



Bistro Rocks Executive Summary

Bistro Rocks is a strong concept featuring a revolutionary counter/bar configuration with an exhibition kitchen initially conceived, developed and tested in Europe. The award winning concept was successfully introduced in Manhattan Beach, CA creating a sensation and nightly long waiting lines. The business ceased operations upon the expiration of its lease and an advanced design has been refined for future operations. Bistro Rocks concept is an upscale casual bistro/club, maximizing space and profits and limiting costs, bistro by day, interactive and exciting fun social club by night, an inspiring venue to eat and meet.

Bistro Rocks is a recession resistant unique and exciting concept that will be a favorite venue recognized for its inviting ambience, delicious food, friendly professional staff and beautiful décor. On the menu will be fun, filling and inspiring food served with moderate prices. It will have broad appeal and a flexible dress code attracting a loyal repeat clientele. It will be a lively scene without pretensions where people can dress up or down to see and be seen.

Bistro Rocks is designed to promote efficient service, maximize space and profits and limit costs. It will be an inviting bistro by day and interactive, exciting fun social club by night. As the evening progresses and the lighting dims, the volume comfortably rises and the excitement increases, the anticipated evolution into a fun, energetic and interactive destination social club begins. Music will be a lively blend of Rock, Jazz, Salsa, Top Forty, Swing and Blues. It will be programmed to fit the desired customer profile, upscale, fun and energetic. Bistro Rocks will be a venue where guests can dine early and remain for a convivial exciting evening of conversation, socializing, fun and dancing.

Bistro Rocks exhibition kitchen is integrated with the counter/bar simulating a home party atmosphere. This setting projects a comfort zone and feeling of security. It has often been noted that at a residential party people congregate in the kitchen around the counter/bar! The display kitchen will feature a decorative oven with an "Old World" appearance, brass cappuccino machine, salad bar and soup station, accent lighting and innovative upscale design. When the kitchen closes it is designed to be sealed from view at a moments notice for cleaning and later reopened for socializing.

The menu will be flexible and adaptable to guest's preferences. It will feature specialty pizzas, salads, tapas and pasta. An extensive menu of delicious specialty individual size pizzas have been developed and will be published by Willow Creek Press and used for referral for daily specials. All menu items will utilize the freshest and best quality ingredients available and top-of-the-line brand products.

The counter/bar is configured for maximum utilization of space and permits people to rub elbows, creating a sense of camaraderie. It promotes efficient friendly service. The innovative counter/bar provides the perfect prop and conduit for both efficient food service and interactive socializing for both men and women. It serves as an entertainment arena and theater with the kitchen stage set for action.

People do not go out to drink, they go out to socialize. Atmosphere and ambiance will determine whether they will come in, how long they will remain, how much money they will spend and whether they will return.

Bistro Rocks exhibition kitchen “Top Ten” advantages over conventional kitchens.

1. Transforms what originally occurred behind closed doors into a crowd pleasing spectacle, providing entertainment and creating drama and anticipation.
2. Provides counter/bar patrons and diners topics for conversation.
3. Injects energy and action into surroundings energizing the dining experience.
4. Communicates freshness and cleanliness demonstrating a commitment to quality and wholesomeness, comforting for patrons concerned about food safety and sanitation. Guests perceive exhibition kitchens to be open and honest and assume when the kitchen is open for viewing it will be clean and sanitary.
5. More exciting and interesting for cooks, promoting pride and excellence amongst staff.
6. Fosters teamwork amongst servers and cooks, creating a connection between the kitchen staff and customers, and making the patron part of the action.
7. Evokes positive feelings of security, wholesomeness, and a sense of being among friends and family, and being part of the dining experience and evenings activities.
8. Titillates the taste buds with the audio, visual, and smells associated with the food and kitchen arena.
9. Flames in the pizza oven heighten the visual display.
10. For increased visual appreciation, accent lighting will be focused on work area surfaces to avoid unwanted light spoiling the ambiance of the counter/bar dining area.

Bistro Rocks Counter/Bar "Top Ten" advantages over traditional bar/counters.

1. Allows patrons to easily mix and mingle in an interactive and energetic environment.
2. Does not draw attention to ones single status.
3. Provides multi-directional eye contact possibilities.
4. Single women feel less conspicuous and more comfortable with counter/bar style.
5. Facilitates quick service, increasing sales.
6. Encourages singles to avoid formality of being seated at tables, thus freeing more tables for multiparty seating.
7. Can serve as a communal table and provides eye contact and close proximity seating for multiparty groups.
8. Provides opportunity for social interaction and promotes conversation.
9. Two end aisles can quickly be converted into "Catwalks" for entertainment.
10. Energizes arena with movement and accommodates stand up patrons.

The Name - of the company will be “Nitetro Concepts” (a combination of night and bistro) dba “Bistro Rocks”.

