

Reopening  
Red Herring Fall '22

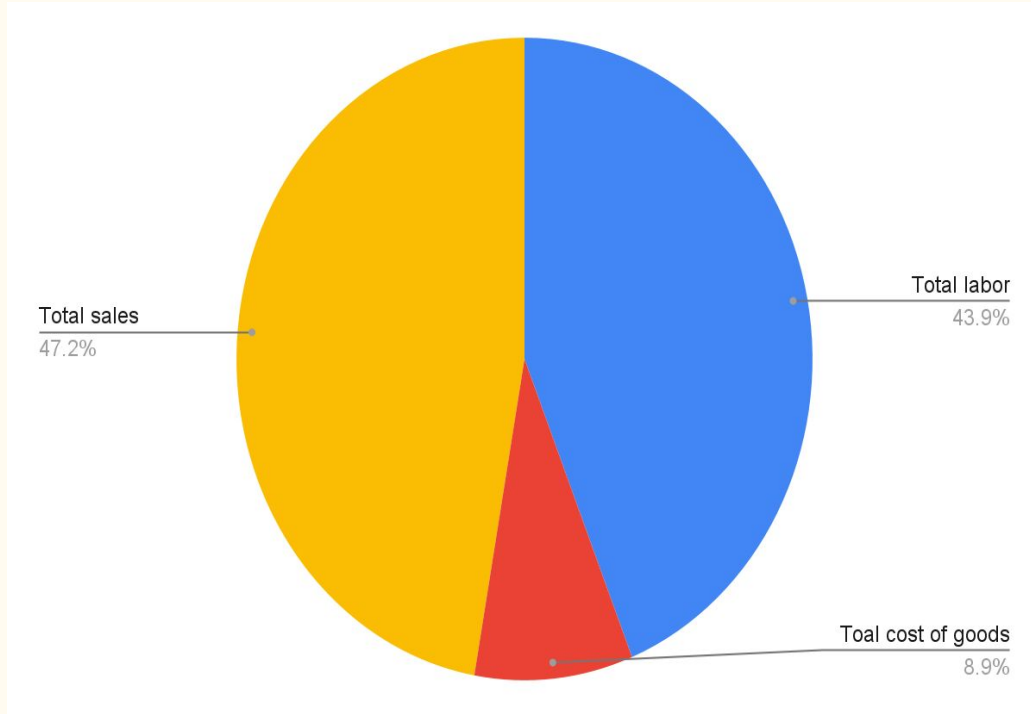
# Pre-opening Projects:

- The dining room got a deep clean, fresh paint job, and lots and lots of plants.
- We did a thorough inventory and donated a ton of old equipment and dishware that was not restaurant standard to Salt & Light and the Habitat for Humanity ReStore.
- The exterior window wells were cleaned, the wooden railing was rebuilt and painted, and we assembled and painted more picnic tables.
- The kitchen and appliances were scrubbed down top to bottom to ensure that there were no hiccups with the health department.





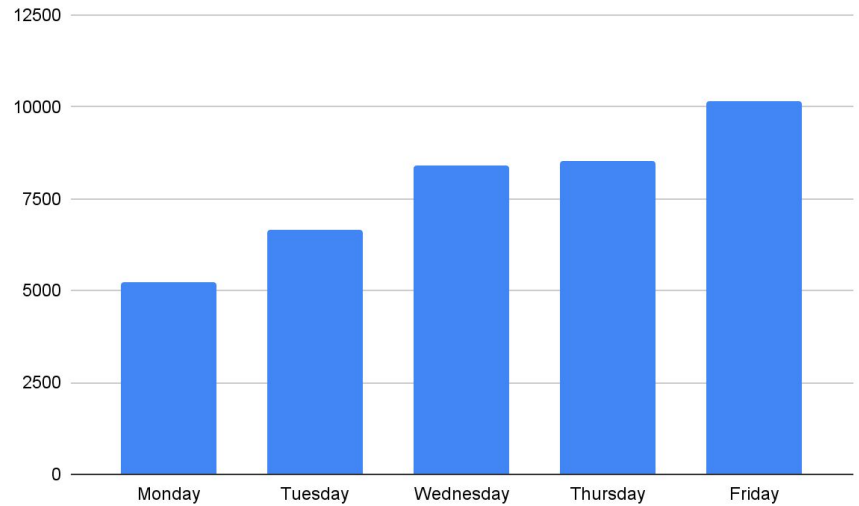
# Semester Sales key takeaways:



- Weekly cost of goods average is right around \$500 dollars. This is a lower number than we ever thought it could be.
- Labor costs need to come down substantially. We have already moved forward on this with staffing.
- Our average sales per week for the semester are \$2600. The goal is to increase this number through marketing and community outreach.

# Square data:

- We had a total of 5,571 sales.
- 498 cups or bowls of soup were sold & 1100 entree dishes.
- We sold 201 tahini cookies. Beaten out only by chocolate chip cookies at 243. Over 1,000 total desserts sold.
- Black Bean Burgers are the highest selling item on the menu with the hexwrap a close second.
- Our fresh squeezed lemonade is the highest selling beverage.



## Small Setbacks & Solutions:

- The health department not approving our salad bar or walk-in cooler. We are currently still in the process of getting this addressed. We are super excited and hopeful that the salad bar being approved will bring in more people on a regular basis.
- Our main line fridge died unexpectedly. A grass roots donor campaign spearheaded by the CMF was able to not only fund a new (to us) fridge but a few other small kitchen appliances that we needed.



# Things we are proud of:

## Bucket Brigade -

From being the hub for local gardens to donate their produce, through packaging, and preparing fresh healthy garden items, we love being able to participate in this program.



# Things we are proud of:



Hosting and  
providing food for  
the CU Folk and  
Roots Festival!!





# Things we are proud of:

- Being asked to host a private dinner for U of I engineers working on converting waste water into electricity.
- Creating an atmosphere where people just want to “hang out.”
- Serving delicious, hearty, nutritious meals and hearing from international students that we make them feel like they are at home.
- Providing volunteer opportunities for many U of I students from the LAS Honors program.
- Providing a space for many local visual and performing artists
- Locally sourcing as much as we can. Produce from Sola Gratia & coffee from Page Roasting Co. are a just a few examples.

# Things we are excited about:

- Building a pay-it-forward program to help feed people in the community who are facing food insecurity healthy farm fresh meals.
- Revamping the meal-club program to allow people to order and pick-up a weekly meal kit.
- Featuring more local art and musicians in our dining room.
- Planning and planting our Red Herring garden, allowing us to be hyper-local and self-sustaining for herbs, greens, peppers, and other produce.
- Special event dinners and (hopefully) a brunch.