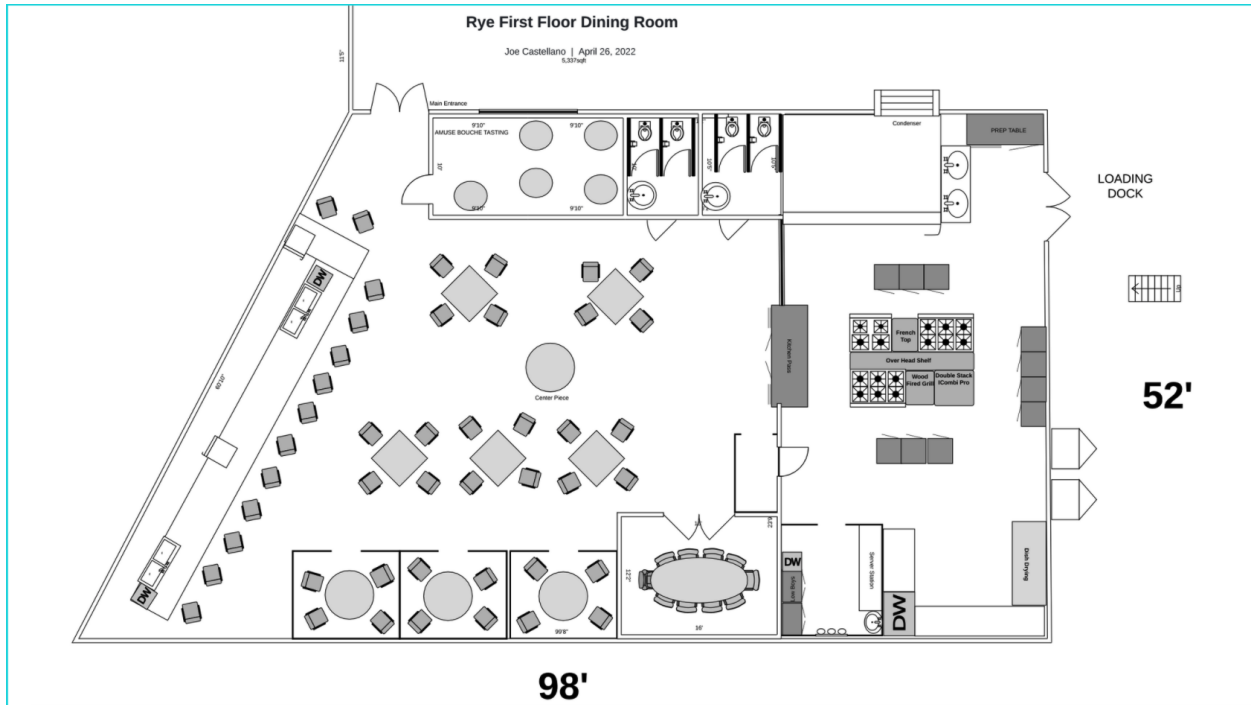
Steak
28 DAY DRY AGE | MUSHROOM | CELERIAC

Peaches & Cream
BAVARIAN | BOURBON | GINGER

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH, OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS, ESPECIALLY IF YOU HAVE CERTAIN MEDICAL CONDITIONS

Design/Layout





Team

Role	Group Member
Chef	Haley Wong



Chef de Cuisine	Paige Gilbert
Sous chef /expo	Katie Daniel
Chef de partie	Mallary Kulak
Chef de partie	Karan Gupta
Maitre' d	Joe Castellano

Group Member(s)	Production	Job Distribution (BOH)
Mallary Kulak	Egg, Steak, Dessert	Egg, Steak, Dessert
Jonathan Soler	Frog	Frog, Clearing stations
Karan Gupta	Shrimp and Grits, Butcher steaks	Shrimp and Grits, Steak
Dane Feiden	Intermezzo	Egg, Intermezzo
Haley Wong	Charcuterie, Egg, Steak, Dessert	Charcuterie, Frog, Steak
Nick Boutin	Egg, Steak, Dessert	Steak, Dessert
Katie Daniel	Frog	Expo
Jesse	Steak	Steak
Joe Castellano	Dessert	MD (Nick for service)
Paige Gilbert	COD	COD

Industry Analysis

Target Market

Rye hopes to reach a market of adults between the ages of 35 and 55. Within this age group, Rye will attract those in the income brackets of the high middle class to the upper class. The average household income in Wilmington Island is \$99,345. This average puts the city just



into the upper-middle class. With incomes like these Rye will connect with individuals who may be looking to splurge a little bit more on a nice night out. As there aren't any fine dining restaurants actually on the island, all the locals must commute to Savannah to have that kind of experience. In addition to locals, Rye hopes to reach tourists visiting Savannah, Tybee Island, and Hilton Head Island.

Competitive Analysis

Rye is located just in between the big city of Savannah and small Wilmington Island. Just 45 minutes away tourists are spending upwards of \$2,405 a night to stay at "*Montage Palmetto Bluff*", a five-star hotel, labeling itself as "*A Classic Southern Escape.*" What more would complete their escape, than a 10-course tasting menu inspired by southern cuisine at Rye. Of course, this resort has a few dining options. "*Octagon*" would be our biggest competitor



here. They offer an elegant dining experience including a few shared ingredients used at Rye. Some of these repeated items include charcuterie boards, the use of okra, a dry-aged steak, a play on shrimp and grits, and a fish entree. All things considered there, most of everything else on the menu is quite different. The prices for entrees here go up to \$80 for the dry-aged ribeye. This makes us at Rye believe that people are willing to come out and pay to receive good southern hospitality along with an elegant meal. Folks staying on this property for several days most likely will be exploring all of the nearby Islands and we hope to attract them to Rye.

A little bit closer to Rye, we have a neighboring island, *Tybee Island*. Just fifteen minutes away at *Hotel Tybee* tourists are surrounded by classic Southern-themed restaurants like The Crab Shack, Salt Island Fish & Beer, and Sea Wolf Tybee. At restaurants like and around these, you can expect to see menus including fish n chips, hot dogs and burgers, fried pickles, lots of seafood dishes, and draft beers. Some of these establishments are so casual food is being served on quarter sheet trays or even paper plates. Folks looking for a more elegant dining experience while on vacation can make a short commute to Rye to get an incredible experience for a few hours.

Most of our competition will be 15 minutes away in Savannah. Savannah is the oldest city in Georgia making it a very visited place. Well known for its southern food scene, Rye fits right into the dynamic. A large competitor here is Alligator soul, an Organic and farm-to-table upscale restaurant. They source all ingredients from local purveyors. This establishment has been open since 2003 and has grown quite a following at about 2,000 followers on Instagram. Once again, we see the Ribeye is the most expensive dish on the menu this time at \$106. Most people heading to Alligator Soul are looking to eat something exotic though. Advertising Elk,



Antelope, Kangaroo, and Game Birds. With such a niche specialty for exotic foods, we hope to grab some of their potential clientele.

