

Experience
the heart of Downtown Gainesville



Robyn Mole

Clea Lauriault



Who We Are:

★ **Robyn Mole:**

- Gainesville Resident since 1996
- Graduate of the University of Florida in 2000, B.F.A.
- Caterer, Private Chef, Gourmet Value-Added Food Product Manufacturer, and experienced in both Front of the House and Back of the House Restaurant Management as well as Food Production and Cultivation
- Well-known in the Community

★ **Clea Lauriault:**

- Gainesville Resident for Her Entire Life
- Undergraduate from The University of Florida
- Graduate Degree from The University of Tennessee
- Print Making Professor at Santa Fe Community College
- Over 13 Years of Restaurant Experience
- Well-Connected in the Community
- Devoted Mother & Duck Pond Resident

We are among the Next Generation of Business Owners in the Gainesville Community

Business Concept/Character:

- Quick, window-style service
 - Why waste your lunch hour waiting for your food?
- Unique, tasty menu options
 - We offer fantastic made-to-order sandwiches and salads you won't find anywhere else.
- Casual, yet intimate experience
 - Dine under our beautiful pergola amidst a sculpture garden and Florida-friendly landscaping as you enjoy local bands and comedy troupes perform.
- Value Driven
 - Our low overhead and commitment to the highest quality, freshest ingredients ensures that our customers will get the most “bang for their buck”.
- Community Oriented
 - We will support our community in many different ways, from buying locally produced ingredients, to working with other local businesses, to organizing and supporting local charity events.

Goals & Strategies :

1. To contribute to the commercial vitality of downtown Gainesville.
2. To attract many different demographics to the plaza through our menu, services and events.
3. To promote and provide a pedestrian friendly atmosphere.
4. To add a sense of security to the plaza and the downtown community.

104 South East 1st Ave
On The South West Corner of
The Gainesville Downtown
Community Plaza

Cafe Lono

We are OPEN
11AM-8PM Tues&Wed
11AM-11PM Thur, Fri&Sat

SIDES

- Chips 'n Salsa 4**
salsa fresca served with corn or flour tortilla chips
- Carrot Sticks 3.25**
served with cilantro tahini or ginger garlic dressing
- French Fries 3**
- Fish Fingers 5**
grouper fingers breaded and fried

Salads and Such

- Coconut Lime Grouper Ceviche 7**
fresh grouper chunks "cooked" in lime and coconut dressing, served in a crispy flour tortilla cone with chips
- Ahi Poke 7**
a traditional Hawaiian seafood salad made from sushi grade ahi tuna, in sesame-soy marinade. if you like sashimi you will love it! served in a tortilla cone
- The Island Salad 6.5**
mixed greens, mango, macadamia nuts, citrus wedges, avocado, matchstick carrots, red onion, and mint; tossed with ginger garlic dressing and topped with shredded coconut
- The Classic Salad 6.5**
mixed greens, toasted pecans, dried cranberry, avocado, carrots, and red onion tossed with cilantro tahini dressing
- Seasonal Side Salad 5**
winter: local organic grapefruit sections intermingled with avocado slices dressed with home made aoli
summer: local organic green beans marinated in ginger garlic dressing

Sandwiches

inspired by the famous Vietnamese hoagie known as "banh mi" we just call them Yum•mi
all our Yum•mi sandwiches are garnished with crunchy pickled matchstick carrots, spicy daikon radish, and purple cabbage. they are topped off with fresh cilantro. request jalapeno for even more crunch and heat!

MEAT Yum•mi:

- Smoked Pork (chopped) 5
Smoked Chicken (chopped) 5
Smoked Brisket (Chopped) 5
Fried Grouper 7
breaded grouper, deep fried and served on baguette with ginger-chile coconut spread and all the regular fixings

Meatless Yum•mi:

- Fried Tempeh 5
locally made Tempeh fried crisp, served on baguette with pickled carrots, daikon, cabbage, and chile coconut spread
- Marinated Tofu 5
soy ginger marinated tofu served on baguette with pickled carrots, daikon radish, and cabbage

Desserts

- Cassava Cake 4
Pineapple Upside Down Cake 4
ask about our rotating pastries and seasonal fruit pies!

