

Date: 2/14/17
Submitted in PLUM Committee
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Item No. 7
Deputy: Communication from
public

Hourglass

4001 W. 6th Street

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Executive Summary

Hourglass aims to be one of the best rooms in the world. While “best” is subjective, we can control the elements that make for a great lounge and focus on executing our goals to perfection.

“We are craftsmen, We are not artists, not “Mixologists”, nor Bar Chefs. Just bartenders, doing something that, although quite simple, few bars can manage to do. We make cocktails as well as can be made, and that should not be such a big deal. At Milk and Honey our standard is offhand excellence. you must take each shift as another opportunity to improve your craft, another opportunity to lose your self-consciousness even though you are preforming your tasks in front of an audience. It may be impossible to have a perfect shift, but each night we try anyway.”

-Sasha Petraske

Highlights



Objectives

Hourglass represents an evolution of the lounge/supper club experience to one that offers a more communal and easy definition to “high class” “fine dining” and “craft cocktails.”

Mission Statement

Hourglass’ mission is to elevate our community through genuine hospitality

Keys to Success

We take our work seriously, but never ourselves – “Our offerings are streamlined but impeccably executed, service warm but efficient, and our vibe sophisticated but unpretentious.”

Customers will come in expecting a good time; but will return for genuine service; and those customers turn into regulars, turn into friends, turn into family and community. Be yourself; be awesome.

Consistency in atmosphere and product quality

Professionalism and Character—"reach for the cold glass"

After financial obligations are met, Hourglass will allocate a percentage of its revenue to each of the following areas in order to achieve and maintain success:

- General upkeep and maintenance of
- Research and development of new products and offerings
- Profit-sharing program with personnel (management, salaried, hourly, and part-time)
- Reserve fund for future expansion

Adopted from The Thomas Keller Restaurant Group: We are more than a group of restaurants dedicated to quality food and exemplary service. We are a group of individuals committed to the common goal of making fond memories for our guests and ourselves, elevating the standards and expectations of the restaurant industry and developing a secure and ideal work environment. To achieve these goals we must all work at them tirelessly, fearlessly and with the following values deeply imbedded in our core.

MODESTY

Work toward achieving greatness, but maintain humility.

INTEGRITY

Use our best judgment; perform our work selflessly, honestly and caringly.

RESPECT

Show respect for our peers, our supervisors, our industry and our guests.

RESPONSIBILITY

Recognize and embrace the responsibility we have to our peers, our supervisors, our critics, our industry and ourselves to uphold the success we have achieved.

CONSISTENCY

Maintain our standards of quality moment to moment, day to day and year after year.

AWARENESS

Keep an open mind. Recognize innovation and realize inspiration, which will result in evolution and growth.

INITIATIVE

Have the courage to take initiative and the conviction to follow through. Search for new ideas and means of improvement.

TRUST

Have the confidence that we are all looking out for each other's best interest.

COLLABORATION

Work together to achieve results that are greater than those we can achieve alone.

IMPACT

Make a positive difference in the experience of our guests and those around us.



Description of Business

Hourglass is an upscale lounge with full dining and beverage options in Koreatown. It is an escape for our community to enjoy themselves in a warm, friendly environment.

Company Ownership/Legal Entity

HOURGLASS GROUP – C3953162

Location

6th Street and Manhattan

Neighboring Businesses: Madang Mall (CGV, Paris Baguette, Sul&Bean, etc.)

Kokio Chicken

Club Jam Live Band Karaoke

Beer Belly

Ddonggo Pocha

Boba Bear

Here's Looking at You

Frank 'n Hank

Mr. Coffee

M Grill

Novel Café

La Vue

Border of Koreatown and Hancock Park:

	Median Home	Age	Income	College Educated	Single Residents	Crime Rate	Move in Year
Koreatown:	\$585k	35	\$32.7k	31%	43%	Avg.	2004
Hancock Park:	\$1.13m	41	\$78.7k	66%	44%	Low	2003

Interior

Lounge: Seats 65; Capacity 120

Private Event Rooms: 7

Hours of Operation

Soft Open: 8pm – 2am daily

Grand Opening: 5pm – 2am daily

Spring 2017: Weekend Brunch 10am – 2pm; 5pm – 2am daily

Summer 2017: Weekday Lunch 11am – 3pm; Weekend Brunch 10am – 2pm; 5pm – 2am daily

Products and Services

See Proposed Opening Menu

Service

Hourglass is a lounge with high expectations for service. Our informality is earned by having a commanding knowledge of our offerings and an ability to speak about them with authority. It's a natural informality, the kind afforded only to those who know their craft intimately and are able to speak to it without insecurity.

THE IMPORTANCE OF THE ROOM

A successful lounge is not a simple organism. It's a marriage of many large and small zones that influence the guest in dynamic ways. Each speak to the varying levels to which a customer is aware of their surroundings (and how you can impact their pleasure therein), and will help you prioritize how best to approach any situation.



First, **THE ROOM** is the whole picture. Here, our attention is centered on the large and obvious details, from the conscious – the lighting, music, odor – to the potentially unconscious – the type of music, the ambient temperature of the room, the alignment of candles down the length of the room. *The Room* is the least personal zone, where your individuality is less noticed, but that in no way diminishes how an individual navigates through it. All elements of a lounge work in tandem in *The Room*.

Second, **THE TABLE (or BAR)** is one step closer in intimacy to the guest, and naturally, you as a person begin to have a great impact on the guest's experience. How the table or bar is set, from the conscious – candles, cleanliness, menu placements – to the potentially unconscious – the consistency of space between items – have a huge impact on the guest's initial and lasting comfort. You are responsible both for setting the table accurately, but also for maintaining it throughout the guest's experience. At *The Table*, you can rely on your coworkers for assistance to some degree. At Hourglass, there's an implied informality. Don't fuss over the details too much, but be aware of them.

Finally, **THE GUEST** is the most intimate zone of the bar. Here you are actively engaged in a personal connection with individuals. Every guest has a different set of needs and wants, and it is important that you are able to quickly and as accurately as possible get a read on what those might be. Levels of formality/informality are endlessly appropriate depending on the guest – always, communication is key, be it reserved and pointed, or more expansive.

Basic Guest Interactions

- Greet every guest warmly. Be kind. Get to know them.
- Keep conversations brief when you're busy, even when the guest is especially inquisitive. Remember that your job is to serve *all* guests and provide an equal sense of hospitality.
- The keys to hospitality: eye contact, a warm smile, creating a genuine sense of friendly concern, and professionalism.

Create a Seamless Experience

- Maintain cleanliness throughout the premises; be vigilant of used napkins, glassware, extra menus, etc. Remove these items immediately and clean any dirtied surfaces.
- Refill any water glasses that are less than 2/3's full. Water is a great opportunity to keep busy and engage guests in a subtle way.
- Sustain maximum cleanliness with guest-used spaces.
- Running drinks efficiently: a completed drink can never wait at the service station for more than one minute (always get drinks to guests ASAP!).

Work as an Efficient Team

- Check-in/offer assistance to your coworkers. A hardworking team can always work through tough/busy situations.
- Communicate your whereabouts to coworkers if, and when, you leave the bar – bathroom break, etc.
- When opening and closing, all staff needs to work cohesively to accomplish everything as quickly and as efficiently as possible. Our staff is a team. "Not my job" is a major offense at The Normandie Club.
- Remain active! Don't allow yourself to become idle; always find something to accomplish.

