Wine Down Wine Bar & Bistro

2026

BUSINESS PLAN

A Coastal-Chic Neighborhood Wine Experience

Where Sophistication Meets Comfort

Prepared By

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League City, Texas

EXECUTIVE SUMMARY

Wine Down Wine Bar & Bistro

Wine Down Wine Bar & Bistro is a neighborhood-focused, coastal-chic wine bar and bistro located in League City, Texas. The concept blends a refined wine experience with a relaxed, inclusive atmosphere designed for professionals, families, and social gatherings. The business will specialize in low-sulfite and organic wines, served both on tap and through a curated selection of bottles, complemented by a menu of flatbread pizzas, charcuterie boards, sandwiches, salads, and small plates, creating a high-margin, experience-driven offering.

The League City, Kemah, Seabrook, and Webster corridor represents a fast-growing, affluent suburban market with strong demand for elevated yet accessible dining experiences. While existing competitors focus on traditional wine bar or restaurant models, Wine Down fills a clear gap by offering a **multi-generational, community-centered environment** that combines quality, comfort, and approachability. The rising consumer preference for experiential dining and premium beverage offerings further supports strong long-term demand.

Revenue will be driven primarily by wine sales priced between $12 and $18 per glass, supported by high-margin food offerings designed to increase average ticket size. The model emphasizes operational efficiency, controlled inventory through wine-on-tap systems, and a curated menu that balances quality with cost control. Future revenue expansion opportunities include private events, wine memberships, and community programming.

The business will be located in League City within the Lilac Fields development, a high-traffic, high-income residential and commercial area. The space will be designed to function as a "third place" destination, ideal for business meetings, casual gatherings, and evening social experiences. Initial operations will be lean, with ownership actively involved in management to ensure quality control and cost efficiency.

Wine Down projects $646,000–$850,000 in Year 1 revenue against an annual operating cost of approximately $498,578, with total startup investment estimated at $660,000, supported by supported by $500,000 in bank financing. The business is expected to break even within its first year and grow to $300,000+ in annual net profit by Year 5, driven by a balanced beverage and food mix, disciplined cost control, and strong local customer retention.

Wine Down aims to become the heart of the neighborhood, a place where sophistication meets comfort, and where every guest, regardless of age or occasion, feels welcome. By redefining the traditional wine bar experience, the business will establish itself as a lasting community destination with strong brand loyalty and growth potential.

Vision Statement

To become the heart of the League City community, a coastal-chic destination where every generation can gather, unwind, and connect. Wine Down Wine Bar & Bistro aims to redefine the neighborhood wine bar by blending refined wine culture with a warm, inclusive atmosphere that feels both elevated and approachable.

Mission Statement

Wine Down Wine Bar & Bistro is committed to delivering a distinctive and welcoming experience through thoughtfully curated low-sulfite wines, high-quality small plates, and exceptional service. We strive to create a space where business meetings, family outings, and social gatherings can coexist seamlessly, fostering connection, comfort, and lasting community relationships.

Objectives

1. **Achieve a Successful Launch and Stabilization**: Open Wine Down Wine Bar & Bistro on schedule and reach consistent monthly revenue within the first 6–9 months of operation.
2. **Reach Break-Even Within Year One**: Maintain disciplined cost control and revenue growth to achieve operational break-even within the first 12 months.
3. **Build a Loyal Local Customer Base**: Establish Wine Down as a go-to neighborhood destination, generating strong repeat business from residents in League City, Kemah, Seabrook, and surrounding areas.
4. **Deliver Consistent Revenue Growth**: Achieve annual revenue growth through increased customer traffic, optimized pricing, and expanded offerings.
5. **Maintain Strong Profit Margins**: Operate with efficient inventory management and labor control to reach and sustain 20% net profit margins by Year 3.
6. **Differentiate Through Unique Positioning**: Establish a strong market identity by specializing in low-sulfite wines and a multi-generational, inclusive atmosphere.
7. **Expand Revenue Streams Over Time**: Introduce additional income channels such as private events, wine memberships, and community programming by Year 2–3 to increase overall profitability.

COMPANY SUMMARY

Company's legal name: Wine Down Wine Bar and Bistro.

Company location: League City, Texas

Company phone no: 713-515-3107

Wine Down Wine Bar & Bistro is a locally owned wine bar and bistro concept based in League City, Texas, strategically positioned within the Lilac Fields development along League City Parkway and Isla Vista. The business operates within the restaurant and hospitality industry, offering a unique blend of premium wine service and casual dining in a refined yet welcoming environment.

The concept centers around a differentiated offering of low-sulfite wines served on tap, paired with a curated menu of flatbread pizzas, charcuterie boards, sandwiches, salads, and small plates. This combination is designed to deliver a high-quality, experience-driven dining option that appeals to a broad demographic, including young professionals, families, and established residents.

The business is designed as a "third place" destination, bridging the gap between home and work, where customers can gather for business meetings, social occasions, or casual evenings. By combining an elevated wine experience with an inclusive, community-focused atmosphere, Wine Down is positioned to establish itself as a premier neighborhood destination within the growing League City and surrounding coastal markets.

Founders/Team

Wine Down Wine Bar & Bistro is owned and operated by husband-and-wife team **Autumn Cook** and **Joe Cook**, providing a hands-on, community-focused approach. Autumn Cook serves as General Manager, overseeing daily operations, staff, vendor relationships, and customer experience, with a strong focus on creating a welcoming, multi-generational environment. Joe Cook, Co-Owner and Operations Manager, manages financial oversight, cost control, and operational efficiency, ensuring the business runs smoothly and profitably.'

The business will begin with a lean team structure, with both owners actively involved in day-to-day management. This approach ensures strong oversight, accountability, and consistent service quality during the startup phase, while allowing for scalable growth as additional staff are added over time.

Legal Structure

Wine Down Wine Bar & Bistro will be established as a Limited Liability Company (LLC), providing legal protection for its owners while allowing for flexible management and tax efficiency. The business will be owned and operated by the founding partners, who will serve as managing members and be actively involved in daily operations and decision-making.

The LLC structure limits personal liability, ensuring that the owners' personal assets are protected from business obligations and liabilities. This is particularly important within the restaurant and hospitality industry, where operational risks and regulatory requirements are higher.

Wine Down will comply with all applicable local, state, and federal regulations, including business registration, health permits, and alcohol licensing requirements through the appropriate governing authorities. All necessary insurance policies, including general liability, property, and liquor liability insurance, will be maintained to ensure full regulatory compliance and risk mitigation.

Location

Wine Down Wine Bar & Bistro will be located in League City, Texas, within the Lilac Fields development at the intersection of League City Parkway and Isla Vista. This area is a rapidly growing, high-income suburban corridor with strong residential density and increasing commercial activity, making it an ideal setting for a neighborhood-focused wine bar and bistro.

The location benefits from proximity to affluent communities such as Marbella, as well as newer developments, including Coastal Point and The Kippford at Kemah Crossing, with additional apartment communities continuing to expand the local population. Surrounding areas, including Kemah, Seabrook, Dickinson, and Webster, provide a steady customer base of professionals, families, and established residents seeking elevated yet approachable dining and social experiences.

Positioned within a high-visibility, easily accessible area, the site is designed to attract both regular local traffic and destination visitors. Its placement within a mixed-use environment supports consistent foot traffic, repeat visits, and long-term customer retention.

PRODUCTS AND SERVICES

Wine Down Wine Bar & Bistro delivers a thoughtfully curated combination of premium beverages, elevated casual dining, and a welcoming social atmosphere designed to serve a diverse, multi-generational customer base. The concept is built around creating a refined yet approachable experience where guests can relax, connect, and enjoy high-quality offerings without the formality of traditional upscale establishments.

The business model is intentionally designed to balance experience-driven value with operational efficiency, ensuring both strong customer appeal and sustainable profitability.

Wine Program (Primary Revenue Driver)

The core of Wine Down's offering is its distinctive wine program, centered on a rotating selection of low-sulfite wines served on tap. This approach provides several key advantages:

- **Health-conscious appeal:** Low-sulfite and organic wines cater to growing consumer demand for cleaner, more natural products.
- **Consistency and quality:** The tap system preserves freshness and eliminates oxidation, ensuring every pour meets a consistent standard.
- **Operational efficiency:** Reduced bottle waste, simplified inventory management, and faster service contribute to improved margins.
- **Customer accessibility:** Offering wines by the glass at $12–$18 makes premium wine approachable while maintaining profitability.

The wine selection will be carefully curated to include a mix of popular varietals and unique offerings, encouraging repeat visits and customer exploration.

Beer and Non-Alcoholic Beverages

To broaden market appeal, Wine Down will offer a limited selection of local and regional craft beers, providing options for guests who prefer alternatives to wine. This ensures inclusivity without diluting the brand's wine-focused identity.

Additionally, a range of non-alcoholic beverages, including sparkling waters, specialty sodas, and alcohol-free wine or mocktail options, will be available to accommodate designated drivers, families, and health-conscious customers.

Food Program (Complementary Revenue & Margin Optimization)

The food offering is designed to complement the beverage experience while maximizing efficiency and profitability. The menu will focus on high-quality, easy-to-execute items that pair well with wine and encourage shared dining experiences.

