

2021

# THE G SPOT

RESTAURANT & LOUNGE

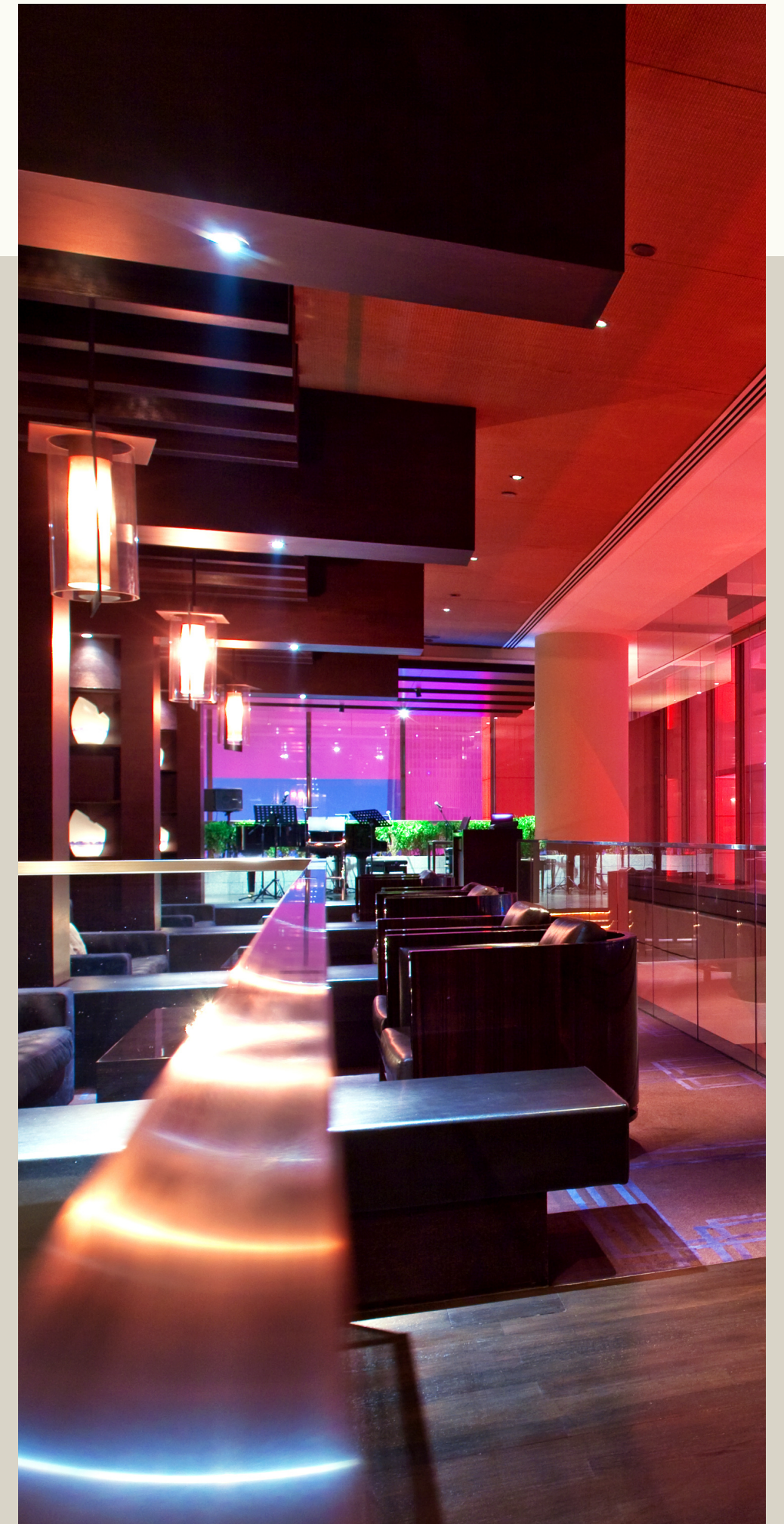


# ABOUT US

The G Spot will feature an upscale yet comfortable dining room attached to an elegant and sophisticated lounge area. Capacity will not exceed 250. The location of the restaurant will be selected from the prime hubs of cultural activity within the nation's capital, with the focus being on the Northwest section of the city. This section of the city is experiencing once-in-a-lifetime development and there is a strong appeal to our target demographic. State-of-the-art residential and commercial buildings along with cultural institutions make this neighborhood the ideal flagship location of the new G Spot brand.

The branding of The G Spot will entice customers to visit the location for an upscale dinner in a sexy environment. Our goal is to engage female customers to enjoy, appreciate and crave the quality of the food and service so that their friends and boyfriends/husbands will consistently take them to the restaurant as a high-class outing. As the evening progresses after dinner hours, customers will enjoy drinks, and music in our lounge area. The concept is to have a low intensity and exclusive experience within the lounge after enjoying an exquisite dinner.

Operational excellence and integrity are the heart and soul of our business execution strategy. In order to accomplish our objective of creating a vibrant and exclusive dinner lounge, every component of operations must sync with our detailed plan to maintain quality and deliver profits to the ownership group.





