



REUNION MARKETING

A CAPRI RESTAURANT GROUP RESTUARANT

OBJECTIVE

To gain financing from the SBA in support of a new restaurant in West Allis, WI.

TARGET MARKET

Male and females ages 21-65 within a 3 mile radius of 53214. Including families with children under 12. Making a salary of \$30,000-\$150,000+.

MESSAGE SUMMARY

Everyone's invited. From the moment you walk in the door you have all the best feelings of your favorite grandma's house. The welcoming atmosphere, the comfortable seating areas, the charm of the photos on the wall. It's the place that everyone gathers to eat savory American style food, play games outside, and the children are entertained from start to finish.

The interior finishes create a sense of comfort with a touch of class that will make Reunion the place you can go for any occasion. It would be perfect for date night and dine on the blue cheese encrusted ribeye with a paired wine. You would enjoy sitting in the lounge with an "Old Friends" cocktail (our take on the Old Fashioned) with the girls after work. The guys created a team for the bags league and come to Reunion every Tuesday and stick around for the satiating signature stuffed burger after their done. Mom and Dad bring the kids on Thursday because it was a long day and Mom didn't want to cook. She knows that she can talk to her husband about the upcoming weekend and the vacation coming up next month, because the kids will play at the "Stomping Grounds" while they chat.

