

Terra Bite Lounge: Pay What You Want Cafe

Menu

Small

- Small Fry \$3.99
- Small Burger \$4.99
- Small Sandwich \$4.99
- Small Salad \$4.99
- Small Pasta \$4.99
- Small Pizza \$4.99
- Small Drink \$2.99

Large

- Large Fry \$5.99
- Large Burger \$6.99
- Large Sandwich \$6.99
- Large Salad \$6.99
- Large Pasta \$6.99
- Large Pizza \$6.99
- Large Drink \$3.99

Specials

- Special Fry \$4.99
- Special Burger \$5.99
- Special Sandwich \$5.99
- Special Salad \$5.99
- Special Pasta \$5.99
- Special Pizza \$5.99
- Special Drink \$2.99

Whiskey Rebellion

\$150 per year
Located on the second level, the Whiskey Rebellion is a members only society that is privy to rare and exclusive flight offerings, private tasting rooms with personal bartenders, event invitations, and personal lounges.



Whiskey Connection


This is our website that will host subscription event details, our social website, events, and pricing and advertising for partners and members. The focus of the Whiskey Connection website will focused on the web, offering more for local and non-local visitors and offering an offering of flights and local joint parties. To promote the website, we will create a membership. Our goal for Whiskey Connection is to use the website as a hub for customer interaction, providing event information, providing critical analysis of our products, and providing for customers, meals, and information on the history, culture and history of whiskey.

Whiskey Advocate

the Whiskey Advocate is a whiskey class open to everyone with the location and purpose of promoting and enjoying whiskey for people who want to learn more about food pairing, cocktail analysis, distillation, and also to have a good time tasting interesting blends of whiskey, beer, and drink with others.

ANGEL'S SHARE

1998



Angel's Share Whiskey is a premium Scotch Whisky, distilled from 100% malted barley. It is a single malt Scotch Whisky, meaning it is made from a single distillery. The whisky is aged in oak barrels for a minimum of 12 years, giving it a rich, complex flavor. It is a smooth and elegant whisky, perfect for sipping or as a gift.



Decor and Ambiance

Decor and Ambiance



Social Media

Find us on Facebook



<https://www.facebook.com/ASRhinebeckNY#>

Websites

EATER

yelp

Festivals



Newspaper / Magazines

The New York Times

Hudson Valley Magazine

Personal Selling



Hours of Operation

Monday - Closed
Tuesday - 11am - 11pm
Wednesday - 11am - 11pm
Thursday - 11am - 11pm
Friday - 11am - 11pm
Saturday - 11am - 11pm
Sunday - 11am - 11pm

Target Market

Weekenders

Educated Professionals

Young Energy

Locals




Marketing

Marketing

Marketing budget

MARKETING TOOLS	Cost
Word of Mouth	\$0
Facebook	\$0
Twitter	\$0
Yelp	\$0
Top NY Festival	\$1,000
e-mail Advertising	\$800
Business Cards (1000 color)	\$60
Matchbooks (5,000)	\$107.00
Website	\$107.11
Hudson Valley Magazine (1/2 page)	\$1,500
Rhinebeck Food and Wine Fest	\$1,000
Online Banner on Web Site (6 Months)	\$1,000
Restaurant Week (Dinner/Winter)	\$300
Glasses (with logo)	\$1,050
Coasters	2,500 \$1,225
Weekly Edition NY Times	\$422
Sunday Edition NY Times	\$528
NYS Craft Brew Week	\$1,000
eater.com	\$5,000
Poughkeepsie Journal 1/2 Page on Sunday	\$2,800
About Town magazine	\$208
Total:	\$19,893

Angel's Share Whiskey

1327 Hill St. Chateaufort, NY 12522

Known for the Whiskey Rebellion. Scotch.



