





# Violet's

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Violet is our daughters name. Violet's is a California cafe. California flavors through the Japanese and Nordic lens. Violet's serves healthy, fresh, bright and delicious food. We serve breakfast and lunch with a reset period and then dinner. We are easy. In all ways. Our food makes sense, it's how we think people want to eat. Our room makes sense, its where we think people want to hang out, it is mellow, comfortable, personal and welcoming. Our vibe makes sense, we've got open arms and a quick smile.

Violet's is a neighborhood place to call home. The food at Violet's is simple and delicious. We love the place where Japanese and Nordic flavors intersect with Californias produce. This food is coastal. Our plates are seasonal. Fruits, vegetables, whole grains, and cleanly raised protiens. The flavors live above the plate, light and bright. Our kids eat well and they eat a diverse diet but they are still kids. Kids like things that make sense to them (adults do too), and they like the things that satisfy feelings of familiarity and nostalgia. There is a reason that the phrase, "a home cooked meal" evokes warm feelings. The foods will also be colorful, and served on colorful plates, with drinks in colorful cups. We will have pastries, and they will be a little decadent, and we think thats ok. Craveable food is a must, with a side of whimsy.

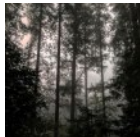
For dinner service we will adhere loosely to the same flavors we use at the cafe with some expansion. When we cook at home, we open the fridge and use the flavors that make sense. Sometimes that means a cosmopolitan meshing of spices and culinary cultures and sometimes that means soft broccoli with a very lemony mayonnaise. There aren't rules here. We make delicious not precious foods that should put a smile on the face of your family.

We will serve wine, and beer and cocktails, because dinner with family is fun. We want wines served in the "vin d soif" (thirst quenching) style of any French cafe. We would like to keep the list cheap, create the culture that wine is fine and fun and to be drunk while you eat. Margins on the higher priced bottles favor the guest not the house, because, why not?

Violet's design is inspired by the time we spend in Mendocino at Grandma's house. We walk beaches and peer into tide pools. The colors of that coastline have long been thought curatives, colors that can sooth out the hard stuff and soften a day. The single most important design element in any restaurant is light. Violet's will have a warm, barely pinkish glow. Pink light makes it all feel effortless when you're in it. The white walls will reflect and embrace the days sunlight spilling through the windows. The rooms accents of mother of pearl, aubergine, violet and deep kelp green will ground the space. The art will have a sense of humor.

Service will be a familiar diner style. Fast, bustling, warm and informal. Lean and informed, the staff is a tight knit group. Quick smiles and casual table side manner with professional points of service will create the vibe of Violet's. Kids are welcome, cross talk between tables is welcome, and eruptive laughter is always welcome. The ambience is that of the Parisian wine bar. Lights glow, glasses clink and it's a tight fit. Things happen fast, and they have the graceless style of a fun night rolling and tumbling until we have to turn out the lights.





# DIKKU NŌSU BAR

.....ALSO CALLED THE **GODZILLA BAR**.....

IF YOU CLOSE YOUR EYES AND IMAGINE ONE FOOT IN MEXICO CITY AND ONE FOOT IN TOKYO YOU HAVE FOUND US. OPEN THE DOOR TO SUBDUED NEON LIGHTS OVERHEAD, AND FOLLOW THEM UP THE STAIRS. AT THE TOP, IT IS A BAR. IT IS A COLORFUL BAR, NEON LIGHTS ACCENT THE ROOM AND THE ART JUMPS OUT FROM ALL AROUND YOU, ALMOST TOO MUCH TO TAKE IN. IT IS A BAR YOU CAN SMELL. WHAT IS THAT, IS IT WHISKY? MEZCAL? MEAT GRILLING OVER CHARCOAL? THE MUSIC WASHES OVER YOU FROM OLD HIP JBL MONITOR SPEAKERS AND THE BARTENDER LOOKS UP AT YOU AND SMILES. THE ROOM IS FULL OF AN ECLECTIC MIX OF YOUNG AND OLD, PAINFULLY HIP AND ONCE HIP AND NOW PAINFULLY NOT. THEY ARE ALL RELAXED, SMILING, DRINKING, SOME EATING SNACKS WITH THEIR HANDS. YOU HAVE ARRIVED. ORDER AN EXCEPTIONALLY DELICIOUS BUT SIMPLE HIGHBALL, A WEIRD CAN OF BEER, A ONE OF A KIND MEZCAL OR SCOTCH OR WHATEVER YOU WANT. WE ARE HAPPY TO SERVE YOU, ALWAYS. IF YOU ARE HUNGRY, ORDER SOME SKEWERS OF WHATS GOOD TODAY, OR A FEW TACOS, OR MAYBE A BOWL OF "DADS FAMOUS MISO NOODLES." GET TO KNOW THE PEOPLE YOU SHARE THE SPACE WITH. LIVE ABOVE THE LEVEL OF THE STREET, WHERE YOU COULD REALLY BE ANYWHERE. YOU COULD BE IN MEXICO CITY, OR YOU COULD BE IN TOKYO, OR YOU COULD BE IN OAKLAND, WHERE THERE IS AS MUCH FLAVOR AND LIFE AS THE TWO FORE MENTIONED CITIES.

THIS IS OUR DREAM BAR. NOT FUSSY, NOT PRECIOUS, BUT DELICIOUS, AND WARM AND EFFORTLESS. FOR DRINKING AND EATING FOOD THAT SHOULD BE IN A BAR, A BAR THAT IS THE INTERSECTION OF MEXICAN AND JAPANESE BARS IS BAR HEAVEN.

THE DRINKS WILL BE MADE WITH BOLD FLAVOR, BOLD PRECISION AND ENOUGH FLAIR TO HAVE MORE THAN A FEW INSTAGRAM POSTS. THERE WILL BE A VERY HI/LO VIBE TO THE BACK BAR OR SOMETHING FOR EVERYONE. THE STAFF WILL DANCE FROM THE TOP SHELF TO THE CANNED BEERS WITH GRACE AND A SMILE AND A QUICK WIT. NOTHING HERE WILL EVER FEEL LIKE ITS TRYING TOO HARD, THIS BAR IS THE COOL JAPANESE ROCKER KID WHO SAYS HI AND ASKS HOW YOU ARE DOING WHILE LEANING UP AGAINST A VINTAGE MOTO GUZZI AND COMBING HIS WELL COIFFED HAIR. STYLE, GRACE, EASE AND GOOD MANNERS. ALL THINGS A BAR SHOULD HAVE.

