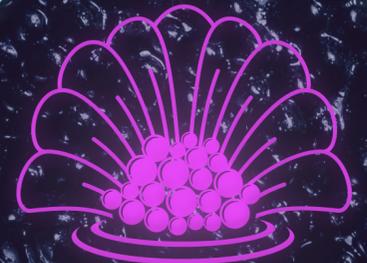




BUMP CAVIAR
EST 2024
FINE DINING



Executive Summary

BUMP will be the premiere luxury dining destination in Nashville, specializing in premium caviar dishes and gourmet delicacies. The menu will feature an exclusive selection of caviar from renowned regions, including Beluga, Osetra, and Sevruga, along with top-tier domestic varieties.

Complementing the caviar experience, **BUMP** will offer a carefully curated selection of high-end dishes such as oysters, smoked salmon, and elevated takes on classic comfort foods like gourmet burgers and artisanal pastas, catering to discerning palates while appealing to a wider audience.



Problem Statement



Nashville's food scene is rapidly growing, known for its diverse and thriving culinary offerings.



Despite several upscale restaurants, the city lacks a dedicated caviar-focused dining experience.



This gap presents a unique opportunity to establish **BUMP** as Nashville's premier destination for caviar connoisseurs, offering a luxury experience currently unavailable in the market.

Opportunity



01

BUMP Caviar Co. will introduce a luxury caviar dining experience to Nashville's vibrant Rutledge Hill Culinary District.

02

The restaurant will showcase a diverse selection of caviar sourced globally, creating a unique & sophisticated dining atmosphere.

03

With a commitment to exceptional quality, service, and ambiance, **BUMP** aims to become the top destination for caviar enthusiasts and fine dining lovers in Nashville.

Location & Concept Details



*Introducing a future
chef community...*

LOCATION

30 Middleton Street in Nashville's emerging Rutledge Hill Culinary District, a 4,822 sq. ft. eclectic Victorian home to be renovated into BUMP's upscale venue.

DESIGN

The space will be transformed into a stylish and elegant environment, offering a luxurious & intimate dining experience.

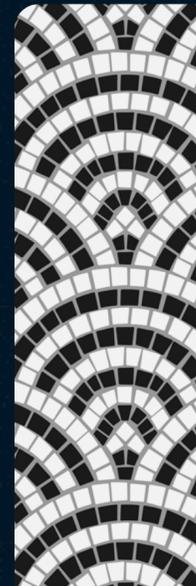
SEATING

25 open tables downstairs, a member-only upstairs area with 25 tables (during designated times), & a full bar with 10 seats.

