



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

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CHRISTINE BERTHET
Chair

JESSE R. BODINE
District Manager

July 28, 2015

Vincent G. Bradley
Chairman
New York State Liquor Authority
80 S. Swan Street, 9th Floor
Albany, New York 12210

**Re: 9th Avenue NYC LLC
d/b/a Topsy Girl
714 9th Avenue (48/49)**

Dear Chairman Bradley:

Manhattan Community Board 4 (MCB4) recommends **denial** of the application for a new On-Premise Liquor License by 9th Avenue NYC LLC d/b/a Topsy Girl, at 714 9th Avenue, New York, NY. Given the intense over-saturation of licensed establishments in the surrounding blocks; the additional noise, traffic, and congestion this establishment would bring to the area; the vague and contradictory descriptions of the planned establishment presented to MCB4 by the applicant, coupled with its lack of candor about the contemplated operations; and community opposition to another late-hour license in this area, granting a new On-Premise license to the present applicant would not serve, and would be contrary to, the public interest.

This establishment falls within the 500 foot rule as there are **23 (twenty-three)** OP liquor licenses within 500 feet of this address (per the SLA's website). The applicant intends to serve pasta, pizza, salads, and burgers, and there are dozens of establishments serving similar food in the surrounding blocks. Quite simply, this applicant would bring nothing new to the community, but instead would add to the problems accompanying an over-saturation of licensed establishments in very close proximity.

At the July 14, 2015 meeting of MCB4's Business Licenses and Permits (BLP) Committee, the committee questioned the applicant at length about the nature of the planned establishment. The applicant began by describing this establishment as part of the "BiCE" Group of restaurants, which operates multiple high-end Italian restaurants throughout the United States and the world (including Dubai and Palm Beach). The committee pointed out that, based on the materials provided by the applicant, the name "Topsy Girl" had never been previously used by the BiCE Group of restaurants and that Topsy Girl's planned menu of salads, burgers, pizza, and pasta (with the bulk of menu

items priced between \$12 and \$16) did not resemble the menus at the other higher-priced BiCE Group restaurants. The applicant then reversed course, stating that this was a new name and concept, designed to be a high-quality neighborhood restaurant at a lower-price point. When asked whether the name “Topsy Girl” suggested that this would be primarily a drinking establishment, the applicant responded that that name was chosen in part to tie in with a “Topsy Girl” brand of spirits they were developing that would be featured at the establishment. The confusion as to the nature of this establishment was compounded when the applicant insisted that they needed late-night hours in order to compete with nearby establishments such as the next-door Mickey Spillane’s Hell’s Kitchen NYC (350 West 49th Street at the corner of 9th Avenue) -- which is primarily a bar serving moderately-priced bar food.

MCB4 was also concerned -- both about the nature of the establishment and the applicant’s good faith -- when, shortly after the BLP Committee meeting, the applicant’s owners were quoted in the local press as planning to offer an “all-day happy hour” with “a lot of signature cocktails.” One co-owner was also quoted saying that “the name Topsy Girl is meant to convey the pleasures of drinking as well as the pleasures of romance.” (This article is enclosed.) Given that much of the discussion at the BLP Committee meeting involved the nature of this establishment and whether it would be a primarily eating or primarily drinking establishment, MCB4 is forced to conclude that the applicant deliberately and strategically chose not to disclose their full plans to the BLP Committee, including the contemplated “all-day happy hour.”

This lack of candor is apparently only one example of the applicant’s failure to demonstrate respect and consideration toward the community. For example, MCB4 has learned that the applicant made no outreach to any of the multiple residential tenants living in the apartments above these premises.

Those community members who did learn of the application spoke unanimously against this application at the BLP Committee meeting. The surrounding blocks of 9th Avenue are already excessively crowded with licensed establishments, which give rise to numerous complaints by the community about late night noise, excessive crowds, and increased traffic. Adding an additional licensed established can only make those problems more severe.

In addition, as noted above, the applicant indicated that they were developing a Topsy Girl brand of spirits that would share the name of the establishment. This point is also reflected in the attached press article, which stated that one of the applicant’s co-owners “is creating his own Topsy Girl brand Chardonnay, prosecco and vodka.” Although MCB4 has no further knowledge of the relationship between the applicant and the entity developing the Topsy Girl brand of spirits, MCB4 urges the SLA to ensure that the arrangement does not violate Section 101 of the New York Alcohol Beverage Control Law Article 8, which provides, in part, that it “shall be unlawful for a manufacturer or wholesaler licensed under this chapter” to be “interested directly or indirectly in any premises where any alcoholic beverage is sold at retail.”

