

AMERY'S

All-Day Coffeehouse & Cocktail Bar
Main Street
Winsted, Connecticut 06098

Executive Summary

Amery's is a founder-led, all-day coffeehouse and cocktail bar located on Main Street in Winsted, Connecticut. The business will occupy approximately 3,000 square feet in the town's central commercial corridor—highly visible, walkable, and embedded in daily community life, with close access to Route 44.

Amery's is designed to serve as both the first stop of the day and the last stop of the night. The concept combines high-quality coffee and espresso service beginning at 6:00am, a focused all-day breakfast and light-fare menu, and an approachable cocktail program beginning at 11:00am.

Food service is intentionally designed without a traditional kitchen. Menu items are produced through electric countertop equipment, convection ovens, warming, and assembly. This allows Amery's to offer fast, consistent, made-to-order food while maintaining a lean buildout, simplified permitting, and controlled labor costs.

By operating across multiple dayparts with disciplined overhead, Amery's increases revenue per square foot, smooths cash flow, and reduces operational risk—creating a durable hospitality model well-suited to a small-town market with consistent local traffic and regional draw.

Concept & Brand Philosophy

Amery's is built on consistency, familiarity, and routine. Rather than relying on novelty or trend-driven branding, the concept is intentionally straightforward: a place guests can rely on throughout the day.

Morning

Coffee and espresso service beginning at 6:00am.
Breakfast available immediately at open.
Comfortable seating for remote work and casual meetings.

Afternoon

Steady café traffic.

Grab-and-go and dine-in breakfast and light fare.

Repeat local visits and community use.

Evening

Dessert-style breakfast offerings.

Cocktails including espresso martinis, mules, and margaritas (alcohol service begins at 11:00am).

A relaxed nightcap environment that remains approachable rather than nightlife-driven.

The goal is to become part of daily life rather than a special-occasion destination.

Market Opportunity

Winsted and surrounding Northwest Connecticut towns lack a single venue that consistently offers early morning café hours, high-quality espresso, comfortable daytime seating, evening alcohol service, and late-night food options—particularly breakfast.

Existing establishments typically serve only one function: coffee shops that close early, diners without beverage programs, or bars that open later and do not serve food. Amery's fills this gap by operating continuously across the entire day.

Main Street's walkability, visibility, and proximity to Route 44 support habitual traffic from local residents, commuters, and nearby towns such as Torrington, Canton, and Avon.

Menu & Food Service Model (Limited Preparation)

(Alcohol service begins at 11:00am.)

Amery's will not operate a traditional kitchen. Food service is intentionally designed around electric countertop cooking, convection ovens, reheating, and assembly.

No gas equipment.

No open flame.

No grease-producing cook line.

No hooded ventilation system.

This model supports speed, consistency, and quality while significantly reducing buildout cost, staffing requirements, and regulatory complexity.

Breakfast — Served All Day

- New York–style bagels with housemade cream cheese (bagels sourced off-site, served warm)
- Egg and cheese sandwiches (fresh egg prepared to order). Add bacon or sausage
- Breakfast wraps (egg, cheese, avocado, potato & 1 other vegan option). Add bacon or sausage
- Hash browns (crispy potato patties)
- Belgian waffles with whipped cream and fresh strawberries
- Fresh-baked muffins (sourced off-site, served warm)

Small Plates

Chips and guacamole
Savory charcuterie
Sweet charcuterie
Fresh bruschetta on a baguette

Salads

Classic Caesar
House garden
Prosciutto and parmesan
Roasted vegetable bowl (GF, DF, vegan)
Vegetables are roasted on-site using electric convection equipment

Hot Pressed Sandwiches

Turkey avocado.
Prosciutto fig.
Caprese press.
Veggie melt.
Sandwiches are assembled and heated using countertop pressing and warming equipment.

Food Preparation Methodology

All food preparation is designed to meet café-style service standards without requiring a full kitchen.

- Eggs are prepared fresh to order using electric countertop cooking equipment for consistent results.
- Bacon and sausage are cooked on-site in batches in an electric convection oven for crisp texture, and can then be reheated to order.
- Hash browns are prepared using electric countertop equipment.

-Wraps and sandwiches are assembled and heated using countertop warming and pressing equipment.