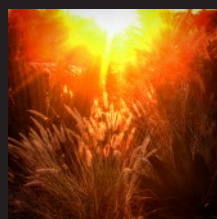
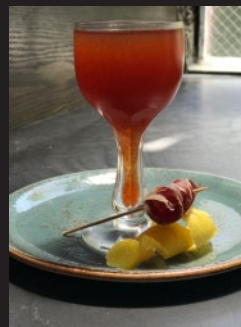
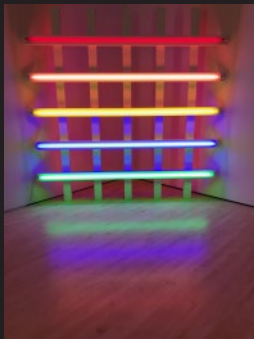
THE FOOD IS "PUNCH, PUNCH, PUNCH!" FLAVORS AND TEXTURES AND ACID AND SPICE AND SMOKE AND FAT AND IT ALL MAKES YOU THIRSTY. MEATS AND VEGETABLES ARE GRILLED OVER JAPANESE OAK CHARCOAL OUTSIDE ON THE SMALL PORCH. IT BURNS HOT, AND DOESN'T MAKE MUCH SMOKE, AND IT MAKES ANYTHING RESEMBLING AND IZAKAYA RESEMBLE AND IZAKAYA. COLD PICKLES, SLICES OF FISH IN RICH SPICY MARINADES AND BOWLS OF SALTY AND SPICY CRUNCHY THINGS ALSO COME OFF THE PORCH KITCHEN AS ANY GOOD BAR STREET FOOD SHOULD COME, FAST, EFFICIENT, AND UNFUSSY AND MEANT TO BE EATEN WITH YOUR HANDS OR MAYBE CHOPSTICKS.

THIS BAR IS A WASH OF LIGHT. THE SPECTRUM IN RAINBOW NEON, WASHING THE GUESTS IN THE GLOW OF A BUSTLING ALLEY IN ANYWHERE MEXICO DF, WHERE THE STREET IS LINED WITH BARS AND NEON SIGNS. THERE IS A LOT TO SEE IN THIS BAR. ART ON THE WALLS, WEIRD PHOTOGRAPHS, CARVINGS HIDDEN AMONGST THE BOTTLES AND MIRRORS REFLECTING THE MANY ANGLES OF THE MANY FACES IN THE ROOM. ITS A THREE TIME BAR. TO REALLY GET IT, SEE IT, FREE IT, YOU NEED AT LEAST THREE VISITS. IT IS LIVED AND AND PERSONAL AND HOPES YOU WANT TO GET TO KNOW IT, GET TO KNOW THE BAR BY COMING BACK TO SEE WHAT YOU HAVEN'T SEEN YET AND TASTE WHAT YOU HAVEN'T TASTED YET. AFTER A DRINK, A SNACK, AND SOME LAUGHS YOU WON'T FEEL THAT YOU ARE IN OAKLAND ANYMORE. YOU WON'T KNOW WHERE YOU ARE AND YOU WON'T CARE. YOU WILL WANT TO COME BACK, WITH FRIENDS BUT YOU WON'T WANT THEM TO TELL ANYONE ABOUT IT. IT'S YOUR BAR AND IT IS,



IT IS YOUR BAR BECAUSE WE BUILT IT FOR YOU.







# BIOS

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**Scott Baird**, a Bay Area native, is owner of the esteemed bar Trick Dog in San Francisco. He is sole founder of the newly created company Rococo Cantaloupe.

His background has various creative endeavors including floral design, stage acting, photography and culinary positions. Baird has made his mark on the hospitality industry, bartending in several Bay Area establishments and as owner/operator and lead on the conceptual redesign of acclaimed bar 15 Romolo and full creative concepting of Trick Dog.

In 2009, Scott founded The Bon Vivants. While a founding partner at the internationally recognised cocktail firm, the bar Trick Dog was born in January 2013 in San Francisco's Mission District. Trick Dog has earned a variety of accolades which include a 2017 Tales of the Cocktail Spirited Award for World's Best Cocktail Menu. A semi finalist for a James Beard Foundation Award for Outstanding Bar Program in 2014 and finalist for the prestigious award in 2015 and 2018, Nightclub and Bar magazine's "Small Wonder Bar of the Year," and "best-of" lists across America ranging from FOOD & WINE to Playboy. Trick Dog has been named to the list of World's 50 Best Bars every year since 2014, and won the Best American Bar Team award at the 2014 Tales of the Cocktail Spirited Awards. Trick Dog is the only establishment of its kind in the Bay Area to be reviewed by and twice receive 3 Stars from long-time San Francisco Chronicle restaurant critic Michael Bauer. In 2017, Baird left the Bon Vivants to start Rococo Cantaloupe. Rococo Cantaloupe works with international liquor clients on flavor development, activations, education, creative brand marketing and beverage consultation. Rococo Cantaloupe makes drinks, throws parties, and creates fun. Scott has been a member of the national Williams Sonoma chef council for three years now since its inception. The council is now on its second round of chefs and he is the only carry over, and the only bartender. The council is a group of nationally if not internationally recognized culinary talents.

If Scott were a t-shirt he'd say "Delicious not Precious." He prefers fiction to nonfiction unless it is a cookbook. His favorite color is aubergine. His favorite activity is cooking and eating with his family. And he is very afraid of heights, spiders and great white sharks.

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**Molley Green** is a designer, and mother. Molley moved to Berkeley from San Diego for college at University of California Berkeley in 2001 and has stayed since. Her dual degrees in art history and philosophy have guided her through the design and remodel of 4 private properties and she was instrumental in helping to design 15 Romolo and Trick Dog. Molley also has twenty years of experience working the front of the house in restaurants. Her family is in the business and she grew up in it as a child.

She makes a beautiful centerpiece, keeps a spotless home, and comes from a long line of outrageously stylish women whom are the warmest of hostess'. Molley knows about things. She has been responsible for her and Scott's two little people and is currently cooking a third. She is an Aries, loves light and delicate food and seriously dislikes when her dogs ear is flapped backwards.

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**Joey Elenterio's** culinary career has been fast and full of promotions. At the young age of 25, Elenterio was awarded One Michelin Star for his work at Chez TJ in Mountain View. This coveted award made him the youngest Chef in California and the youngest American-born chef to ever hold one. Elenterio's preceding career was full of mentors. He credits Aram Mardigian with seeing his potential while at Wolfgang Puck's Spago restaurant in 2004. He then worked for Rolland Passot as Executive Chef of Tanglewood before Chez TJ as Sous Chef under Scott Nishiyama in 2009, becoming Executive Chef in 2011. Later, he was included in Zagat's 30 Under 30 Award. In 2012, Elenterio was featured in the SF Chronicle as a Rising Star Chef – an award given to five chefs that show extreme promise. Fulfilling this prophecy, Elenterio became Executive Chef of Tyler Florence's Wayfare Tavern where he garnered a 3 star review from the Chronicle and a place on the top 100 restaurants in SF list. Not one to pass up an opportunity to be a partner in a jazz bar, Elenterio departed to open Mr. Tipple's in 2015. Currently, he is using his many talents in French Fries and Caviar: a culinary driven consulting and collaboration firm he began last year. He is always learning and improving; benefits he finds abundant with the dynamic nature of the new clients and projects for FF&C. Elenterio can never know enough about the culinary world and will not be slowing down.

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San Francisco native, **Mynor Morales** has over 20 years experience in working with the largest restaurant names in the Bay Area. Mynor started his career as accountant in the mid 90's for the Cypress Club, Gate 5 Restaurant and 2223 Market Street. For 10 years afterwards, he worked with the Real Restaurant Group managing the accounting and administrative offices of over 15 restaurants and a staff of over 10 bookkeepers. The restaurants were all over San Francisco City, Marin, Napa Valley, Chicago, Aspen and Dallas. During this time, Mynor had the opportunity to work with many internationally recognized restaurateurs including Michael Chiarello, Cindy Pawlcyn, Bruce Hill, Doug Biederbeck and Alex Ong.

