



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

Phone: (212) 533-5300 - Fax: (212) 533-3659

www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

- ☐ Photographs of the inside and outside of the premise.
- ☐ Schematics, floor plans or architectural drawings of the inside of the premise.
- ☐ A proposed food and or drink menu.
- ☐ Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- ☐ Letter of notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at info@cb3manhattan.org for help to find block associations.
- ☐ Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- ☐ If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- ☒ new liquor license ☐ alteration of an existing liquor license ☐ corporate change

Check if either of these apply:

- ☐ sale of assets ☐ upgrade (change of class) of an existing liquor license

Today's Date: 3-1-2013

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Type of license: Restaurant Wine (Beer & Wine) Is location currently licensed? ☐ Yes ☒ No

If alteration, describe nature of alteration: n/a

Previous or current use of the location: Cafe

Corporation and trade name of current license: n/a

APPLICANT:

Premise address: 182 Avenue B, New York, NY 10009

Cross streets: E. 11th and E. 12th

Name of applicant and all principals: Haile Bistro Inc. - Menasie Haile

Trade name (DBA): Haile Ethiopian Bistro

PREMISE:

Type of building and number of floors: Mixed Use; 5 Floors

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages?
(includes roof & yard) ☐ Yes ☒ No If Yes, describe and show on diagram: _____

Does premise have a valid Certificate of Occupancy and all appropriate permits, including certificate of occupancy for back or side yard intended for commercial use? ☒ Yes ☐ No

Indoor Certificate of Occupancy TBD Outdoor Certificate of Occupancy n/a
(fill in maximum NUMBER of people permitted)

Do you plan to apply for Public Assembly permit? ☐ Yes ☒ No

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2):

R7A

Is this premise wheel chair accessible? ☐ Yes ☒ No

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?
Restaurant

Will any other business besides food or alcohol service be conducted at premise? ☐ Yes ☒ No

If yes, please describe what type: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Monday through Sunday 12:00 p.m. - 4:00 a.m.

Number of tables? 6 Number of seats at tables? 24 Total

How many stand-up bars/ bar seats are located on the premise? 1 Bar, No Seats
(A **stand up bar** is any bar or counter (whether with seating or not) over which a patron can order, pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): L Shaped (8' long by 4' wide)

Any food counters? ☐ Yes ☒ No If Yes, describe: _____

Does premise have a full kitchen ☒ Yes ☐ No?

Does it have a food preparation area? ☐ Yes ☒ No (If any, show on diagram)

Is food available for sale? ☒ Yes ☐ No If yes, describe type of food and submit a menu
Ethiopian Food. See attached menu

What are the hours kitchen will be open? Mon-Thur 3pm - 11pm; Fri-Sun 12pm - 2am

Will a manager or principal always be on site? ☒ Yes ☐ No If yes, which? _____

How many employees will there be? 4

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows?

Will you agree to close any doors and windows at 10:00 P.M. every night? ☒ Yes ☐ No

Will there be TVs/monitors? ☐ Yes ☒ No (If Yes, how many?) _____

Will premise have music? ☒ Yes ☐ No

If Yes, what type of music? ☐ Live musician ☐ DJ ☐ Juke box ☒ Tapes/CDs/iPod

If other type, please describe iPod with simple speakers

What will be the music volume? ☒ Background (quiet) ☐ Entertainment level

Please describe your sound system: _____

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans.

Will there be security personnel? ☐ Yes ☒ No (If Yes, how many and when) _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you ☐ have or ☐ plan to install sound-proofing?

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? ☐ Yes ☒ No

If yes, please indicate name of establishment: _____

Address: _____ Community Board # _____

Dates of operation: _____

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area? ☐ Yes ☒ No If Yes, please give trade name and describe type of business _____

Has any principal had SLA reports or action within the past 3 years? ☐ Yes ☒ No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate **Bar, Restaurant**, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? 4

How many licensed establishments are within 500 feet? 8

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? ☒ Yes ☐ No

How many On-Premise (OP) liquor licenses are within 500 feet? 8

Is premise within 200 feet of any school or place of worship? ☐ Yes ☒ No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

COMMUNITY OUTREACH:

If there are block associations or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at info@cb3manhattan.org for any contact information.

