

*the*  
**CORNER**  
  
**TABLE**  
fork responsibly

The Table is a collective of passionate individuals who strive to bring the most vibrant food to Columbus, Ohio. Products straight from farmers, artisans & our house baked goods & charcuterie.

Genuine & authentic food made with love.

Our mission is to be conscientious consumers.

The nose to tail concept starts in the kitchen, collaborates with the bar & continues into our environment.

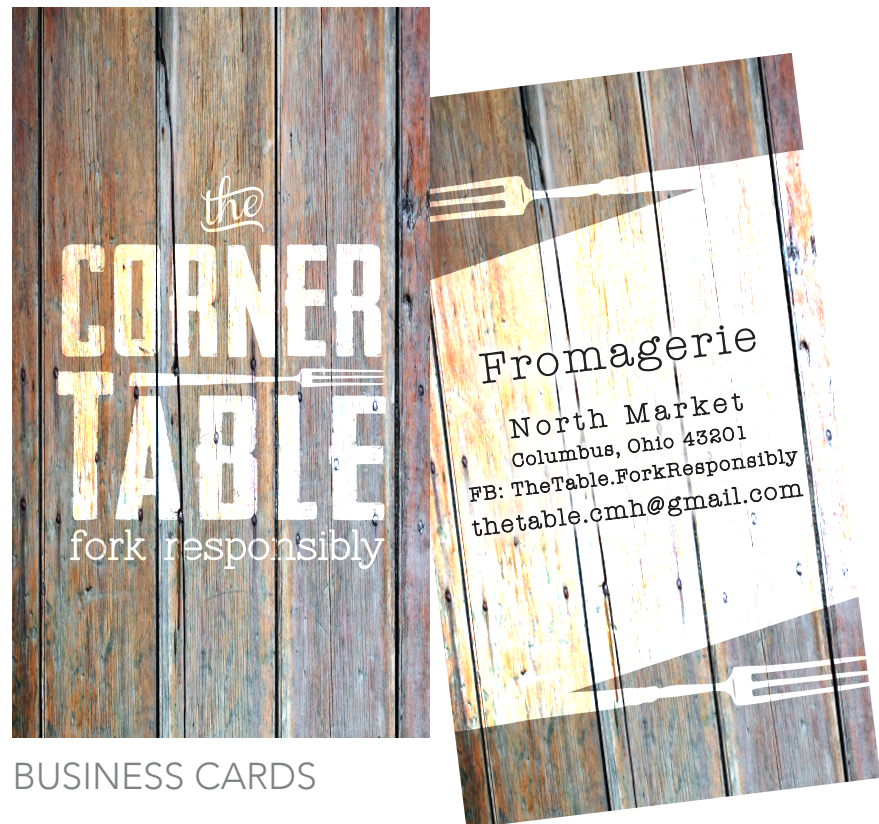
We strive to collaborate with our community.

Building business with our neighbors.

the  
CORNER  
TABLE  
fork responsibly



MENU



BUSINESS CARDS

**Milk**

**Cow milk cheeses** are as varied and rich as the producers who make them around the world. Starting with a base of rich, mild cow's milk, cheesemakers then let their imaginations loose to create cheeses that can be creamy and sweet or hard and salty, with everything in between. Depending on other ingredients added, cow milk cheeses is typically mild in flavor, but can range widely.

**Goat milk cheese** is one of those foods that can light up the eyes of a gourmand. The slightly sour, characteristic aroma invades the senses, while the enveloping, unmistakable flavor overwhelms the palate with mouthwatering taste. With an endless variety of the best goat milk cheese available in the market, a chevre aficionado can here find goat cheeses for all tastes, from young and fresh, to old and crusty, all delicious!

**Sheep's or ewe's (the female sheep) milk cheese** is a cheese more typically found in mountainous areas where cow rearing is difficult or impossible. It has a slightly sweet taste and is high in calcium and zinc. Sheep cheese can fall into many different categories, such as fresh, soft, veined and pressed, so the selection is incredibly varied. The more traditional sheep cheeses hail from Spain and Portugal (dry mountain regions), but also from Greece where Feta is wildly popular.

**Buffalo milk cheeses** made from the milk of the water buffalo, like the classic Mozzarella di Bufala have a very distinctly sweet, smooth and rich flavor, different than cow's milk, incredibly delicious and pairing wonderfully with cured meats like Prosciutto de Parma and Jamon Iberico.

**Cheese**

**Comté (Pronounced kom-TAY) \$24/lb**  
Comté is a firm pressed cheese made from the raw milk of red and white Montbéliard cows in the Jura Mountains of France in Franche-Comté. The cheese is produced in small, cooperative dairies, known as "fruitières" which collect the milk from farms within 15 miles distance only. Comté is the most popular DOP cheese in France, and it is claimed that there are more than 83 distinct flavors in Comté, including apricot, chocolate, butter, cream, and grilled bread. Jura wines make a classic pairing for Comté, as well as Rieslings, Muscats, well with cider. Please note: Because our cheeses are cut by hand exact weights may vary slightly.  
Type- Cow Country- France

**Fourme d'Ambert (Pronounced dom-BEHR) \$19/lb**  
Fourme d'Ambert is a rich and creamy cow milk blue from the Auvergne region of France. It has a thin, yellowish rind mottled with sandy molds. Its interior is bone white with distinctive bluing. Although its scent is very earthy, Fourme d'Ambert has a creamy, mild flavor with a slight nutty finish. The paste is both soft and smooth. Try this cheese with sweet Sauternes as a dessert course or as a light meal accompanying a salad and slice of crusty bread. Please note: Because our cheeses are cut by hand exact weights may vary slightly.  
Type- Cow Country- France

**Chabichou du Poitou (Pronounced shab-bee-SHOO duh pwah-TOO) \$16**  
Chabichou du Poitou is one of the older French cheeses. It won Appellation d'Origine Contrôlée (AOC) in 1990 guaranteeing the authenticity of its origin. It is made in the very limited geographic area above the chalky soils of the threshold of Poitou, halfway between Paris and Bordeaux. The size of a wine tumbler, Chabichou has a crinkly skin and a dense, chalky paste that melts in the mouth. Delicious and firm, with a lingering, tangy finish, Chabichou pairs beautifully with Sauvignon Blancs, Pouilly-Fumé, Sancerres and Muscadets from the region, as well as most white wines. One piece weighs approximately 6 ounces.  
Type- Goat Country- France