Husk will be the biggest competitor for Rye. Husk is the only restaurant that hits our same niche, elevated southern food using local ingredients. Husk has nearly 35,000 followers on Instagram. Opened by Sean Brock, as seen on Netflix's *Chef's Table* as well as the second season of *The Mind of a Chef*. This restaurant is known for doing southern food in an elegant and somehow simple way. Unaltering the freshest of ingredients from local purveyors. Sean Brock has since left the restaurant and while no actual evidence can be provided that the competitor is now less busy, a few years back it took months to get a reservation at the popular southern spot. Nowadays, you can book a reservation one or two days out. Rye's worries with Husk being just fifteen minutes away is that they possibly have a more approachable menu while at Rye we're creating more of an experience with different textures and flavors while at Husk they're just doing southern food well, in an upscale fashion. For those looking to step out of their comfort zone, but not enough to eat Alligator Soul and have Kangaroo but looking for something a little more adventurous than Husk we'll reach our ideal clientele.

Location Analysis

Behind Rye, you will find lush woods. We hope to invest some of our budgets into growing the green areas surrounding the building into fresh gardens. This would help bring in customers as a way to push the farm-to-table niche, as well as reduce food costs. By growing our own produce and herbs we can reduce the cost of purchasing those items. This is also more environmentally friendly as a way to reduce pollution from delivery trucks.



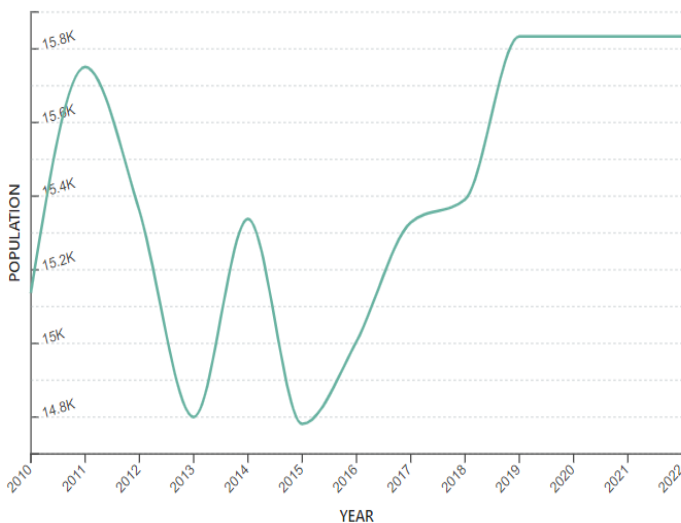
Rye's location has an easy exit and entrance for drivers. A roundabout in front of Rye will allow the perfect setup for valet parking. In addition, there are 30 parking spaces on the side of the building. A downside that Rye does see with traffic flow is that Highway 80 East is a median-divided highway. This means that folks will possibly have to make a U-turn in order to be on the correct side of the highway in order to turn onto BlueFin Cir, the road leading to Rye. On the bright side, about one mile up the road at Quarterman Drive, there is a stoplight that will allow diners to turn around and face the correct direction on the Highway. Without ease, our diners should be able to find Rye, park, and enjoy the rest of their evening.

Rye believes that this is the perfect location as it's far enough outside of Savannah to have a niche on Wilmington Island but close enough to Savannah where people are willing to drive 15 minutes outside of the city in order to dine at Rye. We feel that it's the best of both worlds.



