

Monty's or Bijan's

Seafood..Steaks..Raw Bar & Bar

Opening

August/September

2009

# Table of Contents

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- ❖ Introduction
- ❖ Operating partner Bio
- ❖ Proposed Menu
- ❖ Wine Menu
- ❖ Brief Financial Breakdown

# Proposed Plan for

Monty's or Bijan's

Seafood..Steaks..Raw Bar & Bar

Owner

Bijan Venture, LLC

Our company plans to implement a concept and open a restaurant and bar that could take advantage of the local professionals traffic as well as cater to families; that is why we are basing our concept after original Monty's raw bar restaurant located in coconut grove which was a local chain that owned several locations in South Florida in coconut grove, south beach and key west. Our concept will be probably the only venue in the area that will offer simple cuisine at a very reasonable pricing yet in a very comfortable upscale setting. Even though it is a simple concept; nevertheless is very successful and caters to both professionals and families, specially during these tough economic times.

Our number one goal is to focus on the lunch crowd and take advantage of Coral Gables daytime traffic since it apparently is almost twice as its local nighttime traffic. We believe that is essential to our long term success. We are going to be open seven days a week. Monday through Thursday we'll open from 11 am until 11 pm. Fridays and Saturdays will be open from 11 am until 2 or 3 am and Sundays from noon to 9 pm.

We will be utilizing local well known publicist and a marketing group to assist us in branding our restaurant as well as assisting us in reaching our ultimate goal.

Our projected opening date is mid or end of August of 2009 because the summers are very hard on new restaurant and the fact that we will need to be open for the upcoming season. We would have loved to be open earlier but making the restaurant fit our new concepts will require new fixtures, kitchen equipments, furnishings and color scheme as well as time to hire and train staff which will require couple of months after our official closing.

Our concept has been very successful in the past because it is based on a very simple principal of keeping it simple but delivering exceptional quality and service. Our menu is made of local fresh seafood and ingredients and is perfect for everyday locals as well as giving the tourists a real flavor of south Florida.

# bijan's

## *EXPERIENCE*

*From Bijan I Nakhjavan*

*Re: Proposer's Experience and professional reputation*

*Date of birth: Feb 28, 1951*

*Degree: University of London 1972-1974*

*University of Miami 1974-1978*

*Bachelor of Arts degree, Saint Thomas University(Biscayne college)*

*National Restaurant Association courses in Dining Room Management Purchasing and Receiving, for Management, Operations, Promotions and Marketing, Kitchen Management, Etc., Executive chef.*

### *Job Experience:*

*Started at Monty Trainers Restaurant, Lounge, Raw Bar And Marina in 1976, as Cook; Became Assistant chef in 1977, Chef in 1978, in charge of Kitchen operation.*

*1979: Became Manager, overseeing entire restaurant operation of Monty's*

*1980: Became General Manager; Over seeing a \$ 10,000,000.00 Operation*

*1982: Opened Gingerman in Mayfair for Monty Trainer's*

*1984: Opened Monty's Stone Crab in Mayfair in Coconut Grove*

*1984: General Manager for all Monty Trainers Restaurant Operations And assistant to the President ( Monty Trainer ) In charge of the total operations grossing \$ 17,000,000.00 Annually .*

*1986: Monty's was sold to Mr. Manuel D. " Manny" Medina Continued as GM in charge of all operations for Mr. Medina.*

*In November , 1986 In charge of the Dinner Key Auditorium and The convention center and the J.P's restaurant.*

**1987:** *In Dec 1987 the responsibilities ended.*  
*The last 12 years have been spent at Montys and during that time Has increased the business from\$ 500,000.00 (Gross sales ) to More than \$ 17,000,000.00 Annually.*

**1987:** *I Form my own Company with Mr. Farhang Rouhani ( Miami River Group Inc) Bijan's Restaurant, Which opened on Aug 01, 1988*

**1988:** *At the present time, President of the Miami River Group Inc. DBA Bijan's On The River restaurant being in business for 21 years.*

**1990:** *President of Bijan's Catering Inc. being in business for 19 years*

**1992:** *President Bijan's disaster relief operation/Management: specializing in providing food, beverage and temporary shelters in case of natural disasters or catastrophic events. Our company provided food and beverage, and temporary shelters to the people in need after the hurricane Andrew we served over 30,000 meals per day for the period of 110 days.*