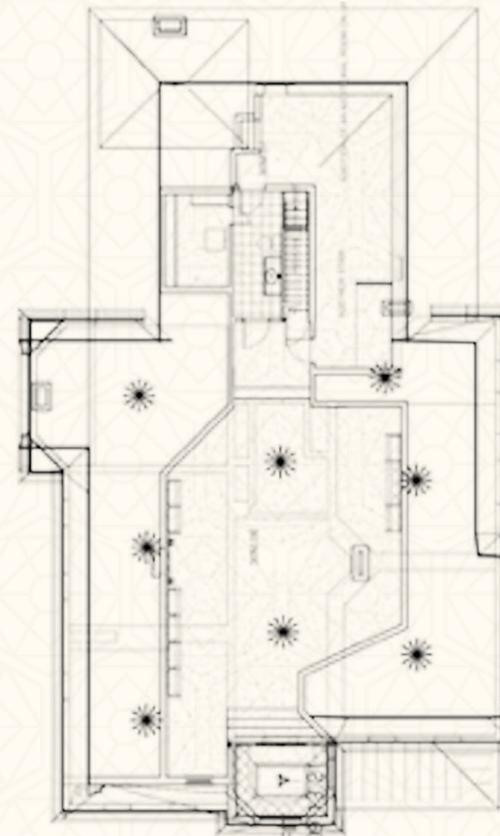




Location & — Concept Details



LEVEL TWO



GUESTROOM TEST-FIT
BLUR WORKSHOP 109-3821

LEVEL ONE



GUESTROOM TEST-FIT
BLUR WORKSHOP 109-3821

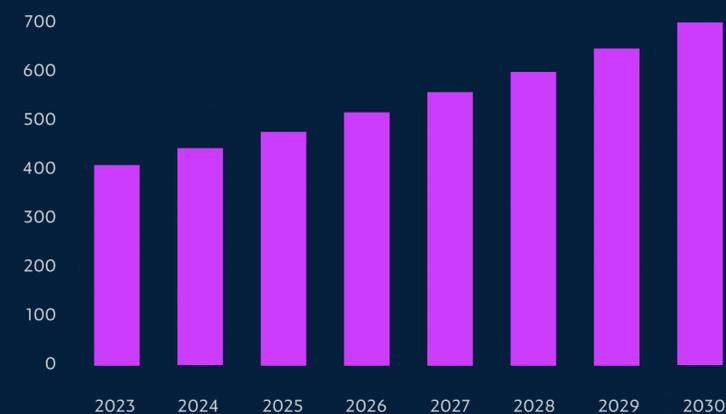
The Caviar Market

The global caviar market was valued at **\$417.4 million in 2023** & is projected to grow at a **CAGR of 7.9% from 2024 to 2030.**

Projected Market Growth

7.9% ↗

Market Value (Million USD)



<https://www.grandviewresearch.com/industry-analysis/caviar-market>

KEY DRIVERS INCLUDE:

- Rising demand for luxury and premium food experiences.
- Growing awareness of caviar's health benefits (high in omega-3 fatty acids, protein, and essential nutrients).
- Increased online availability, making premium caviar more accessible to consumers.

The restaurant segment remains the largest application for caviar, particularly in fine dining & luxury dining experiences. North America is expected to experience the fastest growth in the caviar market due to:

- A focus on culinary innovation and high-end gastronomy.
- Strong consumer spending power in developed urban centers.
- Caviar's reputation as a luxury product continues to attract high-net-worth individuals and food enthusiasts.

GROWTH IS SUPPORTED BY:

- Increased interest in sustainable sourcing and ethical farming, which aligns with modern consumer values.
- Expanding food tourism, particularly in vibrant cities like Nashville, which draw affluent visitors seeking unique culinary experiences.

Article/trends to include and highlight: "Caviar Bumps Are All The Rage" <https://www.nytimes.com/2022/06/07/style/caviar-bump.html>, [How the pairing of Pringles and caviar went viral on TikTok, Instagram,](#)

Target Market

Nashville's luxury dining scene is thriving, with upscale restaurants drawing strong demand. Average daily visitor spending is estimated at \$295, with luxury dining contributing significantly. Top-tier establishments like **Drusie & Darr, Husk, and Audrey** set the bar for high-end culinary experiences, attracting both affluent locals and tourists

PRIMARY AUDIENCE

Affluent individuals, food enthusiasts, and tourists seeking luxury dining experiences and willing to indulge in premium food items like caviar.

CORPORATE CLIENTS

Targeted for private events, business meetings, and special occasions.

Sources: [Visit Nashville TNResy](#) | [Right This Way](#)

CAVIAR ENTHUSIASTS

High-income consumers:

Individuals with substantial disposable income.

Demographic: Older adults with established wealth and young, affluent professionals.

Highly educated:

A market segment that values gourmet experiences & culinary sophistication.

Geographic focus:

Primarily urban & metropolitan areas, particularly in growing cities like Nashville.

Foodies: Individuals who prioritize unique, high-quality food experiences and are drawn to culinary innovation.



Go-To-Market Strategy & Marketing

01 SOCIAL MEDIA MARKETING

Showcase stunning visuals and engage audiences through interactive content on platforms like Instagram & TikTok.

02 INFLUENCER COLLABORATIONS

Partner with food and lifestyle influencers for authentic promotion and event hosting.

03 LUXURY HOTEL PARTNERSHIPS

Collaborate with upscale hotels to offer exclusive dining packages and personalized recommendations.

04 TARGETED ADVERTISING

Focus on high-end lifestyle magazines and digital platforms to reach affluent audiences.

05 EXCLUSIVE TASTING EVENTS

Host private tastings and unique dining experiences to generate buzz and encourage referrals.

06 MEMBERSHIP CLUB

Convert the upstairs area into a private members-only club, offering exclusive access to special events, caviar tastings, & personalized experiences for loyal customers.

Business Operations



LUXURIOUS DINING ENVIRONMENT

Create an elegant atmosphere designed for an intimate, high-end dining experience.



TECHNOLOGY INTEGRATION

Implement technology for reservations & loyalty programs to enhance customer convenience and engagement.



