



## **Consent Item**

**RE:** 15222 Manchester Road

**Department/Program:** Administration/Planning

**Explanation:** Special Use Exception Transfer

The Petitioner is seeking the transfer of the Special Use Exception as the new owner of Lal Qila Restaurant located at 15222 Manchester Road. The ongoing operations would adhere to all regulations outlined in the Special Use Exception within the governing Ordinance, with no proposed changes at this time. The transfer would be based on Ordinance 1288, signed on November 22, 1976, and originally granted to Sam & Marla Lum.

The restaurant must adhere to all current building and fire code requirements for Commercial Occupancy and will need to undergo the occupancy permit process after receiving approval from the Board of Aldermen for the transfer of the Special Use Exception.

**Recommendation:**

Staff recommends approval of this Special Use Exception Transfer with the standard Special Use Exception conditions.

**Submitted By:** Lynn Sprick

**Date:** May 13, 2024

## **Abdali Brothers, LLC DBA as Lal Qila Cuisine**

### **Lal Qila Indo-Pak and Afghan Cuisine Business Plan**

#### **Executive Summary:**

Lal Qila is an authentic Indo-Pak and Afghan cuisine located at the heart of Ballwin, Missouri. The aim of the cuisine is to cater to a diverse clientele seeking a unique dining experience. Our restaurant will offer a blend of traditional recipes, modern culinary techniques, and a warm, inviting ambiance, ensuring memorable dining experiences for all guests.

#### **Business Description:**

- *Mission Statement:* Our mission is to develop a warm and inviting atmosphere, with elegant decor that reflects the cultural influences of India, Pakistan and Afghanistan. Whether guests are celebrating a special occasion, enjoying a casual dinner with friends, or seeking a taste of home, they will find comfort and joy in our welcoming ambiance in addition to enjoying authentic food.
- *Detailed Business Description:* Lal Qila cuisine is a vibrant restaurant concept that celebrates the rich culinary traditions of India, Pakistan and Afghanistan. Our restaurant offers a harmonious fusion of flavors, aromas, and hospitality, inviting guests on a culinary journey through three culturally rich regions. Our menu showcases an exquisite array of dishes, carefully curated to represent the diverse culinary heritage of India, India, India, India, India, Pakistan and Afghanistan. From savory kebabs and fragrant biryanis to succulent kabobs and delicate Afghan stews, each dish is a testament to our commitment to authenticity and quality.
- *Business History:* Mr. Riaz started his culinary journey 20 years ago. His unique culinary expertise and passion for food motivated him to open Lal Qila. Mr. Riaz's vision for the restaurant was to provide not only delicious cuisine, but also provide a welcoming atmosphere and a center for the community to gather with their families and friends. Mr. Sayed Hamed and his wife Hadia Jaffery who have acquired Lal Qila from Mr. Riaz has nine years of experience in the restaurant business and is the successful owner of the popular Garbanzo Mediterranean Fresh Fast Casual restaurant in Saint Louis Clayton. Sayed's degree in business has equipped him with the knowledge and skills to excel in the industry.

His vision is to further elevate Lal Qila's reputation and offerings under his leadership, enhancing Lal Qila's unique blend of flavors from Indo-Pak and add Afghan culinary traditions. His expertise in the restaurant industry and passion for food will continue to uphold the restaurant's reputation for quality and authenticity as Lal Qila Cuisine continues to delight diners with its delicious cuisine and welcoming ambiance.

- *Menu Offering:* Our menu features a diverse selection of dishes that highlight the distinctive flavors, spices, and cooking techniques of India, Pakistan and Afghanistan. From traditional Indo-Pak favorites like biryanis, kebabs, and karahis to Afghan specialties such as Kabuli Palau, Manto and Bolani; each dish is thoughtfully crafted to showcase the best of both cuisines. We also offer a variety of vegetarian, vegan, and gluten-free options to accommodate diverse dietary preferences.
- *Ingredients and Quality:* At Lal Qila, we prioritize the use of high-quality ingredients sourced from trusted suppliers to ensure the freshness and authenticity of our dishes. From premium cuts of meat and fresh produce to aromatic spices and fragrant herbs, every ingredient is carefully selected to enhance the flavors and textures of our cuisine.
- *Ambiance and Atmosphere:* Our restaurant provides a welcoming and inviting atmosphere that reflects the cultural influences of India, Pakistan and Afghanistan. The decor features elements such as vibrant colors, intricate patterns, and traditional artwork, creating a visually stunning backdrop for diners to enjoy their meals. Whether guests choose to dine in our elegant indoor seating area or our charming outdoor patio, they can expect a comfortable and memorable dining experience.
- *Customer Service:* At Lal Qila, customer satisfaction is our top priority. Our attentive and friendly staff members are dedicated to providing exceptional service to every guest, ensuring that their dining experience exceeds expectations. From greeting guests with a warm smile to accommodating special requests and dietary restrictions, we strive to create a welcoming and hospitable environment for all patrons.
- *Community Engagement:* As a locally owned and operated business, we are committed to actively engaging with the community and supporting local initiatives. We regularly participate in charity events, cultural festivals, and other community gatherings to promote cultural awareness and celebrate diversity. Overall, Lal Qila Indy is more than just a restaurant; it is a culinary destination where guests can savor the flavors of India, Pakistan and Afghanistan while experiencing the warmth of hospitality and the richness of tradition.
- *Location Rationale:* Lal Qila Restaurant is strategically located at 15222 Manchester Rd., Ballwin, MO 63021, ensuring easy accessibility and visibility for both locals and tourists.

