

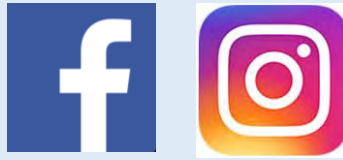
Fully Equipped Restaurant Space

- Investment Proposal -



29 Hudson Road ♦ Sudbury, MA

The Space



Ctrl + Click to follow

- Formerly 29 Sudbury Restaurant
- 10,421 sq.ft. - across 3 floors
- 2 full bars (24 seat horseshoe, 12 seat straight)
- 300 seats total (including 100 seat outdoor patio)
- 2 private event rooms
- Wood fired pizza oven
- Fully equipped with FF&E (some needs replacing)
- Excellent location (Historic Downtown)
- Assume lease only! (Assume full possession)
- Proven historical revenues (\$2M in 2017)
- Restaurant closed now for 6 months.
(Ask to see full FF&E listing)

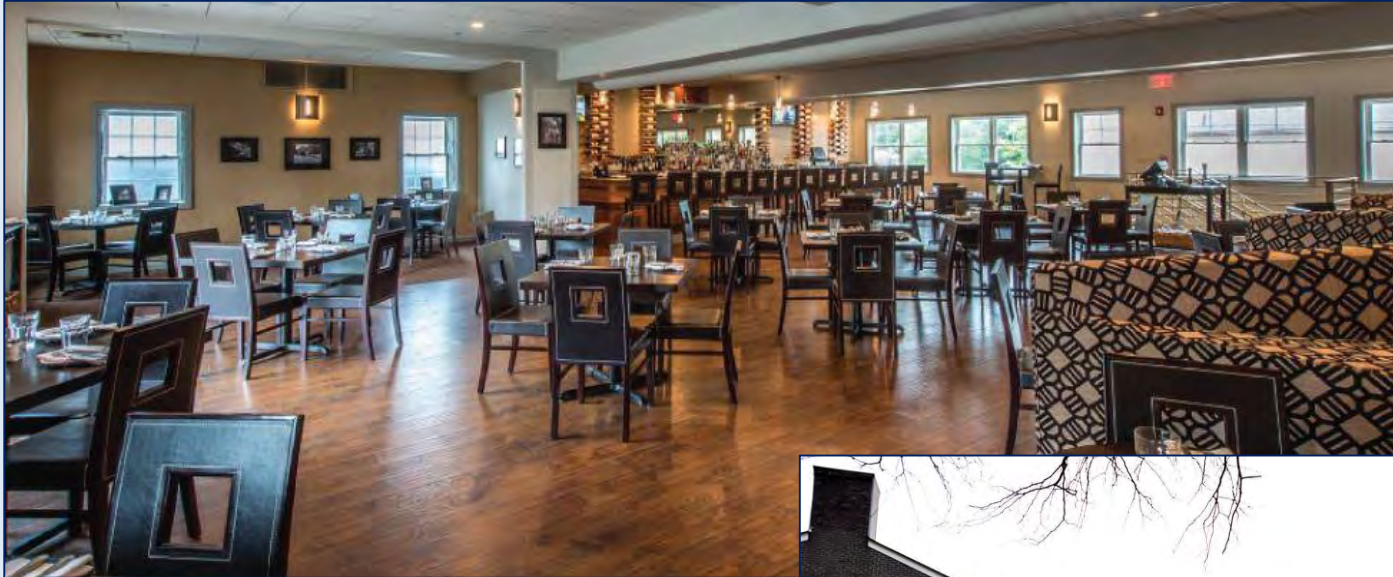


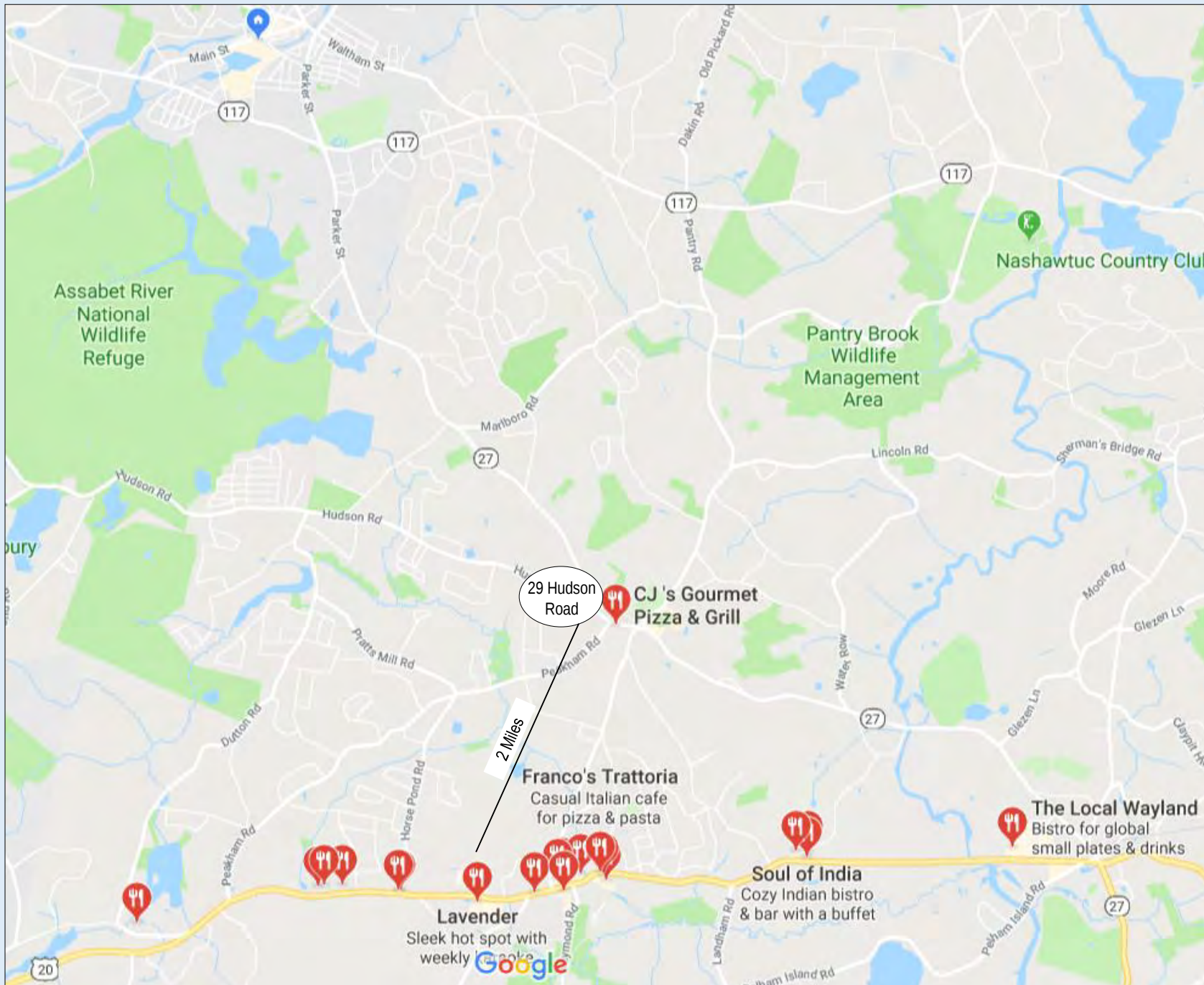
Back Entrance - 130 parking spaces



Front Entrance

The Space – 2nd Floor & Town Square Complex





Local area map identifying nearby dining.

- ✓ Sudbury is an upper middle-class bedroom community in the suburbs of Boston.
- ✓ Areas immediately north, east and west of 29 Hudson are all residential.
- ✓ 95% single-family homes - median home price is \$745,000.
- ✓ 80% married couples. Median age is 45.
- ✓ Sudbury and adjacent towns - Acton and Wayland - are all listed among Boston's top twelve suburbs.
- ✓ Population within a 10-minute driving radius exceeds 70,000.
- ✓ The only dining & events facility of its kind within a 5-mile radius.
- ✓ Several business centers (professional and tech) can be found in the surrounding towns.
- ✓ Perfectly situated in the newly renovated Sudbury Town Square at a high-traffic intersection.

Recent History

- A proven profitable revenue stream over the past four years (upscale area).
- Past Financial Management. Previous owners defaulted on the lease, returning possession of the restaurant and its contents back to the landlord.
- Landlord needs a successful restaurant as the 'anchor tenant' for this Town Square Complex.
- The restaurant is being offered “as is”. All existing FF&E (Furniture, Fixtures & Equipment) was negotiated into the lease by our group.
- We currently have a mutually accepted LOI, pending permits, licenses and financing.