**1997:** *Opened The National Corrections Inc. specializing in privatizing the food service operations in the correction facilities with capability to serve over 90,000 meals daily*

**1999:** *President " Sea Chefs international Corp"*  
*A maritime food and beverage management services world wide. Specializing in food and beverage operation and managements of casino boats world wild.*

**2000:** *President of Monty's Miami Beach LLC.*  
*A food and beverage concession company servicing the Miami Beach's south beach( voted the # 1 beach in the world), ocean terrace, and north beach*

*Member: Society of Grand Founders University of Miami.  
Golden Cane and Living Scholar University of Miami.*

*Mr. Nakhjavan provided a scholarship to University of Miami annually.  
City of Miami Water front advisory board 1989 –1996  
Miami River coordinating committee 1988 –1998*

## **MENU SOUPS**

New England Clam Chowder

*A Seasoned Blend of Clams Potatoes and Fresh Vegetables*

Conch Chowder

*A Recipe Discovered While Fishing in the Bahamas*

## **SALADS**

Classic Caesar Salad

*Chopped hearts of romaine lettuce with parmesan cheese and garlic croutons. Add chicken or grilled shrimp.*

Baby Green Salad

*Mixed lettuces, baby field greens, cucumbers, tomatoes and red onions tossed in your choice of dressing*

Marinated Seafood Salad

*Marinated shrimp, calamari and crabmeat in olive oil & basil.*

Chef Salad

*Fresh Greens with Chicken Ham Bacon Bits Cheese Tomatoes Cucumbers & Egg*

## **APPETIZERS**

Buffalo Shrimp

*Fried shrimp tossed in your choice of wing sauce*

Fried Clams

*Breaded clam strips served with cocktail sauce*

Conch Fritters

*Deep fried & served with cocktail sauce*

Fried Calamari

*Deep fried & served with Marinara sauce*

Fried Mozzarella

*Fried Golden Brown & Served with Marinara Sauce for dipping*

Smoked Fish Dip

*Smoked Fish Just Right for Spreading on Crackers. Served with Jalapenos on the side*

Loaded Fries

*Seasoned Fries with Melted Jack & Colby Cheeses & Bacon Bits*

Spinach & Artichoke Dip

*Served Hot with Tortilla Chips*

Hand Rolled Stuffed Jalapenos

*Jalapenos Filled with Real Philadelphia Cream Cheese & Served with a Sweet Sauce for Dipping*

**Award Winning Chicken Wings**  
*Available in hot, medium, mild, and barbecue flavors*

**Potato Skins**  
*The skin of Idaho potatoes, stuffed with cheddar cheese and bacon bits*

**Dolphin Fingers (Mahi Mahi)**  
*Fresh dolphin strips, deep fried and served with tartar sauce and lemon.*

## **RAW BAR**

Clams on the half shell  
*1/2 Dozen or Dozen*

Steamed clams by the dozen  
*Succulent Steamed Clams by the dozen*

Raw Oysters  
*1/2 Dozen or Dozen*

Peel & Eat Shrimp  
*One dozen large shrimp served chilled on a bed of ice with cocktail sauce*

Green Lips Steamed Mussels  
*Steamed in garlic and lemon butter*

## **BURGERS AND SANDWICHES**

Old-fashioned Hamburger  
*Charbroiled with Cheddar Cheese, Tomato and Grilled Onions*

Old-fashioned Cheeseburger  
*Baby squids lightly dusted in seasoned flour, fried till crispy and served with a spicy marinara sauce*

Mushroom Burger  
*Topped with Sautéed Mushrooms*

Onion Burger  
*Smothered in Grilled Onions*

Hickory Burger  
*Topped with Southern BBQ Sauce and Cheddar Cheese*

Cajun Burger  
*Blackened with Spicy Seasonings*

Club Sandwich  
*Freshly Roasted Turkey Breast, Bacon, Lettuce, Tomato and Mayonnaise Served on White Toast with French Fries*

Chicken Sandwich

*Grilled Chicken Breast with Avocado, Bacon, Tomato, Melted Swiss and Herb Mayonnaise.  
Served with French Fries*

Barbecued Chicken Breast

Philadelphia Cheese Steak

*Just like they sell at the corner of 2nd and South in downtown Philly. Ben Franklin's original recipe (minus the kite strings!), with plenty of sautéed beef, onions, mushrooms and melted Swiss American cheese*

Chicken Philly

*The same as above except substitute chicken for the beef. This would be our #1 selling sandwich*

