
EBONY & IVORY RESTAURANT



Project Proposal

Prepared for: City of Fulshear, Corporation A Economic Development Committee

Prepared by: GooSloan LLC, Hospitality Group

January 30, 2024

EXPLANATION OF SPACE

Ebony & Ivory (E&I) is a unique American food restaurant that will be in the upcoming new and historic downtown of Fulshear, Texas. The restaurant will offer quality food options, alcoholic and non-alcoholic drinks as well as a catering space unlike Fulshear has experienced. We will offer a competitively priced, focused, elevated, and eclectic menu in a chic and sophisticated atmosphere. The convenience of the location, along with the exceptional service of the staff, will allow us to achieve on going superior customer satisfaction. Our full-service lunch and dinner options will be menus of a fun spin on classic soul food favorites fused with different foods from around the world, as well a very well thought out drink and brunch menus on Saturday and Sunday.

The reduced practice of preparing foods with fresh and local vendors, increasing disposable incomes, and improved distribution channels are catalyzing the growth of the Full-Service Restaurant (FSR) market. This is in addition to the rising demand for healthy and fresh traditional American food, superior customer satisfaction as well as growing demand for customization and innovation in food menu options in Texas. All these have stimulated Ebony & Ivory to offer authentic cuisine, traditional American fusion-inspired dishes, sandwiches, and other sumptuous meals, in a fun, friendly, and modern setting, complete with patio seating.

- **Robust Experience:** Ebony & Ivory will be steered through about 15 years' pooled experience of the owners and Micheline trained chef, will make use of the experiences and entrepreneurship skills to drive the business to the path of success.
 - **Strategic Location:** Our restaurant will be sited in the upcoming new historic downtown of Fulshear, Texas located at 8214 Harris Street. The city is in the process of doing a complete renovation of the historic downtown area and our property sits basically in the middle of the development, which will leverage us to be visible to many people who can in turn become our potential customers. Ebony and Ivory's direct neighbor is the Historic Methodist Church of Fulshear, which has been a staple in the community for over 50 years.
 - **Unique Menu Options:** We will offer affordable full-service and casual dining options with a varied selection of drinks and desserts while providing a more extensive menu option.
 - **Outstanding Customer Satisfaction:** Ebony & Ivory will treat customers to sumptuous traditional American meals. We will deliver a high level of customer satisfaction through online ordering, review monitoring and feedback response, optimize the in-house experience such as better engagement efforts between the staff and customers, offer a personalized experience for each customer which leads to better experiences and happy diners in our restaurant.
 - **Brilliant Ambience:** Ebony & Ivory will offer an elevated and eclectic menu in a fun, friendly, and ultrachic environment. We just want the customer to feel relaxed and enjoy their meal as the atmosphere will be more than just a dining room away from home. It turns into an experience that becomes unforgettable for the dinner.
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EBONY & IVORY RESTAURANT

EXAMPLE OF MENU

Ebony and Ivory “Kitchen Connect” Example Menu

8214 Harris St. Fulshear, Texas 77091

Open:

Monday-Thursday: 7am to 9 pm (14 hrs.)

Friday: 7am to 10 pm (15 hrs.)

Saturday: 8 am to 10pm (14hrs.)

Sunday: 8 am to 7 pm (11hrs.)

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Drinks (all drinks will be curated to settled menu)

Sodas

Sparkling water

Crafted Coffee and house syrups

Wine

Alcohol

Appetizer

Date/with a Pig (date, stuffed with chorizo, wrapped in bacon with harrisa)

Charcuterie Board w/ house made rosemary crackers

Shrimp Ceviche

Sautéed Shishito Peppers

Parmigiana Ventagilo (eggplant coated in parmesan, stuffed w/ mozzarella topped with basil and vodka meat sauce (can be made vegetarian))

Entrees

Fried or Bake Catfish

Fried or Bake Chicken

Fried or Grilled Shrimp

Oxtails Market Price

Fried or Grilled Lobster Tail

Pan Seared Lamb Chops

Kimchi Dirty Rice

Specialty Pasta (shrimp, beef garlic sausage, chicken, mushrooms, onion, bell pepper-liquid smoke)

Bourbon Bacon Jam Baby Back Ribs

Cajun Honey Glazed Chicken in Garlic Butter Sauce w/ basmati rice

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EXAMPLE OF MENU (CONTINUED)

Sides

Mixed Greens (mustard, collard, and turnip)
Mac n Cheese
Sautéed Spinach
Garlic Mash Potatoes
Marshmallow Yams
Red Beans & rice w/ andouille sausage (can be made vegan)
Okra w/ tomatoes & sausage
Roasted Seasonal Veggies
Seasonal Salad and dressing
Spoon Bread (cake style corn bread)
Fried Chicken Strips

Breakfast

Quiche (bacon, chicken, brisket, veggie)
Bacon Taco
Chorizo Taco
Brisket Taco
Black Bean Taco(vegan)

Desserts

Donut Bread Pudding
Date and Nut Crust Cheesecake
Affogato (Seasonal Sauce)
Chocolate Ganache Cake
Peach Cobbler
Seasonal Pies

Pastries

Cinnamon buns
Snickerdoodles
Chocolate chip cookies
Bacon Cheddar Scones
Blueberry Scones
Seasonal Scones
Coffee cakes

Brunch (added to regular weekly menu)

Shrimp and Grits
Seasoned Foiled Turkey Leg
Texas Toast French Toast with Bourbon Syrup and Honey Butter
Chicken Biscuit Sandwich
Chips & Salsa (House Made)
Breakfast Salad
Fried Pork Chops
Croissant Casserole
Steak & Eggs or Chili & Eggs

EXAMPLE OF MENU (CONTINUED)

Soups

Oxtail Stew

Duck Gumbo

Seasonal Soup

Sandwiches

Chicken Salad on pita bread (make like a pocket)

Grilled Cheese w/ Bacon Jam

Roasted Sock Eye Salmon w/Texas Honey sauce & micro greens on focaccia

Sweet Beets Veggie Sandwich (pickled beets, avocado, seasonal micro greens & sprouts, cucumbers, carrots, Junes Joy goat cheese)

PROJECTIONS

We will be open 7 days a week for breakfast, lunch and dinner. We will also have the space for catering different events. We are basing our projections on a 80 seat restaurant with table turn over 8 times a day. We need to have approximately 609 sales per day at \$20.00 per sale. This projection does not include any tablet sales we plan on assisting with sales. The tablet sales will be mostly for breakfast and lunch (sandwiches) that can be ordered by the offices nearby.

Average Plate Cost: Between \$15- \$65: spend on in house or take away weekly
breakfast: \$11 to \$15 per person; Lunch plate spend: \$15 to \$22 per person; Dinner plate spend: \$20-\$65 per person (with drinks and if persons order seafood; Brunch: \$15 to \$25

Monthly spend (lease, food cost, electricity, gas, paper goods, salaries, security, etc.)
\$141,300.00 (paying employees- cooks- \$15 per hour)

Monthly Earnings: \$365,400 (with 15 employees)

Yearly Earnings (first year): \$4,384,800

NON-DISCLOSURE AGREEMENT

The undersigned reader acknowledges that the information provided by **April Gooden** in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of Ebony & Ivory.

It is acknowledged by the reader that information to be furnished in this informational package is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by the reader may cause serious harm or damage to Ebony & Ivory.

Upon request, this document is to be immediately returned to **April Gooden.**