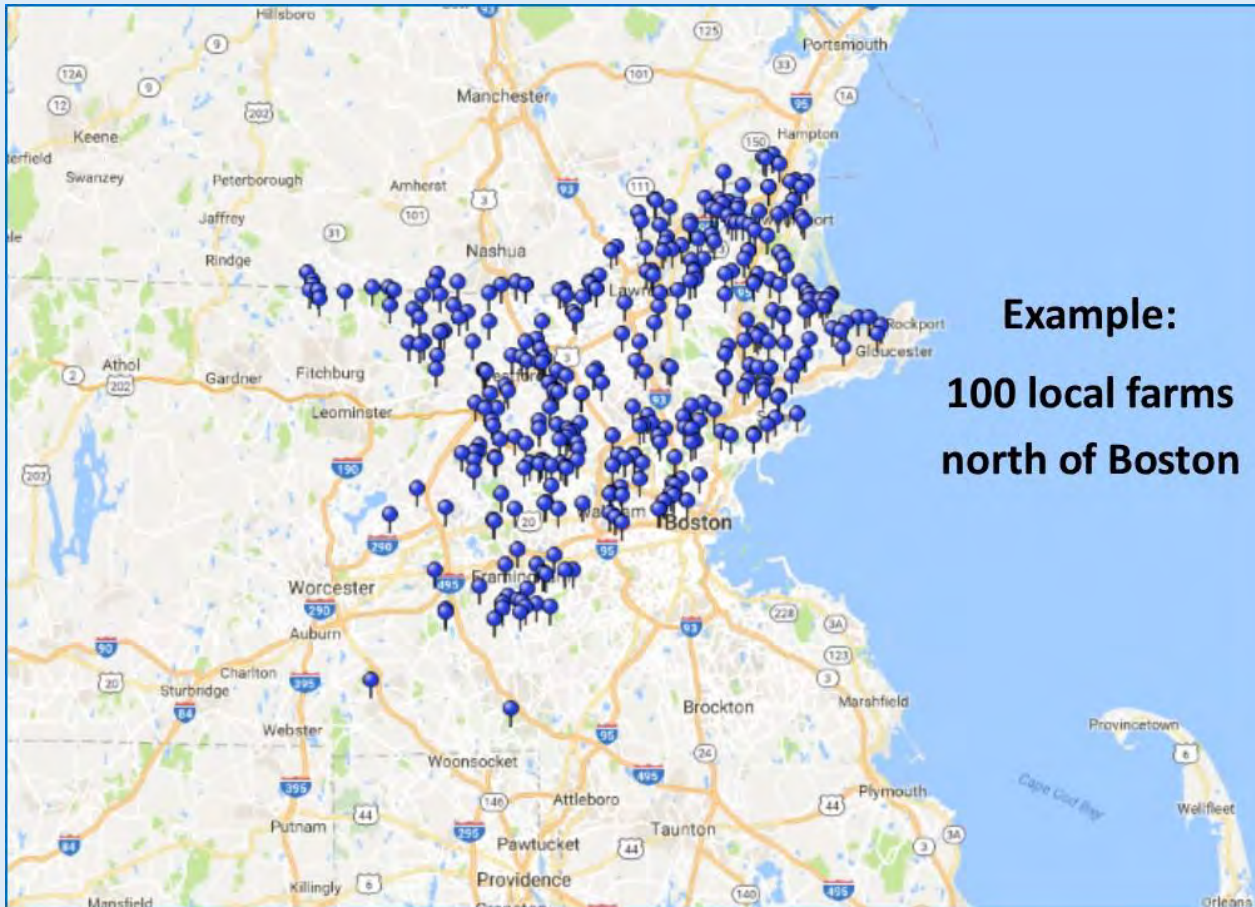
The New Concept

- Mediterranean Theme Retained
- Wood Fired Grill Addition
- Large & Small Plates Element
- Soft Seating
- Private Events
- Dinner Only (Sunday Brunch)
- Aggressive Local Sourcing Program
- Simple Flawless Execution
- Lounge Style Atmosphere
- Open Exhibition Kitchen
- Under \$40 Wine List
- Simple & Composed Dishes



Sourcing Meat, Poultry and Produce from Dozens of Local Organic Farms

“Who grew this food?”



- Consumer demand for high quality local and organic continues to grow, especially among younger professional families.
- Shorter time from farm-to-table increases shelf life, reducing waste.
- Custom orders are easier to arrange.
- The 29 Hudson facility also has adjacent space to build an herb garden.
- This theme ties well into local marketing, newsletters, PR and restaurant menu listings.