Thecasesolutions.com

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*Saturday class open
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Angel's Share Family

Thecasesolutions.com

Sean Clinton

- *Chef de Cuisine*

Isaac Reyes

- *Executive Chef*

Jessika Yealy

- *General Manager*

Blain Webster

- *Beverage Director*

Hours of Operation

Thecasesolutions.com

Monday: Closed

Tuesday-Thursday:

2pm-12am

Friday: 2pm-2am

Saturday: 6pm-2am

Sunday: 2pm-12am

Concept

Thecasesolutions.com

At Angel's Share we provide our customers with a premium and interesting selection of the finest barrel aged spirits and beer, along with our full bar, in a modern prohibition era style atmosphere. Angel's Share is an upscale bar and lounge that offers our customers a variety of tasting experiences from our carefully crafted flight menu to our Whiskey Rebellion member society, to our Whiskey Advocate weekend class. We also offer a small bite menu to pair with our spirits and beers, or to enjoy on their own. No matter what level of imbibor our customers are, Angel's Share has an incredible tasting experience for them.



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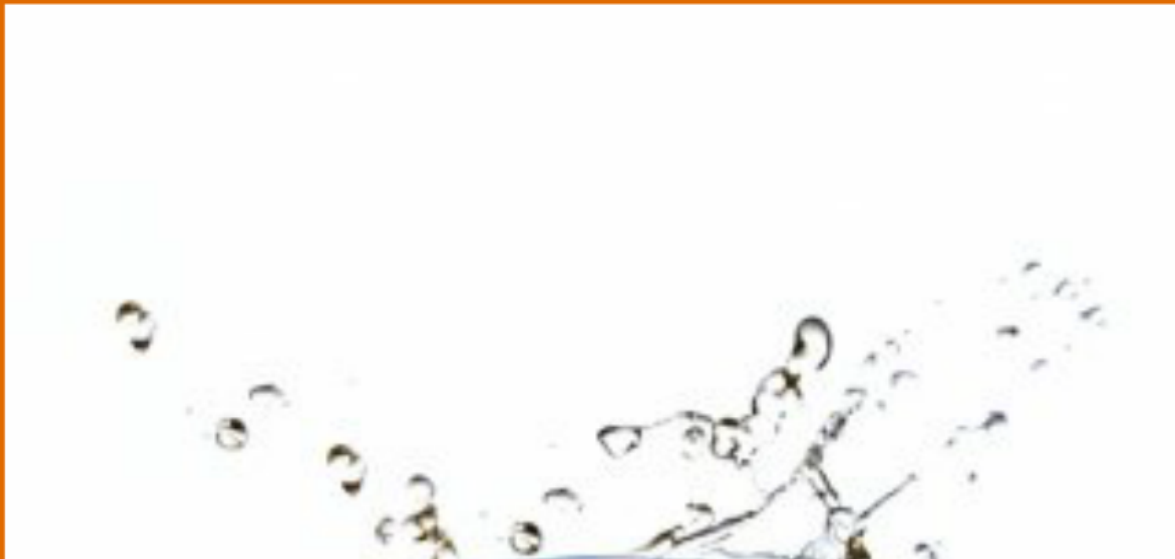
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Concept

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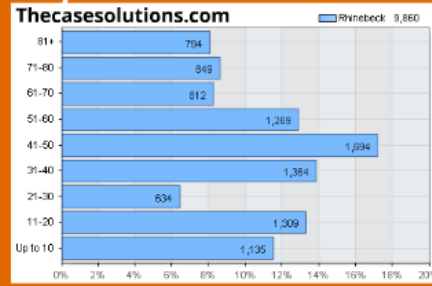
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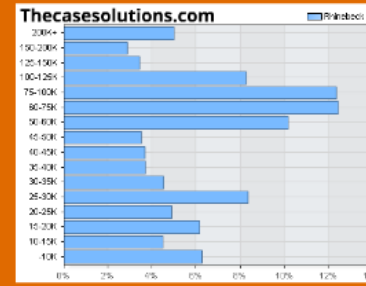
Demographic Information

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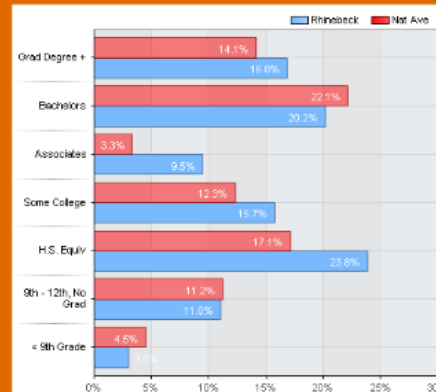
Population



