













Business Overview

RE: Award-Winning Steakhouse Serving Over 300 Per Night

Specifications

 Price \$378,000	 Revenue \$1,479,099	 Cash Flow \$51,991
 Equipment \$75,000	 Inventory \$50,000	 Lease \$1,250
 Down Payment 10%	 Employees 34	 Location Columbus, Nebraska
 Service Area Butler/Platte Counties, NE	 Reason for Sale Retirement	 Industry Restaurants/Bars/Bakeries/Catering



SUMMARY OF THE BUSINESS –

3 deals in 1, this restaurant, convenience store and gas station are all under one roof. Awarded Best Steak and Best Kept Secret for the past several years, over 300 customers per night are served at the

steakhouse. Located along a 4-lane highway near the junction of two well-traveled highways, customers come from as far away as York and Lincoln to enjoy the best 16oz. steak and wings for miles around.

Meat is cut on the premises and is never frozen, only vacuum packed. Customers frequently stop by in the evening for custom-cut meat selected from a display case. Clients are also treated to beef jerky, proprietary seasoning and homemade soups.

With an open layout, customers can see from the convenience store all the way through the bar area and into the restaurant. Shaped similar to a horseshoe, the bar seats 16, and on busy weekends, restaurant goes often stand 2 deep to get a seat for dinner. The steakhouse is staffed by 34 waiters, bartenders, and kitchen workers, all ready to quickly serve quality meals. On heavy nights, anywhere from 150 to 300 customers are served, with roughly 250 ordering steaks.

As the restaurant is open sparingly throughout the week, the convenience store and fuel station are heavily-trafficked. A full-service location, travelers are afforded typical conveniences from 6am to 1am Monday through Friday, and from 7am to 1am on the weekend.

Growth is endless due to its location along a popular highway. Adding a truck wash could increase the semi crowd, as the nearest one is in York. Located not far from an ethanol plant, a buyer could also convert the business into a truck stop destination. Restaurant hours could also be extended to appeal to a lunch crowd. A buyer could take advantage of the on-the-premises butchering by advertising this service more. Since almost no advertising or marketing has been done over the years, the smallest changes in that area would be beneficial.

Business Highlights

- **Years in Business:** 8
- **Capacity/Demographics:** 111 (turns 3 times a night) – busy weekends can see 1,500 – 3,000
- **Building:** 5,400 sq. ft. - for sale through a licensed real estate agent, OR to be rented for \$1,250/mo
- **Specialties:** averages between 500-600 steak dinners each weekend; meat display case – customers able to stop in and get cuts of meat; beef jerky/sticks; specialty seasoning
- **Employees:** 34: 15-16 wait staff, 9-10 bartenders, 8 kitchen staff (1 head cook, 2 grillers, 1 deep fryer, 1 on the griddle)
- **Hours:** Convenience Store: Mon – Fri: 6am to 1am, Sat and Sun: 7am to 1am
- **Restaurant:** Fri – Sun: 5pm to 9:30pm, Mon – Thurs: Noon Special, Wed: Open at 6pm for Wing Wednesday
- **Current Owner's Responsibilities:** bookkeeping, employee scheduling
- **Growth Opportunities:** Advertising to draw in more business, currently all business is word of mouth; add truck wash

Financial Highlights

- List Price: \$378,000
- 2015 Gross Sales of \$1,521,554
- 2015 Cash Flow of \$57,444
- \$125,000 worth of assets included in the purchase