In its application submitted to MCB4, the applicant sought to operate until 2:00 a.m. nightly, with its kitchen closing at midnight nightly -- a disparity serving as another telling sign of the nature of this establishment. Although the applicant at the BLP Committee meeting agreed in writing to close at midnight on Sunday through Wednesday, the applicant's attorney subsequently informed MCB4 that the applicant believed it could not compete with those agreed-to hours and asked to "withdraw" the stipulation.

For the reasons stated above, MCB4 believes the application should be denied in its entirety. In the event the application is approved, MCB4 requests that the hours of Topsy Girl be the same as the prior operator at this location, Diego's Mexican Grill -- which closed at 11:00 p.m. Sunday through Thursday and 1:00 a.m. Friday and Saturday. In no event should Topsy Girl's closing time be later than the 2:00 a.m. requested in their initial application to MCB4. Similarly, in no event, should the license extend to any sidewalk café or outdoor space unless and until the applicant does additional outreach with MCB4 and the community.

Accordingly, MCB4 recommends denial of this new On-Premise license application.

Thank you for your attention and cooperation with this application.

Sincerely,



Christine Berthet
Chair

[signed 7/28/15]

Burt Lazarin
Co-Chair
Business License & Permits
Committee



Frank Holozubiec
Co-Chair
Business License & Permits
Committee

Manhattan Community Board 4
(All Fields Must Be Completed)

Liquor License Stipulations Application

| | | | |
|---|---|--|---|
| CORPORATION NAME 9th Avenue NYC LLC | | DOING BUSINESS AS (DBA) Tipsy Girl | |
| STREET ADDRESS 714 9th Avenue NY, 10019 | | CROSS STREETS between 48 & 49 | ZIP CODE 10019 |
| OWNER <i>Attach a list of all the people that will be associated listed with the license</i> | NAME: Pier Mario Delosso | ATTORNEY/ REPRESENTATIVE | NAME: Leonard M. Fogelman |
| | PHONE: 212-444-8297 | | PHONE: 212-370-1530 |
| | EMAIL: piermariodelosso@gmail.com | | EMAIL: Lmf@fogelmanlawfirm.com |
| OWNER MANAGER | NAME: Peter Guimaraes | LANDLORD | NAME: Walter Steckman |
| | PHONE: 860-840-7947 | | PHONE: |
| | EMAIL: Petergnyc1@gmail.com | | EMAIL: Dylan.Murphy@ashwake.com |
| APPLICATION TYPE (Check One) | | | |
| <input checked="" type="checkbox"/> New | Has applicant owned or managed a similar business? | | <input checked="" type="radio"/> YES <input type="radio"/> NO |
| | What is/was the name and address of establishment? | | Alfredo 7 East 57th St NY NY |
| | What were the dates applicant was involved with this former premise? | | Name change Bice 2006-2012 Alfredo 2012-present |
| <input type="checkbox"/> Transfer | What is the prior license # and expiration date? | | |
| | Is applicant making any alterations or operational changes? | | <input type="radio"/> YES <input type="radio"/> NO |
| | If alterations or operational changes are being made, please describe list all changes. | | |
| <input type="checkbox"/> Alteration | What is the current license # and expiration date? | | |
| | Please list/describe the nature of all the changes and attach the plans: | | |
| METHOD OF OPERATION | | | |
| TYPE OF ALCOHOL | <input checked="" type="checkbox"/> Liquor/Wine/Beer <input type="checkbox"/> Beer <input type="checkbox"/> Wine & Beer | | |
| ESTABLISHMENT TYPE | <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cabaret <input type="checkbox"/> Night Club <input type="checkbox"/> Hotel <input checked="" type="checkbox"/> Bar/Tavern <input type="checkbox"/> Catering Establishment <input type="checkbox"/> Adult Entertainment <input type="checkbox"/> Wine Bar <input type="checkbox"/> Dance Club <input type="checkbox"/> Sports Bar <input type="checkbox"/> Club (Fraternal Organization - Members Only) | | |
| Has applicant/owner filed with the SLA? If yes, when? If no, when do you plan to file? | <input type="radio"/> YES | <input checked="" type="radio"/> NO | 30 days |
| Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement. | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule. | <input type="radio"/> YES | <input checked="" type="radio"/> NO | |
| Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |

LOCATION & ZONING

| | | | |
|---|--------------------------------------|-------------------------------------|---------|
| Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | Clinton |
| Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Is a Public Assembly permit required? | <input type="radio"/> YES | <input checked="" type="radio"/> NO | |
| Are your plans filed with DOB? | <input type="radio"/> YES | <input checked="" type="radio"/> NO | |

Community Notification/Relations

| | | | |
|--|--------------------------------------|-------------------------------|-------------------|
| <p>NOTIFICATION: List all block associations; tenant associations, co-op boards or condo boards of residential buildings; and community groups that applicant has notified regarding its application. For each please list both the organization and individual you contacted</p> | # 1 | West 47th/48th Sts Block | : Elke Fears |
| | # 2 | cc | ": Larry Roberts |
| | # 3 | cc | ": Kim Bagues |
| | # 4 | cc | ": Chuck Vassallo |
| | # 5 | cc | ": Steven Riedl |
| Please provide dates when applicant met with the groups listed above. | | Sent emails on 7-3-15 | |
| Who was your contact person at each group you met with? | | N/A | |
| When did applicant post the notice that was provided? | | 7-6-15 | |
| Where did applicant post the notice that was provided? | | Store front window on 9th Ave | |
| Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided. | <input checked="" type="radio"/> YES | <input type="radio"/> NO | 860-840-7947 |
| Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |

| BUILDING DESIGN | | | |
|---|---|-------------------------------------|--|
| State the name and type of business previously located in the space. | Mexican Restaurant called Diego's | | |
| Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business. | <input checked="" type="radio"/> YES | <input type="radio"/> NO | Diego's |
| Do you plan any changes to the existing façade? If yes, please describe. | <input checked="" type="radio"/> YES | <input type="radio"/> NO | Signage and awnings |
| Will applicant have a vestibule within the establishment? | <input type="radio"/> YES | <input checked="" type="radio"/> NO | |
| Will applicant use a storm enclosure? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant not place any items or obstructions on the sidewalk, for example, sandwich boards, sidewalk signs, freestanding menus and plants, as per the law? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant comply with the NYC noise code? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will the establishment have any of the following: (circle all that apply) | <input checked="" type="radio"/> FRENCH DOORS | <input type="radio"/> GARAGE DOORS | <input type="radio"/> WINDOWS THAT CAN BE OPENED |
| Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant close all windows, French doors, garage doors by 11 PM Friday and Saturday and 10 PM on all other days even if no music or amplified sound is played inside the establishment? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | Will follow the law |
| Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings? | <input type="radio"/> YES | <input checked="" type="radio"/> NO | We are familiar with this and we use sound proofing foam under chairs, table benches and ceilings |
| Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will the kitchen exhaust system extend to the roof? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will the establishment have an illuminated sign? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will the establishment have a canopy extending over the sidewalk? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Where will the air conditioner be located? What type is it? | on roof forced air handler | | |
| When was the air conditioner installed? | at least 10 yrs ago | | |

OUTDOOR ITEMS - OTHER THEN SIDEWALK CAFÉ

| | | | |
|---|--------------------------------------|-------------------------------------|-----|
| Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavillion, tents, deck or gazebo? If yes, which one(s)? | <input checked="" type="radio"/> YES | <input checked="" type="radio"/> NO | |
| Are the floorplans for the outdoor space(s) included? | <input type="radio"/> YES | <input type="radio"/> NO | N/A |
| Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days? | <input type="radio"/> YES | <input type="radio"/> NO | N/A |
| Will the service and consumption of alcohol in any outdoor space only be via seated food service? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s)? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will there be no amplified music, as per the law? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| If amplified sound is played inside the establishment, will windows and doors be closed? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant agree to post signs outside asking customers to respect the neighbors? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant agree to train staff to encourage a peaceful environment? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments) | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |
| Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors? | <input checked="" type="radio"/> YES | <input type="radio"/> NO | |