Delivering Offerings

- Know the offerings!
- Be mindful of the differences in offerings. Be prepared to explain whatever drink you are serving, its ingredients and the preparation if asked.
- Know where the items are going.
- Serve ladies first. (Parochial? Yup. Classy? Very.)
- Make certain water glasses are full
- Handle glassware/plates/flatware properly, regardless if it is full or empty. Never place fingers inside of any glassware.

Guest Ordering

Taste is extremely subjective. To the best of your ability, dissuade people from settling for "just make me whatever you like." What you like won't be right for everyone, so it's a matter of service (and should be a matter of personal pride) that you quickly chat about their likes and dislikes. This conversation should happen very quickly. While some guests may want you to answer a thousand questions about each ingredient in every offering, it is up to you to make sure you are not neglecting other guests that may require service, nor letting food or drinks languish at your station waiting to go out. Once a guest has made an order, begin a mental stopwatch – once you leave them, it is your responsibility to ensure the order arrives in a timely manner.

Serving

*If a drink sits for more than a two minutes, it is **dead**. No exceptions.*

The bartender is responsible for building and straining cocktails in an order that results in the freshest possible drinks (stirred first, shaken very last – more on this later). A citrus cocktail is at its coldest and most alive (frothy from shaking) when just strained, so it is absolutely vital that you get that drink to the customer right away. Likewise, servers must be aware of when a ticket is coming up to make sure it gets to the table equally fast.

Drinks in stemmed glassware should always be held as close to the base of the glass' stem as possible. Your hand generates a lot of heat, so please pay attention to how you hold each glass.

Place in front of guest onto a clean coaster.

Make an effort to return to your guest after a few minutes and ensure that they are enjoying their drinks. Use opportunities such as filling water glasses to quietly be available. Don't hover.

Management

While initially, management will need to be flexible, we have roughly broken down the responsibilities as follows: anything food/kitchen related: Austin; bar related: Daniel; marketing related: Roy. Financials will be taken care of by an accounting team, with outside supervision (BarMetrix or the like).

We will train a management team to include:

General Manager: Oversee all financials, manage inventory controls with Kitchen and Bar, hire and train staff

Head Server: In charge of all floor needs and scheduling; oversees all reservation and VIPs

Head Bartender: Bar inventory, bar schedule; menu creation

Chef de Cuisine: Kitchen inventory; Kitchen schedule; menu creation

Start-Up/Acquisition Summary

\$200k initial start up

Marketing

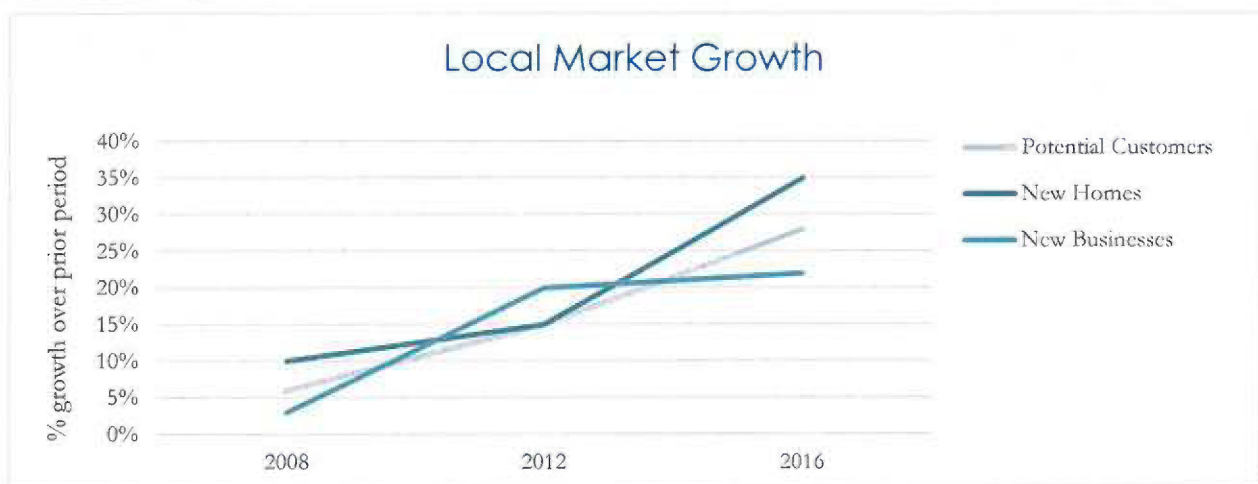
Word of Mouth | Active Promotions | Targeted PR

More than 65 % of business revenue is created through repeated purchases by loyal customers who were satisfied with the service. Quality service satisfies customers and makes them buy more often. Customer satisfaction and loyalty play a role in increasing profit (Tschohl, 2000). Accordingly, we need to pay attention to service strategy and know what they have to do to create customer satisfaction. This will not only increase the number of regular customers but also encourage their increased patronage. Furthermore, satisfied customers will talk about the restaurant to their friends, family, and colleagues. In fact, word of mouth is the prevalent source of information about Asian businesses, although restaurant guides are also important (Jang & Ha, 2009). Customers who bring in new customers are particularly beneficial to a growing business — customers thus become part of a company's marketing department (Reichheld, 2003).

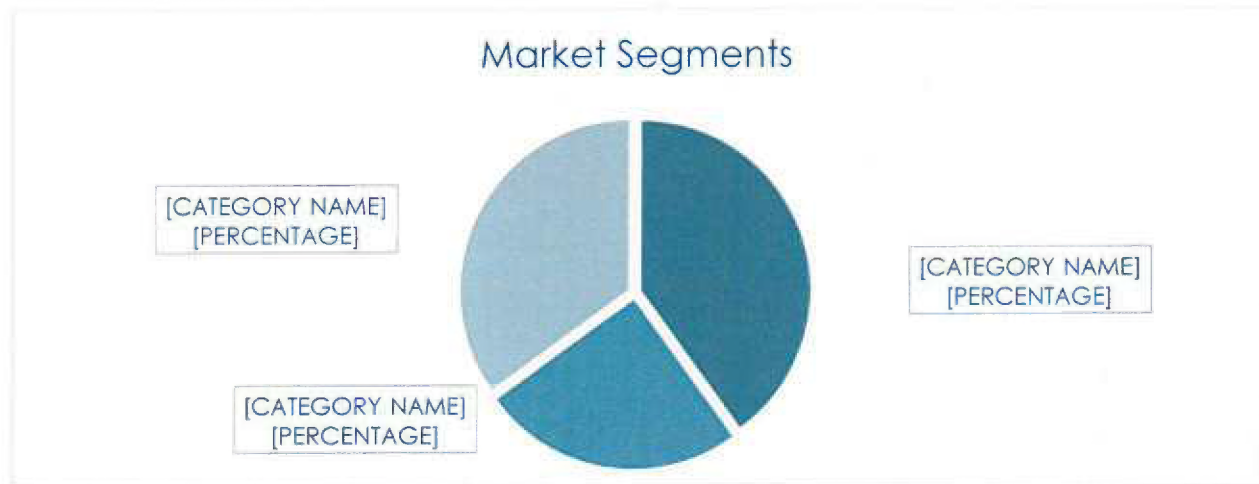
PR: including media tastings, public statements, interviews, videos, etc.

