

FROG & Duck

English Gastro-Pub

The Frog & Duck Pub

The Frog and Duck is a modern gastro English inspired Public House.

We will be serving classic English and locally brewed beer, natural wines and modern cocktails as well as non-alcoholic spirits and high quality teas.

Our menu is based on all the classic English pub dishes, but with a modern twist. We value organic and locally sourced products, as well as having healthy plant based options to accommodate our guests diets.

The Owners



Ian Floyd

We are a team of 2 couples.

Ian Floyd, our very own Englishman in New York. Ian is from London where he has over a decade of experience in the real estate market and as a business development consultant. He moved to NYC in 2015, where he consulted for several businesses including, Casa Mezcal, a Mexican restaurant and helped in opening it's successful nightclub, Amaya, where he is currently a shareholder.



Drita Floyd

It was in 2015 when he met his wife, Drita, who shares the same love for hospitality. They have both planned and executed many private dinners. Drita is a successful Executive Producer with over 15 years of production and project management experience, and has worked with top luxury brands such as Calvin Klein, Michael Kors and Versace.

The Team



Chris
Wagenlander

Hai is Ian Floyd's long lasting friend who after having a successful business in the fashion industry , decided to move to NYC and pursue her culinary dream. She graduated from ICE in both Culinary Arts and Management and has had experience in Michelin Starred restaurants Blanca, Casa Mono and Agern.



Hai
Wagenlander

Hai married Chris, a talented chef, with over a decade of experience working in places such as Corton, Nobu and Casa Mono for over 5 years. Chris went on to be part of the opening team at Catch Steak and is now ready to move on to his own business at the Frog and Duck and lead the back of house team.

Management

For our FOH Management we have Eran Shachaf who has spent over 25 years in the restaurant industry. Eran Has opened and owned five restaurants in NYC as well as Managed restaurants in the April Bloomfield Group at the ACE Hotel. Today he consults for top Hotels and Restaurants in NYC and London and is excited to be a part of our business leading the front of house team.

Our strengths, combined with our love and passion, will lead Frog & Duck to success! This is a family business, the kind of family you build, the kind of family that represents us all in NYC.

UNIQUE SELLING POINTS

- English classic beers and craft beers
- Natural wines, modern cocktails and non-alcoholic cocktails
- High quality teas and tea tiers
- Modern English food menu and bar snacks menu
- Open kitchen with a Chef's Table counter
- Top tier advisors and chefs
- Private dining experience
- Outdoor seating





Service / Products

- Full bar with Classic English and local craft beer, natural wines, modern cocktails and mocktails and of course high quality teas.
- Brunch, lunch, and dinner
- Bar, restaurant and outdoor seating areas plus a Chef's Table Counter
- Beautiful and cozy back garden area
- Exclusive Frog & Duck merchandise

Exterior Inspiration



Wooden doors and windows plus a beautiful flower decor inspired by classic London pubs.

Bar / Interior Design



Modern English pub style bar with couches and countertop seating areas.

Restaurant



Beautiful open kitchen with a Chef's Table countertop, plus dining area.

Thy Food



Modern English Pub Menu with our Chef's twist and vegetarian and vegan options.

Thy Booze / Thy Tea



A large variety of classic and craft beers, selection of natural wines, modern cocktails and of course, great tea.

Location



Our location was owned/operated by a couple for 27 years! It's a beautiful neighborhood treasure that we are proud to be a part of.

Demographics

Williamsburg Demographics

Education Levels

		National
Master's degree or higher	15%	12%
Bachelor's degree	29%	19%
Some college or associate's degree	16%	29%
High school diploma or equivalent	21%	28%
Less than high school diploma	18%	13%
Hide		

Racial Diversity

White	61%
Hispanic	24%
Asian	8%
More	

Income

Median Household Income

\$56,342

National \$55,322

Gender

Male	50%
Female	50%

Age

<10 years	18%
10-17 years	11%
18-24 years	8%
25-34 years	25%
35-44 years	15%
45-54 years	8%
55-64 years	7%
65+ years	7%

Household Income Brackets

<\$25k	28%
\$25-\$44k	14%
\$45-\$74k	15%
\$75-\$149k	22%
\$150k+	21%



With a young and diverse community, Williamsburg is the perfect home for Frog & Duck; there is no pub as unique and dynamic in the neighborhood.

SWOT Analysis



Strengths

- Original Concept
- Strong Branding
- Experienced Chef
- Chef's counter and outstanding English Menu



Weaknesses

- New and not yet established
- Finding quality staff
- Maintenance



Opportunities

- Our menu and style is on trend
- Walking distance from major hotels and subway
- Previous location was well respected bar in the neighborhood
- Future franchising



Threats

- Highly competitive area
- Operating costs increases
- Neighborhood accepting the new concept

First Year Sales Projection

FORECASTED REVENUE

	Covers	Average Check	Days Open	Annual revenue per Service
Tuesday Dinner	50	\$35.00	52	\$91,000.00
Wednesday Dinner	50	\$35.00	53	\$92,750.00
Thursday Dinner	65	\$40.00	53	\$137,800.00
Friday Dinner	120	\$45.00	52	\$280,800.00
Saturday Brunch / Dinner	150	\$45.00	52	\$351,000.00
Sunday Brunch / Dinner	130	\$45.00	53	\$310,050.00
Tuesday Drinks	60	\$35.00	52	\$109,200.00
Wednesday Drinks	70	\$35.00	53	\$129,850.00
Thursday Drinks	85	\$35.00	53	\$157,675.00
Friday Drinks	150	\$40.00	52	\$312,000.00
Saturday Drinks	155	\$40.00	52	\$322,400.00
Sunday Drinks	135	\$40.00	53	\$286,200.00
Merch Sales	-	-	-	-

