



BREAD + OLIVE



About Us.

“We focus on creating an authentic and evolving Greccian island experience.”

Bread and Olive is a living breathing embodiment of the Greek Isles. Presenting an intimate gourmet experience where the musical journey shapes the ambience. With a focus on high level, quality food and ingredients we offer an evolution of culinary craftsmanship coupled with the full european social experience in an artisinal enviroment.

I will be bringing this concept to market with the help of Mark Larusso, Executive Chef at Wynn Las Vegas. This concept is something new and doesn't have any direct competitors, giving Bread and Olive a distinct advantage to capture mind share.



Vision.

**“A meet-and-mingle social spot,
where intimacy is woven into the
environment”**

Bread and Olive is a meet-and-mingle social spot,
where intimacy is woven into the environment.
We invite our guests to come on a Greek holiday
where they can dine, drink and dance as if they
were on the shores of Mykonos.



Our Team.



Elion Prodani

CEO

A passionate, knowledgeable and results driven General Manager offering 15 years of experience in opening, operating and leading high performing restaurants and service teams like at Lake Side Restaurant, Sinatra, Costa Di Mare, and most recently SW Steakhouse inside Wynn Hotel Las Vegas. Elion is a hands-on operator, confident decision maker and business leader.



Mark Larusso

CONSULTING

A graduate of the renowned Culinary Institute of America in Hyde Park, New York, LoRusso has served as executive chef of Michael Mina's Aqua at Bellagio and executive chef at Aureole in New York City. Since emerging on the Las Vegas dining scene, he has established himself as a creative chef with impeccable instincts as Executive Chef first at Botero then Costa di Mare and finally SW at Wynn Hotel.

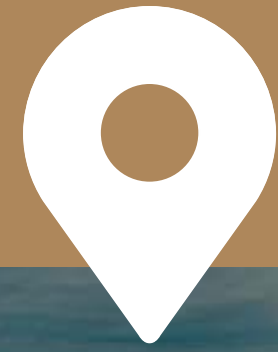


Rezart Gorencavic

CONSULTING

A native of Albania and a graduate of the Culinary Institute of Tirana in Albania, Gorencavic launched his career in 1994 at the Rogner Hotel. In 2000, he moved to New York where he worked at Trattoria Dopo Teatro before working his way through the kitchen at 21 Club, where he spent the 15 years. He is currently the executive chef at Pine Hollow Country Club in New York City.





SAN DIEGO/CA



We will introduce this concept in downtown San Diego, where there is a balanced mix of local footfall and high-density tourist traffic. Bread and Olive will have a higher-end dining experience, bottle service and sharing plates which gives and accessible price point alternative.

Target Market.

Project Concept.

At Bread and Olive, food is a culture of its own. This is an informal, intimate food culture that is creative and curious about the world we live in — it calls for slowness and connection, inspiring conversation, wanderlust and laughter. Our venue is built for this way of life.

What is equally unique about Bread and Olive is our transformative musical ritual. It is a journey through territories both mapped and uncharted — traversing the vast expanse of ingrained genres. Our guests will be transported to the Greek isles where they will dine, laugh, enjoy, and dance away the day into the night.

Our open concept will feature a full service bar, a DJ booth, loungers and bottle service. Our decor lives at the intersection of craftsmanship and creativity, focusing on natural earth tones & materials, woven fabrics, ceramics and accents of greenery. We will pull our guests in and inspire curiosity.





The Menu.

We adhere to the Mediterranean diet not merely because it lights our tastebuds on fire. Tested over the centuries, it's proven to be one of the world's most wholesome and satisfying ways of eating. Locally informed cuisine meant to be revered and savoured — food is a lifestyle, the kind that resonates deeply with the notion of Bread and Olive as a communal domain. Furnished with large, communal tables, our menu is thoughtfully designed to accommodate and advocate our core philosophies. Carefully sourced, holistic cuisine, presenting simple, refined dishes that are infused with a Greek provenance yet bear the mark of Mediterranean influences.





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We are what we eat! Take it a trip to Greece and embrace the Grecian island vibe.



Business Professional



College Students



Tourists



Jet Setter



The Customer.

34.9

Median age of San Diego's population

25%

San Diego's population younger than 20yrs

12%

San Diego's population older than 64yrs



The Competition.

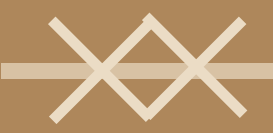


Parameters	Bread and Olive			
Established	2022			
Seating	250			
Price Range (per head)	\$17 – \$18			
Hours of Operation	11am – 2am			
Percieved Quality	Premium			
Competitor Type				



Competative Advantage.