Beverages

- Fresh squeezed juice (seasonal)
Coke Products 1.85
Iced Tea 1.85
La Croix 1.85

Smoothies

your choice of fresh and frozen fruits, juices, coconut milk & honey. ask about today's selection

**Warning: Consuming raw or undercooked meat, poultry, seafood, shellfish and eggs may increase the risk of food borne related illness.*

We strive to support local farmers and ranchers whenever possible. Check our web-site for our latest suppliers.
www.cafelono.com





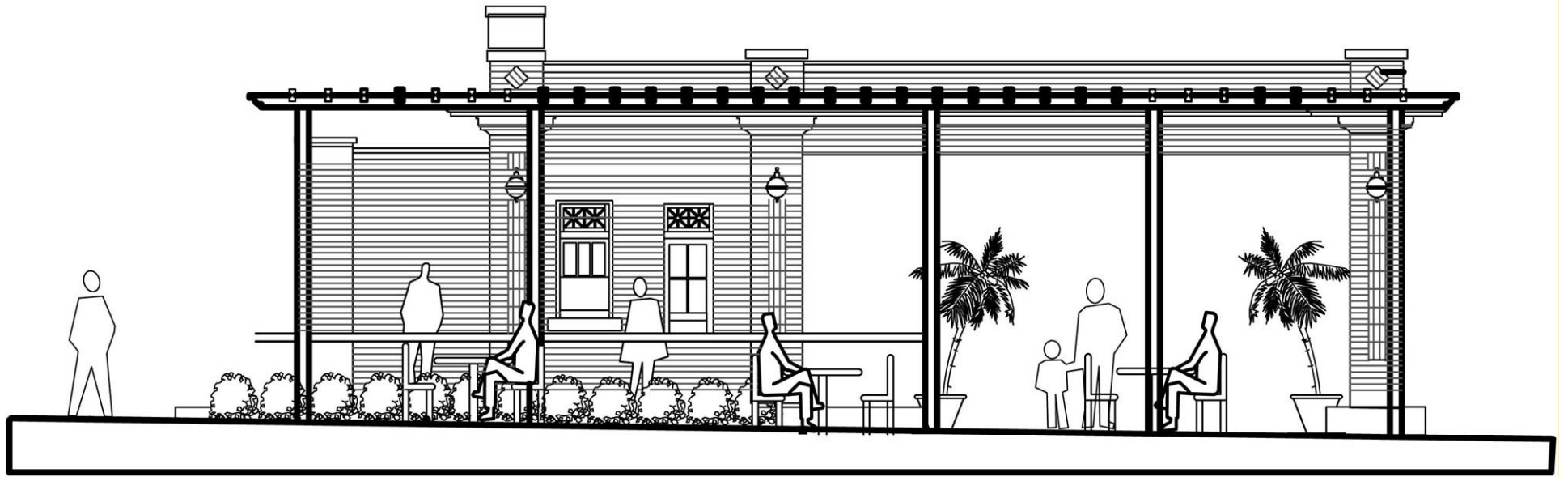
Yummi Pork Sandwich



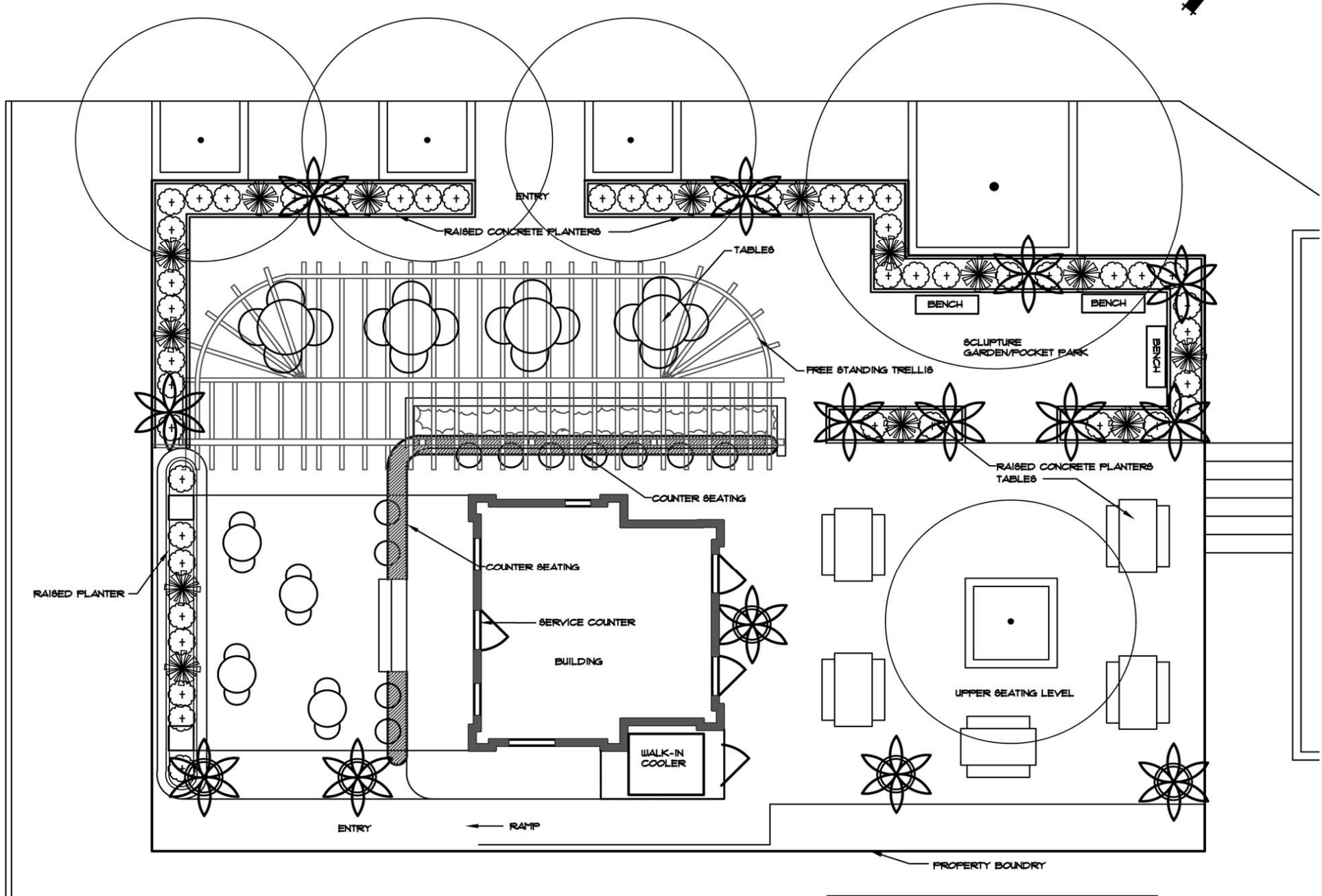
Coconut Lime Grouper Ceviche







BETHEL STATION SCALE: 1"=10'-0"



Furniture, Fencing & Planters:

Café Lono intends to continue it's green theme throughout the garden patio area by:

1. Purchasing used furniture and refinishing it with a consistent theme
2. Creating a pleasant partition between our patio and the rest of the plaza via planters of native species plants, concrete bench seating, and non-permanent low-level fencing. This partition will be attractive and inviting while serving the purpose of providing domain and control.

Job Creation within Phases of Development:

- At start-up Café Lono will provide four new jobs in the community, including those of the owners.
- At Phase II Cafe Lono will hire one additional employee, for a total of five new jobs.
- At Phase III Café Lono will extend its hours of operation and begin wholesale value-added food distribution, creating two to four additional jobs.

Sources of Income:

1. Food sales
2. Beverage sales, including beer & wine
3. Catering
4. Event hosting, including weddings, graduations, charity events, etc
5. Value-added food products
6. Merchandise

Examples of Other Successful Downtown Plaza Areas in the U.S.

College Avenue in
Athens, Georgia



Pearl Street in
Boulder, Colorado

Top Ten Reasons Café Lono is the Best Choice!

- 10.** Our concept is appropriate to the design and era of the Bethel Station. As the business owners, we have a knowledge and respect for the history and integrity behind the space.
- 9.** We strive to give back to the community at every possible chance, therefore we will donate part our space and services to supporting local charities, and any leftover foods that cannot be sold will be donated to the St. Francis House, among others. We also wish to have a “parking meter” situated on the Lono patio to collect donations to specific local causes, such as “Give a Better Way”.
