



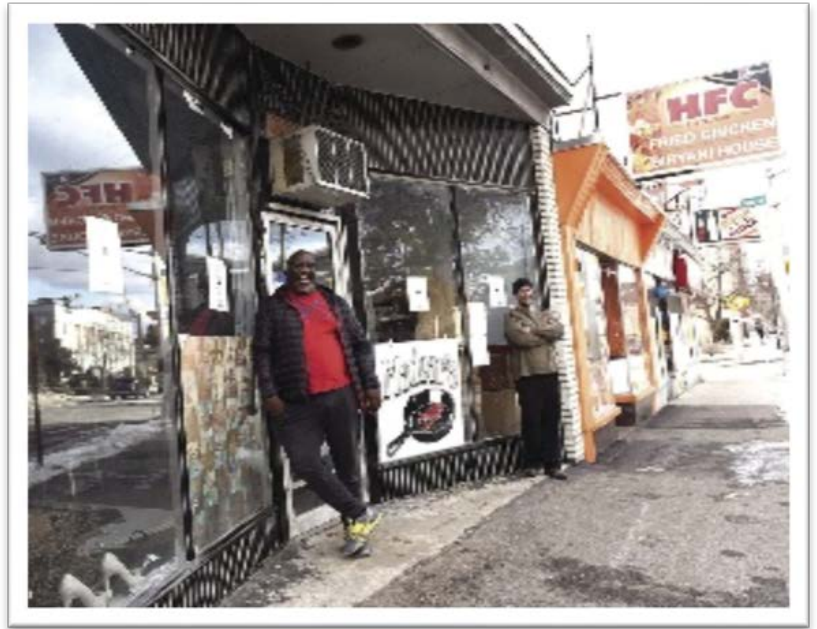
Investment Opportunity



Be a part of our relocation and expansion to fulfill our full business plan of bringing southern comfort Cajun food, craft cocktails and a traditional American Bakery to Manchester.

Our Story

Since July 2017, Madear's has operated out of the store front location built by Robb & Kyle.



We are looking to expand our footprint in a new location to serve the demand of customers, offer a wider range of products for sale, and attract new clientele.

Our new location is located in the North End of Manchester one block off Elm Street. It features:

- **Private parking for 20 cars**
- **3,200 square feet**
- **Option to expand by 4,000 square feet to include attached Event Center space**
- **Accommodate 70 people**
- **Outdoor deck space to accommodate 30**
- **Clean, safe neighborhood with easy access to Elm Street and Route 3**
- **Adjacent parking lot for 30+ cars**
- **Bakery area with over 15 daily selections**
- **Provide more space for baking, cooking and bartending classes**
- **Private dining room for 12**
- **Entry area for host, seating and merchandising shelves**

Brand Expansion



M M

Elegant “M” will be used as a label for dry rubs, spice mixes and sauces:

- Creole Sauce
- Tartar Sauce
- Hot Sauce
- BBQ Sauce
- Bourbon Sauce
- Whiskey Sauce
- Pork Rub
- Chicken Seasoning
- Cajun Seasoning Mix
- Bloody Mary Mix

Madear’s current logo is modified for the Bakery – maintaining name and brand recognition for consumable food items. Bakery will include:

- Pies & Tarts
- Cakes & King Cakes
- Fruit squares
- Pastries
- Cookies
- Cupcakes
- Biscuits



Awards & Notables



Phantom Gourmet airing Fall 2019



Won NH Magazine's Best of NH Award for Cajun Dishes, 2019

#16 out of 55 Top Restaurants in NH, NH Magazine 2019

Top 5 New restaurants, Hippo 2018



Featured on NH Chronicle, November 2018

[View us on Chronicle](#)