Active Promotion: Professional Networks, Corporate Offices, Karaoke specials, DJ bookings, Sports Leagues, Live Performances

Market Analysis



Market Segmentation



Competition

Lounges/Clubs: Bound, Addiction, Blink, Line Hotel, Breakroom 86

Cocktails: Lock & Key, The Normandie Club, Breakroom 86, Here's Looking at You

Bars: Frank N' Hank, Beer Belly, Ddonggo Pocha

Karaoke: La Vue, Rosen, Breakroom 86, Chorus, Club Jam

Dining: La Vue, Here's Looking at You, Sushi One, Feng Mao, Ombu Grill

Pricing

Pricing will be largely reflective of the general market pricing of the area as well as a COGS analysis. We will generally aim to be in the upper quartile of pricing as we are offering a more upscale, curated experience overall with better ingredients.

Strategy and Implementation

Strength: Our offerings are "better"

Location

Private Dining Rooms

Weakness: Numerous nighttime options in the area

If we don't get CUP provisions appealed

Not in the "heart" of Ktown

Opportunity: Underserved area in terms of nightlife

Underserved area for craft cocktails, fine-dining, etc.

Influx of population, new real estate

Threat: Restrictive CUP

Other businesses

Appendix

Start-Up Expenses

Business Licenses	40,000
Incorporation Expenses	1,000
Deposits	40,000
Bank Account	
Rent	20,000
Interior Modifications	30,000
<i>Total Equipment/Machinery</i>	<i>30,000</i>
Insurance	5,000
Stationery/Business Cards	1000
Brochures	1000
Pre-Opening Advertising	2,000
Opening Inventory	15,000
TOTAL STARTUP EXPENSES	183,000

Cash Flow

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Starting cash	60,000	42,280	27,275	13,285	5,560	0	585	5,685	17,785	25,855	39,558	54,393
Cash In:												
Cash Sales	9000	9750	10500	11250	12000	14250	15000	15000	13500	13875	14250	15000
Receivables	51,000	55,250	59,500	63,750	68,000	80,750	85,000	85,000	76,500	78,625	80,750	85,000
Total Cash Intake	60,000	65,000	70,000	75,000	80,000	95,000	100,000	100,000	90,000	92,500	95,000	100,000
Cash Out (expenses):												
Rent	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Utilities	3000	3250	3500	3750	4000	4750	5000	5000	4500	4625	4750	5000
Payroll (incl. taxes)	15000	16250	17500	16500	17600	19000	20000	20000	18000	18500	19000	20000
COGS	18000	19500	21000	21000	22400	26600	25000	25000	22500	18500	19000	20000
Insurance	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Advertising	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Professional fees	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Office supplies	500	500	500	500	500	500	500	500	500	500	500	500
Variance	6000	6500	7000	6000	6400	7600	8000	3000	2700	2775	2850	3000
Comps/Spills	6000	5200	5600	6000	5600	6650	7000	5000	4500	4625	4750	5000
Internet	200	200	200	200	200	200	200	200	200	200	200	200
Bank fees	1020	1105	1190	1275	1360	1615	1700	1700	1530	1572.5	1615	1700
Total Cash Outgo	77,720	80,505	84,490	83,225	86,060	94,915	95,400	88,400	82,430	79,298	80,665	83,400
ENDING BALANCE	-17,720	-15,505	-14,490	-8,225	-6,060	85	4,600	11,600	7,570	13,203	14,335	16,600

	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
Starting cash	65,993	78,063	92,398	118,058	145,983	176,173	210,893	247,878	287,128	324,113	358,833	395,818
Cash In:												
Cash Sales	13500	14250	18000	18750	19500	21000	21750	22500	21750	21000	21750	22500
Receivables	76,500	80,750	102,000	106,250	110,500	119,000	123,250	127,500	123,250	119,000	123,250	127,500
<i>Total Cash Intake</i>	<i>90,000</i>	<i>95,000</i>	<i>120,000</i>	<i>125,000</i>	<i>130,000</i>	<i>140,000</i>	<i>145,000</i>	<i>150,000</i>	<i>145,000</i>	<i>140,000</i>	<i>145,000</i>	<i>150,000</i>
Cash Out (expenses):												
Rent	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Utilities	4500	4750	6000	6250	6500	7000	7250	7500	7250	7000	7250	7500
Payroll (incl. taxes)	18000	19000	24000	25000	26000	28000	29000	30000	29000	28000	29000	30000
COGS	18000	19000	24000	25000	26000	28000	29000	30000	29000	28000	29000	30000
Insurance	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Advertising	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Professional fees	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Office supplies	500	500	500	500	500	500	500	500	500	500	500	500
Variance	2700	2850	3600	3750	3900	4200	4350	4500	4350	4200	4350	4500
Comps/Spills	4500	4750	6000	6250	6500	7000	7250	7500	7250	7000	7250	7500
Internet	200	200	200	200	200	200	200	200	200	200	200	200
Bank fees	1530	1615	2040	2125	2210	2380	2465	2550	2465	2380	2465	2550
<i>Total Cash Outgoing</i>	<i>77,930</i>	<i>80,665</i>	<i>94,340</i>	<i>97,075</i>	<i>99,810</i>	<i>105,280</i>	<i>108,015</i>	<i>110,750</i>	<i>108,015</i>	<i>105,280</i>	<i>108,015</i>	<i>110,750</i>
ENDING BALANCE	12,070	14,335	25,660	27,925	30,190	34,720	36,985	39,250	36,985	34,720	36,985	39,250

Milestones

- \$1 Mill in Net Sales by Year 1
- Profitable Business by Month 6
- Bartender avg \$20/\$30/\$40 per hour total compensation
- Investment “paid off” by Year 2