OUTDOOR ITEMS – SIDEWALK CAFÉ

| | | | |
|--|--------------------------------------|-------------------------------------|--|
| Has the applicant/owner(s) read MCB4 Sidewalk Café Policy? | <input checked="" type="radio"/> YES | NO | Not at all |
| Will applicant be applying for a sidewalk café now or in the future? | <input checked="" type="radio"/> YES | NO | Not Time <input checked="" type="radio"/> NO |
| Is applicant in this application seeking to include a sidewalk café in its liquor license? | <input checked="" type="radio"/> YES | NO | |
| If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans. | YES | <input checked="" type="radio"/> NO | Will E-Submit |
| Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days? | <input checked="" type="radio"/> YES | NO | Will follow local laws |
| Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service? | <input checked="" type="radio"/> YES | NO | |
| Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk café? | <input checked="" type="radio"/> YES | NO | |
| Will applicant mark the perimeter of the café on the sidewalk? | <input checked="" type="radio"/> YES | NO | |
| Will the service and consumption of alcohol in the sidewalk café only be via seated food service? | <input checked="" type="radio"/> YES | NO | |
| Will the sidewalk café not provide standing space for drinking or smoking? | <input checked="" type="radio"/> YES | NO | |
| Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department? | YES | <input checked="" type="radio"/> NO | |
| Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors? | <input checked="" type="radio"/> YES | NO | |
| Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours? | <input checked="" type="radio"/> YES | NO | |
| Will all furniture be stored inside between December 21 st and March 21 st , and any other day when it rains or snows? | <input checked="" type="radio"/> YES | NO | |
| Will applicant use umbrellas? | YES | <input checked="" type="radio"/> NO | |
| If construction or construction protection has reduced the sidewalk width, will applicant always maintain an 8 foot clear path of sidewalk between the perimeter of the café and the closes obstruction including construction barricades? | <input checked="" type="radio"/> YES | NO | |

ADDITIONAL STIPULATIONS: (Office Use Only)

THIS APPLICATION DOES NOT
EXTEND TO A SIDEWALK
CAFE.

To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 - 6 of this application, the stipulations on pages 7 and 8 control.

ADDITIONAL STIPULATIONS: (Office Use Only), *Continued*

To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.

Manhattan Community Board 4 (MCB4) recommends:

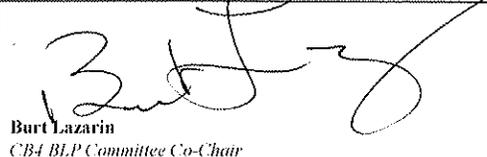
Denial unless all stipulations agreed to by applicant/owner are part of the method of operation

Denial Approval

CB4 REPRESENTATIVES


Nelly Gonzalez
CB4 Assistant District Manager


Frank Holozubiec
CB4 BLP Committee Co-Chair


Burt Lazarin
CB4 BLP Committee Co-Chair

APPLICANT AGREEMENT WITH THE COMMUNITY

Applicant agrees to these stipulations as the basis for the community support of this application and acknowledges that all of these stipulations are essential prerequisites to the MCB4 recommendation regarding this application. Applicant agrees to have these stipulations incorporated in the method of operation of its liquor license. The stipulations in this application constitute the entire agreement between MCB4 and applicant and may only be altered in writing signed by MCB4 and applicant. These stipulations supersede any oral statements or representations in connection with this application.

