

## **Presentation- Ken & Lisa Harris**

### **#1 Business Summary:**

The Wine Bar will be a boutique wine and cocktail bar located at the mouth of the canyon. The bar will offer a curated selection of wine, hand crafted cocktails and lite small plates in a warm, intimate setting designed for conversation and community.

Our goal is to become the town go-to destination for date nights, casual evenings out and social gatherings. Emphasizing quality, hospitality and atmosphere rather than volume drinking. As the town of Alpine continues to grow, the Wine bar will establish itself as a social venue.

### **#2 Business Concept:**

- \* A cozy, stylish wine and cocktail bar with a limited but high quality menu.

### **#3 Mission**

- \* To provide an elevated but approachable drinking experience that brings the community together.

### **#4 Vision**

- \* To grow alongside the town and become a long term local institution known for excellence and hospitality.

### **#5 Target Market**

- \* Young professionals and couples, local residents seeking an upscale but relaxed evening spot.
- \* Visitors and tourists exploring the town.
- \* Small groups, date night customers and after dinner crowds.

### **#6 Market opportunity**

- \* Alpine is experiencing population and economic growth.
- \* Limited competition for specialty wines and cocktail venues.

### **#7 Menu offerings**

- \* Mid to high end range wine and artisan cocktails.

- \* Small plates including charcuterie and cheese boards, nuts, Olives and flatbreads.

- \* Simple snacks to compliment drinks.

### **#8 Seasonal strategies**

- \* Quarterly menu refreshers.

- \* Seasonal Cocktails, Mocktails and rotating and wines.

### **#9 Hours of operation**

- \* Thursday thru Monday 3pm to 10pm

### **#10 Staffing**

- \* Will be trained in wine and cocktail knowledge.

- \* Customer engagement and education.

- \* Required to take the Wyoming Bartenders course.

# ANNUAL BUDGET

SUMMARY	
Total monthly income	\$166,600
Total monthly expenses	\$91,700
BALANCE	
	\$74,900
PERCENTAGE OF INCOME	
	55%



## INCOME

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Gross Income	\$10,000	10000	10000	12800	12800	15000	18000	18000	16000	15000	15000	14000	\$166,600	\$13,883
<b>Total</b>	<b>\$10,000</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>#####</b>	<b>\$166,600</b>	<b>\$13,883</b>

## EXPENSES

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
COGS-beverages/food	\$2,500	\$2,500	\$2,500	\$3,000	\$3,000	\$4,000	\$5,000	\$5,000	\$4,500	\$4,000	\$4,000	\$3,800	\$43,800	\$3,650
Advertising/Promotion	\$300	\$300	\$300	\$300	\$300	\$500	\$300	\$300	\$300	\$500	\$300	\$300	\$4,000	\$333
Janitorial/Sanitation	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$200
Misc OH Expenses	\$1,000	\$1,000	\$1,000	\$1,280	\$1,280	\$1,500	\$1,800	\$1,800	\$1,600	\$1,500	\$1,500	\$1,400	\$16,660	\$1,388
Music/Entertainment	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$540	\$45
Insurance	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800	\$150
Technology-WiFi, POS	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$900	\$75
Utilities	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$200
Rent	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$19,200	\$1,600
<b>Total</b>	<b>\$6,070</b>	<b>\$6,070</b>	<b>\$6,070</b>	<b>\$6,850</b>	<b>\$6,850</b>	<b>\$8,270</b>	<b>\$9,370</b>	<b>\$9,370</b>	<b>\$8,670</b>	<b>\$8,270</b>	<b>\$8,070</b>	<b>\$7,770</b>	<b>\$91,700</b>	<b>\$849</b>









