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## Culinary Capstone: Hatch'd

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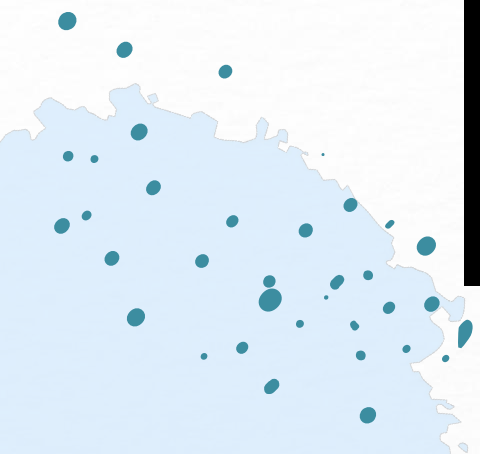
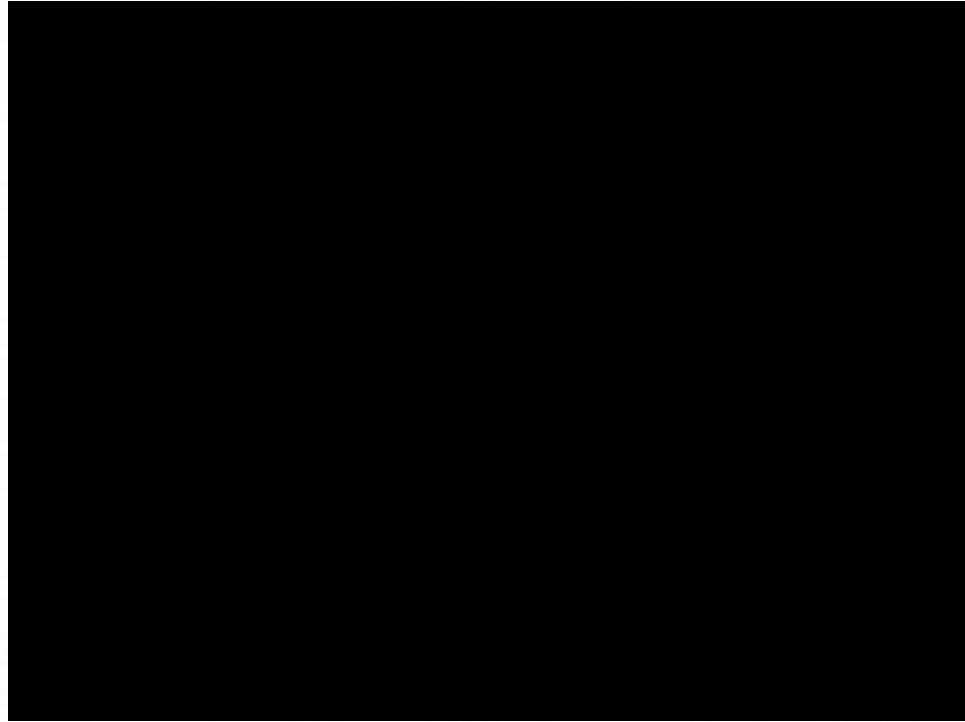
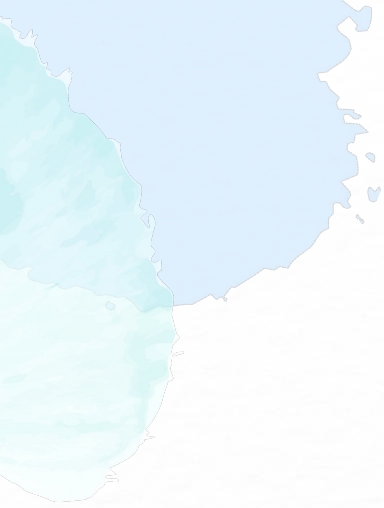


# HATCH'D

By Alison Banks, Lauren Cravaritis, Tara Crissman, Glenna Garber, Delaney Lambrix, Yunfan Liu, Paola Marin Picazo, Carly Scott, Jonathon Smith, Elizabeth Wilker

# Team






# Proposed Concept

Hatch'd is an upscale brunch restaurant catering to locals, students, and business people. We want guests to be comfortable, while also experiencing an elevated brunch menu, in the Mission district of San Francisco, CA. Our objective is to pair classic brunch options with different cuisines from around the world, that highlight seasonal menu ingredients.