Our prime location allows us to attract a diverse clientele and capitalize on the bustling foot traffic in the area. Whether guests are exploring the city or seeking a delicious meal, our restaurant's central location makes it a convenient and inviting destination for all. Lal Qila stands out among international cuisine restaurants by offering a unique fusion of Indo-Pak and Afghan flavors. While many international cuisine restaurants focus on single national cuisines, we celebrate the diversity of India, Pakistan and Afghanistan, combining traditional recipes with modern culinary techniques to create an exceptional dining experience. Our menu reflects the richness and complexity of these culinary traditions, appealing to adventurous food enthusiasts and those seeking a taste of the exotic. Whether guests are craving the bold spices of Indo-Pak cuisine or the subtle elegance of Afghan dishes, they will find an exciting array of options at Lal Qila Restaurant made from scratch and organic ingredients.

### **Market Trends and Growth Projections:**

1. *Increasing Demand for Ethnic Cuisine:* There is a growing appreciation for diverse flavors and global cuisine, with consumers seeking authentic and exotic dining experiences. Lal Qila is well-positioned to capitalize on this trend by offering a unique fusion of Indo-Pak and Afghan flavors that cater to adventurous food enthusiasts and those looking to explore new culinary horizons.

3. *Health and Wellness:* With an increasing focus on health-conscious eating, consumers are seeking options that are fresh, nutritious, and made with high-quality ingredients. Lal Qila meets this demand by offering a menu that includes a variety of healthy choices, including vegetarian, vegan, and gluten-free options, without sacrificing taste or flavor.

4. *Growing Interest in Cultural Experiences:* There is a rising interest in exploring different cultures through food, leading to increased demand for authentic ethnic restaurants. Lal Qila's celebration of Indo-Pak and Afghan cuisine provides guests with an opportunity to immerse themselves in the culinary traditions and cultural richness of these regions, appealing to a diverse audience seeking unique dining experiences.

5. *Expansion Opportunities:* With its innovative concept and strong market positioning, Lal Qila has significant growth potential beyond its initial location. As consumer interest in ethnic cuisine continues to rise and the demand grows, there are opportunities to expand into new markets and establish additional locations, both locally and regionally.

Overall, Lal Qila is poised for success in the dynamic and evolving restaurant industry, capitalizing on market trends and meeting the needs of discerning consumers seeking authentic, flavorful, and memorable dining experiences.

6. *Inclusivity*: Inclusivity is a core value at Lal Qila, and we strive to create a welcoming and inclusive environment where everyone feels respected, valued, and celebrated. We believe that diversity enriches our community and enhances the dining experience for all guests.

7. *Accessibility*: We are committed to ensuring that our restaurant is accessible to all individuals, regardless of their physical abilities. Our facilities are designed to accommodate guests with disabilities, including wheelchair ramps, accessible seating, and restroom facilities.

8. *Cultural Sensitivity*: We recognize and respect the diverse backgrounds and cultural traditions of our guests. Our staff undergoes cultural sensitivity training to ensure that all guests feel welcome and respected, regardless of their ethnicity, religion, or cultural background.

9. *Dietary Accommodations*: We strive to accommodate the dietary preferences and restrictions of all guests, including those with food allergies, sensitivities, or special dietary requirements. Our menu includes a variety of options to cater to different dietary needs, including vegetarian, vegan, and gluten-free choices.

10. *Community Engagement*: We actively engage with and support diverse communities within Ballwin and beyond. From participating in cultural events and festivals to partnering with local organizations and charities, we strive to celebrate diversity and promote inclusivity in all aspects of our business.