Please use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

CONTACT INFORMATION:

Applicant's telephone number: 917-526-3070 Email: menasie01@yahoo.com

Contact Name: James D. DiPasquale

☒ Attorney ☐ Representative ☐ Other _____

Telephone number: 646-383-4607 Email: james@dlgnyc.com

Please provide contact information for residents and the Community Board and confirm that if complaints are made, you will act immediately to resolve any problems.

Contact person: Menasie Haile Phone: 917-526-3070

Address: 182 Avenue B, New York, NY 10009

Email: menasie01@yahoo.com

I hereby certify that the information provided above is truthful and accurate based upon my personal belief.

Name: James D. DiPasquale

Signature:  Date: 3/1/13

Haile Ethiopian Bistro

Haile Ethiopian Bistro concept/planning

Submitted by

Haile Ethiopian Bistro

EXECUTIVE SUMMARY

The firm will operate the food service establishment called the Haile Ethiopian Bistro. The company has identified a strategic location on Park Slope area to launch this project. Haile Bistro will be a unique establishment in that specializes in bringing Ethiopian cuisine to the area. In creating Haile, the principals Menasie Haile and Hiwot Gemada, want to provide casual yet family dining experience.

The company's equity finance portion will be in the range of \$200,000. These funds will be used for the build out of the restaurant including equipment purchase and furnishings. Funds would also be used to as working capital to assure the successful functioning of the business.

Haile Bistro will offer a distinctive menu that not only showcases the foods and flavors of the Ethiopian but also celebrates the culture.

The firm's marketing efforts will be focused towards establishing name recognition through its unique and exciting foods, quality of service and price value. Our firm will be open for lunch and dinner 7 days a week. Lunch Service will begin at 12:00 PM and end at 3:00 PM. Dinner 6:00 PM- 11:00PM, Friday and Saturday dinner end at 12:00. Haile Bistro will make sure that the management works as a team and that it comprises highly qualified and experienced professionals.

THE COMPANY

Haile Bistro will operate the food service establishment called the Haile Ethiopian Bistro. Currently the company has identified a strategic location within the Park Slope area that allows for maximum exposure and traffic flow. It will be a unique establishment in that specializes in bringing Ethiopian cuisine Park Slope. In creating Haile Bistro, the principals, Yonas Haile and Menassie Haile, want to provide casual yet family-dining experience.

The Haile Bistro mission is:

- To become the restaurant of choice for its customers by offering the highest quality product through price value, efficient service and management.
- To entertain our customers in an informal but elegant atmosphere and highlight freshness and uniqueness of Ethiopian cuisine.

The company's goals include: develop a marketing strategy that highlights the uniqueness of our product Ethiopian cuisine; and, have an efficient and skilled staff that will maintain the business's success.

PRODUCT AND SERVICES

Haile Bistro will offer a distinctive menu that not only showcases the foods and flavors of the Ethiopian but also celebrates the culture. There will be two ways to provide our products: Table services and take-out service.

The menu at Haile Bistro is a moderately sized and moderately priced offering a collection of authentic Ethiopian dishes that are rich blend of food, spice and ingredients. The menu will accommodate customers who are baby boomers, generation X'ers and college students.

Food production and assembly will operate out of a new and highly efficient kitchen facility. Along with fresh vegetables, meats, and dairy products unique ingredients and spices will be used to create the majority of the dishes.

Haile Bistro will seat 30 for dining and waiting service.

The bar will seat 5 and will be where "take-out service is available. Most take-out service will be prepared to order from the menu and can be requested in-person, via telephone or fax.

