

LOCAL | SUSTAINABLE | COMMUNITY

PIZZERIA ARTIGIANALE  
da  
**LaPOSTA**



## TIPO RISTORANTE

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An authentic Pizzeria and Restaurant with Italian roots and a New England flare. The rustic space captures our dedication to tradition and innovation. With a local, sustainable approach, we will represent Boston, while integrating the practice and values of the Italian table.

## MISSION STATEMENT

### DALLA MIA FAMIGLIA AL TUO

LaPosta is a Pizzeria, owned and operated by world-class Pizzaiolo Mario LaPosta, specializing in Artisan pizza made in the way of the traditional Pizza Napoletana with a commitment to local, domestic, and sustainable ingredients. Also highlighting locally made cheeses and salumi, lighter fare including quick service small plates, a braceria with daily items, handmade pasta and artisanal gelato. LaPosta is suitable for quick takeout or full- scale seated pizza feasts alike.





OWNER, CHEF & PIZZAIOLO

## MARIO LaPOSTA

Mario's values are built upon hard work and passion and are embedded in his love for hospitality. He was born a pizza maker — it is his life's passion. Mario has been making pizza for 20 years with over 14 years of professional experience in some of the Northeast's best restaurants. Such as Bricco in West Hartford, CT. Tarry Lodge, locations in NY and CT and Babbo Pizzeria e Enoteca in Boston, MA. He also holds a B.A. in Hospitality from Central CT State University.

For the past 11 years, as head Pizzaiolo and Executive Chef for B&B Hospitality group, Mario has been on the opening team at three restaurants, overseeing build out, project managing, assembling staff, and implementing policies and procedures to ensure the restaurants success. Mario has built culinary and pizza programs at four restaurants, serving as Executive Chef at two. During his time as Executive Chef at Tarry Lodge in Westport, CT the restaurant received the Snail of Approval by

Slow Food USA. A designation given to restaurants that contribute to the quality, authenticity, and sustainability of local food and have a commitment to their community and the environment.

At Tarry Lodge in Port Chester, NY, GQ and Alan Richman named his Pizza 11th best pizzeria in the country; he has placed as high as 10th overall in the World Pizza Championships. Mario honed his pizza and culinary skills while living in Italy, working in Neapolitan Pizzeria's in Rome and in Campania.

Mario spent several years with B&B, one of the world's premier hospitality groups, managing daily operations at restaurants where he served as Chef. His responsibilities included maintaining exceptionally high food-quality and health standards while balancing food and labor costs. He managed staffs of various sizes, ranging from 15 to 60 employees and oversaw all profits and losses.

Most recently, Mario developed his own proprietary blend of organic, whole-wheat pizza flour, Farina da LaPosta. It is grown in Utah and Washington State by Central Milling, producing the highest quality grains since 1867.

## RESTAURANT DETAILS



### LOCATION:

## Fort Point/Seaport South Boston, MA

- ✓ Fort Point Channel Historic District
- ✓ Seaport
  - ▶ Boston's new innovation district
  - ▶ Prime target of growth in city of Boston
- ✓ Center of high development area
  - ▶ 200 new businesses since 2010
  - ▶ 252,000 daytime population
- ✓ World Class retail, Luxury residential  
millions of sf. occupied by multiple Fortune 500 companies
- ✓ Home to Amazon, GE, Vertex, PWC
- ✓ Thousands of structured parking spaces
- ✓ Easily accessible from Interstate 90 and 93, MBTA Silver Line, Red Line



SQUARE FOOTAGE:

**2,948**

ATMOSPHERE:

**CASUAL    ENERGETIC    INVITING**

DINING ROOM

**100**

SEATS

PIZZA COUNTER

**6**

SEATS

MAIN BAR

**12**

SEATS

PRICE RANGES:

Food	\$ 8 – 30
Beer	\$ 4 – 12
Wines/glass	\$ 8 – 16
Wines/bottle	\$ 30 – 120

SERVICE PERIOD:  
**LUNCH & DINNER**

Sunday to  
Thursday

**11 AM**  
**11 PM**

Friday &  
Saturday

**11 AM**  
**12 AM**



NOISE LEVEL:  
**MEDIUM- HIGH**

**LUNCH MUSIC:**  
Italian

**DINNER MUSIC:**  
Rock n' Roll • Indie Rock  
Dance Music • Old School Hip Hop



Our thoughtful restaurant and menus are inspired by the Italian Pizzeria and will consist of classic and creative wood-fired pizza.

The restaurant, operating with a full liquor license, will pair select local craft beers along with Italian and California wines by the glass and offer affordable bottles. Our spirits will include drinks like Aperol Spritz, Italian Sangria, and original, seasonal cocktails.



## THE DOUGH

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The dough will be a naturally leavened sourdough, made from organic whole-wheat blend of flour sourced from Utah and New England.

The dough will be hand mixed in specially made wooden boxes and ambient rise for a minimum of 24 hours, then rolled and proofed in handcrafted maple wood dough trays. The wooden dough trays will remove any extra moisture from the dough, allowing for a faster cook and crisper, lighter pizza.



## THE PIZZA

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The pizza, cooked in 60-90 seconds will be light, airy, crisp, charred, and soft, a perfect combination of Roman and Neapolitan. The 11-inch Pizza will be individual.

Toppings will include, seasonal, local ingredients, artisanal salumi & cheeses and draw inspiration from traditional and creative pizzas throughout Italy as well as local New England Cuisine.



## FOR STARTERS

Diners will be able to snack on an array of simple, but thoughtful plates, influenced by Italian street food and the Italian Cafeteria.

**LOCAL CHEESES & SALUMI**  
**SEASONAL VEGETABLES**  
**GRILLED OYSTERS**



## LOCAL MOZZARELLA

Our mozzarella is a local collaboration with artisanal cheese maker Luca Mignona of Wolf Meadow Farm, featuring an array cheeses such as hand pulled mozzarella & burrata made with locally sourced grass fed milk. Paired with Italy's best olive oils and delicious accompaniments, such as Olio Verde from Sicily, Pesto and seasonal fruit mostarda.

## DAILY SPECIALS

Daily specials will feature handmade pastas and items from the grill.

**SQUID INK LINGUINI**  
**POLPETTE ALLA NONNA**



## PASTA

Known as Fatto a mano, handmade, daily, with lots of love from organic Durum, OO, and whole-wheat flour. Daily we will offer a small selection with seasonal vegetables, hearty ragu's, New England seafood, or Italian classics like Carbonara and Cacio e Pepe.

## INGREDIENTS

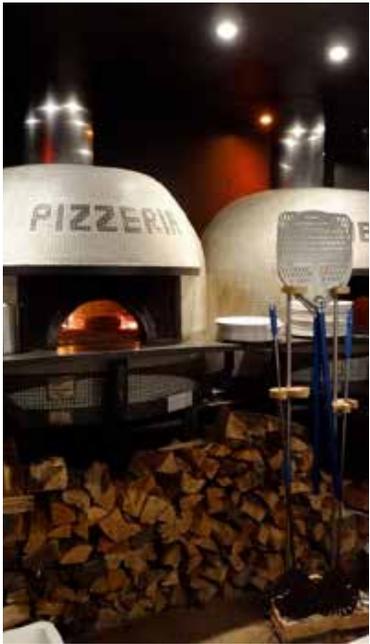
We will always source ingredients sustainably and locally.

