Black Dog Bistro

1. Executive Summary

Black Dog Bistro is a premium bistro and catering company located in Mount Vernon, TX, dedicated to the philosophy of "Whole Ingredients, Real Food.", with a focus on global flavors fused with Southern techniques. We serve local professionals, lake residents, and visitors with scratch-made meals. Beyond food, our mission is dual-purpose: to reinvest profits into the Franklin County community and to serve as a "teaching kitchen" for local youth, providing hands-on experience in culinary arts and entrepreneurship.

2. Company Overview

Mission: To nourish and introduce Mount Vernon to new flavors, through honest and approachable food, community service, and mentorship.
Legal Structure: DBA
Location: The I-30 corridor for a much needed casual dining experience on the south-side of town, with quicker access to the lake communities.
The "Real Food" Promise: No highly processed fillers, seed oils, or artificial preservatives. We focus on "S3S" (surfaced 3 sides) sourcing—meaning our ingredients are intentionally sourced, whole, and prepared in-house.

3. Market Analysis

Target Segment 1: Local Business & Government. The blue collar workers, banks, local P.D., school campus, and local shops need reliable, high-quality dining options and "box lunch" catering for meetings and events.
Target Segment 2: The Lake Community. Residents at Lake Cypress Springs and Lake Bob Sandlin often seek premium, "grab-and-go" catering for weekend hosting, boat outings, and private dinners.
The Gap: While Mount Vernon has traditional fast-food dining, there is a shortage of "clean label" deli options that offer both sophisticated global flavors and a social mission.

4. Products & Services

The Deli: Heritage-breed smoked meats (house-cured meats), artisan breads, global flavors, and vibrant salads.
Wedding Catering: Able to feed large groups while maintaining a high standard of service and quality (200+ ppl)
Business Catering: "The Boardroom Menu"—curated sandwich platters, seasonal sides, and house-made sweets delivered to Mount Vernon offices.
Lake Provisions: "Boat Bags" and "Weekend Cooler Packs"—pre-chilled, high-end meals designed for easy transport to the water or enjoyed as an “In Home Chef” experience
Education Program: A structured internship for high school students covering:
Culinary: Knife skills, food safety (ServSafe), and scratch cooking.
Management: Inventory, NAICS coding, P&L statements, and pride in customer service

5. Operations Plan

Sourcing: Partnering with regional suppliers (e.g., 44 Farms for beef) to ensure "Whole Ingredient" integrity.
Equipment: High-end commercial tools for efficiency and professional-grade smokers for house-prepared meats.
Technology: Cloud-based POS (e.g., Square) to track growth rates, guest counts, and average check sizes.

6. Community & Social Impact

The Give Back Promise: A fixed percentage of monthly net profit donated to local Mount Vernon charities or “given back” through food giveaways in select housing districts, but open to all (utilizing our food truck)
Youth Mentorship: Unlike a standard part-time job, Black Dog Bistro employees under 21 enter a "Junior Partner" track, learning the "why" behind business decisions, and the opportunity to learn from a classically trained Chef.

7. Marketing Strategy

Hyper-Local: Heavy presence at Mount Vernon Community Events and sponsorship of Franklin County school events, as well as, youth sports programs.
Digital: Instagram/Facebook-heavy marketing focusing on the "process"—showing whole primal

cuts of meat being prepared and start to finish “behind the scenes” recipes.
The "Lake Route": Targeted Facebook ads for zip codes 75457 and 75480 during peak summer months.

8. Financial Projections

Financial Projections: Year One
Annual Sales Target: $318,426
Average Monthly Revenue: ~$26,535**1.**
Revenue Stream Breakdown:
To hit this number, Black Dog Deli will rely on three distinct "buckets" of income:
Deli Counter (Walk-in/Lunch): 55% ($175,134)
Targeting the business crowd and locals.
Average Check: $18.50 (Sandwich, side, drink).
Daily Volume: Needs ~32 customers per day (based on a 6-day week).
Business & Wedding Catering: 25% ($79,606)
Targeting Local Wedding Venues, the schools, and local medical offices.*Average Order:* $250.00.
Monthly Volume: Needs ~26 catering orders per month (roughly 6 per week).
Lake Provisions & Weekend Platters: 20% ($63,685)
Targeting Lake Cypress Springs/Bob Sandlin (High-volume Thursday–Sunday).
Average Order: $325.00.
Weekly Volume: Needs ~4 orders per week.
Growth Goal: Aiming for a 10-15% year-over-year growth by expanding the catering footprint to