Wilmington Island, Georgia Population 2022

15,834

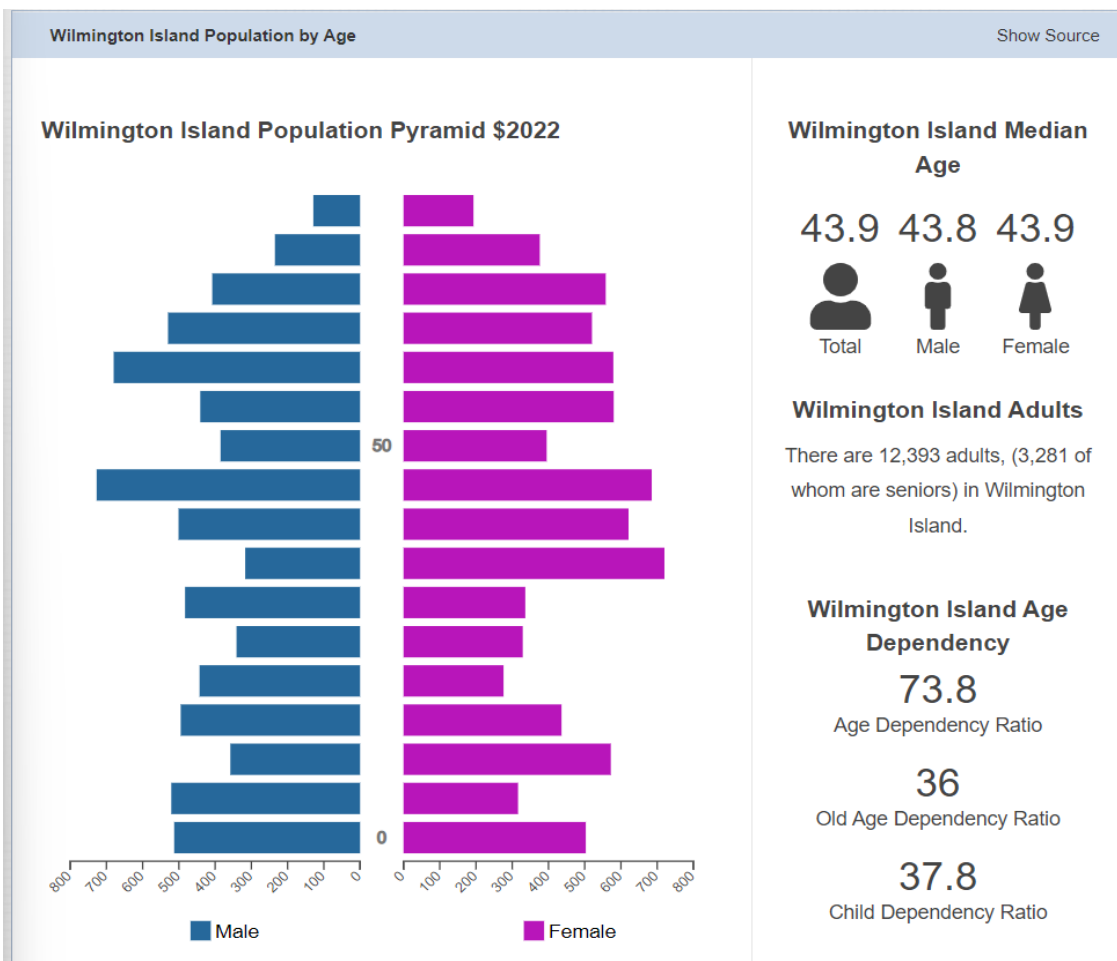


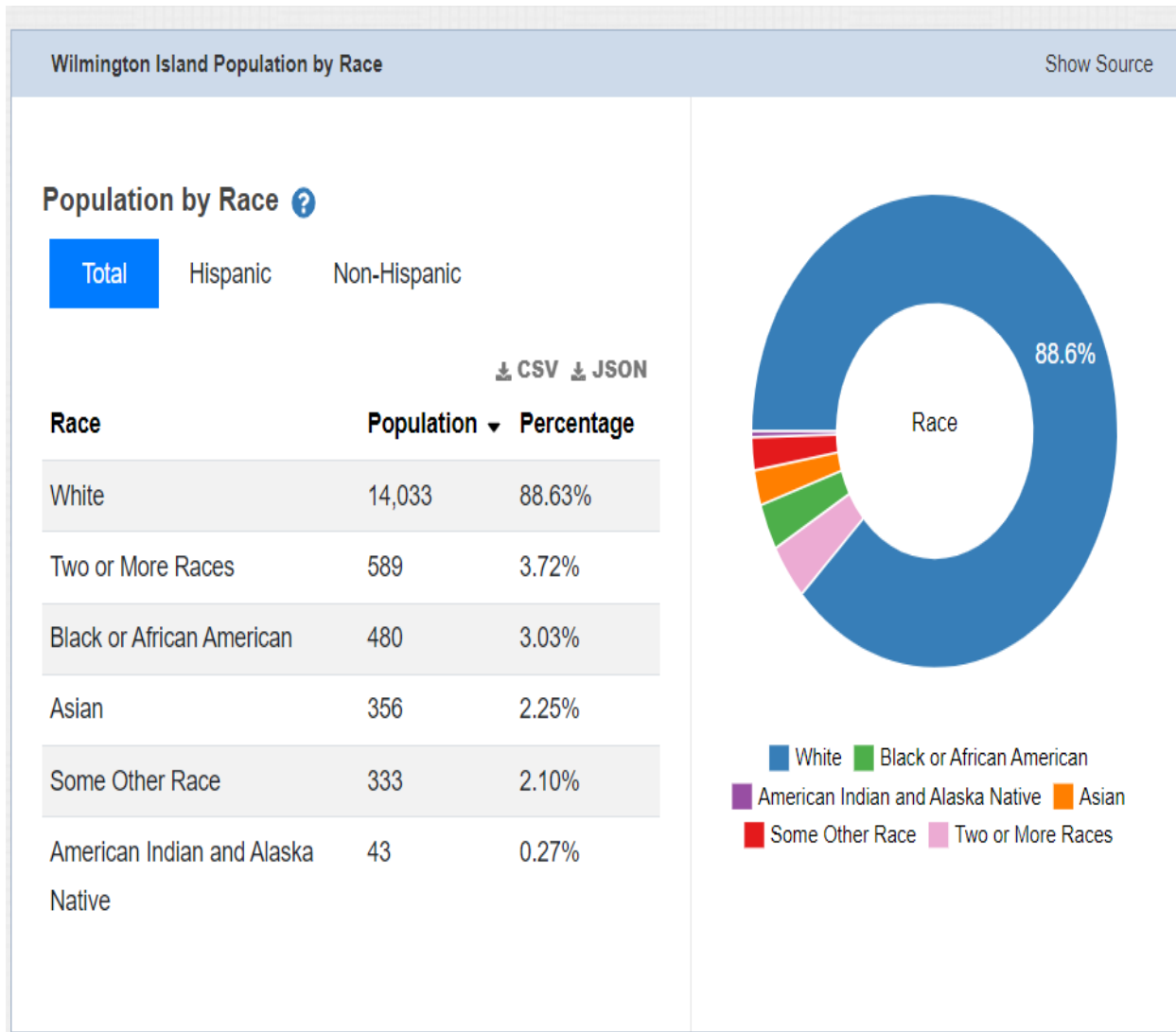
Wilmington Island is a city located in [Georgia](#). Wilmington Island has a 2020 population of **15,834**. Wilmington Island is currently declining at a rate of **0.00%** annually and its population has increased by **4.60%** since the most recent census, which recorded a population of **15,138** in 2010.

State	Georgia
Land Area (mi ²)	8.3 sq mi
Density (mi ²)	1,907.30/sq mi
2020 Growth Rate	0.00% ()
Growth Since 2010	4.60% (696)

The current population of Wilmington Island, Georgia is **15,834** based on our projections of the latest US Census estimates. The US Census estimates the 2018 population at **15,834**. The last official US Census in 2010 recorded the population at **15,138**.







SWOT Analysis

Strengths-

- Only tasting menu concept in the area
- Scratch Kitchen
- Local ingredients
- Full Bar
- Excellent wine selections
- Outdoor seating
- Unique menu

Weaknesses-

- No reputation
- High prices
- Small portions

Opportunities-

- Vegan/ Vegetarian tasting menus
- Gardening area to grow our own produce
- The driveway is set up for valet parking

Threats-

- Savannah is a competitive area
- Husk restaurant has a large following and a similar niche
- Due to the highway location, there is a chance of construction



Marketing Plan

Advertising/Social Media

"Bringing the best of The South to you, one plate at a time"

Our Story

When our culinary team thinks about The South the first things that pop up are the famous rye berry and Southern hospitality. Here at Rye, we go above and beyond to use fresh local ingredients to give our guests the comfort of southern food in an upscale setting with superior service. Our scratch kitchen will definitely remind you of grandma's bold flavors but with a slight twist.



rye

THE SOUTH LIKE YOU HAVE NEVER EXPERIENCED BEFORE

5115 E US Highway 80, Savannah, GA 31401
 info@rye_savannah.com
 www.rye_savannah.com
 @rye_savannah




GOURMET CUISINE
ESTD 2022

rye



Location

Located off of US Highway 80 with plenty of parking and our fresh herb garden right behind. A 30-minute drive from Savannah International Airport with connecting shuttles to all major hotels.