After leaving Real Restaurants, Mynor has been the Controller or CFO for several high profile ventures. Finance Director for Charles Phan (Slanted Door and Out of the Door concepts), Controller for Loretta Keller (Bizou and COCO500), Controller for Traci Des Jardins' (Mijita at the Ferry Building) CFO for Michael and Lindsay Tusk (Quince and Cotogna), CFO for Charles Hallowell (Penrose, Pizzaiolo, Boot & Shoe) and Controller for Sushi Ran in Sausalito. Mynor is currently a managing partner at Nomica in San Francisco, and a partner in his own Restaurant Accounting firm Strategy Partners.



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12 Month Projection



# VIOLET'S

## BUDGET 12 Month Projection

MONTH 1			MONTH 2			MONTH 3			MONTH 4		
	\$\$\$	%		\$\$\$	%		\$\$\$	%		\$\$\$	%
<b>***NET SALES***</b>	<b>138,150</b>	<b>100.00%</b>	<b>131,920</b>	<b>100.00%</b>	<b>149,690</b>	<b>100.00%</b>	<b>200,180</b>	<b>100.00%</b>			
	0		0		0		0				
<i>Breakfast</i>	27,144	19.65%	25,920	19.65%	29,411	19.65%	27,137	13.56%			
<i>Lunch</i>	20,107	14.55%	19,200	14.55%	21,786	14.55%	20,102	10.04%			
<i>Dinner</i>	0	0.00%	0	0.00%	0	0.00%	62,064	31.00%			
<i>Bar</i>	46,916	33.96%	44,800	33.96%	50,835	33.96%	46,904	23.43%			
<i>Brunch</i>	43,983	31.84%	42,000	31.84%	47,658	31.84%	43,973	21.97%			
	<b>138,150</b>	<b>100.00%</b>	<b>131,920</b>	<b>100.00%</b>	<b>149,690</b>	<b>100.00%</b>	<b>200,180</b>	<b>100.00%</b>			
Food Sales	82,890	60.00%	79,152	60.00%	89,814	60.00%	120,108	60.00%			
Wine Sales	13,815	10.00%	13,192	10.00%	14,969	10.00%	20,018	10.00%			
Beer Sales	6,908	5.00%	6,596	5.00%	7,485	5.00%	10,009	5.00%			
Liquor Sales	27,630	20.00%	26,384	20.00%	29,938	20.00%	40,036	20.00%			
N/A Beverage Sales	6,908	5.00%	6,596	5.00%	7,485	5.00%	10,009	5.00%			
<b>Total Sales</b>	<b>138,150</b>	<b>100.00%</b>	<b>131,920</b>	<b>100.00%</b>	<b>149,690</b>	<b>100.00%</b>	<b>200,180</b>	<b>100.00%</b>			
Food Cost	20,723	25.00%	19,788	25.00%	22,454	25.00%	30,027	25.00%			
Wine Cost	3,868	28.00%	3,694	28.00%	4,191	28.00%	5,605	28.00%			
Beer Cost	1,382	20.00%	1,319	20.00%	1,497	20.00%	2,002	20.00%			
Liquor Cost	4,973	18.00%	4,749	18.00%	5,389	18.00%	7,206	18.00%			
N/A Beverage Cost	1,382	20.00%	1,319	20.00%	1,497	20.00%	2,002	20.00%			
<b>Total Cost of Sales</b>	<b>32,327</b>	<b>23.40%</b>	<b>30,869</b>	<b>23.40%</b>	<b>35,027</b>	<b>23.40%</b>	<b>46,842</b>	<b>23.40%</b>			
<b>Total Gross Margin</b>	<b>105,823</b>	<b>76.60%</b>	<b>101,051</b>	<b>76.60%</b>	<b>114,663</b>	<b>76.60%</b>	<b>153,338</b>	<b>76.60%</b>			
<b>Payroll</b>											
<u>Kitchen Wages</u>											
Dishwasher and Pastry	8,040	5.82%	7,272	5.51%	8,424	5.63%	10,920	5.46%			
Line and Lead Cooks	8,800	6.37%	7,328	5.55%	9,824	6.56%	20,192	10.09%			
Kitchen Management	7,083	5.13%	7,083	5.37%	7,083	4.73%	7,083	3.54%			
<b>Total</b>	<b>23,923</b>	<b>17.32%</b>	<b>21,683</b>	<b>16.44%</b>	<b>25,331</b>	<b>16.92%</b>	<b>38,195</b>	<b>19.08%</b>			
<u>Front of House Wages</u>											
Servers	9,781	7.08%	8,511	6.45%	10,416	6.96%	17,464	8.72%			
Bar	6,102	4.42%	5,467	4.14%	6,526	4.36%	8,891	4.44%			
Misc	2,752	1.99%	2,540	1.93%	2,858	1.91%	2,646	1.32%			
FOH Management	7,083	5.13%	7,083	5.37%	7,083	4.73%	7,083	3.54%			
<b>Total</b>	<b>25,719</b>	<b>18.62%</b>	<b>23,602</b>	<b>17.89%</b>	<b>26,883</b>	<b>17.96%</b>	<b>36,084</b>	<b>18.03%</b>			
<b>Total Wages</b>	<b>49,642</b>	<b>35.93%</b>	<b>45,285</b>	<b>34.33%</b>	<b>52,214</b>	<b>34.88%</b>	<b>74,279</b>	<b>37.11%</b>			