Break-Even Analysis

Ballpark number for all of us to keep in mind: \$100k/mo















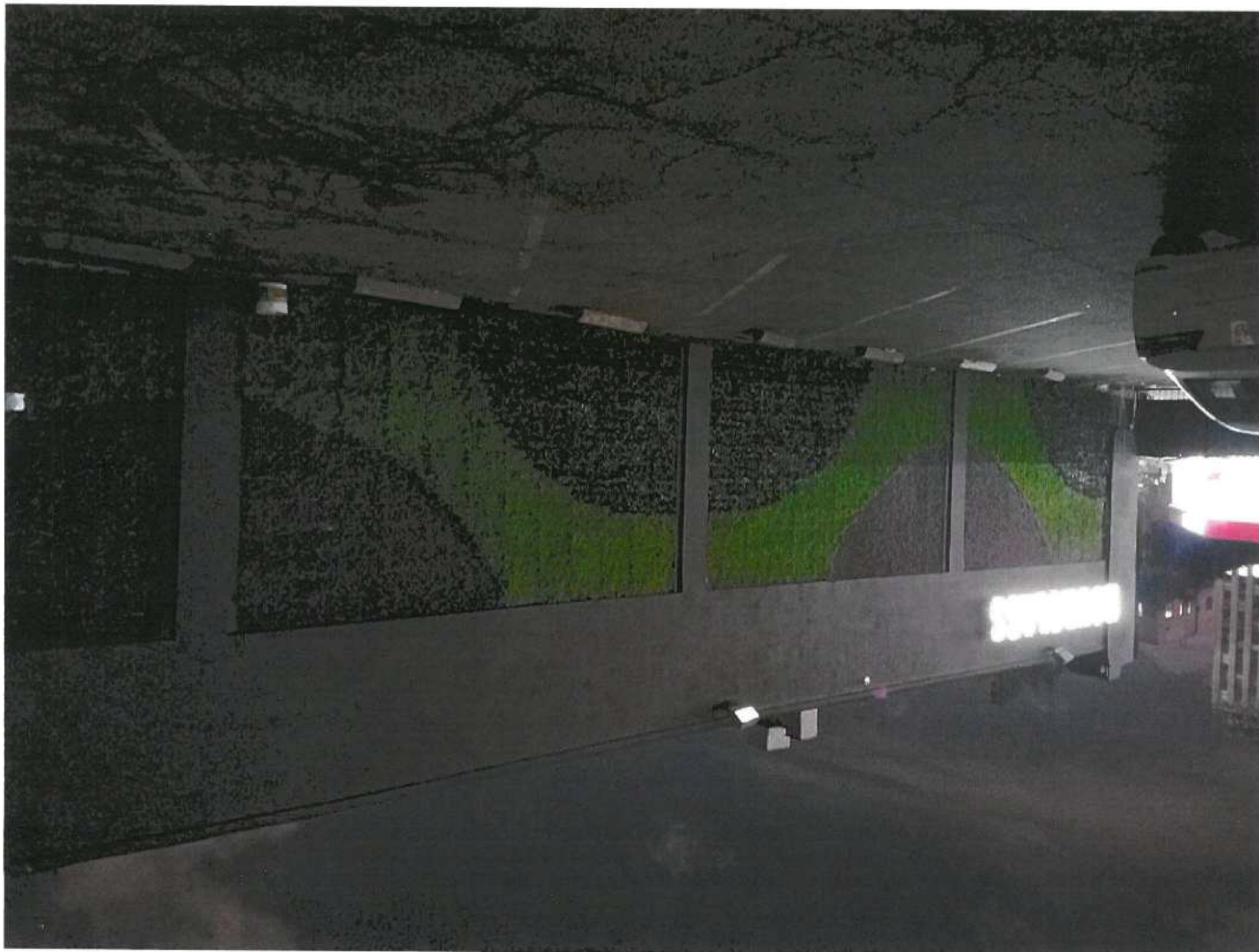








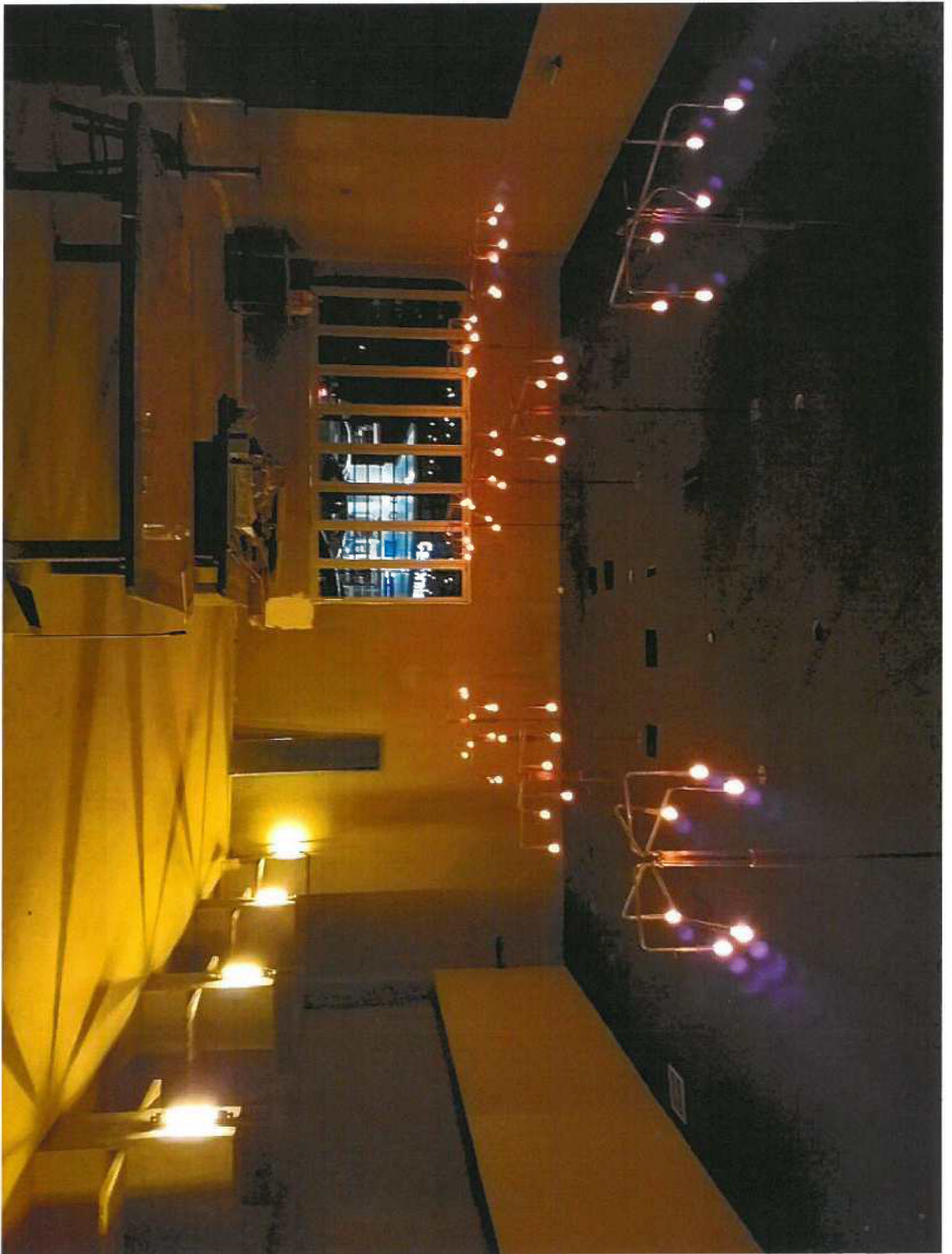
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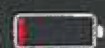
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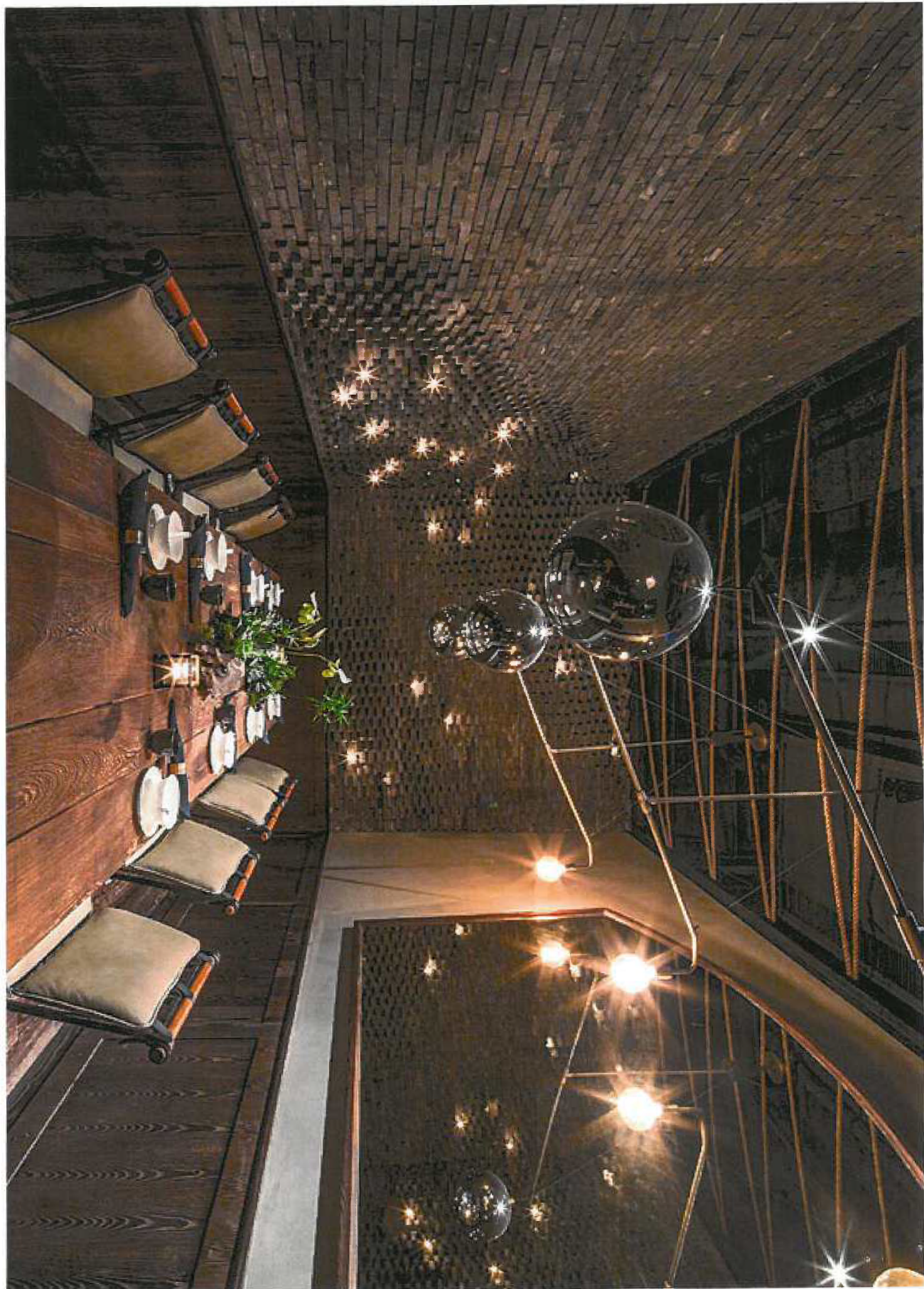
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542 사우스 맨해튼 플레이스



