

onesto

**Modern Culinary | Mediterranean Soul**

Marketing Information

(Privileged & Confidential)

January 22, 2026  
(Last Revised: 2-12-2026)



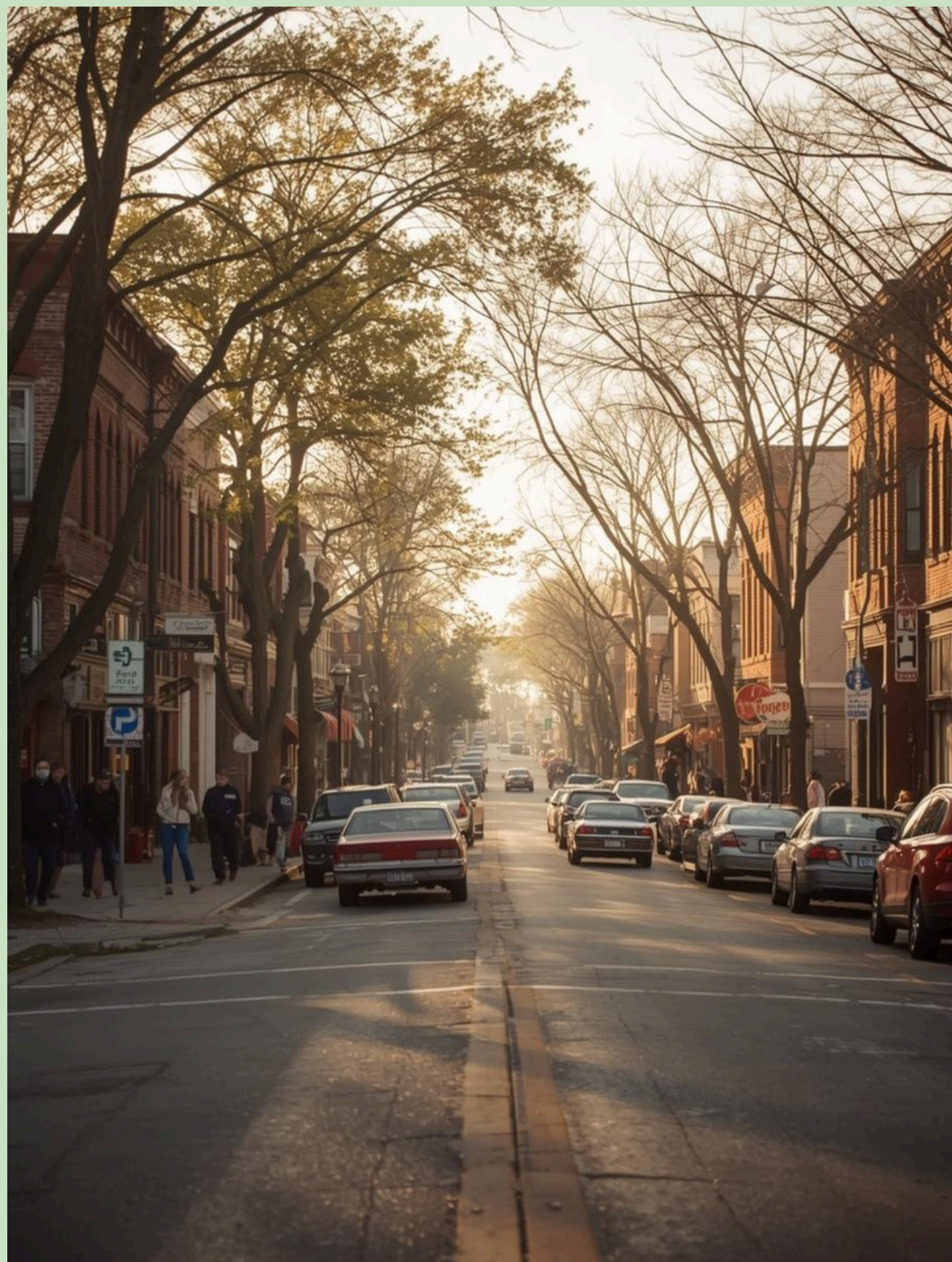
# A Culinary Journey Awaits

Onesto is a two-level, destination restaurant anchored by the bold, sun-soaked cuisines of the Mediterranean Sea. Reimagined through a modern, design and flavor-forward lens, this flagship location includes:

- Main floor dining experience with open kitchen and clean sight-lines
- Large bar with in-house fermentation and craft cocktails
- Grab-and-go market
- Basement speakeasy with VIP and private dining amenities

Onesto is designed as both a standalone concept and the anchor brand for a scalable hospitality portfolio.