TARGET MARKET

Industry Analysis

Although the restaurant industry is very competitive, the lifestyle changes created by modern living continue to fuel its steady growth. More and more people have less time, resources, and ability to cook for themselves. Trends are very important and Haile Bistro is well positioned for the current interest in lighter, healthier foods at moderate and competitive prices.

The Bistro have combined dishes from practically every culture of Ethiopia, ie there are 85 ethnicities in Ethiopia which makes it unique. Study shows that there is a growing interest in Ethiopian cultural food as well as increased population of Ethiopian in USA in general and in NY and Tri-State Area in particular.

Target Audience

Haile Bistro will be targeting the following consumer groups within the region

Baby Boomers: Born between 1946 and 1964, baby boomers make up the largest segment of the U.S. population. Prominent in this generation is affluent professionals who can afford to spend more freely on entertainment as well as visit upscale eating establishments.

Generation X: Young adults may have lower incomes than the typical baby boomer, but they definitely have strong predilection to eat out. In fact, young adults eat a greater percentage of their dinners out than any other age group.

Empty Nesters. The group consists of people in the age range between baby boomers and seniors (people in their early 50s to about age 64). They typically have grown

children who no longer live at home. With the most discretionary income and the highest per-capita income of all the generations, this group typically visits upscale restaurants. Often times they are less concerned with value and are more focused on excellent service outstanding food.

Trade Area

The restaurant is located on East Village most heavily trafficked commercial corridors. It is also known of its international tourist attraction.

MARKETING STRATEGY

Haile Bistro realizes that there is tremendous potential to be a successful restaurant in the Park Slope area. Therefore the company's marketing efforts will be focused towards establishing name recognition through its unique and exciting foods, quality of service and price value.

OPERATIONS PLAN

Facilities & Offices

The Bistro at 189 ave is about 800 square foot space with a basement. It needs renovation. Expand the dining area by pushing back kitchen area and relocating bath room (please see design below). New equipment and dining room and bar furnishings will be purchased and installed by the general contractor.

Hours of Operation

The restaurant will be open for lunch and dinner 7 days a week. Lunch Service will begin at 12:00 PM and end at 3:00 PM. Dinner 6:00 PM- 11:00PM, Friday and Saturday dinner end at 12:00. Sunday brunch will be offered in the second year of operations. The restaurant will be closed Christmas, Thanksgiving, and the Fourth of July.

Employee Training & Education

Employees will be trained not only in their specific operational duties. Waiters will be responsible for encouraging the customers' unique dining experience in Haile Bistro.

Systems & Controls

A big emphasis is being placed on extensive research into the quality and integrity of our products. They will constantly be tested for our own high standards of freshness and purity. Food costs and inventory control will be handled by our computer system and checked daily by management. Evaluation of all systems and procedures will be done quarterly.

Operational Audits

Haile Bistro will conduct audit or review of the restaurant's operations annually. It will seek the services of a consulting firm to make recommendations to improve cost efficiencies, service effectiveness, and profitability.

Food Production

Most food will be prepared on the premises. The kitchen will be designed for high

standards of sanitary efficiency and cleaned daily. Food will be made mostly to order and stored in large coolers in the basement.

MANAGEMENT & PERSONAL

Key Employees & Principals

The owners of the company are Menasie Haile and Hwot Gemeda. Their management style seeks to be innovative and in keeping with the objectives outlined in the mission statement.

Haile Bistro will have a cook and helper, and a manager. The firm will also make sure that every employee has appropriate qualification and experience.

Management Structure & Style

The manager and cook will report to the owners. All other employees will be subordinate to them.

FUNDS SOUGHT AND UTILIZATION

The company's equity finance portion will be in the range of \$200 000k to 220 000k. These funds will be used for the build out of the restaurant which including equipment purchase, furnishings and working capital. Funds would also be used to as working capital to assure the successful functioning of the business.