**LOCAL MOZZARELLA**  
**ORGANIC CALIFORNIA**  
**TOMATOES**



## GELATO

The Gelato will be made with farm fresh, local grass fed milk. Pasteurized from fresh daily at the restaurant. The method derived from the original days of gelato making in Sicily. Focusing on flavors made with high quality ingredients, such as organic cane sugar, Valhrona chocolates, olive oil, Sicilian almonds, and local, seasonal ingredients like Maine blueberries and native corn.



LaPosta will be a 100 seat Pizzeria, featuring 12 seats at the main bar and another 6 seats at the open kitchen. The wood-fired Marra Forni, will be the restaurant's centerpiece. Guests dining at our Pizza bar will look on as our Pizzaioli craft world class pizza in an energetic, exciting, and authentic atmosphere. The dining room will showcase reclaimed wooden accents, exposed brick, ceramic tile from Italy and bright features.

The ambiance at LaPosta will reflect the Pizzeria's fun and creative personality. Leading to a lively, but rustic and casual atmosphere. We will focus on each guest with an emphasis on warm and friendly service.



**Boston is a city that is expanding rapidly with wealth, population, & restaurants.**

South Boston is home to the fast growing, dynamic Fort Point and Seaport neighborhoods. Unblocked by substantial improvements to infrastructure, the area has emerged as a preeminent destination, attracting visitors, businesses, residents, and first class restaurants and retailers.

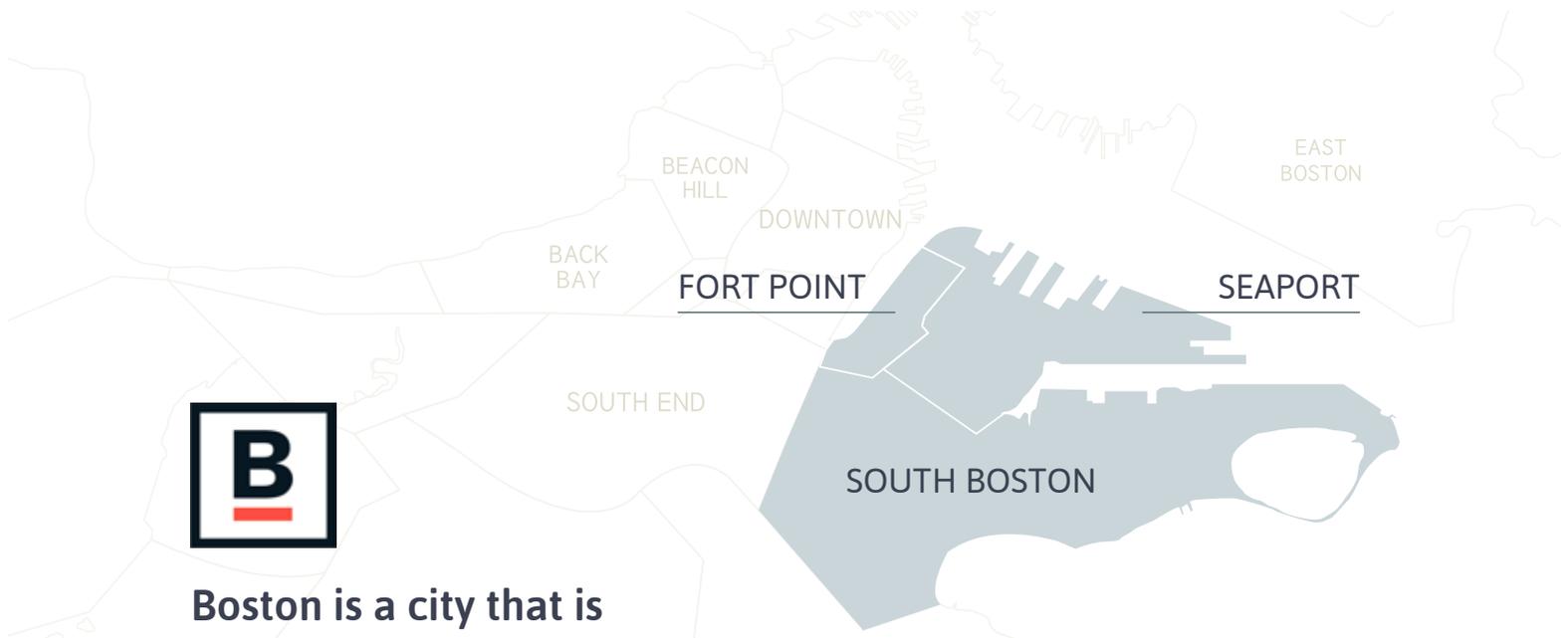
Anchored by the \$800 million Boston Convention Center, the largest in the northeast with plans to expand. This area offers a dynamic live-work-play atmosphere.

Pizza is consumed by 13% of all Americans daily (USDA). A Pizzeria, combined with a casual restaurant gives an array of customers a multitude of options. Allowing him or her to consume the food that they love, or something different.

**Creating a repeat customer.**

Boston has seen hundreds of restaurants open the past few years, however, not much growth in Artisan wood-fired Pizza or Pizza Napoletana. Cities such as New York, San Francisco and L.A. are home to many thriving, artisanal Pizzerias, some nationally recognized.

Boston has good pizza, however, lacks an iconic pizzeria gaining national attention, where locals and out of Towner's line up to eat. Boston's restaurant industry is associated with great restaurants, not great pizzerias.



Eater Boston's  
**38** ESSENTIAL  
RESTAURANTS

ONLY **1** IS A  
**PIZZERIA**

Boston Magazine's  
ANNUAL LIST OF **TOP 50**  
RESTAURANTS  
IN 2018 INCLUDES

**\*\* ZERO \*\***  
**PIZZERIAS**



Of the 25 Essential Pizzerias  
by Eater, February 2019

10

ARE

WOOD-FIRED

6

ARE CONSIDERED

PIZZA  
NAPOLETANA

0

ARE

VPN CERTIFIED

VERACE PIZZA NAPOLETANA

While this is a representation of a rapidly growing industry nationally, it is an opportunity to enter the market in Boston.

It's possible the national market is diluted, and there could be several similarities amongst like concepts, however, LaPosta will have several qualities and skills that will **distinguish it from competitors.**

Our strengths will include **creating a customer and keeping the customer.** Consumers, especially Millennials who drive the market, want to eat **healthier foods and healthier pizza;** we offer whole wheat, organic, naturally leavened pizza, along with many vegetable forward dishes and a commitment to sustainably sourced ingredients, such as produce, dairy, meat and fish achieved through strong relationships with our farmers.

## LOCATION

The area and location of the restaurants drives customer traffic, however the square footage of the location, concept, menu, layout and design allows us decreased operating costs.

## REVENUE

LaPosta will have vast areas of revenue, aside from just your traditional restaurant dining.

- takeout
- delivery
- catering
- culinary education
- wine education
- farm to table dinners
- and more

## BRAND VALUE

LaPosta's strong brand, value and approachability will allow the restaurant to thrive and in the future enter smaller markets with lower operating costs, leading to a strong market share.