Bread and Olive



**Fresh Quality
Ingredients**



**Wine & Beer
on tap**



**Open Kitchen
Full Transparency**



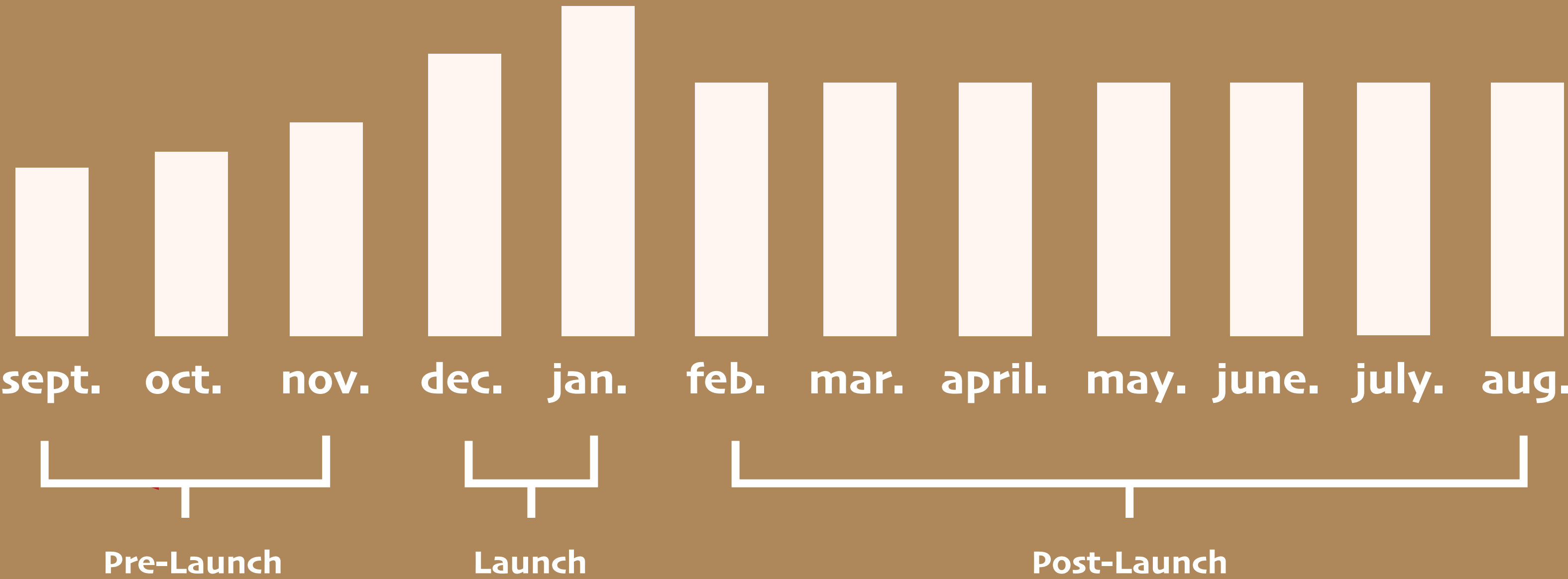
Retail Offerings

How will we reach our potential customers? How can we make them aware of Fork and Pasta and bring them into the fold? This will be realized by our marketing strategy.



