



VILLAGE OF PALATINE
VILLAGE HALL - COUNCIL CHAMBERS
200 E. WOOD STREET
PALATINE, IL 60067-5339 – (847) 359-9050
<http://www.palatine.il.us>

PALATINE LIQUOR COMMISSION

MINUTES
MAY 20, 2024

Regular Meeting

7:05 PM

I. ROLL CALL – Time: 7:50 PM

Attendee Name	Title	Status	Arrived
Jim Schwantz	Commissioner	Present	
Tim Millar	Commissioner	Present	
Scott Lamerand	Commissioner	Absent	
Doug Myslinski	Commissioner	Absent	
Greg Solberg	Commissioner	Present	
Kollin Kozlowski	Commissioner	Present	
Brad Helms	Commissioner	Present	

Also Present:

Village Clerk Marg Duer, Village Manager Reid Ottesen, Deputy Village Manager Hadley Skeffington-Vos, Village Attorney Rick Veenstra, Director of Community Development Mike Jacobs, Director of Planning & Zoning Ben Vyverberg, Director of Public Works Matt Barry, Police Chief Bill Nord, Fire Chief Patrick Gratziana, IT Director Larry Schroth, Director of Finance Paul Mehring, Director of Human Resources Pam Jackson, Deputy Clerk Doris Sadik and Support Service Specialist Kristin La Russo

II. MINUTES APPROVAL

1. Palatine Liquor Commission - Regular Meeting - April 8, 2024 - **Accepted**

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Kollin Kozlowski, Commissioner
SECONDER:	Greg Solberg, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Lamerand, Myslinski

III. AGENDA ITEMS

1. Consider an Application for a Class G Restaurant (Beer & Wine) Liquor License for Keing Corporation d/b/a Chicago Ramen Located at 3 E. Northwest Highway
- Approved by Voice Vote

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Kollin Kozlowski, Commissioner
SECONDER:	Tim Millar, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Lamerand, Myslinski

2. Consider an Application for a Class G Restaurant (Beer & Wine) Liquor License for Kolatek Baking Company Located at 1916 N. Rand Road - **Approved by Voice Vote**

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Kollin Kozlowski, Commissioner
SECONDER:	Brad Helms, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Lamerand, Myslinski

3. Consider a Request for a Class E (Temporary) Liquor License for the Rotary Club of Palatine's 'Oktoberfest' Celebration on September 20 - 22, 2024 - **Approved by Voice Vote**

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Brad Helms, Commissioner
SECONDER:	Kollin Kozlowski, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Lamerand, Myslinski

IV. ADJOURNMENT – Time: 7:52 PM

Motion to Adjourn - **Motion Carried by Voice Vote**

RESULT:	MOTION CARRIED BY VOICE VOTE [UNANIMOUS]
MOVER:	Kollin Kozlowski, Commissioner
SECONDER:	Brad Helms, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Lamerand, Myslinski

Submitted by:

Margaret R. Duer
Village Clerk



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PALATINE LIQUOR COMMISSION

MINUTES

APRIL 8, 2024

Regular Meeting

7:05 PM

I. ROLL CALL – Time: 7:37 PM

Attendee Name	Title	Status	Arrived
Jim Schwantz	Commissioner	Present	
Tim Millar	Commissioner	Present	
Scott Lamerand	Commissioner	Present	
Doug Myslinski	Commissioner	Present	
Greg Solberg	Commissioner	Present	
Kollin Kozlowski	Commissioner	Present	
Brad Helms	Commissioner	Present	

Also Present:

Village Clerk Marg Duer, Village Manager Reid Ottesen, Deputy Village Manager Hadley Skeffington-Vos, Village Attorney Patrick Brankin, Director of Community Development Mike Jacobs, Director of Planning & Zoning Ben Vyverberg, Director of Public Works Matt Barry, Police Chief Dave Daigle, Fire Chief Patrick Gratziana, IT Director Larry Schroth, and Director of Human Resources Pam Jackson

II. MINUTES APPROVAL

1. Palatine Liquor Commission - Regular Meeting - March 11, 2024 - **Accepted**

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Brad Helms, Commissioner
SECONDER:	Kollin Kozlowski, Commissioner
AYES:	Schwantz, Millar, Lamerand, Myslinski, Solberg, Kozlowski, Helms

III. AGENDA ITEMS

1. Consider a Motion Granting a Class E (Temporary) Liquor License for the St. Nectarios Greek Orthodox Church Annual 'GreekFest' to be Held on June 21 - 23, 2024 at 133 S. Roselle Road - **Approved by Voice Vote**

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Tim Millar, Commissioner
SECONDER:	Doug Myslinski, Commissioner
AYES:	Schwantz, Millar, Lamerand, Myslinski, Solberg, Kozlowski, Helms

2. Consider an Application for a Class E (Temporary) Liquor License for the Village of Palatine's Downtown Palatine Street Fest on August 23 - 25, 2024 - **Approved by Voice Vote**

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Tim Millar, Commissioner
SECONDER:	Doug Myslinski, Commissioner
AYES:	Schwantz, Millar, Lamerand, Myslinski, Solberg, Kozlowski, Helms

IV. ADJOURNMENT – Time: 7:40 PM

Motion to Adjourn - **Motion Carried by Voice Vote**

RESULT:	MOTION CARRIED BY VOICE VOTE [UNANIMOUS]
MOVER:	Greg Solberg, Commissioner
SECONDER:	Scott Lamerand, Commissioner
AYES:	Schwantz, Millar, Lamerand, Myslinski, Solberg, Kozlowski, Helms

Submitted by:

Margaret R. Duer
Village Clerk

Minutes Acceptance: Minutes of Apr 8, 2024 7:05 PM (Minutes Approval)

Consider an Application for a Class G Restaurant (Beer & Wine) Liquor License for Keing Corporation d/b/a Chicago Ramen Located at 3 E. Northwest Highway

BACKGROUND:

On this evening's agenda is a request for an increase in the number of Class G Restaurant (Beer & Wine) Liquor Licenses for Chicago Ramen located at 3 E. Northwest Highway. The permitted hours for a Class G Liquor License are Sunday through Thursday 6 AM - Midnight and Friday & Saturday 6 AM - 1 AM.

KEY ISSUES:

A copy of the application is on file in the Village Manager's Office. The Petitioner will be present Monday evening to answer any questions of the Commission.

ALTERNATIVES:

1. Approve the Class G liquor license.
2. Do not approve the Class G liquor license.

BUDGET IMPACT:

\$2,641 Annual Fee for a Class G Liquor License.

RECOMMENDATION:

Action is at the discretion of the Commission.

ACTION REQUIRED:

Action is at the discretion of the Commission.

ATTACHMENTS:

- Business Plan
- Floor Plan
- Chicago Ramen Menu

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Kollin Kozlowski, Commissioner
SECONDER:	Tim Millar, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Scott Lamerand, Doug Myslinski



CHICAGO RAMEN
P L A T I N E

5/15/2024

Cover Letter

I would like to apply for a liquor license for my newly opening restaurant, Chicago Ramen Palatine. Please see following information.

Name of Business: Keing Corporation DBA Chicago Ramen Palatine

Business Address: 3 E. Northwest Hwy, Palatine, IL 60067

Owner: Kenta Ikehata

Home Address: 560 Aster Ln. Hoffman Estates, IL 60169

Liquor Classification: G (Serving Beer and Wine in the restaurant)

Seating: 40 seating capacity and food and beverage being served.

Square Footage: 1,887 sq.ft. Floor plan of the establishment is attached separately.

Hours of operation: 11:00 am – 11:30 pm

Estimated number of total employees: 15 employees

Chicago Ramen in Des Plaines has been operated since 2020. The sister restaurants are currently opened in Rolling Meadows, Schaumburg, Wheeling, Algonquin, Mundelein, and Park Ridge and Chicago Sushi is also operated in Des Plaines, IL.

The company currently has three liquor licenses under the business name of Chicago Sushi in Des Plaines and Chicago Ramen Annex in Schaumburg, Chicago Ramen Mundelein in Mundelein.

Attachment: Business Plan (3 E. Northwest Hwy - Class G Liquor Appl.- Chicago Ramen)

I would like customers to enjoy our food with alcohol and obtain customers' satisfaction.