# VIOLET'S

## BUDGET 12 Month Projection

	MONTH 1		MONTH 2		MONTH 3		MONTH 4	
	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b>Related Expenses</b>								
Payroll Taxes (15% of labor)	7,446	5.39%	6,793	5.15%	7,832	5.23%	11,142	5.57%
Insurance - Health & Dental	3,000	2.17%	3,000	2.27%	3,000	2.00%	3,000	1.50%
Insurance - Worker's Comp (net rate 5.31)	2,730	1.98%	2,491	1.89%	2,872	1.92%	4,085	2.04%
Payroll Services	800	0.58%	800	0.61%	800	0.53%	800	0.40%
Total	13,977	10.12%	13,083	9.92%	14,504	9.69%	19,027	9.51%
<b>Total Labor &amp; Related Expenses</b>	<b>63,618</b>	<b>46.05%</b>	<b>58,369</b>	<b>44.25%</b>	<b>66,718</b>	<b>44.57%</b>	<b>93,306</b>	<b>46.61%</b>
<b>Prime Costs</b>	<b>95,946</b>	<b>69.45%</b>	<b>89,238</b>	<b>67.65%</b>	<b>101,745</b>	<b>67.97%</b>	<b>140,148</b>	<b>70.01%</b>
<b>General and Administrative</b>								
Advertising & PR	3,500	2.53%	3,500	2.65%	3,500	2.34%	3,500	1.75%
Accounting Fees	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Admin, Legal, Professional Fees	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bank Service Fee	150	0.11%	150	0.11%	150	0.10%	150	0.07%
Credit Card Merchant Fees (2.5% or revenue)	3,454	2.50%	3,298	2.50%	3,742	2.50%	5,005	2.50%
Dues & Subscriptions	100	0.07%	100	0.08%	100	0.07%	100	0.05%
Equipment Rental / Lease	500	0.36%	500	0.38%	500	0.33%	500	0.25%
Freight Postage & Courier	50	0.04%	50	0.04%	50	0.03%	50	0.02%
General Insurance	1,500	1.09%	1,500	1.14%	1,500	1.00%	1,500	0.75%
Management Fees	6,908	5.00%	6,596	5.00%	7,485	5.00%	10,009	5.00%
R&D / Business Meals		0.00%		0.00%		0.00%		0.00%
Travel Research		0.00%		0.00%		0.00%		0.00%
Taxes & Licenses	600	0.43%	600	0.45%	600	0.40%	600	0.30%
Transportation & Parking		0.00%		0.00%		0.00%		0.00%
Total	16,761	12.13%	16,294	12.35%	17,627	11.78%	21,414	10.70%
<b>Direct Operating Expenses</b>								
China - Silver - Glass	300	0.22%	300	0.23%	300	0.20%	300	0.15%
Flowers & Decorations		0.00%		0.00%		0.00%		0.00%
Linen & Laundry	500	0.36%	500	0.38%	500	0.33%	500	0.25%
Menu / Promo Printing	300	0.22%	300	0.23%	300	0.20%	300	0.15%
Misc Expenses		0.00%		0.00%		0.00%		0.00%
Supplies - Office	300	0.22%	300	0.23%	300	0.20%	300	0.15%
Supplies - Dining Room & Bar	500	0.36%	500	0.38%	500	0.33%	500	0.25%
Supplies - Kitchen	1,000	0.72%	1,000	0.76%	1,000	0.67%	1,000	0.50%
Supplies - Janitorial & Cleaning	1,000	0.72%	1,000	0.76%	1,000	0.67%	1,000	0.50%
Supplies - To Go	1,500	1.09%	1,500	1.14%	1,500	1.00%	1,500	0.75%
Uniforms	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Total	5,400	3.91%	5,400	4.09%	5,400	3.61%	5,400	2.70%



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## BUDGET 12 Month Projection

	MONTH 1		MONTH 2		MONTH 3		MONTH 4	
	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b><u>Promos and Comps</u></b>								
Complimentary - Manager	967	0.70%	923	0.70%	1,048	0.70%	1,401	0.70%
Complimentary - Employee	138	0.10%	132	0.10%	150	0.10%	200	0.10%
Complimentary - Goodwill	276	0.20%	264	0.20%	299	0.20%	400	0.20%
Total	1,382	1.00%	1,319	1.00%	1,497	1.00%	2,002	1.00%
<b><u>Repairs and Maintenance</u></b>								
Repairs & Maintenance - DR	500	0.36%	500	0.38%	500	0.33%	500	0.25%
Repairs & Maintenance - Kitchen	750	0.54%	750	0.57%	750	0.50%	750	0.37%
Contract Cleaning	2,000	1.45%	2,000	1.52%	2,000	1.34%	2,000	1.00%
Total	3,250	2.35%	3,250	2.46%	3,250	2.17%	3,250	1.62%
<b><u>Energy and Utilities</u></b>								
Gas and Electric	1,500	1.09%	1,500	1.14%	1,500	1.00%	1,500	0.75%
Garbage and Disposal	600	0.43%	600	0.45%	600	0.40%	600	0.30%
Pest Control	100	0.07%	100	0.08%	100	0.07%	100	0.05%
Security	50	0.04%	50	0.04%	50	0.03%	50	0.02%
Telephone & Internet	500	0.36%	500	0.38%	500	0.33%	500	0.25%
Water	1,000	0.72%	1,000	0.76%	1,000	0.67%	1,000	0.50%
Wood & Fuel	500	0.36%	500	0.38%	500	0.33%	500	0.25%
Total	4,250	3.08%	4,250	3.22%	4,250	2.84%	4,250	2.12%
<b><u>Occupancy Costs</u></b>								
Rent	6,500	4.71%	6,500	4.93%	6,500	4.34%	6,500	3.25%
NNN		0.00%		0.00%		0.00%		0.00%
Total	6,500	4.71%	6,500	4.93%	6,500	4.34%	6,500	3.25%
<b>Total Expenses</b>	<b>37,543</b>	<b>27.18%</b>	<b>37,013</b>	<b>28.06%</b>	<b>38,524</b>	<b>25.74%</b>	<b>42,815</b>	<b>21.39%</b>
<b>Operating Income (EBITDA)</b>	<b>4,662</b>	<b>3.37%</b>	<b>5,669</b>	<b>4.30%</b>	<b>9,421</b>	<b>6.29%</b>	<b>17,217</b>	<b>8.60%</b>
<b><u>Other Adjustments to Cash Flow</u></b>								
Loan Obligation (Princ & Int)	5,069	3.67%	5,069	3.84%	5,069	3.39%	5,069	2.53%
Total	5,069	3.67%	5,069	3.84%	5,069	3.39%	5,069	2.53%
<b>NET INCOME</b>	<b>-407</b>	<b>-0.29%</b>	<b>600</b>	<b>0.45%</b>	<b>4,352</b>	<b>2.91%</b>	<b>12,147</b>	<b>6.07%</b>



