



AMERICAN BEAUTY



American Beauty is the first co-creation between Paul Hibler, creator of Pitfire Pizza, Superba Food & Bread, and American Gonzo Food Corp, and Bruce Horwitz, founder of Wabisabi Sushi and The Tasting Kitchen.

American Beauty is the nexus of fire, choice American beef and big California Reds. It is the chef driven antidote to the steakhouse of our parents. Long after Maestros and Ruth Chris are relegated to their rightful place in track shopping developments, American Beauty will stand as a beacon of craft and idealistic hospitality in America's urban centers. A passionate search for the American Dream.





MOOD.



Casey Lane has found himself at the age of 31 with one of the most celebrated Modern Italian restaurants in the US, four James Beard Nominations, and as owner/operator of a hospitality company with the growing infrastructure needed to become one of the best operators in the industry.

Casey Lane is Executive Chef and Owner at The Tasting Kitchen in Venice, California. A native of El Paso, TX, Lane attended culinary school in Portland, OR at age 18. In 2009, he moved to Los Angeles and opened The Tasting Kitchen, which quickly jumped to the forefront of L.A.'s seasonal farm to table cuisine. GQ Magazine named The Tasting Kitchen one of the "10 Best New Restaurants in America" and Zagat named Tasting Kitchen as "one of the hottest restaurants in the world."

Lane's passion for cooking began at a young age, in what he calls "the most memorable of kitchens," in his grandfather's home. These early experiences sparked an inspiration to find the soul inside this great craft. His journey led him to the kitchens of Portland, Oregon and the lineage of Paul Bertolli, through the launch of Clarklewis, one of Portland's seminal institutions. Here, Lane learned the importance of cooking by hand and cooking through tradition. He later worked with great operators the BCR Group and Kenny Giambalvo, which helped him find a refinement to his cooking and strong sense for not just the craft, but the business behind a great restaurant. Lane's experience as an operator was further developed at several premier country clubs, where he oversaw high grossing banquet operations.

Lane has been celebrated as one of the most gifted young chefs and restaurateurs in the country, reflecting his unique combination of culinary and restaurant management talents.





FLESH.





AMBROSIA.





AMERICAN BEAUTY

SNACKS

BLISTERED PEPPERS, FLAX, SPRING ONION
GRILLED OYSTER, SALSA VERDE, TOAST
MARINATED VEGETABLE CAPUNATA
AVOCADO TOAST



SMALL PLATES/SIDES

CHORIZO, SQUID, ROASTED TOMATO, FRIED BEANS
CURED MACKEREL, BEETS, PEA TENDRILS, PRESERVED LEMON
DRY AGED BEEF TARTARE
ROASTED CARROTS, SPICED YOGURT
DRIED BEEF, LEMON, OLIVE OIL, SEA SALT
BONE MARROW, OREGANO SALSA
GRILLED CORN
BABY KALE
BLISTERED OKRA
FRIED POTATOES
WOOD GRILLED BROCCOLINI
BEETS, QUINOA, VIN.

FISH

SAND DABS, GINGER LEMON GLAZE
GRILLED PRAWNS, ROMESCO, DILL
CLAMS, ARBOL CHILE, LEEKS, SHERRY
GRILLED WHITE BASS, ROASTED TOMATO VIN.

MEAT

RIBSTEAK, GRASS FED CALIFORNIA BEEF
HANGER STEAK, ROASTED CHILE BUTTER
PORK RIBS, SPROUTING BROCCOLI
WOOD ROASTED CHICKEN, FRIES, SECRET MAYO
PORK ARISTA, ARUGALA, MUSTARD, MAPLE
LAMB BELLY, EGGPLANT, LEBNI

BURGERS

THE AMERICAN (BEAUTY)
BACK EAST
SOUTHWEST
CALIFORNIA LOVE
FLYOVER STATES
DIRTY SOUTHERN





TEXTURE.