FINANCIALS

(See attached)

Appetizer

Tomato Salad:: Tomato, green pepper, onion, lemon

Sambusa (lentil or beef) ::triangular pastry rolls filled with , green pepper, jalapeno, onion

Entrees

Lamb

Lega Tibs::cubed pieces of marinated lamb sautéed in onion, jalapeno, spiced butter.

Yebeg Wot :freshly made lamb stew , seasoned in hearty berbere sauce.

Beef

Ye Siga Wett - Beef sirloin in a stew

Kitfo - Tartar of Prime beef flavored with kibe (can be served raw or lightly cooked)

Ye Siga Tibs - Beef cubes sauteed in our blend of spices

Minchet Abish Wett - Finely chopped Prime beef simmered in our spicy stew

Poultry

Doro Wett - An Ethiopian Specialty: legs of range chicken are slow-cooked in dense stew of onions, berbere and kibe, boiled small eggs are knife poked and simmered in the stew.

Vegetarian

Gomen:: fresh collard greens cooked in oil with onion, garlic, ginger, green pepper

Fasolia - Sautéed of string beans, carrots, seasoned in spicy garlic sauce.

Shiro Wat : spicy bean dish in a sauce of flavored with herbs and spices
powdered chick peas made into a sauce with onions, oil

Shiro Aletcha :mild bean dish in a delicately flavored herb sauce
powdered chick peas made into a sauce with onions, oil

Yemisir Wat:: red lentils stew cooked in onion, spices, *berbere* (ground hot pepper)
sauce

Ater Kik Alich: a sauce of cooked split peas delicately spiced

Azifa(served cold): ::boiled whole brown lentils blended with onion, green pepper, garlic,

Yatakilt Alich: cabbage, carrots and potatoes delicately sauteed with peppers, onions and garlic.

Vegetarian combination choice of any four vegetarian dishes

Beverages

TEA

Coffee

Soda

Coke, Diet Coke, Sprite, Diet Sprite, Lemonade

Domestic Beer

Sam Adams, Miller Lite

Imported Beer

Heineken, Amstel, Dos Equis Amber, Corona

Ethiopian Beer

Harar , St. George,

Wine:

Red Wine

Cabernet Sauvignon , Merlot, Malbec

White Wine

Chardonnay

Proximity Report for Location:

March 1, 2013

182 AVE B, New York, 10009

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Closest Liquor Stores

Name	Address	Approx. Distance
BEE LIQUORS LLC	225 AVENUE B	550 ft
BRIX NYC LLC	"649 E 9TH STREET, EAST STORE"	630 ft
AVENUE A WINES INC	196 AVENUE A	775 ft
10TH STREET & AVENUE C LIQUOR & WINE INC	159 AVENUE C	795 ft
EAST VILLAGE WINE CORP	100 AVENUE C	1330 ft
CARMAD INC	224 226 1ST AVE	1555 ft
MARTYS LIQUORS INC	133 AVENUE D	1560 ft
BEE LIQUORS LLC	225 AVENUE B	550 ft
BRIX NYC LLC	"649 E 9TH STREET, EAST STORE"	630 ft
AVENUE A WINES INC	196 AVENUE A	775 ft
10TH STREET & AVENUE C LIQUOR & WINE INC	159 AVENUE C	795 ft
EAST VILLAGE WINE CORP	100 AVENUE C	1330 ft
CARMAD INC	224 226 1ST AVE	1555 ft
MARTYS LIQUORS INC	133 AVENUE D	1560 ft
BEE LIQUORS LLC	225 AVENUE B	550 ft
BRIX NYC LLC	"649 E 9TH STREET, EAST STORE"	630 ft
AVENUE A WINES INC	196 AVENUE A	775 ft
10TH STREET & AVENUE C LIQUOR & WINE INC	159 AVENUE C	795 ft
EAST VILLAGE WINE CORP	100 AVENUE C	1330 ft
CARMAD INC	224 226 1ST AVE	1555 ft
MARTYS LIQUORS INC	133 AVENUE D	1560 ft
BEE LIQUORS LLC	225 AVENUE B	550 ft
BRIX NYC LLC	"649 E 9TH STREET, EAST STORE"	630 ft
AVENUE A WINES INC	196 AVENUE A	775 ft
10TH STREET & AVENUE C LIQUOR & WINE INC	159 AVENUE C	795 ft
EAST VILLAGE WINE CORP	100 AVENUE C	1330 ft
CARMAD INC	224 226 1ST AVE	1555 ft
MARTYS LIQUORS INC	133 AVENUE D	1560 ft