Key menu categories include:

- Flatbread pizzas with premium toppings
- Charcuterie and cheese boards featuring curated selections
- Fresh sandwiches and seasonal salads
- Small plates and shareable bites

This streamlined menu reduces kitchen complexity, minimizes labor requirements, and supports faster service, while still delivering a premium dining experience. The emphasis on shareable items also increases average ticket size and enhances the social atmosphere.

Customer Experience & Atmosphere (Core Differentiator)

Wine Down is designed as a “third place” destination, bridging the gap between home and work, where guests can comfortably gather for a variety of occasions. The environment will reflect a coastal-chic aesthetic, combining warmth, style, and approachability.

The space will accommodate:

- Business meetings and remote work sessions
- Casual social gatherings and date nights
- Family-friendly outings during early hours
- Evening wine and small plate experiences

This flexibility allows the business to maintain steady traffic throughout the day and week, reducing reliance on peak hours alone.

Technology & Service Model

Operations will be supported by a modern point-of-sale (POS) system to streamline ordering, payment processing, and inventory tracking. This enables efficient service, accurate reporting, and data-driven decision-making.

Customer engagement will initially be driven through social media platforms, particularly Facebook, with future expansion into a dedicated website and online ordering capabilities.

Future Services & Revenue Expansion

As the business establishes itself, additional services will be introduced to drive incremental revenue and deepen customer engagement:

- **Private Events & Group Bookings:** Hosting birthdays, corporate gatherings, and social events
- **Wine Tastings & Educational Experiences:** Guided tastings to enhance customer knowledge and loyalty
- **Membership / Wine Club:** Recurring revenue through exclusive offerings and perks
- **Community Programming:** Themed nights, live music, and local partnerships

These initiatives are expected to increase customer lifetime value and create multiple revenue streams beyond standard daily operations.

Competitive Advantage

Wine Down Wine Bar & Bistro is uniquely positioned within its market due to a combination of strategic differentiators:

- A specialized focus on low-sulfite wines, aligning with emerging consumer preferences
- A balanced concept that appeals to both upscale and casual audiences
- A multi-generational, inclusive environment rarely found in traditional wine bars
- A streamlined menu and operational model designed for strong margins
- A community-centered approach that fosters repeat business and long-term loyalty

SWOT ANALYSIS

Strengths

1. **Differentiated Concept:** Focus on low-sulfite wines on tap creates a unique offering that stands out from traditional wine bars.
2. **Broad Market Appeal:** Designed to attract professionals, families, and mature wine consumers in one inclusive environment.
3. **High-Margin Model:** Premium wine paired with small plates supports strong profit potential and efficient operations.
4. **Community Positioning:** Built as a “third place” destination to drive repeat visits and long-term customer loyalty.
5. **Owner-Led Operations:** Hands-on management ensures quality control, consistency, and disciplined cost oversight.

6. **Strategic Location:** Positioned in a high-growth, affluent suburban area with strong demand potential.

Weaknesses

1. **New Market Entry:** Launching without an established brand or customer base requires time to build awareness and trust.
2. **Debt-Financed Startup:** Reliance on financing increases the need for consistent early cash flow to meet loan obligations.
3. **High Startup Investment:** The business requires a significant upfront capital investment and disciplined financial management during its early growth phase.
4. **Limited Early Marketing:** Initial reliance on social media and local outreach may slow early traction.
5. **Owner Dependence:** Heavy involvement required from ownership during early-stage operations.

Opportunities

1. **Experiential Dining Demand:** Increasing consumer preference for social, experience-driven dining environments.
2. **Market Gap:** Opportunity to fill a niche for an upscale yet relaxed and inclusive wine bar in the local area.
3. **Population Growth:** Expanding residential base in League City and surrounding areas supports long-term demand.
4. **Event Revenue Potential:** Ability to generate additional income through private events, tastings, and gatherings.
5. **Recurring Revenue Streams:** Future wine club or membership programs can create consistent income.
6. **Health-Conscious Trends:** Growing interest in cleaner, low-sulfite wines align with the brand's positioning.

Threats

1. **Local Competition:** Existing wine bars and restaurants may compete for the same customer base.
2. **Economic Sensitivity:** Dining and alcohol spending can decline during economic downturns.
3. **Rising Operating Costs:** Increases in labor, food, wine, and rent can impact profitability.

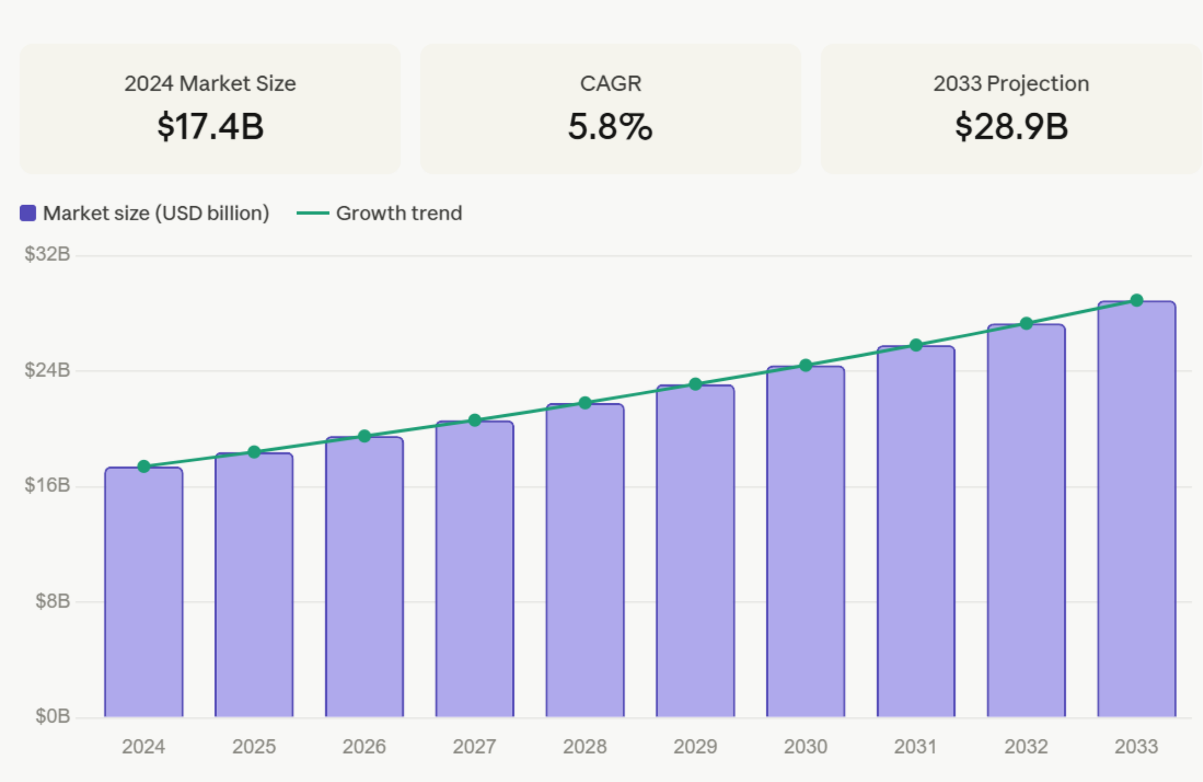
4. **Regulatory Environment:** Licensing and compliance requirements for alcohol service must be carefully managed.
5. **Seasonality Risk:** Coastal and tourism patterns may lead to fluctuations in customer traffic.
6. **Debt Obligations:** Loan repayment requirements increase pressure during slower or seasonal periods.

MARKET ANALYSIS SUMMARY

Wine Bar Market Outlook

According to our latest research, the **global wine bar market size** reached **USD 17.4 billion in 2024**, reflecting the growing popularity of wine culture and experiential dining across major urban centers worldwide. The industry is advancing at a robust **CAGR of 5.8%** and is projected to attain **USD 28.9 billion by 2033**. This growth is driven by evolving consumer preferences, a surge in wine tourism, and the increasing demand for sophisticated social venues. As per our latest research, the market's expansion is fueled by a combination of rising disposable incomes, urbanization, and the proliferation of premium and boutique wine bars that cater to a diverse clientele.

The primary growth factor for the wine bar market is the shifting consumer inclination towards premium and experiential dining. Modern consumers, particularly millennials and Generation Z, are seeking unique social experiences that go beyond conventional food and beverage offerings. Wine bars have successfully positioned themselves as hubs for leisure, networking, and cultural engagement, offering curated wine lists, educational tasting sessions, and pairing events. The emphasis on ambiance, personalized service, and exclusive wine selections has enabled wine bars to attract a broad spectrum of patrons, from casual enthusiasts to connoisseurs, thereby accelerating market growth.



Technology and innovation are playing a growing role in the evolution of the wine bar industry. Digital menus, contactless payments, and data-driven inventory systems are improving both customer experience and operational efficiency. Social media and targeted marketing are also helping wine bars engage younger audiences, promote events, and build brand loyalty in an increasingly competitive landscape.

At the same time, the globalization of wine culture and growth in wine tourism are expanding demand. Consumers are becoming more knowledgeable and interested in unique, artisanal wine experiences. In response, wine bars are partnering with vineyards and sommeliers to offer curated selections, tasting events, and educational experiences. Regionally, Europe remains the largest market due to its strong wine heritage, while North America continues to lead in innovation and experiential concepts. Emerging regions, supported by urbanization and rising incomes, are also contributing to the industry's steady growth.