Thank you,

Kenta Ikehata / Owner



Keing Corporation DBA Chicago Ramen Palatine

3 E. Northwest Hwy, Palatine, IL 60067

<https://chicago-ramen.us>

RAMEN NOODLES - PALATINE

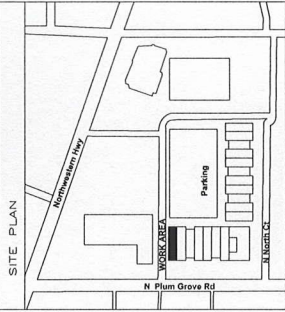
Kitchen Equipment Plans and Schedule

3 EAST NORTHWESTERN HWY

3.1.b

FS1.1

DATE: 11/15/2023
JOB NO.: 19053
SHEET NO.: 3



TRADE CONTRACTORS NOTES

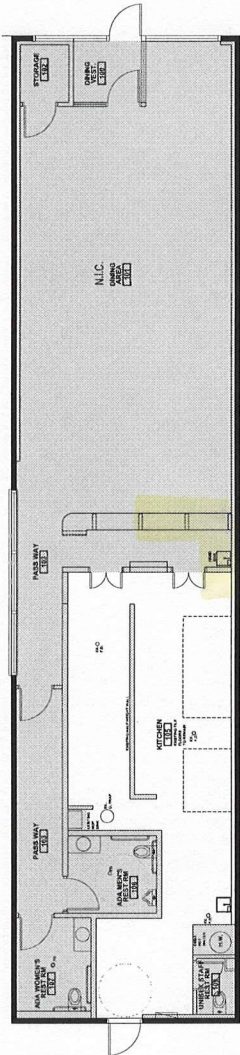
1. ALL CONTRACTORS SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES.
2. ANY CHANGES TO THESE LOCATIONS SHOULD BE VERIFIED WITH THE ARCHITECT OR ENGINEER BEFORE PROCEEDING.
3. ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE NATIONAL ELECTRICAL CODE (NEC) AND THE INTERNATIONAL PLUMBING CODE (IPC).
4. THE OWNER SHALL BE RESPONSIBLE FOR PROVIDING ALL NECESSARY INFORMATION TO THE CONTRACTORS.
5. THE CONTRACTORS SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES.
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PLUMBING SYMBOLS

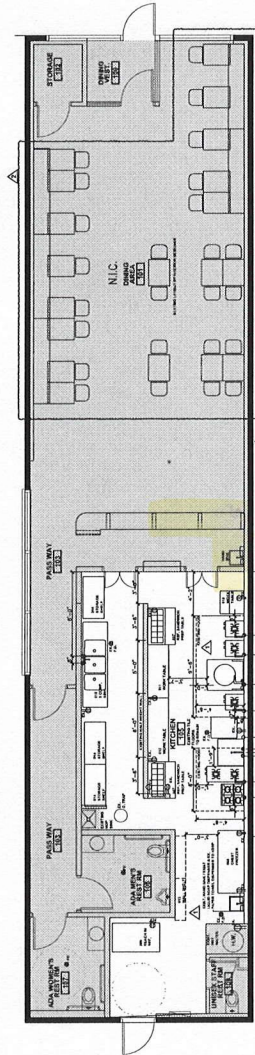
NO.	DESCRIPTION	DATE
1	NEW WATER LINE (1/2")	
2	COLD WATER LINE (1/2")	
3	DIRECT WHITE CONNECTION	
4	FLOOR FLOOR DRAIN AND SINK	
5	INDIRECT WASTE DRAIN	
6	1" SQUARE FLUSH RECEPTOR	
7	ONE SUPPLY LINE STUB	
8	FLOOR DRAIN 4" FURNISH	
9	STEAM SUPPLY	
10	CONDENSATE RETURN	
11	INDIRECT FLOOR	
12	DOWN FROM ABOVE	

ELECTRICAL SYMBOLS

NO.	DESCRIPTION	DATE
1	SINGLE GROUND RECEPTACLE	
2	DOUBLE GROUND RECEPTACLE	
3	GROUNDING BUS	
4	CONDUIT OUTLET	
5	CONDUIT INLET	
6	ELECTRICAL CONDUIT STUB UP	
7	JUNCTION BOX	
8	SWITCH	
9	TELEPHONE	



1 EXISTING FLOOR PLAN
SCALE 1/4"=1'-0"



2 NEW FLOOR PLAN
SCALE 1/4"=1'-0"

STATEMENT OF COMPLIANCE

I HEREBY CERTIFY THAT THESE DRAWINGS AND SPECIFICATIONS WERE PREPARED UNDER MY DIRECT SUPERVISION AND TO THE BEST OF MY KNOWLEDGE AND BELIEF THEY COMPLY WITH ALL CITY, STATE AND FEDERAL STANDARDS. I AM A duly LICENSED PROFESSIONAL ARCHITECT UNDER THE LAWS OF THE STATE OF ILLINOIS.

NAME: RYAN A. JODDY DATE: 11/15/2023

NO.	DESCRIPTION	QTY	UNIT	LOCATION
1	1/2" WATER LINE	1	LINEAL FOOT	KITCHEN
2	1/2" WATER LINE	1	LINEAL FOOT	DINING
3	1/2" WATER LINE	1	LINEAL FOOT	SERVICE
4	1/2" WATER LINE	1	LINEAL FOOT	KITCHEN
5	1/2" WATER LINE	1	LINEAL FOOT	DINING
6	1/2" WATER LINE	1	LINEAL FOOT	SERVICE
7	1/2" WATER LINE	1	LINEAL FOOT	KITCHEN
8	1/2" WATER LINE	1	LINEAL FOOT	DINING
9	1/2" WATER LINE	1	LINEAL FOOT	SERVICE
10	1/2" WATER LINE	1	LINEAL FOOT	KITCHEN
11	1/2" WATER LINE	1	LINEAL FOOT	DINING
12	1/2" WATER LINE	1	LINEAL FOOT	SERVICE
13	1/2" WATER LINE	1	LINEAL FOOT	KITCHEN
14	1/2" WATER LINE	1	LINEAL FOOT	DINING
15	1/2" WATER LINE	1	LINEAL FOOT	SERVICE
16	1/2" WATER LINE	1	LINEAL FOOT	KITCHEN
17	1/2" WATER LINE	1	LINEAL FOOT	DINING
18	1/2" WATER LINE	1	LINEAL FOOT	SERVICE
19	1/2" WATER LINE	1	LINEAL FOOT	KITCHEN
20	1/2" WATER LINE	1	LINEAL FOOT	DINING
21	1/2" WATER LINE	1	LINEAL FOOT	SERVICE

TSUKEMEN (DIPPING NOODLE)		BEEF CURRY & CHICKEN MABO TOFU RAMEN																																																														
																																																																
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Consider an Application for a Class G Restaurant (Beer & Wine) Liquor License for Kolatek Baking Company Located at 1916 N. Rand Road

BACKGROUND:

On this evening's agenda is a request for an increase in the number of Class G Restaurant (Beer & Wine) Liquor Licenses for Kolatek Baking Company located at 1916 N. Rand Road. The permitted hours for a Class G Liquor License are Sunday through Thursday 6 AM - Midnight and Friday & Saturday 6 AM - 1 AM.

KEY ISSUES:

A copy of the application is on file in the Village Manager's Office. The Petitioner will be present Monday evening to answer any questions of the Commission.

ALTERNATIVES:

1. Approve the Class G liquor license.
2. Do not approve the Class G liquor license.

BUDGET IMPACT:

\$2,641 Annual Fee for a Class G Liquor License.

RECOMMENDATION:

Action is at the discretion of the Commission.

ACTION REQUIRED:

Action is at the discretion of the Commission.

ATTACHMENTS:

- Business Plan
- Floor Plan
- Menu

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Kollin Kozlowski, Commissioner
SECONDER:	Brad Helms, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Scott Lamerand, Doug Myslinski

Executive Summary

Business Overview

We are Kolatek Baking Company, a well-established baking company located at 2445 N. Harlem Ave. Chicago IL and recently opened a second location at 1916 N. Rand Rd. Palatine IL 60074. Our focus is on creating artisan breads, sandwiches, pierogi, and comfort food along with a small selection of imports for our loyal customers and we are looking to add on-premises indoor and outdoor dining and offer beer and wine sales. With a team of 6 dedicated employees at the Palatine location, we cater to a diverse customer base that includes the local business lunch crowd, residents of the area, and artisan bread lovers & foodies.

Business Origins

Kolatek Baking Company has been in operation for several decades, honing our craft and perfecting our recipes. Our passion for creating delicious and unique food items drives us to constantly innovate and exceed customer expectations. Our physical location serves as a hub for food enthusiasts to indulge in our offerings.