# Old World Soul. Local Roots

Derived from the Italian word for “honest,” Onesto reflects a commitment to sincerity, integrity, and thoughtful craftsmanship.

Inspired by the energy of port cities such as Lisbon, Tangier, and Athens, Onesto mirrors Ypsilanti’s legacy as a place shaped by trade, movement, and community.

Located at 17 N. Washington Street - a historic commercial and cultural hub - the concept feels purpose-built for the building and the street it calls home.

# Globally Inspired, Locally Crafted

Drawing inspiration from across the Mediterranean Sea -Morocco, Portugal, North Africa, and Greece - Onesto's menu reflects centuries of shared culinary exchange shaped by trade, migration, and coastal life.

Flavor-forward dishes showcase vibrant notes of citrus, herbs, spices, and fire, layered with depth and balance rather than excess.

This vision extends to our craft cocktail program, where inventive drinks echo the same global influences, balancing bold flavors with thoughtful composition to create a harmonious dining experience.

The cuisine and cocktails together feel worldly yet approachable, honoring time-tested traditions while expressing them through a modern, ingredient driven lens.



# First Impressions



## **Arrival & Atmosphere**

Guests step into a light-filled, open dining room designed to echo effortless energy of Mediterranean coastal markets and cafes. The space feels alive, social, and approachable - inviting guests to linger, explore, and connect.

## **Open Design Concept**

The first floor is intentionally unobstructed, blending dining, bar, and culinary production into one cohesive experience. Sight-lines stretch across the room, creating transparency, movement, and a sense of discovery reminiscent of seaside eateries throughout Southern Europe.

## **Open Kitchen Experience**

At the heart of the space, the open kitchen puts craft on display. Guests engage with the rhythm of cooking, plating, and fire - reinforcing authenticity, freshness, and trust in the product while elevating the sensory experience.

A large, multi-tiered bar with various bottles of liquor and glassware. The bar is set against a stone wall and features a variety of bottles, including spirits and mixers. The lighting is warm and focused on the bar area.

# The Impression Continues

## Large Format Community Bar

A generous, centrally-positioned bar anchors the room, designed for both casual drop-ins and social gathering. It serves as a natural meeting point - encouraging conversation, shared plates, and an energetic flow throughout the space.

## Fermentation Room Showcase

Visible fermentation and prep areas highlight Onesto's commitment to house-made ferments, cocktail mixers, and preserved ingredients. This feature reinforces credibility while adding an educational and experiential layer that differentiates the brand.

## Overall Impression

The first floor delivers a transportive yet grounded experience - where coastal inspiration, craftsmanship, and community converge to create a dining environment that feels both elevated and effortlessly welcoming.

# Perfecting the Experience

## Lunch Market

Convenient | Curated | Inspired

Onesto's lunch market offers guests a thoughtfully curated selection of pre-packaged lunch bites, on-the-go snacks, and small-format mezzos, paired with house-made sauces, spice blends, and flavor-forward accompaniments. Designed for busy professionals, families, and travellers alike, the market emphasizes convenience without compromising quality - turning every lunch moment into a taste of Mediterranean craft.

## Basement Speakeasy & Private Dining

Hidden beneath the main dining floor, Onesto's basement speakeasy offers an intimate, elevated escape. Guests enjoy craft-forward cocktails, private dining areas with bespoke food and beverage pairings, and a VIP program designed to deliver red carpet treatment. The space blends exclusivity with creativity, creating a destination for celebratory evenings, curated tasting experiences, and unforgettable gatherings.



# Key Stakeholders

## **Grant Slauterbeck - Managing Partner & Executive Chef**

Chef Slauterbeck is the creative force and award-winning culinary mind behind Onesto. With more than two decades of professional restaurant leadership and development experience, Grant has built a reputation for vision, precision, and innovation in modern dining.

He has founded and led restaurant management and consulting ventures - including GCC Chicagoland - helping launch and shape successful food and beverage venues across the Midwest and beyond.

