

TENNIDIER

BAR + KITCHEN

Concept Overview

CONFIDENTIAL

draft

CONCEPT

TENDER is a concept for an American gastro-lounge that celebrates a return to the elegant simplicity of a past era.

Cocktails are crafted with pride and in the classic tradition by respected professionals behind the bar.

The inspired food menu offers soul-satisfying small plates prepared with organic, sustainably grown produce, meats, and fish as often as possible.

The space is open and communal, the atmosphere warm and inviting, the design a modern take on the elite lifestyle of the early 20th century.

Tender draws inspiration, and its name, from the Arsenal Bank building it occupies – a storied financial institution that served the Lawrenceville community, exchanging legal *tender* for its patrons for over a century.

COCKTAILS

TENDER's owners and bartenders have an unending passion for craft cocktails.

The seasonal bar menu therefore will focus on spirit-forward drinks balanced with fresh ingredients such as juices, bitters, infusions, and sodas that are made in-house.

The resulting cocktails will be distinct and approachable (both in price and flavor) and create a natural harmony with our cuisine.



CUISINE



The gastro-lounge concept is new to Pittsburgh, marrying upscale cuisine with an intimate cocktail lounge.

The dishes will be freshly prepared and comforting to the soul, representing – and reinterpreting – American cuisine from all regions of the country.

Each plate will allow guests to share amongst their group or stand alone as a personal entrée.

SPACE

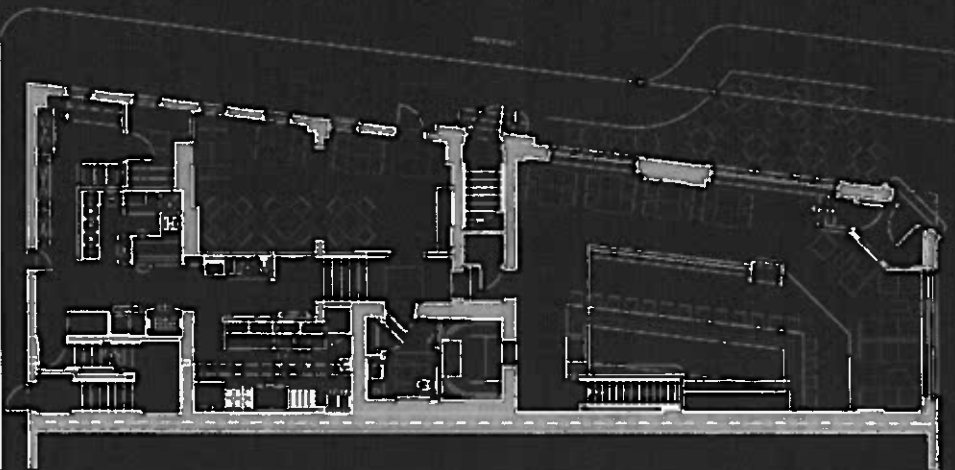
TENDER will be located in the former Arsenal Bank, which began business in Pittsburgh on March 20, 1873. The venerable institution survived the Great Depression and eventually merged into what is today PNC.

The open floorplan and 14.5' ceilings make for a uniquely communal establishment. The finished space will reflect the same respect for history, elegant simplicity, and raw ingredients as the cocktails and cuisine that are served within.

Each design element will have a local story, from reclaimed materials to locally salvaged artifacts and vintage glassware.



FLOORPLAN



The bar will be the focal point of TENDER's main room, spanning nearly its entire length. Multiple mixing stations will allow guests to engage their favorite alchemist, and the back wall will showcase an impressive selection of spirits.

A combination of full-service tables and "lounges" seating complement the bar in the main room. A second dining room will offer additional seating and can be closed off for private events. Seasonal alfresco dining will be available on the sidewalk patio. And a basement dining room will add yet another space for special occasions.

The kitchen is small but optimized for efficiency.