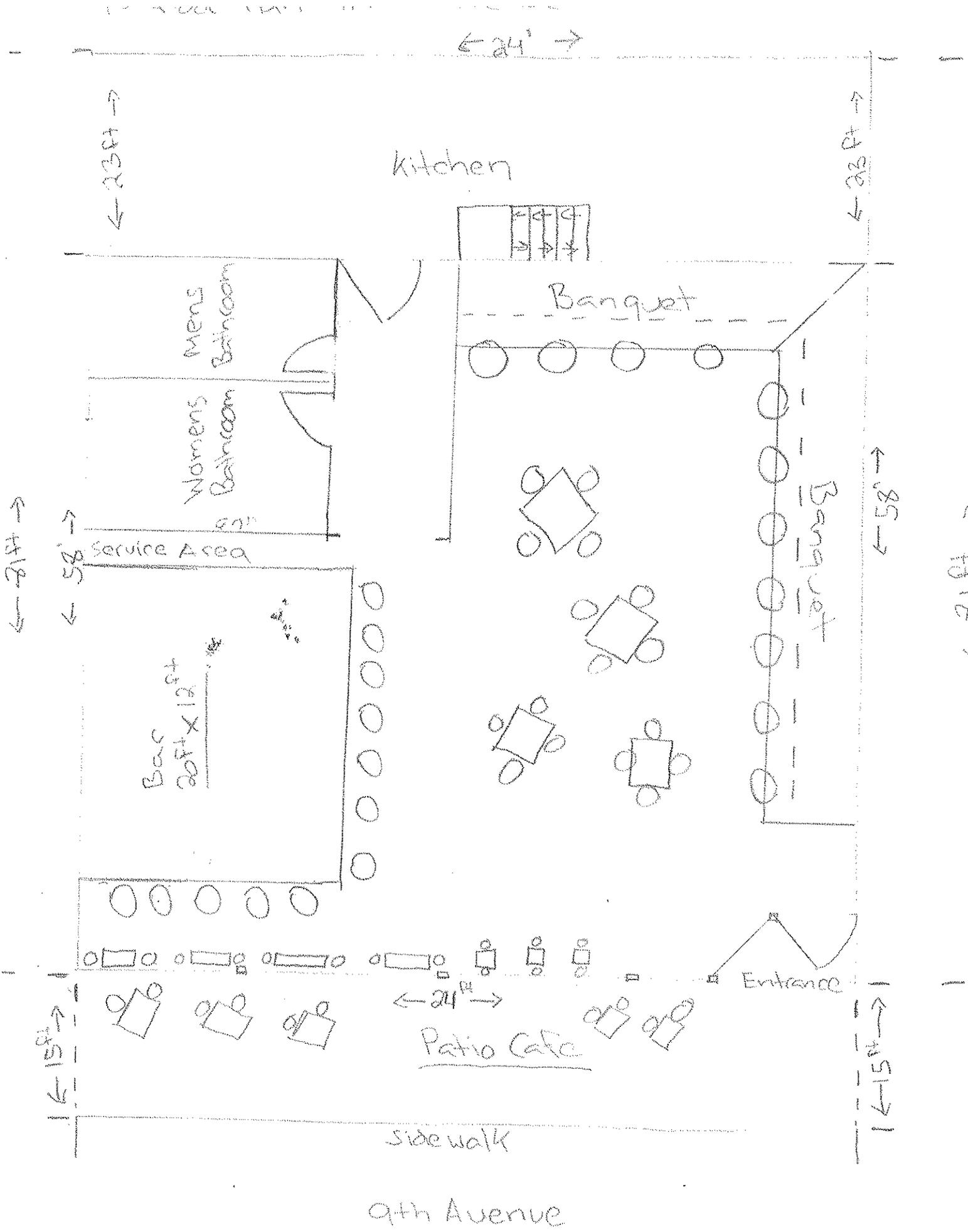
SIGN HERE




PRINT NAME OF APPLICANT


SIGNATURE OF APPLICANT

1-14-2015
DATE



Basement Plan 117 4th Avenue

← 24' 8" →

Storage



Walkin Freezer

Walkin Fridge

Storage

Storage

← 81' 8" →

← 81' 8" →

Office

← 24 Feet →

9th Avenue



TIPSY GIRL

STARTER PLATES

CALAMARI - 🍷 Cherry peppers, roast garlic, served with marinara & wasabi aioli and pepperoncini chili sauce **\$11.00**

OYSTERS - Daily region selection \$2.00 each

TIPSY GIRL SHRIMP - 🍷 Beer Battered Seasoned Tiger Shrimp, Flying Roe Fish **\$10.00**

NACHOS - 🍷 Cheesy nachos packed with sweet Italian turkey sausage, ground beef, pepperoni, piquante peppers, ricotta crema, cheese + fresh basil **\$10.00**

CEVICHE - Shrimp, sea scallops, squid and market fish marinated in lime juice and garlic, tomatoes, Spanish onions, peppers cilantro, and jalapeño **\$12.00**

SHRIMP BOIL - Steamed "peel n' eat" old bay rub, cucumber tarragon dipping sauce **\$14.00**

SASHIMI TACOS - Four crispy wonton tacos stuffed with sashimi grade ahi tuna, mango jicama salsa, wasabi + sweet soy **\$14.00**

BACON-CHEESEBURGER SLIDERS - Lettuce, tomato, onion, chipotle mayo **\$12.00**

HOT WINGS - Crispy Wings, Spicy Hot Sauce, Veggies **\$12.00**

SOUP OF THE DAY - Chef's daily creation **\$8.00**

SALADS \$12.00

Add shrimp, chicken, salmon or steak \$6.00

WARM GOAT CHEESE 🍷 Baby Spinach, Strawberries, Goat Cheese, Toasted Almonds, Sherry Vinaigrette