March of Dimes Signature Chefs Auction, 2018

Boys & Girls Club Silent Auction, 2017 & 2018

Taste of Downtown, 2017 & 2018



Our Guestbook

Reviews from the web

4.9/5 [Facebook](#) · 89 votes

Madear's

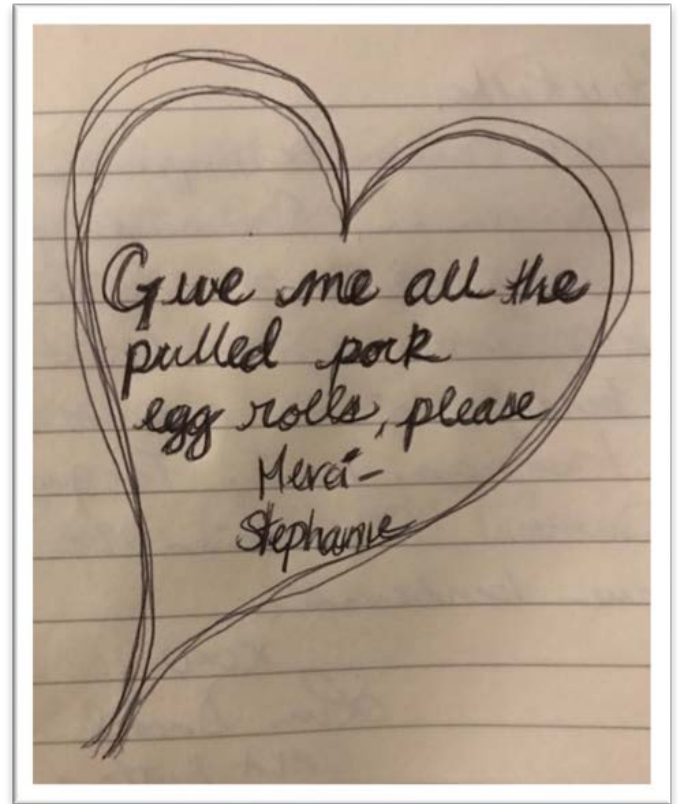
Website

Directions

Save

4.6 ★★★★★ 115 Google reviews

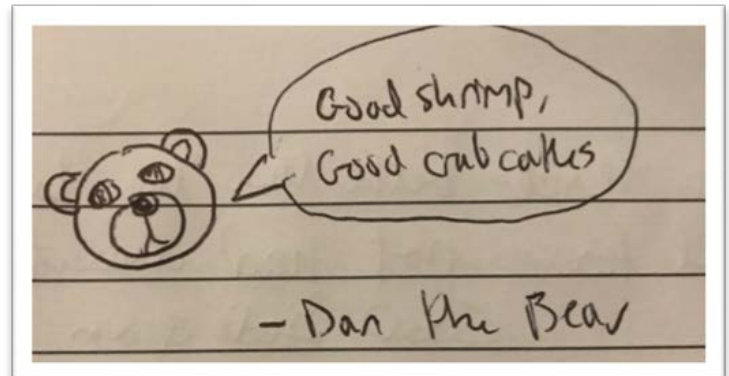
Tapas restaurant



Visit #7 (can't focus, AMAZING food coma taking over) Tapas consumption weak (9 for the table) but the desserts were AWESOME! (sorry can't share → super secret!) Can't wait till next time!

PS. - Melanie!
come later at night!!