EXPERT CULINARY TEAM

Hire skilled chefs specializing in sustainably sourced caviar and seafood, ensuring exceptional dish quality and seasonal menu updates.



EMPLOYEE DEVELOPMENT

Invest in ongoing staff training to retain top talent and maintain high service standards.



WHITE GLOVE SERVICE

Train staff in top-tier customer service, providing extensive caviar knowledge to guide guests through the menu.



LOCAL PARTNERSHIPS

Collaborate with local artisans and purveyors to enrich the menu and strengthen community ties

Funding Ask & Milestones

TOTAL INVESTMENT REQUIRED: \$500K

- Leasehold Improvement Costs
- Equipment Purchase
- Inventory Acquisition
- Marketing Initiatives

REVENUE MODEL

- Primary revenue will come from food and beverage sales.
- Additional revenue streams include:
 - Private events
 - Sales of take-home caviar
 - Membership fees from the private members club

01

MONTH 1-3

Complete renovations/decor & finalize equipment setup.

02

MONTH 4

Launch marketing campaign & begin pre-opening events.

03

MONTH 5

Grand opening of BUMP Caviar, Co.

04

MONTH 6-12

Establish membership program and host exclusive events to drive community engagement.

05

YEAR ONE

Explore additional revenue opportunities.

Team



Brandon Rader

Founder

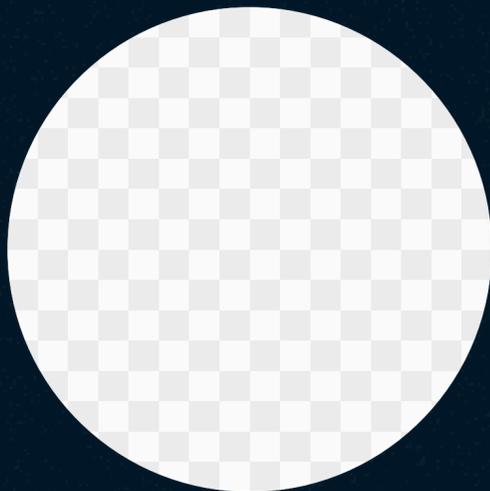
With over a decade of experience in sales and management across retail, beauty, and boutique ownership, Brandon excels in building lasting client relationships and driving brand growth.



Peter Darrow

CEO, [Happy Wellness](#)

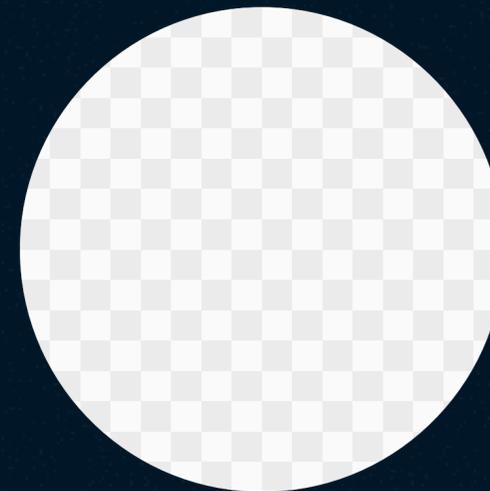
Peter is a former restaurant owner ([Darrow's Farm Fresh](#)), and his team brings over 40+ years of Wall Street and Startup operations experience.



Placeholder

Title

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Placeholder

Title

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Conclusion

BUMP aims to elevate Nashville's dining scene by introducing the luxury and indulgence of a dedicated caviar restaurant. We are committed to delivering exceptional quality, impeccable service, and a stylish ambiance, positioning **BUMP** as the premier destination for caviar enthusiasts and fine dining connoisseurs.

With a unique concept that fills a significant market gap, we are confident in our ability to create an unforgettable culinary experience that resonates with both locals and visitors alike.

Want to learn more?