## CHALLENGES

Being a new business, in a competitive city with lots of established eateries will be a challenge, along with the rise in cost of goods and employee wages.



## LAPOSTA BRAND

Mario's story of passion, dedication & a thoughtful approach to cooking

## SUSTAINABILITY

The balance of quality and responsibility

## COMMUNITY

A neighborhood restaurant for everyone

- ✓ Creating & Keeping Customers
- ✓ Core Beliefs
- ✓ Passion
- ✓ Authenticity
- ✓ Slow, Thoughtful Approach to Cooking
- ✓ Knowledge & Experience of Pizza Napoletana

- ✓ Whole-Wheat Organic Flour Solely for LaPosta
- ✓ Sustainability & Sourcing of Ingredients
- ✓ Our Relationships & Partners
  - Central Milling
  - Bianco Di Napoli
  - Wolf Meadow
  - Local Farms
- ✓ Social Media Advantage Focusing on our Brand

- ✓ Approachability
- ✓ Price Point
- ✓ Core Team of Employees Dedicated to Hospitality
- ✓ Focused, Casual Approach to Service
- ✓ Design & Ambiance
- ✓ The location, historic Fort Point, brick and beams (unique features of the space)



# MARKETING TACTICS

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## MARKET SEGMENTATION

identify and target market demographic



## PR FIRM

with national & local ties



## WEBSITE

events, gallery, subscribe, design



## SOCIAL MEDIA

Facebook, Instagram, Twitter, Snapchat



## EMAILS & NEWSLETTERS

using customer database (reservation system, website, comment cards)



## EVENTS

special dinner nights (wine, beer, chef collab), buyouts, pizza classes

\*future revenue stream



## NATIONAL POP-UPS

Del Popolo (SF), Bufalina (Austin), Fortina (Armonk, NY)



## LOCAL POP-UPS

A4, Picco, Brewer's Fork, Moody's



## DELIVERY & TAKEOUT SERVICES

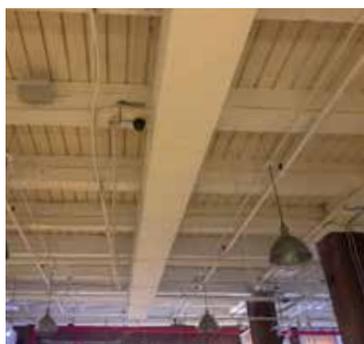
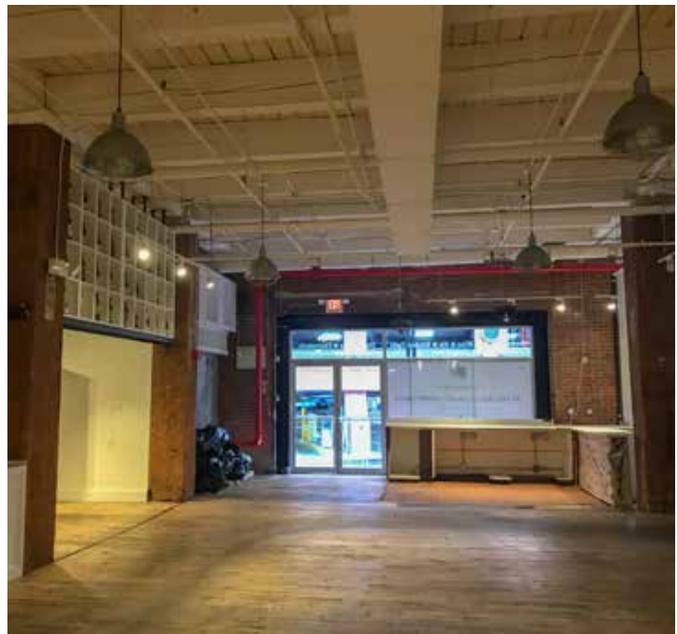
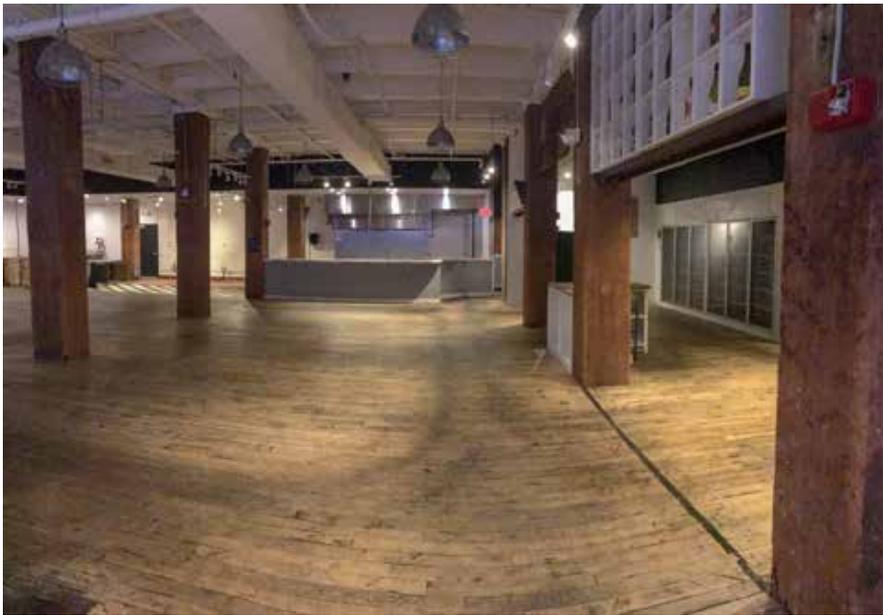
\*future revenue stream