# VIOLET'S

## BUDGET 12 Month Projection

		MONTH 5		MONTH 6		MONTH 7		MONTH 8	
		\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b>***NET SALES***</b>		<b>208,600</b>	<b>100.00%</b>	<b>212,620</b>	<b>100.00%</b>	<b>199,330</b>	<b>100.00%</b>	<b>213,440</b>	<b>100.00%</b>
		0		0		0		0	
	<i>Breakfast</i>	28,279	13.56%	28,824	13.56%	27,022	13.56%	28,935	13.56%
	<i>Lunch</i>	20,947	10.04%	21,351	10.04%	20,016	10.04%	21,433	10.04%
	<i>Dinner</i>	64,675	31.00%	65,921	31.00%	61,801	31.00%	66,175	31.00%
	<i>Bar</i>	48,877	23.43%	49,819	23.43%	46,705	23.43%	50,011	23.43%
	<i>Brunch</i>	45,822	21.97%	46,705	21.97%	43,786	21.97%	46,885	21.97%
		<b>208,600</b>	<b>100.00%</b>	<b>212,620</b>	<b>100.00%</b>	<b>199,330</b>	<b>100.00%</b>	<b>213,440</b>	<b>100.00%</b>
Food Sales		125,160	60.00%	127,572	60.00%	119,598	60.00%	128,064	60.00%
Wine Sales		20,860	10.00%	21,262	10.00%	19,933	10.00%	21,344	10.00%
Beer Sales		10,430	5.00%	10,631	5.00%	9,967	5.00%	10,672	5.00%
Liquor Sales		41,720	20.00%	42,524	20.00%	39,866	20.00%	42,688	20.00%
N/A Beverage Sales		10,430	5.00%	10,631	5.00%	9,967	5.00%	10,672	5.00%
	<b>Total Sales</b>	<b>208,600</b>	<b>100.00%</b>	<b>212,620</b>	<b>100.00%</b>	<b>199,330</b>	<b>100.00%</b>	<b>213,440</b>	<b>100.00%</b>
Food Cost		31,290	25.00%	31,893	25.00%	29,900	25.00%	32,016	25.00%
Wine Cost		5,841	28.00%	5,953	28.00%	5,581	28.00%	5,976	28.00%
Beer Cost		2,086	20.00%	2,126	20.00%	1,993	20.00%	2,134	20.00%
Liquor Cost		7,510	18.00%	7,654	18.00%	7,176	18.00%	7,684	18.00%
N/A Beverage Cost		2,086	20.00%	2,126	20.00%	1,993	20.00%	2,134	20.00%
	<b>Total Cost of Sales</b>	<b>48,812</b>	<b>23.40%</b>	<b>49,753</b>	<b>23.40%</b>	<b>46,643</b>	<b>23.40%</b>	<b>49,945</b>	<b>23.40%</b>
	<b>Total Gross Margin</b>	<b>159,788</b>	<b>76.60%</b>	<b>162,867</b>	<b>76.60%</b>	<b>152,687</b>	<b>76.60%</b>	<b>163,495</b>	<b>76.60%</b>
<b>Payroll</b>									
	<u>Kitchen Wages</u>	38				40		41	
	Dishwasher and Pastry	11,424	5.48%	11,040	5.19%	10,920	5.48%	11,424	5.35%
	Line and Lead Cooks	21,536	10.32%	21,088	9.92%	20,192	10.13%	21,680	10.16%
	Kitchen Management	7,083	3.40%	7,083	3.33%	7,083	3.55%	7,083	3.32%
	<b>Total</b>	<b>40,043</b>	<b>19.20%</b>	<b>39,211</b>	<b>18.44%</b>	<b>38,195</b>	<b>19.16%</b>	<b>40,187</b>	<b>18.83%</b>
	<u>Front of House Wages</u>								
	Servers	18,416	8.83%	17,781	8.36%	17,464	8.76%	18,416	8.63%
	Bar	9,420	4.52%	9,208	4.33%	8,891	4.46%	9,420	4.41%
	Misc	2,858	1.37%	2,752	1.29%	2,646	1.33%	2,858	1.34%
	FOH Management	7,083	3.40%	7,083	3.33%	7,083	3.55%	7,083	3.32%
	<b>Total</b>	<b>37,777</b>	<b>18.11%</b>	<b>36,824</b>	<b>17.32%</b>	<b>36,084</b>	<b>18.10%</b>	<b>37,777</b>	<b>17.70%</b>
	<b>Total Wages</b>	<b>77,820</b>	<b>37.31%</b>	<b>76,036</b>	<b>35.76%</b>	<b>74,279</b>	<b>37.26%</b>	<b>77,964</b>	<b>36.53%</b>

# VIOLET'S

## BUDGET 12 Month Projection

	MONTH 5		MONTH 6		MONTH 7		MONTH 8	
	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b>Related Expenses</b>								
Payroll Taxes (15% of labor)	11,673	5.60%	11,405	5.36%	11,142	5.59%	11,695	5.48%
Insurance - Health & Dental	3,000	1.44%	3,000	1.41%	3,000	1.51%	3,000	1.41%
Insurance - Worker's Comp (net rate 5.31)	4,280	2.05%	4,182	1.97%	4,085	2.05%	4,288	2.01%
Payroll Services	800	0.38%	800	0.38%	800	0.40%	800	0.37%
Total	19,753	9.47%	19,387	9.12%	19,027	9.55%	19,783	9.27%
<b>Total Labor &amp; Related Expenses</b>	<b>97,573</b>	<b>46.78%</b>	<b>95,423</b>	<b>44.88%</b>	<b>93,306</b>	<b>46.81%</b>	<b>97,747</b>	<b>45.80%</b>
<b>Prime Costs</b>	<b>146,386</b>	<b>70.18%</b>	<b>145,176</b>	<b>68.28%</b>	<b>139,949</b>	<b>70.21%</b>	<b>147,692</b>	<b>69.20%</b>
<b>General and Administrative</b>								
Advertising & PR	3,500	1.68%	3,500	1.65%	3,500	1.76%	3,500	1.64%
Accounting Fees	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Admin, Legal, Professional Fees	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bank Service Fee	150	0.07%	150	0.07%	150	0.08%	150	0.07%
Credit Card Merchant Fees (2.5% or revenue)	5,215	2.50%	5,316	2.50%	4,983	2.50%	5,336	2.50%
Dues & Subscriptions	100	0.05%	100	0.05%	100	0.05%	100	0.05%
Equipment Rental / Lease	500	0.24%	500	0.24%	500	0.25%	500	0.23%
Freight Postage & Courier	50	0.02%	50	0.02%	50	0.03%	50	0.02%
General Insurance	1,500	0.72%	1,500	0.71%	1,500	0.75%	1,500	0.70%
Management Fees	10,430	5.00%	10,631	5.00%	9,967	5.00%	10,672	5.00%
R&D / Business Meals		0.00%		0.00%		0.00%		0.00%
Travel Research		0.00%		0.00%		0.00%		0.00%
Taxes & Licenses	600	0.29%	600	0.28%	600	0.30%	600	0.28%
Transportation & Parking		0.00%		0.00%		0.00%		0.00%
Total	22,045	10.57%	22,347	10.51%	21,350	10.71%	22,408	10.50%
<b>Direct Operating Expenses</b>								
China - Silver - Glass	300	0.14%	300	0.14%	300	0.15%	300	0.14%
Flowers & Decorations		0.00%		0.00%		0.00%		0.00%
Linen & Laundry	500	0.24%	500	0.24%	500	0.25%	500	0.23%
Menu / Promo Printing	300	0.14%	300	0.14%	300	0.15%	300	0.14%
Misc Expenses		0.00%		0.00%		0.00%		0.00%
Supplies - Office	300	0.14%	300	0.14%	300	0.15%	300	0.14%
Supplies - Dining Room & Bar	500	0.24%	500	0.24%	500	0.25%	500	0.23%
Supplies - Kitchen	1,000	0.48%	1,000	0.47%	1,000	0.50%	1,000	0.47%
Supplies - Janitorial & Cleaning	1,000	0.48%	1,000	0.47%	1,000	0.50%	1,000	0.47%
Supplies - To Go	1,500	0.72%	1,500	0.71%	1,500	0.75%	1,500	0.70%
Uniforms	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Total	5,400	2.59%	5,400	2.54%	5,400	2.71%	5,400	2.53%