rye

Fly
WAFFLE | BACON | HONEY

Shrimp & Grits
LOBSTER, COCKLE, SQUID ESSENCE

Steak
18 DAY DRY AGE | MUSHROOM | CELERIAC

Paninis & Clean
BAYARIAN | BOURBON | GINGER




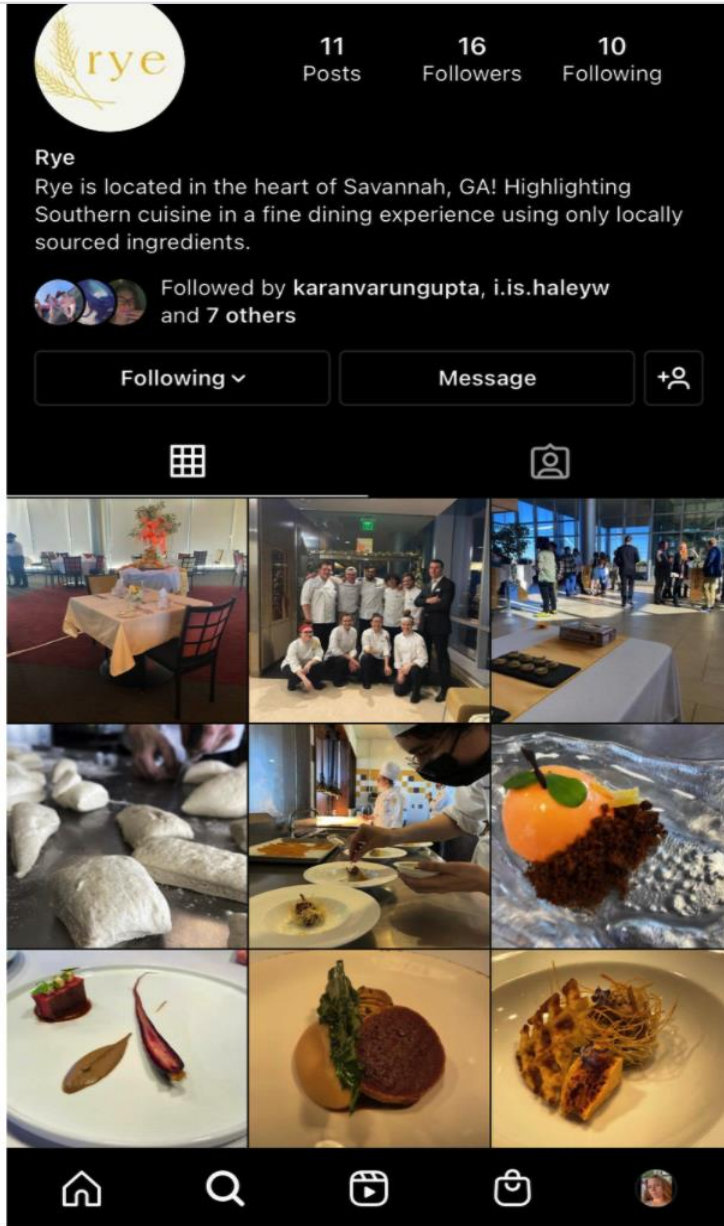
RYE

"Bringing the south to you, one plate at a time"

.....

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 info@rye_savannah.com
 www.rye_savannah.com



@rye_jwupopup



Public Relations

To track the progress and likeability of our restaurant, Rye uses google form surveys. We attach the survey, via QR code, to our business cards. We give the cards to each guest after they visit our establishment. We ask a series of questions regarding how they liked the food on a 1-5 scale. 1 being the food must be repaired and 5 being the food needs no improvement. We also asked the guests about how their service was and about the ambience of the restaurant. We value our customers' responses because we are always looking to improve and be better each day.



Operations Plan

Job Descriptions

Executive Chef:

The executive chef in collaboration with its team is in charge of developing the essence of the restaurant through the menu, and all of the following components of the concept. From expediting on service to reviewing the orders, and making sure everything is in place for each service. Executes with leadership and accountability.

Chef de Cuisine:

Responsible for the creation, execution, and constant delivery of courses that fit into the menu that has been developed. The overall course of the service is dependent on the organization and supervision of the Chef de Cuisine.

Sous Chef:

In charge of the supervision and execution of the courses, creation, and following of recipes. Preparing and presenting dishes is a critical part of the Sous Chefs position. Making sure that all of the courses are on time, and according to the organization of service.

Chef de Parties:

The Chef de Parties is in charge of overseeing the different areas of production, having assistance from line and prep cooks to have everything ready for service. Maintaining a high standard of production, food service production, and following the health and safety regulations.

Commis:



Responsible for attending to deliveries and organization of storage. Maintaining cleanliness and safe hygienic practices. Prepping ingredients, and having all of the areas ready for service.

Line Cook:

Preparation of ingredients, cleanliness of the area and kitchen, perfecting each item of the designated course are tasks that pertain to a Line Cook. Making sure everything is ready for service and being an aid in the kitchen for everything that needs to be completed for such.

General Manager/Expo:

Responsible for being a connection between FOH and BOH, and being in charge of the whole service flow, and delegation to all of the components of FOH. The organization of the menu, and the attention to each detail is critical. From anticipating the needs of the guests and employees to the overall accomplishment of the service.

Purchasing Manager:

Responsible for contacting the suppliers, reviewing the quality of the products, and acquiring what is needed for the overall service. From negotiation of prices to relationships with vendors to integrating local businesses and highlighting them into our menu.

Waiters:

Place the order to fire in the kitchen, and responsible for the service to the tables, and the commodity of the guest. Making sure the ambiance, the cleanliness of the dining room, the experience of the guest, and the deliverance of the courses is smooth

Servers/Bussers:

In charge of beverages, marking silverware, and tableware. Critical component in the overall service.



Labor Report

	LUNCH BREAK	DAILY HOURS	OVERTI ME PAY			
	30 minutes	8.00	1.50			
Employee Name	Position	Hourly Rate	Total Hours	Regular Pay	Overtime	TOTAL
Paige	Chef de Cuisine	1211.54	1.00	1211.54	0.00	1211.54
Katie	Sous	980.77	1.00	980.77	0.00	980.77
Joe	FOH Manager	884.62	1.00	884.62	0.00	884.62
Karan	Chef de Partie	18.00	40.00	720.00	0.00	720.00
Jesse	Commis	16.00	40.00	640.00	0.00	640.00
Dane	Commis	16.00	30.00	480.00	0.00	480.00
Jonathan	Commis	16.00	30.00	480.00	0.00	480.00
Rayna	FOH Captain	4.05	40.00	162.00	0.00	162.00
Rachel	FOH Captain	4.05	40.00	162.00	0.00	162.00
Emily	Back server	3.69	40.00	147.60	0.00	147.60
Justin	Back Server	3.69	40.00	147.60	0.00	147.60
Chloe	Busser	3.69	25.00	92.25	0.00	92.25
Timmy	Dish	12.00	40.00	480.00	0.00	480.00
Ella	Sommelier	3.69	40.00	147.60	0.00	147.60
Total Labor Costs						6735.97



REGULAR AND OVERTIME PAY



Policies & Procedures

Timeless & Attendance Policy:

- No communication prior to an absence is caused for a write-up
- Employees are expected to arrive prior to shifting, and clock in on time at the beginning of their shift
- We run on a Three strike lateness policy without notifying a manager. First strike, a verbal warning from a manager, and discussion on future prevention. The second strike, written warning, and meeting with a manager to discuss solutions. Third strike, written warning, and meeting with manager and GM or possible termination
- Requesting time off must be requested two weeks in advance to the company email.
- Employees are responsible for finding someone to cover their shift should they be unable to work and have not requested time off

Personal Practices:

- Arrive at work clean. This includes; clean chef whites or front of the house dress attire, and bathed
- Maintain short, clean, polish-free, and non-acrylic nails
- Always thoroughly wash hands and forearms using proper hand wash Standard Operating Procedure (SOP)
- Hand Washing SOP: Wash hands, forearms and under fingernails scrubbing vigorously with warm water and soap. This process must take at least 20 seconds. Wash hands only in designated handwashing sinks. Dry hands using an air dryer, or single-use paper towels. Use a paper towel to turn off the faucet, to keep hands clean



Hand Washing Best Practices:

- Wash hands upon entering the facility, before beginning work
- Before beginning food prep or handling equipment
- As frequently as needed during prep and/or service
- Before and after glove usage
- After using the restroom, and again before returning to work
- When switching between raw, ready-to-eat foods and high-risk allergen foods
- After touching face, nose, hair, any other areas of the body and coughing or sneezing
- After cleaning duties, smoking, eating or drinking
- After performing other unsanitary tasks such as trash, dishes, etc.