ASSIGNMENT OF LEASE AGREEMENT

THIS ASSIGNMENT OF LEASE AGREEMENT ("Agreement") is made and entered into this 31st day of August 2016, by and between Aceplus, Inc., dba Story ("Assignor") and KTHJ, LLC ("Assignee"). Assignor and Assignee are collectively referred hereto as "parties."

RECITALS

WHEREAS, Chong Heang Cho ("Cho") and 4001, Inc., entered into that certain Lease Agreement dated August 14, 2006, (the "Lease") and Manhath, LLC, Cho's successor in interest and Aceplus, Inc. ("Assignor") the successor in interest to 4001, Inc., entered into an Acknowledge of Exercising An Option Term on March 1, 2011 pursuant to which Landlord agreed to lease to Assignor that certain premises commonly known as 4001 W. 6th Street, Los Angeles, CA 90020 (collectively "lease");

WHEREAS, Landlord has provided its written consent to an Assignment of said Lease by Assignor to Assignee;

WHEREAS, Assignor desires to assign all of his right, title and interest in the Lease and all licences associated to the property to Assignee and Assignee desires to assume the assignment of the lease.

AGREEMENT

NOW, THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns to Assignee all of his right, title and interest in and to the Lease including any and all rights or entitlements of Assignor under the Lease, subject to all of the terms, covenants, conditions and provisions of the Lease. The Assignment will also include the assignment and or exclusive use of the Alcohol Beverage Control license and CUP by Assignee. The assignment will be effective from the period of September 1, 2016 to August 31, 2017.

2. Rent, Term and Security Deposit. The term of the lease shall be ^{three} ~~one~~ year beginning on September 13, 2016 and ending on August 12, 2017. Assignee agrees to pay rent in the amount of \$25,000 per month. Assignee will deposit the amount of \$25,000 as a security deposit.

3. Option to Extend Lease: Assignor is hereby extending an option to renew this lease for One (1) year from the expiration of this lease. In the event that Assignee desires to exercise this option, then Assignee shall notify Assignor in writing at least sixty days prior to the expiration of this lease.

4. Assignor's Representations and Warranties. Assignor represents and warrants to Assignee that:

- (a) the Lease is in full force and effect, unmodified except as provided in this Agreement;
- (b) Assignor's interest in the Lease is free and clear of any liens, encumbrances or adverse interests of third parties;
- (c) Assignor possesses the requisite legal authority to assign its interest in the Lease as provided herein.
- (d) There are no sums due and owing by Assignor under the Lease as of the effective date hereof, and there exists no condition of default thereunder.
- (e) Assignor has received all approval necessary for the assignment of the lease to assignee.
- (f) All licenses associated with the property, such as ABC licenses and CUP's are in good standing and there exists no condition of default, suspension, citation or default thereunder.

5. Indemnification. Assignor agrees to indemnify, defend and hold harmless Assignee from any and all claims, demands and debts due under the Lease prior to the Effective Date.

6. Entire Agreement: This Agreement constitutes the full and entire understanding and agreement between the parties with regard to the subject matter hereof, and the terms and conditions contained herein supersede any previous oral agreement or understanding between the parties regarding any matters that are the subject of this Agreement. If any provision of this Agreement is held by a court of competent jurisdiction to be unlawful or unenforceable, the remaining provisions of this Agreement shall remain in full force and effect.

7. Successors and Assigns. This Agreement and the provisions hereof shall be binding upon and shall inure to the benefit of the successors and assigns of the parties.

8. Enforceability and Attorneys Fees. The parties understand and agree that this is an

enforceable agreement and that in the event any civil action, litigation, arbitration, or other proceeding is instituted to remedy, prevent, or obtain relief from a breach of this Agreement, or arising out of a breach of this Agreement, this Agreement is admissible and subject to disclosure in any such proceeding and further understand and agree that the prevailing party shall recover reasonable attorney's fees incurred by such party in each and every such civil action, litigation, arbitration, or other proceeding, including but not limited to any and all appeal or petitions therefrom, in addition to any award of damages to such party.

9. Execution of Other Documents. Each party agrees to perform any all acts, and to execute any and all documents, that are reasonable or necessary in furtherance of this Agreement.

10. Amendment. No waiver, amendment, or modification of this Agreement shall be effective unless in writing and signed by the party against who the waiver, amendment or modification is sought to be enforced. No waiver of any term, condition or default of this Agreement shall be construed as a waiver of any other term, condition or default.

11. Agreement Jointly Drafted. This Agreement is deemed to have been drafted jointly by the parties. Any uncertainty or ambiguity shall not be construed for or against any party based on attribution of drafting to any party.

12. Headings. The headings included in this Agreement are for convenience only and do not in any way limit, alter or otherwise affect the matters contained in this Agreement or the paragraphs set forth herein.

