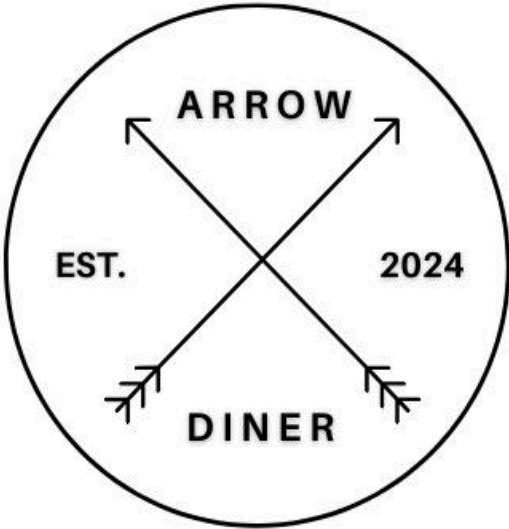


South Dakota

Darrien Martin and Aristeo Escobar-Salanic

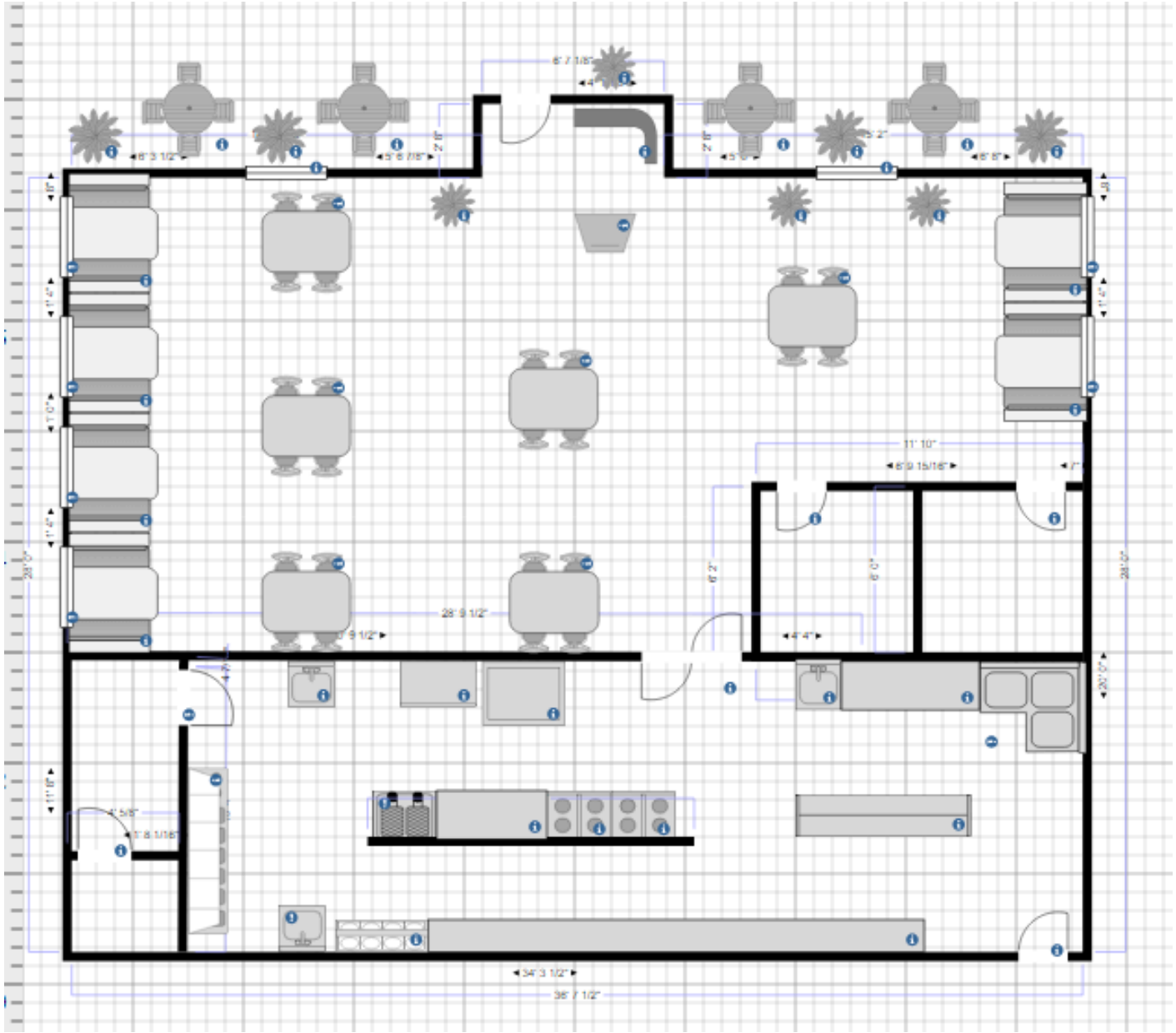
Arrow Diner

2024



## Restaurant Concept Description

Arrow Diner is a laid-back and inviting establishment. We offer a casual dining experience that isn't too formal but still offers quality food and ingredients. Arrow Diner is located in Prostartville. It's established in the heart of Mainstreet, between the county courthouse and the Prostartville Community Center. The freestanding location will draw in those between work or looking for a convenient bite to eat. We offer a comfortable and quality dining experience without the formality of fine dining. Our mission statement is to support and engage the local community, acting as a gathering spot for citizens. Arrow Diner hosts multiple fundraisers to fund local teams and clubs within the area. Currently, Arrow Diner is advertising a fundraiser for the Prostartville Cheer and Dance Team. It is held from 5 pm to 8 pm, where 20% of all proceeds will be donated to the team. Considering the restaurant's location, Arrow Diner is open from 10 am to 9 pm. Evening fundraisers will work to combat the slower dinner hours. Therefore, we serve a lunch and dinner menu to our customers. Focusing on local demographics, Arrow Diner serves an affordable variety of menu items. There are delicious options for everyone, like burgers, salads, pasta, and even desserts! With foods such as Grandma's Grilled Cheese Patty Melt and Creamy Lobster Mac and Cheese, we offer a comforting and nostalgic American cuisine. Overall, Arrow Diners' mission is to support and engage the local community. We offer an affordable, comfortable, and quality dining experience for the Prostartville community.