Investment Summary

- **\$675,000:** In exchange for a permanent 45% stake in the restaurant.
- Principal plus 15% returned within 36 months.
- Partial shares available – minimum \$15,000.
- Annual dividend distributions (45% of net profit) thereafter.
- **Assurance:** Business will likely qualify for an SBA or bank loan later in 2019.

Repayment Date	Amount	Principal or Interest
October 1, 2019	\$85,000	Principal
January 1, 2020	\$100,000	Principal
April 1, 2020	\$75,000	Principal
July 1, 2020	\$75,000	Principal
October 1, 2020	\$85,000	Principal
January 1, 2021	\$105,000	Principal
April 1, 2021	\$75,000	Principal
July 1, 2021	\$75,000	Principal
October 1, 2021	\$50,000	Interest
January 1, 2022	\$50,000	Interest
	\$775,000	Principal plus 15%

Regarding a Future Sale of the Business ...

The business will be groomed with a focus on the potential future sale of a turn-key 18%-21% net profit operation (within 5 years ...)

- Establish and expand private events and local catering
- Tight cost controls, record-keeping and communications
- Strong employee relations
- Maintaining detailed policies & procedures
- Strong and continuous community outreach
- Commitment to strong brand awareness throughout the community

Consistent later stage sales = \$3.6 annually. An 18%-21% EBIT should yield a \$1.9M+ sale price (3x EBIT) - (Partners' share of sale = \$875,000 +/-)

Funding: Investment & Use of Proceeds

➤ Upgrades and Repairs	\$228,110
➤ Start up Costs, Liquor License + Cash Reserve.....	<u>\$447,000</u>
	\$675,110

29 Hudson. Rd Upgrades & Repairs	
Kitchen equipment & cookware	\$ 9,594
Kitchen smallwares	\$ 4,799
Safety and cleaning	\$ 2,641
BOH Furniture	\$ 1,000
China	\$ 1,331
Glassware	\$ 1,232
Silver	\$ 541
Catering and events	\$ 1,182
Table top	\$ 1,345
Office Supplies	\$ 3,600
Unallocated	\$ 25,000
Hot equipment	\$ 71,727
Cold equipment	\$ 27,766
Kitchen Floor in Dish area	\$ 3,500
Plumbing & Electrical	\$ 15,000
Renovations	\$ 57,850
Upgrades Costs	\$ 228,110

29 Hudson. Rd Start Up Costs	
Jordan Mackey - Jan, Feb & March	\$ 37,500
Lease 1st and Last + NNN	\$ 40,000
Triple Net Plus Utilities Jan, Feb & M	\$ 18,000
Training	\$ 20,000
Marketing & Website	\$ 12,000
Beverage Inventory	\$ 35,000
Food Inventory	\$ 35,000
Pre-Opening Labor	\$ 40,000
Permits, Acct., Insurance & Fees	\$ 5,000
Fuel Inventory	\$ 3,500
Unallocated	\$ 35,000
Legal	\$ 3,500
Investor Party	\$ 7,500
Operating Capital (Cash Reserves)	\$ 150,000
Liquor License	\$ 5,000
Start Up Costs	\$ 447,000

Proforma Summary

Annual Revenue (Year 1)		\$2,915,262
Cost of Goods Sold (COGS)	27.77%	\$809,685
Wages + Benefits	32.40%	\$908,190
General Operating Expenses	5.78%	\$168,558
Overhead Expenses	6.62%	\$192,992
Lease (Includes Triple Net)	9.01%	\$262,800
CAPEX Reserves @ 3%	3.00%	\$87,458
Annual EBITDA	15.42%	\$478,380

Full annual month-by-month detail of Revenue & Expenses is available for review.

Time Lines

- **Lease can commence as soon as January 1, 2019**
- **Initial 3 months free rent - allowing for upgrades & repairs**
- **Doors open by April 1, 2019**
- **Basement buildout begins in October 2019 (Event Catering)**
- **Potential sale of the business after 5+ years.**

Jordan Mackey – Chef/Proprietor

- Jordan managed the 29 Sudbury Facility, along with other properties owned by [Whole House Group](#), from July 2015 through November 2017.
- Jordan solely created and owns all of 29 Sudbury's digital assets including menu packaging, marketing collateral, operational files and database of mail/email lists for local clientele.
- Jordan has spent more than 20 years as a professional chef with hands-on experience in a wide range of industry settings, from large hotels and fine dining resorts to chain restaurants and small 'mom and pop' establishments.
- Core skillsets include:
 - Advanced Restaurant P&L Management
 - Menu Engineering & Culinary Development
 - Leadership Development
 - See Digital CV Here: www.jordancmackey.com