CAESAR 🍷 Homemade molten croutons, Classic Caesar dressing, Shaved Parmigiano

COBB 🍷 Bacon, Avocado, Chicken, Hard Boiled Egg, Gargonzola, Tomato, Onions

KALE SALAD 🍷 Tossed in Soy Vinaigrette and topped with Candied Peanuts

ORGANIC BURGERS

TIPSY GIRL BURGER Whiskey marinated Cobe Beef & caramelized onions, topped with aged cheddar, bacon, lettuce, tomato, chipotle mayo **\$14.00**

CRAB CAKE BURGER 🍷 Fresh Mozzarella, Roasted Red Pepper, Chipotle Mayo **\$16.00**

SALMON BURGER North Atlantic salmon, avocado, pickled red onions, bell peppers, arugula, sesame spicy mayo. **\$16.00**

CREATE YOUR OWN BURGER Add: American, Swiss, Gruyere, Maytag Blue Cheese, Aged Cheddar. Add: Bacon, Avocado, Caramelized Onions, Grilled Red Peppers, Sauteed Mushrooms, Jalapenos, lettuce, tomato. **\$14.00**

WOOD FIRED PIZZA

MARGHERITA San Marzano tomato, mozzarella & fresh basil and olives **\$12.00**

PEPPERONI Pepperoni, fresh mozzarella **\$14.00**

PRIMAVERA Tomato, mozzarella and season garden vegetables **\$14.00**

PROSCIUTTO Tomato, mozzarella, prosciutto di Parma, sliced tomato **\$16.00**

PASTA & MORE

- PENNE ALL' ARRABBIATA Penne, garlic spicy tomato sauce, basil \$12.00
CHITARRUCCI ALLA BOLOGNESE Homemade fresh spaghetti, meat sauce \$14.00
RAVIOLI Veal and spinach ravioli with champignon mushroom sauce \$18.00
SALMON Organic Atlantic salmon served with broccoli and mustard sauce \$19.00
SHRIMP - grilled shrimp, signature sauce, rice and potatoes \$21.00
BRICK CHICKEN ☑ Sauteed Spinach, Mashed Potatoes \$18.00
NY STRIP STEAK ☑12 oz Cut, Watercress Salad, Herb Butter \$25.00

TIPSY GIRL

SIGNATURE COCKTAILS SUMMER \$12.00

- TIPSY GIRL COSMO - Grey Goose Vodka, cranberry puree, agave nectar, ginger apple liqueur, pimento dram
GOODNIGHT GIRL - Reposado Mezcal, Dimmi Italian Cordial, chipotle agave, fresh lime juice, seltzer
TIPSY GIRL BELLINI - Grey Goose Vodka, raspberry sorbet, champagne, fresh orange juice
HELL'S GIRLS - Bulleit Bourbon, St. Germain, lemon, prosecco, muddled brandied cherries
TIPSY GIRL MARGARITA - Gold tequila, cucumber, jalapeno, lime, orange
SLOW BUZZ - Patron Silver, strawberries, basil, fresh lime juice, Agave nectar, balsamic drops
SNOW BUNNY - Huckleberry Vodka(gluten free), cointreau, pineapple juice, blackberries, lemon juice, coconut
PAIN KILLER - Myers dark rum, coconut cream, pineapple juice, orange juice, grenadian nutmeg topper
MOJITO GIRL - Bacardi Lite, Kettle one vodka, fresh limes, sugar, mint, cointreau, soda water
CAIPIRINHA TIPSY STYLE - Cachaca, Bacardi lite, limes, brown sugar

WINES BY THE GLASS \$11.00

SPARKLING

- ????? PROSECCO
??????? CHAMPAGNE \$14.00

WHITE

- ????? PINOT GRIGIO
????? CHARDONNAY
????? SAUVIGNON BLANC
????? RIESLING
????? GEWURZTRAMINER

RED

- ????? MERLOT
????? CABERNET
????? MALBEC
????? PINOT NOIR
????? CHIANTI
????? SUPER TUSCAN

BEERS ON DRAFT \$8.00

- SAMUEL ADAMS SEASONAL, STELLA ARTOIS, HEINEKEN, BLUE MOON, BROOKLEN LAGER,
GUINNESS, GOOSE ISLAND, COORS LIGHT, DUVEL

BEERS BY THE BOTTLE USA \$7.00 INTERNATIONAL \$9.00

AMSTEL LIGHT, BUDWEISER, BUD LIGHT, CORONA, COORS LIGHT, SAPPORO, PERONI,
HOEGARDEN, CHIMAY RED, SAMUEL SMITH ORGANIC CIDER,