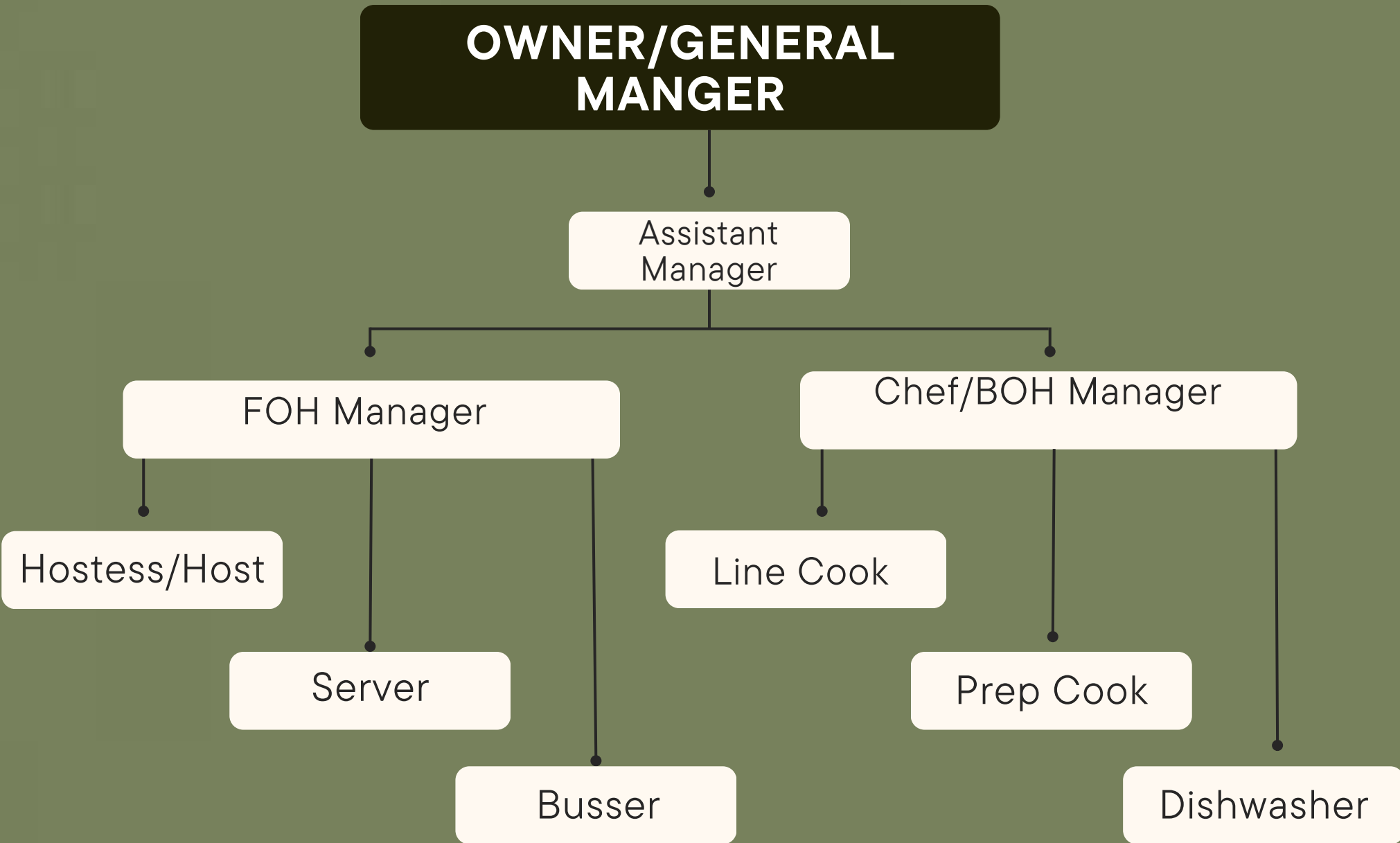


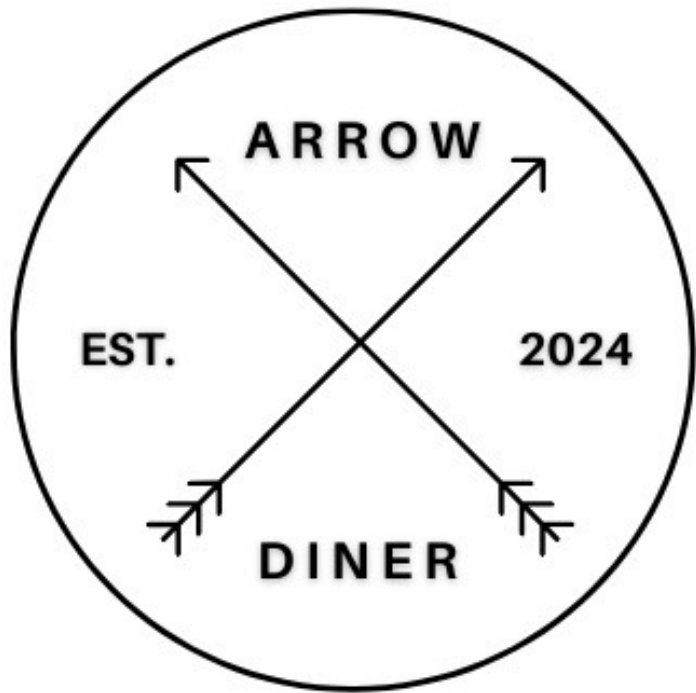


It's all about creating a cozy and stylish space that reflects your Arrow Diner. We will have natural lighting coming from the large windows that will be surrounding the building. It is accompanied by luxury suspension luminaire pendant light. It helps keep the natural lighting within the building when the evening arrives. The paint colors will be sage green and white around the building to keep that casual, cozy look for our customers to enjoy. The wallpaper to the right will be applied to one of the interior walls. The flooring to the left will be used throughout the diner. The seating will have a 4 legged oak table with 4 light oak seats surrounding them. We will have plants around the building to keep the environment friendly and airy.



# *Staffing Organization Chart*





## BURGERS

### GRANDMA'S GRILLED CHEESE \$13.99

#### PATTY MELT

SMOKY BEEF PATTY MELTED WITH SWISS CHEESE, TOPPED WITH SWEET CARAMELIZED ONIONS, ALL BETWEEN TWO TOASTED SOURDOUGH SLICES AND SERVED WITH FRENCH FRIES

### FIRECRACKER STACKER \$12.99

SMOKY BEEF PATTY WITH PEPPER JACK CHEESE, GARNISHED WITH RED ONION, JALAPENOS, AND ZESTY HOUSE SAUCE, ON A SWEET ROLL AND SERVED WITH FRENCH FRIES

### BASIC BLT \$13.99

SMOKY BEEF PATTY, TOPPED WITH CRISPY BACON, FRESH LETTUCE, AND TOMATO, AND WITH A MAYO-SMOTHERED SWEET ROLL AND SERVED WITH FRENCH FRIES