Household Income



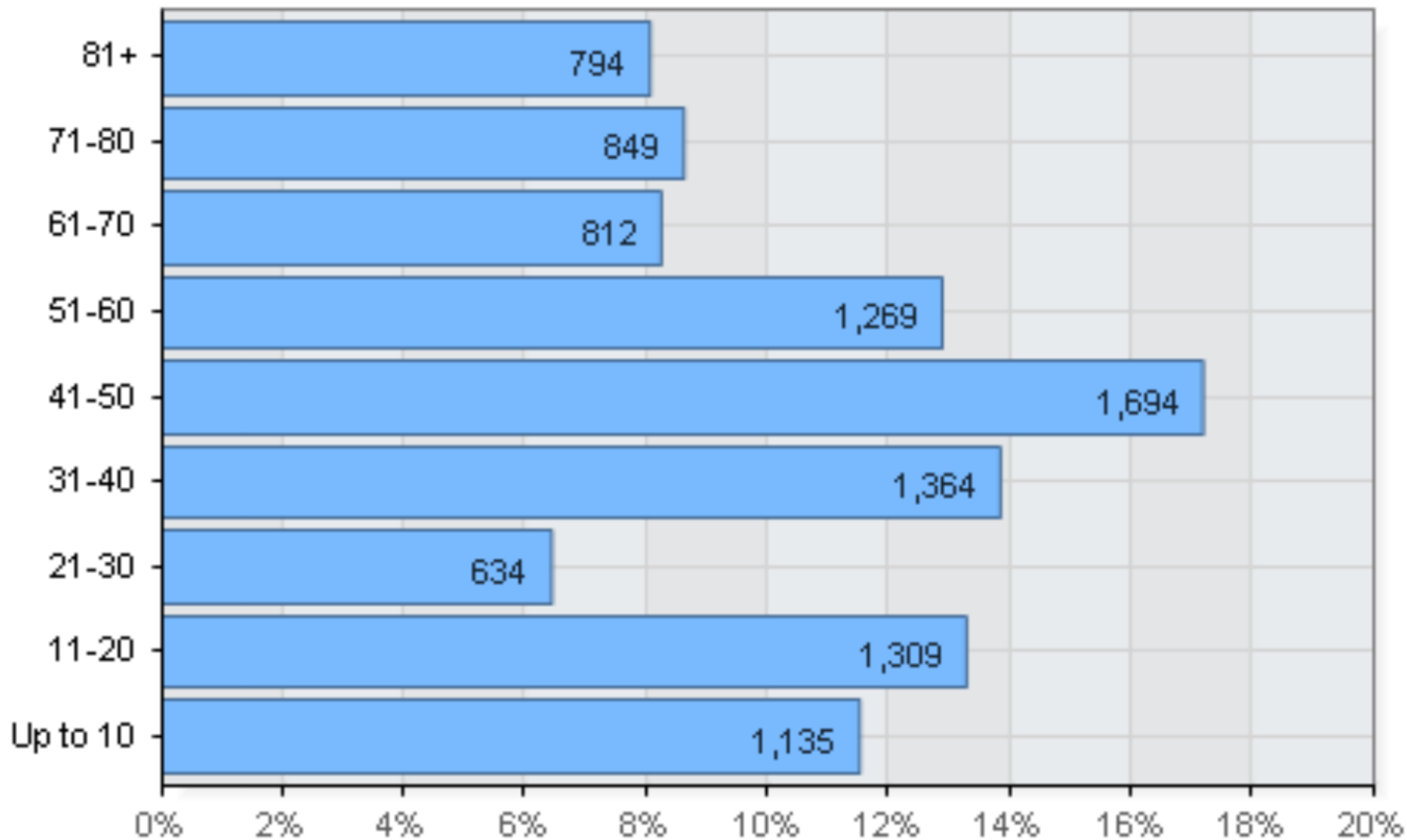
Educational Achievement



Population

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Rhinebeck 9,860



Household Income

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Rhinebeck