-Baked goods are sourced from approved vendors and warmed to order.

-Vegetables are roasted on-site using electric convection equipment.

All preparation methods are electric, enclosed, and non-grease-producing.

Hours of Operation & Phased Growth

Phase One (First 60–90 Days)

Monday–Thursday: 6:00am–7:00pm

Friday: 6:00am–9pm

Saturday: 7:00am–9pm

Sunday: 7:00am–5:00pm

Phase Two (Post-Stabilization)

Monday–Thursday: 6:00am–8:00pm

Friday: 6:00am–11:00am

Saturday: 7:00am–11:00am

Sunday: 7:00am–5:00pm

Hours will be extended selectively based on sustained demand, labor efficiency, and margin performance.

Space, Layout & Atmosphere

The space is designed to support strong café traffic during the day and comfortable cocktail service at night.

-Dedicated espresso bar

-Full bar with seating

-Café seating and lounge zones

-Flexible layout for small events and/or live music

-Lighting designed to transition naturally from day to night

-2 bathrooms to be compliant with CT Cafe/Bar Liquor Permit

Audio System

A professionally installed ceiling-mounted, zoned audio system will provide consistent ambiance throughout the space and is included in buildout costs.

Ownership & Management

Amery's, LLC.

Founder / Managing Member: Taylor Amery

Passive Investor: Minority interest only

The founder retains full operational authority and day-to-day control.

Capital Structure & Investor Terms

Amery's will be capitalized through a single passive equity investment structured as redeemable preferred equity, allowing the business to open without over-leverage or fixed monthly debt obligations.

Investment Type: Redeemable Preferred Equity

Preferred Return: 7% annually

Return Priority: Paid from available cash flow after operating expenses and founder compensation

Return Cap: 1.75x total invested capital

Operational Role: None (fully passive)

Preferred returns are not guaranteed and are paid only when cash flow permits.

Use of Funds

Total Capital Requirement: \$150,000.

Funds will be used for:

- Leasehold improvements and finishes
- Espresso and bar equipment
- Food warming and preparation equipment
- Furniture, décor, and audio system

- Licenses, permits, and initial inventory
 - Opening runway and working capital
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Redemption & Exit Mechanism

Once the investor has received total distributions equal to 1.75× their original investment, inclusive of all preferred returns and distributions, the preferred equity is automatically redeemed.

Upon redemption:

- The investor's ownership interest terminates in full
- All preferred return rights cease
- The investor exits the business entirely
- 100% ownership reverts to the founder

This redemption is mandatory and automatic.

Founder Compensation & Cash Flow Priority

The business includes founder compensation of \$2,800 per month, treated as an operating expense.

Cash flow priority order:

Operating expenses

- Founder compensation (\$3,000/month)
 - Investor preferred return (7%, if cash flow allows)
 - Distributions toward redemption
 - Retained earnings
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Staffing & Labor Strategy

Amery's operates under a hands-on owner-operator model.

Initial team:

Owner / Operator

Two part-time cross-trained support staff

Two part-time bartenders (cross-trained)

One-two part-time baristas (or one full-time equivalent), focused on weekend mornings and peak periods

Total team: 4–5 people including owner

Projected monthly payroll (fully loaded): \$15,000–\$20,000

Licensing & Compliance

-Connecticut Restaurant Liquor Permit

-Health permits (limited food service)

-Business, occupancy, and fire permits

-Music licensing (ASCAP/BMI)

Training & Certification Compliance

The owner (Taylor Amery) will hold a Food Protection Manager certification (ServSafe or equivalent ANSI-accredited program) as required by the State of Connecticut.

While Connecticut does not require alcohol server certification, all bartenders and the owner will complete responsible alcohol service training (TIPS or ServSafe Alcohol) as a risk-management best practice.

All staff will receive internal food safety and sanitation training aligned with CT health department standards.

Conclusion

Amery's is designed to become a permanent fixture on Main Street—a place where mornings begin, evenings wind down, and the community naturally gathers.

The business is intentionally disciplined in scope, staffing, and capital structure, reducing risk while preserving long-term upside. The redeemable preferred equity model aligns incentives, protects founder control, and provides a clear exit for the investor.

Amery's is a realistic, operator-driven business built for longevity.