WINES BY THE BOTTLE

SPARKLING

BIN 102
BIN 103
BIN 104
BIN 105
BIN 106
BIN 107
BIN 108
BIN 109
BIN 110
BIN 111
BIN 112
BIN 113
BIN 114
BIN 115
BIN 116

WHITE

BIN 201
BIN 202
BIN 203
BIN 204
BIN 205
BIN 206
BIN 207
BIN 208
BIN 209
BIN 210
BIN 211
BIN 212
BIN 213
BIN 214
BIN 215

RED

BIN 301
BIN 302
BIN 303
BIN 304
BIN 305
BIN 306
BIN 307
BIN 308
BIN 309
BIN 310
BIN 311
BIN 312
BIN 313
BIN 314
BIN 315



The Bice Group

Corporate Overview



2015

BiCE Group



The Bice tradition began when Beatrice “Bice” Ruggeri opened ‘DA Beatrice e Gino’ in Milan in 1926 and now is well known as “Bice”. The next major move occurred when Roberto Ruggeri, supported by his brother Remo, opened the doors of Bice New York on East 54 Street between Madison and Fifth Avenue in 1987.

Later on the expansion throughout the USA began, with now 15 successful restaurants in selected cities. As US operations thrived, Bice Group started licensing internationally, opening successful restaurants in major cities around the world, now overseeing 20 international restaurants.

With decades of experience and a mindset of reaching a broader audience, Bice Group has now expanded beyond the fine dining experience into the smart casual and quick service industry, yet maintaining the high quality that BiCE Ristorante is well known for.

There are currently 35 restaurants operating under the Bice Brand in the world, with more locations opening every year. We are currently in discussions to expand in new emerging markets such as India, Pakistan, Jordan, Azerbaijan, Kurdistan, Afghanistan, Russia, China and South America.

The BiCE Family Legacy

Generation after generation and with almost 90 years of successful operation, the Bice Group continues to pass on the vision and passion that Nonna Bice was known for.

The original Bice Milano is still managed and operated by Roberta and Beatrice Ruggeri, daughters of Remo Ruggeri, while the global growth and operations is being handled by Raffaele Ruggeri the CEO of the group with the support of his father Roberto Ruggeri. Domestic locations are being overseen by childhood friends Pier Mario Delrosso and Peter Guimaraes.

Family traditions and values continue to be the pillars of the success that earned us the reputation and prestige worldwide.

Our mission statement will always and continue to be:

“Restaurants With Passion Delivering Timeless Dining Since 1926”

BiCE Timeless Journey

The network of Bice restaurants spanning the world today began 90 years ago in Milano. Beatrice Ruggeri - Bice to her family and friends - was known for her extraordinary hospitality and personal warmth. For years she was encouraged to open her “cucina” to the public. In 1926 she agreed, and a neighborhood “trattoria” - loosely translated, a friendly gathering place - was opened. With Bice in the kitchen and her brothers and sisters serving in the dining room, il Ristorante Da Gino e Bice, or Bice as it would later be known, had a family feeling. The first customers said it was like being at the home of a friend, as Bice hoped they would.

As Milano emerged as a European fashion and banking center in the 1970s, Bice Milano was embraced by a new international clientele that included the continent’s reigning designers. In a city where understated elegance is the operative, word spread of the restaurant’s stylish interiors, the Tuscan origins of the food and of Bice Ruggeri’s unwavering commitment to satisfying clients. Bice Ruggeri was now a recognized Milanese restaurateur and her sons, Remo and Roberto, were taking steps to extend her vision throughout the world.

In the early 70s Remo and Roberto took a more active role, yet stayed true to their mother's vision of Bice Ristorante being an inviting place where friends and family could come together and feel much as if they were at the home of a friend. Bice Milano remained a flourishing local establishment throughout World War II and is enjoying 9 decades of success at Via Borgospesso 12, Milano.

In 1978 Remo and Roberto took the first steps to give Bice an international cache, opening a second Bice in Porto Cervo, on the island of Sardinia, where the Aga Khan had just established a playground of sorts for international socialites, celebrities and other affluent world travelers. It wasn't unusual to find royal families in addition to the Agnelli's and the Kennedy's dining on the same night. This international destination was a good match for the Bice brand of hospitality and for contemplating future locations. With its international business base and customer mix, New York City was the logical site for the next Bice Ristorante.