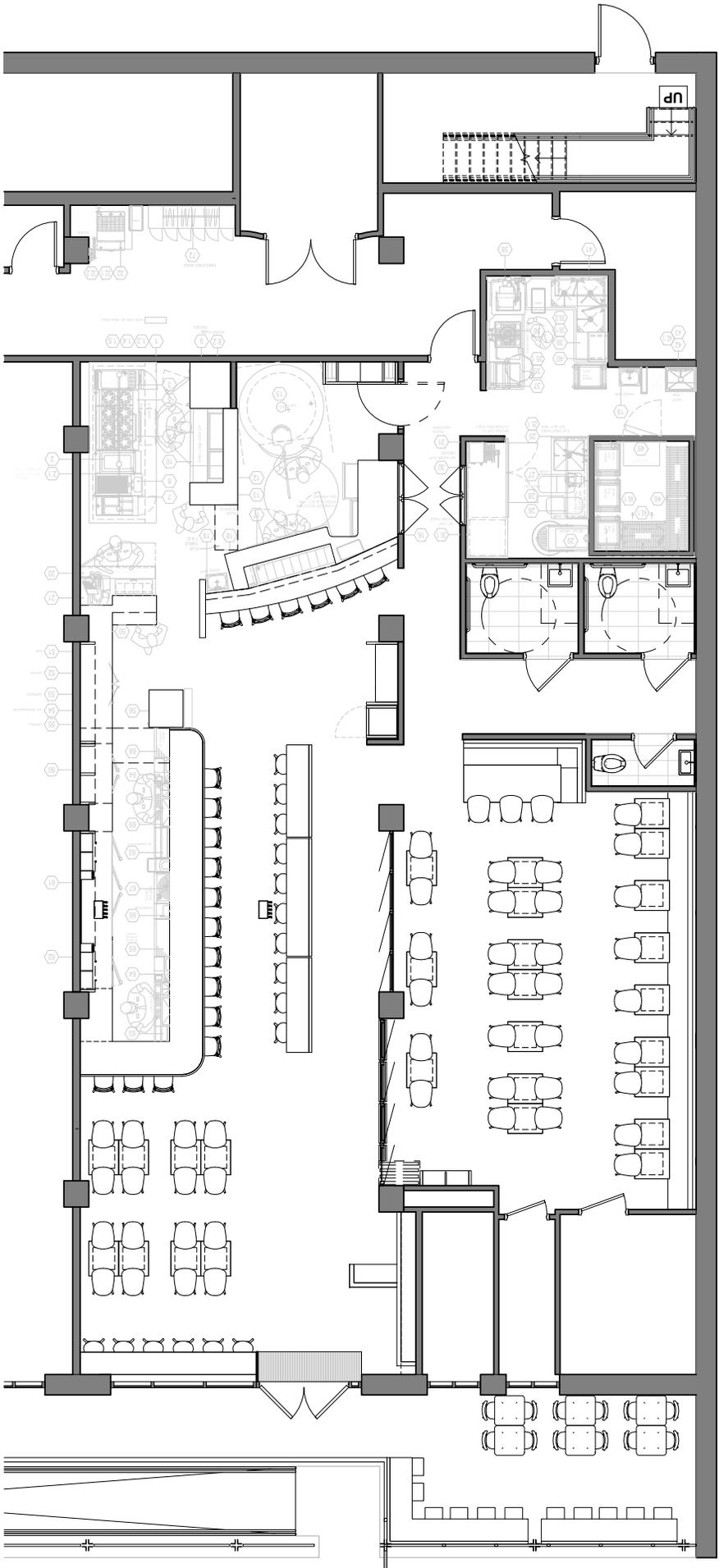


## CULINARY EDUCATION CLASSES & DINNERS



## WINE EDUCATION CLASSES & DINNERS





POST-PANDEMIC  
**BUSINESS  
PLAN**



# POST-PANDEMIC BUSINESS PLAN

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## TIMELINE

- Construction resumes June 1- June 15
- Construction complete August 1- August 15
- Restaurant opens September 1, 2020

## WHAT ARE WE DOING

- Speaking to Industry leaders to gather information
- Negotiating extended free rent period with Landlord
- Developing a new plan for opening

## SHORT TERM IMPACTS ON INDUSTRY

- Up to 30% of independent restaurants could close
- Revenue decrease 20-90%
- Consumer fear
- Strict health and safety guidelines enforced
- Reduced capacity

## LONG TERM IMPACTS ON INDUSTRY

- Minimizing impacts of over saturation in the industry
- Stronger market position for restaurants
- Ensure restaurants adhere to stricter health guidelines
- Greater profitability potential as restaurants adjust business models to reflect lower operating costs



POST-PANDEMIC  
**BUSINESS  
PLAN**

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 **RESTAURANT SAFETY GUIDELINES**

### **Restaurant**

- Open as a 60-seat restaurant (outlined in restaurant layout)
- Approximately 65% of total capacity
- Signage upon entering informing guests of Covid-19 symptoms, social distancing measures and restaurant safety guidelines
- Continually evaluation of facility to identify and apply operational changes
- Create a retail area/ marketplace (outlined in restaurant layout)
- Impose Government issued guidelines (if mandated) and post throughout restaurant.
- Follow FDA and National Restaurant Associations recommendations on:
  - Cleaning and Sanitizing, Monitoring employee health and hygiene, and social distancing
  - Sick leave program for staff
  - With an open kitchen guests feel confident in proper food preparations
  - Accessible Hand Sanitizer dispensers
  - All staff to be ServSafe certified
  - Local Vendors will be posted on wall chalk board above kitchen, showing our guests where our food comes from.
  - Contactless payment options for guests
  - Curbside pickup for takeout
  - Designated pickup area for takeout

### **Front of House**

- Disposable menus
- Designated Food Runners with masks and gloves
- Designated service bartender with mask and gloves
- Wrapped silverware
- Strong measures during lunch and dinner disinfecting high contact areas such as tables, chairs, restrooms, but not overlooking seldom touched areas.
- Social distancing measures at service stations and guest areas enforced by management, staff and signage.

### **Back of House**

- Face Masks and gloves to be worn always in the kitchen
- Open kitchen will be spotless, ensuring customers comfort in preparation of food
- Social distancing will be practiced, limited staff for lunch and dinner
- Diligently practice standard and new health procedures

# POST-PANDEMIC BUSINESS PLAN

## REVENUE STREAMS



### TAKEOUT

Curbside pickup, Uber Eats, Grub Hub, Caviar, Toast App, Etc.

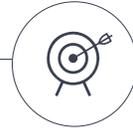


### PIZZA TAGLIO

(1/2 sheet Pizza)  
Add to menu – Travels better, higher price point



### CREATING CATERING MENU PACKAGES



### TARGET BOSTON BUSINESSES & LOCAL FAMILIES

## RETAIL MARKETPLACE

### MARKET ITEMS

Proprietary Flour | Organic Tomatoes | Olive Oil | Food Kits | Drink Kits | Gelato | Prepared Food  
Pizza Dough | Brand Merchandise | Southern Italian Wines | Salumi | Formaggio | Etc.





# POST-PANDEMIC BUSINESS PLAN

## REVENUE STREAMS

### PROMOTIONAL PERIODS



#### Note

Gift cards can be a part of complimentary sales, the loss is minimal, brings customers back to the restaurant spending more \$.

### How do we minimize delivery service fees

- Limited menu offering
- Build in % cost of fees into price of each menu item
- Offer Items with higher profit margins (Max 25% Food Cost)

POST-PANDEMIC  
**BUSINESS  
PLAN**

## MARKETING



DIGITAL MARKETING



E-NEWSLETTERS



COMMUNITY  
OUTREACH

Networking, charitable  
contributions & building  
relationships in the industry



WEBSITE



SOCIAL MEDIA

## CONTENT INCLUDES



STAFF & CUSTOMER  
SAFETY GUIDELINES



COOKING DEMOS



CULTURE AND  
RESTAURANT HISTORY



RECIPE SHARING



NEW MENU ITEMS



PROMOTIONS

# POST-PANDEMIC BUSINESS PLAN

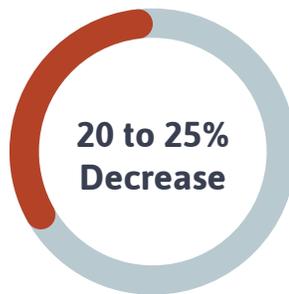
## OPERATING COSTS

### All Menu Items

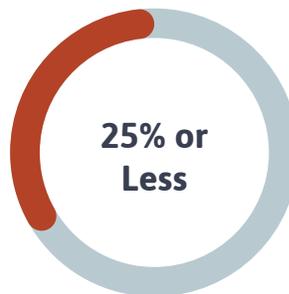


Guests' perception won't change since the business model lends to lower priced menu options