# Mission Statement

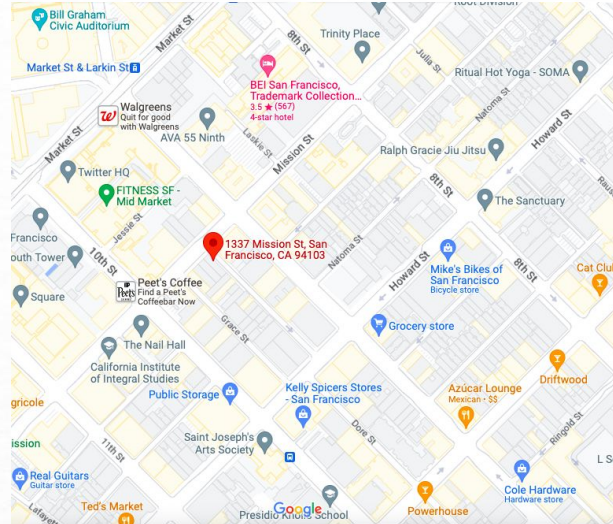


We want to focus on bringing these three elements to our guests: elevated, playful, and inviting. Hatch'd is a hub for students and locals to come together and share comfort and creativity. Brunch does not have to be the same traditional menu items any longer; we want to bring a new and exciting side to the brunch scene in San Francisco. Our guests will come back time and time again to taste our culturally, superlative and creative dishes.

# Proposed Location



- 1337 Mission St, San Francisco
- Mission Hill District
- 1,950 SF
- \$36 per SF







### YOGURT PARFAIT

*goat milk, fruit compote, oats*

### FRISÉE SALAD

*smoked arctic char, fennel confit, citrus supreme*

### EGGS BENEDICT

*confit quail, hollandaise, potato samosa*

### IMMUNITY SHOT

*apple, kale, ginger*

### TAKOYAKI STYLE CHICKEN & WAFFLE

*soy braised chicken, coconut cream, sesame*

### PASTRY FLIGHT

*cinnamon roll, profiterole, scone, croissant, pistachio affogato*

Consuming raw or undercooked poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness

## SPECIALTY DRINK MENU



HORCHATA  
ICED COFFEE



CLARIFIED CITRUS  
TEA PUNCH

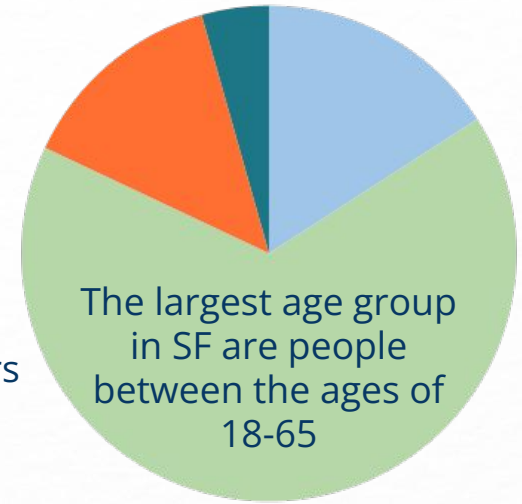
A stylized map of San Francisco County is shown in shades of green and light blue. The map is centered on a white background. The population number '815,201' is written in large, bold, dark blue font across the center of the map. Below it, the text 'Population of San Francisco County' is written in a smaller, dark blue font. The map includes a coastline and some internal boundaries. There are also some decorative elements like blue dots and a hand-drawn line on the left side.