**Charcuterie**

Soppresata Siciliano: \$25/lb  
Finocchiona Salame: \$20/lb  
Calabrese Salame: \$20/lb  
Veneto Salame: \$20/lb  
Genoa Salame: \$25/lb  
Dry Cured Chorizo: \$20/lb  
Salame! Picante: \$20/lb  
Cacciato's Salame: \$20/lb  
Salame Cotto (fresh product): \$16.25/lb

Salumi:  
Coppa Rossa: \$25/lb  
Coppa Romana: \$25/lb  
Lonz: \$32/lb  
Lochetto (Specialty-Limited Production): \$45/lb  
Guanciale: \$16.25/lb  
Pancetta: \$16.75/lb  
Lardo: \$27.50/lb  
nduja: \$25/lb  
Culatello (Specialty-Limited Production): \$65/lb

Fresh Products:  
Dry Cured Bacon: \$9/12oz  
Fiama Salsiccia (links): \$9/lb  
Bolognese Salsiccia (links): \$9/lb  
Diavoli Salsiccia (links): \$9/lb  
Chorizo (bulk): \$7/12oz  
Breakfast Sausage (bulk): \$8/lb  
Pate  
Jamon Iberico  
Other cured meats, pates and mousses  
Brands/Suppliers: House cured, Hudson Valley, La Tienda, La Quercia, Creminelli, etc  
Accompaniments (preserves, spreads)



- Picnics To Go
- Grab & Go Salads
- Jellies
- Pâté
- Caviar
- Olive Oil
- Pickled Vegetables
- Sweet Treats



The Table prides itself on providing an awesome dining experience! Our genuine and passionate staff present our craft in a comfortable tone. They guide our guest thru dinner, sharing knowledge and experiences in a kind confident manner.

The Corner Table will maintain this standard to give our North Market guest an enjoyable taste of The Table experience. Service with a smile, neighborly collaboration & a forking good time!