[Get in Touch](#)

Appendix

1. Global Restaurant Comparisons
2. Press Coverage
3. Financials



Global Restaurant Comparisons

01



Caviar Russe

New York, Miami

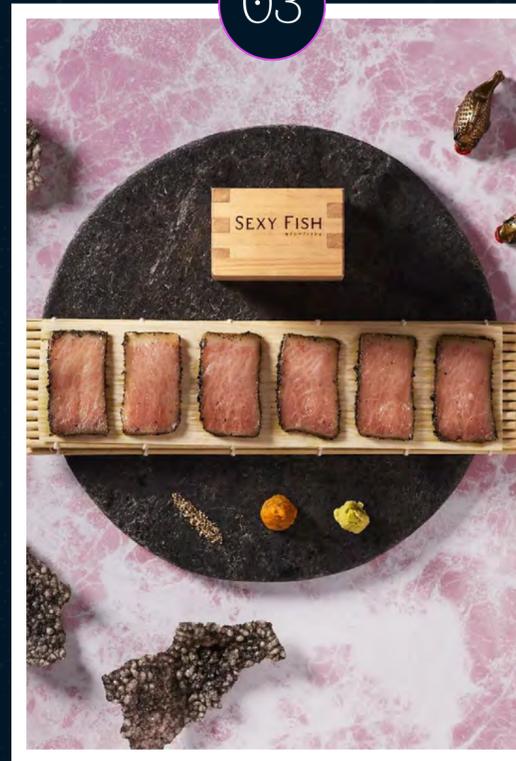
02



Lapérouse

Founded in 1766 in Paris

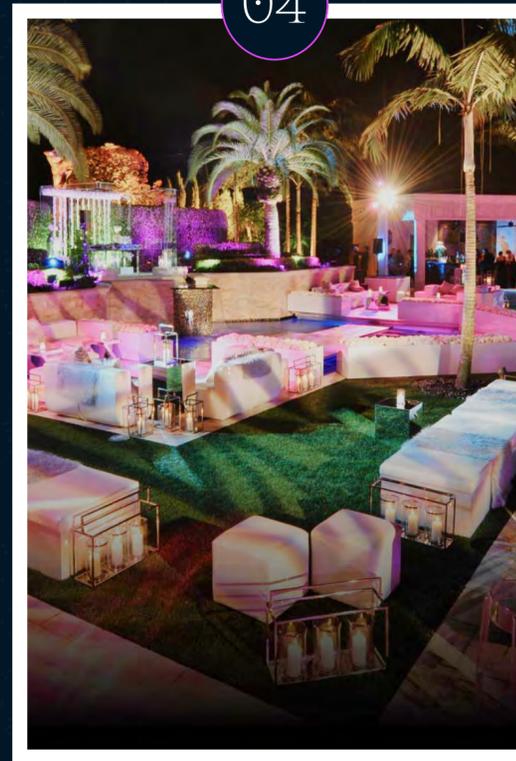
03



Sexy Fish

Miami

04



Barton G

Miami Beach, Orlando,
Los Angeles

05



N.1 Caviar

New York

Press Coverage

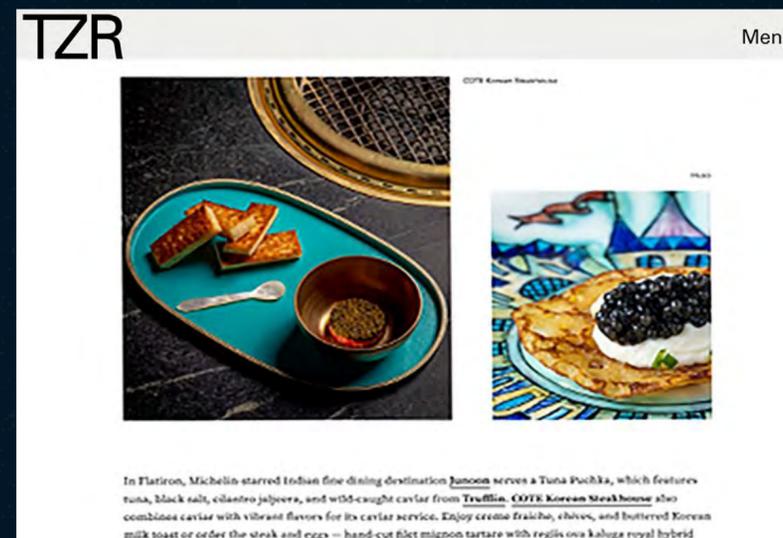
The New York Times



Caviar 'Bumps' Are All the Rage

Why are some diners licking fish roe from their fists?

TZR



The Most Stylish Places To Indulge In Caviar Right Now

From classic pairings to inventive twists.

MARKETINGDIVE



How the pairing of Pringles & caviar went viral on TikTok, Instagram

The cultural zeitgeist to create a "new snacking occasion."