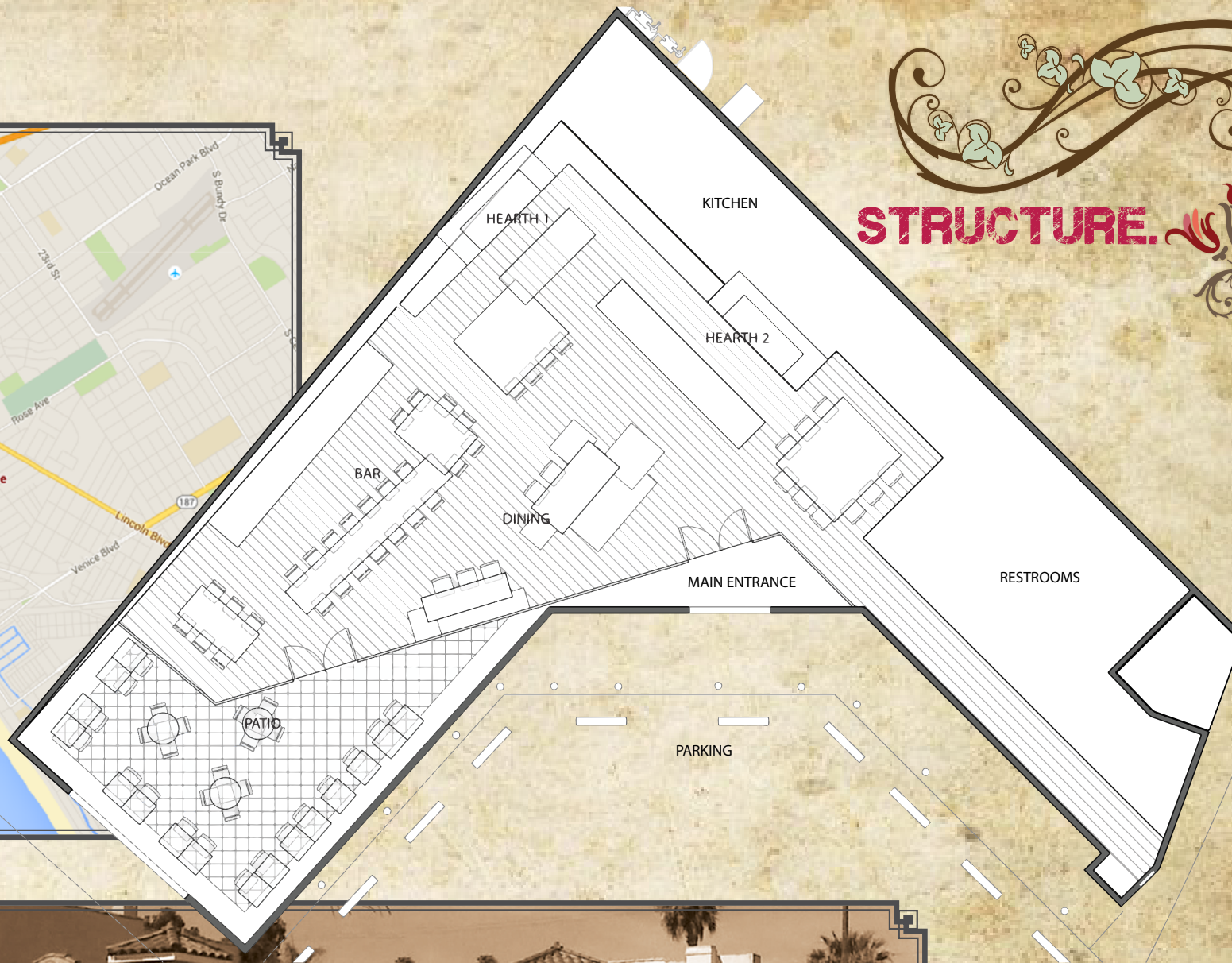
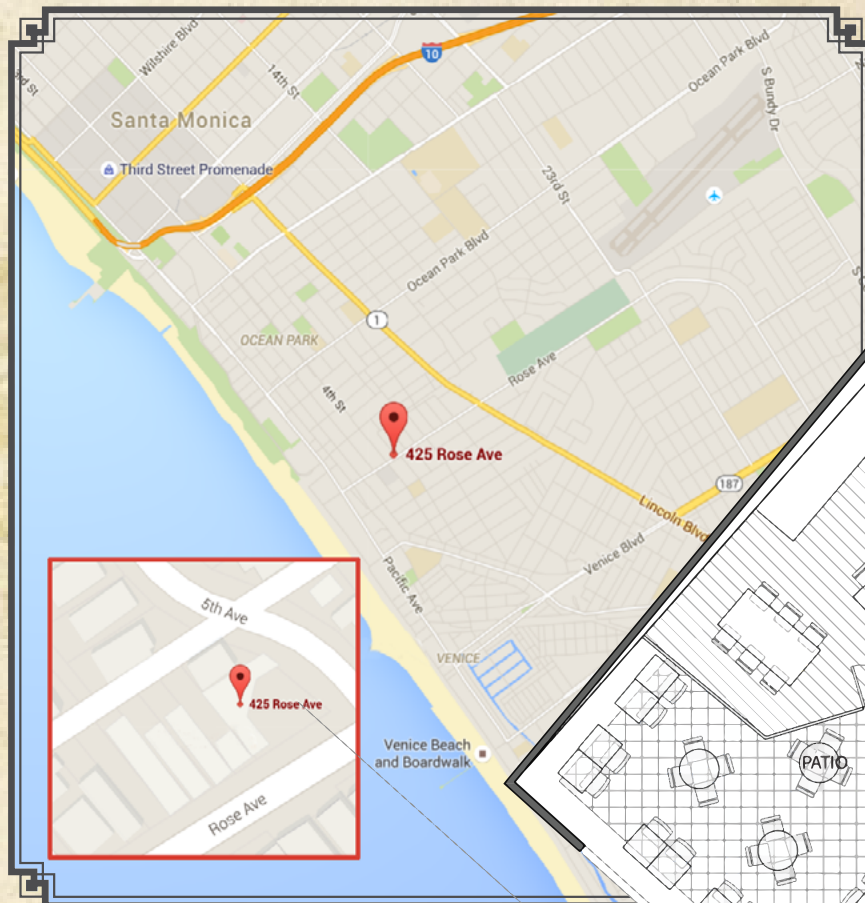