INSPIRATION



Pittsburgh Stock Exchange

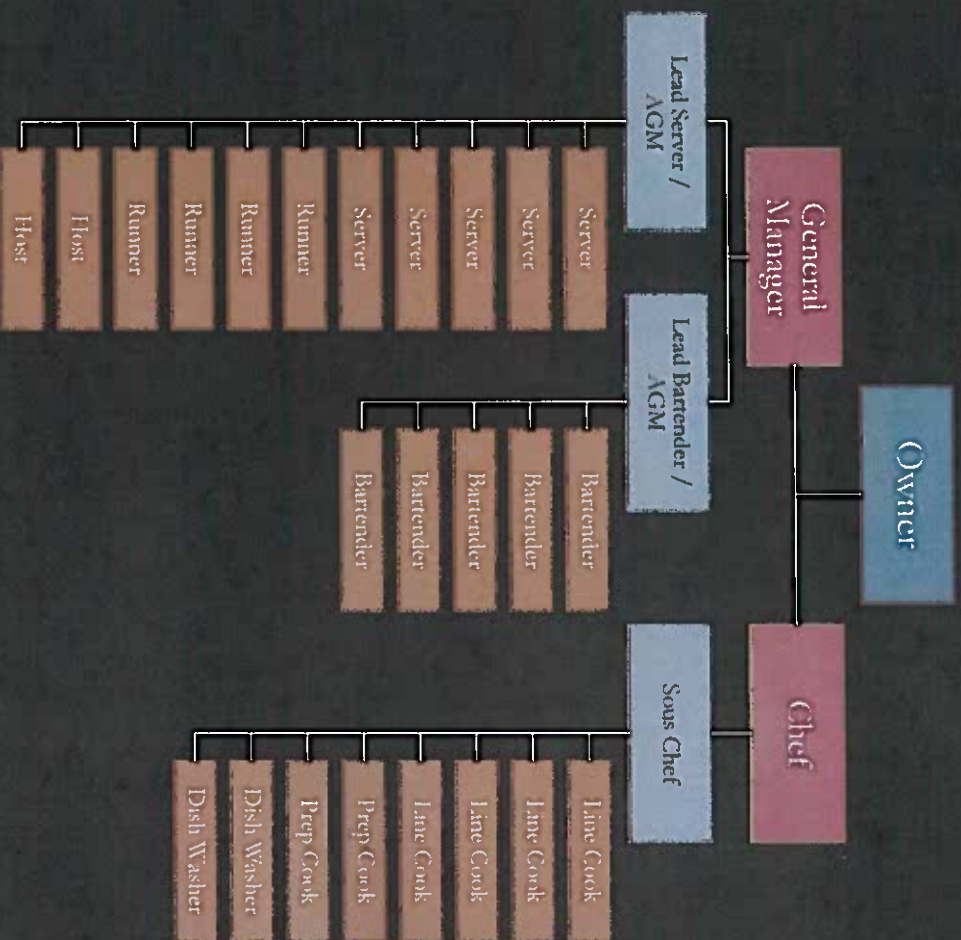


The Barrellhouse Flat, Chicago



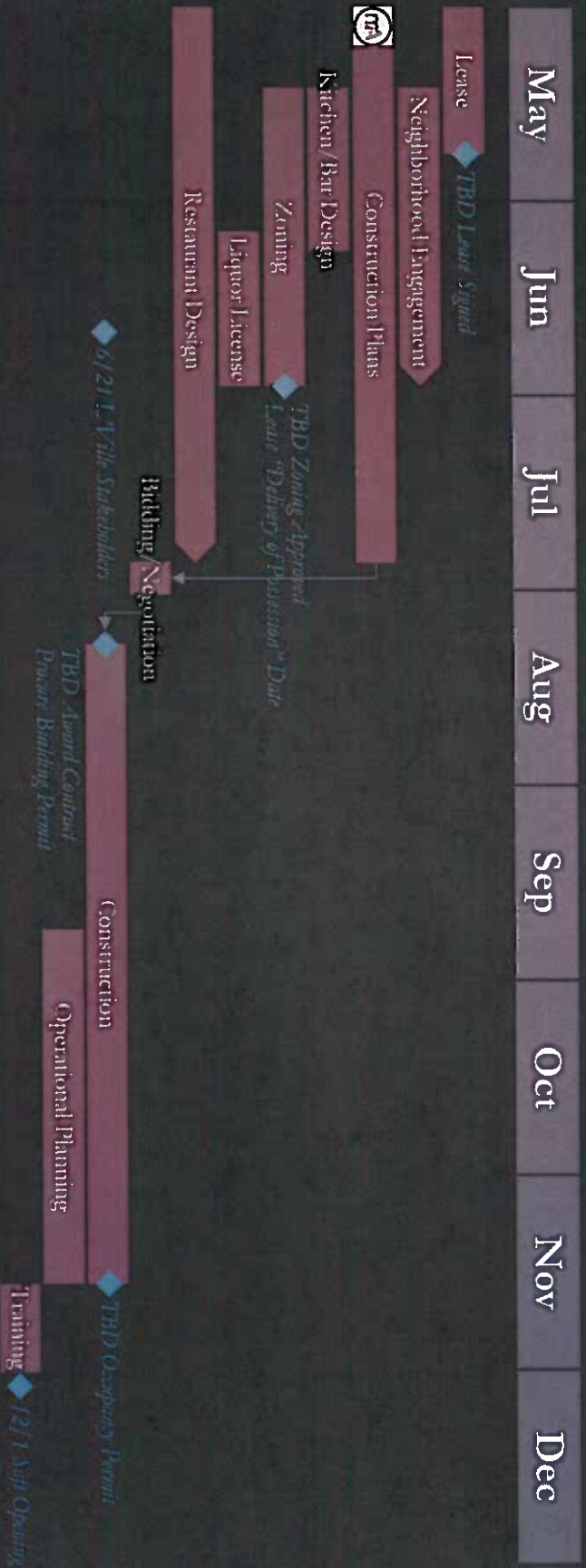
The Charleston, Santa Monica

JOB



- Tender will create 25-30 jobs for talented individuals seeking a position in the restaurant industry
- General Manager, Chef, Sous Chef, and Bar Manager will likely be salaried employees
- Initially, dinner service offered 6 nights/week
- Private dining room allows for special occasion events to be held
- Business volume will drive need for additional management and/or shifts

TIMELINE



Our current plan is to open December 1st, 2012

OWNERS

Jeff & Erin Catalina are proud owners of the acclaimed Verde Mexican Kitchen & Cantina, also located in Pittsburgh's East End.

In bringing Verde to life, Jeff & Erin took the approach of putting together a smart, experienced, and ego-free team that together, recognized the formula for success and then diligently worked to achieve it.

The restaurant was profitable in its first full month of operation. Expansion to a full patio service and weekend brunch service followed.

Jeff & Erin have also established themselves as masters of social and digital media, with Verde gaining one of the largest followings online among all Pittsburgh restaurants.