Competitive Advantage

Our key success factors lie in the quality of our artisan breads, the creativity of our menu, and our years of experience in the industry. Our artisan breads are renowned for not only their exceptional taste and texture but for their health aspects, setting us apart from competitors. However in our Palatine location it is becoming evident we need to diversify our approach to a business that is heavily influenced by seasons. We do very well through Thanksgiving to Easter but in the past few years it has become very evident that we need to add seasonal indoor and outdoor seating between the Easter season to early fall. We will seasonally reconfigure our store front to accommodate more seating and reduce store shelf space for what is the slow season for bakeries. With our new menu we will attract customers to dine in or outside with our exciting menu items. Additionally, our menu offerings, such as our assorted sandwiches made with our fresh baked artisan breads and Polish comfort food like pierogi and potato pancakes, will cater to a wide range of tastes and preferences. Adding local and imported craft beers and a small assortment of wine will be key in this new business approach. Our space is geared toward dine in options and should seamlessly convert to adding indoor and outdoor setting. We take pride in offering a unique and delicious dining experience that will prove to attract customers coming back for more.

Financial Summary

With an expected revenue of an additional \$150,000 (20 additional dine-in customers a day) and a projected future growth rate of 15%, Kolatek Baking Company is poised for success in

the competitive food industry. Our commitment to quality, creativity, and customer satisfaction drives our financial success and sets us on a path towards continued growth and profitability. We are confident in our ability to meet and exceed financial targets while maintaining the high standards that have made us a beloved destination for food lovers in the Palatine area (evident by our glowing reviews). ``

Situation Analysis

Industry Overview

Welcome to Kolatek Baking Company, where we specialize in creating artisan breads, sandwiches, pierogi, and comfort food for our customers. As an existing business located at 1916 N. Rand Rd. Palatine IL 60074, we take pride in offering a unique selection of products that are made with high-quality ingredients and a touch of Polish tradition.

Our distribution channel is through our physical location, where customers can come in and experience the delicious aromas and flavors of our freshly baked goods. We have established ourselves as a go-to spot for those looking for a quick and satisfying lunch or a taste of Polish street food.

With a focus on providing a diverse menu that caters to different tastes and preferences, we have positioned ourselves as a destination for those seeking a taste of authentic Polish cuisine. Our commitment to quality and customer satisfaction sets us apart in the competitive food industry.

Key Market Trends

- Increasing demand for artisan and handcrafted food products
- Growing interest in ethnic and traditional cuisines
- Rising popularity of comfort foods and nostalgic dishes
- Shift towards supporting local businesses and community-based establishments
- Emphasis on fresh and high-quality ingredients in food preparation
- Providing indoor and outdoor dining options with imported beer and wine options

SWOT Analysis

Strengths

1. Our artisan breads are renown and very high quality: We take pride in our freshly baked artisan breads that are well-loved by our customers, setting us apart from competitors.

2. Our menu is unique, delicious and very creative: We offer a diverse range of products such as pierogi, sandwiches, and Polish street food, providing customers with a one-of-a-kind dining experience.
3. We have years of experience to draw from: With a solid foundation of experience in the baking industry, we have honed our skills and knowledge to continually improve our offerings.

Weaknesses

1. High local property taxes eat into our margins: To mitigate this, we can explore cost-saving measures such as energy-efficient equipment or renegotiating lease terms and help the owner of the building appeal property tax through various channels.
2. Rand Rd is a fast moving road and our building can be easily overlooked: We can enhance our visibility through strategic signage, social media marketing, and collaborations with local businesses to attract more customers.

Opportunities

1. Increasing demand for artisan foods: As consumers seek high-quality, handcrafted products, we have the opportunity to capitalize on this trend by promoting our artisan breads and unique menu offerings.
2. Expansion into catering services: With our delicious and creative menu, we can tap into the catering market for events, parties, and corporate functions, expanding our customer base and revenue streams.
3. Collaborations with local farmers and suppliers: By sourcing ingredients locally, we can strengthen community ties, support sustainable practices, and differentiate ourselves in the market with fresh, high-quality products.
4. Offering dine in options along with imported beer and wine options that will pair well with our unique menu.
5. Online ordering and delivery services: Embracing technology and offering convenient online ordering and delivery options can attract more customers, especially during times when in-person dining may be limited.

Threats

1. Post-pandemic supply-chain issues driving prices up: To address this challenge, we can build strong relationships with suppliers, explore alternative sourcing options, and adjust menu prices strategically to maintain profitability.
2. Competition from established bakeries and restaurants: To stay competitive, we can focus on our unique menu offerings, exceptional customer service, and community engagement to differentiate ourselves and attract loyal customers.

Marketing

Business Objectives

Short-term Objectives

- Within 1 year, increase customer awareness of our unique menu offerings through targeted social media campaigns and local advertising.
- Within 2 years, expand our customer base by 15% through partnerships with local businesses for catering opportunities.

Medium-term Objectives

- Within 3 years, establish a loyalty program to retain existing customers and incentivize repeat visits.
- Within 4 years, introduce online ordering and delivery services to reach a wider audience beyond our physical location.

Long-term Objectives

- Within 5 years, open a second location in a high-traffic area to capitalize on the growing demand for artisan and ethnic cuisine.
- Within 7 years, diversify our product line to include packaged goods for retail distribution, leveraging our brand reputation for quality and authenticity.

STP

Segmentation

- Segment 1: Local business lunch crowd
 - Customer Needs: Quick and satisfying lunch options
 - Demographics: Working professionals in the area
 - Purchasing Behavior: Regularly looking for convenient and tasty lunch options
- Segment 2: Local residents
 - Customer Needs: Fresh and high-quality comfort food
 - Demographics: Residents living near the business location
 - Purchasing Behavior: Seeking comfort food for meals at home
- Segment 3: Artisan bread lovers & foodies
 - Customer Needs: Unique and flavorful artisan breads
 - Demographics: Food enthusiasts with a passion for quality ingredients
 - Purchasing Behavior: Willing to pay a premium for artisanal products

- Segment 4: Local event planners
 - Customer Needs: Catering options for events and gatherings
 - Demographics: Event planners and organizers in the community
 - Purchasing Behavior: Looking for a reliable and diverse catering menu

Targeting

We have chosen to target the local business lunch crowd, local residents, and artisan bread lovers & foodies as our primary segments. These segments align with our business offerings and have medium-income levels, making them ideal customers for our artisan breads, sandwiches, pierogi, and comfort food.

Positioning

As a Baking company specializing in artisan breads, sandwiches, pierogi, and comfort food, we position ourselves as a premium yet accessible option for our targeted segments. We emphasize the quality and freshness of our ingredients to appeal to the medium-income customers who value authentic and flavorful food experiences. By offering a diverse menu that caters to the specific needs of each segment, we aim to become the go-to destination for those seeking delicious and satisfying meals in the Palatine area where members of the community will have an opportunity to enjoy our food while being able to socialize over a glass of beer or wine paired to our unique menu items.

Customer Decision Process

Recognition of Need

At Kolatek Baking Company, we understand that our customers' needs are the driving force behind our business. Our primary customer groups - the local business lunch crowd, local residents, and artisan bread lovers & foodies - all have different needs that we aim to satisfy. The business lunch crowd needs quick, tasty, and filling meals during their lunch breaks. Local residents are looking for a convenient place to get high-quality bread and comfort food and have repeatedly requested for dine-in options with beer and wine availability. Artisan bread lovers & foodies are in search of unique, handcrafted bread and food items that are hard to find elsewhere and a place to enjoy them. Recognizing these needs, we strive to provide a diverse menu and a comfortable and enticing dining area that will cater to all these groups.

Information Search

When our customers are in search of a place to eat or buy bread, we want Kolatek Baking Company to be their first choice. We make sure that information about our business is easily accessible through various channels. Our physical location on N. Rand Rd. is easily recognizable and convenient for local residents and businesses. We also maintain an online

presence through our website and social media platforms where we share information about our menu, special offers, and events.

Evaluation of Alternatives

We understand that our customers have other options when it comes to buying bread or choosing a place to eat. Therefore, we focus on differentiating ourselves from the competition. Our artisan breads are handcrafted and baked fresh daily, providing a unique taste and quality that mass-produced bread cannot match. Our sandwiches and pierogi are made with high-quality ingredients and offer a comforting taste of home. We also provide excellent customer service, creating a welcoming and friendly atmosphere that encourages customers to choose us over alternatives.