Proper Attire:

- Wear clean appropriate attire, this includes a clean uniform for BOH or FOH, clean unstained apron, side towels, closed toed non-slip shoes
- Wear an apron in the kitchen. Remove apron before leaving the kitchen or using the restroom
- Wear a hat or hair cover such as the uniform skull cap in BOH, FOH must have hair tied back.
- All BOH employees must be clean shaven, with no facial hair
- FOH must keep hair restrained and away from food products
- No necklaces, bravelets, earrings or piercings that can be removed are permitted
- Only a simple wedding band may be worn



- No false eyelashes, false nails or excessive makeup is permitted
- Follow Glove use SOP

Glove Use SOP:

- Only use food service approved gloves - single use and will be provided from the establishment
- Wear gloves over bandaging for any cuts, sores or lesions
- Gloves must be worn when handling ready-to-eat foods
- During services gloves must be worn, or a utensil used to serve food
- Gloves must be changed every four hours, or when changing tasks
- Before wearing gloves, hands must be washed properly

Smoking & Eating:

- Smoking and eating must only be done in designated areas
- Smoking is not allowed inside the establishment or in front of the establishment
- Beverages may only be consumed in containers with a straw, and must be kept in designated areas away from food

Illness Policy:

- Flu-like symptoms, diarrhea, jaundice, sore throat, fever, wounds with fluid, boils and/or vomiting must be reported to a manager
- Employees with any of these symptoms will be asked to stay home or will be sent home from work
- If an employee has symptoms from a non-infectious illness, they may be reassigned to duties where they will not be handling food



- Illness or exposure to Salmonella Typhi, Nontyphoidal Salmonella, Norovirus, Escherichia Coli, Hepatitis A, Shigella or Shiga Toxin must be reported to a manager or supervisor,
- If an employee has been diagnosed with an infection from any of the above listed, they will not be permitted to return to work until cleared by a doctor

In Case of Injury:

- Any burns, cuts, and/or abrasions must be cleaned and bandaged
- Any bandages on the hands require finger cots or gloves to be worn over bandages
- Change out bandaging when necessary, and away from food prep areas
- Inform supervisors of any injuries

Harassment & Drug Policy:

- We have a zero tolerance policy in regards to employee harrassment and/or discrimination, All claims are taken seriously, and will be handled through HR
- Employees must maintain a respectful work environment centered on equality and understanding
- Cape Homestead is a drug free establishment. Employees are expected to be drug and alcohol free while at work, unless a doctor's note is provided.

Disciplinary Action Policy:

- A verbal warning will be given should an employee engage in unacceptable behavior. This will alert the employee to the potential problem
- A written warning, are more serious and will be given after a verbal warning or directly for more serious offenses



- Suspension without pay will occur if the employee conduct warrants it, or after written warnings has been given to a continuous problem
- Termination will occur if the problem has not been corrected after previous disciplinary action, or if the conduct justifies it.

Suppliers



List of Purveyors Near Savannah, GA

Category	Purveyor
Advertising	RobMark 108 E Montgomery Cross Rd Savannah, GA 31406 (912) 921-1040
Alcohol	Savannah Distributing 2425 W Gwinnett St Savannah, GA 31415 (912) 233-1167
Bake Goods & Bread	Lulu Cakes 7060 Hodgson Memorial Dr Savannah, GA 31406 (912) 355-4960
Chemicals	TriMark 4575 River Green Pkwy #100 Duluth, GA 30096 (770) 995-7344
Cleaning Product and Services	Merry Maids 4395 Ogeechee Rd Savannah, GA 31405 (912) 209-0599



Category	Purveyor
Electrical Distributors	Graybar 10 Westgate Blvd Savannah, GA 31405 (912) 650-7100
Equipment Repair Services	Boelter 3445 Breckinridge Blvd Duluth, GA 30096 (770) 767-5600
Gas/Propane Providers	AmeriGas 5117 Augusta Rd Garden City, GA (912) 964-4534
General Contractors	Carroll Construction 2301 Bull St Savannah, GA 31401 (912) 401-3029
Hood Cleaning	Savannah Service Cleaning 520 E Park Ave Savannah, GA 31401 (912) 547-8538
HVAC, Plumbing and Heat Service	Old Coast HVAC 2206 Price St Savannah, GA 31401 (912) 250-5771



Category	Purveyor
Internet	Xfinity Business 1800 E Victory Dr Savannah, GA 31404 (800) 266-2278
Laundry/Linen	AlSCO 25d Telfair Pl Savannah, GA 31415 (912) 234-6644
Major Board Line Distributors	Amazon Business (888) 280-4331
Meat and Poultry	Ray's Butcher Shoppe 3707 Montgomery St Savannah, GA 31405 (912) 234-7951
Music, Entertainment	Pandora Business (800) 929-5407
Payroll	CRI Payroll Services 2126 E Victory Dr #166 Savannah, GA 31404 (912) 483-4040



Category	Purveyor
Pest Control	Yates-Astro 1030 Lynes Ave Savannah, GA 31415 (912) 651-9000
Plumbing	John Blich Plumbing 118 W 58th St Savannah, GA 31405 (912) 236-7000
Produce	US Foods 120 Longs Pond Road Lexington, SC 29072 (803) 951-4200
Seafood	Ambos Seafoods 663 E 33rd St Savannah, GA 31401 (912) 920-3474
Security Systems	SafeTouch 3766 US-17 Suite 204 Richmond Hill, GA 31324 (844) 324-2900
Waste Removal	Waste Management 3001 Little Neck Rd Savannah, GA 31419 (866) 909-4458



Category	Purveyor
Water	Water Utility Management 28 Abercorn St, Savannah, GA 31401 (912) 352-9339

Financial Plan

Start Up Costs

	CASH NEEDED	% OF TOTAL CASH NEEDED	Explanation
Leasehold Improvements			
Landlords Contribution (HVAC, Walls, Insulation)	\$80,055	16.1%	5337 sq ft * \$15/ sq ft (avg for full hvac)
Plumbing	\$13,500	2.7%	\$4.5/ sq ft (avg); building comes w/ plumbing
Electrical	\$15,477	3.1%	\$2.9/ sq ft (avg); updates
Bathrooms (Labor/Materials)	\$2,000	0.4%	updates
Floors/Walls (Labor/Materials)	\$4,000	0.8%	updates
Windows (drapes/curtains)	\$2,157	0.4%	Double Color Luxurious Restaurant Curtains (stage curtains.org)
Lighting (Ceiling, Scones, Hallway)	\$2,000	0.4%	updates
Paint	\$900	0.2%	high quality avg \$30G



Total	\$120,089	24.1%	
Bar/Kitchen Equipment			
Dishwasher (Bar)	\$4,289	0.9%	High Temp Undercounter Dishwasher
Dishwasher (Kitchen)	\$7,100	1.4%	3 Phase High Temp Dishwasher
Refrigeration	\$12,119	2.4%	Large Walk-in 607cu. ft.
Ovens	\$5,689	1.1%	Double Deck Convection Oven 22kW
Ice Machine	\$2,949	0.6%	Air Cooled Ice Machine
Range	\$2,399	0.5%	10 Burner 2 Oven Range
Hood	\$3,459	0.7%	Type 2 Condensate Hood System
Lowboy Refrigerator	\$2,499	0.5%	2 Door Lowboy Sandwich prep station
Freezer	\$15,219	3.1%	Large Walk-in freezer 6' x 12' x 7' 7"
Blender	\$395	0.1%	Vitamix 64 oz container
Dough Mixer	\$6,161	1.2%	Globe Dough Mixer
Prep Table	\$1,020	0.2%	4 Stainless Steel Tables
Fryer	\$999	0.2%	Commercial Gas Deep Fryer
Heat Lamp	\$760	0.2%	4 Ceiling mounted lamps
Total	\$65,057	13.1%	
Bar/Dining Room Furniture			
Tables	\$2,200	0.4%	20 Tables
Chairs	\$6,400	1.3%	80 Chairs
Bar Stools	\$1,485	0.3%	15 Bar Stools
High Chair/Booster Seat	\$0	0.0%	no need
Hostess Stand	\$276	0.1%	Mahogany Finish