# VIOLET'S

## BUDGET 12 Month Projection

		MONTH 5		MONTH 6		MONTH 7		MONTH 8	
		\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b><u>Promos and Comps</u></b>									
Complimentary - Manager		1,460	0.70%	1,488	0.70%	1,395	0.70%	1,494	0.70%
Complimentary - Employee		209	0.10%	213	0.10%	199	0.10%	213	0.10%
Complimentary - Goodwill		417	0.20%	425	0.20%	399	0.20%	427	0.20%
Total		2,086	1.00%	2,126	1.00%	1,993	1.00%	2,134	1.00%
<b><u>Repairs and Maintenance</u></b>									
Repairs & Maintenance - DR		500	0.24%	500	0.24%	500	0.25%	500	0.23%
Repairs & Maintenance - Kitchen		750	0.36%	750	0.35%	750	0.38%	750	0.35%
Contract Cleaning		2,000	0.96%	2,000	0.94%	2,000	1.00%	2,000	0.94%
Total		3,250	1.56%	3,250	1.53%	3,250	1.63%	3,250	1.52%
<b><u>Energy and Utilities</u></b>									
Gas and Electric		1,500	0.72%	1,500	0.71%	1,500	0.75%	1,500	0.70%
Garbage and Disposal		600	0.29%	600	0.28%	600	0.30%	600	0.28%
Pest Control		100	0.05%	100	0.05%	100	0.05%	100	0.05%
Security		50	0.02%	50	0.02%	50	0.03%	50	0.02%
Telephone & Internet		500	0.24%	500	0.24%	500	0.25%	500	0.23%
Water		1,000	0.48%	1,000	0.47%	1,000	0.50%	1,000	0.47%
Wood & Fuel		500	0.24%	500	0.24%	500	0.25%	500	0.23%
Total		4,250	2.04%	4,250	2.00%	4,250	2.13%	4,250	1.99%
<b><u>Occupancy Costs</u></b>									
Rent		6,500	3.12%	6,500	3.06%	6,500	3.26%	6,500	3.05%
NNN			0.00%		0.00%		0.00%		0.00%
Total		6,500	3.12%	6,500	3.06%	6,500	3.26%	6,500	3.05%
<b>Total Expenses</b>		<b>43,531</b>	<b>20.87%</b>	<b>43,873</b>	<b>20.63%</b>	<b>42,743</b>	<b>21.44%</b>	<b>43,942</b>	<b>20.59%</b>
<b>Operating Income (EBITDA)</b>		<b>18,683</b>	<b>8.96%</b>	<b>23,571</b>	<b>11.09%</b>	<b>16,638</b>	<b>8.35%</b>	<b>21,806</b>	<b>10.22%</b>
<b><u>Other Adjustments to Cash Flow</u></b>									
Loan Obligation (Princ & Int)		5,069	2.43%	5,069	2.38%	5,069	2.54%	5,069	2.37%
Total		5,069	2.43%	5,069	2.38%	5,069	2.54%	5,069	2.37%
<b>NET INCOME</b>		<b>13,614</b>	<b>6.53%</b>	<b>18,502</b>	<b>8.70%</b>	<b>11,569</b>	<b>5.80%</b>	<b>16,737</b>	<b>7.84%</b>

# VIOLET'S

## BUDGET 12 Month Projection

		MONTH 9		MONTH 10		MONTH 11		MONTH 12		YEAR TO DATE	
		\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b>***NET SALES***</b>		<b>210,100</b>	<b>100.00%</b>	<b>203,490</b>	<b>100.00%</b>	<b>200,820</b>	<b>100.00%</b>	<b>205,320</b>	<b>100.00%</b>	<b>2,273,660</b>	<b>100.00%</b>
		0		0		0		0		0	
<i>Breakfast</i>		28,482	13.56%	27,586	13.56%	27,224	13.56%	27,834	13.56%	308,228	13.56%
<i>Lunch</i>		21,098	10.04%	20,434	10.04%	20,166	10.04%	20,618	10.04%	228,317	10.04%
<i>Dinner</i>		65,140	31.00%	63,090	31.00%	62,263	31.00%	63,658	31.00%	704,930	31.00%
<i>Bar</i>		49,228	23.43%	47,680	23.43%	47,054	23.43%	48,108	23.43%	532,740	23.43%
<i>Brunch</i>		46,152	21.97%	44,700	21.97%	44,113	21.97%	45,102	21.97%	499,444	21.97%
		<b>210,100</b>	<b>100.00%</b>	<b>203,490</b>	<b>100.00%</b>	<b>200,820</b>	<b>100.00%</b>	<b>205,320</b>	<b>100.00%</b>	<b>2,273,660</b>	<b>100.00%</b>
Food Sales		126,060	60.00%	122,094	60.00%	120,492	60.00%	123,192	60.00%	1,364,196	60.00%
Wine Sales		21,010	10.00%	20,349	10.00%	20,082	10.00%	20,532	10.00%	227,366	10.00%
Beer Sales		10,505	5.00%	10,175	5.00%	10,041	5.00%	10,266	5.00%	113,683	5.00%
Liquor Sales		42,020	20.00%	40,698	20.00%	40,164	20.00%	41,064	20.00%	454,732	20.00%
N/A Beverage Sales		10,505	5.00%	10,175	5.00%	10,041	5.00%	10,266	5.00%	113,683	5.00%
<b>Total Sales</b>		<b>210,100</b>	<b>100.00%</b>	<b>203,490</b>	<b>100.00%</b>	<b>200,820</b>	<b>100.00%</b>	<b>205,320</b>	<b>100.00%</b>	<b>2,273,660</b>	<b>100.00%</b>
Food Cost		31,515	25.00%	30,524	25.00%	30,123	25.00%	30,798	25.00%	341,049	25.00%
Wine Cost		5,883	28.00%	5,698	28.00%	5,623	28.00%	5,749	28.00%	63,662	28.00%
Beer Cost		2,101	20.00%	2,035	20.00%	2,008	20.00%	2,053	20.00%	22,737	20.00%
Liquor Cost		7,564	18.00%	7,326	18.00%	7,230	18.00%	7,392	18.00%	81,852	18.00%
N/A Beverage Cost		2,101	20.00%	2,035	20.00%	2,008	20.00%	2,053	20.00%	22,737	20.00%
<b>Total Cost of Sales</b>		<b>49,163</b>	<b>23.40%</b>	<b>47,617</b>	<b>23.40%</b>	<b>46,992</b>	<b>23.40%</b>	<b>48,045</b>	<b>23.40%</b>	<b>532,036</b>	<b>23.40%</b>
<b>Total Gross Margin</b>		<b>160,937</b>	<b>76.60%</b>	<b>155,873</b>	<b>76.60%</b>	<b>153,828</b>	<b>76.60%</b>	<b>157,275</b>	<b>76.60%</b>	<b>1,741,624</b>	<b>76.60%</b>
<b>Payroll</b>											
	<u>Kitchen Wages</u>	42		43		44					
		10,920	5.20%	11,424	5.61%	10,656	5.31%	10,536	5.13%	123,000	5.41%
	Dishwasher and Pastry										
		20,496	9.76%	21,376	10.50%	20,208	10.06%	19,760	9.62%	212,480	9.35%
	Line and Lead Cooks										
		7,083	3.37%	7,083	3.48%	7,083	3.53%	7,083	3.45%	85,000	3.74%
	Kitchen Management										
	<b>Total</b>	<b>38,499</b>	<b>18.32%</b>	<b>39,883</b>	<b>19.60%</b>	<b>37,947</b>	<b>18.90%</b>	<b>37,379</b>	<b>18.21%</b>	<b>420,480</b>	<b>18.49%</b>
	<u>Front of House Wages</u>										
		17,464	8.31%	18,416	9.05%	17,146	8.54%	16,829	8.20%	188,103	8.27%
	Servers										
		9,208	4.38%	9,208	4.53%	8,785	4.37%	8,891	4.33%	100,015	4.40%
	Bar										
		2,752	1.31%	2,752	1.35%	2,646	1.32%	2,646	1.29%	32,705	1.44%
	Misc										
		7,083	3.37%	7,083	3.48%	7,083	3.53%	7,083	3.45%	85,000	3.74%
	FOH Management										
	<b>Total</b>	<b>36,507</b>	<b>17.38%</b>	<b>37,459</b>	<b>18.41%</b>	<b>35,660</b>	<b>17.76%</b>	<b>35,448</b>	<b>17.26%</b>	<b>405,823</b>	<b>17.85%</b>
<b>Total Wages</b>		<b>75,006</b>	<b>35.70%</b>	<b>77,343</b>	<b>38.01%</b>	<b>73,607</b>	<b>36.65%</b>	<b>72,828</b>	<b>35.47%</b>	<b>826,303</b>	<b>36.34%</b>