On July 12, 1987, the first Bice Ristorante in the USA opened its doors on 54th Street in Manhattan. It was an astounding overnight success. Bice brought a new type of authentic Italian cuisine and style to the city of Manhattan and a new destination for people "to see and be seen".

The design by Adam Tihany, incorporated elements of the acclaimed original Bice Milano interior to achieve a fresh, yet urbane look. The menu was and still is a skillful mix of traditional and newer trends in Italian cuisine. Bice's unique style of hospitality is regarded as key to Bice New York's continuous success at this location during the past 3 decades.

Although the original plan was to open one restaurant, the number of openings multiplied. New York, Chicago, Los Angeles, Paris, Palm Beach and Tokyo all in the short span of three years. Up until that point, international restaurant chains were confined to fast food restaurants and a few steakhouses, but Bice confronted and overcame the challenge by creating a unique global image. At the root of Bice's entrepreneurial approach is the desire to offer our guests the possibility to identify themselves with our restaurants, the food we prepare and the same atmosphere that they'll find in any Bice around the world. Our regulars make up an elite club that span the globe and know that Bice is always there when they want to enjoy themselves.

Restaurants are usually identified by their owners or their chefs, but the Ruggeri family and their dedicated teams have succeeded in creating an aura around the name of their restaurants that makes up for the absence of the owner or chef.

It is for this reason that all around the globe people simply say, "Let's go to Bice!"

In 1993, the need to diversify Bice services in order to accommodate the changing tastes of their guests became apparent. Alongside the tried and true Bice formula, Bice introduced new theme-related restaurants, "Bice Bistro", in Miami and Los Angeles: Mediterranean food for a younger clientele at more affordable prices.

In 2012, Bice Group created its newest concept, "Pizza Milano", expanding our values and qualities into the quick service sector, offering high quality fresh made pizza catering to the on the go consumer.

Bice Group's focus is on furthering its reputation as the premiere Italian restaurant company throughout the world. This is accomplished through expansions in strategic locations and countries, and the continuous improvement and monitoring of each element of our operations.

As we establish new restaurants, Bice makes a commitment to position each concept and location as a very welcoming place where friends and family come together for a skillfully prepared and authentically Italian dining experience.

Experience shows that this is key to our success, particularly as we recognize guests we served at one end of the world visiting us in other parts of the world.

Overall, our objective for the various restaurant concepts of the Bice Group (Bice, Bice Mare, Bice Bistro and Pizza Milano) is for guests to have consistently positive and authentic experiences with us in any part of the world. As these concepts gain a certain maturity, we will continue to respond with new concepts in sync with ever-changing guests preferences.

We pride ourselves not only with quality and experience we offer in our restaurants, but also by the fact that we represent "The Made in Italy" throughout the world. We are exploring ways to bring selected food products bearing our brand and quality directly to the homes for consumption, as well as an elegant line of tableware and cookware reflecting the Milano lifestyle.

As we reflect on our accomplishments over the years, we take stock in the fact that we have succeeded by doing what we best know how to do: satisfy guests throughout the world. We have been able to achieve many of our goals by entering into areas that were new to us and applying the values that Bice stands for.

Why License with BiCE Group?

- ✓ Global Brand Recognition
- ✓ Decades of Experience
- ✓ Multiple concepts , ranging from fine dining , casual and quick service
- ✓ Profitable formats
- ✓ Flexible menus, addresses local and cultural expectations
- ✓ Cost effective design and location fit out (New or Retrofit)
- ✓ Experienced Management , for startup and on-going
- ✓ Staff training offered on-site and at Bice worldwide locations
- ✓ Seasonal menu revisions and promotions
- ✓ Franchise solutions, own and operate on your premise

Licensing Structure Opportunities

- ✓ Master franchise
 - Country
 - Region
 - State
 - City
 - Multiple units
- ✓ Single concept franchise
 - Country
 - Region
 - State
 - City
 - Multiple units
- ✓ Single unit franchise

BiCE Concepts suit every market & every need



BiCE DESIGN

Bice has extensive experience in designing restaurants for the global market. We can design for free standing, integrated, new and retrofit requirement. Also included is a uniform design customized with consideration to the location, hotel and the local market.

The kitchen design is a crucial and vital part of creating an integrated flow throughout the restaurant. Our corporate chefs have the experience and knowledge in order to optimize the space required efficiently.

The design process is both fast and cost effective with economic sensitivity always as a top consideration. A recognizable Bice brand is established while local norms and expectations are built-in to ensure a comfortable experience for diners from both the international and local client base.