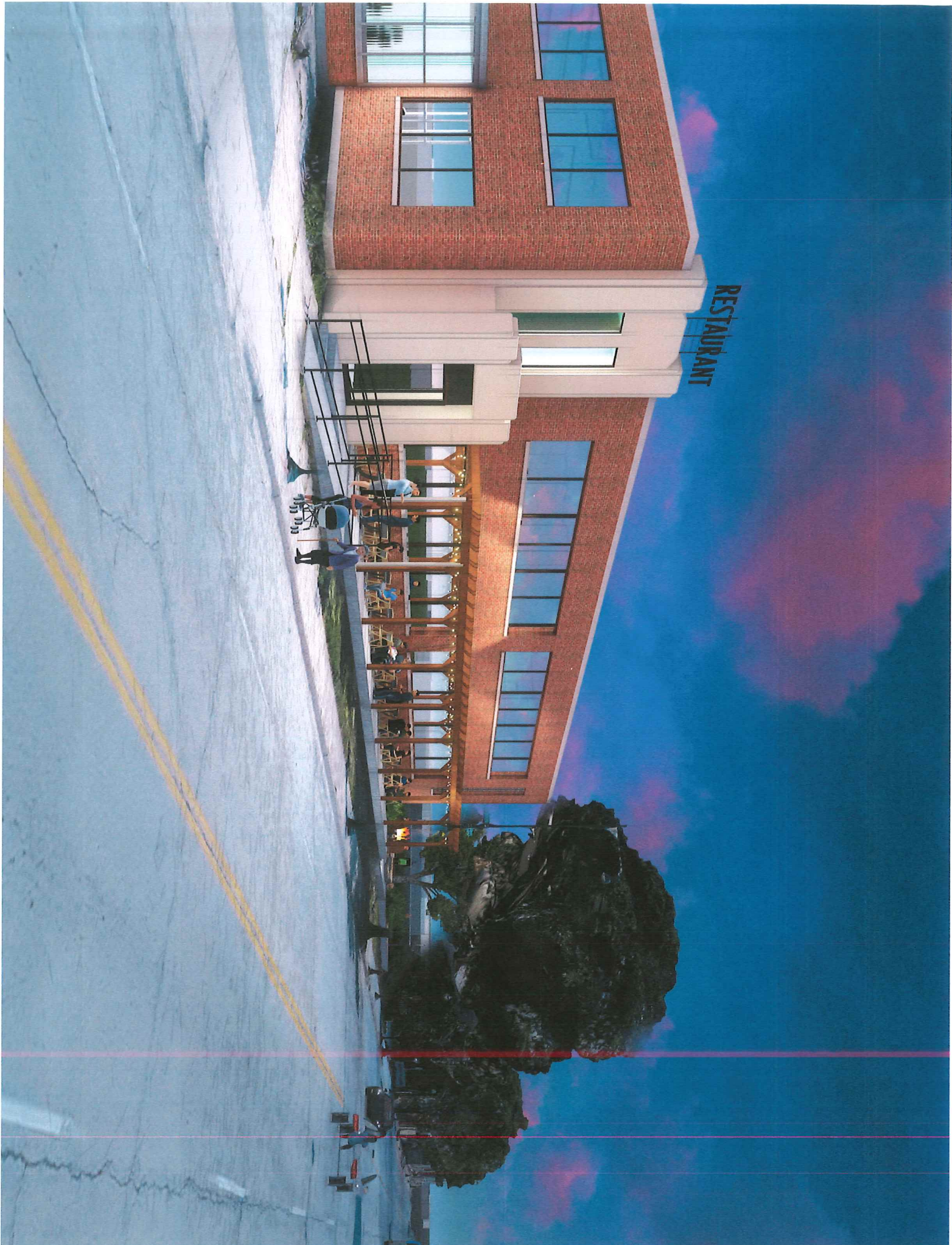
DESIGN AND INTERIOR

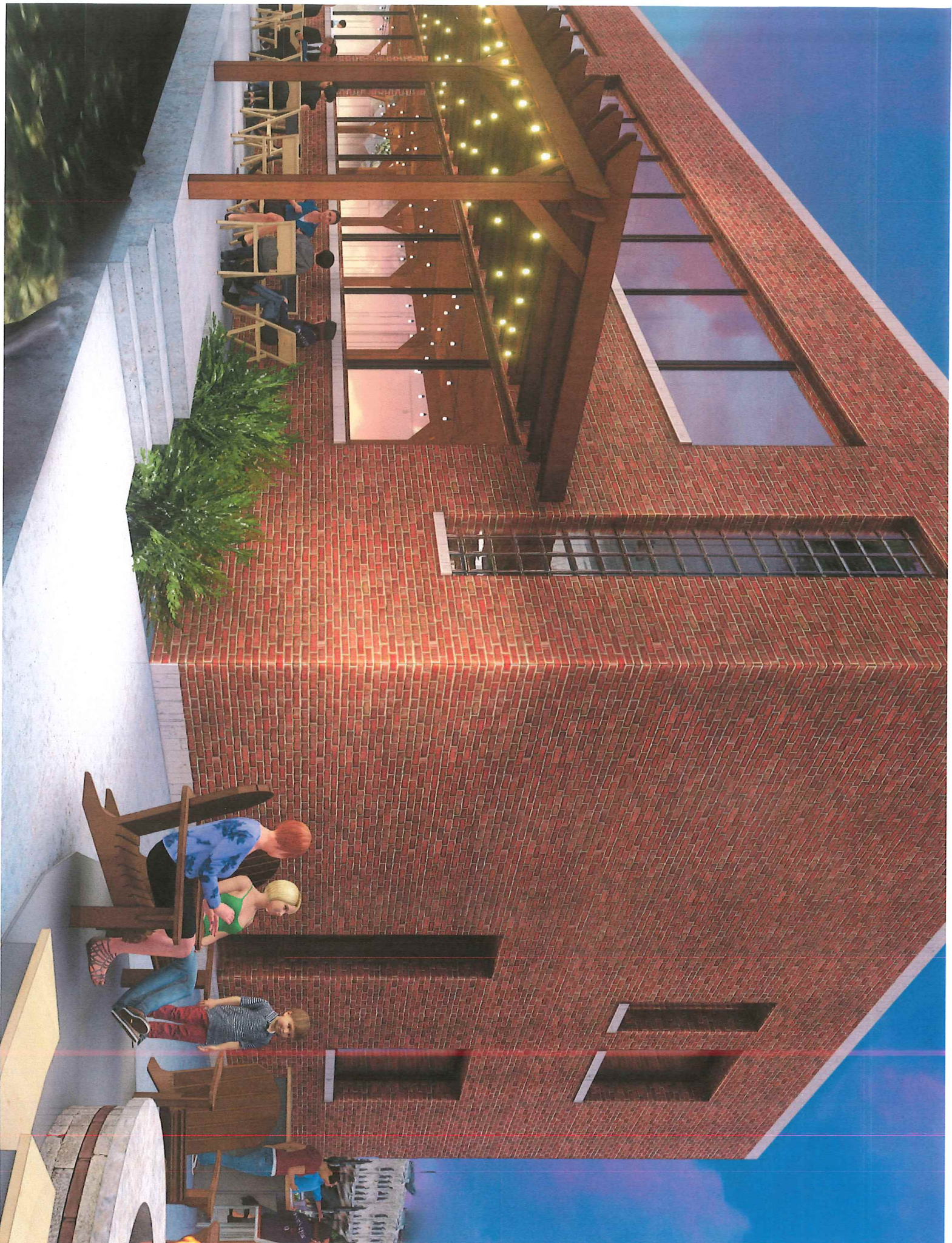
Below is a gathering of ideas that visually bring together what the inside will look like. There is a mid-century modern tone with an industrial setting that is pulled together by cozy seating and vintage photos. There will be modern technology with multiple TVs throughout and the "Stomping Grounds" upstairs.