Slauterbeck's approach to cuisine is rooted in authenticity with depth of flavor, and thoughtful execution, making Mediterranean influences feel both rich and contemporary. His leadership reflects a commitment to seasonality, community connection, and regional relevance, positioning Onesto to be both a destination dining experience and benchmark for future portfolio concepts.



# Stewart W. Beal

## President & CEO

Stewart Beal is a seasoned real estate entrepreneur and the driving commercial strategist for Onesto's flagship project at 17 N. Washing St. in Ypsilanti. He founded Beal Real Estate LLC and has been active in the construction, development and property management markets for nearly two decades.

His experience spans multifamily, office, retail and mixed-use properties, with a strong track record of identifying undervalued assets and activating them with community-aligned redevelopment strategies.

Beyond investment, Beal has held leadership roles in related enterprises, including construction and landscaping, and has served on Ypsilanti's Central Business Community and Downtown Development Authority - roles that anchor Onesto within local economic and cultural planning efforts.

Stewart's commercial insight ensures Onesto is developed with strategic foresight, community alignment, and expansion potential - qualities that de-risk investment and position the project for long-term value creation.



# Restaurant Operations Team

## **Paul Thomas - Director of Hospitality**

A lifelong Detroit'er, Paul Thomas began his journey in hospitality while studying fine arts and psychology at Wayne State University. Starting as a host at The Whitney, his talent and dedication quickly earned him a managerial role, sparking a lifelong passion for the hospitality industry.

For nearly 15 years, Thomas has built a reputation for his deep knowledge of restaurant operations, which includes a vast portfolio of spirits, craft beverages and guest experience. He has managed a range of venues - from intimate bistros to fine dining establishments - consistently ensuring that every guest journey is memorable and elevated.

His philosophy centers on guiding guests through exceptional, thoughtfully-crafted experiences that reflect the true essence of hospitality, while creatively finding ways to enhance operations and reduce waste.



# Jenny Gratz-Pierson

## Director of Guest Experience

With Over 20 years of hands-on experience in hotels, restaurants, and broader hospitality operations, Jenny Gratz-Pierson has built a career rooted in one guiding principle: delivering personalized, memorable guest experiences. Her leadership background includes serving as Vice President of Sales at the Book Tower Detroit, and Director of Sales for multiple Marriott Hotel branded properties, where she led complex operations while elevating service standards.

Jen is deeply passionate about cultivating repeat business through tailored guest solutions, leveraging her ability to anticipate needs and exceed expectations. Known for her strategic vision and operational acumen, she blends a results-driven mindset with a genuine commitment to thoughtful, service-focused hospitality. Her leadership ensures every touchpoint - from first impression to lasting memory - is intentionally designed inspire loyalty and create meaningful guest experiences.



# Why This Team Matters

**Strategic Ownership:** This partnership - melding culinary innovation with real estate and market strategy - creates a uniquely positioned, scalable hospitality platform that delivers a premier destination dining experience while supporting long-term growth.

**Real Estate & Market Strategy:** Stewart Beal brings deep local market knowledge, development experience, and a strong community credibility, ensuring Onesto's space and surrounding environment are optimized for both brand impact and revenue growth.

**Culinary Leadership:** Chef Grant Slauterbeck combines operational experience, visionary concept development, and a talent for crafting menus that are simultaneously approachable and elevated, positioning Onesto as a flagship dining concepts.

**Exceptional Team Synergy:** Onesto's service team is built by bringing together top-tier hospitality professionals, combining diverse expertise and proven experience to deliver seamless, personalized, and memorable guest experiences at every touchpoint.

**Proven Track Record:** Together, this team brings decades of combined experience in hospitality, development, and brand execution, demonstrating a consistent ability to deliver successful, high-quality concepts from vision to operation.