SERVICE COUNTER



SNEEZE GUARD



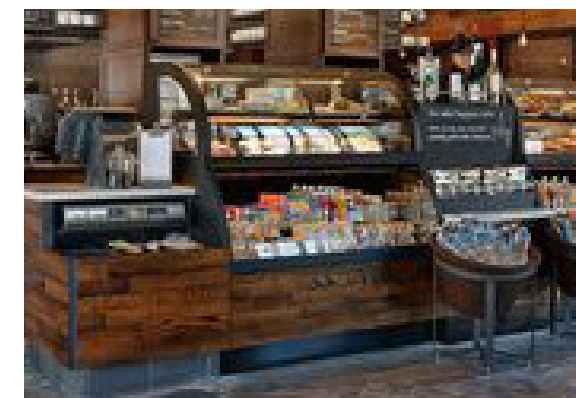
TASTING SERVICE

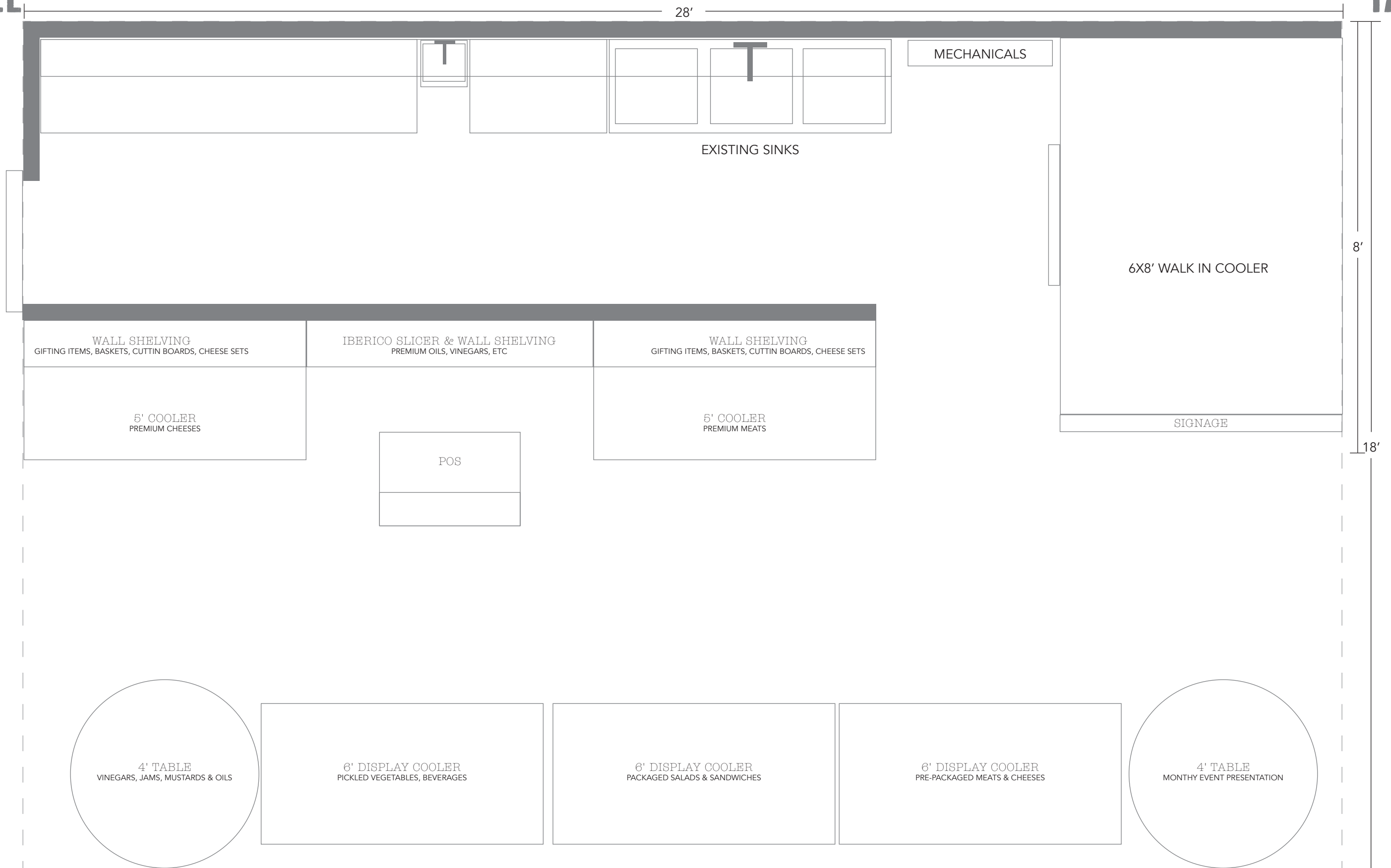


MATERIALS & COLOR



LIGHTING

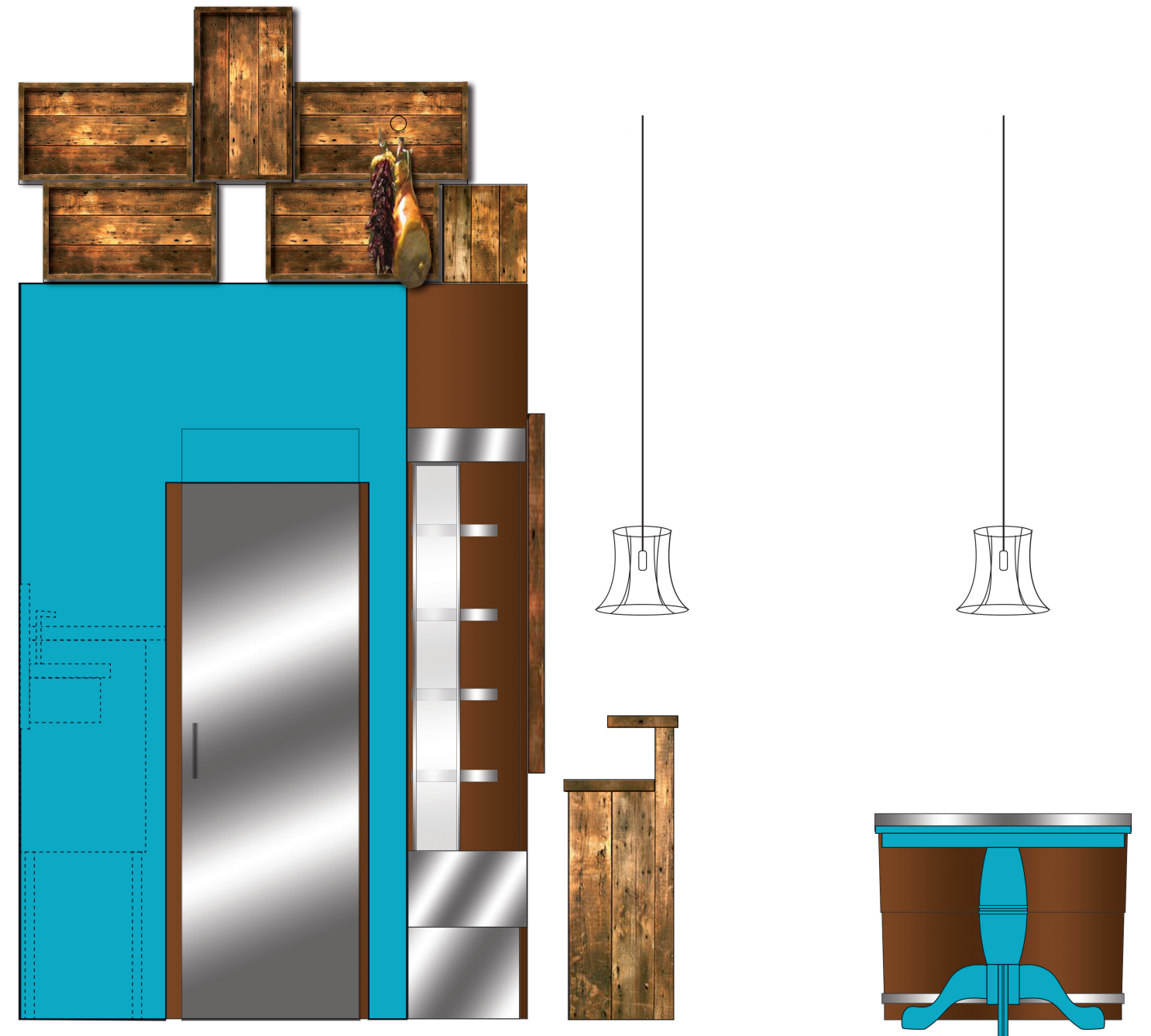
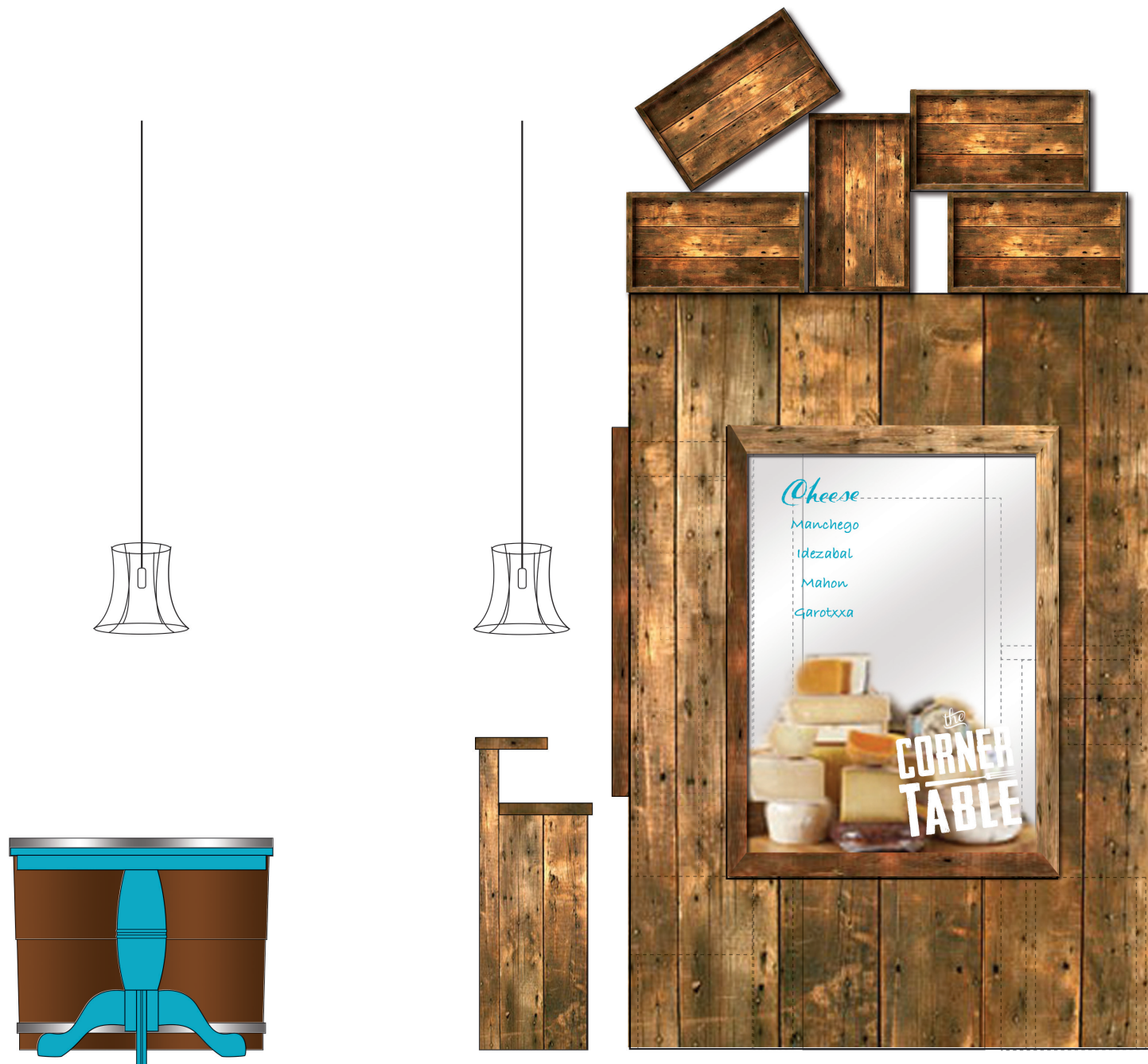