PROMOTION STRATEGY

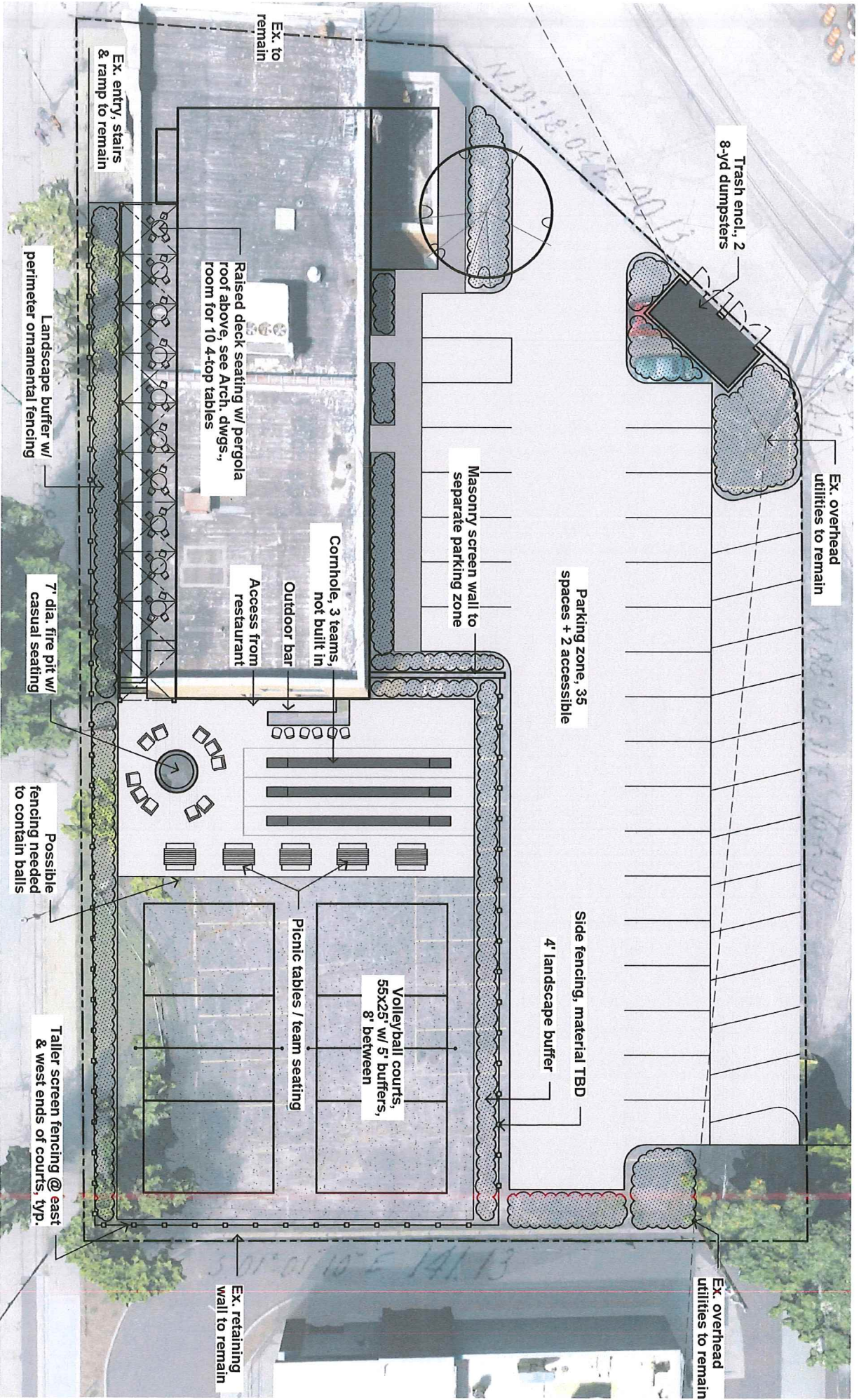
We will use several traditional avenues to market, Reunion. Currently there is a loyal customer base at Capri di Nuovo that will support new ventures such as this in a town they call home. We will leverage this community base on social media. Additionally, create direct mailing postcards to create knowledge and buzz around, Reunion. The marketing team will outreach to local businesses that have well established locations to incorporate their customer profile to be mutually beneficial to both businesses. This will include the many apartment complexes in the area as well as local boutiques. To amplify the brand marketing we will utilize all social media platforms focusing on Facebook and Instagram and garner attention by reaching out to local influencers to do on location lives. Finally using geo-fencing and SEO on the website to create traffic from within a 2 mile radius and round out online marketing by creating facebook ads and using Google Ad-Words to concentrate on our target audience