Trays/Tray Jacks	\$100	0.0%	16 in
Total	\$10,461	2.1%	
Professional Services			
Legal	\$2,200	0.4%	contract professionals
Accounting	\$4,750	1.0%	\$57000 avg/yr / 12 months
Consulting	\$2,500	0.5%	\$3000 avg/yr / 12 months
Architect	\$550	0.1%	contract professionals
Total	\$10,000	2.0%	
Permits/Licenses/Deposits			
Rent/Security Deposit	\$56,667	11.4%	\$3400000 total/ 60 months (5 yrs)
Liquor License	\$5,000	1.0%	full year in georgia
Building Permits	\$150	0.0%	georgia food license
Public Utility Deposits (Internet/Phone/Gas/Water)	\$800	0.2%	avg/ month
Total	\$62,617	12.6%	
Equipment/Design			
POS System Software/Cash Register	\$1,400	0.3%	high quality POS system
Kitchen Supplies (Sheet tray, Spatula, etc)	\$50,000	10.0%	smallwares and equipment total
FOH Decorations (vases, table mats/cloths, plants, etc)	\$30,000	6.0%	welcome mat, vase, plants, displays
Music/Stereo/TV	\$500	0.1%	music system for back up music option
Artwork	\$10,000	2.0%	large and small paintings
Glassware	\$8,000	1.6%	wine, cocktail, water, specialty glassware
Plateware	\$15,000	3.0%	bnb, appetizer, entree, dessert, salad plates



Silverware	\$2,916	0.6%	24 cs at \$121.50 on webstaurant
Total	\$117,816	23.7%	
Exterior Finishes			
Signage	1400	0.3%	small fine dining wood sign
Outdoor Setting (chairs, tables, flower boxes, hanging baskets, lights)	\$2,300	0.5%	shade tents, outdoor upscale furniture
Menu	\$200	0.0%	constantly changing
Awning	\$1,700	0.3%	retractable, motorized
Landscaping	\$660	0.1%	Blades of Grass Lawncare Savannah, GA
Parking lot	\$525	0.1%	atlantaparkinglots.com
Total	\$6,785	1.4%	
Opening Expenses			
Office Supplies (computer, printer, paper goods, desk, etc)	\$1,600	0.3%	computer+printer+extra expenses
Insurance	\$1,203	0.2%	avg for BOP annually
Food/Liquor Inventory	\$63,874	12.8%	total start up
Cleaning Supplies	\$4,131	0.8%	all of BOH and FOH supplies
Payroll	\$26,944	5.4%	Daily Labor Report
Advertising/Website	\$3,000	0.6%	brochure, marketing website
Total	\$104,802	21.1%	
TOTAL STARTING CAPITAL	\$497,627	100%	
Working Capital			
Total Working Capital Needed	\$99,525	20.0%	20% of total Capital
TOTAL FUNDING REQUESTED	\$597,153		



Start Up Cost Analysis

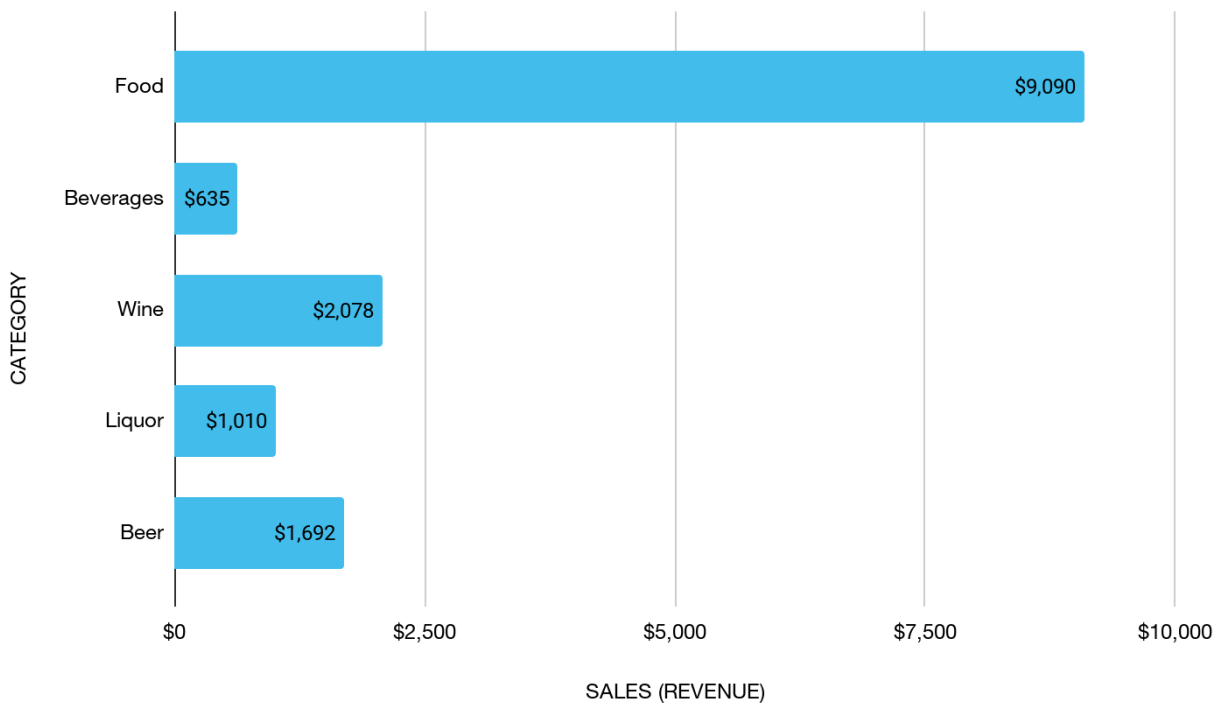
SUMMARY BY CATEGORY		
START-UP COSTS	Cash Needed	% Of Total Cash Needed
Leasehold Improvements	\$120,089.00	24%
Bar/Kitchen Equipment	\$65,057.00	13%
Bar/Dining Room Furniture	\$10,461.00	2%
Professional Services	\$10,000.00	2%
Permits/Licenses/Deposits	\$62,617.00	13%
Equipment/Design	\$117,816.00	24%
Exterior Finishes	\$6,785.00	1%
Opening Expenses	\$104,802.00	21%
Working Capital	\$99,525.40	20%
Total	\$497,627.00	100%



Sales By Day

SALES (REVENUE)		
CATEGORY		
Food	\$9,090	62.67%
Beverages	\$635	4.37%
Wine	\$2,078	14.33%
Liquor	\$1,010	6.96%
Beer	\$1,692	11.67%
TOTAL	\$14,505	100.00%

