



RESTAURANT

Hi Tech Restaurant – an evolutionary concept

Executive Summary

Otto Restaurant & Bar will be leading the Israeli restaurant market with its unique cutting edge 21st century concept, food and design.

This innovative concept will combine a great food and eating atmosphere, with a first of its kind service and design that will deliver customers' orders from the kitchen with robotic arms moving along the restaurant ceiling. In short, a total gastro-techno experience. With its unique ambiance you will have a casual situation with definite repeat-visit tendencies.

The whole Otto concept is based on being “not just another restaurant”. It takes the meaning of technology into a different sphere. However, there is nothing gimmicky about the use of the robotic arm delivery system. This will be supplied by the approved supplier to one of the world's pre-eminent processor developers.

Otto Restaurant & Bar will be financed through a combination of direct owner investment and a long term partnership with the restaurant investor.

Mission Statement

Otto Restaurant & Bar's mission is to focus on the following fields:

- **Becoming the leading restaurant in its field, providing a unique gastronomic social experience.**
- **Bringing to the restaurant industry a new and sophisticated technological concept.**
- **Serving its clientele with the finest quality food and providing friendly attentive service.**
- **Expanding Otto Restaurant & Bar to major cities around the world.**

Keys to Success

In order to ensure Otto Restaurant & Bar becoming a leading restaurant, the following need to be in place:

- **Technological concept to be implemented carefully providing the kitchen and table service with full working solutions.**
- **The restaurant's design to generate "WOW" reaction to all aspects of its design.**
- **The restaurant to offer a Mediterranean cuisine, emphasizing the use of fresh local market ingredients with healthy food and seasonal menus.**
- **Providing superior customer service in order to ensure repeat visits and customer recommendation.**
- **The restaurant to build up a strong brand with a language and graphic pattern that will be used in the restaurant's menus, signage, logo and stationery.**



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Objectives

Otto's objective is to build brand awareness and customer service, while growing sales by opening new restaurants around the world. Otto intends to utilize the following strategies to achieve these objectives:

- **Offering high quality, innovative menu items, utilizing premium vegetables, meats, fish and seafood.**
- **Providing excellent dining value. Otto restaurant will provide large portions of fresh, high-quality food at reasonable prices.**
- **Build brand awareness through central locations and segment development.**
- **Providing superior customer service.**
- **Leveraging the experience and skills of our advisory board.**

Menu development

Otto restaurant will serve its customers a fresh Mediterranean menu. Dishes will consist of steaks, fish and seafood, pasta dishes with lots of fresh grown vegetables.

The restaurant will offer a great selection of wines from the leading boutique wineries. The Alcoholic Bar will serve the world leading brands of alcohol, and the kitchen will develop many kinds of small dishes to be served together with the bar selection.

The kitchen will use only locally fresh grown, caught and raised products and ingredients with an Italian and Spanish touch, and will combine some new culinary twists to approach different crowds and flavors.

The main restaurant table will invite parties to sit and dine together. The menu will offer such parties some fixed main dishes to be shared by all guests.

The Market

Otto Restaurant & Bar will be located in the heart of Tel Aviv entertainment area.

As such, the restaurant will be exposed to competition but will also locate itself with the best and leading brands in the restaurant market.

The unique concept will allow the restaurant to attract crowds and become a leading brand.

Otto will attract business people and workers from offices around it during lunch time.

In the evening the restaurant will turn into a great Bar Restaurant, attracting young crowds, families and groups of people looking for a great place to go out to.