Trash encl., 2
8-yd dumpsters

Ex. overhead
utilities to remain

Parking zone, 35
spaces + 2 accessible

Masonry screen wall to
separate parking zone

Side fencing, material TBD
4' landscape buffer

Ex. to
remain

Ex. entry, stairs
& ramp to remain

Raised deck seating w/ pergola
roof above, see Arch. dwgs.,
room for 10 4-top tables

Cornhole, 3 teams,
not built in

Outdoor bar
Access from
restaurant

Landscape buffer w/
perimeter ornamental fencing

7' dia. fire pit w/
casual seating

Possible
fencing needed
to contain balls

Volleyball courts,
55x25' w/ 5' buffers,
8' between

Picnic tables / team seating

Taller screen fencing @ east
& west ends of courts, typ.

Ex. retaining
wall to remain

Ex. overhead
utilities to remain

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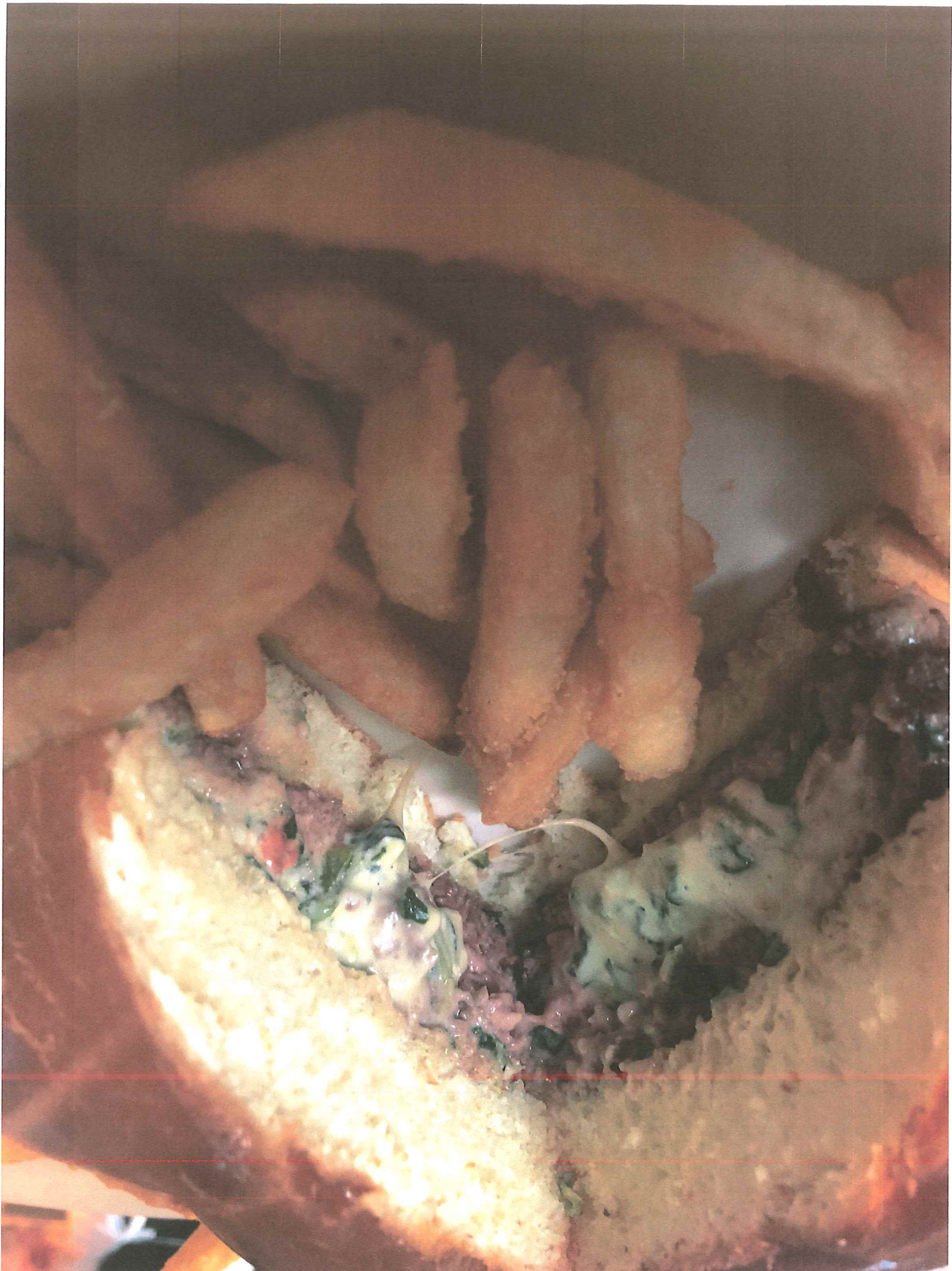


APPETIZERS

10.49	Chicken Wings	10 Jumbo bone in wings tossed in either our house Buffalo, sweet and spicy BBQ, or Garlic Parmesan sauces. Served with your choice of Bleu cheese or Ranch dipping sauce.
8.49	patatas bravas	Potato wedges fried and served with garlic aioli sauce
7.99	Bag toss bites	breaded mac n cheese fried to a gooey perfection.
9.99	Nachos	Nacho chips covered with seasoned ground beef, cheddar jack cheese and topped with sour cream, lettuce and pico de gallo.
7.29	Won-Ton	chunks of Mozzarella hand wrapped in house daily in Won-Ton skins. Served with a side of our fresh marinara sauce.
8.49	Spinach Dip	Loaded with 4 cheeses, spinach, garlic and roasted red peppers. Served with bite size pieces of our homemade garlic bread.

SIGNATURE STUFFED BURGERS

13.99	Artichoke dip stuffed burger	Our signature homemade spinach dip stuffed into fresh ground beef, seasoned, and seared to perfection, and cooked to your choice of medium rare, medium, or well done.
13.99	Bleu Cheese stuffed burger	a combination of bleu cheese, steak sauce, and seasoning stuffed into fresh ground beef, seared to perfection, and cooked to your choice of medium rare, medium, and well done.
13.99	Mac N Cheese stuffed burger	mac n cheese mixed with a light garlic butter sauce stuffed into fresh ground beef, seared to perfection, and cooked to your choice of Medium rare, medium, and well done.
13.99	Stuffed Pizza Burger	Pizza sauce, mozzarella cheese, pepperoni, mushrooms, and green peppers stuffed into fresh ground beef seared to perfection, and cooked to your choice of medium rare, medium, and well done.
11.99	Classic stuffed burger	cheddar cheese stuffed into fresh ground beef, seared to perfection, cooked to your choice of medium rare, medium, and well done. Topped with lettuce, pickles, ketchup, and mustard.



OFF THE GRILL

18.99

Bleu cheese crusted

Ribeye

12 oz. Ribeye steak seasoned, cooked to your choice of temperature, and topped with blue cheese, served with 2 sides.