### Menu Offerings



### Food Cost



Demand from farmers and vendors will be less, ability to buy at lower costs

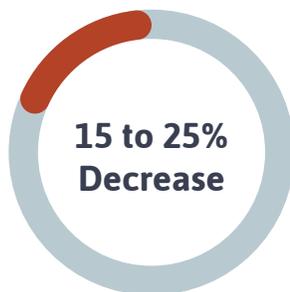
### Labor and Staff



PLUS: **Reduced liquor, beer & wine inventory** | **Rent deferral until May 2021**

## PROJECTIONS

### Sales



Limited capacity in the first 3 quarters of opening

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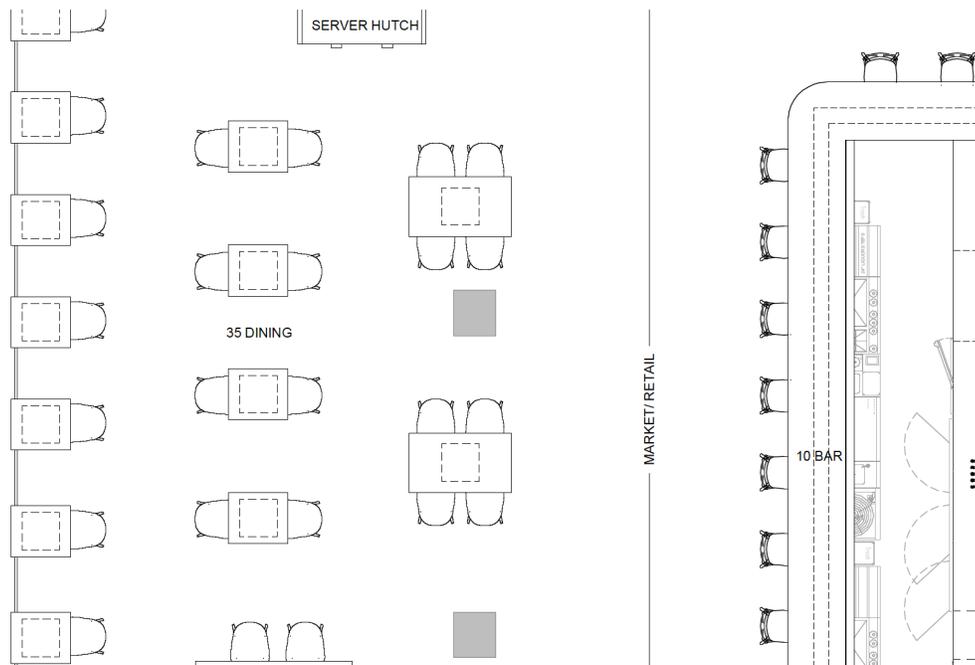
When does the restaurant return to full capacity and maximize revenue and profits?

**SPRING 2021**

# POST-PANDEMIC BUSINESS PLAN

## FUTURE OF DINING

- What types of restaurants will succeed?
- Fine Dining restaurants continue to disappear
- More causal to fast casual restaurants with emphasis on takeout.
- **ACCESSIBILITY!**
- Lower check averages, healthier menu options, a restaurant environment that appeals to multiple demographics.
- Can restaurants encourage guests to visit and also cook at home?
- Crowded restaurants return in Spring 2021

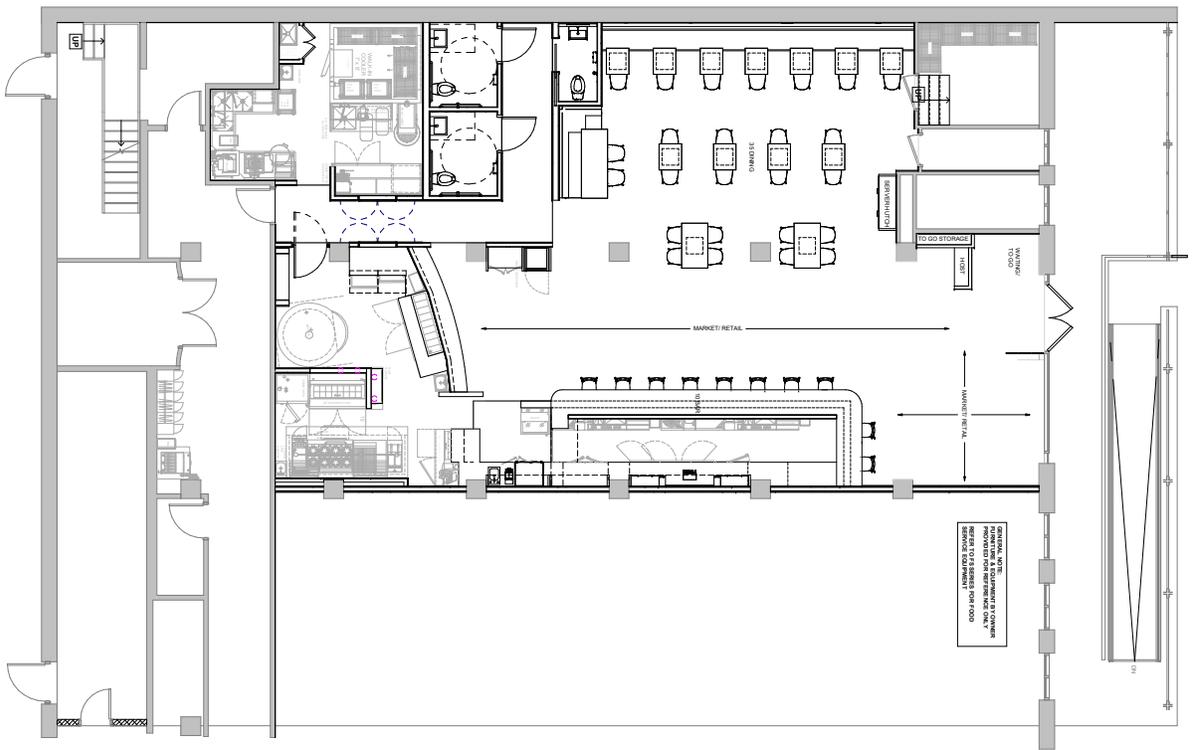


# POST-PANDEMIC BUSINESS PLAN

## DA LAPOSTA'S FUTURE

- Positioned as Boston's premier pizza destination
- Pizza is the most consumed food in the U.S..
- A Restaurant concept that will thrive Post Pandemic is:
  - Accessible to all (price point, variety of menu options, casual setting, fine dining approach)
- More emphasis on digital marketing (Zoom cooking classes, educational short seminars...)
- da LaPosta Alimentari (Retail Marketplace)
- Providing diners with life-changing pizza and the highest quality food, drink and service
- Continuing to welcome guests into our home and treat them like family







## Financial Projections

Managing Partner: Mario LaPosta

<b>Capital Raise</b>	\$	2,495,000
Equity Capital Raised	\$	1,630,000
Equity Capital Needed		
<hr/>		
Tenant Allowance	\$	265,000
Bank Debt	\$	600,000