Concept Developer and Operations Manager - Lloyd Sittser, concept creator, developer and managing general partner of the original prototype, Cassidy’s Pub Extraordinaire in Manhattan Beach, CA., established with the operational assistance of Steve Heim and a select group of

private investors. Lloyd Sittser has owned and operated restaurant/clubs in both Europe and Southern CA and has considerable experiential knowledge required for the management of people, complex problem analysis and solution resolution. He has the ability to investigate and analyze activities and information making logical conclusions, recommendations and decisions, guided by established policy and procedures. He understands the psychology of the restaurant/nightclub business and has positive supervisory and management skills.

The Objective – Is to provide high quality food and beverage with friendly efficient and professional service in a fun environment. To establish a highly profitable bistro/fun social club with a dynamic professional management/employee team with positive name recognition, capable of expansion into a multiunit chain. To pursue excellence with integrity and productivity, and promote ownership interests and objectives.

The Risk - All ventures assume a certain amount of risk. The success of Bistro Rocks hinges on the strength and acceptance of the concept by the target market. A similar concept (Cassidy's) has been tested in the California market and enjoyed considerable popularity among the target market. Its strengths have been noted, refined and improved upon. Its weaknesses have been analyzed and adjustments made to eliminate future problems and limit risk.

The Business Structure - will be determined by negotiation for mutual benefit. Active or inactive participation in operations is negotiable.

The Site - will be where the demographics fit the projected customer profile and the site variables fit the concept. Preferred location is Southern California or Arizona. The location must meet investor approval. A definitive floor plan and exciting design is ready for implementation and operation.

The Facilities - The preferred size is 3,448 sq. ft. to achieve maximum patronage and limit the overhead, and will be determined by location, availability and profit potential. Additional space for an outdoor patio is desirable when feasible.

The Decor - A definitive design has been created and will be an eclectic blend of the old and new with consideration to the location and structure. It will be warm, fun, inviting and exciting.

The Cost - will be determined by many variables including but not limited to the lease and operations, location, structure, HVAC, electrical, plumbing, sprinkler system, landlord's contribution on leasehold improvements and FFE. Minimum projected cost \$400,000 to do a conversion or build to suit.

The Funding - will be contributed by private sources and can vary in amount to accommodate investors and facilitate investment. The capital contributions will be contributed within fourteen (14) days from signing a Certificate of Limited Partnership.

The Profits - will first be exclusively allocated to the investors until they have received 100% of their investment returned in profits allocated, and thereafter they will receive 50% of all profits allocated with Return On Investment projected within two years.

The Distributions - Refer to Partnership Agreement.

The Books &, Records - shall be readily available for inspection at all reasonable business hours by the investors or their representative with reasonable advance notification.

Financial Statements - Financial statements shall be provided monthly to all investors and prior to due date at the end of each fiscal year. Refer to Partnership Agreement for details.

Exit Plan - Any partner at any time will have the opportunity to offer his capital participation for sale, first to the other partners, and then to the general public (refer to Partnership Agreement). Any future “buy out” offers will be evaluated at the appropriate stage of development.

Bistro - The casual-dining segment whether called bistro, trattoria or grill, is setting new records for popularity with sophisticated diners who enjoy good food and fine wine but reject the notion that both must carry a hefty price tag. The “American Bistro Boom” is filling a real need for active fun places where you can still get good food and quality informal service at moderate prices. Much of bistro’s appeal lies in its lack of pretensions and flexible dress codes, where people can dress up or down, to see and be seen, and can afford to visit on a regular basis. A bistro is an upbeat, fun place with good vibrations and active ambience, where you feel immediately comfortable in a warm environment, without the complications of reservations.

Exhibition Kitchens - To excel in today’s competitive market, an innovative design and well conceived exhibition kitchen, can project the high standards demanded to attract the sophisticated, discriminating consumer. Culinary showmanship not only entertains customers it personalizes their experience, keeping cooks in touch with diners, demonstrating a commitment to freshness, quality, and wholesomeness. Customers are reassured and comforted about food safety and sanitation where kitchens are open and they can observe the cooks and food preparation. Customers are fixated by the drama and energy of food service. A well crafted display kitchen design maximizes productivity and can project the residential comfort of home. Accent kitchen lighting and attractive display equipment and an “old world” design pizza oven can enhance the visual appreciation, with motion and flame providing entertainment.

Counter/Bar - With the expanding singles market people are in search of fun places to congregate and establish friendships. Singles are searching for places to see and be seen, in a non intimidating secure environment, where the design and ambience is conducive to meeting. A counter is less intimidating to single diners. There is action to watch without the spot light focused on you. A properly designed counter capable of evolving into a bar for social interaction and stimulating conversation with few exceptions has been a niche unfulfilled. Few operations are capable or have the concept to fill this niche. After the dining ends there is a vast market available and high profit to be realized by evolving into a fun social club for the remainder of the evening.