Purchase Decision

The final step in the customer decision process is the purchase decision. We aim to make this step as easy and convenient as possible for our customers. Our physical location is easily accessible, and we offer a quick and efficient service, especially during lunch hours to cater to the business crowd. We also offer a variety of payment options for the convenience of our customers.

Post-purchase Behavior

The customer decision process does not end with the purchase. We value our customers' feedback and use it to improve our products and services. We encourage our customers to share their experiences with us and others, both in person and online. We also offer a loyalty program to reward our regular customers and encourage repeat business. In conclusion, at Kolatek Baking Company, we strive to understand and meet our customers' needs at every stage of the decision process. We believe that this focus on the customer is key to our success and will continue to guide our business in the future.

4P

Product Strategy

Product Description

- Our Assorted sandwiches are made with our fresh baked artisan breads, filled with savory ingredients perfect for a quick and satisfying lunch. The sandwiches are a blend of traditional and unique flavors, offering our customers a taste of comfort and novelty in each bite.
- Our Pierogi, crepes & potato pancakes are a tribute to Polish comfort food, made fresh with high-quality ingredients. Each dish is carefully crafted to deliver an authentic Polish culinary experience.

- Our Polish street food offerings are a fusion of popular street food items like pierogi, potato pancakes, cheese bread, and Polish sausage. We aim to bring the vibrant street food culture of Poland to our customers in Palatine.

Product Differentiation

- Our Assorted sandwiches stand out in the market due to the use of our fresh baked artisan breads. The unique texture and flavor of our breads, combined with high-quality fillings, set our sandwiches apart from the competition.
- Our Pierogi, crepes & potato pancakes are differentiated by our commitment to authenticity and quality. We use traditional Polish recipes and high-quality ingredients to ensure that our customers get a taste of true Polish comfort food.
- Our Polish street food offerings are differentiated by the variety and uniqueness of our menu. We offer a range of popular Polish street food items in one location, providing our customers with a unique and convenient dining experience.

Product Development

- We continuously strive to improve our Assorted sandwiches by experimenting with new fillings and bread types. We also take customer feedback into account to ensure that our sandwiches meet their evolving tastes and preferences.
- We are committed to maintaining the authenticity of our Pierogi, crepes & potato pancakes while also exploring innovative twists to traditional recipes. We regularly review our menu and processes to ensure that we are delivering the best possible product to our customers.
- For our Polish street food offerings, we constantly research popular street food trends in Poland and incorporate them into our menu. We also work on improving our cooking techniques and presentation to enhance the overall customer experience.

Product Branding

- Our Assorted sandwiches are branded as a premium yet accessible lunch option. We emphasize the use of fresh, high-quality ingredients and our unique artisan breads in our branding messages.
- Our Pierogi, crepes & potato pancakes are branded as authentic Polish comfort food. We highlight our commitment to traditional recipes and high-quality ingredients in our branding efforts.
- Our Polish street food offerings are branded as a unique and exciting dining experience. We use vibrant imagery and engaging descriptions in our branding to convey the energy and diversity of Polish street food culture.

Pricing Strategy

For Kolatek Baking Company, we have chosen to adopt a value-based pricing strategy. This decision is based on the unique value proposition of our business - offering artisan breads,

sandwiches, pierogi, and comfort food, all made with high-quality ingredients and traditional recipes. Our customer segments - local business lunch crowd, local residents, and artisan bread lovers & foodies - are willing to pay a premium for authentic, flavorful, and high-quality food experiences. Therefore, a value-based pricing strategy allows us to price our products based on the perceived value they offer to these customers, rather than simply basing it on the cost of production or what our competitors are charging.

Implementing a value-based pricing strategy involves understanding our customers' needs, preferences, and willingness to pay. We will conduct regular market research and customer surveys to gather this information. Based on the insights gained, we will price our products in a way that reflects the value they offer to our customers. This could mean pricing our artisan breads and sandwiches slightly higher than the market average, but ensuring that the quality, taste, and overall food experience justify the price. We will also offer value deals, such as lunch combos or family meals, to provide more value to our customers and encourage repeat purchases.

Service Strategy

At Kolatek Baking Company, we believe that exceptional customer service is key to creating a loyal customer base and differentiating ourselves in the competitive food industry. Our service strategy is centered around providing a personalized and memorable service experience to every customer who walks into our store as well as adhering to all local, state and federal zoning and regulations concerning alcohol sales.

Our employees play a crucial role in delivering this service experience. We will invest in regular training and development programs for our employees to equip them with the skills and knowledge required to provide excellent service. This includes training on product knowledge, various governmental certifications, communication skills, handling customer complaints, and creating a welcoming and friendly store and restaurant environment.

Furthermore, we implement a customer feedback system to continuously improve our service. Customers are encouraged to share their feedback and suggestions, which we review and act upon regularly. This not only helps us identify areas for improvement but also makes our customers feel valued and listened to. Providing indoor and outdoor dining options with a finely paired beer and wine selection is a result of existing customer input.

Lastly, we understand that great service goes beyond just the in-store experience. Therefore, we will ensure that our customers receive the same level of service and attention in all their interactions with us, whether it's through our website, social media, or over the phone. By providing a consistently high level of service across all touchpoints, we aim to build strong relationships with our customers and make Kolatek Baking Company their preferred choice for artisan breads, sandwiches, pierogi, and comfort food.

Advertising Strategy

- **Advertising Tactic: Local Business Outreach**

Objective:

To build relationships with local businesses who can become regular customers for business lunches and corporate events.

Activities:

We will conduct local business outreach by visiting nearby businesses to introduce ourselves and our offerings. We will provide samples of our artisan breads, sandwiches, pierogi, and comfort food for them to try.

Implementation:

Step 1: Research and list nearby businesses. Step 2: Prepare a presentation about our products and services. Step 3: Prepare samples of our products. Step 4: Visit the businesses, introduce ourselves, provide samples, and discuss potential partnerships. This implementation should be completed within a month.

- **Advertising Tactic: Social Media Campaign**

Objective:

To increase awareness of our products and services among foodies and artisan bread lovers in the local community.

Activities:

We will run a social media campaign showcasing our products, their preparation, and customer experiences. We will use platforms such as Facebook, Instagram, and Twitter to reach a wider audience.

Implementation:

Step 1: Create social media accounts if not already existing. Step 2: Develop a content calendar for posts. Step 3: Regularly post engaging content such as photos, videos, and customer testimonials. Step 4: Respond to comments and engage with followers. This implementation should be ongoing, with the initial setup completed within two weeks.

- **Advertising Tactic: Local Newspaper Advertisements**

Objective:

To increase visibility among local residents and potential customers who read local newspapers.

Activities:

We will place ads in local newspapers highlighting our products and services, location, and unique selling points.

Implementation:

Step 1: Contact local newspapers for ad rates and deadlines. Step 2: Design an engaging and informative ad. Step 3: Submit the ad to the newspapers. Step 4: Monitor the ad's performance and adjust if necessary. This implementation should be completed within three weeks.

- **Advertising Tactic: Customer Loyalty Program**

Objective:

To encourage repeat business from our customers.

Activities:

We will implement a customer loyalty program where customers can earn points for every purchase, which can be redeemed for discounts or free items.

Implementation:

Step 1: Design the loyalty program structure. Step 2: Create a system to track customer purchases and points. Step 3: Promote the program to customers through in-store signage and social media. Step 4: Train staff on the loyalty program so they can promote it to customers. This implementation should be completed in one month.

- **Advertising Tactic: Food Festivals and Local Events**

Objective:

To showcase our products and attract new customers at local food festivals and events.

Activities:

We will participate in local food festivals and events where we can set up a stall to sell our products and offer samples.

Implementation:

Step 1: Research upcoming food festivals and local events. Step 2: Register for suitable events. Step 3: Plan the menu and prepare samples. Step 4: Set up a stall and engage with attendees at the events. This implementation should be ongoing, with participation in events as they occur.