### Startup: Use of Funds

<b>Capital</b>	<b>\$</b>	<b>2,495,000</b>
Letter of Credit (12 months)	\$	187,000
Permits	\$	3,000
Liquor License	\$	465,000
Architect + Design	\$	50,000
Engineers	\$	27,000
Kitchen Project Manager	\$	2,200
Construction Costs	\$	1,130,000
Signage	\$	9,000
Equipment	\$	230,000
Furnitures & Fixtures	\$	55,000
Marketing/ Advertising/ PR	\$	10,000
Office Supplies	\$	5,000
IT/ AV	\$	25,000
Research & Development	\$	10,000
Printing	\$	5,000
Payroll & Training	\$	80,000
Legal Fees	\$	40,000
Accounting	\$	10,000
Insurance	\$	5,000
Inventory/ Smallwares/ Platewares	\$	30,000
Subscription/ Fees	\$	10,000
<b>Total Startup Costs</b>	<b>\$</b>	<b>2,388,200</b>
<b>Cash Remaining</b>	<b>\$</b>	<b>106,800</b>



LaPosta Pizza LLC

Income Statements	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year 1 Totals
<b>Sales</b>													
Food Sales	\$ 108,793	\$ 108,793	\$ 121,885	\$ 121,885	\$ 136,638	\$ 146,389	\$ 143,951	\$ 146,830	\$ 151,149	\$ 201,822	\$ 195,767	\$ 207,877	\$ 2,791,759
Total Wine Sales	\$ 39,059	\$ 45,388	\$ 46,859	\$ 46,859	\$ 50,608	\$ 50,608	\$ 48,265	\$ 51,161	\$ 53,719	\$ 77,402	\$ 79,724	\$ 79,724	\$ 669,375
Wines by the Bottle	\$ 19,646	\$ 22,329	\$ 23,013	\$ 23,013	\$ 24,854	\$ 24,854	\$ 23,703	\$ 25,125	\$ 26,382	\$ 38,220	\$ 39,367	\$ 39,367	\$ 329,872
Wines by the Glass	\$ 19,414	\$ 23,058	\$ 23,846	\$ 23,846	\$ 25,754	\$ 25,754	\$ 24,562	\$ 26,035	\$ 27,337	\$ 39,182	\$ 40,357	\$ 40,357	\$ 339,503
Liquor Sales	\$ 9,606	\$ 10,071	\$ 10,367	\$ 10,367	\$ 11,197	\$ 11,611	\$ 12,109	\$ 12,835	\$ 13,477	\$ 17,280	\$ 16,762	\$ 17,799	\$ 153,481
Beverage Sales	\$ 3,414	\$ 4,557	\$ 4,752	\$ 4,752	\$ 5,132	\$ 5,132	\$ 4,752	\$ 5,037	\$ 5,289	\$ 7,605	\$ 7,377	\$ 7,833	\$ 65,635
Beer Sales	\$ 7,222	\$ 8,749	\$ 9,062	\$ 9,062	\$ 9,787	\$ 9,787	\$ 9,334	\$ 9,800	\$ 10,290	\$ 14,820	\$ 15,265	\$ 15,265	\$ 128,443
<b>Total Sales</b>	<b>\$ 168,084</b>	<b>\$ 171,548</b>	<b>\$ 192,925</b>	<b>\$ 192,925</b>	<b>\$ 213,362</b>	<b>\$ 223,527</b>	<b>\$ 218,411</b>	<b>\$ 225,664</b>	<b>\$ 233,924</b>	<b>\$ 318,929</b>	<b>\$ 314,895</b>	<b>\$ 328,497</b>	<b>\$ 2,808,692</b>
<b>Cost of Goods Sold</b>													
Food	\$ 32,635	\$ 32,635	\$ 36,565	\$ 36,565	\$ 41,128	\$ 40,306	\$ 40,306	\$ 38,291	\$ 42,322	\$ 57,192	\$ 55,476	\$ 58,908	\$ 486,713
Wine	\$ 11,718	\$ 13,616	\$ 13,131	\$ 13,131	\$ 13,889	\$ 13,046	\$ 13,514	\$ 12,838	\$ 14,190	\$ 21,673	\$ 21,673	\$ 22,323	\$ 185,316
Beer	\$ 1,669	\$ 1,669	\$ 1,669	\$ 1,669	\$ 1,812	\$ 1,667	\$ 1,867	\$ 1,773	\$ 1,960	\$ 2,964	\$ 2,875	\$ 3,053	\$ 24,396
Liquor	\$ 1,502	\$ 1,502	\$ 1,502	\$ 1,502	\$ 1,555	\$ 1,679	\$ 1,855	\$ 2,041	\$ 2,096	\$ 2,592	\$ 2,592	\$ 2,670	\$ 23,189
Beverages & Bar Food Misc	\$ 763	\$ 763	\$ 763	\$ 763	\$ 855	\$ 924	\$ 855	\$ 813	\$ 898	\$ 1,369	\$ 1,328	\$ 1,410	\$ 11,529
<b>Total COGS</b>	<b>\$ 48,287</b>	<b>\$ 50,186</b>	<b>\$ 53,630</b>	<b>\$ 53,630</b>	<b>\$ 51,940</b>	<b>\$ 48,577</b>	<b>\$ 58,398</b>	<b>\$ 55,756</b>	<b>\$ 61,466</b>	<b>\$ 85,789</b>	<b>\$ 83,216</b>	<b>\$ 88,363</b>	<b>\$ 741,703</b>
<b>Salaries and Wages</b>													
Management	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 11,267	\$ 135,200
Hospitality	\$ 19,684	\$ 20,624	\$ 20,624	\$ 20,624	\$ 20,624	\$ 20,624	\$ 22,611	\$ 22,611	\$ 22,611	\$ 22,611	\$ 22,611	\$ 22,611	\$ 258,469
Kitchen	\$ 30,960	\$ 33,030	\$ 33,030	\$ 33,030	\$ 33,030	\$ 33,030	\$ 36,868	\$ 36,868	\$ 36,868	\$ 40,868	\$ 40,868	\$ 40,868	\$ 429,319
Kitchen Management	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 7,150	\$ 85,800
Payroll Taxes	\$ 5,255	\$ 5,255	\$ 5,255	\$ 5,255	\$ 6,326	\$ 6,326	\$ 6,500	\$ 6,500	\$ 6,500	\$ 9,868	\$ 9,868	\$ 9,868	\$ 83,545
<b>Total Payroll</b>	<b>\$ 74,315</b>	<b>\$ 77,325</b>	<b>\$ 77,325</b>	<b>\$ 77,325</b>	<b>\$ 78,396</b>	<b>\$ 78,396</b>	<b>\$ 84,396</b>	<b>\$ 84,396</b>	<b>\$ 84,396</b>	<b>\$ 91,764</b>	<b>\$ 91,764</b>	<b>\$ 91,764</b>	<b>\$ 992,633</b>
<b>Gross Profit</b>	<b>\$ 45,481</b>	<b>\$ 50,037</b>	<b>\$ 61,969</b>	<b>\$ 61,969</b>	<b>\$ 66,389</b>	<b>\$ 69,036</b>	<b>\$ 75,617</b>	<b>\$ 85,512</b>	<b>\$ 88,063</b>	<b>\$ 144,376</b>	<b>\$ 139,915</b>	<b>\$ 148,370</b>	<b>\$ 1,074,356</b>