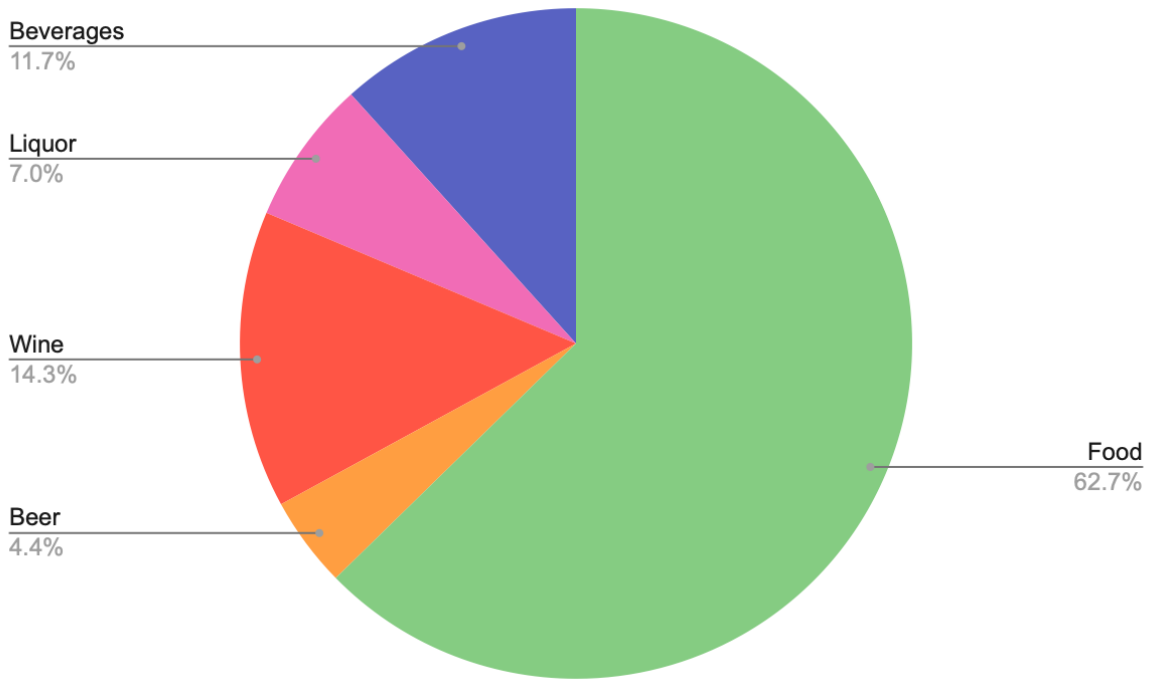




Cost of Goods Sold %

COGS BY DAY	
ITEM	%
Food	63%
Beer	4%
Wine	14%
Liquor	7%
Beverages	12%
TOTAL	100%



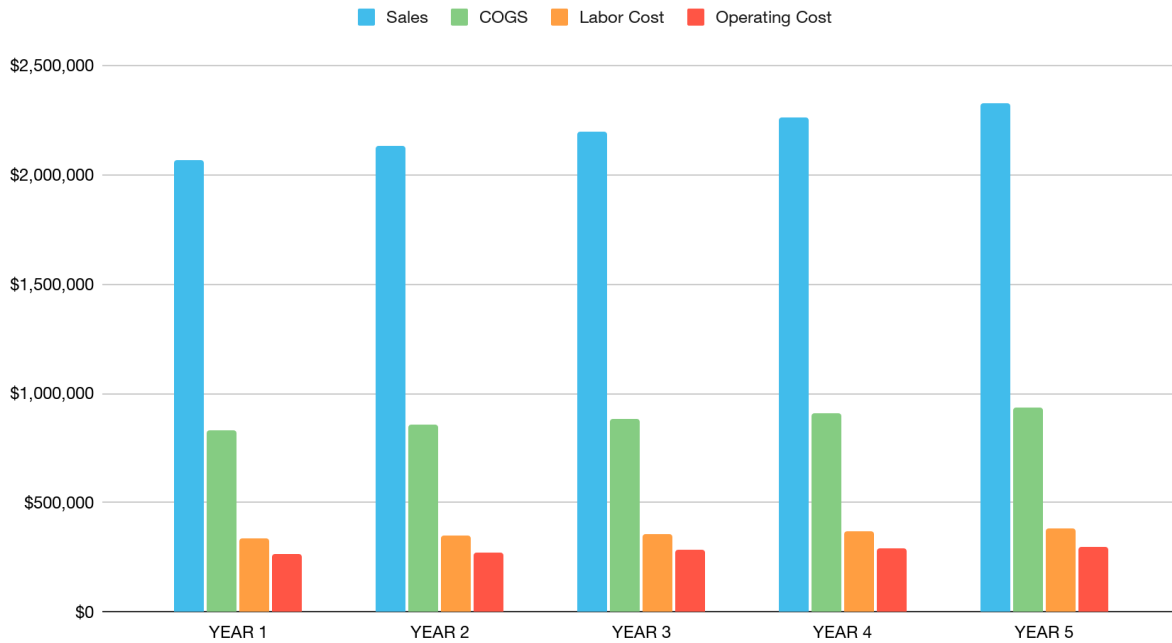


Yearly Sales Comparison

YEARLY SALES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales	\$2,070,289	\$2,132,398	\$2,196,370	\$2,262,261	\$2,330,129
COGS	\$833,309	\$858,308	\$884,058	\$910,579	\$937,897
Labor Cost	\$338,171	\$348,316	\$358,766	\$369,529	\$380,614
Operating Cost	\$265,602	\$273,570	\$281,777	\$290,230	\$298,937
TOTAL	\$633,207	\$652,203	\$671,769	\$691,922	\$712,680



5 Year Comparison



P&L Statement

Sales	Month 1	Month 2	Month 3
Food	\$199,605	\$203,597	\$207,669
Wine	\$6,240	\$6,365	\$6,492
Beer	\$7,200	\$7,344	\$7,491
Non-Alcoholic Beverages	\$2,340	\$2,387	\$2,435
TOTAL SALES	\$215,385	\$219,693	\$224,087
Cost of Goods Sold (COGS)	Month 1	Month 2	Month 3
Food	\$63,874	\$65,151	\$66,454
Wine	\$749	\$764	\$779
Beer	\$720	\$734	\$749
Non-Alcoholic Beverages	\$70	\$72	\$73



TOTAL COGS	\$65,413	\$66,721	\$68,055
GROSS PROFIT	\$149,972	\$152,972	\$156,031
Operating Costs	Month 1	Month 2	Month 3
Occupancy	\$7,586	\$7,586	\$7,586
Marketing	\$3,000	\$3,000	\$3,000
Utilities	\$5,673	\$5,673	\$5,673
Administrative/ wages	\$26,944	\$27,213	\$29,935
Waste Removal	\$600	\$600	\$600
Insurance	\$1,203	\$1,203	\$1,203
Equipment Repairs/Maintenance	\$1,500	\$1,515	\$1,530
Other Current Liabilities (Music/entertainment)	\$1,600	\$1,616	\$1,600
TOTAL OPERATING COST	\$48,106	\$48,406	\$51,127
NET PROFIT/LOSS	\$101,867	\$104,566	\$104,905