♥
Hillary
+
Andy



Madear's

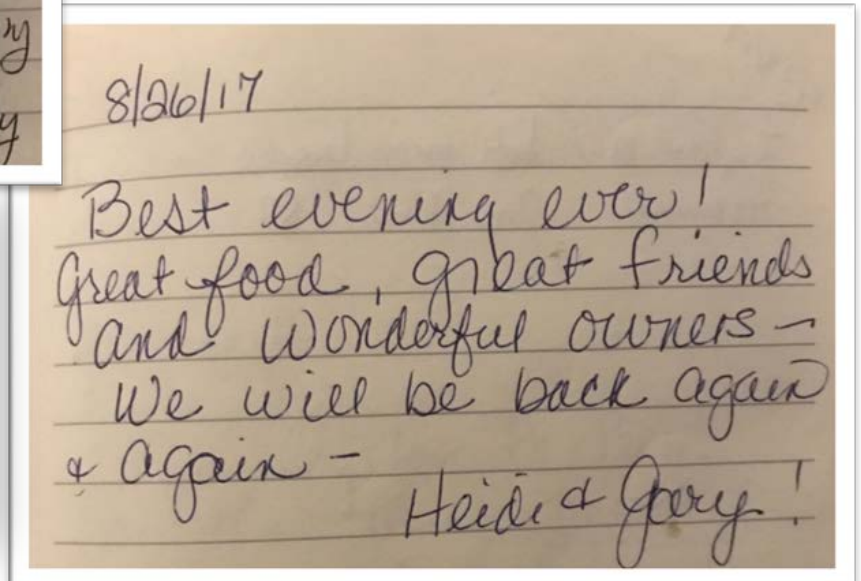
madears603.com

175 Hanover St, Manchester, NH 03104

(603) 206-5827

Open until 10 PM

★★★★★ 48 Yelp reviews · \$\$



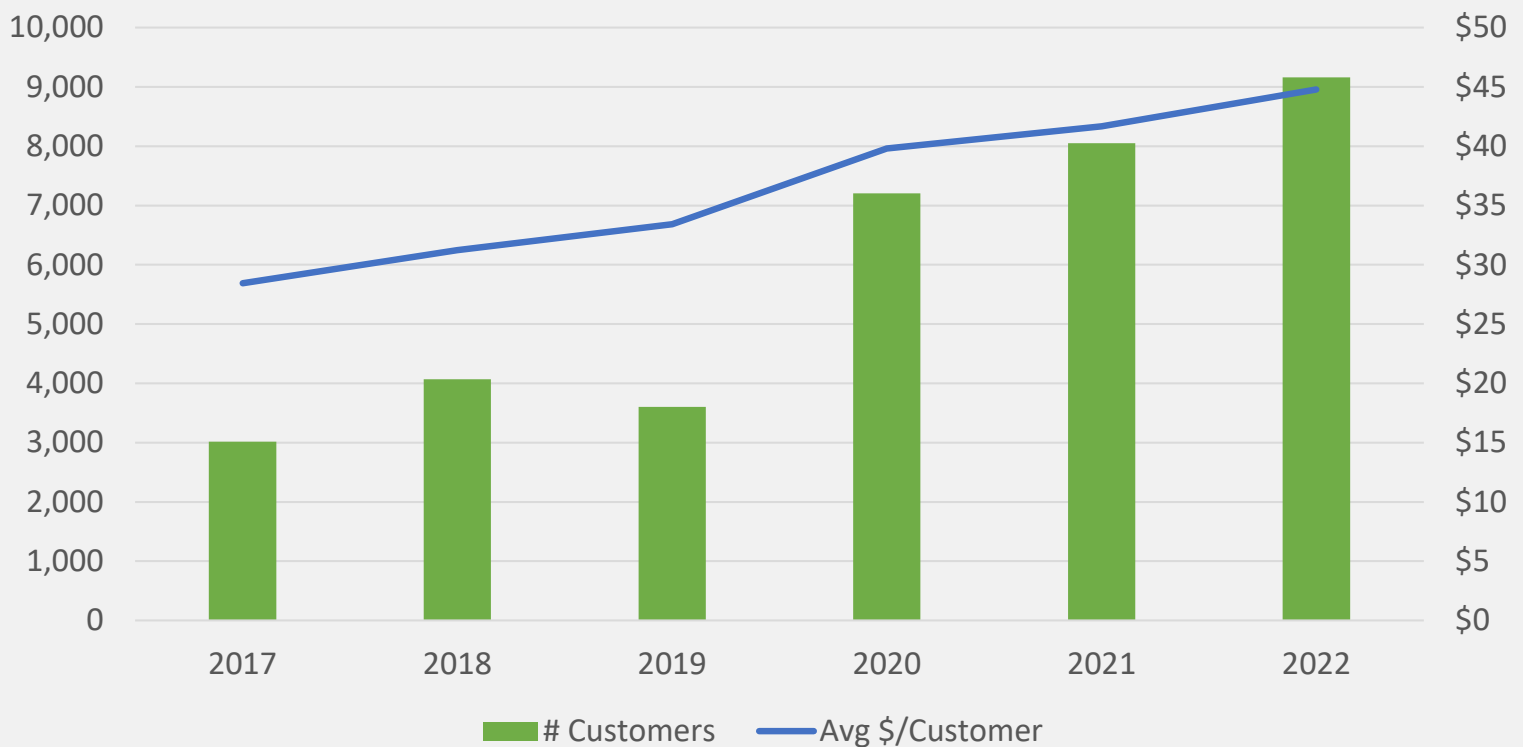
Stats

2017-2019
Actuals
