

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
- 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)

Category	Estimated Cost (INR)
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
Total Estimated Funding Required	33–60 lakhs

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.