- 8.** We wish to leave as little an environmental footprint as possible by running a “green” business. We will do so by supporting local farmers and ranchers, recycling whenever possible, and donating used cooking oils to bio-diesel firms.

Top Ten Reasons Continued....

- 7.** As active participants in the Gainesville Art Community, we are well-connected to local artists and musicians alike. And being such, we promise to provide space, time and opportunities for arts and entertainment at the Bethel Station property, which will serve to further bring people into the plaza, and downtown in general. We plan to host Friday night art walks, a sculpture garden, local bands and comedians, as well as Oak Hall art workshops.
- 6.** Cafe Lono's creative use of the patio area seamlessly blends the cafe with the rest of the downtown plaza and community.
- 5.** Both principals have extensive experience in the food service industry, and a comprehensive understanding of what it takes to make a restaurant work efficiently and smoothly.
- 4.** As a former business manager and owner, Robyn Mole has the knowledge and experience it takes to run a successful business.

Top Ten Reasons Continued....

3. Local, local, local. Both Clea Lauriault and Robyn Mole have lived a majority of their lives in Gainesville, FL. As local residents, they are well-known throughout the community, and have an abundance of local support behind them.

2. As evident throughout our proposal, Cafe Lono has provided a clever and efficient use of the Bethel Station that reflects an extensive understanding of the inherent constraints attached to the space. We have developed a menu that will work well within the confines of the available kitchen area, as well as show off our impeccable taste and ability to execute delectable cuisine.

Top Ten Reasons Continued...

1. Our business model is well thought out and incredibly thorough, reflecting appropriate use of space and funding in order to launch and maintain a viable, successful business in beautiful downtown Gainesville.

Keys to Our Success:

- Delicious, affordable, stream-lined menu
- Low overhead
- Culinary experience & product reputation
- Continued commitment to quality
- Supporting local farmers and businesses
- Minimal environmental impact
- Creating a space for local artists and musicians
- Cross marketing with value-added foods & event catering
- Inviting to local pedestrian traffic