*Gusto*  
a month of  
Spanish inspired charcuterie & cheese

<i>Meat</i>	<i>Cheese</i>
Lomo embuchado	Manchego
Cantimpaloc	Idezabal
Pomploma Belly	Mahon
Chicken Liver	Garotxxa
Sobrasada	





Our Partners: Local Farms

- |                             |                       |
|-----------------------------|-----------------------|
| Holistic Acres              | Coastal Local Seafood |
| Urban Farms of Central Ohio | Bluescreek Farm       |
| Snowville Creamery          | Ohio Pasture Proud    |
| Brigman Farms               | Giggling Hen          |
| Jackie O's Farm             | Urban Farm            |
| Blossom Acres               | Kennedy Beef & Lamb   |
| Folsom + Pine               | Stauf's Coffee        |
| Turkeyfoot Creek Creamery   | MiddleWest Spirits    |
| Summerford Farms            | Watershed             |
|                             | 7th Son Brewing       |
|                             | Finca Chocolatier     |



# North Market Proposal

---

The Table is a collective of like-minded individuals who have the talent & desire to bring the most vibrant food to Columbus, Ohio. Products are purchased directly from farmers, artisans as well as our very own bakery & charcuterie. Genuine & authentic food. Our products are sourced locally as much as possible; when not available thru local resources we look to global vendors offering products with a conscious approach to their craft. Fork responsibly is not just our motto, but the foundation of The Table.

We would like to present our fromagerie, The Corner Table. We aim to carry the philosophy of The Table forward at the North Market. The Market also has an authentic foundation and we share many of the same passions and beliefs. Cheese is an integral part of the food business. Curds & Whey is the only shop in Columbus that provides an array of dairy and other fine products. We aspire to respect their history and grow it to another level. Cheese and charcuterie can be very daunting for the average consumer. What is cow's milk vs. sheep's milk? What can I substitute? Why are these cheeses so funky? What pairs well with it? What is charcuterie? Most people do not know what questions to ask or afraid to ask. Between The Convention Center and business downtown, The North Market is flooded with people, but these people come from all different walks of life. We want to make these foods people friendly. Take the snobbery out of them. We would like to arm people with knowledge, help to grow their taste profiles and give them over all an awesome experience.

The Corner Table will maintain the welcoming integrity of The Table with a slightly more modern twist that will be compatible with the new direction of the Market. We will continue to carry a plethora of existing cheeses, add our local vendors and open the diversity of cow's milk, sheep's milk, etc. The Table will provide its house crafted charcuterie in addition to Iberico hams, Hudson Valley Foie, olive oils, caviars, preserves, etc. Aside from The North Market's local shoppers, we are aware of the saturation of people walking through for conventions and limited time for quick lunch breaks. We will provide grab & go sandwiches, salads, cheese and charcuterie plates that are pre-packed or can be put together on the fly. We want to provide a comfortable environment for people to enjoy a cheese plate or charcuterie board, a sandwich or salad, or just stroll through for a tasting. We have an existing relationship with Barrel & Bottle, to have cheese and meat pairings with wine and beer. The North Market Spices are already written into our recipes for most of our curing and preserves, Bluescreek Farms provides most of our meats and we hope to partner with many more vendors within the market.

We begin with the word local. As children, for Jennifer in Ohio and Sang in India, local was assumed when it came to the good food on the table. When it came from our backyards, all the better. But somewhere in the hustle of growing up, we came to the realization that food was changing or had already changed. Apples from Ohio were passing apples from Washington in distribution and being sold on opposite side of the country. This did not make sense to any of us—particularly when we learned that this practice had become the way of food. On a smaller scale, it has become more and more difficult to find sweet corn that used to be sold on the side of the road, just 10 minutes outside of Columbus. Then it was just gone. Our food has been replaced by packaged, processed, hormone and chemical poisoned 'food'.

The Corner Table will offer a unique menu of simple, artisan and local foods, as well as a market offering local and gourmet food products, not found at the neighborhood grocery. Cheeses, fresh bread, preserves, pickled vegetables, local fruits and vegetables, local dairy products, cured meats, olive oils, caviars, and daily tastings prepared in-house are some of the unique products that set our fromagerie apart from the others nearby.

We will seek financing to grow our business into an established fromagerie and market place for the greater Columbus community. Our financial plan is based on conservative estimates for responsible growth and sustainability, profiting all stakeholders in the community. We fully commit to supporting our city's economy, our land's ecosystem and our customer's spirits. All are welcome at The Corner Table to fork responsibly.

## Mission Statement

Our goal is to achieve and maintain such distinction in food, beverages, service, and atmosphere that the fromagerie gains a first-class reputation for gastronomy, genuine, informed hospitality and a warm, attractive environment that draws new and loyal customers year after year.

Additionally, we desire to maintain awareness of and act on our responsibilities to be good corporate citizens and "provide a safe, clean and attractive place for guests to enjoy and for employees to work in. We will ensure ecologically sound management practices at the restaurant and in our community." The Table undertakes meaningful involvement in selected charitable activities in our community. We will achieve the above whilst upholding staff policies and practices that promote a fair and positive work environment and maintain excellent environmental stewardship.

\*Winner of the GreenSpot Award for Medium Sized Business

\*Multiple Open Table Monthly Diner's Choice Awards

## The Opportunity

The Columbus market, in particular Downtown, Short North and University District offers a neighborhood that is a perfect opportunity for a restaurant to thrive in. Our location at The North Market is a thruway from 670, I-71 and 315 highways, allowing morning and evening commuters a convenient place to stop by for breakfast, lunch and dinner, as well as a prominent shopping and gathering place for the Convention Center guest.