Nightclubs are too loud, too crowded, and don't offer the opportunity to truly enjoy conversation and interaction with other guests. People want to experience excellent lighting, places to relax with others, seating for different experiences, and an overall comfortable and inviting lounge area. The G Spot is creating a small lounge so that visitors can enjoy the best of the social world without the noisy mess that most venues try to create.

After an exquisite dinner, people don't want to go home, they want to relax, mingle with others and enjoy a nice bottle of wine or a custom cocktail. The entertainment experience at The G Spot caters to couples and young professionals that seek to take their time and enjoy the evening. Our first objective is to create an atmosphere that is comfortable for people to be at for hours catching up with their friends and chatting. Attentive staff, music played at the right volumes and dark, cozy spaces create an environment of ease, joy, and harmony.

The lounge will create custom entertainment experiences involving special drink specials, cocktails, small parties celebrating holidays, sports events, musical releases, and other important cultural events. As a small lounge, we seek to cater to the refined guest who wants an attractive crowd and the highest quality experience, while still being able to let their hair down and have fun.

One of the foundations of The G Spot lounge will be the ability to relax and smoke shisha. Flavored tobacco as a social lubricant has been a tradition for centuries around the world. In the past three decades, hookah lounges have exploded in popularity, with one out of 5 individuals having participated in smoking flavored tobacco at a lounge in the past year. Our target audience identifies smoking shisha as a pleasurable and fun social activity, especially accompanied by drinks and appetizers. Our strategy is to offer a high-class experience with the highest quality custom-designed flavored tobaccos, quality hookah pipes, and most importantly a knowledgeable, friendly, and attentive lounge staff that is able to help everyone with whatever they need to relax and enjoy the atmosphere.





Over the past 8 years, Washington DC has emerged as a major dining city, and if any major reviewer from Zagats, Washington Post, Washingtonian Magazine, or any other reputable food reviewer comes in to dine, they will be impressed with our delicious menu along with the overall dining experience.

Our customers want luxury without formality. They want sophistication but with comfort. They want fancy, but fun – and cool. This crowd expects delicious, farm-fresh food. They grew up on cooking shows on television all the time. Our food will be presented in an elegant and interesting way, because “The eyes eat before the mouth”. Furniture and decorations within the restaurant will make our visitors feel special, accomplished, and successful.

The G Spot dining experience will cater to special occasion diners and frequent customers, along with clients from businesses who are seeking an upscale lunch and after-work location to enjoy a lively meal with colleagues and friends. Our objective is to compete with specialty restaurants and steakhouses in terms of quality, yet offer a more social and modern environment for our young target demographic.

With an emphasis on quality food and service, we want our diners to reflect on how well they were treated, how beautifully the food was presented, and how sexy and interesting the environment was. Our obsession is to deliver the finest dining experience without compromise, which should rival any restaurant in the area. The goal is to redefine fine dining for our target demographic, so that The G Spot will be the most sought after and go to restaurant for special occasions.





# OUR TEAM

## GREGORY JULES

Owner, Creative Director

Our founder, Gregory Jules, Jr. is a local entrepreneur with a passion for precision and understanding the details which make businesses function. Over the coming months, Mr. Jules and his team will be meticulously moving through every stage of the site selection process, build-out, marketing, and launch of the first G Spot location in Washington DC. This location will be the centerpiece of a new national model where young professionals can have the upscale luxury of a nice restaurant, but with a modern twist of sophistication to also enjoy hookah and drinks in our lounge area. Future lounges will be opened by Mr. Jules in Atlanta, Miami, Houston, New York, and Las Vegas. Target yearly revenue is 1.5 - 2.5M per lounge. The emphasis is on maximizing profit per drink/bottle/table while maintaining a consistent commitment to the finest quality food, environment, and customer experience.



## CAROLINA GOMEZ

Strategic Partner, Executive Chef

Born and raised in Washington DC, Carolina is a chef with a deep understanding of her community. Carolina has worked in the restaurant industry in DC for 16 years. She began her career at Restaurant Nora, America's first certified organic restaurant, she then moved on to working at other restaurants that supported the farm to table. After graduating from The Culinary Institute of America in Hyde Park, New York she came back to DC and opened her first meat curing facility and delicatessen. Straw Stick & Brick Delicatessen was a unique business on Georgia Avenue in Washington DC where she cured and aged local farm-raised meats. Straw Stick & Brick Delicatessen was a beloved neighborhood deli that also focused on wholesale distribution, catering and special event sales, and taught specialized butchery and culinary classes. Carolina owned and operated Straw Stick & Brick Delicatessen for six years and sold the concept in July of 2017. Carolina then became Executive Chef of MK Catering Inc. one of the largest corporate catering companies in Washington DC, where she managed events for Congress, Large Corporations, and catered special events for many exclusive clients including the first lady of the United States. Carolina then became the Corporate Chef Consultant for recipe development and innovation at Gourmet Kitchen Inc. - the largest hors oeuvre manufacturing and distribution company in the Country. Carolina continues to work with those companies and is now a consultant for multiple businesses in the food and hospitality industry including the DCSBDC at Howard University and the business program at The Carlos Rosario Public Charter School.