Churches within 500 Feet

Name	Approx. Distance
People's Home Church	255 ft
The Father's Heart Ministry Center	255 ft

Schools within 500 Feet

Name	Address	Approx. Distance
------	---------	------------------

Name	Address	Approx. Distance
PS 61 ANNA HOWARD SHAW SCHOOL	610 E 12TH ST	245 ft
PS 19 ASHER LEVY SCHOOL	185 FIRST AVE	420 ft
PS 34 FRANKLIN D. ROOSEVELT S	730 E 12TH ST	420 ft

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
CEVICHIERIA INC	179 AVENUE B	35 ft
TAULANT LLC	186 AVENUE B	55 ft
RUE B CORP	188 AVENUE B	85 ft
BACK FORTY LLC	188 192 AVENUE B	140 ft
OOPS OF NEW YORK INC	168 AVENUE B	190 ft
LA RITT INC	162 164 AVENUE B	250 ft
CHARLEY GROUP LLC	339 E 10TH STREET	285 ft
FLAM ABLE LLC	204 AVENUE B	310 ft
220 ASSOCIATES INC	222 AVENUE B	530 ft
219 AVENUE B MUSIC LOUNGE INC	219 AVENUE B	535 ft
224 AVENUE B INC	224 AVENUE B	535 ft
LEAD TO GOLD INC	225 AVENUE B 2ND FL	550 ft
510 EAST 11TH STREET CORP	510 E 11TH STREET	645 ft
LAZERINI JAZZ LLC	649 E 9TH ST	645 ft
185 AVENUE C CORP	185 AVENUE C STORE 3 & 4	720 ft
CALAB LLC	503 505 E 12TH STREET	730 ft
BEAGLE RESTAURANT INC	162 AVENUE A	745 ft
1011 TAVERN CORP	171 AVE C	750 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
HIGHER GROUNDS CAFE INC	343 E 10TH ST	290 ft
B FOSTER RESTAURANT LLC	500 E 11TH STREET	715 ft
7 ELEVEN INC	170 AVENUE A	740 ft