We fully understand that we enter a competitive market and will build our plan for growth around advertising and promotional efforts to align with our Brand. We create genuine marketing elements to emotionally connect with our market, participate in community efforts and great environmental achievements. However, our products will speak for themselves; their creative integrity and high quality will be responsible for maintaining loyal guest and attract new business. Decades of experience in the restaurant industry in Columbus indicate to us that word-of-mouth in this town is the most powerful PR agent you can possibly hope for. We will give our community a good reason to talk about us!

## The Management Team

Both owners bring extensive experience, passion and ability to The Corner Table. Their team also includes an experienced baker, butcher and service team. The diverse backgrounds and strengths of the Co-Owners provide the stability essential to a small business. Responsibilities have been clearly established in our Operation Agreement. We will hire a team of 4 people to start-up and to aptly cover our hours of operation and daily duties.

### **Sangeeta Lakhani, Owner, Chief Executive Officer**

Sangeeta is responsible for the overall start-up duties and the daily operation of the business. As the CEO, she will carry out the licensing process, secure financing of operational expenses, acquire and service retail accounts and direct the daily start-up operations. The CEO will also manage the kitchen and be responsible for all tasks related to the daily food preparation responsibilities. The CEO will also manage the day-to-day operations of the retail facility and sales. Sangeeta has had over 20 years of experience in cooking and restaurant management. She was educated in visual arts at the Columbus College of art and design which stoked her interest in food design. Taking her cue from that, Sangeeta attended the Certified chef program at Columbus State, and has been passionate about food since.

Over the last 20 years, Sangeeta has successfully managed a 24 hour campus staple, Hounddog's Pizza and it's adjoining bar and music venue. After interning at the New Albany Country Club, she ventured into opening her own restaurant and bar in Columbus' Short North area, Bodega Cafe and Carryout. Bodega has received many accolades since it's conception in 2004, the most recent being, Best Local Bar, awarded by the Small Business Beanstalk. Sangeeta is now Co-Owner and Head Chef of The Table. She has developed a substantial network in the community over the years and works closely with the SNBA, Dine Originals and Local Matters.

### Jennifer Marlatt, Owner, Chief Marketing Officer

Jennifer is responsible for the overall start-up duties including creative direction of all visual and environmental elements, manage the build out of space, and partner partner with the CEO in all aspects of successfully running the business. She will have an additional focus on managing the service staff, planning the marketing strategy of events, promotions, retail sales and community outreach.

Over the last 20 years, Jennifer has specialized in building many local and international brands. She created the logo for Bodega, all graphic assets for Barrio & L'etranger, developed new campaigns for Due Amici, Collier West. Jennifer has extensive front of the house experience in management and service working for many independently owned restaurants, such as Basi Italia, Rigsby's and Haiku. Her skills in brand positioning, events and service are earned from a wealth of experience in the amazing restaurants and leading retailers.

Jennifer is now Co-Owner, Chief Marketing Officer and Manager of The Table. Her brand work continues for Sekoia at Yoga on High, Lbrands and Haley + Co. She has developed a substantial network in the community over the years and works to collaborate within the community.

### Donte Allen, Lead Butcher, Charcuterie Wizard & Cheese Monger

Donte will be the primary producer of cured meats and handmade cheese that to be sold specifically at The Corner Table and The Table. His crafted products are a major strand in The Table's DNA. Donte has proven to be an integral member at Curds & Whey. His history in customer experience and vendors will continue to be a leading role as the fromagerie transitions and our business grows.

## Advertising, Promotions & Public Relations

Business and services of The Corner Table will be promoted via our existing network of social media, promotions via community events. Advertising by bartering with local media (magazine, newspapers, radio stations, tv stations, etc...) by which accomplishes promotion of our goods without financial burden. The Corner Table will also hold classes, events and tastings to create a buzz and grassroots following within our community. We already have an established brand in Columbus, which in a short time has already gained nearly 3,900 followers on Facebook, over 600 Instagram followers and have begun our Twitter relationships. 10 year old relationships with Bodega patrons and media assist in exposure and word of mouth.

## Direct Competition

We are fully aware that Columbus is a growing market, and with that comes competition. For our specialty foods concept, our main competitors would be Whole Foods and Hills Market. Neither of the stores are in the immediate vicinity. Both places have customer loyalty, just as The North Market does but, neither get the same foot traffic as The North Market.

Our prices will be very competitive and our product line will be very diverse. Whole Foods and The Hills only cater to a very specific clientele. We focused on growing the wholesale business that Curds & Whey has already established. The Corner Table will also introduce cheese of the month club, pairings, gourmet picnic baskets, etc. that neither of the other stores or Curds & Whey offers.

## Strategic Alliances

It takes a village to raise a small business. We have spent the last 20 years building and maintaining lasting business and personal relationships that have created a stable network to depend on and help grow our new company.

### MARKETING:

The Short North Business Association

The Columbus Dispatch Food Editorials Local Matters

Edible Columbus Magazine

CD 102.5 Radio Station

The Small Business Beanstalk

Couchfire Collective

Lbrands

## Legal & Accounting:

General Accountant: Jim Baldrick, CA

General Legal Counsel: Nellie So and Kevin Kinross, Bricker & Eckler, LLP

Realty Legal Counsel: Todd Reutzell, Bricker & Eckler, LLP

Product & Materials: Brett Rogers (Contractor for building & repair)

United Natural Foods Inc.: National distributor of natural food products

Euro USA: Ohio based distributor of natural and gourmet food products

Rinehart Food Service: Regional based distributor of food products

SanFillipo Produce Company: Local produce distributor

Hirsch Family Farms: Local family owned farm, growers of fruits and vegetables

Jorgenson Farms: Local family owned farm, herbs, honey, eggs and lamb

Rhodes Farms: Local family owned farm, fruits and vegetables

Ag Access of Ohio: Ohio farm to table distributor (grains, flours, maple syrup, honey, eggs, fruits and vegetables)

Bluescreek Farms: meat

Integration Acres: Ohio farm specializing in native produce (paw paw, persimmons, black walnuts, elderberries, livestock)

Snowville Creamery: Ohio dairy specializing in grass-fed dairy products

Oakvale Farmstead Cheese: Local dairy producing aged cheeses

Blue Jacket Dairy: Local dairy producing fresh cheeses

Stauff's Coffee Roasters: Local coffee roaster

Jeni's Splendid Ice Creams: Local ice cream company

Middle West Spirits Distillery: Our neighbors and distillers

Vintage Wine Distributor: Fine wine selections

Vanguard Wine Distributor: Fine wine selections

Rockmill Brewery: Local brewery specializing in Belgian style Ales

Seventh Son Brewery: Fastest growing local Brewery

Jackie O's Brewery: Ohio brewery crafting fine beers

Barrell & Bottle: Purveyor of fine wines and beer

Turkeyfoot Creamery: Ohio creamery specializing in cheeses

Finca Chocolatier: Local bean to bar chocolatier.

