



REQUEST FOR PROPOSAL

Company Name: Plan B Burger Bar

Project Name: Menu Package

Date: January 28, 2011

Proprietary and Confidential

Introduction and Background

PLAN B BURGER BAR is an upscale urban restaurant and hip bar that offers a broad menu consisting of the freshest quality prepared burgers and American comfort food coupled with exceptional service and style. PLAN B is the better alternative for burgers, beer and bourbon. We are the first restaurant group in the country to provide 100% Certified Natural, Certified Humane burgers. Our burgers are always fresh ground on premise, never frozen, never pre-formed, with NO antibiotics, NO hormones, NO fillers, NO added colors, and NO chemicals. Our staff are Certified Cicerones and hand select the best American craft beers available to us weekly. We have the largest selection of boutique bourbons in the state. We are committed to providing fresh, quality comfort foods, whenever possible our menu is local and organic at approachable pricing in an intelligent, sophisticated environment. We believe that you deserve to eat healthy, quality food without compromising style and fun.

PLAN B BURGER BAR was established in 2006 and currently has three locations in Central CT. We are currently preparing to open a new location in Milford CT, as well as additional locations.

In preparation for future growth, Plan B is looking to finalize a menu package that is consistent with the overall look of the restaurant and existing style guide.

Contact:

Lena DiGenti

860-324-5205

Lenadigenti@gmail.com

484 Farmington Ave

Hartford CT 06105

www.planbburgerbar.com

Submission/Selection Schedule:

RFP Distribution Date: January 28, 2011

Proposal due date: February 7, 2011

Vendor Selection date: February 14, 2011

Anticipated commencement date of work: February 21, 2011

Vendor Response:

Please include the following information in your proposal:

- Executive Summary
- Scope, Approach, and Methodology (Please describe how you work and your process)
- Deliverables (Please describe your deliverable process, will we receive multiple rounds for revisions, in what format, etc.)
- Project Management Approach (Please describe how communications and presentations will be handled, how the engagement proceeds from beginning to end)
- Detailed and Itemized Pricing (Include breakdown of pricing by project phase including any required production and travel)
- References (Please provide at least three corporate references)
- Project Team Staffing (Biographies of key staff and management)
- Company Overview
 - Official name, address, main telephone number web address
 - Key contact information for this project
 - Brief History of Company

Project Scope

Description:

Plan B Burger Bar currently has numerous menus which were all created by different designers at different times. We need a consistent menu system which includes:

- In store Lunch/Dinner Menus
- To Go Menus
- Drink Menus
- Kid's Menus
- Dessert Menus
- Happy Hour Menus
- Late Night Menus

These do not necessarily all need to be separate pieces, though many will.

Objectives:

To demonstrate consistent brand messaging that reflects our basic personality of rebellious, irreverent, upbeat, stylish, humorous, playful, high energy, urban and sexy.

Target Audience:

Plan B's primary audience tend to be younger to middle aged, have medium to high household incomes and well educated. Although the food at Plan B Burger Bar does offer a healthier alternative, currently the primary motivation for the diner is high quality food that in a high-energy, upscale and yet approachable environment.

Median Household Income: \$63,000

Median Age: 36.2

Bachelor degree or higher: 54.97%

Budget & Time Frame: TBD

Submission Information: Please submit all responses to Lena DiGenti at the above contact according to the above schedule.