Seasonal Projection

SALES	Summer	Fall	Winter	Spring
Food	\$598,815	\$622,768	\$647,678	\$673,585
Wine	\$18,720	\$19,469	\$20,248	\$21,057
Beer	\$21,600	\$22,464	\$23,363	\$24,297
Non-Alcoholic Beverages	\$7,020	\$7,301	\$7,593	\$7,897
TOTAL SALES	\$646,155	\$672,001	\$698,881	\$726,836

COST OF GOODS SOLD (COGS)	Summer	Fall	Winter	Spring
Food	\$191,619	\$199,284	\$207,255	\$215,545
Wine	\$2,247	\$2,337	\$2,430	\$2,528
Beer	\$2,160	\$2,246	\$2,336	\$2,430
Non-Alcoholic Beverages	\$210	\$218	\$227	\$236



TOTAL COGS	\$196,236	\$204,085	\$212,249	\$220,739
GROSS PROFIT	\$449,919	\$467,916	\$486,632	\$506,098
OPERATING COSTS	Summer	Fall	Winter	Spring
Occupancy (Rent)	\$22,758	\$23,441	\$24,144	\$24,868
Marketing	\$9,000	\$9,270	\$9,548	\$9,835
Utilities	\$17,019	\$17,530	\$18,055	\$18,597
Administrative/ wages	\$80,832	\$83,257	\$85,755	\$88,327
Music/entertainment	\$1,800	\$1,854	\$1,910	\$1,967
Equipment Repairs/Maintenance	\$4,500	\$4,635	\$4,774	\$4,917
Insurance	\$3,609	\$3,717	\$3,829	\$3,944
Other Current Liabilities	\$4,800	\$4,944	\$5,092	\$5,245
TOTAL OPERATING COST	\$144,318	\$148,648	\$153,107	\$157,700
NET PROFIT/LOSS	\$305,601	\$319,268	\$333,525	\$348,398

5 Year Projection

Year 1	Year 2	Year 3	Year 4	Year 5
\$1,869,261	\$1,925,339	\$1,983,099	\$2,042,592	\$2,103,870
\$79,494	\$81,879	\$84,335	\$86,865	\$89,471
\$91,724	\$94,476	\$97,310	\$100,229	\$103,236
\$29,810	\$30,704	\$31,625	\$32,574	\$33,551
\$2,070,289	\$2,132,398	\$2,196,370	\$2,262,261	\$2,330,129

Year 1	Year 2	Year 3	Year 4	Year 5
\$813,703	\$838,114	\$863,258	\$889,155	\$915,830
\$9,542	\$9,828	\$10,123	\$10,427	\$10,740
\$9,172	\$9,447	\$9,731	\$10,022	\$10,323
\$892	\$919	\$946	\$975	\$1,004



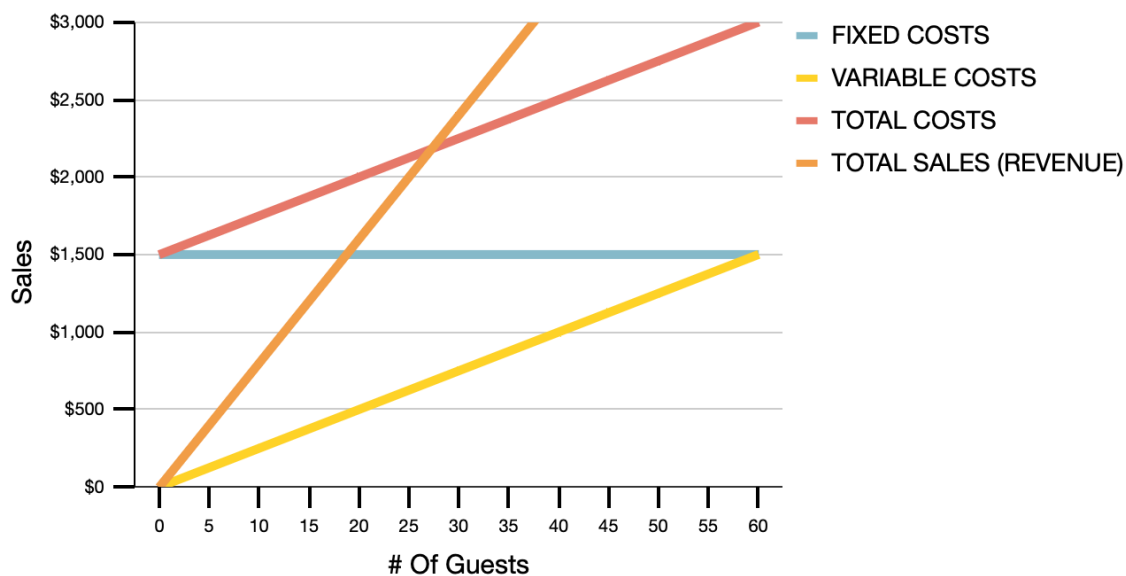
\$833,309	\$858,308	\$884,058	\$910,579	\$937,897
\$1,236,980	\$1,274,089	\$1,312,312	\$1,351,681	\$1,392,232
Year 1	Year 2	Year 3	Year 4	Year 5
\$95,211	\$98,067	\$101,009	\$104,040	\$107,161
\$37,653	\$38,783	\$39,946	\$41,144	\$42,379
\$71,201	\$73,337	\$75,537	\$77,803	\$80,137
\$338,171	\$348,316	\$358,766	\$369,529	\$380,614
\$7,531	\$7,757	\$7,990	\$8,229	\$8,476
\$18,826	\$19,391	\$19,973	\$20,572	\$21,189
\$15,099	\$15,552	\$16,019	\$16,499	\$16,994
\$20,081	\$20,683	\$21,304	\$21,943	\$22,601
\$603,773	\$621,886	\$640,543	\$659,759	\$679,552
\$633,207	\$652,203	\$671,769	\$691,922	\$712,680

Break-Even Analysis

# OF GUESTS	FIXED COSTS	VARIABLE COSTS	TOTAL COSTS	TOTAL SALES (REVENUE)
0	\$1,500	\$0	\$1500	\$0
5	\$1,500	\$125	\$1,625	\$400
10	\$1,500	\$250	\$1,750	\$800
15	\$1,500	\$375	\$1,875	\$1,200
20	\$1,500	\$500	\$2,000	\$1,600
25	\$1,500	\$625	\$2,125	\$2,000
30	\$1,500	\$750	\$2,250	\$2,400
35	\$1,500	\$875	\$2,375	\$2,800
40	\$1,500	\$1,000	\$2,500	\$3,200
45	\$1,500	\$1,125	\$2,625	\$3,600
50	\$1,500	\$1,250	\$2,750	\$4,000



55	\$1,500	\$1,375	\$2,875	\$4,400
60	\$1,500	\$1,500	\$3,000	\$4,800



Summary

Rye strives to provide guests a one of a kind experience that creates the comfort of Southern cuisine with the class of fine dining. Our team is full of passionate, creative, and innovative individuals who come together to create that experience. Our goal is to create memorable experiences for guests while demonstrating creative ways to make local food shine. We plan on collaborating with many local farms throughout Savannah to highlight the local community. We are requesting \$558,856 in start-up costs. We hope you consider investing in Rye so we can shine a light on Savannah's local food and community. Thank you.