Operations

Key Activities

- **Procurement of Quality Ingredients:** We ensure the procurement of high-quality ingredients for our products. This includes sourcing the finest grains for our artisan bread, fresh vegetables, and meats for our sandwiches, and authentic Polish ingredients for our comfort food. We work closely with our suppliers to ensure the quality and freshness of all our ingredients.
- **Production of Baked Goods:** Our baking process is meticulous and dedicated to quality. Our artisan breads are baked fresh daily, ensuring that our customers always receive the freshest products. We also prepare our Polish comfort food, such as pierogi and potato pancakes, with the same level of care and precision.
- **Customer Service:** Serving our customers with warmth and professionalism is a key part of our business. We ensure our staff is well-trained to provide excellent service, from taking orders to serving meals and handling customer inquiries.
- **Maintenance of Physical Location:** We maintain our physical location at 1916 N. Rand Rd. Palatine IL 60074 to a high standard. This includes regular cleaning, ensuring the comfort of our seating areas, and maintaining a welcoming atmosphere for our customers.
- **Menu Development:** We continually develop and refine our menu based on customer feedback and trends in the food industry. This ensures that we are always offering products that meet our customers' tastes and preferences.
- **Hours of Operation:** We will be open Monday to Sunday from 9am to 9pm.

Key Performance Indicators (KPIs)

- **Customer Satisfaction Rate:**
Definition: This is the percentage of customers who rate their overall experience with our business as satisfactory or better.
Importance: High customer satisfaction leads to repeat business and positive word-of-mouth, which can attract new customers.

Data Collection: We collect data through customer feedback forms and online reviews.

- **Food Waste Percentage:**

Definition: This is the percentage of food that is discarded or not sold each day.

Importance: Minimizing food waste can reduce costs and promote sustainability.

Data Collection: We track our food waste through inventory management systems.

- **Average Sales Per Customer:**

Definition: This is the average amount of money each customer spends per visit.

Importance: Increasing this figure can boost revenue and profitability.

Data Collection: We calculate this KPI by dividing total sales by the number of customers.

- **Number of Repeat Customers:**

Definition: This is the number of customers who return to our business after their first visit.

Importance: Repeat customers indicate customer loyalty and satisfaction.

Data Collection: We track this KPI through our point-of-sale system.

- **Staff Turnover Rate:**

Definition: This is the percentage of staff who leave our business over a certain period.

Importance: A low staff turnover rate can indicate a positive working environment and reduce recruitment and training costs.

Data Collection: We track this KPI through our human resources records.

Quality Control

At Kolatek Baking Company, we take quality control very seriously. We understand that the quality of our products directly impacts our reputation and customer satisfaction. Therefore, we have implemented several measures to ensure that our artisan breads, sandwiches, pierogi, and comfort food meet the highest standards.

Firstly, we source our ingredients from reliable and certified suppliers. We believe that quality begins with the ingredients, and we spare no effort to ensure that we use only the freshest and highest quality ingredients. We also maintain a strict adherence to food safety and hygiene standards, ensuring that our products are not only delicious but also safe for consumption.

Secondly, we have a team of experienced and skilled bakers and chefs who are trained to maintain consistency in our products. They follow strict recipes and procedures to ensure that every item we produce is of the same high quality. We also conduct regular training and workshops to keep our team updated with the latest baking techniques and trends.

Lastly, we conduct regular quality audits and inspections. These audits are designed to identify any potential issues or areas for improvement. This allows us to take corrective actions promptly and ensure that our customers always receive the best products.

Implementation Plan

Our investment will be strategically distributed to enhance our operations and improve our customer satisfaction. Here is how we plan to implement our investment items:

- Investment item 1: We will allocate \$10,000 to upgrade our baking equipment. This will improve our efficiency and enable us to produce more products without compromising on quality. The upgrade will be carried out in phases to ensure minimal disruption to our operations.
- Investment item 2: We will invest \$6,000 in new tables for our physical location. This will improve the dining experience for our customers and encourage them to spend more time at our bakery. We will carefully select tables that are both functional and aesthetically pleasing to create a warm and inviting atmosphere.
- Investment item 3: We will channel \$4,000 into an ad campaign to increase our visibility and attract more customers. We will work with a professional marketing agency to create a compelling campaign that highlights our unique offerings. The campaign will be launched on various platforms to reach a wider audience.

We believe that this implementation plan will significantly improve our operations and contribute to our growth and success.

Technology Strategy

Technology Selection

- Point of Sale (POS) System: We will use a POS system that is specifically designed for food service businesses. This will allow us to manage orders, track inventory, and handle payments efficiently.
- Website and Online Ordering System: To extend our reach beyond our physical location, we will develop a website with an integrated online ordering system. This will allow customers to place orders for pickup or delivery.
- Social Media Platforms: We will utilize social media platforms such as Facebook and Instagram to market our products and interact with our customers.
- Inventory Management Software: To manage our ingredients and supplies, we will use inventory management software. This will help us track usage, predict demand, and avoid wastage.

Expected Technology Contribution

- POS System: The POS system will streamline our operations by automating order taking and payment processing. It will also provide valuable data that can help us understand our sales trends and customer preferences.

- **Website and Online Ordering System:** The online ordering system will make it easier for customers to order our products, thereby increasing our sales. The website will also serve as a platform for us to showcase our products and share our story.
- **Social Media Platforms:** By using social media platforms, we can increase our brand visibility and engage with our customers. This can lead to increased customer loyalty and repeat business.
- **Inventory Management Software:** This software will help us maintain optimal inventory levels, reducing the risk of stockouts or wastage. It will also save us time by automating inventory tracking and reporting.

Technology Requirements

- **POS System:** The hardware requirements for the POS system include a touch screen monitor, cash drawer, receipt printer, and barcode scanner. The software should be compatible with our operating system and support credit card processing. A reliable internet connection is also necessary for cloud-based systems.
- **Website and Online Ordering System:** We have a web hosting service and a domain name for our website. The online ordering system requires a secure payment gateway and SSL certificate to protect customer information. A high-speed internet connection is also necessary.
- **Social Media Platforms:** We need a device with internet access to manage our social media accounts. No specific hardware or software is required.
- **Inventory Management Software:** The software should be compatible with our operating system and POS system. A reliable internet connection is necessary for cloud-based systems.

Technology Implementation

- **Select a Tech Vendor:** We will research and compare different vendors based on their product features, customer reviews, pricing, and customer support. We will also consider their experience in the food service industry.
- **Purchase and Install Hardware:** After selecting a vendor, we will purchase the necessary hardware and install it in our store. We will ensure that the hardware is set up correctly and tested before use.
- **Set Up Software:** We will install the software on our devices and configure it according to our needs. We will also train our staff on how to use the software effectively.
- **Launch Website and Online Ordering System:** We will design our website, integrate the online ordering system, and test it thoroughly before launch. We will also promote the launch on our social media platforms and in-store.
- **Manage Social Media Accounts:** We will create accounts on relevant social media platforms and start posting regularly. We will also engage with our followers by responding to comments and messages.

Technology Management

- **Maintenance:** We will schedule regular maintenance for our hardware and software to ensure their optimal performance. We will also keep our website and social media accounts updated with the latest information.
- **Upgrades:** We will monitor the latest technology trends and upgrade our systems as necessary. We will also take advantage of any new features or improvements offered by our vendors.
- **Data Management:** We will implement data backup and recovery procedures to protect our business data. We will also use the data from our POS system and social media platforms to make informed business decisions.
- **Security:** We will use antivirus software and firewalls to protect our systems from cyber threats. We will also ensure that our website and online ordering system are secure by regularly updating our SSL certificate and monitoring for any suspicious activity.

Digital Strategy

At Kolatek Baking Company, we understand the importance of a robust digital strategy in today's digital-centric world. We aim to leverage digital platforms to enhance our visibility, engage with our customers, and drive growth. Our digital strategy revolves around the following key elements:

- **Website Development:** We are developing a user-friendly and visually appealing website that reflects our brand identity. The website will provide detailed information about our products, services, and physical location. It will also have an online ordering feature for customers who prefer to pick up their orders.
- **Search Engine Optimization (SEO):** We will optimize our website to rank high on search engine results pages for keywords related to our products and services. This will increase our visibility online and attract more customers to our website and physical location.
- **Social Media Marketing:** We have an establish strong presence on popular social media platforms such as Facebook, Instagram, and Twitter. We will regularly post engaging content related to our products and services, and interact with our followers to build a loyal community around our brand.
- **Email Marketing:** We will build an email list of customers and send them regular newsletters featuring new products, special offers, and interesting content about our artisan breads and Polish comfort food. This will keep our brand top-of-mind and encourage repeat purchases.
- **Online Advertising:** We will use Google AdWords and social media advertising to reach a wider audience. We will target our ads based on demographics, interests, and location to attract potential customers who are likely to be interested in our products and services.