Unmapped licenses within zipcode of report location

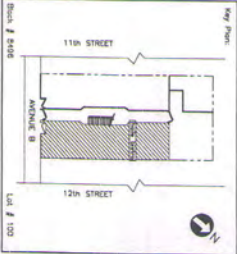
Name	Address
------	---------

haile bistro
162 AVENUE B
NEW YORK, NY

ARCHITOPIA
DESIGN STUDIO
716 SAINT MICHAEL AVE SUITE 40
NEW YORK, NY 10013

LEGEND

- NOT IN CONTRACT
- - - EXISTING WALL TO BE REMOVED
- ===== EXISTING TO REMAIN
- ~~~~~ NEW WALL
- EXISTING DOOR TO BE REMOVED
- EXISTING DOOR TO BE RELOCATED
- EXISTING DOOR TO BE RELOCATED



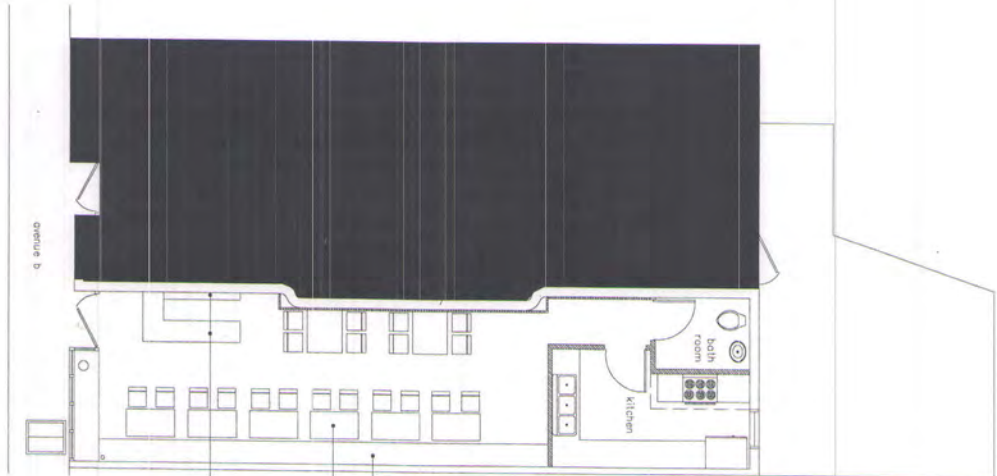
Drawn by: _____
Designed by: _____