Fresh Dolphin Sandwich

*Blackened, deep fried, or grilled, this fish sandwich is as fresh and juicy as you can get. Served on a kaiser roll with lettuce, tomato and tartar sauce*

Blackened Tilapia Sandwich

*Lightly blackened Tilapia that is way tender, moist and juicy. Served on a Kaiser roll with lettuce, tomato and tartar sauce. Also available deep fried*

Teriyaki Chicken Breast

*Tender chicken breast, marinated in Teriyaki sauce, chargrilled, and covered with melted swiss cheese and two strips of bacon.*

Steak Sandwich

*Sorry Charlie, this is the best Steak Sandwich you've ever tasted! Get it grilled or blackened*

Tuna Salad Sandwich

*Solid White Albacore Tuna Salad Served on a Fresh Kaiser Roll*

*(all sandwiches are served with steak fries)*

## SEAFOOD ENTREES

Fresh Fish

- \* Grouper
- \* Mahi Mahi
- \* Tilapia

*All are fresh cut fillets. Can be prepared blackened, grilled or Key West deep fried*

Deep Fried Shrimp

*A Dozen shrimp, perfectly deep fried to golden brown and served with cocktail and tartar sauce and your choice of potatoes or rice*

Surf & Turf

*Satisfy ALL your taste buds with the perfect marriage of beef and shellfish. A charbroiled 8 Oz. USDA Choice N.Y. Strip Steak, paired with 1/2 dozen golden brown, deep fried shrimp, served with your choice of potato or rice.*

Grilled Salmon

*A ten ounce filet of Atlantic Salmon, tenderly char-grilled with three preparation options: grilled or blackened. Served with your choice of potato or rice. Have a Salmon-chanted evening!*

## BEEF AND CHICKEN

### N.Y. Strip

*12 oz. USDA Choice Aged Angus chargrilled and seasoned just the way you like it and served with your choice of potato or rice*

### Rib Eye

*USDA Choice Aged Angus Rib Eye, chargrilled and seasoned just the way you like it, and served with your choice of potato or rice*

### Barbecued Half Chicken

*A juicy, marinated chicken half, grilled the way it should be, served with your choice of potato or rice*

### Double Breast of Chicken Teryaki

*Two boneless chicken breasts grilled to perfection topped with homemade Teryaki sauce.*

## PASTAS

### Cajun Chicken & Pasta

*Tender blackened chicken strips, tossed with sautéed veggies and linguine, in a slightly spicy Cajun sauce and served with garlic rolls. If you like spice in your life, but not a seven alarm fire, this is the perfect choice!*

### Lemon Chicken and Pasta

*Tender chicken breast sautéed in butter, then covered with a lemon pepper cream sauce, and served over linguine with garlic rolls*

### Shrimp Scampi

*A dozen plump shrimp, sauteed with hearty amounts of garlic, onions, lemon, and butter, tossed with parmesan cheese, and served over a bed of dirty rice or linguini with garlic rolls*

## RIBS

### Award Winning Baby Back Ribs

*Our signature item - tender, juicy, "meat-falls-off-the-bone" baby back ribs, drenched with our special barbecue sauce, and grilled to perfection. Available in half and full racks.*

*All entrées come with FREE coleslaw upon request. All rib and rib combo items are served with your choice of potato or rice. A dinner Caesar or a deluxe dinner salad may be added at a reduced price with the order of any entrée.*

## DESSERT

Florida Key Lime Pie

Caramel Flan

Suicide Chocolate Cake

New York Cheesecake

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- **Appetizer prices**      **\$6 to \$10**
- **Salads**      **\$6 to \$9**
- **Sandwiches**      **\$7 to \$10**
- **Entrees**      **\$12 to \$20**
- **Deserts**      **\$5**
- **Alcoholic beverages** **\$5 to \$10**

**\*\*\* Please keep in mind this is not a final version and all items are subject to change \*\*\***

## Financial Breakdown

Purchase Price of ZBA, LLC assets

\$225,000

(\$70,000 Note)

Attorney and Legal Fees \$ 15,000

Licensing \$ 5,000

Insurance \$ 15,000

New Furnishing and Décor \$ 50,000

Opening Marketing Budget \$ 55,000

- Print - \$15,000
- TV and Radio - \$15,000
- Publicist - \$25,000

General Working Capital \$100,000

**TOTAL** \$465,000