2020-2022
Projected

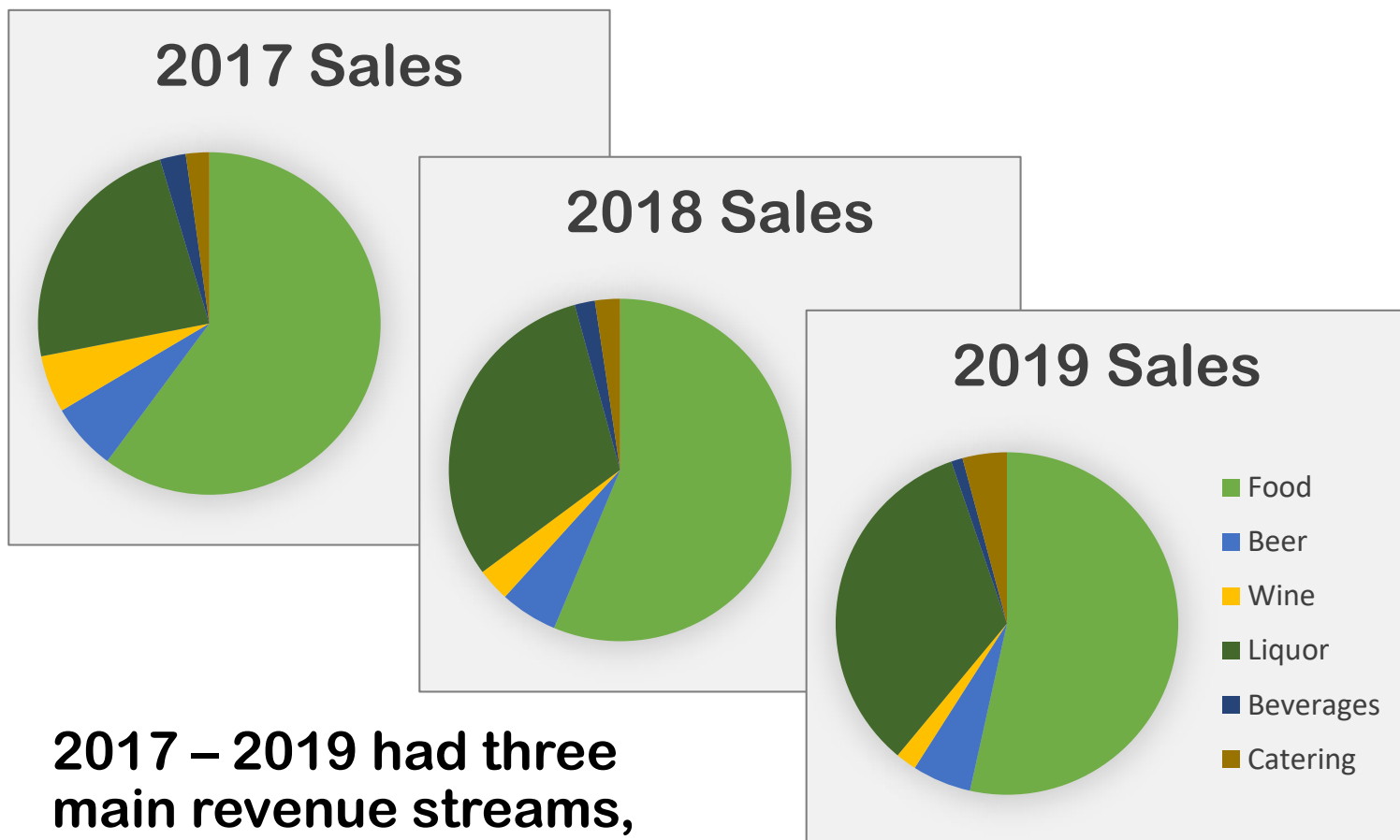


	2017	2018	2019	2020	2021	2022
# customers	3,016	4,071	3,604	7,208	8,049	9,159
\$/customer	\$28.46	\$31.23	\$33.43	\$39.80	\$41.67	\$44.80
Total Sales	\$99k	\$125k	\$131k	\$287k	\$335k	\$410k