Checked by: _____
Date: 03-15-13

Project:
haile bistro
INTERIOR RENOVATION

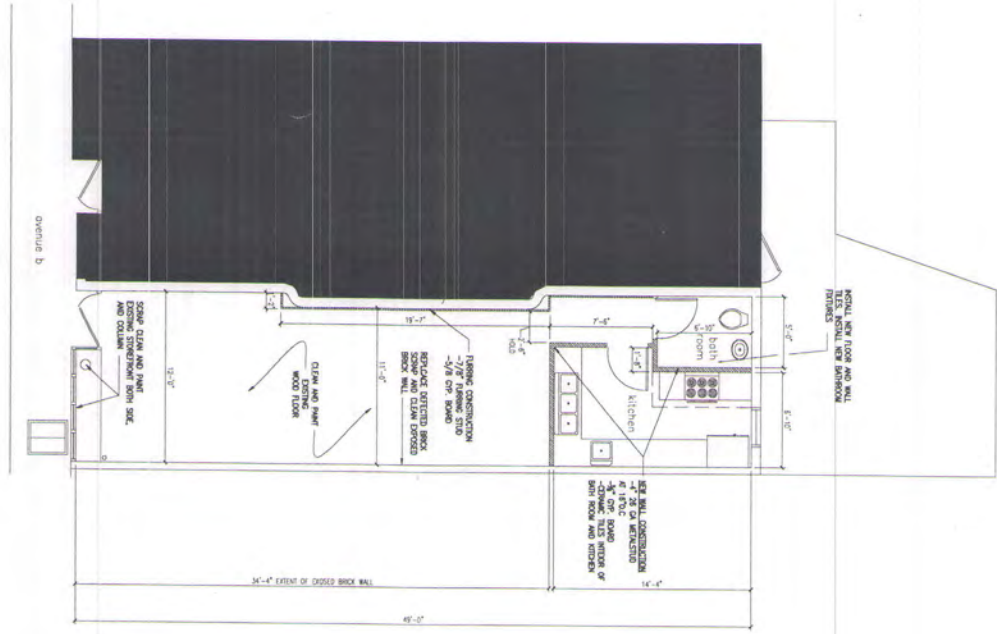
Address:
162 AVENUE B
NEW YORK, NY

Drawing Title:
GROUND FLOOR CONSTRUCTION
AND FURNITURE PLAN
PROPOSED

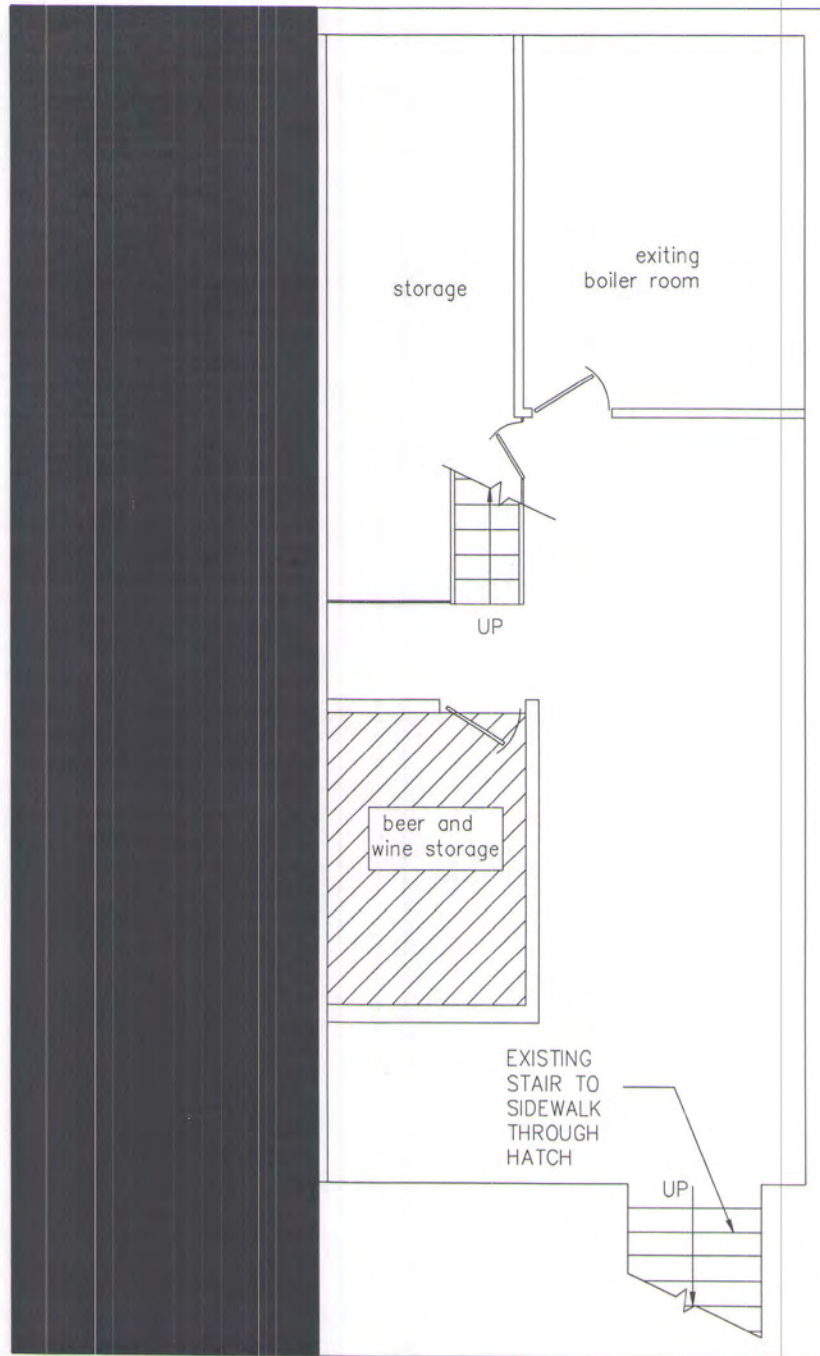
Scale:
Drawing No.: A102
Date:



2 GROUND FLOOR FURNITURE PLAN - PROPOSED
A102 SCALE 1/16" = 1'-0"



1 FIRST FLOOR CONSTRUCTION PLAN - PROPOSED
A102 SCALE 1/16" = 1'-0"



haile bistro
182 Ave. B NYC
Basement floor plan

 Storage Diagram