# 815,201

Population of San Francisco County

# Industry Analysis

- Targeting students/young adults in the area
  - Locals, tourists, & business people
- Menu & concept appeal to young people
- Location offers many opportunities to attract customers
  - Walk score of 99 - from loopnet
  - Transit score of 100 - from loopnet



# Competitive Analysis

- Proposed location is surrounded by lots of cafes
- Only direct competitors are Grandma's Deli & Cafe
- Quality & type of menu items differs from competitors
- Other sit-down restaurants that exist are mainly lunch and dinner
- Hours of operation differ from competitors



BLUE BOTTLE  
COFFEE



# SWOT Analysis



## Strengths

Reasonable prices, local purveyors, housemade product, online presence, rotating flavors, free internet access

## Weaknesses

No reputation, new business, limited hours, low (i.e. grubhub or Uber eat) interest



## Opportunities

Catering (5+ yr plan), service collaborations, job opportunities, sponsorship -> local fisheries and clubs, private parties

## Threats

Competing concepts, road construction, late home deliveries, cancelled events, bad reviews



# Operations Plan

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- **Staffing**

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  - **Policies & Procedures**

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  - **Hiring Process**

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  - **Suppliers**

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# Staffing

**3**

**salary**

- 50-60 hr/wk
- FOH Manager
- Executive Chef
- Sous Chef

**8**

**hourly**

- 30-40 hr/wk
- Servers, Barista,  
Etc
- Prep/Line Cooks

**5**

**Part-time**

- < 25 hr/wk
- Busser/Runner

# Policies & Procedures

- Attitude
- Phone Policy
- Housekeeping
- Alcohol & Drug Policy
- Tardiness
- Call-Outs
- Sick Days
- PTO
- Uniform Policy



# Hiring Process

- Equal Opportunity Employer
- Application Form
- In-person Interview for Front of House Position
- Interview with Stage for Back of House Position
- Offer/Turndown Letter
- On-Boarding Process

# Suppliers



**THE SF MARKET™**  
SOURCE FOR FRESH PRODUCE



**BRANDED SPIRITS LIMITED**



**WASHCLUB**  
DRY CLEANING & LAUNDRY



*Antonelli Bros.*



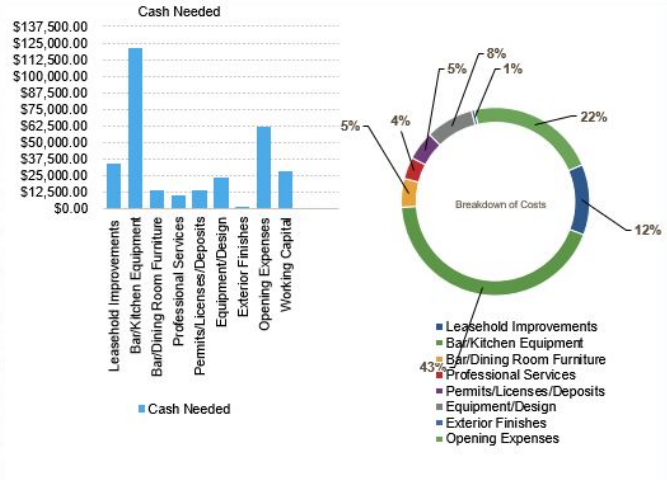
**Safe and Sound**  
SECURITY

# Floor Plan



# Financials: Start-Up Costs

## START-UP (ANALYZED) Hatch'd



- Total Start-Up Costs: \$308,209
- Largest Investment
  - Bar/Kitchen Equipment: \$121,245

## SUMMARY BY CATEGORY

START-UP COSTS	Cash Needed	% Of Total Cash Needed
Leasehold Improvements	\$34,027.00	11%
Bar/Kitchen Equipment	\$121,245.38	39%
Bar/Dining Room Furniture	\$13,789.98	4%
Professional Services	\$10,499.00	3%
Permits/Licenses/Deposits	\$13,888.00	5%
Equipment/Design	\$23,087.52	7%
Exterior Finishes	\$1,536.99	0%
Opening Expenses	\$62,116.00	20%
Working Capital	\$28,018.99	10%
<b>Total</b>	<b>\$308,208.86</b>	<b>100%</b>