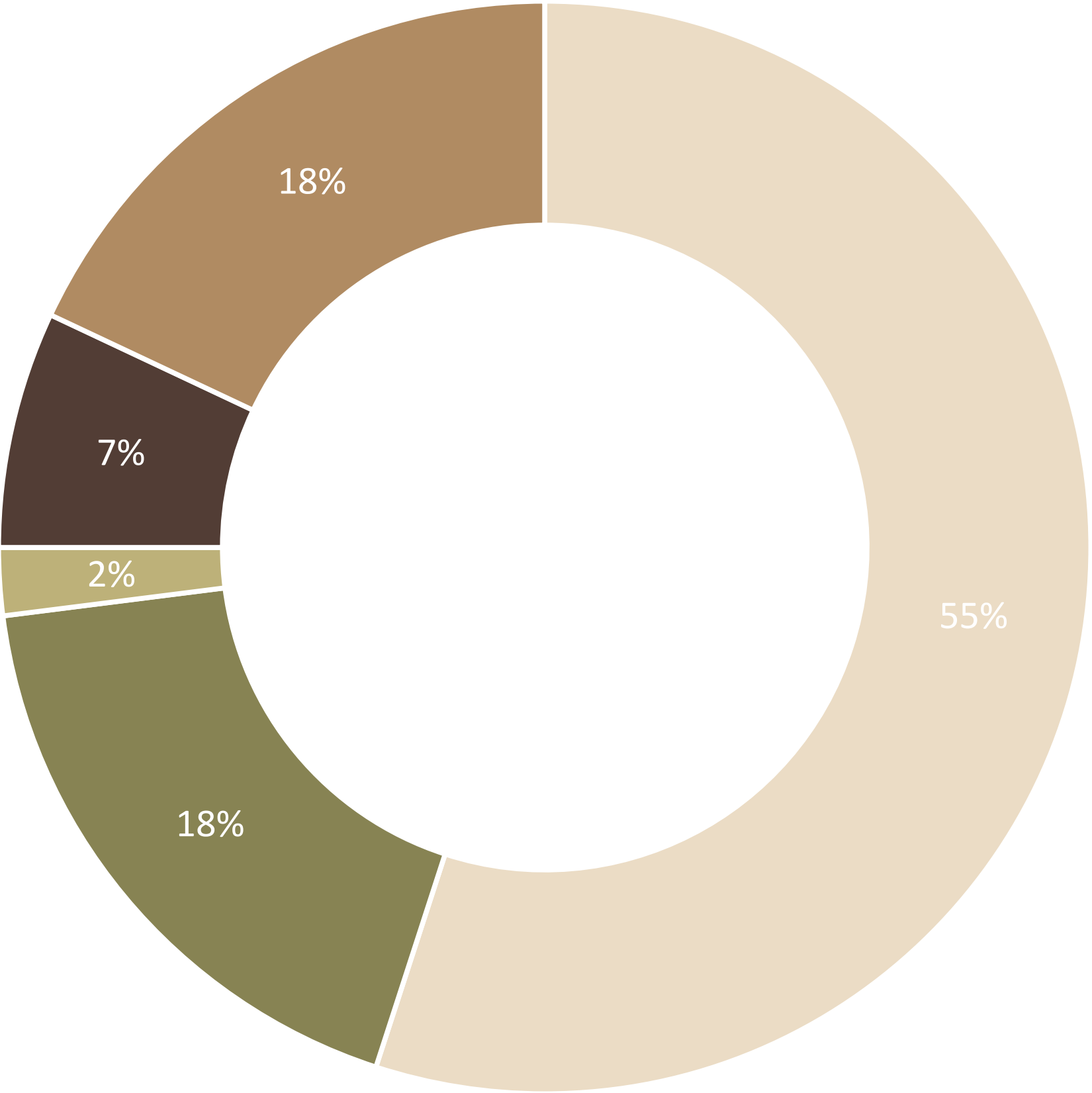
- Pre-launch strategy is to tell the brand story building interest and curiosity.
 - Distribute content across, Facebook, Instagram, YouTube, Tik Tok, LinkedIn.
 - Begin SEO & SEM
- Launch strategy is to participate in local markets and festivals leading up to opening and during to introduce public to brand.
 - Distribute content across, Facebook, Instagram, YouTube, Tik Tok, LinkedIn.
 - Heavy SEO, SEM campaigns and influencer sponsorships.
- Post-launch strategy is to keep the mindshare of our consumer base by partnering with them.
 - Guest participation in social media competitions.
 - Distribute content across, Facebook, Instagram, YouTube, Tik Tok, LinkedIn.
 - SEM campaigns and influencer sponsorships.
 - PR and article placement.

Marketing Plan.



Investment.

- Construction & Buildout
- FOH & Furniture
- Marketing & Web Services
- Miscellaneous
- Reserve for Ops