- **Content Marketing:** We will create and share high-quality content that educates our audience about our products and the art of baking. This could be in the form of blog posts, videos, infographics, or e-books. This will position us as an authority in our field and attract more organic traffic to our website.
- **Online Reviews and Reputation Management:** We understand the influence of online reviews on customers' purchasing decisions. We will encourage our satisfied customers to leave positive reviews on platforms like Google and Yelp. We will also promptly address any negative feedback to improve our customer experience.
- **Mobile Marketing:** Considering the increasing use of smartphones, we will ensure our website is mobile-friendly. We will also explore the possibility of developing a mobile app that allows customers to place orders, earn loyalty points, and receive personalized offers.
- **Data Analytics:** We will use tools like Google Analytics to track our digital marketing efforts and understand our customers' behavior. This will enable us to make data-driven decisions and continually improve our digital strategy.

By implementing these tactics, we will effectively establish Kolatek Baking Company in the digital space, engage with our customers, and drive business growth. We are excited about the opportunities that digital marketing presents, and we look forward to embracing them to achieve our business goals.

Management

Management Structure

Organizational Hierarchy

The Kolatek Baking Company operates under a flat organizational structure. The Owner/Manager is at the top of the hierarchy, overseeing all operations and making strategic decisions. Underneath the Owner/Manager are the Baker, Cook, Sandwich Artist, Cashier, and Cleaner. Each employee has a specific role to play but is also expected to collaborate with others to ensure the smooth running of the business.

Decision-Making Process

The decision-making process at Kolatek Baking Company is largely centralized with the Owner/Manager making key decisions. However, there is a degree of decentralization as employees are encouraged to provide input and suggestions. This approach fosters a sense of ownership and responsibility among staff, resulting in a more engaged and motivated team.

Employee Roster

- **Owner/Manager:** The Owner/Manager is responsible for the overall operation of the business. Duties include strategic planning, financial management, marketing, and customer relations. The Owner/Manager also oversees staff, ensuring they are performing their roles effectively. The ideal candidate for this role should have strong leadership and business management skills, as well as experience in the food industry.
- **Baker:** The Baker is responsible for baking the artisan breads and other bakery items. Duties include preparing dough, operating baking equipment, and ensuring the quality of finished products. The Baker also assists with recipe development. The ideal candidate for this role should have professional baking experience, a passion for artisan bread, and a keen attention to detail.
- **Cook:** The Cook is responsible for preparing the Polish comfort food and street food items. Duties include ingredient preparation, cooking, and plating. The Cook also ensures the kitchen is clean and sanitary. The ideal candidate for this role should have professional cooking experience, knowledge of Polish cuisine, and strong hygiene practices.
- **Sandwich Artist:** The Sandwich Artist is responsible for preparing the assorted sandwiches. Duties include slicing bread, assembling sandwiches, and ensuring the quality of finished products. The Sandwich Artist also assists with customer service. The ideal candidate for this role should have food preparation experience, excellent customer service skills, and a passion for food.
- **Cashier:** The Cashier is responsible for handling cash transactions, taking orders, and providing customer service. Duties include operating the cash register, processing payments, and handling customer inquiries. The Cashier also assists with cleaning duties. The ideal candidate for this role should have cashier experience, excellent customer service skills, and a keen attention to detail.
- **Cleaner:** The Cleaner is responsible for maintaining the cleanliness of the business. Duties include cleaning the dining area, kitchen, and restrooms, and disposing of waste. The Cleaner also assists with dishwashing duties. The ideal candidate for this role should have cleaning experience, strong hygiene practices, and the ability to work unsupervised.

Recruitment

The recruitment process at Kolatek Baking Company will focus on attracting, screening, and selecting qualified individuals for each role. The company will utilize various recruitment channels such as online job platforms, social media, and local newspapers. The recruitment process will begin with a job posting that clearly outlines the responsibilities, qualifications, and skills required for each role. The company will also seek out referrals from current employees, as they are likely to recommend individuals who fit well with the company culture.

Upon receiving applications, a thorough screening process will be conducted to shortlist candidates. This will involve reviewing resumes and conducting initial phone interviews. Selected candidates will then be invited for in-person interviews. The interview process will

be rigorous, including a practical test for roles such as Baker, Cook, and Sandwich Artist, to assess their skills and passion for their craft. The final stage of the recruitment process will involve background checks and reference verification to ensure the integrity of the new hires.

Training and Development

At Kolatek Baking Company, we believe in the continuous growth and development of our employees. Therefore, we will implement a comprehensive training program for all new hires to ensure they are familiar with their roles and responsibilities, as well as the company's policies and culture. The training program will include both on-the-job training and formal training sessions. On-the-job training will be provided by experienced staff members, while formal training sessions will be conducted by external trainers or the Owner/Manager.

In addition to initial training, the company will invest in ongoing development opportunities for all employees. This could include workshops on customer service, food safety, and other relevant topics. We will also encourage employees to attend industry events and conferences to stay updated on the latest trends and techniques in the baking and food industry. Regular performance reviews will be conducted to identify areas of improvement and create individual development plans.

CSR Policy

Kolatek Baking Company is committed to operating in a socially responsible and ethical manner. We believe in giving back to our community and minimizing our environmental impact. As part of our Corporate Social Responsibility (CSR) policy, we will engage in various community initiatives such as local food drives, charity events, and sponsorship of local sports teams. We will also provide opportunities for our employees to volunteer in these initiatives, fostering a culture of giving and community involvement.

Furthermore, we aim to reduce our environmental footprint by implementing sustainable practices in our operations. This includes minimizing food waste, using energy-efficient appliances, and sourcing ingredients from local, sustainable suppliers. We will also encourage our customers to bring their own reusable containers for take-out orders, and we will offer discounts as an incentive. Through these actions, Kolatek Baking Company strives to be a responsible corporate citizen, contributing positively to our community and environment.

Growth Strategy

Market Development

As Kolatek Baking Company, we are proud of the reputation we have built in Palatine, IL. Our artisan breads, sandwiches, pierogi, and comfort food have been well-received by the community. However, we believe there is potential for us to expand our reach and share our quality products with a wider audience. We are exploring the possibility of opening new stores in strategic locations. These locations will be selected based on market research, taking into account factors such as population density, demographics, and local cuisine preferences. We are confident that our unique offerings will be a welcome addition to any community.

Another avenue for market development we are considering is the enhancement of our online presence. While our business is primarily physical location-based, we recognize the growing trend and convenience of online ordering and home delivery. We aim to create a user-friendly website where customers can easily place orders and choose between in-store pick-up or home delivery. This will not only allow us to serve our existing customers better but also reach potential customers beyond our physical store's immediate vicinity.

Product Development

We take pride in our product range at Kolatek Baking Company. However, we understand the importance of continuous product development to stay relevant and competitive in the market. We plan to expand our product line to include new types of artisan bread and unique sandwich offerings. We are also looking into creating seasonal menus that incorporate local and fresh ingredients to provide our customers with innovative and exciting food experiences.

Furthermore, we are considering the introduction of gluten-free and vegan options. We recognize the growing demand for these products and believe that offering these options will not only attract a new customer base but also provide more choices for our existing customers. We will ensure that these new products maintain the high quality and taste that Kolatek Baking Company is known for.

Partnerships

At Kolatek Baking Company, we believe in the power of collaboration. We are actively seeking partnerships with local businesses and suppliers. By sourcing our ingredients locally, we can support other local businesses while ensuring the quality and freshness of our products. We are also looking into partnering with local schools and organizations for catering services. This will not only increase our visibility in the community but also establish Kolatek Baking Company as a brand that supports the community.

Additionally, we are exploring the possibility of collaborating with online food delivery platforms. This partnership will complement our online ordering system and allow us to reach a wider audience. We are confident that these strategic partnerships will contribute significantly to Kolatek Baking Company's growth and success in the coming years.

In conclusion, our growth strategy focuses on market development, product development, and strategic partnerships. We believe that through these strategies, Kolatek Baking Company will continue to thrive and bring our delightful artisan breads, sandwiches, pierogi, and comfort food to more customers.