# Bar/Kitchen Equipment Start-Up Costs

Bar/Kitchen Equipment		
Dishwasher (Bar) (1 Unit)	\$3,500	1.3% all products sourced from webrestaurantstore.com
Dishwasher (Kitchen) (1 Unit)	\$5,559	2.1%
3 Compartment Commercial Sink (Bar+Kitchen) (2 Units)	\$1,797	0.7%
Stainless Steel Commerical Work Table (Kitchen) (3 Units)	\$850	0.3%
Under Counder Refrigerator (bar+Kitchen) (4 Units)	\$4,796	1.8%
Takoyaki Machine (1 unit)	\$466	0.2% dhgate.com
Reach in Refrigeration (3 Units)	\$5,997	2.2%
Reach in Freezer (1 Unit)	\$3,299	1.2%
Double Deck Electric Convection Oven (2 units)	\$12,378	4.6%
Sous vide immersion circulator head (5 units)	\$2,595	1.0%
Electric Countertop Griddle (1 unit)	\$1,099	0.4%
Indoor Stainless Steel Smokehouse (1 unit)	\$4,149	1.5%
10 burner 60" range with 1 standard oven and 1 convection oven (1 unit)	\$11,305	4.2%
Blender (Bar + Kitchen) (2 Units)	\$620	0.2%
Ice Machine 400 lb capacity (1 unit)	\$3,199	1.2%
Air-cooled Gelato Batch Churner (1 unit)	\$21,973	8.1%
8' x 10' x 7' Walk-in cooler (1 unit)	\$14,089	5.2%
Food Processor (1 Unit)	\$699	0.3%
8 qt Kitchenaid Stand Mixer (3 units)	\$2,700	1.0%
Avantco 40 qt Floor Mixer (1 each)	\$3,499	1.3%
Alto-Shaam Combi Oven (1 unit)	\$15,328	5.7%
Deep Fryer 100 lb capacity Gas (1 Unit)	\$1,349	0.5%
<b>Total</b>	<b>\$121,245</b>	<b>44.8%</b>

# Weekly In-House Cover Forecast

Hatch'd	Days Open:	7 days per week	In-House Orders						
	Hours:	6:00 am - 3:00 pm							
Weekly Cover Forecast			# of Dining Room Seats:				<b>32</b>		
Days of the Week	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total	
Covers Served	50	55	61	65	74	80	96	Weekly Covers	
Turnover Rate	1.7	1.8	2.1	2.3	2.6	2.8	3.3		
Bar Covers	3	2	5	8	10	11	9		
Total Daily Covers	53	57	66	73	84	91	105	<b>529</b>	

Average Weekly Covers	<b>529</b>	Week Total	Month Total	F&B Mix %
Food Check Average	\$30.00	\$15,870.00	\$63,480.00	68.2%
Beverage Check Average	\$14.00	\$7,406.00	\$29,624.00	31.8%
Total Check Average	\$44.00	\$23,276.00	<b>\$93,104.00</b>	100%

Average Daily Food Sales	<b>\$2,645.00</b>
Average Daily Bev Sales	<b>\$1,234.33</b>
Average Daily Sales	<b>\$3,879.33</b>

# Weekly To-Go Cover Forecast

Hatch'd	Days Open:	7 days per week	To-Go Orders					
	Hours:	6:00 am - 3:00 pm						
Weekly Cover Forecast								
Days of the Week	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total
Covers Served	120	145	150	200	250	255	275	
Total Weekly Covers								<b>1395</b>

Average Weekly Covers	1395	Week Total	Month Total	F&B Mix %		
Food Check Average	\$25.00	\$34,875.00	\$139,500.00	71.4%		
Beverage Check Average	\$10.00	\$13,950.00	\$55,800.00	28.6%		
Total Check Average	\$35.00	\$48,825.00	<b>\$195,300.00</b>	100%		

Average Daily Food Sales	<b>\$5,812.50</b>
Average Daily Bev Sales	<b>\$2,325.00</b>
Average Daily Sales	<b>\$8,137.50</b>