Market Segmentation by Type

The wine bar market includes traditional wine bars, modern wine bars, wine lounges, and wine cafés, each serving distinct customer preferences. Traditional wine bars emphasize classic ambiance and regional wine selections, attracting loyal patrons who value authenticity, though they may be less appealing to younger audiences.

Modern wine bars are a fast-growing segment, offering trendy interiors, diverse wine lists, and social, experience-driven environments that resonate with millennials and urban professionals. Wine lounges represent the premium tier, delivering upscale settings, curated experiences, and higher price points, often attracting corporate clients and higher-income consumers.

Wine cafés and hybrid concepts continue to gain traction by combining a relaxed, accessible atmosphere with curated wine selections and light food offerings. These formats appeal to a broader demographic and support flexible, all-day usage, reflecting the market's shift toward more inclusive and experience-driven hospitality models.

Service Analysis

The wine bar market operates across several service models, including on-premise consumption, takeaway offerings, events and tastings, and complementary retail services. On-premise consumption remains the core driver, as wine bars are built around social, experience-driven environments where customers enjoy curated wines, food pairings, and a welcoming atmosphere. Demand continues to grow alongside the broader trend toward experiential dining and in-person engagement.

Takeaway services have expanded in recent years, offering curated wine selections, ready-to-enjoy pairings, and convenient at-home options. This model appeals to busy professionals and extends the brand beyond the physical location, creating additional revenue streams.

Events and tastings represent a high-margin opportunity, attracting both individual guests and corporate groups. These experiences, ranging from themed tastings to private events, drive higher spending, repeat visits, and strong customer loyalty.

Additional services such as retail wine sales, gift cards, and subscription-based wine clubs further enhance revenue potential and deepen customer relationships. Together, these service models reflect a shift toward diversified, experience-led hospitality offerings.

Price Range Analysis

The wine bar market is segmented into economy, mid-range, and premium categories, each serving different customer segments. Economy wine bars focus on affordability and accessibility, appealing to price-sensitive consumers, but often operate with tighter margins and higher competition.

Mid-range wine bars represent the largest segment, balancing quality, variety, and pricing to attract a broad audience. These venues offer diverse wine selections and small plates in a relaxed yet refined setting, making them popular among professionals, couples, and social groups.

Premium wine bars and lounges operate at the high end, emphasizing exclusivity, curated experiences, and higher price points. They attract affluent customers seeking luxury and personalized service.

Overall, market demand is increasingly shifting toward mid-range and premium experiences, driven by rising incomes and a growing preference for quality, experience-driven dining.

Consumer Analysis

The wine bar market serves three primary customer segments: individuals, groups, and corporate clients, each with distinct preferences. Individual consumers, including solo guests and couples, seek relaxation, exploration, and personalized experiences, driving demand for curated selections and attentive service.

Groups, such as friends, families, and social gatherings, represent a major segment, as wine bars provide an ideal setting for shared experiences, celebrations, and social interaction. This segment drives higher volume sales and repeat visits.

Corporate clients are a growing, high-value segment, utilizing wine bars for meetings, events, and networking. These customers typically generate higher spending and consistent business.

Overall, success in this market depends on delivering personalized, flexible, and experience-driven offerings that cater to each segment’s needs while building long-term customer loyalty.

Regional Outlook

Wine Down Wine Bar & Bistro is strategically positioned within one of the most attractive suburban growth corridors in the greater **Houston metropolitan area.** League City and the surrounding Clear Lake coastal region, including Kemah, Seabrook, Dickinson, and Webster, benefit from a combination of population growth, strong household incomes, and lifestyle-driven demand for dining and social experiences. League City alone has a population exceeding 120,000 residents and continues to grow steadily, with consistent increases in both population and household income levels. Median household income in the area is approximately $120,000+, significantly above national averages, indicating strong discretionary spending capacity for premium dining and entertainment experiences.

The broader region attracts a highly educated and professional workforce, supported by major employment hubs including Houston's energy, medical, and aerospace sectors. Its location along Interstate 45 provides direct access to both Houston and Galveston, positioning the area as a high-traffic residential and commuter corridor.

From a lifestyle perspective, the market is uniquely defined by its blend of suburban stability and coastal leisure. Nearby destinations such as the Kemah Boardwalk, a major waterfront entertainment district with restaurants, attractions, and tourism traffic, drive consistent visitor flow throughout the year. Seasonal tourism, weekend activity, and waterfront culture contribute to elevated demand for experiential dining and social venues.

Demographically, the region includes a balanced mix of young professionals, families, and established homeowners. High homeownership rates and long-term residency trends further support repeat customer behavior and strong community engagement. The area's median age in the mid-to-late 30s reflects a stable, working-age population with consistent dining habits and social spending patterns.

In addition, ongoing residential development, mixed-use expansion, and population inflow continue to increase density and demand for "third place" environments—spaces outside of home and work where people gather regularly. This trend directly aligns with Wine Down's positioning as a neighborhood-centered destination.

Overall, the regional outlook supports strong fundamentals for sustained demand, including:

- Growing population and expanding customer base
- High-income households with discretionary spending power
- Consistent local traffic supported by tourism and regional attractions
- A lifestyle-driven market that values experience, ambiance, and community

These factors collectively position Wine Down Wine Bar & Bistro to benefit from both immediate local demand and long-term regional growth, with strong potential for repeat business, brand loyalty, and scalable success within the market.

STRATEGY AND IMPLEMENTATION SUMMARY

Wine Down Wine Bar & Bistro will implement a value-based pricing strategy that balances premium quality with accessibility to attract a broad, multi-generational customer base. Wine, the primary revenue driver, will be priced between $12–$18 per glass, reflecting both quality and market positioning. The use of wine-on-tap systems will reduce waste, ensure consistent pours, and support strong gross margins of approximately 70%.

The food menu will follow a high-margin, low-complexity model, featuring items such as flatbreads, charcuterie boards, sandwiches, and salads. These offerings are designed to complement wine sales while encouraging add-on purchases and increasing the average ticket size, with target food costs maintained between 28–32%.

To further enhance revenue per customer, Wine Down will utilize bundling and upselling strategies, including curated wine and food pairings and shareable menu options that appeal to groups. Pricing will be positioned as "premium but approachable," slightly below high-end competitors while maintaining strong perceived value.

This strategy ensures consistent customer traffic, repeat visits, and sustainable profitability through disciplined cost management, efficient operations, and a compelling overall customer experience.

Target Market

Wine Down Wine Bar & Bistro is designed to serve a diverse, experience-driven customer base within the League City, Kemah, Seabrook, Dickinson, and Webster areas. The concept targets individuals who prioritize quality, atmosphere, and social connection, positioning the business as a destination for both everyday visits and special occasions. The surrounding market includes a mix of growing residential communities, professionals, and established households with strong disposable income and consistent dining habits.

Primary Segments

Millennials (Ages 24–42)

This segment includes young professionals, couples, and social groups seeking modern, visually appealing environments for after-work gatherings, date nights, and weekend outings. They are highly influenced by experience, ambiance, and shareable food and beverage options. Wine Down's low-sulfite wine offering and curated small plates provide a differentiated experience that aligns with their interest in quality, wellness-conscious products, and social engagement.

Active Suburban Parents

This group consists of middle- to upper-income families who are looking for a space that allows them to enjoy a premium experience without feeling exclusive or restrictive. Wine Down fills a gap by offering a refined yet relaxed setting where parents can unwind, meet friends, or gather as a family. The approachable menu and welcoming environment make it suitable for a broader range of occasions compared to traditional wine bars.

Gen X & Baby Boomers

These customers represent a financially stable demographic with higher discretionary spending and an appreciation for wine, service, and consistency. They are more likely to become repeat customers and contribute to steady weekday and early evening traffic. This group values comfort, familiarity, and a well-curated selection of wines, making them a key driver of long-term revenue stability.

Geographic Focus

The primary market includes League City and surrounding coastal communities, including Kemah, Seabrook, Dickinson, and Webster. These areas benefit from steady population growth, proximity to Clear Lake and the Houston metropolitan workforce, and a strong mix of residential and commercial development. The region's lifestyle, combining suburban living with coastal leisure, supports demand for relaxed, high-quality dining and social venues.

In addition, proximity to major attractions such as the Kemah Boardwalk and Johnson Space Center provides seasonal tourism traffic, creating opportunities to capture incremental demand during peak visitor periods.

Customer Behavior & Spending Patterns

Target customers are expected to:

- Visit 1–3 times per month for social or casual dining occasions
- Spend between $25–$60 per visit per person, depending on food and beverage selection
- Value consistency, service quality, and atmosphere over price alone
- Engage with local businesses that foster a sense of community and belonging

Positioning

Wine Down is strategically positioned as a **"third place" destination**, a space outside of home and work where customers can regularly gather, relax, and connect. By combining a premium wine experience with an inclusive, community-focused environment, the business appeals to multiple demographic segments while maintaining a strong, unified brand identity.

Competitor Analysis

The League City, Kemah, and surrounding coastal markets feature a mix of wine bars, restaurants, and specialty food venues that offer overlapping experiences. However, most competitors focus on either a traditional wine bar atmosphere or a standard dining model, leaving a gap for a more inclusive, community-oriented concept.