Finance

Initial Investment (\$ usd)

Investment Item	Cost
tables	6,000
ad campaign	4,000
	0
	0
	0
	0
	0
	0
	0
	0
Total	10,000

First Year Income Statement (\$ usd)

First Year Income Statement Jan - Jun (\$ usd)

	Jan	Feb	Mar	Apr	May	Jun
Revenue	7,500	8,166	8,891	9,681	10,541	11,477
Cost of Goods Sold	3,000	3,266	3,556	3,872	4,216	4,591
Gross Margin	4,500	4,900	5,335	5,809	6,325	6,886
Operating Expenses						
Wages and Benefits	450	490	533	581	632	689
Marketing	375	408	445	484	527	574
Rent	0	0	0	0	0	0
General Administrative	75	82	89	97	105	115
Depreciation	150	163	178	194	211	230
Utilities	0	0	0	0	0	0

	Jan	Feb	Mar	Apr	May	Jun
Other Expenses	75	82	89	97	105	115
Total Expenses	1,125	1,225	1,334	1,453	1,580	1,723
Earnings Before Interest and Taxes	3,375	3,675	4,001	4,356	4,745	5,163
Interest Expense	0	0	0	0	0	0
Earnings Before Taxes	3,375	3,675	4,001	4,356	4,745	5,163
Income Taxes	675	735	800	871	949	1,033
Net Income	2,700	2,940	3,201	3,485	3,796	4,130

First Year Income Statement Jul - Dec (\$ usd)

	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	12,496	13,606	14,815	16,131	17,564	19,124
Cost of Goods Sold	4,998	5,442	5,926	6,452	7,026	7,650
Gross Margin	7,498	8,164	8,889	9,679	10,538	11,474
Operating Expenses						
Wages and Benefits	750	816	889	968	1,054	1,147
Marketing	625	680	741	807	878	956
Rent	0	0	0	0	0	0
General Administrative	125	136	148	161	176	191
Depreciation	250	272	296	323	351	382
Utilities	0	0	0	0	0	0
Other Expenses	125	136	148	161	176	191
Total Expenses	1,875	2,040	2,222	2,420	2,635	2,867
Earnings Before Interest and Taxes	5,623	6,124	6,667	7,259	7,903	8,607
Interest Expense	0	0	0	0	0	0
Earnings Before Taxes	5,623	6,124	6,667	7,259	7,903	8,607
Income Taxes	1,125	1,225	1,333	1,452	1,581	1,721
Net Income	4,498	4,899	5,334	5,807	6,322	6,886

Income Statement Year 1 - 5 (\$ usd)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	150,000	172,500	198,375	228,131	262,351
Cost of Goods Sold	60,000	69,000	79,350	91,252	104,940
Gross Margin	90,000	103,500	119,025	136,879	157,411

	Year 1	Year 2	Year 3	Year 4	Year 5
Operating Expenses					
Wages and Benefits	9,000	10,350	11,903	13,688	15,741
Marketing	7,500	8,625	9,919	11,407	13,118
Rent	0	0	0	0	0
General Administrative	1,500	1,725	1,984	2,281	2,624
Depreciation	3,000	3,450	3,968	4,563	5,247
Utilities	0	0	0	0	0
Other Expenses	1,500	1,725	1,984	2,281	2,624
Total Expenses	22,500	25,875	29,758	34,220	39,354
Earnings Before Interest and Taxes	67,500	77,625	89,267	102,659	118,057
Interest Expense	0	0	0	0	0
Earnings Before Taxes	67,500	77,625	89,267	102,659	118,057
Income Taxes	13,500	15,525	17,853	20,532	23,611
Net Income	54,000	62,100	71,414	82,127	94,446

Risk and Mitigation Plan

- **Risk 1: Food Safety and Quality Control**

We recognize that a significant risk to our business is the potential for food safety incidents or quality control issues. These could range from foodborne illnesses due to improper food handling to customer dissatisfaction due to inconsistent product quality.

Mitigation: To address this risk, we will implement strict food safety and quality control protocols. This includes regular staff training on food safety practices, routine kitchen inspections, and a robust system for tracking and addressing customer feedback. We will also ensure that we source our ingredients from reliable suppliers with stringent safety standards.

- **Risk 2: Business Interruption**

As a physical location-based business, we are vulnerable to interruptions caused by unforeseen events such as natural disasters, power outages, or other emergencies that could temporarily halt operations.

Mitigation: We will develop a comprehensive business continuity plan that outlines the steps to be taken in the event of such disruptions. This includes maintaining an emergency fund, having backup suppliers, and ensuring our insurance coverage is adequate to cover potential losses.

- **Risk 3: Employee Turnover**

Given our small team of six, losing a key employee could significantly impact our operations. High turnover can also lead to inconsistent service and product quality.

Mitigation: We will foster a positive work environment that values and rewards employee contributions. This includes providing competitive wages, offering

opportunities for professional development, and creating a supportive and inclusive culture.

- **Risk 4: Market Competition**

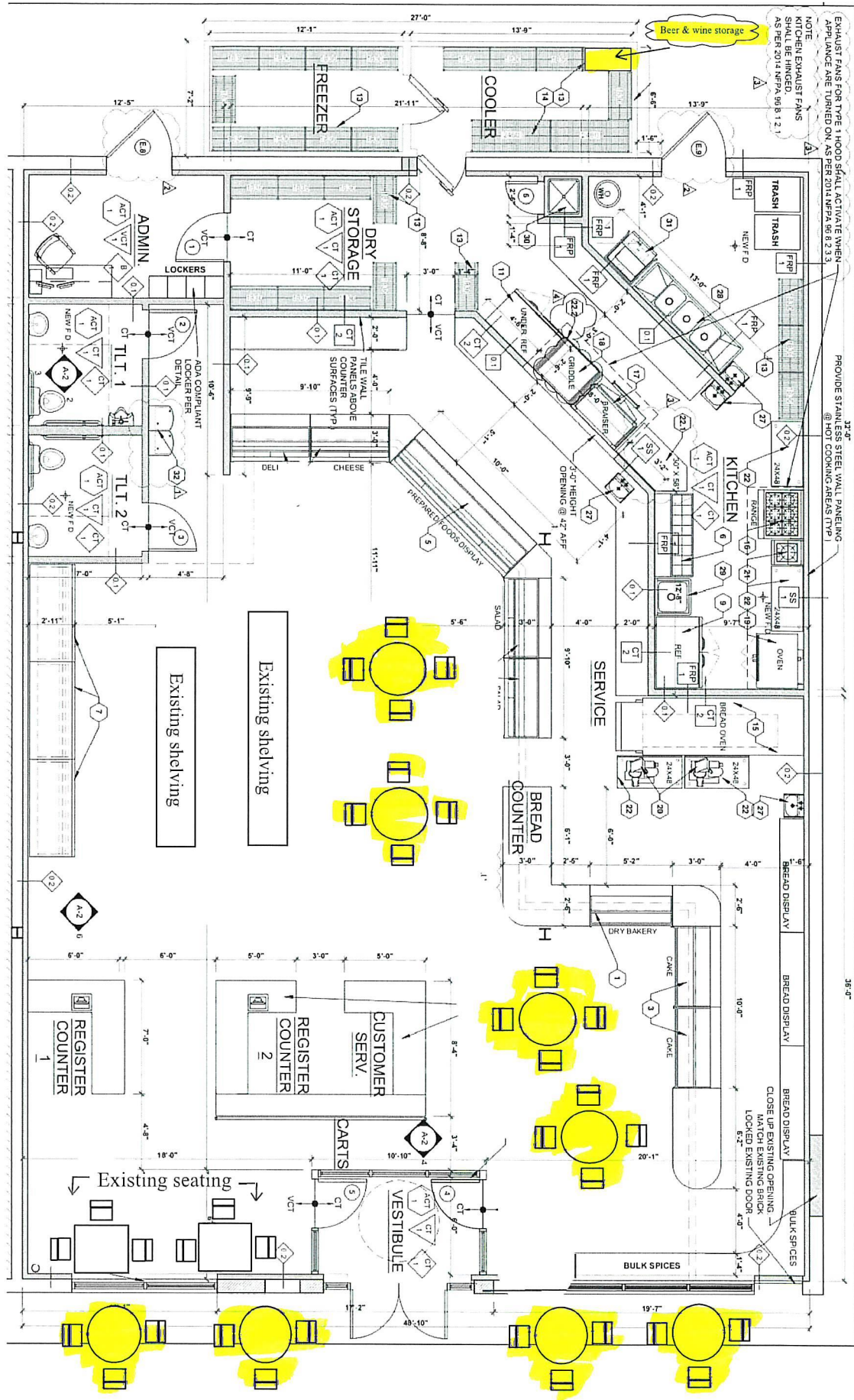
The food industry is highly competitive, and there is always the risk of losing customers to other bakeries or restaurants offering similar products.