# VIOLET'S

## BUDGET 12 Month Projection

	MONTH 9		MONTH 10		MONTH 11		MONTH 12		YEAR TO DATE	
	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b>Related Expenses</b>										
Payroll Taxes (15% of labor)	11,251	5.36%	11,601	5.70%	11,041	5.50%	10,924	5.32%	123,945	5.45%
Insurance - Health & Dental	3,000	1.43%	3,000	1.47%	3,000	1.49%	3,000	1.46%	36,000	1.58%
Insurance - Worker's Comp (net rate 5.31)	4,125	1.96%	4,254	2.09%	4,048	2.02%	4,006	1.95%	45,447	2.00%
Payroll Services	800	0.38%	800	0.39%	800	0.40%	800	0.39%	9,600	0.42%
Total	19,176	9.13%	19,655	9.66%	18,890	9.41%	18,730	9.12%	214,992	9.46%
<b>Total Labor &amp; Related Expenses</b>	<b>94,182</b>	<b>44.83%</b>	<b>96,998</b>	<b>47.67%</b>	<b>92,497</b>	<b>46.06%</b>	<b>91,557</b>	<b>44.59%</b>	<b>1,041,295</b>	<b>45.80%</b>
<b>Prime Costs</b>	<b>143,346</b>	<b>68.23%</b>	<b>144,615</b>	<b>71.07%</b>	<b>139,489</b>	<b>69.46%</b>	<b>139,602</b>	<b>67.99%</b>	<b>1,573,332</b>	<b>69.20%</b>
<b>General and Administrative</b>										
Advertising & PR	3,500	1.67%	3,500	1.72%	3,500	1.74%	3,500	1.70%	42,000	1.85%
Accounting Fees	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Admin, Legal, Professional Fees	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bank Service Fee	150	0.07%	150	0.07%	150	0.07%	150	0.07%	1,800	0.08%
Credit Card Merchant Fees (2.5% or revenue)	5,253	2.50%	5,087	2.50%	5,021	2.50%	5,133	2.50%	56,842	2.50%
Dues & Subscriptions	100	0.05%	100	0.05%	100	0.05%	100	0.05%	1,200	0.05%
Equipment Rental / Lease	500	0.24%	500	0.25%	500	0.25%	500	0.24%	6,000	0.26%
Freight Postage & Courier	50	0.02%	50	0.02%	50	0.02%	50	0.02%	600	0.03%
General Insurance	1,500	0.71%	1,500	0.74%	1,500	0.75%	1,500	0.73%	18,000	0.79%
Management Fees	10,505	5.00%	10,175	5.00%	10,041	5.00%	10,266	5.00%	113,683	5.00%
R&D / Business Meals		0.00%		0.00%		0.00%		0.00%	0	0.00%
Travel Research		0.00%		0.00%		0.00%		0.00%	0	0.00%
Taxes & Licenses	600	0.29%	600	0.29%	600	0.30%	600	0.29%	7,200	0.32%
Transportation & Parking		0.00%		0.00%		0.00%		0.00%	0	0.00%
Total	22,158	10.55%	21,662	10.65%	21,462	10.69%	21,799	10.62%	247,325	10.88%
<b>Direct Operating Expenses</b>										
China - Silver - Glass	300	0.14%	300	0.15%	300	0.15%	300	0.15%	3,600	0.16%
Flowers & Decorations		0.00%		0.00%		0.00%		0.00%	0	0.00%
Linen & Laundry	500	0.24%	500	0.25%	500	0.25%	500	0.24%	6,000	0.26%
Menu / Promo Printing	300	0.14%	300	0.15%	300	0.15%	300	0.15%	3,600	0.16%
Misc Expenses		0.00%		0.00%		0.00%		0.00%	0	0.00%
Supplies - Office	300	0.14%	300	0.15%	300	0.15%	300	0.15%	3,600	0.16%
Supplies - Dining Room & Bar	500	0.24%	500	0.25%	500	0.25%	500	0.24%	6,000	0.26%
Supplies - Kitchen	1,000	0.48%	1,000	0.49%	1,000	0.50%	1,000	0.49%	12,000	0.53%
Supplies - Janitorial & Cleaning	1,000	0.48%	1,000	0.49%	1,000	0.50%	1,000	0.49%	12,000	0.53%
Supplies - To Go	1,500	0.71%	1,500	0.74%	1,500	0.75%	1,500	0.73%	18,000	0.79%
Uniforms	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Total	5,400	2.57%	5,400	2.65%	5,400	2.69%	5,400	2.63%	64,800	2.85%