Customers vs. Avg \$/Customer



Sales History



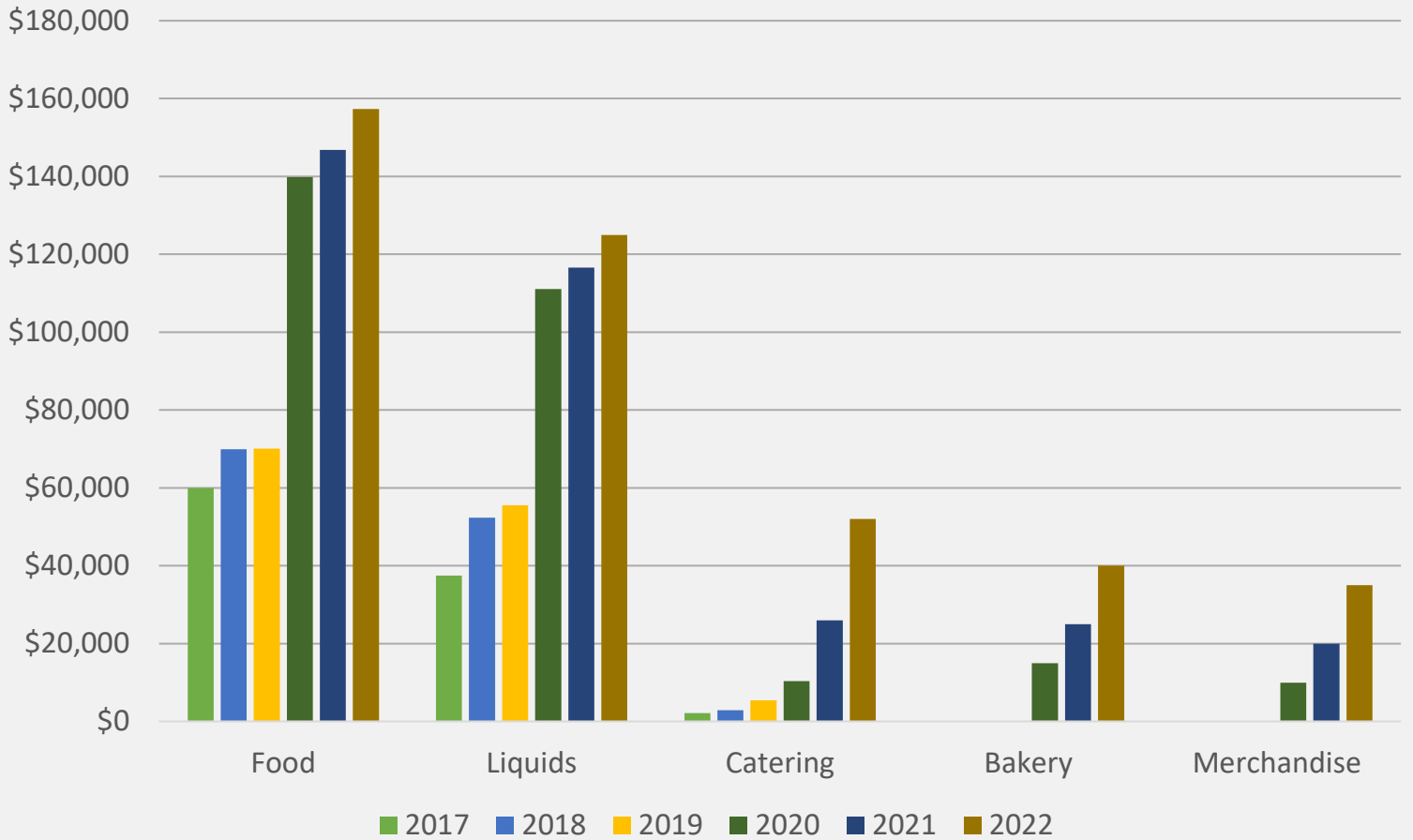
2017 – 2019 had three main revenue streams, accounting for **90% of total sales**