It is important to state that we already have working relations with a lot of the vendors at the Market. We purchase our spices from the The North Market Spice shop, most of our meats at Bluescreek and event flowers from North Market Blooms. We have supported Curds & Whey for over 10 years and great relations with Barrel and Bottle. It is very important to us for these relationships to flourish and cultivate new partnerships with other Market vendors. The fromagerie continue to incorporate as many of the vendors as we can, to making The Market and the Fromagerie a unique and awesome experience. We strive to collaborate with our community, building business with our neighbors.

# Price Point

The price point per head (\$20) has been determined by researching other similar businesses, and by calculating an average price point based on comparable businesses. Serving size per item (by weight) has been taken into account to ensure costs are covered by the price per item. We understand this pricing may change to reflect product cost fluctuation and adjustments in the economic environment. Please look at the Menu document for specific pricing.

## CUSTOMER GUIDE

### MILK

**Cow Milk Cheeses** are as varied and rich as the producers who make them around the world. Starting with a base of rich, mild cow’s milk, cheesemakers then let their imaginations loose to create cheeses that can be creamy and sweet or hard and salty, with everything in between. Depending on other ingredients added, cow milk cheeses is typically mild in flavor, but can range widely.

**Goat Milk Cheese** is one of those foods that can light up the eyes of a gourmand. The slightly sour, characteristic aroma invades the senses, while the enveloping, unmistakable flavor overwhelms the palate with mouthwatering taste. With an endless variety of the best goat milk cheese available in the market, a chevre aficionado can here find goat cheeses for all tastes, from young and fresh, to old and crusty, all delicious! Sheep’s or ewe’s (the female sheep) milk cheese is a cheese more typically found in mountainous areas where cow rearing is difficult or impossible. It has a slightly sweet taste and is high in calcium and zinc. Sheep cheese can fall into many different categories, such as fresh, soft, veined and pressed, so the selection is incredibly varied. The more traditional sheep cheeses hail from Spain and Portugal (dry mountain regions), but also from Greece where Feta is wildly popular.

**Buffalo Milk Cheeses** made from the milk of the water buffalo, like the classic Mozzarella di Bufala have a very distinctly sweet, smooth and rich flavor, different than cow’s milk, incredibly delicious and pairing wonderfully with cured meats like Prosciutto de Parma and Jamon Iberico.

### MAIN CATEGORIES

**Soft Cheese with Bloomy/Flowery Rind:** Soft-ripened cheese that have not been cooked or pressed that are exposed, sprayed, or injected with mold, ripen from the rind outward (Camembert). The outside forms a chalky, snowy white rind, which peaks out. The pate (interior of the cheese) is typically soft but firm, and varies from creamy white to yellow. Although flavors vary, bloomy rind cheeses tend to be quickly aged, which gives them a mild tangy flavor, thus rendering it a popular cheese for all tastes.

**Soft Cheese with Washed Rind:** Very similar to bloomy rind cheeses, they are made much in the same way, but the rind that develops is washed or rubbed off, and is a typically orangey crust (Reblochon).

**Natural Rind Cheeses:** Not exposed to mold nor washed (Morbier). This cheese uses its own coating to cover itself.

**Fresh Cheeses:** The milk is allowed to thicken, until it separates into whey and curd. The whey is drained, and curd is drained or shaped. Uncooked and unaged curd molded into shapes (fresh goat cheese) or left loose (cottage cheese, cream cheese, and ricotta). It is not matured, and is extremely mild, almost bland in flavor (although flavors vary). Usually unsalted.

**Fresh Soft Cheeses:** Unripened cheeses that have water content of 60-82%. Known as fromage blanc in France, these cheeses are made by lactic fermentation and are slowly drained. They normally have a low fat content, usually below 20%. Boursin, and Cervelle de Canut are examples of fresh soft cheeses.

**Blue-Veined/Blue Cheeses:** Injected with blue or green mold (Roquefort), this category of cheese is easily recognizable, both visually, and also due to the intense pungency of its aroma. The three most recognizable blues are by far Roquefort, Stilton, and Gorgonzola, which all vary in texture, from highly crumbly, to almost spreadable and smooth.

**Hard Paste Cheeses:** Ripened cheeses that have been cooked, pressed and aged for long periods of time (around 2 years or so) until they become very hard and dry (Parmesan, Pecorino Romano).

**Double and Triple Cream Cheeses:** Extra cream is added to the soft-ripened cheese. Triple crèmes must have a fat content of at least 75%, double crèmes 60%. Very creamy and rich, and smooth. Some triple cream and double cream cheeses undergo a ripening process, while others do not, but are cured for a few weeks and allowed to develop a bloomy or snowy rind. Examples: Brillat Savarin, Boursault. Occasionally, a blue cheese will fall under this classification if it is enriched with cream as well, such as Bacarian Blue.

**OFFERINGS** Description and pairings of Local and International cheeses

#### **Comté (Pronounced kom-TAY) \$24/lb**

Comté is a firm pressed cheese made from the raw milk of red and white Montbeliard cows in the Jura Mountains of France in Franche-Comté. The cheese is produced in small, cooperative dairies, known as “fruitières” which collect the milk from farms within 15 miles distance only. Comté is the most popular DOP cheese in France, and it is claimed that there are more than 83 distinct flavors in Comté, including apricot, chocolate, butter, cream, and grilled bread. Jura wines make a classic pairing for Comté, as well as Rieslings, Muscats, Gewürztraminers, and many of the softer red Bordeaux blends. Pairs well with cider. Please note: Because our cheeses are cut by hand exact weights may vary slightly. Type- Cow Country- France

#### **Fourme d’Ambert (Pronounced dom-BEHR) \$19/lb**

Fourme d’Ambert is a rich and creamy cow milk blue from the Auvergne region of France. It has a thin, yellowish rind mottled with sandy molds. Its interior is bone white with distinctive bluing. Although its scent is very earthy, Fourme d’Ambert has a creamy,mild flavor with a slight nutty finish. The paste is both soft and smooth. Try this cheese with sweet Sauternes as a dessert course or as a light meal accompanying a salad and slice of crusty bread. Please note: Because our cheeses are cut by hand exact weights may vary slightly. Type- Cow Country- France