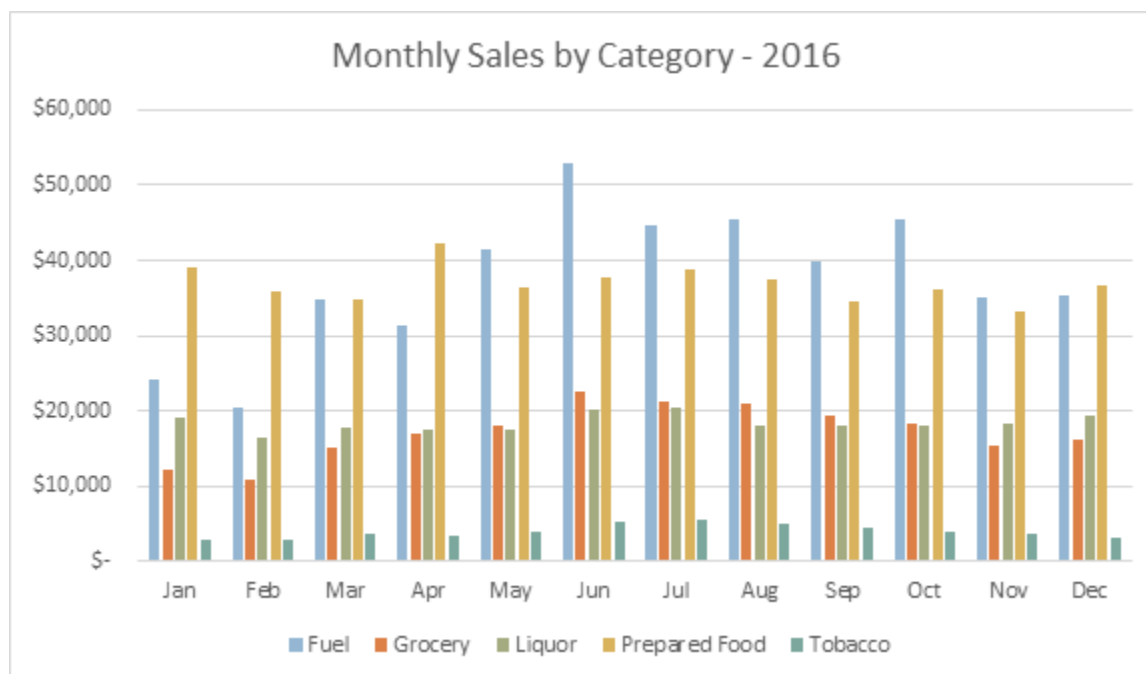
- o Equipment: \$75,000 - large beverage and meat coolers, deep fryer, walk-in cooler, walk-in freezer, 2 custom grills, griddle, dishwasher, stainless steel tables, completely upgraded POS system, meat display case
- o Intangible Assets: Incredible reputation for some of the best steaks in the area
- o Inventory: \$50,000* (c-store, kitchen, meat)

