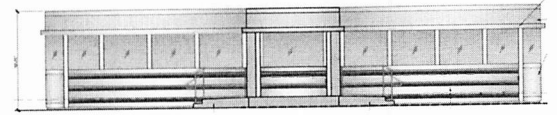


The Salisbury Diner

Building Community through Great Food

The Business Opportunity

The American diner has been a staple of our culture for a century in all its plush-seated and chrome-topped glory. Now with the 89-seat Salisbury Diner, we bring the community and energy of a classic diner into the heart of Salisbury. With pre-opening consulting and market-tested menus provided by the renowned Phoenicia Diner, the Salisbury Diner will serve the entire Litchfield and lower Berkshires with elevated food that anyone can afford.



Background

In 2014, the diner was moved to a commercially zoned property on Library Street in Salisbury.

Plans were approved by the Town of Salisbury in 2014 and a meeting with the town in 2023 confirmed that minimal changes to the plan (increase the size of ADA-compliant parking spots) would be required for re-approval.

Timeline

From closing of funding, the renovation and opening of the diner is estimated at 18 months.



Key Players

Managing Partner - David Becker

A Salisbury resident with 20+ years experience combining business development, marketing and operational excellence, David has led five start-ups and early-stage ventures, raising \$100M and supporting a \$1.1Bn public listing.

Restaurant Consultant - The Phoenicia Diner

One of the top 15 breakfast spots in America, The Phoenicia Diner created a dining destination in the drive-by upstate town of Phoenicia, NY. Serving breakfast and lunch to 150,000 people annually and generating \$3.6MM in revenue, the Phoenicia will provide launch consulting from menu development to recruiting staff.

Construction - RSM & Wyrick Associates

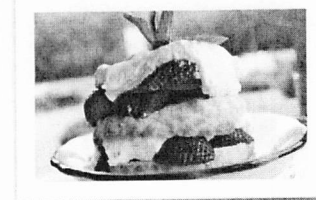
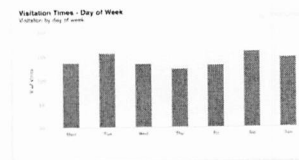
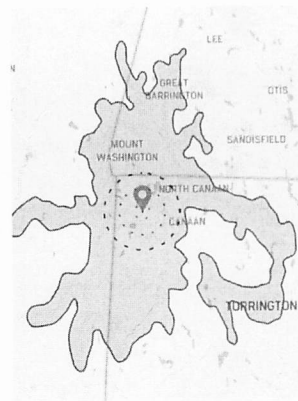
RSM Construction is a Kent-based contractor with access to specialized vendors needed for a diner renovation. Relevant projects for architect Wyrick & Associates is Swyft in Kent.

"A really good diner becomes the heart of its community, and the Phoenicia Diner is a great one."

Danny Meyer, CEO, Union Square Hospitality Group and founder of Shake Shack

Market Demographics

- Median Household Income: \$102,126 (+14.5%)
- HHI \$100K+: 44.8%
- Median Home Value: \$495,135 (+17.3%)
- Significant 2nd home ownership



Regional Comps

- Restaurant, Salisbury area, \$1.8-1.9M per year, 175 covers. \$400K net driven by low food costs
- Restaurant, Salisbury area: \$1.8M in 2023 serving breakfast, lunch and coffee
- Fern, Lakeville: 200/dinner covers (individuals)
- Willa. Millerton: 150/dinner covers

6-Year Financial Performance

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Sales	\$2,076,685	\$2,490,371	\$2,986,744	\$3,582,547	\$4,225,999	\$4,901,020
Prime Cost	\$1,809,958	\$1,991,642	\$2,211,807	\$2,469,666	\$2,752,268	\$3,056,070
Gross Profit	\$266,726	\$498,729	\$774,937	\$1,112,881	\$1,473,731	\$1,844,950
Operating Expenses	\$508,532	\$541,155	\$579,368	\$613,710	\$681,814	\$725,010
Net Profit	-\$239,806	(\$42,426)	\$195,569	\$499,171	\$791,917	\$1,119,930
% Net Profit	-11.5%	-1.7%	6.5%	13.9%	18.7%	22.9%

Investor Raise and Return

- Capital raise: \$2.5MM
- B/E in Year 2 or 3 20% net margin by Year 6

n case you missed it... The Lakeville Journal recently reported that the median housing price in Salisbury reached an **all-time high of \$945,000**. This number represents the 12-month median sales price as of January 2025.

Median is that number exactly in the mid-point between the numbers in set of numbers