Pizza - Pizza is communal food and specialty pizzas are reshaping the tastes of the American diner. Everywhere you have pizza, people gather around to share slices of the pie, fulfilling a deep desire for community, whether with family, friends, or dining with the cooks. Bistro Rocks

innovative counter/bar design provides the perfect prop to facilitate communal dining and fun.

Marketing Strategy - People are constantly in search of exciting new concepts and places to go for good food and fun. There is large void in the market for operations of merit that can provide both. Bistro Rocks will be offering what the public is searching for and will fill this void, and the customers will follow. Once they are in the door Bistro Rocks will provide the ambience, friendly service, quality food at reasonable prices and a fun time, to keep them returning and spreading it's broad appeal by word-of-mouth referral, the most credible form of advertisement. Marketing will focus on a combination of Bistro Rocks innovative design and bistro food, pizzas and fun social environment. The best marketing is providing excellent service, quality food and a fun party, night after night.

Target Market - Since most everyone appreciates bistro food, pizza and a fun time, Bistro Rocks will have broad appeal due to the unique character of its design and menu. Whether young or old, single or married, all will feel equally comfortable and welcome. Pizza and a good time are synonymous. Pizza is the favorite food amongst the 21 to 34 year old segment. This is the group, along with singles of all ages, that is spending the most money on both food and beverage away from home, and going out frequently alone and with friends to dine and socialize. Bistro Rocks with its exciting new concept will fill a void in the market and be a magnet for the hungry and the adventurous.....smile!

Menu & Food Production - Bistro Rocks menu will feature a daily selection of specialty and traditional pizzas, pasta, tapas and salad. All menu offerings will be moderately priced for good value perception and repeat patronage. The menu will not require high wage chefs, but will utilize the services of qualified kitchen managers and recent graduates of culinary schools. Food preparation will be processed in the back kitchen area out of view of guests, with the final stage of production performed in full view of guests, for their viewing pleasure and entertainment. The kitchen managers will assume responsibility and exercise strict standards of control over the quality, integrity, production, sanitation, and presentation of food. Rigorous standards will be set with vigilant monitoring by management.

Pizza & Pizza Production - Most frequently ordered and popular with guests are menu items not easily duplicated at home. An extensive menu of delicious specialty individual pizzas has been developed including vegetable, shellfish, BBQ, chicken and traditional. A comprehensive book named Bistro Pizza Illustrated has been completed and soon to be published by Willow Creek Press. It can be used by the pizzaioli as an instructional guide for reference and daily specials.

Beverage & Beverage Production - A wide range of alcoholic beverages including well, call and premium will be offered. A quality drink will be poured at a competitive price, reinforcing good value perception. Select specialty cocktails have been developed and will be promoted in-house and served with delectable garnishments and attractive glassware.

Entertainment - will include dancing and be programmed for the projected customer profile. Bistro Rocks will fashion a musical environment and select repertoire that is in harmony with the ambience, projecting the emotional power of music and putting it to work for the business.

Speaker placement will be scientifically dispersed. Music must be audible and not offensive. Volume control will be monitored to avoid music being distracting, too loud it is annoying and too low guests feel vulnerable. Selective programming will be crafted and assembled, melding songs into compilations, for defined day/evening time frames and moods. A mix of lively upbeat tunes including oldies, rock, jazz, blues, swing, salsa and top forty will be played.

Evenings, when dining is over and the dancing begins, the music will be concentrated over the dance floor, so it will not interfere with counter/bar conversations. Wednesday through Saturday DJ's or professional programmers will **create musical experiences that represent Bistro Rocks marketing philosophy and attract the desired customer profile.** After dining the counter will evolve into a bar and Bistro Rocks will metamorphosis into a destination social club. Admittance for those under 21 will be restricted after 9 PM. The two end bar aisles can be quickly changed into temporary "Catwalks" with lighting effects for dancing performers, creating excitement and short bursts of energy to energize the party. Focus will be on the body language of all guests, and encompassing the entire room in a fun and energized party, making the dance floor elementary. Lighting effects will be limited and concentrated on the dance floor or activated bar stages.

Dress codes will be tailored to the desired demographics and more strictly enforced evenings with diplomacy and firmness by friendly, fit and persuasive door hosts. Door hosts will be carefully selected and trained to avoid lawsuits and to create a favorable initial and last, lasting impression.

Competition - Any restaurant, grill, taverna, bistro or pub where people congregate to enjoy good food, beverage and a fun time could be considered Bistro Rocks competition. Bistro Rocks will be the first with its unique counter/bar configuration and concept, creating excitement and providing the perfect prop for both dining and socializing. When it is something special people always remember the first, not a copy!