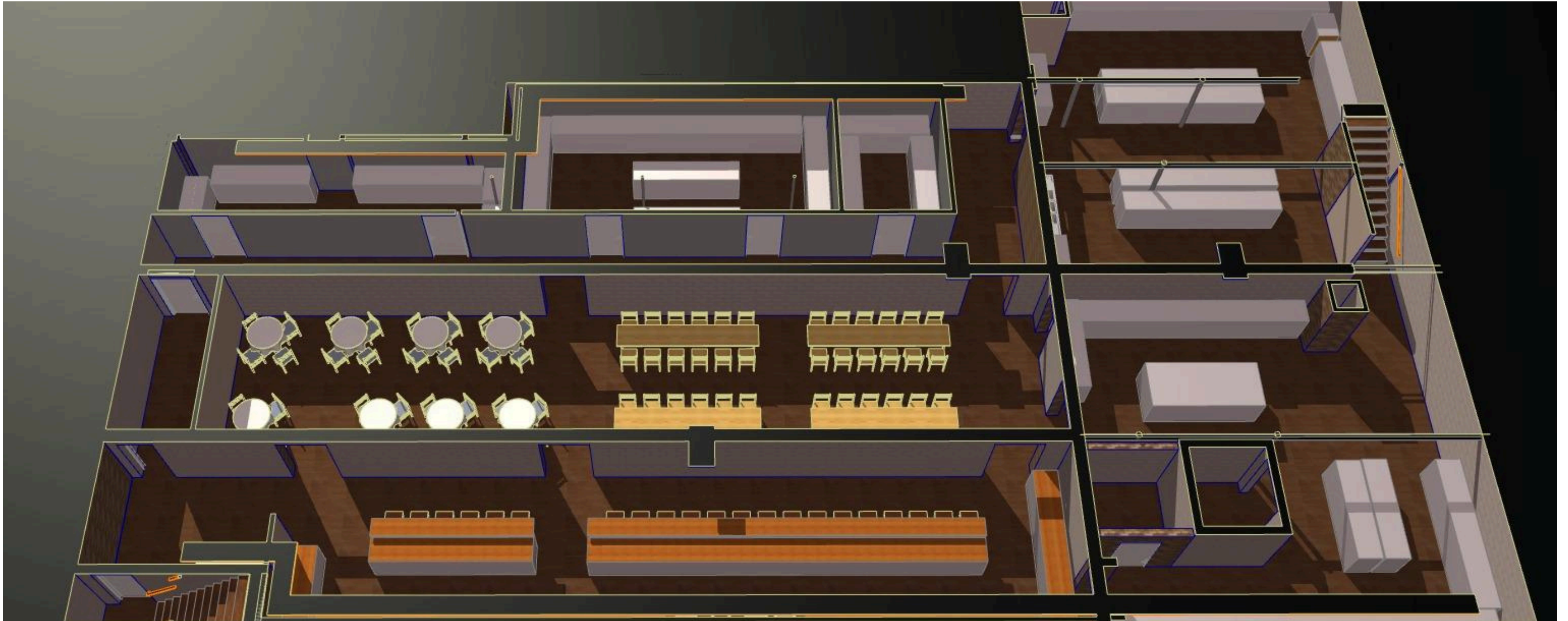
# Proposed Development Plans

(Proposed Floor One - Restaurant | Bar | Market)



# Development Continued

(Proposed Basement Speakeasy | Private Dining | Prep Kitchens & Storage)



# Next Steps

## Timeline:

- Finalize Architecture & Interior Design
- Obtain Required Zoning & Municipal Approvals
- Final Project Budgeting
- Marketing | Advertising
- Base Construction Commencement
- Secure Investment Partners | Limited Equity Partnerships
- Tenant Improvements
- Furniture | Fixtures | Equipment & Setup
- Final Inspections & Occupancy Permissions
- Opening Menu Finalizations | Team Training | Soft Opening
- Grand Opening to Public

(Add Dates to Above)



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Proudly Serving Guests Fall 2026