## DRINKS

### SODA \$2.50

PEPSI, DIET PEPSI, MOUNTAIN DEW, DIET MOUNTAIN DEW, STARRY, DR.PEPPER, MUG ROOT BEER

### SUMMER DRINKS \$3.75

ITALIAN CREAM SODAS MADE WITH BLUE RASPBERRY, STRAWBERRY, OR GREEN APPLE

## SALADS

### HONEY CHICKEN COBB SALAD \$10.99

CRUNCHY ICEBERG LETTUCE BASE, TOPPED WITH JUICY GRILLED CHICKEN, CRISPY BACON, AND SPRINKLED WITH FRESH TOMATOES, GREEN ONION, EGGS, BLUE CHEESE AND DRIZZLED WITH HONEY MUSTARD DRESSING

### CLASSIC CEASER \$6.99

FRESH ROMAINE LETTUCE BASE, GRATED PARMESAN, GARNISHED WITH CROUTONS TOSSED IN LEMON, OLIVE OIL, GARLIC, DIJON MUSTARD, WORCESTERSHIRE SAUCE, AND PEPPER, DRESSING OF CHOICE

## PASTA

### CREAMY LOBSTER MAC AND CHEESE \$19.99

JUICY LOBSTER MEAT, ON VELVETY MAC AND CHEESE WITH A MIX OF GRUYERE, CHEDDAR, AND PARMESAN CHEESE, TOPPED WITH BREAD CRUMBS AND BAKED GOLDEN BROWN

### SAUSAGE BREAD BOULE \$17.99

KAISER BREAD BOWL BRUSHED WITH GARLIC BUTTER, STUFFED WITH MARINARA PASTA AND SPICY ITALIAN SAUSAGE, TOPPED WITH GRATED MOZZARELLA AND BAKED GOLDEN BROWN

## DESSERTS

### CHOCOLATE SWIRL SHAKE \$6.99

CREAMY COCOA MILKSHAKE, MADE WITH MILKY VANILLA ICE CREAM, TOPPED WITH FLUFFY WHIPPED CREAM AND SWEET CHOCOLATE SYRUP

### RASPBERRY WHITE CHOCOLATE SHAKE \$6.99

VANILLA ICE CREAM MILKSHAKE, MIXED WITH WHITE CHOCOLATE AND FRESH RASPBERRIES, TOPPED WITH FLUFFY WHIPPED CREAM AND SHAVED WHITE CHOCOLATE

### BERRY BLISS CREPES \$4.99

FLAKEY, BUTTERY CREPES TOPPED WITH FLUFFY WHIPPED CREAM AND FRESH STRAWBERRIES, BLUEBERRIES, AND RASPBERRIES



## Recipe Worksheet

<b>State Name</b>	Huron - South Dakota
<b>Educator Name</b>	Jessica Rodacker

<b>Menu Item</b>	Berry Bliss Crepes		
<b>Number of Portions</b>	2	<b>Portion Size</b>	4 Crepes
<b>Cooking Method(s)</b>	Skillet Cooking		
<b>Recipe Source (MLA)</b>	JENNYC819. "Basic Crêpes." <i>Allrecipes</i> , Allrecipes, 6 Oct. 2023, <a href="http://www.allrecipes.com/recipe/16383/basic-crepes/">www.allrecipes.com/recipe/16383/basic-crepes/</a> .		

Ingredients	
Item	Amount
All-Purpose Flour	1 Cup
Large Eggs	2 Eggs
Milk	½ Cup
Water	½ Cup
Salt	¼ Teaspoon
Unsalted Butter, Melted	2 Tablespoons
Whipped Cream	⅛ Cup
Fresh Mixed Berries	¼ Cup

Procedure
<p>1. Whisk flour and eggs together in a large mixing bowl; gradually add in milk and water, stirring to combine. Add salt and melted butter; beat until smooth.</p> <p>2. Heat a lightly oiled griddle or frying pan over medium-high heat. Pour or scoop the batter onto the griddle, using approximately 1/4 cup for each crêpe. Tilt the pan with a circular motion so that the batter coats the surface evenly.</p> <p>3. Cook until the top of the crêpe is no longer wet and the bottom has turned light brown, 1 to 2 minutes. Run a spatula around the edge of the skillet to loosen the crêpe; flip and cook until the other side has turned light brown, about 1 minute more. Serve hot with whipped cream and berries.</p>

## Recipe Cost Worksheet

<b>State Name</b>	Huron - South Dakota		
<b>Educator Name</b>	Jessica Rodacker		
<b>Menu Item</b>	Berry Bliss Crepes		
<b>Number of Portions</b>	2	<b>Portion Size</b>	4 Crepes