Key Competitors

Chelsea Wine Bar

Chelsea Wine Bar offers a curated wine-focused experience with an emphasis on ambiance and wine education. Its intimate, adult-oriented setting appeals primarily to couples and wine enthusiasts seeking a quieter, more traditional wine bar environment. While strong in its niche, it is less accessible for broader audiences or daytime and early evening traffic.

Velvet Quarter

Velvet Quarter positions itself as a stylish, upscale lounge with a focus on cocktails and nightlife energy. The atmosphere caters more to evening social crowds and special occasions, with less emphasis on casual drop-in visits or community-centered engagement. This limits its appeal as a consistent, everyday destination.

Clear Creek Winery & Distillery

Clear Creek Winery and Distillery offer a locally driven, production-focused experience centered around wine and spirit tastings. While it benefits from its uniqueness and local appeal, it functions more as a destination venue rather than a neighborhood staple, with less emphasis on frequent, routine visits.

Seabrook Cheese Company

Seabrook Cheese Company combines gourmet retail with casual dining, offering specialty foods, wine, and light meals. While it attracts customers interested in artisanal products, its hybrid retail model does not fully deliver the immersive, hospitality-driven wine bar experience that encourages longer stays and repeat social engagement.

Competitive Advantage

Wine Down Wine Bar & Bistro is uniquely positioned to bridge the gap between sophistication and accessibility by offering:

- **Low-Sulfite & Organic Wine Focus** – A differentiated, health-conscious niche not widely emphasized by competitors

- **Multi-Generational Appeal** – A welcoming environment for professionals, families, and social groups
- **“Third Place” Experience** – A comfortable, repeat-visit destination beyond home and work
- **Balanced Offering** – High-quality wine paired with approachable, high-margin food options
- **Strategic Location Advantage** – Situated near residential communities and local medical offices, with convenient “golf cart” accessibility that drives frequent, repeat visits and everyday convenience
- **Community-Centered Atmosphere** – Designed for regular engagement, not just occasional visits

Marketing Strategy

Wine Down Wine Bar & Bistro will be positioned as a **coastal-chic neighborhood destination** that bridges the gap between a refined wine experience and an inclusive, relaxed atmosphere. Unlike traditional wine bars that cater to a narrow audience, Wine Down is designed to appeal to professionals, families, and social groups seeking a comfortable yet elevated environment.

Target Market

The marketing strategy focuses on three core customer segments:

- **Millennials (ages 24–42):** Social, experience-driven consumers seeking unique and aesthetically appealing venues
- **Suburban Families:** Parents looking for a relaxed, welcoming environment for casual outings
- **Gen X & Boomers:** Established wine consumers with higher disposable income and appreciation for quality

Go-To-Market Strategy (Launch Phase)

Wine Down will prioritize local awareness and rapid community integration through:

- Targeted **Facebook and Instagram advertising** within League City, Kemah, Seabrook, and Webster
- Pre-opening buzz campaigns, including sneak peeks and soft-launch invitations
- Partnerships with nearby residential communities and local businesses
- Grand opening event to drive initial traffic and word-of-mouth momentum

Ongoing Marketing Channels

1. Digital Presence

- Active social media content showcasing ambiance, wine offerings, and food presentation
- Geo-targeted ads to drive consistent local traffic
- Future website with online menus, event bookings, and updates

2. Community Engagement

- Hosting wine tastings, small events, and themed nights
- Collaborations with local groups, businesses, and neighborhood organizations
- Positioning as a “third place” for meetings, gatherings, and casual evenings

3. Customer Retention Strategy

- Loyalty programs and repeat-visit incentives
- Personalized service and relationship-building with regular customers
- Email and social updates for promotions, events, and new offerings

Brand Strategy

Wine Down will build a recognizable brand centered on:

- **Warmth and inclusivity** (everyone feels welcome)
- **Quality and simplicity** (curated wines and elevated small plates)
- **Consistency of experience** (ambiance, service, and product delivery)

The brand will emphasize a balance between sophistication and comfort, ensuring broad appeal without sacrificing identity.

Growth Strategy

As the business stabilizes, marketing efforts will expand to include:

- Private event bookings and group experiences
- Wine club or membership programs
- Increased digital presence and local partnerships

Pricing Strategy

Wine Down Wine Bar & Bistro will implement a **value-based pricing strategy** that reflects the quality of its offerings while remaining accessible to a broad, multi-generational customer base. Pricing is designed to balance profitability with perceived value, ensuring strong margins without limiting customer frequency.

Wine Pricing

Wine is the primary revenue driver and will be priced between **$12 and $18 per glass**, depending on varietal and quality. The use of wine-on-tap systems allows for:

- Reduced waste and spoilage
- Consistent portion control
- Improved gross margins (target ~70%)

This enables competitive pricing while maintaining strong profitability.

Food Pricing

The food menu will follow a **high-margin, low-complexity model**, with items such as flatbreads, charcuterie boards, sandwiches, and salads priced to encourage add-on purchases.

- Target food cost: ~28–32%
- Menu designed for shareability to increase average ticket size

Bundling & Upselling Strategy

To maximize revenue per customer, Wine Down will:

- Offer **wine + food pairings**
- Promote shareable items for groups
- Encourage multi-glass purchases through curated selections

This approach increases the average spend while enhancing the customer experience.

Competitive Positioning

Pricing will be positioned slightly below premium competitors while maintaining a higher perceived value than casual dining options. This creates a **"premium but approachable"** positioning that appeals to a wide audience without competing on price alone.

OPERATIONAL PROCESSES

Wine Down Wine Bar & Bistro will operate under a structured, efficiency-driven model designed to deliver a consistent, high-quality guest experience while maintaining strong cost control. The business will combine streamlined food preparation, controlled beverage systems, and hands-on ownership management to ensure operational stability from launch through growth. Daily operations will be supported by clearly defined procedures, staff training protocols, and technology systems that enable real-time oversight of sales, inventory, and performance.

Hours of Operation & Service Model

Wine Down will operate primarily during high-demand periods, with a focus on late afternoons, evenings, and weekends, when wine and social dining experiences are most in demand. Typical operating hours are expected to range from mid-afternoon through late evening, with extended hours on weekends and during peak seasonal periods. The service model will be dine-in focused, with a relaxed yet attentive approach that accommodates both quick visits and extended social gatherings. This dual-purpose environment supports higher average ticket values while maintaining steady customer flow.

Daily Operational Workflow

Each day will follow a structured workflow to ensure efficiency and consistency:

- **Opening Procedures:** Staff will complete pre-service preparation, including cleaning, stocking, food prep, wine system checks, and POS setup. Inventory levels will be reviewed to ensure adequate stock for expected demand.
- **Service Period:** Front-of-house staff will manage guest seating, service flow, and upselling opportunities, while kitchen staff execute a streamlined menu designed for speed and consistency. Ownership will oversee operations, monitor service quality, and address any issues in real time.
- **Closing Procedures:** End-of-day reconciliation will include cash handling, sales reporting, cleaning, restocking, and preparation for the following day. Inventory usage will be tracked daily to maintain tight cost control and minimize waste.

Staffing & Human Resource Management

Wine Down will begin operations with a lean and flexible staffing structure of approximately six employees during the startup phase, with gradual expansion as customer demand grows. Ownership will be actively involved in daily management, reducing overhead while ensuring consistent leadership and quality control.

Key staffing practices include:

- Cross-training employees to handle multiple roles during slower periods
- Scheduling aligned with peak traffic times to optimize labor costs
- Performance-based accountability to maintain service standards
- A promote-from-within culture that fosters employee engagement and provides clear pathways to management, allowing team members to grow into leadership roles while building trust and long-term alignment

- Gradual hiring expansion as demand increases

Employee training will focus on customer service excellence, product knowledge (especially wine education), and operational efficiency. Staff will be trained to guide customers through wine selections, enhancing the overall experience and increasing average spend per guest.

Inventory Management & Cost Control

Inventory management will be a critical component of operational success. Wine Down will implement a controlled inventory system with a focus on minimizing waste and maximizing margins.

- **Wine Inventory:** The use of wine-on-tap systems will significantly reduce spoilage, improve portion control, and maintain consistent quality. This system also allows for better tracking of product usage and cost efficiency.
- **Food Inventory:** The menu is intentionally designed around items with manageable shelf life and flexible usage, such as flatbreads, charcuterie ingredients, and prepared components. Regular inventory audits and supplier coordination will ensure freshness and cost control.
- **Supplier Relationships:** The business will establish reliable relationships with local and regional distributors to ensure consistent supply, competitive pricing, and timely delivery.

Food & Beverage Operations

The food and beverage program is designed to balance quality, speed, and profitability.

- **Menu Design:** The menu will consist of high-margin, easy-to-prepare items such as flatbread pizzas, charcuterie boards, sandwiches, salads, and small plates. This reduces kitchen complexity while maintaining strong perceived value.
- **Preparation Process:** Food preparation will follow standardized procedures to ensure consistency in taste, presentation, and portioning.
- **Beverage Program:** Wine will be the primary revenue driver, supported by a curated selection of local beers and complementary offerings. Staff will be trained to recommend pairings, increasing customer engagement and sales.

Customer Experience & Service Strategy

Wine Down will position itself as a “third place”, a destination between home and work where customers can relax, socialize, and connect.