13. Governing Law. The validity of this Agreement and any of its provisions and conditions, as well as the rights and duties of the parties, shall be interpreted and construed pursuant to and in accordance with the internal laws, and not the law of conflicts, of the State of California.

14. Legal Effect of Amendment. The parties hereto acknowledge that they have read this Agreement and that they are fully aware of the contents of this Agreement and of its legal effects. The parties represent that prior to the execution of this Agreement they had the opportunity to seek the benefit of independent legal counsel of their own selection regarding the substance of this Agreement.


15. Execution of Agreement. This Agreement may be executed by the signatures of each of the parties hereto, or their authorized representatives, on multiple copies of this Agreement, including copies transmitted by facsimile machines, and upon being so executed by all parties hereto, shall be effective as if all signatures appeared on the original of this agreement.

16. Indemnification of Tax Liabilities. Assignor agrees to indemnify, defend and hold harmless Assignee from any and all tax liabilities which are due under the Lease due to Assignee's use of lease that accrue after the Effective Date until the termination of the lease.

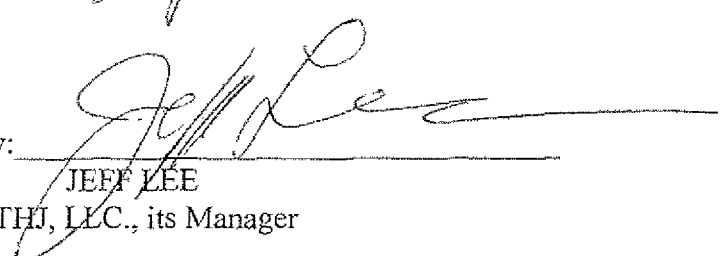
17. Sublease. In the event that Assignee desires to sublease this lease to the third party, it must inform the Assignor.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date identified above.

ASSIGNOR

By: 
CHARLES YEH
ACEPLUS, INC., its President

ASSIGNEE

Sept 06, 2016
By: 
JEFF LEE
KTHJ, LLC., its Manager

JEFF SOO LEE
20847 E CLIFFSIDE LN.
DIAMOND BAR, CA 91765

16-4386/1220

1001

DATE Sept 06, 2016

PAY TO THE
ORDER OF

Aceplus Inc

\$50,000⁰⁰

Fifty thousand & no/100

DOLLARS



Security Features
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cbb Bank

Commonwealth Business Bank
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MEMO

Security Dep & 1st Mo Rent

J. Lee

⑆ 122043864⑆ 100100 3549323251 ⑈

JEFF SOO LEE		15-0000/1000	1005
20847 E CLIFFSIDE LN.		<input type="checkbox"/> Payroll	
DIAMOND BAR, CA 91765		<input type="checkbox"/> Education	
		<input checked="" type="checkbox"/> US Debit	
9/6/16			
Foundation of Eastern Land		\$50,000.00	
Fifty Thousand & No/100		DOLLARS	
Bank			
Aceptus Inc			
Security Deposit + 1st Month Rent			
Jeff Lee			
⑆2043864⑆1005⑆354932325⑆			

Austin Lee

(310) 954-6518
auggylee@gmail.com

EXECUTIVE PROFILE

With more than 10 years of professional cooking and kitchen management experience, I seek to exemplify leadership qualities and professionalism, backed by a consistent, and verifiable record of achievements. I have successfully ran restaurants and hotels with cost-effective management, streamlined menus, led successful teams, developed new recipes, and consulted restaurants over the many years in the F&B industry.

SKILL HIGHLIGHTS

Banquets for Hotels and Catering
Maximizing Kitchen Productivity and Staff Performance
Building New Client Relations

Research & Development
Cost Management
Establishing Systems and Consistency

CORE ACCOMPLISHMENTS

- Saved a failing business by lowering labor and changing the menu, successfully creating optimal operations to get the restaurant covered in OC Weekly.
- As a Banquet Chef for Wyndham Hotel, we got voted as the top wedding venue in OC.
- Consulted for restaurants that resulted in positive feedback from many satisfied clients whom were able to report in higher productivity in the kitchens, new and improved menu items, and better management in overall operations throughout the restaurants.

PROFESSIONAL EXPERIENCE

DAVID'S EVENTS — Los Angeles, CA

2006 to 2008 & 2013 to Current

Executive Chef

As Executive Chef, I ran an optimal average of 20% food cost and 25% labor cost over the years. Ran a successful catering company that catered to high profile clients, executives of Boeing and Raytheon, TV and movie production, YPO's, and held exclusive contracts with 2 different temples to handle Kosher catering as well. I have catered events ranging up to 1500 people. I maintain a close relationship with all our clients and have successfully increased business beyond projected numbers each year.

WYNDHAM HOTEL — Costa Mesa, CA

2011 to 2012

Banquet Chef

Our venue was voted the top choice for weddings and events in Orange County. Worked to lower food cost and labor cost running at low 20th percentile. Collaborated with accounting and management to manage finances and inventory. Worked as the interim Executive Chef for the hotel for the time periods the hotel did not have an executive chef. Was responsible for seasonal menus for the restaurant and establishing new systems to streamline productivity and to minimize waste. Prepared menus for corporate events, weddings, birthday parties, and other occasions at the hotel.

Additional Experience

Savore Catering — Los Angeles, CA

On-Call / Current

Market Broiler — Los Angeles, CA

2012 – 2013

Itriya Café — Orange Country, CA

2010 – 2011

SLS Hotel / The Bazaar by Jose Andres — Los Angeles, CA

2009 – 2010

Gonpachi — Los Angeles, CA

2008 – 2009

Grace Catering — Los Angeles, CA

2007 – 2008

DANIEL H. EUN

2529 FOOTHILL BLVD UNIT 110 • LA CRESCENTA, CA 91214
(213) 973-8454 • ESQUIRE@DANIELEUN.COM
MEMBER, STATE BAR OF CALIFORNIA - #293823

EDUCATION

University of California, Berkeley, School of Law

Berkeley, California

Juris Doctor; May 2013

New York University – Leonard N. Stern School of Business

New York, New York

Bachelor of Science, cum laude - Finance, Marketing; January 2008

EXPERIENCE

The Normandie Club; The Walker Inn | Los Angeles, California

Opening General Manager; Bartender

December 2014 – Present

- Opening General Manager of space composed of two separate bar concepts: The Normandie Club, a neighborhood bar serving a focused menu of classic cocktail variations and The Walker Inn, one of the most cutting edge and focused cocktail programs in the world.
- Oversaw the conclusion of construction and design; hired and trained staff; managed all inventory for both bars including liquor, beer, wines, dry goods, sanitation supplies, snacks, glassware and ancillary service items; held bi-weekly P&L meetings with partners; met or exceeded all financial goals with respect to both revenue and costs; ServSafe Manager certified
- Numerous accolades including: Eater (National)'s Best Bar Program, LAWeekly Best New Cocktail Bar, Tales of the Cocktail nominee for Best New Bar and Best American Cocktail Bar
- Winner of Jameson's Movember Cocktail Competition

Attorney | Los Angeles, California

Solo Practice

December 2013 – Present

- Advising clients as General Counsel (including several based in and around Koreatown) on variety of matters, including employment contracts, business structuring, lease negotiations, licensing, intellectual property protection, and international ventures
- Litigating intellectual property infringement involving trade secrets and trademarks
- Settled an unlawful detainer action for a commercial lease

213 Hospitality | Los Angeles, California

Bartender - The Varnish; Honeycut

March 2009 – December 2014

- Named one of BevMedia's "10 Mixologists to Watch" - 2009
- Best American Cocktail Bar at the Spirited Awards (The Varnish)
- Finalist for Best American High Volume Cocktail Bar at the Tales of the Cocktail Spirited Awards. (Honeycut)

PKNY "Painkiller New York" | New York, New York

Co-Founder; Board Member

February 2010 – May 2013

- Opened a critically acclaimed Tiki-style bar in the Lower East Side of Manhattan
- Negotiated the takeover of an existing corporation as well as their license and lease
- Conducted weekly meetings to review Profit and Loss reports to discover and implement new strategies to improve business
- Finalist for World's Best New Cocktail Bar at the Tales of the Cocktail Spirited Awards.

