



Business/AddressInformation Sheet

People

Property Owners: Kelsie Sinagra and Jeffrey Walter

Prospective Business Owners: --

Owners: Kelsie Sinagra and Jeffrey Walter – Bar Botanico LLC

License Manager: Kelsie Sinagra

Initial Timeframe: Opening- Late Spring 19'

<u>Place</u>

Size: 1600 sqft

Zoning: Commercial

Site Plan:

Necessary Approvals

Building Permit: In Process

Occupancy Permit: In Process, Max 50 Occ.

Liquor License: In Process

Business Overview

Ownership Principles / Vision: - To be an upstanding and contributing factor to the growing Lawrenceville community. To provide quality employment opportunities, as well as quality product. Our vision for the business is to create incredibly fresh modern Italian cuisine, in a bright environment. Our name, Botanico, meaning "Botanical" in Italian, represents our commitment to ingredients grown fresh from the earth.

Target Audience / Customer Demographic: Lawrenceville Locals

Days / Hours of Operation: Sun 11:30am-12:00am Mon-Thurs 4:30pm-12:00am Fri 4:30-2:00am Sat 11:30am-2:00am

Hours Selling Alcohol: See Hours of Op.

Alcohol Menu / Price points: Average Cocktail \$11, Average Glass of Wine \$10, Average Beer \$7

Food Menu / Price points: Pizzas \$11-16, Antipasti \$4-12, Charcuterie \$4 per item

Number of Employees: Approx. 16-22

Entertainment: n/a

Site Plan / Façade/ Interior Improvements: Full interior redesign, Addition including commercial kitchen; sidewalk café in season

Parking: 1 space for ownership

Number of Dining Tables / Number of Seats at Bar: Bar- 14 seats, Dining- 32 seats

Security / Video Cameras: Video cameras.

Signage: Painted to façade with appropriate lighting

Smoking Policy: No Smoking

Private Events: Possibly small events/fundraisers

Kid Friendly?: Yes

Recycling: Yes

Noise/ Volume Levels: Low

<u>Owner and Partner Information:</u> Kelsie Sinagra and Jeffrey Walter – Local married couple, both grew up in Pittsburgh.

Jeff grew up in Shaler where he developed a very entrepreneurial spirit. His career began with building a landscaping company at just 15 years of age, which he ran for 10 years before formally entering the corporate world. He received his undergrad degree from La Roche University, and MBA in Finance from Seton Hall. His hard work has led him to a successful career in Sales spanning Banking, Finance, and Tech. Jeff's strong business background will be put to use helping to handle finances and operational costs.

Kelsie grew up in the North Hills where she first fell in love with hospitality at 14 years of age. She's worked in the service industry ever since! Her background is largely based in Italian inspired cuisine, and she has climbed her way from hostess/busser at Pizza Roma in the North Hills to Lead Bartender and Manager of one of the most prominent restaurant groups in San Francisco, CA. With every position she's gained a deeper understanding of what makes a great restaurant great, and is so excited to finally make her own dream come to life here in her hometown.

Why Lawrenceville?

Lawrenceville immediately stuck out to us upon moving back to Pittsburgh. This community represents the perfect balance of old Pittsburgh charm, and young Pittsburgh ambition. We recognized the beautiful bustling vigor that has developed here, and see huge opportunity in becoming a positive part of the community both as business owners, and as residents.