Key elements of the customer experience include:

- A warm, welcoming, and inclusive atmosphere suitable for all age groups
- Flexible seating arrangements for both small groups and larger gatherings
- Knowledgeable staff who enhance the experience through personalized recommendations
- A balance between efficient service and a relaxed pace that encourages longer stays and higher spending

Customer feedback will be actively monitored and used to refine service, menu offerings, and overall experience.

Technology & Systems Integration

The business will utilize modern technology to support efficient operations and data-driven decision-making.

- **Point-of-Sale (POS) System:** A cloud-based POS system (e.g., Toast) will manage transactions, track sales, monitor inventory, and generate real-time financial reports.
- **Scheduling & Payroll Systems:** Digital tools will streamline employee scheduling, time tracking, and payroll processing.
- **Marketing & Customer Engagement:** Initial marketing efforts will focus on social media platforms, with targeted local advertising to drive awareness and traffic. A dedicated website and online engagement tools will be developed as the business grows.

Compliance & Regulatory Management

Wine Down will operate in full compliance with all applicable local, state, and federal regulations. This includes obtaining and maintaining all required licenses and permits, such as alcohol licensing, health permits, and business registrations.

Regular inspections and adherence to food safety standards will be strictly maintained. Insurance coverage, including general liability, liquor liability, and property insurance, will be in place to mitigate operational risk.

Quality Control & Continuous Improvement

Quality control will be embedded into all aspects of operations.

- Standardized recipes and preparation methods will ensure consistency
- Regular staff training will reinforce service and product standards

- Customer feedback and reviews will be monitored and addressed promptly
- Operational data will be reviewed regularly to identify areas for improvement

Ownership will take a hands-on approach to maintaining quality, ensuring that Wine Down consistently delivers on its brand promise.

Scalability & Future Growth

The operational model is designed with scalability in mind. As the business stabilizes, additional revenue streams such as private events, wine clubs, and expanded programming will be introduced. The streamlined menu and controlled inventory systems allow for efficient scaling without significantly increasing complexity or costs.

FINANCIAL PLAN

The financial projections reflect a well-planned and financially sustainable business designed to achieve long-term growth and profitability. The company requires a total start-up investment of **$660,000**, consisting of a **$500,000 bank loan**, a **$60,000 owner contribution**, and a **$100,000 tenant improvement allowance**. These funds will support tenant improvements, equipment purchases, initial inventory, marketing activities, and provide sufficient working capital to ensure a successful launch.

Revenue is projected to grow steadily from **$646,080** in Year 1 to approximately **$1.34 million** by Year 5, driven by strong performance from the wine program, supported by food sales and beer and non-alcoholic beverages. The business is expected to achieve profitability in its first year, with net profit increasing from **$63,559** to **$309,241** over the five-year forecast period.

Conservative assumptions regarding customer growth, pricing, operating expenses, labor costs, and loan repayment support these projections. Positive cash flow is maintained throughout the forecast period, allowing the company to meet its financial obligations while building a healthy cash reserve. The balance sheet demonstrates increasing equity, declining long-term debt, and strengthening net worth each year.

Overall, the financial outlook highlights a scalable business model with strong revenue potential, sound financial management, and the ability to generate consistent returns while maintaining the flexibility needed to support future expansion and continued operational success.

Start up

The business requires a total start-up investment of **$660,000** to complete tenant improvements, purchase essential equipment, secure initial inventory, support marketing efforts, and provide adequate working capital. Funding will consist of a $500,000 bank loan, a $60,000 owner contribution, and a $100,000 tenant improvement allowance. This capital structure provides the financial resources needed to launch operations, maintain liquidity, and support stable growth during the early stages of the business.

Table: Start-up Request

Total Start-up Funding	
Total Amount Being Requested	$500,000
Total Funds Already Received	$160,000
Total Funding	**$660,000**
New Start-up Funding Being Requested	
Bank Amount Being Requested	$500,000
Line-of-Credit (LOC) Requested	$0
Investor Amount Being Requested	$0
Total Amount Being Requested	**$500,000**
Start-up Funding Already Received	
Owner Contribution	$60,000
Tenant Improvement Allowance	$100,000
Total Funding Already Received	**$160,000**
Start-up Capital and Liabilities	
Loss at Start-up (Start-up Expenses)	($500,000)
Total Funds Received & Requested	$660,000
Cash Balance on Starting Date	**$160,000**

Table: Start-Up Usage

Use of Start-up Funding	
Expenses	
Tenant Improvements & Buildout	$450,000
Equipment & Furnishings	$20,000
Initial Inventory & Supplies	$15,000
Marketing & Grand Opening	$15,000
Total Start-up Expenses	**$500,000**
Short-Term Assets	
Working Capital	$160,000
Total Short-Term Assets	**$160,000**
Total Expenses & Assets	
Total Start-up Expenses	$500,000
Total Start-up Assets	$160,000
Total Funding Requirements	**$660,000**

Assumptions

1. **Steady Local Demand for Premium Casual Dining**: The League City, Kemah, and surrounding areas will continue to support demand for elevated yet approachable dining and wine experiences, driven by population growth and strong household incomes.

2. **Consistent Customer Traffic Growth**: Customer volume will build gradually over the first 6–12 months, with increasing repeat visits as brand awareness and local reputation strengthen.

3. **Average Customer Spend Stability**: The average ticket size will remain stable, supported by wine pricing between $12–$18 per glass and complementary food purchases that increase overall per-visit revenue.

4. **Cost of Goods Sold Remains Within Target Range**: Wine and food costs will be maintained at approximately 28–30% through supplier relationships, portion control, and efficient inventory management.

5. **Labor Costs Remain Controlled**: Labor expenses will be managed within planned levels through lean staffing during initial operations and gradual scaling aligned with revenue growth.

6. **Seasonal Variations Are Manageable**: Revenue may fluctuate due to seasonal tourism patterns in the coastal area, with higher activity in spring and summer offsetting slower periods.

Table: Assumptions

Financial Assumptions					
	Year 1	Year 2	Year 3	Year 4	Year 5
Growth Assumptions					
Total Revenue Growth		16%	18%	22%	24%
Total Expense Growth		9%	14%	25%	22%
Personnel Assumptions					
Average Salary Growth		5%	5%	5%	4%
Payroll Growth		4%	15%	47%	31%
Cash Assumptions					
Months of Cash on Hand	3	14	13	11	11
Bill Payment Term (Days)	32	32	32	32	32

Personnel

The business will begin operations with a lean staffing model focused on controlling labor costs while maintaining service quality. During the first three years, only one Owner/Manager will receive a salary of approximately $55,000–$60,000 annually, while Joe will continue working at Helix ESG without drawing compensation from the business.

Initial staff will include two wait staff, two cooks, and one bar help/dishwasher, with gradual hiring as operations expand. Family and friends have also offered temporary volunteer assistance during the startup phase, helping reduce early payroll expenses. Compensation levels are based on competitive local wage rates and planned business growth.

Table: Personnel

Personnel Forecast	Year 1	Year 2	Year 3	Year 4	Year 5
Management Staff					
Owners/Managers	1	1	1	2	2
Wait Staff	2	2	2	3	4
Cooks	2	2	2	2	3
Bar Help/Dishwasher	1	1	2	2	3
Total Personnel	**6**	**6**	**7**	**9**	**12**
Management Salaries					
Owners/Managers	$55,000	$57,200	$59,803	$62,524	$65,368
Wait Staff	$18,750	$19,603	$20,495	$21,428	$22,403
Cooks	$28,000	$29,274	$30,606	$31,999	$33,454
Bar Help/Dishwasher	$16,500	$17,251	$18,036	$18,856	$19,714
Management Staff					
Owners/Managers	$55,000	$57,200	$59,803	$125,047	$130,737
Wait Staff	$37,500	$39,206	$40,990	$64,283	$89,610
Cooks	$56,000	$58,548	$61,212	$63,997	$100,363
Bar Help/Dishwasher	$16,500	$17,251	$36,071	$37,713	$59,143
Total Payroll	**$165,000**	**$172,205**	**$198,076**	**$291,040**	**$379,853**

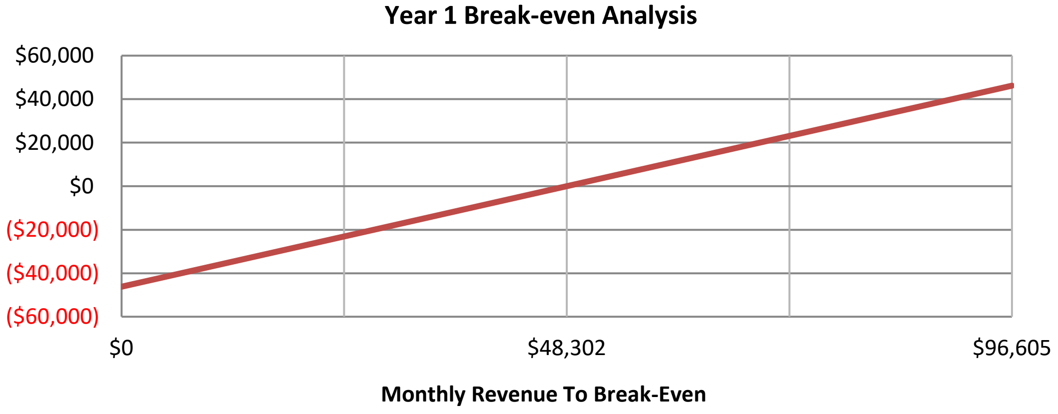
Break-even Analysis

The break-even analysis is a crucial financial tool that helps us determine the point at which our total revenue equals our total expenses, resulting in neither profit nor loss. Understanding our break-even point is essential for making informed decisions about pricing, sales targets, and overall financial sustainability.