Please Don't Tell (PDT) | New York, New York

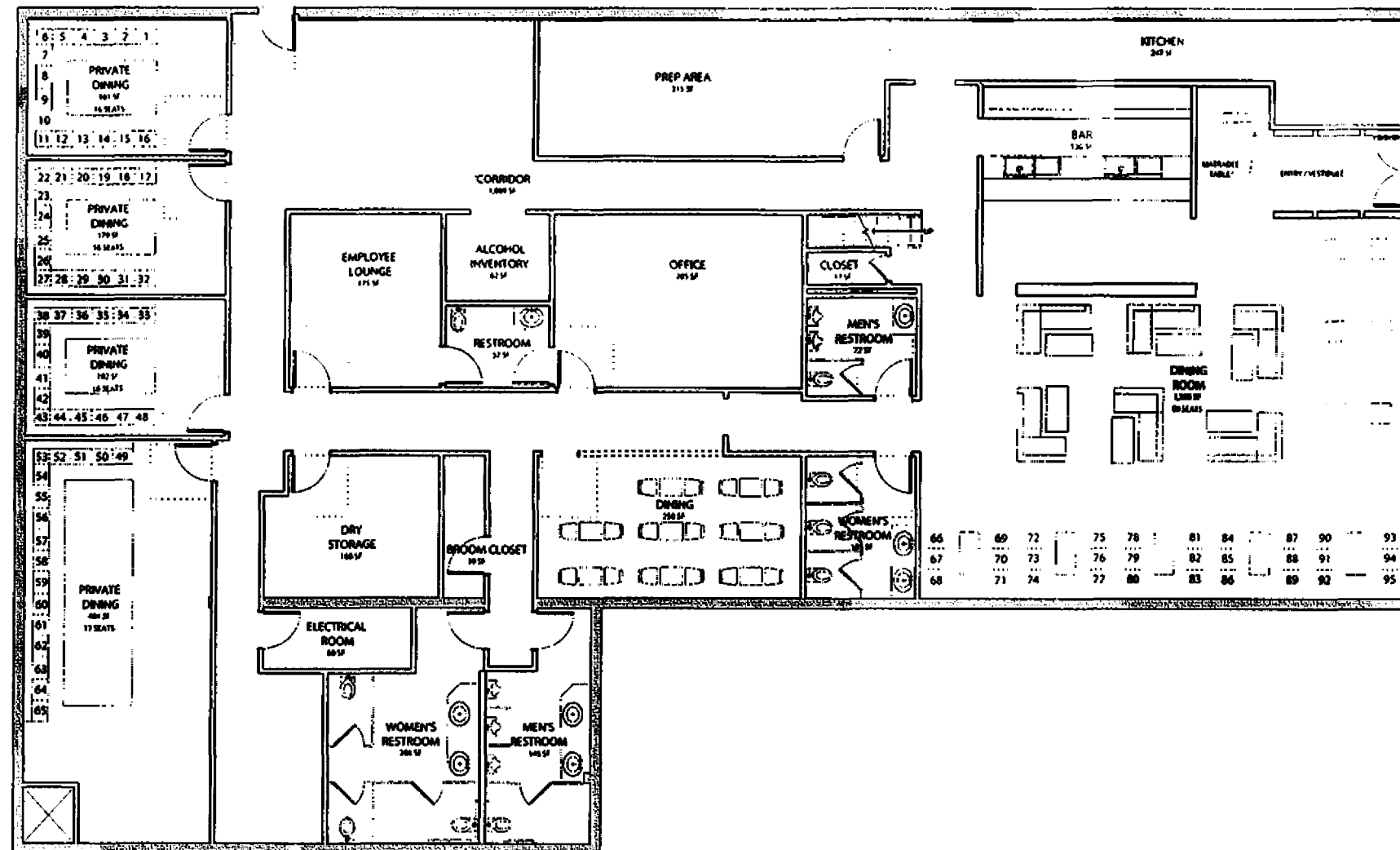
Head Bartender

June 2007 – March 2009

- Helped develop a world recognized cocktail program with numerous awards, including: World's Best Cocktail Bar at the Spirited Awards and the inaugural James Beard Award for Outstanding Bar Program.
- Competitions: Rhum Clement 2008 – 1st Place; Don Julio 2008 – 1st Place; Vinos de Jerez 2008 – 3rd Place; Cabana Cachaca 2008 – 3rd place; Los Angeles Sub-District Cocktail Competition 2009 – Winner

ADDITIONAL INFORMATION

- National Winner of Music Teachers National Association Competition; performed with Savion Glover, Gloria Estefan, Charlotte Church, James Galway as a flautist
- Proficient in Korean
- Third Degree Black Belt in Taekwondo