# Monthly P&L Report

PROFIT/LOSS STATEMENT			
Hatch'd			
Sales	Month 1	Month 2	Month 3
Food (in-house)	\$63,480	\$66,654	\$73,319
Beverages (In-house)	\$29,624	\$31,105	\$34,216
Food (to-go)	\$80,400	\$84,420	\$92,862
Beverages (to-go)	\$32,160	\$33,768	\$37,145
Merchandise	\$2,000	\$2,600	\$3,640
<b>TOTAL SALES</b>	<b>\$207,664</b>	<b>\$218,547</b>	<b>\$241,182</b>
Cost of Goods Sold (COGS)	Month 1	Month 2	Month 3
Food (both in-house and to-go)	\$35,970	\$37,769	\$41,545
Beverages (both in-house and to-go)	\$9,268	\$9,731	\$10,704
Merchandise	\$400	\$520	\$728
<b>TOTAL COGS</b>	<b>\$45,638</b>	<b>\$48,019</b>	<b>\$52,977</b>
<b>GROSS PROFIT</b>	<b>\$162,026</b>	<b>\$170,528</b>	<b>\$188,204</b>
<b>LABOR COST (add labor here)</b>	<b>\$52,717</b>	<b>\$55,353</b>	<b>\$60,888</b>
Operating Costs	Month 1	Month 2	Month 3
Miscellaneous	\$8,307	\$8,742	\$9,647
Occupancy	\$5,850	\$5,850	\$5,850
Marketing	\$4,153	\$4,371	\$4,824
Utilities	\$6,230	\$6,556	\$7,235
Administrative	\$6,230	\$6,556	\$7,235
Waste Removal	\$500	\$500	\$500
Insurance	\$150	\$150	\$150
Equipment Repairs/Maintenance	\$500	\$2,000	\$650
Other Current Liabilities (Music/entertainment)	\$350	\$350	\$350
<b>TOTAL OPERATING COST</b>	<b>\$32,270</b>	<b>\$35,076</b>	<b>\$36,442</b>
<b>NET PROFIT/LOSS</b>	<b>\$77,040</b>	<b>\$80,099</b>	<b>\$90,875</b>
<b>PROFIT %</b>	<b>37.1%</b>	<b>36.7%</b>	<b>37.7%</b>

- First Month Profit: \$77,040
- Food Cost: 25%
  - Sustainable food sources
  - Ethical harvest of seafood
  - Seasonal fruit and veg



# Labor Cost Schedule

## LABOR REPORT

Hatch'd

LUNCH BREAK	DAILY HOURS	OVERTIME PAY
0h 30m	8h 0m	150%

Employee Name	Position	Hourly Rate	Total Hours per Week	Weekly Pay	Monthly Pay
Delaney Lambrix	Head Chef (S)	salary	50	\$1,538.46	\$6,666.67
Elizabeth Wilker	Sous Chef (S)	salary	50	\$1,346.15	\$5,833.33
Jonathon Smith	FOH Manager	salary	50	\$1,250.00	\$5,416.67
Glenna Garber	Line Cook	\$18.00	40	\$720.00	\$2,880.00
Paola Picazo	Line Cook	\$18.00	40	\$720.00	\$2,880.00
Lauren Cravantis	Line Cook	\$18.00	40	\$720.00	\$2,880.00
Tom Liu	Line Cook	\$18.00	40	\$720.00	\$2,880.00
Alyssa Dias	Server	\$15.50	40	\$620.00	\$2,480.00
Hannah Stubitsch	Server	\$15.50	40	\$620.00	\$2,480.00
Hannah Lerner	Server	\$15.50	40	\$620.00	\$2,480.00
Michael Bartley	Server	\$15.50	40	\$620.00	\$2,480.00
Nathan LaBossiere	Host	\$17.00	40	\$680.00	\$2,720.00
Angela Grover	Dishwasher	\$17.00	40	\$680.00	\$2,720.00
Bobbie Santos	Dishwasher	\$17.00	40	\$680.00	\$2,720.00
Andrea Wheeler	Prep Cook	\$17.00	40	\$680.00	\$2,720.00
Carly Scott	Barista	\$15.50	40	\$620.00	\$2,480.00
<b>Total Labor Costs</b>					\$52,716.67