Table: Break-even Analysis

Year 1 Break-even Analysis	
Monthly Revenue Break-even	$48,302
Assumptions:	
Average Monthly Revenue	$53,840
Average Monthly Variable Cost	$2,343
Estimated Monthly Fixed Cost	$46,200

Chart: Break-even Analysis



Sales Forecast

The revenue forecast is based on three primary income streams: the wine program, food program, and beer and non-alcoholic beverage sales. Revenue is projected to grow from **$646,080** in Year 1 to approximately **$1.34 million** by Year 5, driven by increasing customer traffic, repeat business, and strong community engagement. The wine program serves as the primary revenue driver, supported by complementary food offerings and beverage sales that enhance the overall customer experience.

Pricing remains consistent throughout the forecast period, with growth resulting from higher sales volumes rather than price increases. Conservative projections, effective marketing, quality service, and disciplined cost management are expected to support sustainable revenue growth, improved profitability, and long-term financial stability as the business expands.

Table: Sales Forecast

Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Total					
Wine Program	30,000	34,800	41,064	50,098	62,122
Food Program	12,000	13,920	16,426	20,039	24,849
Beer & Non-Alcoholic Beverages	5,040	5,846	6,899	8,416	10,436
Price					
Wine Program	$18.00	$18.00	$18.00	$18.00	$18.00
Food Program	$8.00	$8.00	$8.00	$8.00	$8.00
Beer & Non-Alcoholic Beverages	$2.00	$2.00	$2.00	$2.00	$2.00
Revenue					
Wine Program	$540,000	$626,400	$739,152	$901,765	$1,118,189
Food Program	$96,000	$111,360	$131,405	$160,314	$198,789
Beer & Non-Alcoholic Beverages	$10,080	$11,693	$13,798	$16,833	$20,873
Total Revenue	**$646,080**	**$749,453**	**$884,354**	**$1,078,912**	**$1,337,851**

Chart: Sales Monthly

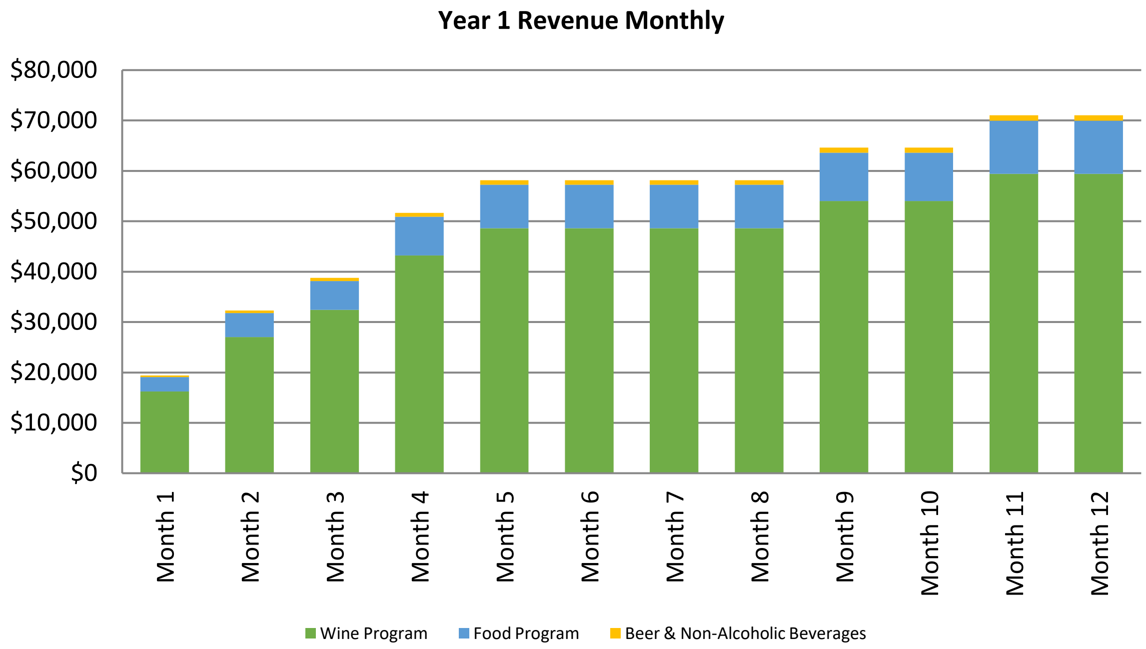
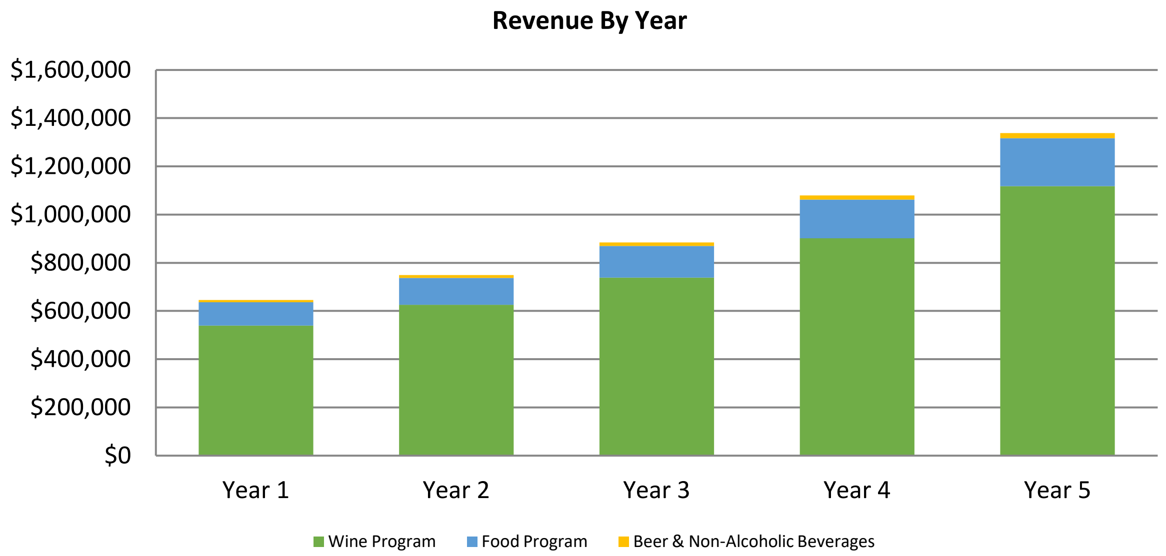


Chart: Sales by Year



Projected Profit and Loss

The projected income statement reflects steady revenue growth, improving profitability, and disciplined cost management over the five-year forecast period. Revenue is expected to more than double while maintaining strong gross margins and supporting the expansion of operations. Operating expenses, including payroll, rent, marketing, utilities, and inventory costs, are projected to increase in line with business growth. Profitability improves each year as sales increase and operational efficiencies are realized. Net profit margins strengthen over the forecast period, demonstrating the company's ability to generate sustainable earnings, maintain healthy cash flow, and create long-term financial value while supporting future expansion and continued operational success.

Table: Profit and Loss

Pro Forma Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$646,080	$749,453	$884,354	$1,078,912	$1,337,851
Merchant Credit Card Fees	$19,382	$22,484	$26,531	$32,367	$40,136
Total Cost of Revenue	$19,382	$22,484	$26,531	$32,367	$40,136
Gross Margin	$626,698	$726,969	$857,824	$1,046,545	$1,297,716
Gross Margin/Revenue	97.00%	97.00%	97.00%	97.00%	97.00%
Expenses					
Office Supplies	$2,400	$2,640	$2,904	$3,194	$3,514
General Insurance Liability	$5,400	$5,940	$6,534	$7,187	$7,906
Food Costs	$62,400	$74,880	$92,102	$115,128	$149,666
Telephone/Internet	$5,400	$5,940	$6,534	$7,187	$7,906
Website Hosting/Updates	$1,800	$1,980	$2,178	$2,396	$2,635
Marketing & Advertising	$18,000	$19,800	$21,780	$23,958	$26,354
Rent	$94,992	$104,491	$114,940	$126,434	$139,078
Utilities	$14,400	$15,840	$17,424	$19,166	$21,083
Wine Costs	$108,000	$118,800	$130,680	$143,748	$158,123
Travel & Fuel	$708	$779	$857	$942	$1,037
Administrative	$1,680	$1,848	$2,033	$2,236	$2,460
Payroll Taxes & Benefits	$18,398	$19,201	$22,085	$32,451	$42,354
Total Personnel	$165,000	$172,205	$198,076	$291,040	$379,853
Total Operating Expenses	**$498,578**	**$544,344**	**$618,128**	**$775,069**	**$941,968**
Profit Before Interest and Taxes	$128,120	$182,625	$239,696	$271,476	$355,747
EBITDA	$128,120	$182,625	$239,696	$271,476	$355,747
Interest Expense	$55,822	$45,974	$34,878	$22,374	$8,285
Taxes Incurred	$8,739	$15,032	$22,530	$27,401	$38,221