Financials

Based on the data, it's assumed that both food and beverage sales will grow consistently over the five-year period. This growth suggests a stable increase in customer demand or market expansion, particularly in appetizers, entrees, and cocktails, with the most significant growth observed in take-home caviar starting in Year 2. The data indicates strategic planning to capitalize on both in-restaurant and take-home product options, which supports increased revenue diversification. Additionally, a significant addition in Year 2 from the take-home caviar line suggests an intent to capture a more extensive customer base by expanding beyond standard dining.

5-Year Financial Overview



Description	Year 1	Year 2	Year 3	Year 4	Year 5
Food Revenue					
Appetizers	\$795,600.00	\$860,441.40	\$930,567.37	\$1,006,408.62	\$1,088,430.92
Entrees	\$2,808,000.00	\$3,036,852.00	\$3,284,355.44	\$3,552,030.41	\$3,841,520.88
Desserts	\$477,360.00	\$516,264.84	\$558,340.42	\$603,845.17	\$653,058.55
Take Home Caviar	\$0.00	\$482,040.00	\$521,326.26	\$563,814.35	\$609,765.22
Total Food Revenue	\$4,080,960.00	\$4,895,598.24	\$5,294,589.50	\$5,726,098.54	\$6,192,775.57
Beverage Revenue					
Cocktails	\$786,240.00	\$850,318.56	\$919,619.52	\$994,568.51	\$1,075,625.85
Mocktails	\$299,520.00	\$323,930.88	\$350,331.25	\$378,883.24	\$409,762.23
Non-Alcoholic Beverages	\$149,760.00	\$161,965.44	\$175,165.62	\$189,441.62	\$204,881.11
Total Beverage Revenue	\$1,235,520.00	\$1,336,214.88	\$1,445,116.39	\$1,562,893.38	\$1,690,269.19
Membership Revenue					
BUMP Private Members Club	\$90,000.00	\$180,000.00	\$216,000.00	\$252,000.00	\$288,000.00
Total Membership Revenue	\$90,000.00	\$180,000.00	\$216,000.00	\$252,000.00	\$288,000.00
Total Revenue	\$5,406,480.00	\$6,411,813.12	\$6,955,705.89	\$7,540,991.92	\$8,171,044.76
Cost of Goods Sold (COGS)					
Food Costs	\$1,224,288.00	\$1,223,899.56	\$1,323,647.37	\$1,431,524.64	\$1,548,193.89
Beverage Costs	\$308,880.00	\$400,864.46	\$433,534.92	\$468,868.01	\$507,080.76
Total COGS	\$1,533,168.00	\$1,624,764.02	\$1,757,182.29	\$1,900,392.65	\$2,055,274.65
Gross Profit					
Gross Profit	\$3,873,312.00	\$4,787,049.10	\$5,198,523.60	\$5,640,599.27	\$6,115,770.11
Operating Expenses					
Labor Costs	\$1,621,944.00	\$448,826.92	\$486,899.41	\$527,869.43	\$571,973.13
Rent/Lease Expenses	\$420,000.00	\$432,600.00	\$445,578.00	\$458,945.34	\$472,713.70
Utilities	\$162,194.40	\$128,236.26	\$139,114.12	\$150,819.84	\$163,420.90
Marketing Expenses	\$108,129.60	\$320,590.66	\$347,785.29	\$377,049.60	\$408,552.24
Other Operating Expenses	\$270,324.00	\$577,063.18	\$626,013.53	\$678,689.27	\$735,394.03
Total Operating Expenses	\$2,582,592.00	\$1,907,317.02	\$2,045,390.35	\$2,193,373.48	\$2,352,054.00
Operating Profit					
Operating Profit	\$1,290,720.00	\$2,879,732.08	\$3,153,133.24	\$3,447,225.79	\$3,763,716.12
Other Income/Expenses					
Interest Income	0	0	0	0	0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Net Other Income/Expenses	\$0	\$0	\$0	\$0	\$0
Net Profit Before Tax					
Net Profit Before Tax	\$1,290,720.00	\$2,879,732.08	\$3,153,133.24	\$3,447,225.79	\$3,763,716.12
Income Tax Expense					
Income Tax Expense	\$116,164.80	\$259,175.89	\$283,781.99	\$310,250.32	\$338,734.45
Net Profit					
Net Profit	\$1,174,555.20	\$2,620,556.19	\$2,869,351.25	\$3,136,975.47	\$3,424,981.67