<b>Operating Income</b>	\$ 7,570	4.5%	\$ 10,747	6.1%	\$ 20,439	10.6%	\$ 24,666	12.8%	\$ 43,736	20.5%	\$ 44,991	20.1%	\$ 29,274	13.4%	\$ 24,122	10.7%	\$ 25,590	10.9%	\$ 67,258	21.1%	\$ 66,350	21.1%	\$ 56,633	17.2%	\$ 42,427	15.0%	
Owner Compensation	\$ 7,500	4.5%	\$ 7,500	4.2%	\$ 7,500	3.9%	\$ 7,500	3.9%	\$ 7,500	3.5%	\$ 7,500	3.4%	\$ 7,500	3.4%	\$ 7,500	3.3%	\$ 7,500	3.2%	\$ 7,500	2.4%	\$ 7,500	2.4%	\$ 7,500	2.3%	\$ 90,000	3.2%	
Depreciation & Amortization Expense	\$ 7,167	4.3%	\$ 7,167	4.0%	\$ 7,167	3.7%	\$ 7,167	3.7%	\$ 7,167	3.4%	\$ 7,167	3.2%	\$ 7,167	3.3%	\$ 7,167	3.2%	\$ 7,167	3.1%	\$ 7,167	2.2%	\$ 7,167	2.3%	\$ 7,167	2.2%	\$ 86,000	3.1%	
Interest Equity Capital	\$ -																										
Management fee						2.5%					2,094	2.5%															
Interest Debt Capital		0.0%		0.0%		0.0%																					
Payment Debt Capital	\$ 12,748	7.6%	\$ 12,748	7.2%	\$ 12,748	6.6%	\$ 12,748	6.6%	\$ 12,748	6.0%	\$ 12,748	5.7%	\$ 12,748	5.8%	\$ 12,748	5.6%	\$ 12,748	5.4%	\$ 12,748	4.0%	\$ 12,748	4.0%	\$ 12,748	3.9%	\$ 152,976	5.4%	
<b>Net Income</b>	\$ (19,845)	-11.8%	\$ (16,668)	-9.4%	\$ (6,976)	-3.6%	\$ (2,749)	-1.4%	\$ 16,322	7.6%	\$ 15,482	6.9%	\$ 1,859	0.9%	\$ (3,243)	-1.4%	\$ (4,221)	-1.8%	\$ 39,844	12.5%	\$ 38,936	12.4%	\$ 22,786	6.9%	\$ 81,528	2.9%	
<b>Cash Flow Items:</b>																											
Equity Capital Distribution (80% of Net Income)																											
Depreciation & Amortization Expense	\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 7,167		\$ 86,000
<b>Net Increase in Cash</b>	\$ (12,678)		\$ (9,501)		\$ 191		\$ 4,418		\$ 23,488		\$ 22,649		\$ 9,026		\$ 3,924		\$ 2,946		\$ 47,010		\$ 46,102		\$ 29,952		\$ 167,528		



**5 Year Sales Projection**

LaPosta Pizza LLC

Boston, MA

Income Statements	Year-2	Year-3	Year-4	Year-5
<b>Sales</b>				
Food Sales	\$ 2,285,021	\$ 2,353,571	\$ 2,471,250	\$ 2,495,962
Total Wine Sales	\$ 966,323	\$ 1,024,303	\$ 1,085,761	\$ 1,096,618
Wines by the Bottle	\$ 477,405	\$ 506,050	\$ 536,412	\$ 541,777
Wines by the Glass	\$ 488,918	\$ 518,253	\$ 549,348	\$ 554,842
Liquor Sales	\$ 331,805	\$ 351,713	\$ 372,816	\$ 376,544
Beverage Sales	\$ 91,014	\$ 95,565	\$ 100,343	\$ 101,347
Beer Sales	\$ 187,361	\$ 198,603	\$ 210,519	\$ 212,624
<b>Total Sales</b>	<b>\$ 3,861,524</b>	<b>\$ 4,023,755</b>	<b>\$ 4,240,689</b>	<b>\$ 4,283,096</b>
<b>Cost of Goods Sold</b>				
Food	\$ 616,956	\$ 635,464	\$ 667,237	\$ 673,910
Wine	\$ 251,244	\$ 266,319	\$ 282,298	\$ 285,121
Beer	\$ 37,472	\$ 39,721	\$ 42,104	\$ 42,525
Liquor	\$ 49,771	\$ 52,757	\$ 55,922	\$ 56,482
Beverages & Bar Food Misc	\$ 16,383	\$ 17,202	\$ 18,062	\$ 18,242
<b>Total COGS</b>	<b>\$ 971,825</b>	<b>\$ 958,705</b>	<b>\$ 1,065,623</b>	<b>\$ 1,019,798</b>
<b>Salaries and Wages</b>				
Management	\$ 148,720	\$ 156,156	\$ 157,330	\$ 158,903
Hospitality	\$ 286,318	\$ 300,634	\$ 296,848	\$ 299,817
Kitchen	\$ 559,259	\$ 587,222	\$ 616,583	\$ 616,583
Kitchen Management	\$ 90,090	\$ 94,595	\$ 99,324	\$ 99,324
Payroll Taxes	\$ 115,846	\$ 120,713	\$ 130,831	\$ 128,493
<b>Total Payroll</b>	<b>\$ 1,200,233</b>	<b>\$ 1,259,319</b>	<b>\$ 1,360,916</b>	<b>\$ 1,303,120</b>
<b>Gross Profit</b>	<b>\$ 1,689,466</b>	<b>\$ 1,805,731</b>	<b>\$ 1,814,150</b>	<b>\$ 1,960,178</b>
	<b>43.8%</b>	<b>44.9%</b>	<b>42.8%</b>	<b>45.8%</b>