Net Profit	**$63,559**	**$121,620**	**$182,288**	**$221,700**	**$309,241**
Net Profit/Revenue	9.84%	16.23%	20.61%	20.55%	23.11%

Chart: Profit Monthly

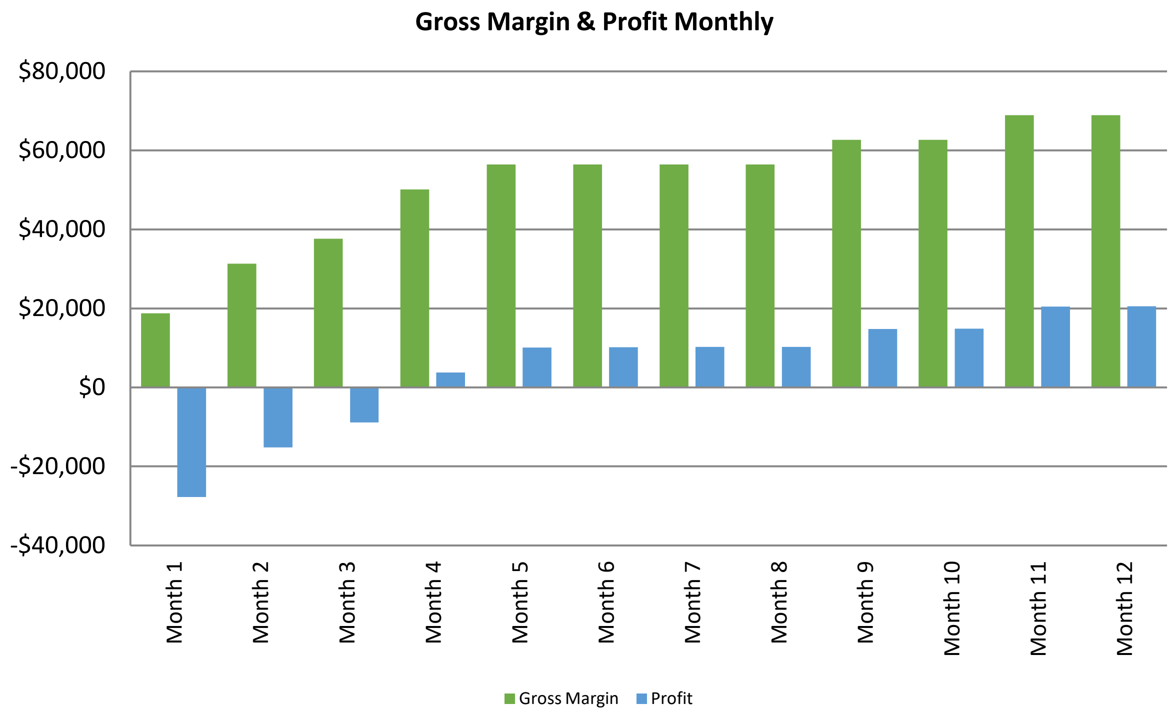
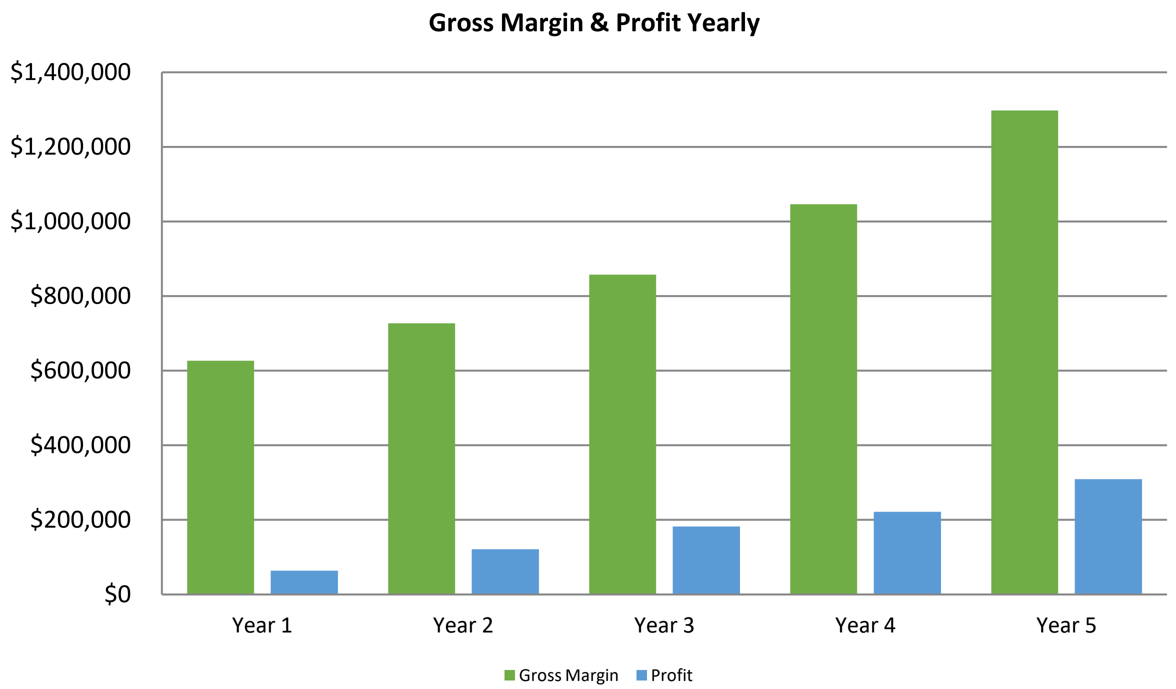


Chart: Profit Yearly

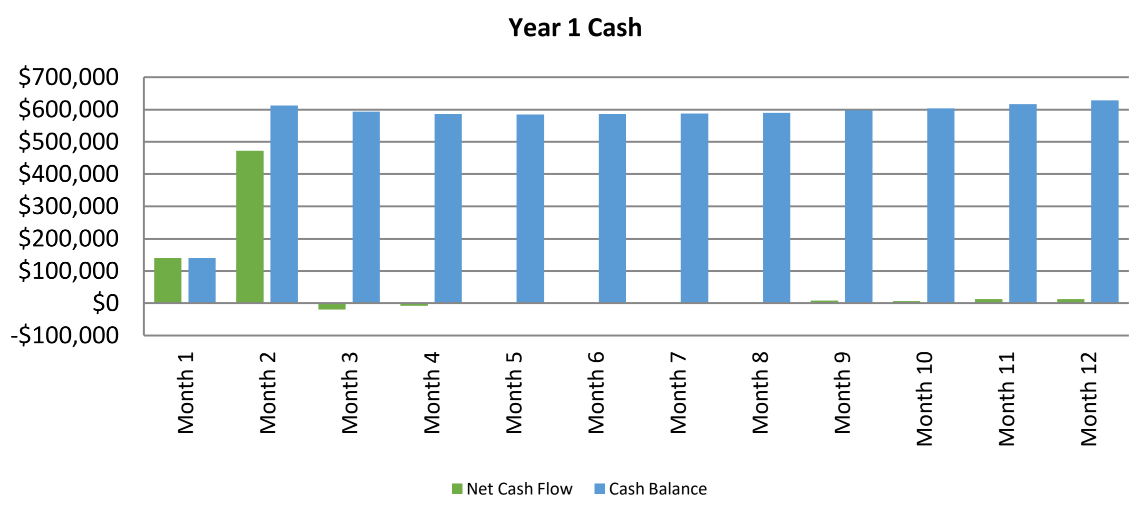


Projected Cash Flow

Table: Cash Flow

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Revenue	$646,080	$749,453	$884,354	$1,078,912	$1,337,851
Proceeds from Line-of-Credit	$0	$0	$0	$0	$0
Proceeds from Bank Loan	$500,000	$0	$0	$0	$0
Owner Contribution	$60,000	$0	$0	$0	$0
Proceeds From Long-term Assets	$0	$0	$0	$0	$0
Proceeds from the Investor	$0	$0	$0	$0	$0
Subtotal Cash Received	**$1,252,240**	**$740,838**	**$873,113**	**$1,062,699**	**$1,316,273**
Expenditures					
Expenditures from Operations					
Total Personnel	$165,000	$172,205	$198,076	$291,040	$379,853
Bill Payments	($119,242)	$454,678	$498,899	$560,891	$641,743
Subtotal Spent on Operations	**$45,758**	**$626,883**	**$696,975**	**$851,931**	**$1,021,596**
Additional Cash Spent					
Investor Repayment	$0	$0	$0	$0	$0
Start-up Costs	$500,000	$0	$0	$0	$0
Principal Loan Repayment	$77,645	$87,492	$98,589	$111,092	$125,181
Purchase Inventory	$0	$0	$0	$0	$0
Purchase Long-term Assets	$0	$0	$0	$0	$0
Other Current Assets	$0	$0	$0	$0	$0
Dividends Paid	$0	$21,600	$32,400	$48,600	$72,900
Subtotal Cash Spent	**$623,403**	**$735,975**	**$827,964**	**$1,011,623**	**$1,219,677**
Net Cash Flow	$628,837	$4,863	$45,149	$51,076	$96,595
Cash Balance	$628,837	$633,700	$678,849	$729,925	$826,521