DARK GREY DESIGN

220 Gloucester Rd.,
Wan Chai, Hong Kong

HOURLASS

4001 W 6th St.
Los Angeles, CA 90020

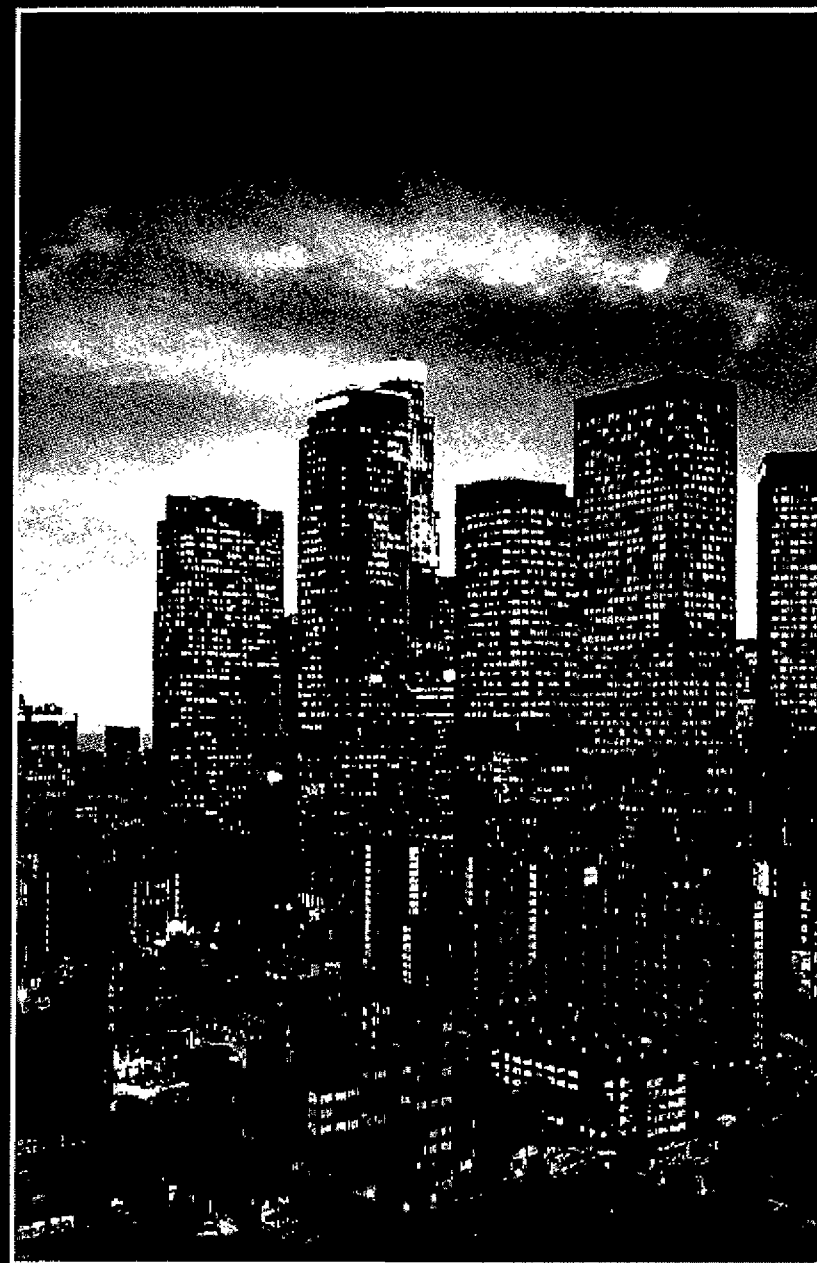
PROPOSED FLOORPLAN

Date: APRIL 20, 2015
Designed By: Author
Checked By: Checker

Scale: 1/4" = 1'-0"

It is our absolute pleasure to welcome you and your parties to Hourglass. Everything that arrives at your table and at the bar delights you.

To make sure you have a great experience, we use only the finest, freshest ingredients with craftsmanship designed to fulfill your senses. Our drinks and foods are carefully picked out by the best industry leaders and crafted on premises to acquire incomparable flavor and experience. Discover our promises to deliver unique environment and you will find it worthwhile. Cheers!



Bar & Good Food

HOURGLASS



SMALL PLATES

- Oysters (6 pc or 12 pc)**

Seasonal selection of oysters, served w. rose mignonette & Cointreau black pearls
- Corn Cheese Croquettes**

Recreation of a traditional Korean favorite side dish
- Empanadas (3 pieces)**

Artichoker or pepperoni and mortara
- Korean Chicken Wings (3 pieces)**

Spicy chicken wings served atop a pickled radish wrap garnished w. cabbage slaw & GochiYang sauce
- Lobster Rolls (3 pieces)**

Lobster salad topped w. Meyer lemon aioli served atop toasted sweet butter rolls
- Sliders (3 pieces)**

Prime beef sliders w. bacon jam & crispy onion & red fox cheddar
- Tuna Tartare**

Tuna w. spicy chili aioli served atop a crispy rice patty garnished w. ponzu pickled jalapenos & fennel kimchi
- Fries**

Choice of sweet potato fries w. truffle honey & roasted sesame or shoestring fries w. garlic aioli
- House Made Chips**

served w. caramelized onion dip
- Mediterranean Snack**

Crispy Lavash w. hummus, tzatziki & warm olives

ENTREES

- Uni Pasta**

Squid ink pasta w. Santa Barbara Uni cream sauce garnished w. seaweed powder & sous vide egg
- Lobster Mac & Cheese**

Orchestrated Pasta baked w. Maine Lobster & 3 cheese sauce
- Kimchi Bacon Pasta**

Heicatinu Pasta sauteed w. Nizette bacon & kimchi
- Thai Coconut Curry**

Yellow curry garnished with coconut shrimp served w. cilantro coconut rice
- Beer Brined Roasted Chicken**

Apple Beer brined chicken roasted served w. roasted wild mushroom & olive oil mashed potato
- Filet Mignon**

Sous Vide filet served w. olive oil mashed potato, roasted Brussel sprouts
- Tomahawk Steak**

28 Day Dry Aged tomahawk steak w. red wine sauce & roasted garlic sauce

DESSERTS

- Assorted Chocolate Bites**
- Petite Fours – Assorted bite size pastries**
- Warm Assorted Cookie Platter**
- Crème Brulee Cake w. Raspberry Confit**
- Ice Cream Flavor of the Month**
- Hazelnut and Chocolate Cake**
- Cake for 4 (please order in advance for a specialized birthday cake)**

PUNCHES

- Rose Champagne**
Lemon, Lillet, Giffard Pamplemousse
- Vodka**
Melon, Citrus, Coconut Milk
- Gin**
Tea, Herbs, Vermouth, Abundant
- Cognac**
Berries, Citrus, Sherry
- Champagne**
White Wine, Citrus, St. Germaine, Soda
- Rum**
Strawberry, Pineapple, Citrus, Coconut
- Whiskey**
Tea, Lemon, Honey, Peach, Luscious
- Tequila**
Citrus, Herbs, Spices, Fire

CITRUS

- Makuli**
Apple, Pineapple, Citrus, Gin (Traditional Fizz)
- Cold Brew**
Whisky, Orange, Toasted Pecan (Sizzle)
- Agave**
Cranberry, Lime, Spice (Sour)
- Gins**
Mint, Cucumbers, Cream (Blended)
- Rye**
Pilsner (Boilermaker)
- Bourbon**
Honey, Lemon, Grapefruit (Goldbrick)
- R(h)ums**
Apple Brand, Lime, Curacao, Cane (Dangert)
- Vodka**
Giffard Lichee-Li, Lillet, Lemon, Pomme (Cobling)
- Scotch**
Ginger Honey, Bitters (Buck)

AROMATIC

- Rye**
Sherry, Aperol, Bitters (Manhattan)
- Cognac**
Demerara, Bitters (Old Fashioned)
- Bourbon**
Liquor 43, Mole Bitters (Old Fashioned)
- Sherry**
Vermouth, Bitters, Demerara (Bamboo)
- Gin**
Coconut Campari, Sweet Vermouth (Negroni)
- Vodka**
Bacon, St. German, Truffle Salt (Adrian)
- Vodka**
Duckan Pickle Juice (Dirty Martini)
- Red Wine**
Coffee Liqueur, Bitters, Orange Essence (Calimanzo)

BEERS

- Victory Prima Pilsner**
- Stone Go – To IPA**
- Modern Times Coffee Stout**
- Blond**

WINES BY GLASS

- Sparkling & Champagne**
- Modicum, "Schramsberg Vineyards," Extra Brut, Blanc de Blancs**
- J. Lussalle, Brut Rosé, Chigny-les-Roses, 1er Cru**
- White**
- Fritz Haag, Riesling, "Brauneberger," Kabinett, Mosel**
- F.X. Pichler, Grüner Veltliner, "Dürnsteiner Liebenberg," Smaragd, Wachau 2012 28**
- Massican, Sauvignon Blanc, Napa Valley**
- Red**
- Kesner, Pinot Noir, "Vadin's Watch," Sonoma Coast**
- Domaine du Vieux Télégraphe, "Télégramme," Châteauneuf-du-Pape, Rhône Valley**
- Dakota Shy, Cabernet Sauvignon, Napa Valley**