10. *Catering Services*: In addition to our restaurant dining experience, we offer catering services for special events, parties, and gatherings. Whether it's a corporate luncheon, wedding reception, or private celebration, our experienced team can create customized menus tailored to meet the specific needs and preferences of our clients.

11. *Takeout and Delivery*: For guests who prefer to enjoy our delicious cuisine from the comfort of their own homes, we offer convenient takeout and delivery services. Our

online ordering platform allows customers to browse our menu, place orders, and schedule delivery or pickup at their convenience.

12. *Private Events and Functions:* We provide space for private events and functions, allowing guests to host memorable gatherings in our elegant and inviting restaurant setting. Whether it's a birthday party, anniversary celebration, or corporate event, our dedicated event planning team can assist with all aspects of event coordination, including menu selection, decor, and entertainment.

Overall, growth projections for the Lal Qila with impactful marketing, increasing customer base, potential market trend, rich flavors, cultural diversity and showcase in addition to healthy options is positive.

### **Marketing and Sales strategy**

At Lal Qila, we recognize the importance of effective marketing and sales strategies and we will strive to utilize every method and means to attract customers. We understand that it involves understanding its unique selling points, target audience, and competitive landscape.

1. *Identify unique selling points:* What sets Lal Qila apart from other restaurants is the authentic Indo-Pak and Afghan cuisine, the exceptional customer service, and the offerings of unique, inviting atmosphere.
2. *Target Audience:* Lal Qila's target audience are diverse including local residents, tourists, families, couples looking for a special dining experience or a venue for gathering and celebrations.
3. *Online Presence:* We establish a strong online presence through a professional website and active presence on social media platforms like Facebook, Instagram, and Twitter, sharing enticing visuals of Lal Qila's dishes, behind-the-scenes glimpses, customer testimonials, and special promotions to engage and attract potential customers.
4. *Local Marketing:* We optimize Lal Qila's website and online listings for local search which includes using relevant keywords, optimizing Google My Business profile, and encouraging positive reviews from satisfied customers to improve visibility in local search results.
5. *Content Marketing:* we create and present valuable and relevant content related to Indo-Pak Afghan cuisine, culture, and dining experiences, including blog posts, recipe videos, cooking tips, and cultural insights shared through the restaurant's website, blog, and social media channels to establish Lal Qila as an authority in the industry.

6. *Special Events and Promotions:* we organize special events, theme nights, and promotions to attract diners and create buzz around Lal Qila. This could include hosting live music performances, celebrating festivals with special menus, offering discounts for loyal customers, and partnering with local influencers or food bloggers for collaboration opportunities.
7. *Email Marketing:* we build and nurture relationships with customers through email marketing campaigns. Collect customer email addresses through reservations, loyalty programs, or online sign-ups, and send regular updates, exclusive offers, and personalized recommendations to keep them engaged and encourage repeat visits.
8. *Community Engagement:* We are involved in the local community by participating in events, sponsoring charity initiatives, or collaborating with other businesses. This not only helps Lal Qila build goodwill but also increases brand visibility and attracts potential customers who share similar values.
9. *Customer Feedback and Reviews:* Encourage customers to leave reviews and provide feedback about their dining experience at Lal Qila. Monitor and respond to reviews promptly, whether positive or negative, to show appreciation for customer feedback and address any concerns professionally.
10. *Measure and Adapt:* Continuously monitor the performance of our marketing efforts using metrics like website traffic, social media engagement, reservation bookings, and customer feedback. Use this data to evaluate the effectiveness of your strategies and make necessary adjustments to optimize results over time.

In conclusion, by implementing a comprehensive marketing strategy tailored to Lal Qila's unique strengths and target audience, the restaurant can effectively attract and retain customers, drive foot traffic, and increase revenue.

## **Ownership**

Partners wife and husband

Hadia Jaffery; Vice President, CEO

SayedHamed Abdali: Vice President and General Manager

## **Management team**

Hadia Jaffery; Vice President, CEO

SayedHamed Abdali: Vice President and General Manager

## **Management and Organization**

We understand that managing and organizing a restaurant effectively involves various aspects, from operations and staffing to customer service and financial management.