Chart: Cash flow



Projected Balance Sheet

Table: Balance Sheet

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	$628,837	$633,700	$678,849	$729,925	$826,521
Account Receivable	$53,840	$62,454	$73,696	$89,909	$111,488
Inventory	$0	$0	$0	$0	$0
Other Current Assets	$0	$0	$0	$0	$0
Total Current Assets	**$682,677**	**$696,154**	**$752,545**	**$819,834**	**$938,008**
Long-term Assets					
Long-term Assets	$0	$0	$0	$0	$0
Accumulated Depreciation	$0	$0	$0	$0	$0
Total Long-term Assets	**$0**	**$0**	**$0**	**$0**	**$0**
Other Assets					
Other Assets	$0	$0	$0	$0	$0
Total Assets	**$682,677**	**$696,154**	**$752,545**	**$819,834**	**$938,008**
Liabilities and Capital					
Current Liabilities					
Accounts Payable	$36,763	$37,713	$42,805	$48,086	$55,100
Current Borrowing	$0	$0	$0	$0	$0
Other Current Liabilities	$100,000	$100,000	$100,000	$100,000	$100,000
Subtotal Current Liabilities	**$136,763**	**$137,713**	**$142,805**	**$148,086**	**$155,100**
Long-term Liabilities	$422,355	$334,862	$236,274	$125,181	$0
Total Liabilities	**$559,118**	**$472,576**	**$379,078**	**$273,267**	**$155,100**
Paid-in Capital	$60,000	$60,000	$60,000	$60,000	$60,000
Retained Earnings	$0	$41,959	$131,179	$264,867	$413,667
Earnings	$63,559	$121,620	$182,288	$221,700	$309,241
Total Capital	**$123,559**	**$223,579**	**$373,467**	**$546,567**	**$782,908**
Total Liabilities and Capital	**$682,677**	**$696,154**	**$752,545**	**$819,834**	**$938,008**
Net Worth	$123,559	$223,579	$373,467	$546,567	$782,908

MANAGEMENT TEAM

Wine Down Wine Bar & Bistro is owned and operated by a dedicated husband-and-wife team, bringing a hands-on, owner-led approach to both daily operations and long-term strategic growth. Their direct involvement ensures strong oversight, consistent service quality, and disciplined financial management from the outset.

Autumn Cook– Co-Owner & General Manager

Autumn Cook will lead the overall direction of the business, overseeing front-of-house operations, customer experience, staff training, marketing initiatives, and financial performance. With a strong passion for hospitality and community-building, she is focused on creating a welcoming, inclusive environment that appeals to a broad range of audiences, from professionals and social groups to families. She will also manage vendor relationships, ensure product quality, and maintain the brand's "coastal-chic" identity, positioning Wine Down as a standout neighborhood destination.

Joe Cook – Co-Owner & Operations Manager

Joe Cook will oversee back-of-house operations, including inventory management, supplier coordination, cost control, and day-to-day logistics. He will play a key role in maintaining operational efficiency, managing purchasing, and supporting staff to ensure smooth service execution. His involvement strengthens internal systems and ensures the business operates efficiently while maintaining quality standards.

Organizational Structure & Staffing

Wine Down will launch with a lean, efficient team structure that combines front-of-house service staff and kitchen support personnel. Ownership will be actively involved in daily operations during the early stages to ensure strong quality control, disciplined cost management, and consistent customer engagement.

Initial staffing will include approximately 6–8 employees across service and kitchen roles. The business will emphasize cross-training to maintain flexibility and efficiency, while fostering a promote-from-within culture that encourages employee engagement and provides clear pathways into future management positions. This approach supports long-term retention, leadership development, and operational trust.

As customer demand grows, staffing levels will be scaled strategically to maintain service standards while optimizing labor costs.

Management Approach

The leadership team is committed to building a culture centered on hospitality, consistency, and community engagement. By maintaining direct involvement in operations, the owners will ensure that service quality, customer relationships, and financial performance remain aligned with business objectives. This hands-on management approach reduces operational risk, strengthens accountability, and positions Wine Down Wine Bar & Bistro for sustainable growth and long-term success.

MITIGATION AND EXIT PLAN

Risk Mitigation Strategy

Wine Down Wine Bar & Bistro is built on a disciplined and proactive approach to risk management, ensuring operational stability and long-term financial sustainability.

- **Strong Owner Involvement & Financial Commitment**: With $450,000 in committed financing and strong owner operational involvement, the business demonstrates significant financial commitment and alignment with lender interests. Active owner management during the early stages ensures tighter control over operations, service quality, and expenses.

- **Conservative Financial Planning**: Revenue projections are based on realistic assumptions aligned with local market demand and comparable establishments. A conservative ramp-up period has been factored into Year 1 projections, with a focus on achieving break-even rather than aggressive early profitability.

- **Lean and Scalable Cost Structure**: Labor, inventory, and operating expenses will be closely managed, with staffing levels and purchasing scaled in line with actual demand. This flexible model allows the business to adapt quickly to fluctuations in customer traffic or seasonal trends.

- **Diversified Revenue Streams**: The business benefits from a dual-revenue model combining wine sales and food offerings, reducing reliance on a single income source. Additional revenue opportunities, such as private events, wine memberships, and community programming, will be introduced as the business stabilizes.

- **Inventory & Waste Reduction Systems**: The use of wine-on-tap technology significantly reduces spoilage, over-pouring, and inventory waste, improving gross margins and cash flow efficiency. A curated food menu further minimizes waste through streamlined sourcing and preparation.

- **Strategic Location & Market Demand**: Located in a high-growth, affluent suburban corridor, the business benefits from strong demographics, consistent local traffic, and a growing demand for elevated yet accessible dining and social experiences.

- **Customer Retention Focus**: A strong emphasis on creating a welcoming, multi-generational environment supports repeat business and reduces reliance on costly customer acquisition. Community engagement and local brand loyalty are central to long-term stability.

Stay Strategy (Long-Term Commitment)

Wine Down Wine Bar & Bistro is designed as a long-term, community-centered business with a focus on sustained growth and operational excellence. Ownership is committed to building a recognizable neighborhood brand that generates consistent cash flow while maintaining a high-quality customer experience.

The long-term strategy includes strengthening local market presence, expanding customer loyalty programs, and gradually introducing new revenue streams such as private events and curated wine experiences. This approach ensures the business remains adaptable, relevant, and financially stable over time.

Exit Strategy

While the primary goal is to build a lasting and profitable business, Wine Down maintains multiple clearly defined exit pathways to provide flexibility and protect invested capital.

- **Strategic Sale to Hospitality Group or Private Buyer**: Once the business achieves stable profitability and a strong customer base (typically within 3–5 years), it may be sold to a regional hospitality operator or private investor seeking an established, turnkey concept in a desirable market.

- **Expansion and Portfolio Exit**: The Wine Down concept is designed to be replicable in similar suburban markets. Expansion into multiple locations can significantly increase overall business valuation, creating the opportunity for a larger-scale sale or partnership.

- **Long-Term Cash Flow Asset**: Alternatively, the business may be retained as a long-term income-generating asset, providing steady cash flow and return on investment for ownership.

- **Asset Recovery Strategy (Downside Protection)**: In a worst-case scenario, the business retains tangible asset value through equipment, furnishings, and leasehold improvements, which can be liquidated to recover a portion of invested capital. Additionally, inventory and operational assets maintain resale value within the hospitality industry.

CONCLUSION

Wine Down Wine Bar & Bistro represents a thoughtfully developed, community-driven concept positioned to meet the growing demand for elevated yet approachable dining and social experiences in the League City and surrounding coastal markets. By combining a refined wine program, centered on low-sulfite wines on tap, with a curated selection of high-quality, shareable food offerings, the business is uniquely positioned to stand out within a competitive but underserved niche. The concept bridges the gap between traditional wine bars and casual neighborhood gathering spaces, creating an environment where professionals, families, and social groups can comfortably coexist.

The strategic location within the Lilac Fields development further strengthens the opportunity, placing the business in a high-growth, high-income area with strong residential density and consistent consumer traffic. This positioning supports both weekday and weekend demand, while proximity to nearby communities such as Kemah, Seabrook, and Webster expands the reachable customer base. Combined with favorable demographic trends and increasing consumer interest in experiential dining, Wine Down is well-aligned with current market dynamics.

From an operational standpoint, the business is designed with efficiency and sustainability in mind. The wine-on-tap model reduces waste and improves inventory control, while the focused menu allows for streamlined kitchen operations and strong margins. Ownership's hands-on involvement ensures quality control, cost discipline, and a consistent customer experience during the critical early stages of growth.

As the business matures, opportunities to expand into private events, wine memberships, and community-driven programming will provide additional revenue streams and strengthen brand loyalty. Financially, Wine Down demonstrates a balanced and realistic path to profitability. With projected first-year revenues between $600,000 and $850,000, and a clear plan to reach break-even within the first year, the business is structured to scale responsibly. Over time, increasing efficiencies and customer retention are expected to drive net profits to $300,000 or more by Year 5. The initial startup investment of approximately $500,000, supported by structured financing and disciplined capital deployment, reflects a strong commitment to the venture and reduces overall financing risk.

Ultimately, Wine Down Wine Bar & Bistro is more than a restaurant; it is a destination built on connection, atmosphere, and consistency. It's clear positioning, strong financial foundation, and community-focused approach create a compelling case for long-term success. With the right funding and execution, the business is well-prepared to establish itself as a cornerstone of the local hospitality landscape and a model for sustainable, experience-driven growth.