



## Business/Address Information Sheet

### People

**Property Owners:** Joe and Deb Talarico

**Prospective Business Owners:** Papa Joe's Wine Cellar

**Owners:** Katie, Beth, Deb, and Joe Talarico

**License Manager:** Katie Talarico

**Initial Timeframe:** January 1, 2017

**Place** 3832 Penn Ave.

**Size:** Currently 1130 square feet (including proposed bathroom addition), proposing additional 880 square feet on second floor.

**Zoning:** Local Neighborhood Commercial

**Site Plan:** attached

### Necessary Approvals

**Building Permit:** pending

**Occupancy Permit:** pending after improvements

**Liquor License:** PA limited winery license, preliminary approval obtained for satellite location; currently licensed in Butler County

### Business Overview

Reps from LU and LC met with Joe Talarico to request specific information pertaining to the proposed business and its operation. The following information has been provided in response to this request:

<b>Ownership Principles / Vision:</b> Traditional Italian restaurant and limited winery
<b>Target Audience / Customer Demographic:</b> Primary demographic will be residents of Lawrenceville and surrounding neighborhoods, ages 21-70. Families will be welcome
<b>Days / Hours of Operation:</b> Tue-Thu 11AM-8PM, Fri-Sat 11 AM-11PM
<b>Hours Selling Alcohol:</b> hours of operation as above
<b>Alcohol Menu / Price points:</b> red and white wines, \$16-25 per bottle, \$6-8 per glass for on site consumption
<b>Food Menu / Price points:</b> salads, soups, appetizers \$5-11, pasta \$10-15, entrees \$15-22, desserts \$4-8
<b>Number of Employees:</b> initially 4 F.T.E., anticipate 6-8 F.T.E within one year
<b>Entertainment:</b> none planned initially
<b>Site Plan / Façade/ Interior Improvements:</b> stone/stucco/glass façade, addition incl. women's and men's rest rooms and mop closet
<b>Parking:</b> none
<b>Number of Dining Tables / Number of Seats at Bar:</b> seating for 18 at dining tables, stand up wine bar (seats at bar in drawings in error). Outdoor seating for 20-25 in rear of building, proposing additional seating for 25-30 on second floor.

<b>Security / Video Cameras:</b> in all dining areas
<b>Signage:</b> flush sign with lighting above on façade above windows.
<b>Smoking Policy:</b> no smoking
<b>Private Events:</b> planning private events in proposed second floor dining room
<b>Kid Friendly?:</b> yes
<b>Recycling:</b> all glass, plastic, aluminum, cardboard, and paper
<b>Noise/ Volume Levels:</b> minimal we plan a restaurant with soft background music, largely ethnic in concert with Italian theme

**Owner and Partner Information:**

Katie Talarico, Secretary/Treasurer of Papa Joe’s Wine Cellar and site manager for satellite location of winery. Graduated from University of Pittsburgh in 2015 with BA in English and Italian. Has worked for Enrico Biscotti in strip district and Enrico’s café for 3 years. Experience in retail, serving, wine making, and as a barrista. Also served as co-manager at the Artsmith’s Kool Kat Café in Mount Lebanon for approximately 1 year.

Beth Talarico, President of Papa Joe’s Wine Cellar and chef. Graduated from the University of Pittsburgh in 2015 with BA in Communications. Has worked for Enrico Biscotti and Enrico’s café for 3 years. Experience in retail, serving, wine making, and food preparation.

Joe Talarico, Director and wine maker. Currently works as an anesthesiologist at UPMC Presbyterian. In addition to medical degree, attended Gannon University in Business Administration, has managed 2 medical practices, and has 35 years of wine making experience.

Deb Talarico, co-owner and special event planner is a retired emergency room nurse.

**Why Lawrenceville?** We see Lawrenceville as an up and coming area of Pittsburgh in the dining and entertainment industry. We believe our business is similar to many other businesses in the neighborhood, but different enough to complement existing businesses. Our target customers being primarily diners will be minimally if at all intrusive to current residents, and other like businesses in the area will not likely result in potential customers who will enter our business in an intoxicated or unruly state. We believe that the neighborhood is an ideal location for our business, and our business will be a potential asset to the neighborhood.