- Total Labor Cost: \$52,717
- San Fran minimum wage: \$17/hr
- San Fran tipped minimum wage: \$15.50/hr
- Head Chef Salary: \$80,000
- Sous Chef Salary: \$70,000
- FOH Manager Salary: \$65,000

# Yearly Sales Comparisons

## YEARLY SALES COMPARISONS

Hatch'd

YEARLY SALES					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales	\$2,491,968	\$2,591,647	\$2,695,313	\$2,803,125	\$2,915,250
COGS	\$547,651	\$569,557	\$592,340	\$616,033	\$640,674
Labor Cost	\$632,604	\$657,908	\$684,224	\$711,593	\$740,057
Operating Cost	\$448,195	\$461,641	\$475,490	\$489,755	\$504,448
TOTAL PROFIT	\$863,518	\$902,540	\$943,258	\$985,744	\$1,030,071

- First Year Profit: \$863,518
- Fifth Year Profit: \$1,030,071

# Break-Even Analysis

- Break-even on initial investment: 4 months
  - Total Start-up Cost / Monthly Profit = 4 Months
  - $\$308,209 / \$77,040 = 4$  months



# Break-Even Analysis (monthly)

## BREAK-EVEN ANALYSIS

Hatch'd

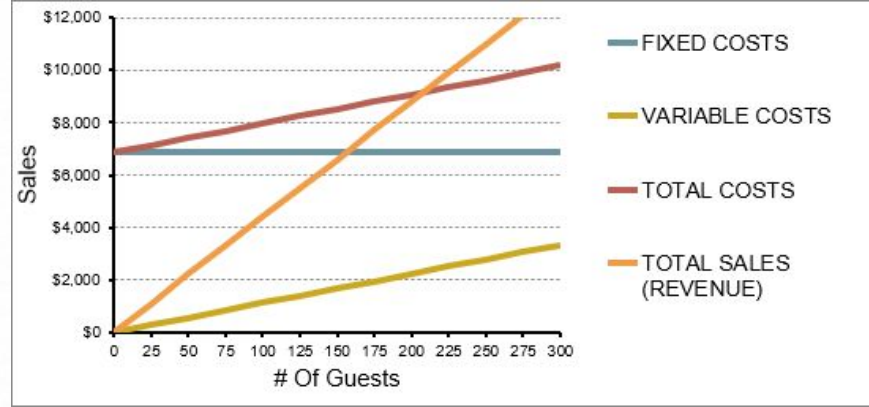
### Monthly Average

Fixed Costs	\$6,850
Variable Cost (per customer)	\$11
Guest Check Average	\$44


BREAK-EVEN (from chart)

BREAK-EVEN (# OF GUESTS)

# OF GUESTS	FIXED COSTS	VARIABLE COSTS	TOTAL COSTS	TOTAL SALES (REVENUE)	PROFIT
0	\$6,850	\$0	\$6,850	\$0	-\$6,850
25	\$6,850	\$278	\$7,128	\$1,100	-\$6,028
50	\$6,850	\$555	\$7,405	\$2,200	-\$5,205
75	\$6,850	\$833	\$7,683	\$3,300	-\$4,383
100	\$6,850	\$1,110	\$7,960	\$4,400	-\$3,560
125	\$6,850	\$1,388	\$8,238	\$5,500	-\$2,738
150	\$6,850	\$1,665	\$8,515	\$6,600	-\$1,915
175	\$6,850	\$1,943	\$8,793	\$7,700	-\$1,093
200	\$6,850	\$2,220	\$9,070	\$8,800	-\$270
225	\$6,850	\$2,498	\$9,348	\$9,900	\$553
250	\$6,850	\$2,775	\$9,625	\$11,000	\$1,375
275	\$6,850	\$3,053	\$9,903	\$12,100	\$2,198
300	\$6,850	\$3,330	\$10,180	\$13,200	\$3,020



- Break-even for monthly costs at around 225 guests



**Thank You!!!**  
**We are asking for:**

**\$310,000**

Initial Investment