

## **Savvy Cellar Wines, Inc. - Mountain View, CA**

### **Business Plan**

Thank you for the opportunity to become valuable tenants and small business operators in the amazing Castro street food and beverage community in Mountain View. Below is a plan for the future of Savvy Cellar Wines, Inc. (Savvy) as a business and community partner.

2020 has created several challenges for the food and beverage industry. Many operators struggle with successful operations against the continuous challenges that seem to arise weekly. Nimble adaptation is required of the owner / operator through product, staffing and marketing management, while simultaneously providing a safe environment for both staff and guests.

### **Mission Statement & Business Overview:**

Savvy was founded with the mission of helping people enjoy wines which are approachable and affordable.

We are committed to preserving the Savvy mission with adaptation of the future of hospitality, through additional product and safe service offerings, so that the business will continue to thrive.

Savvy is perfectly located in the heart of Mountain View in the unique ticket station of Mountain View Train Depot & Centennial Plaza. Savvy has become a community partner in sustainable operations while offering a conveniently located wine bar. Savvy will continue to offer guests first-rate sustainable and local food, craft beer wines, along with a comfortable and safe atmosphere in which to dine, meet friends, or have a drink after work. Savvy will offer takeout and delivery options for guests to enjoy in comfort and safety of their home. The high foot traffic location of Savvy offers the opportunity to share this wonderful experience to both local and commuter guests. We look forward to an increase level of food and drink options to the existing food and beverage program. This will all be accomplished through experienced and successful local hospitality leadership.

The location of Savvy speaks for itself. Like the neighborhood itself, Savvy sits perfectly located to serve its community safely. Castro Street is the largest single street location of local restaurants and bars between Santana Row and San Francisco. This hotspot of food and beverage culture is the perfect location for success and longevity for a trend setting wine bar such as Savvy.

### **Competition**

Competition breeds excellence. The Castro Street food and beverage culture provides the opportunity for guests to experience food and beverage of all cultures. This amazing neighborhood allows for food and beverage lovers the opportunity to experience flavors from around the world. Although there is not "true" wine bar besides Savvy, there are many cutting edge spots for people to enjoy. Savvy will join these local operators to provide excellent product and service.

## Why Us?

We have been successful hospitality operators in Silicon Valley for over 30 years. We most recently transformed Wine Affairs from a wine store to a neighborhood favorite restaurant, offering increased guest experience through more food and beverage options and table service. Guests enjoy excellent local and international wines, local craft beers and tasty bites. We changed the focus from wine buying to table service and education for our guests. We have increased sales by over \$300K and increased profitability within a short 3 years. We have a 4 star + rating on yelp and google reviews. We plan to bring the same energy, concept, and offerings to Savvy.

We are committed to continuing Savvy Cellar's partnership with the City of Mountain View. We believe in the current owner's vision and are honored and dedicated to continuing Savvy's unique, locally owned, professionally operated, hospitality business spirit.

## Key planned hires

Small business owners have the opportunity and responsibility to be a conduit for the community. We are proud to provide employment opportunities for people from all Socioeconomic backgrounds to gain experience and growth to become future leaders. We lead by example with our hiring processes.

## Marketing

Savvy Cellar Wines, Inc. will look to continue serving the local community for customers. Perhaps our strongest advantage is our location in the business area. We will build on the customers that Mrs. Orchard has developed over many years in the business. We will implement a strong and responsible marketing strategy through social media and local print media. For new customers, our food and service will speak for itself. People will return based on the quality of the overall guest experience.

We intend to become a recognized and active participant in the local community. Savvy will take an active part in promoting the wellbeing of the area by hiring and buying locally. There is a powerful sense of community in Mountain View from which we can all benefit.