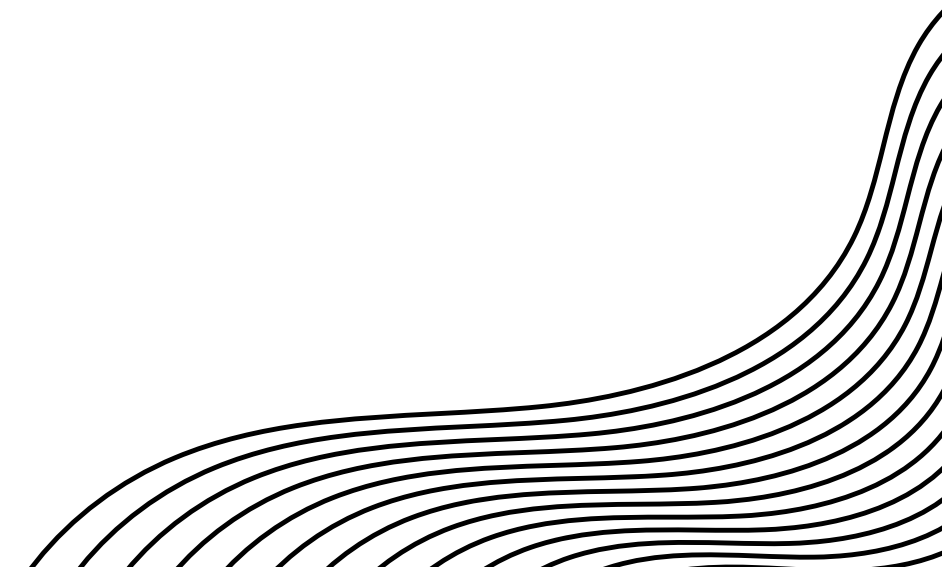
For more information including financial projections & investor relations please contact:

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**Financial Performance & Forecasting**

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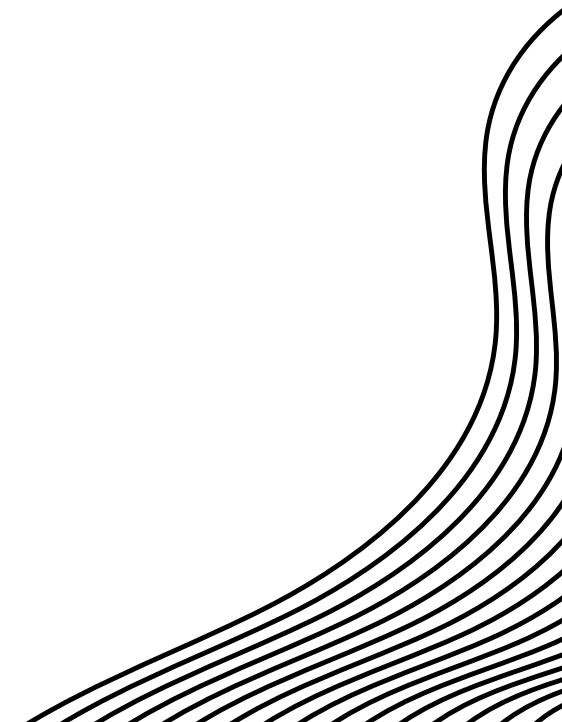
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# Revenue Snapshot

(Annualized | Stabilized)

**Onesto** is **projected to achieve** an annual gross revenue of **\$5 million**, supporting its vision as a thriving restaurant destination in Ypsilanti.

Revenue will be strategically **generated from multiple channels**, including the **dining room, bar, market, speakeasy**, and **private dining** services **ensuring sustainable growth and profitability**.



# Sales Mix

## Main Floor

- **Dining Room (180 Seats):**

\$2.4M

- Average check: \$45-\$55
- 1.4-1.6 turns / day
- Stronger dinner + happy hour & weekend bar focus

- **Main Bar + Fermentation Program:**

\$950K

- House infusions, cocktails, aperitifs
- High-margin beverage mix (70% gross margins)

- **Market | Grab & Go:**

\$450K

- Prepared meals, sauces, breads, retail items
- Daytime foot traffic + brand extension



# Sales Continued

## Basement

- **Speakeasy Cocktail Lounge:**  
\$800K
  - Reservation-driven, limited seating
  - Premium pricing, experimental cocktails
- **Private Dining & VIP Services:**  
\$400K
  - Corporate, celebratory, tasting menus
  - Predictable, high-margin bookings
  - Membership and designated locker capabilities, wine club, etc.

**Basement concept acts as brand amplifier and margin driver with minimal incremental labor.**

# Expenses Structure

Annual Operating Costs as Target % of Revenue (~78-82%)

- **Cost of Goods Sold: 28-30%**
  - Food ~ 24%
  - Beverage ~ 18% blended
- **Labor: 30-32%**
  - Cross-trained staff
  - Open kitchen efficiency
  - Bar-forward revenue offsets labor
- **Occupancy (Rent | Taxes | CAM | Utilities): 5-6%**
  - Favorable due to ownership alignment & historic asset
- **Admin, Marketing & Misc.: 11-13%**