#### **Chabichou du Poitou (Pronounced shab-bee-SHOO duh pwah-TOO) \$16**

Chabichou du Poitou is one of the older French cheeses. It won Appellation d’Origine Contrôlée (AOC) in 1990 guaranteeing the authenticity of its origin. It is made in the very limited geographic area above the chalky soils of the threshold of Poitou, halfway between Paris and Bordeaux. The size of a wine tumbler, Chabichou has a crinkly skin and a dense, chalky paste that melts in the mouth. Delicious and firm, with a lingering, tangy finish, Chabichou pairs beautifully with Sauvignon Blancs, Pouilly-Fumé, Sancerres and Muscadets from the region, as well as most white wines. One piece weighs approximately 6 ounces. Type- Cow Country- France

**OFFERINGS** Local and International Meats

#### **Foie Gras** (Fresh Foie, Micuit Foie, Fully Cooked)

Brands: Hudson Valley, Terriors D’Antan, Rougie Accompaniments (preserves, spreads)

#### **CHARCUTERIE** (examples)

##### **Salami**

Soppressata Siciliano \$25/lb  
Finocchiona Salame \$20/lb  
Calabrese Salame \$20/lb  
Veneto Salame \$20/lb  
Genoa Salame \$25/lb  
Dry Cured Chorizo \$20/lb  
Salametti Piccante \$20/lb  
Cacciatore Salame \$20/lb

##### **Salumi**

Coppa Rossa: \$25/lb  
Coppa Romana \$25/lb  
Lonza \$32/lb  
Fiocchetto (Limited) \$45/lb  
Guanciale \$16.25/lb  
Pancetta \$16.75/lb  
Lardo \$27.50/lb  
’nduja \$25/lb  
Culatello (Limited) \$65/lb

##### **Fresh Products**

Dry Cured Bacon \$9/12oz  
Fiama Salsicci-links \$9/lb  
Bolognese Salsiccia-links \$9/lb  
Diavolini Salsiccia-links \$7/12oz  
Chorizo-bulk \$8/lb  
Breakfast Sausage-bulk \$10/lb  
Pate  
Jamon Iberico

### OTHER CURED MEATS, PATES & MOUSSES

Brands/Suppliers: House cured, Hudson Valley, La Tienda, La Querca, Creminelli, etc Accompaniments Butters

Duck Fat

Truffles

CONFIDENTIAL- Not to be copied, distributed or disclosed without prior written consent Dirty Dishes, LLC Columbus, Ohio 43201

CONFIDENTIAL- Not to be copied, distributed or disclosed without prior written consent Dirty Dishes, LLC Columbus, Ohio 43201

## SPECIALTY PRODUCTS

Oils

Vinegars Mustards

Honey

Marcona Almonds Date and Memberillo Fig Cakes

Cheese Plates, with fruit, preserves, pickles, bread

Charcuterie Boards, with fruit, preserves, pickles, bread

Pairings, with fruit, preserves, pickles, bread

Cheese of the Month Club

Gourmet Basket of the Month

Sandwiches- Grab & Go

Salads- Grab & Go

Picnic Baskets, examples, can be altered to customer requests):

\$	\$\$	\$\$\$	\$\$\$\$
2 Sandwiches	2 Sandwiches + 1 Salad	2 Sandwiches	4 Sandwiches
1 Salad	1 Cheese Plate	1 Salad	1 Salad
1 Cheese Plate	1 bottle of wine	1 Cheese Plate/Charcuterie	1 Cheese Plate
2 pellegrinos	\$\$	2 bottles of wine	1 Charcuterie Board
	1 Charcuterie Board	2 wine glasses	2 Bottles of Wine
	1 Cheese Plate		4 Wine Glasses
	1 Bottle of wine		

## CAVIAR

### What does caviar taste like? Which is best?

When it comes to caviar, there is no better or worse - it's all a matter of personal preference. But some caviars have a more robust "taste of the sea," such as Siberian or Shassetra Caviars. Others have a milder, nuttier flavor, especially Ossetra and Transmontanus.

### What's the difference between grades?

In general, a higher grade of caviar means a more mature caviar. First and foremost is taste - a higher grade will feature a flavor with more depth and strength. It will also have a firmer texture and larger eggs for a bolder mouthfeel. Higher grades of caviar also typically have a lighter color.

#### Osetra

Using Caspian Osetra brood stock, these sturgeon are being raised in controlled environments in Northern Israel.

Because they are raised from wild stock, it is considered to be genuine.

1oz \$135

**Ikura Chum Salmon** are specifically prized for its roe and Salmon Caviar is often referred to as "Ikura" the Japanese term for caviar.

2oz \$10

## TRUFFLES

### Plantin White Truffle Oil

This truffle oil is sunflower oil infused with white truffle, which gives the practically flavorless oil the true essence of delicate white truffle.

8.45 fl. oz. \$25

### White Truffle Butter

This truffle oil is sunflower oil infused with white truffle, which gives the practically flavorless oil the true essence of delicate white truffle. 3oz. \$15

### Plantin Black Truffle Honey

Truffle Honey is a well-balanced version of the classic condiment. This black truffle- infused honey has an Acacia honey base with a richness to match the subtle infusion of real French black truffle.

**TIP:** Try it drizzled over roasted meats, cheeses or incorporated into sauces. Perhaps over ice cream for a decadent dessert. 3.15oz. \$15

## PANTRY

Prelibato Riserva White Balsamic Vinegar 6.76 oz g \$30.00

Villa Jerada Saffron .035 oz \$15

Mustapha's Mediterranean Harissa 10oz. \$10

# Financial Overview

## COMPANY OWNERSHIP

Dirty Dishes is a Limited Liabilities Company incorporated in November 2011. The ownership is divided between the founding partners as follows: Sangeeta Lakhani: 50%, Jennifer Marlatt: 50%.

## SALES FORECAST

The annual sales forecast for The Corner Table, is indicated below. Our conservative estimates are based on reported revenues of other similar retailers in Columbus, Ohio. We assume percentages of total revenue will fluctuate for each revenue line over time.

## FINANCIAL PLAN

### Assumptions

Assumptions are based on prior experience in the restaurant industry over the past 15 years. Growth is conservatively estimated at 15% each year for the first three years. We understand this estimate is an average growth pattern for restaurants in general and our growth may be under or over that estimate. Our preference is to be prepared for the most conservative growth pattern in our financial assessment.