**5 Year Sales Projection**

LaPosta Pizza LLC

Boston, MA

**Income Statements**

	Year-2	Year-3	Year-4	Year-5
<b>Restaurant Expenses</b>				
FOH Supplies	\$ 38,615	\$ 40,238	\$ 42,407	\$ 42,831
Kitchen Supplies	\$ 46,338	\$ 40,238	\$ 53,009	\$ 42,831
Cooking Wood	\$ 19,308	\$ 20,119	\$ 21,203	\$ 21,415
Repairs & Maintenance	\$ 38,615	\$ 60,356	\$ 42,407	\$ 42,831
Cleaning Expenses	\$ 38,615	\$ 40,238	\$ 42,407	\$ 42,831
Linen Service	\$ 30,892	\$ 32,190	\$ 33,926	\$ 34,265
Printing	\$ 19,200	\$ 4,024	\$ 4,241	\$ 4,283
Equipment Rental	\$ 5,792	\$ 6,036	\$ 6,241	\$ 6,425
Office Expense	\$ 3,862	\$ 4,024	\$ 4,241	\$ 4,283
Fees & Permits	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Music	\$ 5,792	\$ 8,048	\$ 8,481	\$ 8,566
Training & Education	\$ 48,000	\$ 48,000	\$ 48,000	\$ 48,000
Marketing	\$ 386	\$ 402	\$ 424	\$ 428
Webseite Expenses	\$ 2,703	\$ 2,817	\$ 2,968	\$ 2,998
Charitable Contributions	\$ 0.1%	\$ 0.1%	\$ 0.1%	\$ 0.1%
<b>Total Restaurant Supplies</b>	<b>\$ 303,181</b>	<b>\$ 327,127</b>	<b>\$ 328,354</b>	<b>\$ 322,388</b>
<b>Operating Costs</b>				
Rent	\$ 170,984	\$ 176,114	\$ 181,397	\$ 186,839
CA/M/ Insurance/ Real Estate Taxes	\$ 59,756	\$ 62,147	\$ 64,632	\$ 67,218
Telephone / Communication	\$ 7,723	\$ 8,048	\$ 8,481	\$ 8,566
Utilities	\$ 57,923	\$ 60,356	\$ 63,610	\$ 64,246
Water & Sewer	\$ 19,308	\$ 20,119	\$ 21,203	\$ 21,415
Rubbish Removal	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000
IT	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
Data Processing Fee - Reservation	\$ 38,615	\$ 40,238	\$ 42,407	\$ 42,831
Legal Fees	\$ 11,585	\$ 12,071	\$ 12,722	\$ 12,849
Accountant Fees	\$ 18,000	\$ 18,000	\$ 18,000	\$ 18,000
Medical Insurance	\$ 28,961	\$ 30,128	\$ 31,805	\$ 32,123
Restaurant/Other Insurance	\$ 27,031	\$ 28,166	\$ 29,685	\$ 29,982
Staff Bonus	\$ 38,615	\$ 40,238	\$ 46,648	\$ 47,114
Workers Comp Insurance	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000
Credit Cards Fees	\$ 104,261	\$ 108,641	\$ 114,499	\$ 115,644
Bank Charges	\$ 19,308	\$ 20,119	\$ 21,203	\$ 21,415
Over / Short	\$ 386	\$ 402	\$ 424	\$ 428
Complimentary Sales	\$ 38,615	\$ 40,238	\$ 42,407	\$ 42,831
<b>Total Fixed Costs</b>	<b>\$ 681,071</b>	<b>\$ 705,074</b>	<b>\$ 739,124</b>	<b>\$ 751,502</b>
<b>Total Operating Expenses</b>	<b>\$ 984,252</b>	<b>\$ 1,032,201</b>	<b>\$ 1,067,478</b>	<b>\$ 1,073,890</b>
	<b>25.5%</b>	<b>25.7%</b>	<b>25.2%</b>	<b>25.1%</b>



**5 Year Sales Projection**

LaPosta Pizza LLC

Boston, MA

Income Statements

	Year-2	Year-3	Year-4	Year-5
<b>Operating Income</b>	<b>\$ 705,214</b>	<b>\$ 773,530</b>	<b>\$ 746,671</b>	<b>\$ 886,288</b>
Owner Compensation	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000
Depreciation & Amortization Expense	\$ 86,000	\$ 86,000	\$ 86,000	\$ 86,000
Interest Equity Capital	\$ 17,630	\$ 19,338	\$ 18,667	\$ 22,157
Management Fee	\$ 152,979	\$ 152,979	\$ 152,979	\$ 152,979
Payment Debt Capital	\$ 346,699	\$ 348,317	\$ 347,646	\$ 351,136
<b>Net Income</b>	<b>\$ 358,605</b>	<b>\$ 425,213</b>	<b>\$ 399,026</b>	<b>\$ 535,152</b>
<b>Cash Flow Items:</b>				
Equity Capital Distribution (80% of Net Income)	\$ 86,000	\$ 86,000	\$ 86,000	\$ 86,000
Depreciation & Amortization Expense	\$ 86,000	\$ 86,000	\$ 86,000	\$ 86,000
<b>Net Increase in Cash</b>	<b>\$ 444,605</b>	<b>\$ 511,213</b>	<b>\$ 485,026</b>	<b>\$ 621,152</b>

\*FOR DISCUSSION PURPOSES ONLY\*


  
**LAPOSTA** da
   
 PIZZERIA ARTIGIANALE
   
 Balance Sheet

Lapostia Pizza LLC

Boston, MA

Assets	Opening	Year 1				Year 2				Year 3				Year 4				Year 5				
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Cash	\$ 106,800	\$ 72,192	\$ 90,628	\$ 120,844	\$ 288,371	\$ 732,977	\$ 1,244,189	\$ 1,729,215	\$ 2,350,367													
Prepaid Expenses	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000	\$ 125,000													
Inventory	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000													
Leasehold Improvements	\$ 261,800	\$ 227,192	\$ 245,628	\$ 275,844	\$ 443,371	\$ 887,977	\$ 1,399,189	\$ 1,884,215	\$ 2,505,367													
Tenant Improvement Allowance	\$ 1,221,200	\$ 1,221,200	\$ 1,221,200	\$ 1,221,200	\$ 1,221,200	\$ 1,221,200	\$ 1,221,200	\$ 1,221,200	\$ 1,221,200													
Equipment	\$ 265,000	\$ 265,000	\$ 265,000	\$ 265,000	\$ 265,000	\$ 265,000	\$ 265,000	\$ 265,000	\$ 265,000													
Furniture & Fixtures	\$ 255,000	\$ 255,000	\$ 255,000	\$ 255,000	\$ 255,000	\$ 255,000	\$ 255,000	\$ 255,000	\$ 255,000													
Accumulated Depreciation	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000													
	\$ (20,000)	\$ (20,000)	\$ (40,000)	\$ (60,000)	\$ (80,000)	\$ (160,000)	\$ (240,000)	\$ (320,000)	\$ (400,000)													
Beer & Wine License	\$ 1,796,200	\$ 1,776,200	\$ 1,756,200	\$ 1,736,200	\$ 1,716,200	\$ 1,696,200	\$ 1,556,200	\$ 1,476,200	\$ 1,396,200													
Security Deposit	\$ 465,000	\$ 465,000	\$ 465,000	\$ 465,000	\$ 465,000	\$ 465,000	\$ 465,000	\$ 465,000	\$ 465,000													
Financing Costs	\$ 187,000	\$ 187,000	\$ 187,000	\$ 187,000	\$ 187,000	\$ 187,000	\$ 187,000	\$ 187,000	\$ 187,000													
	\$ 50,000	\$ 47,500	\$ 46,000	\$ 44,500	\$ 43,000	\$ 37,000	\$ 31,000	\$ 25,000	\$ 19,000													
	\$ 702,000	\$ 699,500	\$ 698,000	\$ 696,500	\$ 695,000	\$ 689,000	\$ 683,000	\$ 613,420	\$ 545,710													
	\$ 2,495,000	\$ 2,702,892	\$ 2,699,828	\$ 2,708,544	\$ 2,854,571	\$ 3,213,177	\$ 3,638,389	\$ 3,973,835	\$ 4,447,277													
<b>Liabilities &amp; Members Equity</b>																						
Equity Capital Distribution																						
Interest Equity Capital																						
Payments Debt Capital	\$ 600,000	\$ -	\$ 523,511	\$ -	\$ 485,266	\$ -	\$ 447,021	\$ -	\$ 294,042	\$ 141,064	\$ -	\$ (11,915)	\$ -	\$ (164,894)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Equity	\$ 1,895,000	\$ (56,108)	\$ (59,172)	\$ (50,456)	\$ 115,654	\$ 474,259	\$ 899,472	\$ 1,298,497	\$ 1,833,650													
	\$ 2,495,000	\$ 505,647	\$ 464,339	\$ 434,810	\$ 562,675	\$ 768,301	\$ 1,040,535	\$ 1,286,582	\$ 1,668,756													

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