# EBITDA & Profitability

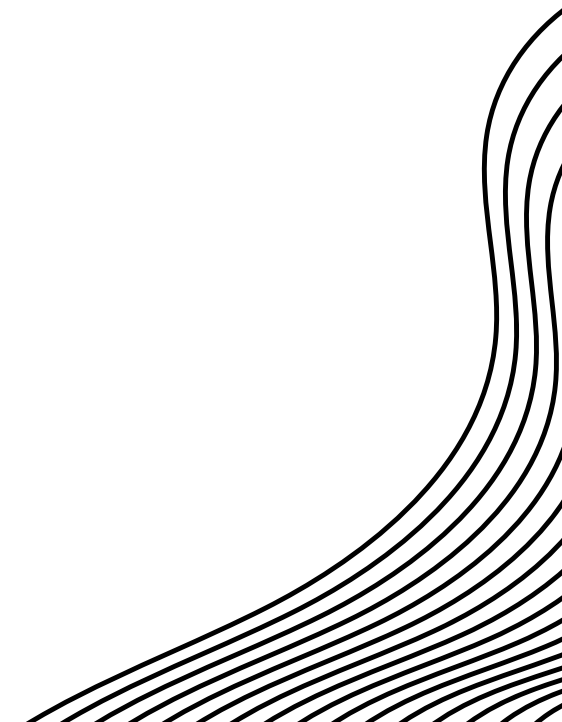
## Projected Annual EBITDA

- **Low Case (18%):** ~ \$900,000
- **Target Case (20%):** ~ \$1,000,000
- **Upside Case (22%):** ~ \$1,200,000

## Key Margin Drivers

- **Beverage-heavy mix**
- **Private dining utilization**
- **Market retail with low labor load**
- **Controlled menu complexity**

**EBITDA margins exceed traditional full-service restaurants due to intentional design and diversified revenue streams.**



# Investment Highlights

## Overview of Total Investment for Onesto

Partners **seeking** a total **investment** of **\$2.0 million** to launch this distinctive dining experience, **ensuring long-term growth** and a strong market presence in downtown Ypsilanti.

Attractive **limited partnership equity** terms and **or conventional lending** opportunities **available**.



# Capital Stack & Use of Funds

**Total Investment: \$2,000,000**

## Use of Funds

- **Base Building | Code Compliance: ~ \$650,000**
  - Mechanical, electrical, plumbing
  - Fire suppression
  - Exterior and historical compliance
- **Tenant Improvements | Build Out: ~ \$900,000**
  - Open kitchen, prep kitchens & bar infrastructure
  - Fermentation room
  - Basement speakeasy & private dining
- **FF&E, Equipment & Smallwares: ~ \$300,000**
- **Pre-Opening, Soft Costs, Contingency: ~ \$150,000**

# Investor Returns (Illustrative)

## Stabilized Year (Year 3)

- EBITDA: ~ \$1,000,000
- Distributions (after reserves): ~ \$750K-\$800K
- Equity Yield Target: 20-25% annually

## Exit Optionality

- Brand-driven valuation (2-4x EBITDA)
- Portfolio roll-up strategy
- Real estate + operating company separation

**Flagship asset designed to generate cashflow AND enterprise value. See Index for additional financial analyses.**

# Primary Market Area

## Ypsilanti, Michigan

Young and diverse population with strong student, graduate and renter presence. Supports frequent visits, bar traffic and casual dining. Provides energy, culture and consistency.

Population ~ 20,000 (US Census.Gov)

FTE Median Income ~ \$55,000 (Zippia)

Known for supporting steady local spending and foot traffic for hospitality



# Regional Trade Information

**Various Communities ~ 20 minute commute...**

Onesto draws from a broad regional market area that continues to grow as patrons search for quality “destination” dining locations ahead of locale.

- Ann Arbor
- Belleville
- Canton Township
- Plymouth (City & Twp.)
- Northville (City & Twp.)
- Saline
- Van Buren Township

**Combined population~ 570,900 with average income ~ \$110,298**

# Investor Takeaway: Market Strength

Due to centralized location, Onesto benefits from a layered demographic profile.

- Urban core demand from Ypsilanti supports frequency and nightlife
- Affluent suburban communities provide strong discretionary income for premium dining and cocktails
- Regional population density supports destination dining and private events

This combination reduces reliance on any single customer segment.



# Key Next Steps

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