FIRE.







STRUCTURE.

SEAT COUNT

- DINING 25
- BAR 26
- PATIO 28
- TOTAL 79



BASELINE PROJECTIONS

YoY Growth assumption	2.00%				
	Year One	Year Two	Year Three	Year Four	Year Five
Sales	\$4,508,400	\$4,598,568	\$4,690,539	\$4,784,350	\$4,880,037
BOH labor	\$721,344	\$735,771	\$750,486	\$765,496	\$780,806
FOH labor	\$586,092	\$597,814	\$609,770	\$621,966	\$634,405
Management Fee	\$180,336	\$183,943	\$187,622	\$191,374	\$195,201
Benefits	\$261,487	\$266,717	\$272,051	\$277,492	\$283,042
COGS	\$1,217,268	\$1,241,613	\$1,266,446	\$1,291,775	\$1,317,610
Credit Card	\$90,168	\$91,971	\$93,811	\$95,687	\$97,601
Supplies	\$135,252	\$137,957	\$140,716	\$143,531	\$146,401
Outside Services	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000
Repairs and Maintenance	\$90,168	\$91,971	\$93,811	\$95,687	\$97,601
Utilites	\$56,355	\$57,482	\$58,632	\$59,804	\$61,000
Comps	\$135,252	\$137,957	\$93,811	\$95,687	\$97,601
Rent	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Insurance	\$103,000	\$103,000	\$103,000	\$103,000	\$103,000
Depreciation & Amortization	\$50,000	\$72,000	\$50,000	\$36,000	\$34,000
Net Income	\$686,678	\$685,371	\$775,384	\$811,852	\$836,769
Profit Margin	15.2%	14.9%	16.5%	17.0%	17.1%
Cash Available for Distribution					
Net Income	\$686,678	\$685,371	\$775,384	\$811,852	\$836,769
Add back D&A	\$50,000	\$72,000	\$50,000	\$36,000	\$34,000
Reinvestment	\$100,000	\$100,000	\$77,538	\$81,185	\$83,677
Total Distribution	\$636,678	\$657,371	\$747,846	\$766,667	\$787,092
Founding Partner	\$-	\$-	\$-	\$383,333.34	\$393,546
Investors	\$636,678	\$657,371	\$747,846	\$383,333.34	\$393,546