14.99

Grilled salmon

Salmon sautéed to perfection in garlic butter, served with veggies, and corn on the cob.

13.99

Chicken Alfredo Pasta

Penne noodles tossed in Alfredo sauce and topped with a freshly grilled chicken breast, tomatoes, and shredded parmesan cheese.

22.95

Full rack baby back ribs

a full rack of fall off the bone ribs rubbed with Italian seasoning and smothered in your choice of classic BBQ, honey BBQ, or sweet and spicy BBQ sauce. Served with a side of pasta salad and french fries.

16.99

chicken, shrimp or steak

fajita

choice of chicken, shrimp or steak freshly grilled to order, cut into strips, and set a top a bed of peppers and onions, served with flour tortillas, lettuce, sour cream, pico de gallo, and guacamole.

13.99

loaded chicken breast

A ten ounce freshly grilled chicken breast topped with sweet and spicy BBQ, bacon, and a blend of melted cheeses. Served with your choice of two sides.

SANDWICHES

Sourdough club

10.29

Freshly sliced Roast Beef, Turkey, and bacon on toasted sourdough bread topped with garlic aioli, lettuce, tomato, and cheddar cheese.

Buffalo chicken sandwich

9.49

Freshly grilled chicken breast, tossed in buffalo sauce covered with ranch dressing on a fresh bun.

Avocado Chicken Sandwich

9.99

Freshly grilled chicken breast topped with sliced avocado, strips of bacon, white cheddar cheese, cilantro mayo all on toasted bread.

Quesadillas

9.99

Your choice of Chicken or steak. Served with sour cream and pico de gallo.

SALADS

American 10.29 **buffalo** 10.29 **Caribbean** 10.99

Cobb salad
rows of cheddar cheese, tomato, diced egg, shredded carrots, Bleu cheese crumbles, and topped with a freshly grilled chicken breast.

chicken salad
Grilled chicken tossed in buffalo sauce, set upon a fresh bed of lettuce, topped with Bleu cheese crumbles, bacon, and pico de gallo.

shrimp salad
Grilled Shrimp, mango chunks, pico de gallo, pineapple, and cranberries on a fresh bed of lettuce.

Broccoli 4.29

Cheese
A creamy and cheesy soup with chunks of simmered broccoli.

Loaded Potato 4.29

A creamy soup with real cheddar cheese, Potato chunks, and bacon pieces.

Soup of the Day 4.29

Chef's choice. Ask your server for today's flavor.

Fresh grilled asparagus

Grilled asparagus, drizzled with garlic butter.

Veggies

A blend of seasonal veggies with a touch of garlic butter.

Corn on the cob

Buttered Corn on the cob lightly sprinkled with seasoned salt.

Loaded Mashed Potatoes

Mashed Potatoes loaded with Cheddar cheese, bacon, and sour cream.

Fries

Large side of seasoned French Fries

• Load them up with cheddar cheese and bacon for just 1.49 extra.

LITTLE PLAYERS CLUB

All Kids menu items include 20 credits to The Stomping Grounds, our arcade and game area.

Choose 1 entrée

Mac N Cheese \$4.99
 Creamy Mac n Cheese

Corn Dog \$4.99
 Battered and fried hot dog on a stick.

quesadillas \$4.99
 Cheese Quesadillas with sour cream and pico de gallo.

Choose 2 sides

Fresh Fruit

Fresh seasonal fruit

French Fries

Veggies

A mix of seasonal vegetables

Choose 1 Drink

Gummy Bear Mocktail

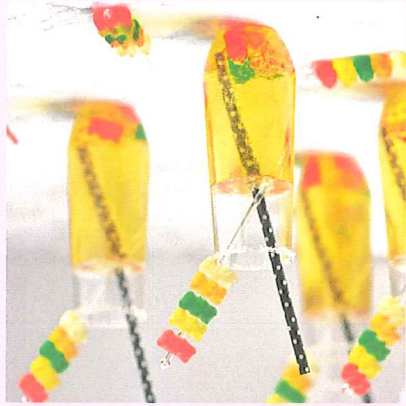
Fun Juice concoction with a gummy bear garnish

Juice

Choice of Apple, Orange, or Grape Juice

Milk

Regular or Chocolate



Gummy Bear Mocktail