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
All-Purpose Flour	80 oz./5 pound	\$6.89	\$0.086/oz.	4.5 oz.	\$0.387
Large Eggs	36	\$8.17	\$0.227/oz.	2	\$0.454
Milk	128 oz./1 Gallon	\$3.06	\$0.024/oz.	4 oz.	\$0.096
Water				4 oz.	
Unsalted Butter	16 oz./ 1 Pound	\$5.28	\$0.33/oz.	1 oz.	\$0.33
Whipped Cream	13 oz.	\$4.48	\$0.345/oz.	1 oz.	\$0.345
Strawberries	16 oz./ 1 Pound	\$2.72	\$0.17/oz.	0.33 oz.	\$0.056
Blueberries	18 oz.	\$5.94	\$0.33/oz.	0.33 oz	\$0.109
Raspberries	12 oz.	\$6.44	\$0.537	0.33 oz	\$0.177

<b>Subtotal</b>	\$1.954
<b>1 % for small amounts of spices (Q Factor)</b>	\$0.02
<b>2 % for frying oil</b>	\$0.04
<b>Total Recipe Cost</b>	\$2.014
<b>Portion Cost</b>	\$1.01



## Menu Price Worksheet

<b>State Name</b>	South Dakota
<b>Educator Name</b>	Jessica Rodacker

<b>Menu Category</b>	Starter	Entree	X Dessert
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Recipe	Portion Cost
Berry Bliss Crepes	\$1.01

<b>Total Plate Portion Cost</b>	\$1.01
<b>Menu Price at 33% Food Cost</b>	\$3.06
<b>Actual Price on Menu</b>	\$4.99



## MARKETING

### FACEBOOK

Description: The Facebook advertisement will target the average age demographic of 29.4 years old in Prostartville. This tactic will advertise to the majority of the towns population. The advertisement shows Arrow Diner's grand opening. Additionally, we promote the sale for our Berry Bliss Crepes, for only \$4.99.

Goal: Our overall goal for using this tactic is to reach the average age range of Prostartville's population, 29.4 years old. The largest age range of Facebook users is 25-34 (Statista.)

Budget: Costs include cost-per-click, which is \$0.97 for Facebook.

ROI=  $X - 0.97/0.97 \times 100$

### FUNDRAISER/SPONSORSHIP

Description: The fundraising sponsorship will allow Arrow Diner to help support the community. Supporting clubs and teams, like Prostartville Cheer and Dance, will show our support and engagement. Arrow Diner will donate 20% of proceeds and except donations for Prostartville Cheer and Dance. The fundraiser hours of 5 pm to 8 pm will help to combat the slower dinner hours.

Goal: The fundraisers will help to support our local community and bring them together. The hours of the fundraisers will combat slow dinner hours, driving business up.

Budget: Costs will include 20% of proceeds from 5 pm to 8 pm and flyers posted to advertise the fundraiser. Twenty flyers will cost \$19.60 to print (U-Printing) and will be posted throughout Prostartville.

ROI=  $X - (X(.20)+19.60)/ (X(.20)+19.60) \times 100$

# New Place, New Tastes!



**Arrow Diner**

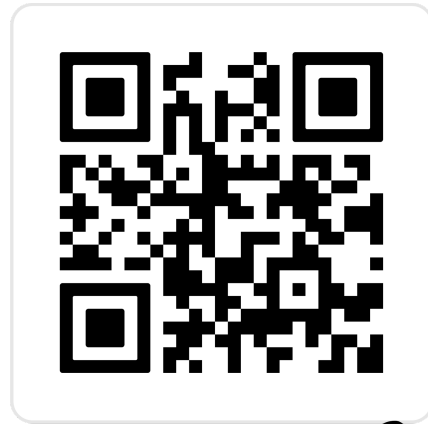
Yesterday at 9:15 AM

## Grand Opening!

Arrow Diner grand opening! \$4.99 deal for our Berry Bliss Crepes. Stop in today!



Don't forget to like, share and comment



SCAN ME

COME SUPPORT  
PROSTARVILLE CHEER  
AND DANCE TEAM!!



20% OF THE PRODUCE WILL BE  
GOING TOWARDS THE TEAM!  
MONDAY 5-8PM



DON'T  
MISS IT



# New Place, New Tastes!



**Arrow Diner**

Yesterday at 9:15 AM

## Grand Opening!

Arrow Diner grand opening! \$4.99 deal for our Berry Bliss Crepes. Stop in today!



**Don't forget to like, share and comment**



# COME SUPPORT PROSTARVILLE CHEER AND DANCE TEAM!!



20% OF THE PRODUCE WILL BE  
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## DON'T MISS IT