# VIOLET'S

## BUDGET 12 Month Projection

	MONTH 9		MONTH 10		MONTH 11		MONTH 12		YEAR TO DATE	
	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%	\$\$\$	%
<b><u>Promos and Comps</u></b>										
Complimentary - Manager	1,471	0.70%	1,424	0.70%	1,406	0.70%	1,437	0.70%	15,916	0.70%
Complimentary - Employee	210	0.10%	203	0.10%	201	0.10%	205	0.10%	2,274	0.10%
Complimentary - Goodwill	420	0.20%	407	0.20%	402	0.20%	411	0.20%	4,547	0.20%
Total	2,101	1.00%	2,035	1.00%	2,008	1.00%	2,053	1.00%	22,737	1.00%
<b><u>Repairs and Maintenance</u></b>										
Repairs & Maintenance - DR	500	0.24%	500	0.25%	500	0.25%	500	0.24%	6,000	0.26%
Repairs & Maintenance - Kitchen	750	0.36%	750	0.37%	750	0.37%	750	0.37%	9,000	0.40%
Contract Cleaning	2,000	0.95%	2,000	0.98%	2,000	1.00%	2,000	0.97%	24,000	1.06%
Total	3,250	1.55%	3,250	1.60%	3,250	1.62%	3,250	1.58%	39,000	1.72%
<b><u>Energy and Utilities</u></b>										
Gas and Electric	1,500	0.71%	1,500	0.74%	1,500	0.75%	1,500	0.73%	18,000	0.79%
Garbage and Disposal	600	0.29%	600	0.29%	600	0.30%	600	0.29%	7,200	0.32%
Pest Control	100	0.05%	100	0.05%	100	0.05%	100	0.05%	1,200	0.05%
Security	50	0.02%	50	0.02%	50	0.02%	50	0.02%	600	0.03%
Telephone & Internet	500	0.24%	500	0.25%	500	0.25%	500	0.24%	6,000	0.26%
Water	1,000	0.48%	1,000	0.49%	1,000	0.50%	1,000	0.49%	12,000	0.53%
Wood & Fuel	500	0.24%	500	0.25%	500	0.25%	500	0.24%	6,000	0.26%
Total	4,250	2.02%	4,250	2.09%	4,250	2.12%	4,250	2.07%	51,000	2.24%
<b><u>Occupancy Costs</u></b>										
Rent	6,500	3.09%	6,500	3.19%	6,500	3.24%	6,500	3.17%	78,000	3.43%
NNN		0.00%		0.00%		0.00%		0.00%	0	0.00%
Total	6,500	3.09%	6,500	3.19%	6,500	3.24%	6,500	3.17%	78,000	3.43%
<b>Total Expenses</b>	<b>43,659</b>	<b>20.78%</b>	<b>43,097</b>	<b>21.18%</b>	<b>42,870</b>	<b>21.35%</b>	<b>43,252</b>	<b>21.07%</b>	<b>502,861</b>	<b>22.12%</b>
<b>Operating Income (EBITDA)</b>	<b>23,096</b>	<b>10.99%</b>	<b>15,779</b>	<b>7.75%</b>	<b>18,461</b>	<b>9.19%</b>	<b>22,465</b>	<b>10.94%</b>	<b>197,467</b>	<b>8.68%</b>
<b><u>Other Adjustments to Cash Flow</u></b>										
Loan Obligation (Princ & Int)	5,069	2.41%	5,069	2.49%	5,069	2.52%	5,069	2.47%	60,829	2.68%
Total	5,069	2.41%	5,069	2.49%	5,069	2.52%	5,069	2.47%	60,829	2.68%
<b>NET INCOME</b>	<b>18,027</b>	<b>8.58%</b>	<b>10,710</b>	<b>5.26%</b>	<b>13,392</b>	<b>6.67%</b>	<b>17,396</b>	<b>8.47%</b>	<b>136,638</b>	<b>6.01%</b>



# VIOLET'S

## INCOME & EXPENSE PROJECTIONS - 5 YEAR PROFORMA

	<u>Year 1 (80% Achieved)</u>		<u>Year 2 (100% Achieved)</u>		<u>Year 3 (+2% Growth)</u>		<u>Year 4</u>		<u>Year 5 (+3% Growth)</u>	
<b>TOTAL REVENUE</b>	<b>1,818,928</b>		<b>2,273,660</b>		<b>2,319,133</b>		<b>2,319,133</b>		<b>2,388,707</b>	
Cost of Goods	425,629	23.40%	532,036	23.40%	542,677	23.40%	542,677	23.40%	558,957	23.40%
Labor										
BOH Labor	336,384	18.49%	420,480	18.49%	428,890	18.49%	428,890	18.49%	441,756	18.49%
FOH Labor	324,659	17.85%	405,823	17.85%	413,940	17.85%	413,940	17.85%	426,358	17.85%
Payroll Related Expenses	171,994	9.46%	214,992	9.46%	219,292	9.46%	219,292	9.46%	225,871	9.46%
<b>Total Labor &amp; Related Exp</b>	<b>833,036</b>	<b>45.80%</b>	<b>1,041,295</b>	<b>45.80%</b>	<b>1,062,121</b>	<b>45.80%</b>	<b>1,062,121</b>	<b>45.80%</b>	<b>1,093,985</b>	<b>45.80%</b>
<b>PRIME COSTS</b>	<b>1,258,666</b>	<b>69.20%</b>	<b>1,573,332</b>	<b>69.20%</b>	<b>1,604,799</b>	<b>69.20%</b>	<b>1,604,799</b>	<b>69.20%</b>	<b>1,652,942</b>	<b>69.20%</b>
Operating Expense										
General & Administrative	197,860	10.88%	247,325	10.88%	252,271	10.88%	252,271	10.88%	259,839	10.88%
Direct Operating Expenses	51,840	2.85%	64,800	2.85%	66,096	2.85%	66,096	2.85%	68,079	2.85%
Promos & Comps	18,189	1.00%	22,737	1.00%	23,191	1.00%	23,191	1.00%	23,887	1.00%
Repairs & Maintenance	31,200	1.72%	39,000	1.72%	39,780	1.72%	39,780	1.72%	40,973	1.72%
Energy & Utilities	40,800	2.24%	51,000	2.24%	52,020	2.24%	52,020	2.24%	53,581	2.24%
Occupancy Costs	78,000	4.29%	79,560	3.50%	81,151	3.50%	82,774	3.57%	84,430	3.53%
<b>Total Operating Expenses</b>	<b>417,889</b>	<b>22.97%</b>	<b>504,421</b>	<b>22.19%</b>	<b>514,510</b>	<b>22.19%</b>	<b>516,133</b>	<b>22.26%</b>	<b>530,789</b>	<b>22.22%</b>
<b>Total Expense</b>	<b>1,676,554</b>	<b>92.17%</b>	<b>2,077,753</b>	<b>91.38%</b>	<b>2,119,308</b>	<b>91.38%</b>	<b>2,120,931</b>	<b>91.45%</b>	<b>2,183,731</b>	<b>91.42%</b>
<b>Income From Operations (EBITDA)</b>	<b>142,374</b>	<b>7.83%</b>	<b>195,907</b>	<b>8.62%</b>	<b>199,825</b>	<b>8.62%</b>	<b>198,202</b>	<b>8.55%</b>	<b>204,976</b>	<b>8.58%</b>
Loan Obligations	60,829	3.34%	60,829	2.68%	60,829	2.62%	60,829	2.62%	60,829	2.55%
<b>Net Income</b>	<b>81,544</b>	<b>4.48%</b>	<b>135,078</b>	<b>5.94%</b>	<b>138,996</b>	<b>5.99%</b>	<b>137,373</b>	<b>5.92%</b>	<b>144,147</b>	<b>6.03%</b>

## VIOLET'S ROI

Total Invenstments \$250,000

Investment - Loan Partner	10.00%
Investment - Property	22.50%
Partnership	67.50%

	Projected Annual Income	Distributable Cash (Less 20% reserves)	P&I Loan Payments	Additional Loan Payments	Cumulative Loan Payments	% ROI Before Investment Pay Back	Cash Distribution @ 10%	Cumulative Distributions	% ROI After Investment Pay Back
Year 1	142,374	113,899	60,829	53,070	113,899	46%			
Year 2	195,907	156,726	60,829	75,272	250,000	100%			
Year 3	199,825	159,860					15,986	15,986	6.39%
Year 4	198,202	158,562					15,856	31,842	12.74%
Year 5	204,976	163,981					16,398	48,240	19.30%
Year 6	204,976	163,981					16,398	64,638	25.86%
Year 7	204,976	163,981					16,398	81,036	32.41%
Year 8	204,976	163,981					16,398	97,434	38.97%
Year 9	204,976	163,981					16,398	113,833	45.53%
Year 10	204,976	163,981					16,398	130,231	52.09%