REVENUE PROJECTIONS

Scenario 1- Conservative Estimate

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
PPA	\$35	\$35	\$35	\$35	\$38	\$38	\$35
Turns	3	3	3	3	4	4	3
	\$7,875	\$7,875	\$7,875	\$7,875	\$11,400	\$11,400	\$7,875
Weekly total	\$62,175						
Annual Total	\$3,233,100						

Scenario 2- Baseline Estimate

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
PPA	\$35	\$35	\$35	\$35	\$38	\$38	\$35
Turns	4	4	4	4	6	6	4
	\$10,500	\$10,500	\$10,500	\$10,500	\$17,100	\$17,100	\$10,500
Weekly total	\$86,700						
Annual Total	\$4,508,400						

Scenario 3- Upside Estimate

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
PPA	\$35	\$35	\$35	\$35	\$38	\$38	\$35
Turns	6	6	6	7	8	8	6
	\$15,750	\$15,750	\$15,750	\$18,375	\$22,800	\$22,800	\$15,750
Weekly total	\$126,975						
Annual Total	\$6,602,700						

Seats	75
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Restaurant Open (hours)	13
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Average turn time (hours)	1.5
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Potential turn	8.7
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	Weekdays	Weekends
Beverage	\$9	\$12
Entrée	\$20	\$20
Dessert/app	\$6	\$6
PPA	\$35	\$38

The Tasting Kitchen Representative Revenue Model

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
PPA	\$53	\$53	\$53	\$57	\$57	\$57	\$53
Turns	3	3	3	3	3.3	4.5	4
	\$14,787	\$14,787	\$14,787	\$15,903	\$17,493	\$23,855	\$19,716
Weekly total	\$121,328						
Annual Total	\$6,309,046						
Seats	93						

P&L SCENARIO MODEL

	Conservative Scenario	Baseline Scenario	Upside Scenario
Sales	\$3,233,100	\$4,508,400	\$6,602,700
Management Fee	\$129,324.00	\$180,336.00	\$264,108.00
BOH labor	\$517,296 16%	\$721,344 16%	\$1,056,432 16%
FOH labor	\$452,634 14%	\$586,092 13%	\$858,351 13%
Benefits	\$193,986 6%	\$261,487 6%	\$382,957 6%
COGS	\$872,937 27%	\$1,217,268 27%	\$1,782,729 27%
Credit Card	\$64,662 2%	\$90,168 2%	\$132,054 2%
Supplies	\$96,993 3%	\$135,252 3%	\$198,081 3%
Outside Services	\$80,828 3%	\$80,828 2%	\$80,828 1%
Repairs and Maintenance	\$64,662 2%	\$90,168 2%	\$132,054 2%
Utilites	\$84,061 3%	\$84,061 2%	\$84,061 1%
Comps	\$64,662 2%	\$90,168 2%	\$132,054 2%
Rent	\$120,000 4%	\$120,000 3%	\$120,000 2%
Insurance	\$103,000 3%	\$103,000 2%	\$103,000 2%
Depreciation & Amortizator	\$50,000 2%	\$50,000 1%	\$50,000 1%
Net Income	\$338,056	\$698,229	\$1,225,992
Profit Margin	10.5%	15.5%	18.6%

Cash Available for Distribution

Net Income	\$338,056	\$698,229	\$1,225,992
Reinvestment	\$100,000.00	\$100,000.00	\$100,000.00
Add back D&A	\$50,000	\$50,000	\$50,000
Total cash available	\$288,055.90	\$648,228.70	\$1,275,992.30

REPAYMENT SCHEDULE

	Scenario 1	Scenario 2	Scenario 3
Gross Revenue	3,233,100	4,508,400	6,602,700
Cash available for distribution	288,056	648,229	1,275,992
Repayment Schedule (months)	83	37	19

Initial Investment

2,000,000

