

## **TRADITIONAL SMOKE HOUSE & RESTAURANT — PROFESSIONAL CONCEPT LAYOUT**

### **1. Executive Summary**

A premium Traditional Smoke House & Continental Restaurant offering authentic smoked dishes prepared using time-honoured smoking techniques combined with modern culinary refinement. The restaurant will offer indoor and outdoor dining, featuring live smoking stations, chef-led tasting menus, and authentic regional flavours with a global touch.

The goal is to create a destination dining experience, focusing on quality, craftsmanship, and culture.

### **2. Brand Concept**

#### **Theme & Identity**

- Traditional smoke-based cooking with a continental foundation
- Rustic yet modern ambiance
- Smoke-infused signature dishes
- Transparent kitchen + live smoking pit theatre
- Strong storytelling: heritage, craft, authenticity

#### **Unique Selling Points (USP)**

- True smoked dishes prepared with natural woods (applewood, hickory, local hardwoods)
- My 16 years of international experience
- Indoor & outdoor dining with live pit BBQ
- Special tasting experiences: Smoked Feast, Chef's Table, Outdoor Smoke Nights

### **4. Market Analysis**

#### **Target Customers**

- Upper-middle & premium diners
- Food enthusiasts and smoke lovers
- Families, corporate groups, tourists
- Event and catering clients

#### **Location Strategy**

Choose high-footfall areas or destination-style outdoor spaces (farms, resorts, or suburbs with space for smoking pits).

## **5. Restaurant Layout (Professional Design Outline)**

### **Total Area Required (Ideal):**

- 3500–4000 sq. ft (depends on expected scale)

### **Zones Breakdown**

#### **A. Outdoor Zone**

- Live smoking pits (charcoal, wood, cold-smoke chamber, hot-smoke oven)
- Outdoor seating for 20-30 guests
- Safety perimeter for smoke chambers
- Open garden-style seating with string lights
- Stage area for acoustic music (optional)

#### **B. Indoor Zone**

- Main dining hall (30-40 seating)
- Chef's table (6–8-seater)
- Beverage and juice bar
- Waiting lounge

#### **C. Kitchen Layout**

##### **Professional zoning for efficiency:**

1. Receiving area
2. Dry store
3. Cold store (veg, non-veg, dairy separated)
4. Prep area
5. Raw meat marination room
6. Smoke production area
7. Hot kitchen (continental + )
8. Pastry & dessert counter
9. Dishwashing area
- 10 and washroom

#### **D. Back-of-House**

- Office room
- CCTV & inventory management desk

#### **E. Parking Area**

Space for 10-15 cars or valet arrangement.

## **6. Menu Framework**

### **Signature Sections**

- Smoked meats (brisket, ribs, lamb shoulder)
- Smoked vegetarian platters
- Continental grills & roasts
- Artisan breads, dips, sauces
- Fire-cooked desserts

### **Special Experiences**

- Chef's Tasting Menu
- Outdoor smoke-night buffet
- Weekend BBQ brunch
- Seasonal smoked specials

## **7. Operational Requirements**

### **Staffing Requirements**

- 1 Head Chef (yourself)
- 1 Sous Chefs
- 1CDP
- 2commi
- 1 Smoke Pit Master
- 3 service staff
- 1 barista
- 1 purchase and inventory manager
- 1 housekeeping & utilities staff

### **Licenses Required**

- FSSAI
- Fire safety NOC
- Pollution & smoke emission approval
- Trade license
- GST registration
- Music license (if live music)
- Liquor license (optional, location dependent)

## **8. Financial Layout (Funding Requirement)**

Initial Investment Estimate (India Market)

| <b>Category</b>                         | <b>Estimated Cost (INR)</b> |
|---|-----------------------------|
| Property lease & renovation             | 15–25 lakhs                 |
| Kitchen equipment & smokers             | 10-12 lakhs                 |
| Indoor furniture & décor                | 3-5 lakhs                   |
| Outdoor setup & pits                    | 3-5 lakhs                   |
| Licensing & permits                     | 1-2 lakhs                   |
| Staff hiring & training                 | 2-4 lakhs                   |
| Initial raw materials                   | 1-2 lakhs                   |
| Marketing & branding                    | 1-2 lakhs                   |
| <b>Total Estimated Funding Required</b> | <b>33–60 lakhs</b>          |

## **9. Revenue Model**

- Dine-in sales (primary)
- Weekend outdoor festivals
- Catering services
- Smoked meat retail packs
- Signature sauces and marinades
- Merchandise (aprons, spices, sauces)

## **10. Marketing Strategy**

### **Branding & Digital Presence**

- Instagram-heavy promotion with live smoking videos
- Google My Business optimization
- Pre-launch tasting events with influencers
- Collaborations with resorts/farms for smoke events

### **Customer Retention**

- Loyalty program

- Chef's private table experience
- Seasonal tasting menus

## **11. Sustainability Plan**

- Use of natural wood & eco-friendly smoking methods
- Waste segregation & composting
- Local ingredient sourcing
- Energy-efficient equipment

## **12. Conclusion**

The Traditional Smoke House & Restaurant will offer a distinctive experience shaped by 16 years of continental expertise, authentic techniques, and immersive dining. With the right funding, location, and branding, this concept will stand out as a premium and culturally rooted culinary destination.