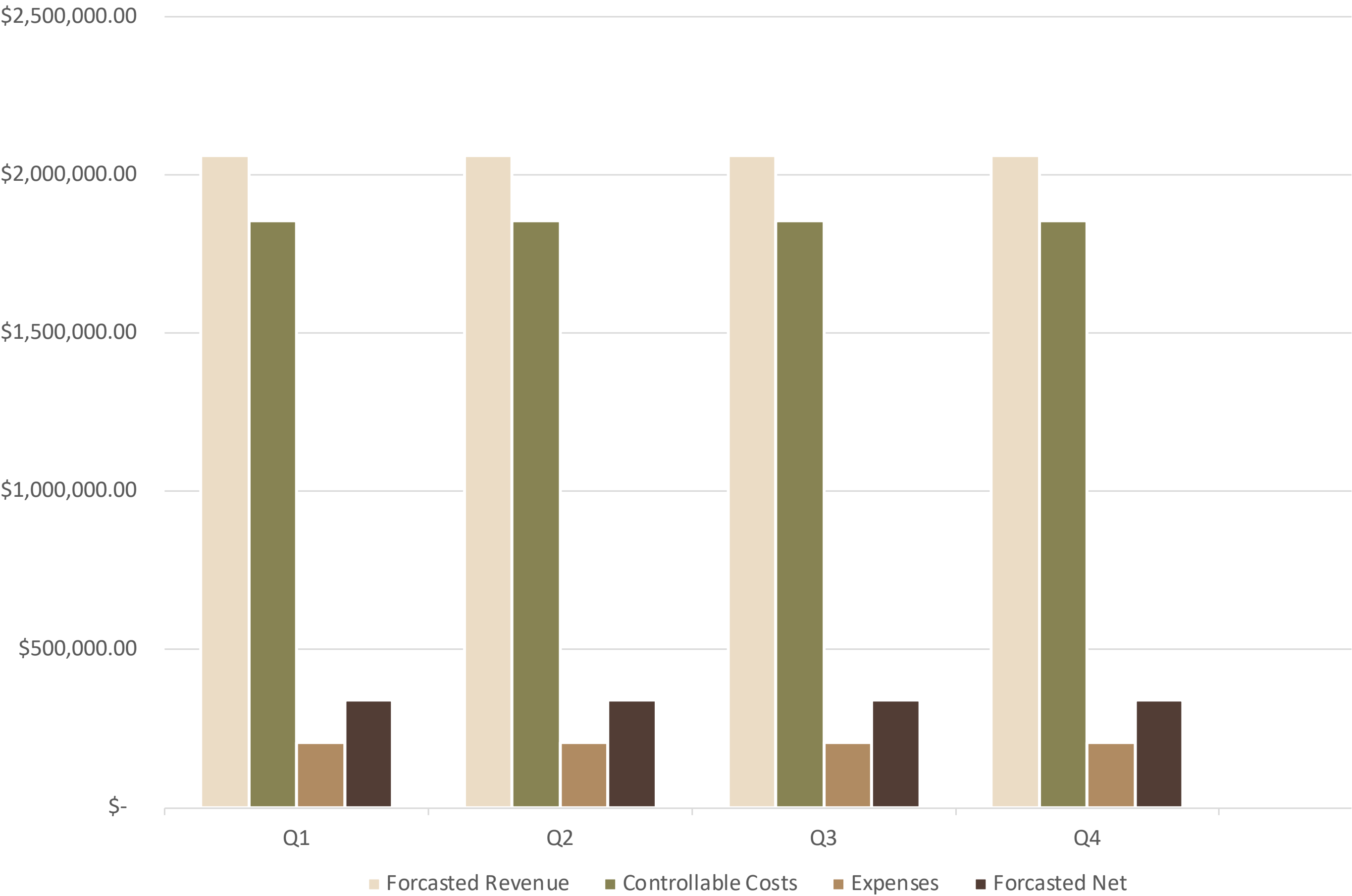


\$2M

We are raising \$2,000,000 (\$100,000 from us)



Financials.

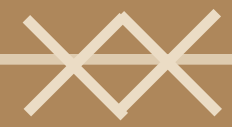


2023

Qaurterly forecast

	Q1	Q2	Q3	Q4
Revenue	\$482,800	\$ 784,480	\$824,880	\$777,630
Food & Beverage	\$104,864.94	\$170,389.84	\$179,151.68	\$169,135.31
Salaries / Chef	\$161,088.83	\$161,088.83	\$161,088.83	\$161,088.83
Marketing	\$15,000	\$15,000	\$15,000	\$15,000
General Expenses	\$242,062.60	\$277,702.43	\$281,888.21	\$277,119.93
Net Revenue	\$-(41,671.58)	\$158,843.24	\$186,235.57	\$153,830.24

Business Model.



Products & Services

- High quality Greek Food, Alcoholic and Non- alcoholic beverages
- DJ
- Parties

Revenue Streams

- Dine In
- Take Away
- Catering Services
- Retail

Key Activities

- Selling Greek food and beverages
- Selling retail:
 - Pasta Sauce
 - Noodles
 - Olive Oil
 - Parmesan cheese
 - Cutting boards
 - Balsamic
 - Jams
 - Bread sticks

Future Plans

- Expand to:
- California

Customer Relationships

- Customer Service during business hours

Used Channels

- Internet
- Telephone

Customer Segments

- Men and women of all ages
 - Tourists
 - Business professional
 - College Students
 - Jet Setter
 - Music Lovers

Cost Structure

- Pre Operative Expenses
- Website Development
- Fixed Assets
- Legal Expenses

Target Market

- San Diego





Thank You.

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