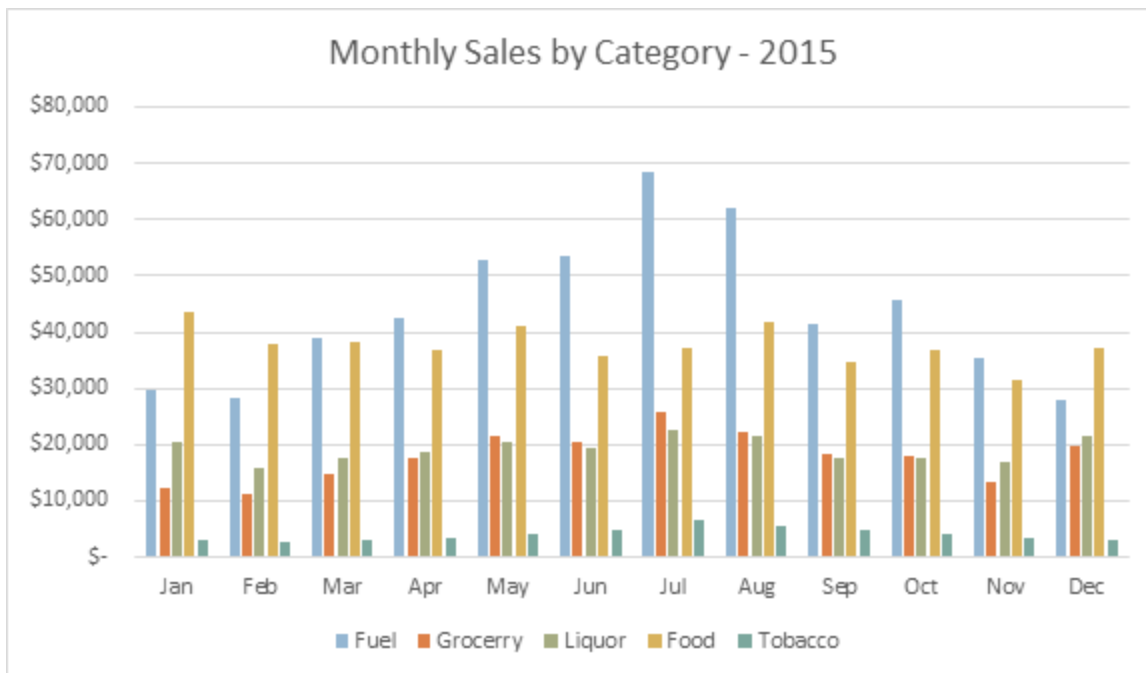
A Word from the Sellers

We had a catering business for about 10 years before we decided that we were serious about opening a restaurant. We knew the exact location where we wanted the business to be, and there was an old concrete brick building that had a bar/fuel station there. The business sold a few times, and each time the price was way too expensive. We had to be patient, because we knew that we would have to put a new building on the property, and we wouldn't be able to use the current building as an asset on a loan because of that. Long story short, we eventually knew that the previous owner of the business/property was in a real bind, so everything was purchased at a great price. We built the new building 3 feet behind the old one, and had the old building excavated just five days later. Soon after, we had everything up and running.

I think that the personal touch we have given this operation, as well as the really good food, has contributed to our top tier reputation. We have local companies that bring out-of-country visitors to their headquarters on Wednesdays just so that they can bring their guests to Wednesday Wing Night. Other customers make a point of stopping by whenever they are within a three-hour vicinity.

Sales Graphs





Demographics

- Located near Columbus, NE – population of 22,533
- Over 9,500 vehicles pass by the location each day (900 are heavy trucks)
 - Over 3,000 commute to Columbus each day
- Major employers nearby include:
 - ADM
 - Cargill
 - QC Supply
 - Behlen Manufacturing
 - Greystone
 - Lindsay Manufacturing
- Community attractions include:
 - Pawnee Plunge Water Park
 - Several retail and commercial developments that draw from nearby communities
 - Butler County Speedway

Special Features

- Earned Columbus' Best Steak and Best Kept Secret for past several years
- People make it a point to travel from hours away to taste the state's best steak
 - Many that have moved away and come home for visits stop in for a meal
- Meat is sold from a display case
 - Customers stop by in the evening for special cuts
 - 16oz steaks are cut on the premises
 - Only vacuum-packed meat, never frozen
- Proprietary seasonings
 - Created by the sellers and mixed specially in Fremont
- Wings & Fries Wednesdays
 - Big draw for customers
 - Can serve from 150 to 300
- Offers noon specials Monday through Thursday
 - Come with homemade soups
 - Rotates between rib eye, sirloin steak, chicken fried steak, phillies and hot beef

Employees & Equipment

- 34 on staff
 - 16 waiters and waitresses
 - 10 bartenders
 - 8 kitchen workers
 - 1 head cook, 2 grillers, 1 deep fryer, 1 on the griddle
- Included in the purchase is \$75,000 in equipment
 - Large beverage and meat coolers
 - Deep fryer
 - Walk-in cooler
 - Walk-in freezer
 - 2 custom grills
 - Griddle

- Dishwasher
- Stainless steel tables
- Meat display case
- Upgraded POS system

Growth Opportunities

- Expand the steakhouse/restaurant to seat more customers
 - Could also extend hours of operation to cater to the lunch crowd
- Add a truck wash
 - Truck wash in Columbus is small and most truckers end up driving to the nearest one in York – 51 miles away
 - Located along a 4-lane highway and near an ethanol plant, many truckers pass by daily and would appreciate a spacious truck wash
- Convert the business into a destination truck stop
 - Already considered the “best gas station food” around, create more business by targeting truckers
- Start advertising and create social media accounts
 - Sellers have created a great business, and a buyer could add to it with some marketing and social media to get more customers
- Add beer on tap for a better tasting product

Licenses and Certifications

** This convenience store, steakhouse and gas station has over 20 licenses and certificates that are renewed annually.

- Liquor – Class C
- Tobacco
- Weights and Measurements – for the steakhouse and the fuel
- Restaurant
- Convenience store
- Licensed beverage establishment
- Pickle card operator
- Pickle card machine
- Food safety & consumer protection
- Catering
- Tax exemption
- Sales tax
- Public water

- Beverage
- Litter
- Food establishment
- Motor fuels retailer
- Waste reduction & recycling
- Occupancy
- Underground storage tanks

To receive a full financial package and specific information regarding this business:

1. Complete the Qualified Buyer Documents (Non-Disclosure Agreement and Buyer Questionnaire) [on our website](#) or print, scan and return the attachments to info@TheFirmB2B.com
2. Call The Firm Business Brokerage at 402.998.5288 to schedule an appointment or conference call with a Broker.

The Firm currently has over 90 cash flowing businesses available. If you find that this is not a fit for you, please let us know and we would be happy to provide you with other opportunities.

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