Also, we assume our cost of direct product (food) to be 35% of the total sales. Industry experience informs us that this is a more conservative estimate for product cost. Our goal in controlling waste and food cost will be to keep that number closer to 30%, which we will be able to do as the restaurant matures. But as such, our projections are based on the 35% cost structure. Labor percentage will also be lower as both our staff becomes more experienced and efficient in production.

### Sources & Uses

We estimate The Table will need \$150,000 to start-up and intend to finance start-up operations with Slow Money and private contribution. Until the receipt of the proceeds of the loan, we will employ the capital from equity contribution.

# Balance Sheet

US-GAAP

## ASSETS

CURRENT ASSETS	Q1	Q2	Q3	Q4
Cash				
Accounts Receivable				
-Doubtful Accounts				
Inventory				
Temporary Investments				
Prepaid Expenses				
Other Current Assets				
<b>TOTAL CURRENT ASSETS</b>	\$0	\$0	\$0	\$0
<b>FIXED ASSETS</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Long Term Investments				
Land				
Buildings				
-Accumulated Depreciation				
Property, Plant and Equipment				
-Accumulated Depreciation				
<b>TOTAL NET FIXED ASSETS</b>	\$0	\$0	\$0	\$0
<b>TOTAL ASSETS</b>	\$0	\$0	\$0	\$0

## LIABILITIES AND SHAREHOLDERS' EQUITY

CURRENT LIABILITIES	Q1	Q2	Q3	Q4
Accounts Payable				
Short Term Notes				
Current Portion of Long Term Notes				
Interest Payable				
Taxes Payable				
Accrued Payroll				
Other Current Liabilities				
<b>TOTAL CURRENT LIABILITIES</b>	\$0	\$0	\$0	\$0
<b>LONG TERM LIABILITIES</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Long Term Debt				
Deferred Income Taxes				
Other Long Term Liabilities				
<b>TOTAL LONG TERM LIABILITIES</b>	\$0	\$0	\$0	\$0
<b>SHAREHOLDERS' EQUITY</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Capital Stock				
Additional Paid in Capital				
Retained Earnings	\$0	\$0	\$0	\$0
<b>TOTAL SHAREHOLDERS' EQUITY</b>	\$0	\$0	\$0	\$0
<b>TOTAL LIABILITIES AND EQUITY</b>	\$0	\$0	\$0	\$0

# Monthly Projected Sales

	2016	2017	2018
<b>January</b>	\$35000.00	\$40250.00	\$46288.00
<b>February</b>	\$40000.00	\$46000.00	\$52900.00
<b>March</b>	\$30000.00	\$34500.00	\$39675.00
<b>April</b>	\$30000.00	\$34500.00	\$39675.00
<b>May</b>	\$40000.00	\$46000.00	\$52900.00
<b>June</b>	\$40000.00	\$46000.00	\$52900.00
<b>July</b>	\$30000.00	\$34500.00	\$39675.00
<b>August</b>	\$30000.00	\$34500.00	\$39675.00
<b>September</b>	\$30000.00	\$34500.00	\$39675.00
<b>October</b>	\$35000.00	\$40250.00	\$46288.00
<b>November</b>	\$50000.00	\$57500.00	\$66125.00
<b>December</b>	\$50000.00	\$57500.00	\$66125.00
<b>YTD TOTAL</b>	\$440000.00	\$506000.00	\$581901.00

# Income Statement

The Corner Table

FISCAL YEAR END 12/31 (IN THOUSANDS)	2016	2017	2018
Revenues	\$440,000	\$506,000	\$581,900
Cost of Goods Sold	\$154,000	\$177,000	\$203,660
<b>GROSS PROFIT</b>	<b>\$286,000</b>	<b>\$329,000</b>	<b>\$378,240</b>

	2016	2017	2018
Rent	\$16,800	\$16,800	\$16,800
Advertising	\$1,500	\$1,000	\$1,000
Supplies	\$3,000	\$3,500	\$4,000
Taxes & Licenses	\$550	\$550	\$550
Payroll	\$80,000	\$85,000	\$105,800
Payroll Taxes	\$12,000	\$13,800	\$15,870
Legal & Professional Fees	\$10,000	\$5,000	\$5,000
Insurance	\$1,200	\$1,200	\$1,200
Laundry	\$2,000	\$2,200	\$2,500
Maintenance Expense	\$2,500	\$2,500	\$2,500
Telephone & Utilities	\$5,000	\$5,000	\$5,000
Miscellaneous	\$5,000	\$5,000	\$5,000
<b>OPERATING EXPENCES</b>	<b>\$146,450</b>	<b>\$187,450</b>	<b>\$213,020</b>

	2016	2017	2018
Net Profit	\$139,500	\$141,550	\$165,220
Debt/Loan Repayment	\$20,000	\$20,000	\$20,000
Interest Expense (5.25%)	\$5,200	\$4,200	\$3,150
Draw from Owners	\$0	\$0	\$0
<b>NET OPERATING CAPITAL</b>	<b>\$26,950</b>	<b>\$65,900</b>	<b>\$67,800</b>

	2016	2017	2018
<b>NET INCOME</b>	<b>\$26,950</b>	<b>\$65,900</b>	<b>\$67,800</b>

# Statement of Cash Flows

US-GAAP

## CASH FLOW FROM OPERATING ACTIVITIES

FISCAL YEAR END 12/31 (IN THOUSANDS)	2014	2013	2012
Net Income			
Adjustments			
Depreciation Expense			
Amortization Expense			
Gain on Sale of Equipment			
Increase in Accounts Receivable			
Decrease in Unearned Rent Revenue			
Decrease in Inventories			
Increase in Accounts Payable			
Increase in Prepaid Expenses			
Increase in Income Taxes Payable			
<b>NET CASH PROVIDED BY OPERATING ACTIVITIES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## CASH FLOW FROM INVESTING ACTIVITIES

	2014	2013	2012
Purchase of Available for Sale Securities			
Sale of Equipment			
Purchase of Buildings			
<b>NET CASH USED IN INVESTING ACTIVITIES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## CASH FLOW FROM FINANCING ACTIVITIES

	2014	2013	2012
Repayment of Debts			
Issuance of Debts			
Payment of Cash Dividends			
Issuance of Common Stock			
Repurchase of Common Stock			
<b>NET CASH USED IN FINANCING ACTIVITIES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## CASH AND EQUIVALENTS, END OF YEAR

	2014	2013	2012
Net Increase/Decrease in Cash and Equivalents			
Cash and Equivalents, Beginning of Year			
<b>CASH AND EQUIVALENTS, END OF YEAR</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

*the*

**CORNER  
TABLE**



fork responsibly