Introducing our **two new revenue streams** is projected to generate **25% more sales than 2019**

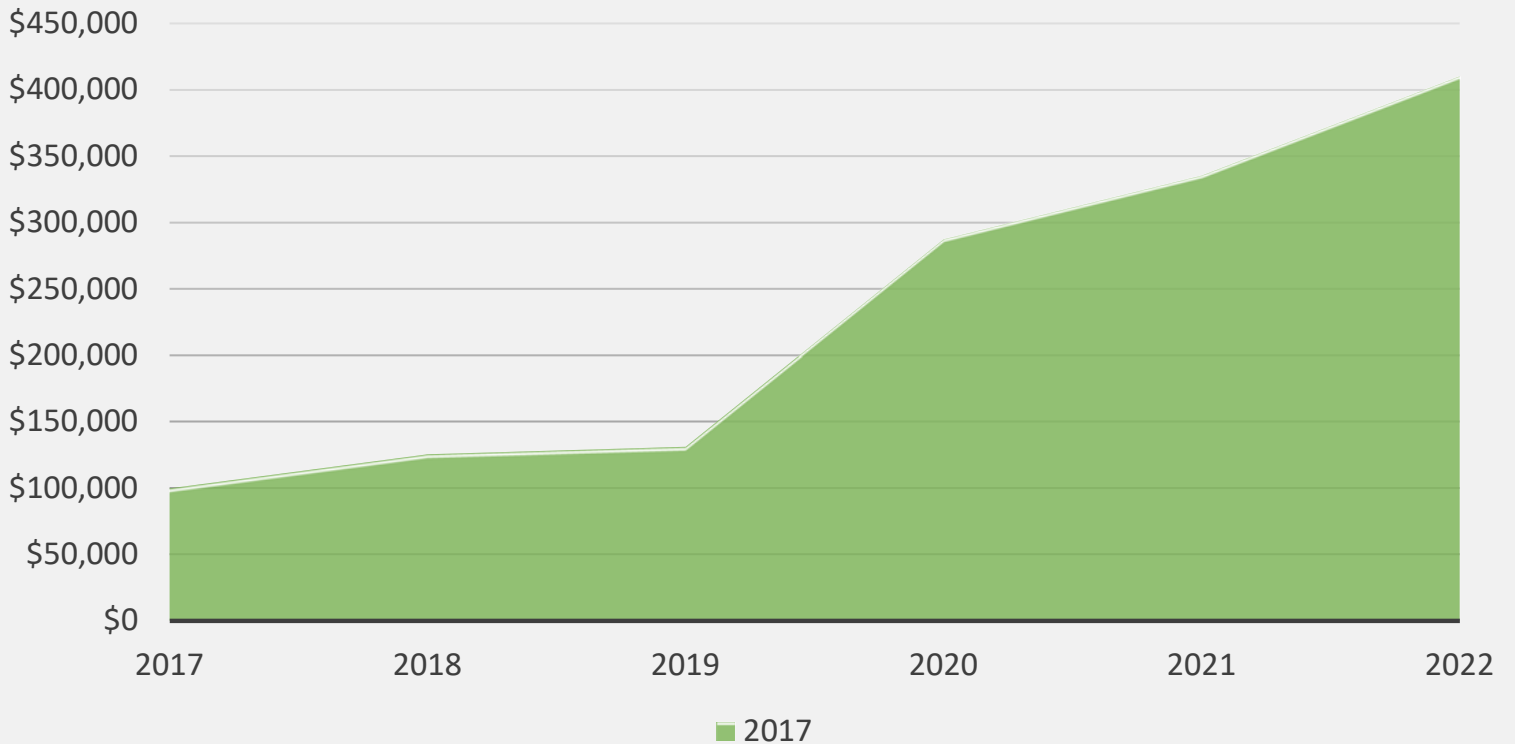
Expanding and moving to a new location, is projected to **generate 75% more sales than 2019**

In **2021**, once the additional space is completed, catering is projected to **grow 500% from 2019**

Sales by Revenue Class



Revenue Projections



We look forward to you joining our growth!