Mitigation: We will differentiate ourselves by focusing on the uniqueness and quality of our products. Our Polish comfort food and street food offerings provide a unique selling point that sets us apart. We will also engage in regular market research to stay abreast of industry trends and customer preferences.

- **Risk 5: Regulatory Compliance**

As a food business, we are subject to various local, state, and federal regulations. Non-compliance could result in fines, penalties, or even closure of our business.

Mitigation: We will stay updated on all relevant food safety and business regulations and ensure that all aspects of our operations are compliant. We will also engage a legal advisor specializing in food industry regulations to provide guidance and ensure we meet all regulatory requirements.



Attachment: Floor Plan (1916 N. Rand Rd - Class G Liquor App. - Kolatek Baking Co.)

Business Plan

March 2024

Attachment: Menu (1916 N. Rand Rd - Class G Liquor App. - Kolatek Baking Co.)

Menu

Crepes / Blintzes

Blueberry & Sweet Cream Crepes / Served cold (3 pieces)	\$4.19
Strawberry & Sweet Cream Crepes / Served cold (3 pieces)	\$5.19
Sweet Cheese Blintzes / Pan fried (3 pieces)	\$5.39
Chicken & Mushroom Blintzes / Pan fried (3 pieces)	\$6.69
BBQ Beef Blintzes / Pan fried with side of coleslaw (3 pieces)	\$2.59

Zapiekanki (Mushroom Pizza Bread)

Cheese Zapiekanka	\$4.19
Cheese, Peppers & Onions Zapiekanka	\$5.19
Cheese, Bacon & Ham Zapiekanka	\$5.39
Cheese, Peppers Onions, Bacon & Ham Zapiekanka	\$6.69

Add any Special Sauce or combination of sauces

Hot Dogs & Polish Sausage (Pork, Beef or Veal)

EuroDawg / Grilled hot dog in a toasted brioche sleeve with choice of special sauce	\$4.19
Maxwell Street Polish / Grilled Polish sausage, grilled onions, mustard on a poppy seed bun	\$5.19
Cleveland Polish Boy / Grilled Polish sausage, Coleslaw, spicy BBQ sauce & topped with fries on a brioche bun	\$5.39
Amsterdam Dog / Hot dog in cheesy pizza bread	\$6.69
BIG-os Dog / Hot dog, grilled onions, Bigos (sauerkraut stew), yellow mustard in a brioche bun	\$4.69
Southside Dinger / Grilled hot dog or sausage, grilled peppers, grilled onions, mustard on a brioche bun	\$4.19
Tijuana Dog / Grilled bacon wrapped hot dog, grilled peppers onions & jalapeno in a brioche bun	\$4.69
Hawaiian Polish / Grilled Polish sausage in a toasted brioche sleeve, zesty garlic lemon sauce, mango salsa	\$5.99

Add Fries (Fresh Cut) \$2.59

Special Sauces

Creamy Garlic	
Remoulade	(creamy, tangy, hint of spice & sweet)
Awesome Sauce	(smokey, creamy & giardiniera-y)
Boss Sauce	(Awesome Sauce just more spicy)
Garlic Lemon Sauce	
Polish Ketchup / Regular or Spicy	
Mustard Sauce	

Potato Pancakes

Potato Pancakes / (3 pieces)	\$4.19
Potato Pancakes Parmesan / Topped with marinara sauce, mozzarella & parmesan cheese (3 pieces)	\$5.19
Highlander Potato Pancakes / with beef goulash (3 pieces)	\$5.39
Potato Pancake Brunch / with marinated salmon & dill cream (3 pieces)	\$6.69

Pierogi

Potato & Cheese Pierogi / Pan fried with onions & bacon (12 pieces)	\$4.19
Sauerkraut & Mushroom Pierogi / Pan fried with onions & bacon (12 pieces)	\$5.19
Roast Pork Pierogi / Pan fried with onions & bacon (12 pieces)	\$5.39
Sweet Cheese Pierogi / Pan fried with sweet cream (12 pieces)	\$6.69
Blueberry Pierogi / Pan fried with brown sugar & sweet cream (12 pieces)	\$4.69
Seasonal Fruit Pierogi / Pan fried with brown sugar & sweet cream (12 pieces)	\$4.19

Consider a Request for a Class E (Temporary) Liquor License for the Rotary Club of Palatine's 'Oktoberfest' Celebration on September 20 - 22, 2024

BACKGROUND:

The Rotary Club of Palatine wishes to hold their annual Oktoberfest Celebration on September 20 - 22 (Friday - Sunday).

KEY ISSUES:

The Rotary Club of Palatine is requesting a temporary liquor license for the sale of alcoholic beverages (beer and wine) at this event.

The hours will be:

- Friday, September 20: 5 p.m. to 12 a.m.
- Saturday, September 21: 12 p.m. to 12 a.m.
- Sunday, September 22: 12 p.m. to 6 p.m.

The proposed hours are consistent with previous year.

ALTERNATIVES:

1. Approve the request.
2. Recommend different hours.

RECOMMENDATION:

Action is at the discretion of the Commission.

ACTION REQUIRED:

Action is at the discretion of the Commission.

ATTACHMENTS:

- Oktoberfest Temp Liquor

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Brad Helms, Commissioner
SECONDER:	Kollin Kozlowski, Commissioner
AYES:	Schwantz, Millar, Solberg, Kozlowski, Helms
ABSENT:	Scott Lamerand, Doug Myslinski

VILLAGE OF PALATINE

TEMPORARY EVENT LIQUOR LICENSE APPLICATION

THIS FORM MUST BE COMPLETED IN FULL AND SUBMITTED 60 DAYS PRIOR TO THE EVENT
 Village Manager's Office, 200 E. Wood St, Palatine, IL 60067 Fax: 847-359-9094 E-mail: village@palatine.il.us

INSTRUCTIONS: PLEASE TYPE OR PRINT CLEARLY. INCOMPLETE APPLICATIONS WILL NOT BE PROCESSED.

Name of Event OKTOBERFEST		First time event? ☐ Yes ☒ No	
Exact Address of Event 55 N Smith St (Parking Lots J, K and L)			
Date(s) of Event September 20-22, 2024		Hours of Event 5pm-12am, 12pm-12am, 12pm-6pm	
Phone number/website for publication palatinerotary.org/oktoberfest		Estimated attendance 10,000	Last year's actual attendance 10,000
Describe the events community and/or cultural benefit Raising funds primarily for local charities and organizations with some funds going to international causes and disaster relief.			

CONTACT INFORMATION

Name of Sponsoring Organization Rotary Club of Palatine		Contact person from Sponsoring Organization [REDACTED]	
Sponsoring Organization Address PO Box 412		City Palatine	Zip 60078
Name of Organizer/Coordinator [REDACTED]		Email [REDACTED]	
Organizer/Coordinator Address [REDACTED]		City [REDACTED]	Zip [REDACTED]
Phone Number [REDACTED]	Cell Phone Number	Fax Number	

LIQUOR LICENSE INFORMATION

Dates of Alcohol Service	Time from: (am/pm)	Time to: (am/pm)	Type of Alcoholic Beverages
9/20/2024	5pm	12am	☒ Beer
9/21/2024	12pm	12am	☒ Wine
9/22/2024	12pm	6pm	☐ Mixed Drinks
			☐ Other _____

A Copy of the following must be attached to every application:

- ☐ Site Plan
- ☐ Certificate of Insurance evidencing Dramshop Liability
- ☐ Letter from property owner acknowledging service of alcohol (Park District or Private Property Owner)
- ☐ Letter from Organization authorizing the liquor application

Conditions of Liquor License Approval

Must provide copy of State Liquor License upon Issuance to the Village

All persons who sell or serve alcoholic liquor and/ID Check must satisfactorily complete the Village of Palatine Liquor Ordinance Compliance Training Course. To schedule training course, please contact the Crime Prevention Department at (847)-359-9061.

Michael P. Reis
 Signature of Organizer

April 2, 2024
 Date

TEMPORARY EVENT LIQUOR LICENSE APPLICATION

ROTARY CLUB OF PALATINE
OKTOBERFEST SITE LAYOUT
SEPTEMBER 20-22, 2024
PARKING LOTS J, K, L

W WILSON ST

N SMITH ST



W SLADE ST

IC 137761 21
Attachment: Oktoberfest Temp Liquor (Oktoberfest 2024 - Liquor License)