TOTAL OF FORECASTED REVENUE

\$2,580,725.00

Five Years Projection

PROFIT AND LOSS ASSUMPTION

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual cumulative price (revenue) increase	0.00%	3.00%	4.00%	5.00%	6.00%
Annual cumulative inflation (expense) increase	0.00%	1.00%	2.00%	3.00%	4.00%

INCOME

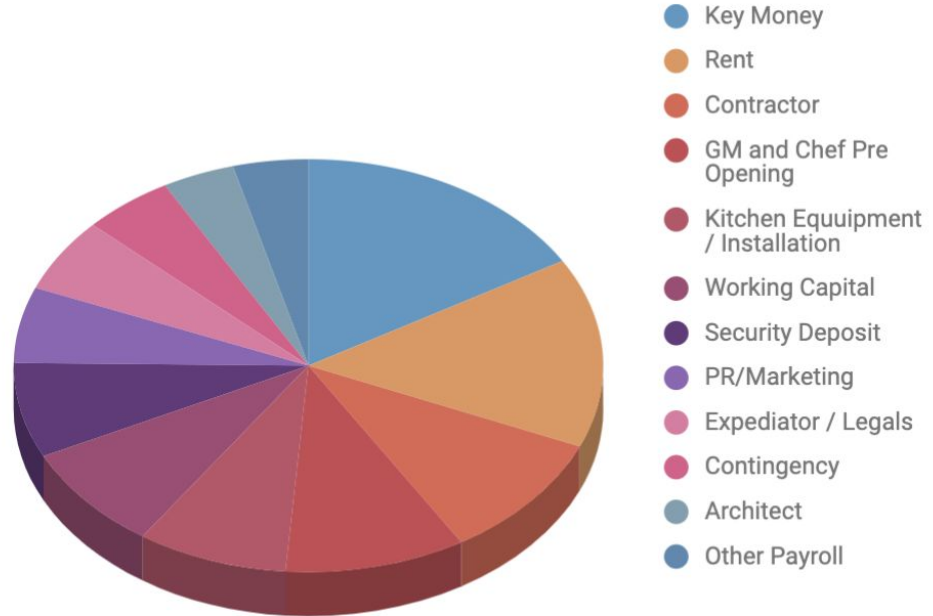
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Tuesday Dinner	91,000.00	93,730.00	97,479.20	102,353.16	108,494.35
Wednesday Dinner	92,750.00	95,532.50	99,353.80	104,321.49	110,580.78
Thursday Dinner	137,800.00	141,934.00	147,611.36	154,991.93	164,291.44
Friday Dinner	280,800.00	289,224.00	300,792.96	315,832.61	334,782.56
Saturday Brunch / Dinner	351,000.00	361,530.00	375,991.20	394,790.76	418,478.21
Sunday Brunch / Dinner	310,050.00	319,351.50	332,125.56	348,731.84	369,655.75
Tuesday Drinks	109,200.00	112,476.00	116,975.04	122,823.79	130,193.22
Wednesday Drinks	129,850.00	133,745.50	139,095.32	146,050.09	154,813.09
Thursday Drinks	157,675.00	162,405.25	168,901.46	177,346.53	187,987.32
Friday Drinks	312,000.00	321,360.00	334,214.40	350,925.12	371,980.63
Saturday Drinks	322,400.00	332,072.00	345,354.88	362,622.62	384,379.98
Sunday Drinks	286,200.00	294,786.00	306,577.44	321,906.31	341,220.69
Merch Sales	-	-	-	-	-
Total revenue	2,580,725.00	2,658,146.75	2,764,472.62	2,902,696.25	3,076,858.03

Capital Budget

Capital Budget Main Expenses

Key Money	\$100,000.00
Rent	\$90,000.00
Contractor	\$60,000.00
GM and Chef Pre Opening	\$60,000.00
Kitchen Equipment / Installation	\$50,000.00
Working Capital	\$50,000.00
Security Deposit	\$45,000.00
PR/Marketing	\$36,000.00
Expediator / Legals	\$35,000.00
Contingency	\$30,000.00
Architect	\$24,000.00
Other Payroll	\$25,000.00
Others	\$144,750.00
Total	\$749,750.00

Capital Budget Main Expenses



Investment Plan

FUNDING

750k for 30%	Year 1 - 60%	Year 2 - 60%	Year 3 - 60%	Year 4 - 60%	Year 5 - 30%
Investment 750k	\$750,000.00	\$596,847.63	\$427,533.76	\$239,031.41	\$27,744.19
Payment Plan	\$153,152.37	\$169,313.87	\$188,502.35	\$211,287.22	\$91,439.61

250k for 10%	Year 1 - 20%	Year 2 - 20%	Year 3 - 20%	Year 4 - 20%	Year 5 - 10%
Investment 250k	\$250,000.00	\$198,949.21	\$142,511.25	\$79,677.14	\$9,248.06
Payment Plan	\$51,050.79	\$56,437.96	\$62,834.12	\$70,429.07	\$30,479.87

125k for 5%	Year 1 - 10%	Year 2 - 10%	Year 3 - 10%	Year 4 - 10%	Year 5 - 5%
Investment 125k	\$125,000.00	\$99,474.61	\$71,255.63	\$39,838.57	\$4,624.03
Payment Plan	\$25,525.40	\$28,218.98	\$31,417.06	\$35,214.54	\$15,239.94



“Never make an excuse for going to the
pub, save it for leaving.”

— Benny Bellamacina