



350

RESTAURANT
CONCEPT BOOK

CONCEPT DESCRIPTION

Who doesn't love fried food? It's served in every culture and is the epitome of indulgence. From fried meats and seafood, to vegetables and even desserts, 350 will serve up juicy, tender, and succulent savory and sweet bites and sandwiches.

350 refers to the optimal temperature for achieving a perfectly crisp, healthier fry. At 350 we will only use 100% vegetable oil for cooking everything, that's our commitment to you. Patrons can choose between appetizers, sandwiches, sides and desserts. From American classics, to Latin favorites, and even a bit of Asian thrown in, we will draw upon flavors and ingredients of the world in all our offerings.





DESIGN

350's design will play an integral part in defining its identity as a dining destination. We plan to create an inviting atmosphere that is fun and laid-back by incorporating both traditional and modern design, as well use of textures and interesting wall patterns. Our designers will work toward creating a replicable design, in line with 350's branding guidelines, which can be applied to future establishments. This will create a cohesive and lasting brand identity easily recognizable by our consumers.

We will be consulting designers and architects to assist us in completing the vision and aligning the design and build-out of the space with our brand identity. The designers will have extensive experience with designing retail, commercial, and entertainment spaces throughout the Washington, DC-metropolitan area.



MENU SAMPLE

Fried Eggplant

Frisee, pickled red onions,
capers, sweet corn
garlic aioli.

Beer Battered Pickles

Roasted pepper remoulade)

Fried Oysters

Bacon, almonds, local
maple syrup

Pulled Pork Sliders

(Root beer braised, apple
slaw, toasted brioche)

Fish Tacos

Beer battered cod, tomato
relish, avacado cream,
Sriracha

Flash Fried Clams

Lemon & herb gremolata,
house tartar sauce



Chicken Wings

Various sauces to choose from.

Lump Crab Cake

Grilled Corn & Serrano Chili
salsa, balsamic glaze

Po Boy

(Various fillings and Sauces)

Burgers

Cold Cuts

Various Sides

Fried Deserts



SITE CRITERIA

Washington, DC is the ideal location for 350, especially an area with a good deal of foot traffic. The space will feature an area for self-serve tables and will seat approximately 50 patrons. The minimum space requirement is approximately 1,500 square feet. Of this total, 700 square feet will be allocated to the kitchen and 800 square feet to the dining room, counter, bathrooms, and storage. During warmer-weather months patrons can choose to sit outside and dine. The patio setting will be a fun and casual atmosphere for the spring/summer/fall crowd.





HANNY CHAN



FOUNDER

Mr. Chan has more than 25 years of experience in overseeing construction, development and design of restaurants and fast-casual eateries in the DC metropolitan area. Mr. Chan supervised the design and construction of numerous food establishments, including Young Chow Restaurant in Crystal City, Virginia and DC Deli & Great Wall Express in Dulles Airport. Mr. Chan also has many years of experience under his belt managing properties, ranging from multiple-unit strip malls, multiple-story commercial buildings and various other retail units.



MICHAEL ZHENG



PARTNER, EXECUTIVE CHEF

Mr. Zheng brings over twenty-five years of culinary experience to the 350 team. His resume includes a variety of restaurants including Maxin in Hong Kong, Changle in Fu Jian, China and most recently served as the Executive Chef of PJ's Rice Bowl at Westfield Wheaton. Mr Zheng will be responsible for creating the menu and running the day to day operations in the kitchen at 350.



PETER CHEN



PARTNER, DIRECTOR OF CONSTRUCTION

Mr. Chen is a chef and a restaurant owner for over two decades now. He also serves as the general contractor for all his concepts. In 2009, Mr. Chen built and operated a Laundromat. Mr. Chen will serve as 350's General Contractor.



JOSH MILLER



DIRECTOR OF REAL ESTATE

Mr. Miller will be responsible for real estate site selection for the expansion of the 350 Degrees concept in the metropolitan Washington DC market.

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