



BUTTERMILK BISCUITS

BRUNCH HOUSE

Business plan

INTRODUCTION

- Family owned business looking to expand in DFW area;
- Traditional American breakfast and lunch with a twist, including a full bar with alcoholic beverages;
- Two locations opened in the past two years;

LOCATIONS

HIGHLAND VILLAGE

2100 Village Pkwy, Ste 100, Highland Village TX 75077



November 2020

FRISCO

2727 Main Street, Ste. 600, Frisco TX 75036



May 2022

MISSION

- Build a brand identity;
- Create long lasting relationships in the community by earning our guests' trust;
- Create employment opportunities in the community;
- Giving back to the community;
- Creating a family atmosphere and a safe environment for gatherings;
- Expanding across Texas with plans to open nationwide;
- Providing a unique experience in a contemporary environment;

PRODUCTS

- Breakfast: omelets, skillet, benedicts, pancakes, waffles, crepes, french toast, healthy options etc.;
- Lunch: sandwiches, burgers, salads, wraps;
- Kid friendly: Mickey cake, burger, grilled cheese, silver dollar cakes etc.;
- Beverages: freshly squeezed OJ, cappuccinos & lattes, milk, tea, coffee etc.;
- Cocktails: martinis, margaritas, mimosas, bloody mary, mimosa flight, irish coffee etc.;

PROMOTION

- Social media: Instagram/Facebook/Twitter;
- Official website: berriesandbattercafe.com;
- Bloggers & influencers;
- Newspapers / editorials / supermarket coupons / direct mail postcard;

TEAM

Manager : Andreea Bujor

- Restaurant industry: 7 years experience
- Restaurant Manager experience: 3 years experience
- Cooking experience: 4 years
- Bartending experience: 3 years

Manager: Kevin Kim

- Restaurant industry: 6 years experience
- Bartender: 2 years experience
- Cooking experience: 2 years experience
- Baking skills at the busiest doughnut shop in Texas (Max's Donuts)

Owners : Myung Kim & Sun Kim

- Business owners for over 12 years
- Owned many different types of successful businesses (Dry Cleaners, Bakery/Donut Shops, Japanese restaurant, multiple breakfast restaurants)

CURRENT LOCATIONS







MARKETING

Instagram: @berriesandbattercafe

Facebook: Berries & Batter Cafe

Website: www.berriesandbattercafe.com (visit our website for more food & interior pictures)