1. *Menu Planning and Pricing:* our menu reflects the restaurant's concept, target audience, and culinary expertise. It ensures variety, quality ingredients, and appropriate pricing to meet customer preferences and profitability goals.
1. *Supplier Management:* we establish relationships with reliable suppliers to ensure consistent quality and timely delivery of ingredients and supplies. Negotiate favorable terms and monitor inventory levels to minimize waste and control costs.
2. *Kitchen Operations:* we streamline kitchen operations to optimize efficiency and maintain food quality and safety standards. This includes organizing workstations, implementing standardized Indo-Pak and Afghan recipes and portion sizes, and training kitchen staff on proper food handling techniques.
3. *Front-of-House Management:* we create a welcoming atmosphere for Lal Qila's guests through attentive service, clean and well-maintained facilities, and attractive table settings. We train our front-of-house staff to provide excellent customer service, handle reservations, and address customer inquiries and complaints professionally.
4. *Staffing and Scheduling:* we hire and train competent staff members and Indo-Pak Afghan expert chefs who align with the restaurant's values and service standards. We develop employee schedules that balance labor costs with peak service times and staffing needs.
5. *Training and Development:* We invest in ongoing training and development programs to enhance employee skills, product knowledge, and job satisfaction. We provide opportunities for advancement and recognition to foster loyalty and commitment among staff members.
6. *Reservation and Seating Management:* We implement a reservation system to manage table bookings efficiently and optimize seating arrangements during peak hours. At Lal



Qila we balance walk-in customers with reserved tables to maximize seating capacity and minimize wait times.

7. *Financial Management*: at Lal Qila we maintain accurate records of income and expenses, including food and beverage costs, labor costs, and overhead expenses. We monitor key financial metrics such as revenue, cost of goods sold, and profit margins to identify areas for improvement and ensure financial sustainability.
8. *Marketing and Promotion*: we develop marketing strategies to attract new customers and retain existing ones as emphasized earlier. We utilize a mix of online and offline marketing channels, such as social media, email marketing, advertising, and promotions, to raise awareness and drive foot traffic.
9. *Quality Assurance*: We implement quality control measures to consistently deliver high-quality food and service to customers. Conduct regular inspections, gather feedback from customers and staff, and take corrective actions as needed to address any issues or areas for improvement.

By effectively managing and organizing these aspects of restaurant operations, at Lal Qila we create a positive dining experience for customers, maximize efficiency and profitability, and build a strong reputation in the competitive restaurant industry.

### **Menu popular offerings:**

#### Appetizers

*Mantu/Manti*: Minced beef dumplings, onions, carrot, and peas; topped with garlic yogurt, and mint.

*Bolani*: stuffed flatbread with potatoes, tons of green onion, fresh herbs, and warm spices

*Burane banjan*: Roasted eggplant, garlic yogurt, mint served with fresh naan

*Hummus*: Mashed chickpeas, tahini, garlic, olive oil and a touch of lemon juice.

*Vegetable Samosa*: Crisp Patties stuffed with Potatoes & Peas (4 pcs)

*Falafel*: deep-fried ball of ground chickpeas and spice served with tahini sauce (4 pcs)

#### Entrees:

##### Rice Specialty:

*Kabuli Palau*: Lamb shank topped with afghan long grain rice, caramelized carrots and raisins

*Chicken Biryani*: Rice with pieces of chicken cooked in aromas of spices, herbs & caramelized onions.

*Mutton/Goat Biryani*: Spicy long grain rice with pieces of goat meat cooked in aromas of spices, herbs & caramelized onions.

*White Saffron Rice*: Plain rice with a touch of aromatic saffron with two skewer of koobidah or beef tikka kabob

*Shinwari Karahi*: Chicken with bone and special blend of species, tomato, onion and Jalapenos.

Kabob and Naan:

Each entree comes with one naan, sauce and grilled onion, tomato, and piece of lemon.

*Beef seekh Kabob*: grilled pieces of beef marinated with special herbs and spices

*Beef Koobideh*: grilled ground beef marinated with special herbs and spices

*Chapli kabob*: Fried meat patties

*Shami Kabob*: grilled pieces of beef marinated with special herbs and spices

*Chicken Tikka Rashmi and Chicken Tikka Tandoori*

Side dishes:

Plain rice

fries

Roasted salmon with butter and special spices

Garlic and butter naan

Salad:

Greek salad

Kabuli salad

Channa salad

Deserts:

Alibaba Ice cream:

Firni

Rice pudding

Baklawa

Afghan Chalibi

Ice Cream:

Alibaba ice cream; flavored ice cream topped with fresh fruits and pistachio/walnut

Saffron pistachio ice cream

Mango ice cream

Juice:

Mango Lassi

Freshly squeezed orange, passionfruit (grapefruit, mango and a touch of orange and honey) and green exotic juice (kale, mint, avocado and a touch of lemon and honey)

In conclusion, we are confident that by adding Afghan traditional dishes and taste, our expertise in the restaurant industry and applying our knowledge we will take lal Qila to another level of success, inviting a wide range of customers who will enjoy the welcoming, unique dining experience.

