



## **PATACHOU, INC., CORPORATE INFORMATION**

Patachou Inc. currently operates two concepts, Cafe Patachou and Petite Chou by Patachou, in multiple locations. Cafe Patachou and Petite Chou restaurants are located throughout the Indianapolis metropolitan area in both residential and urban environments. Widely regarded as the local leader in the gourmet breakfast and lunch niche, Cafes Patachou, have won several regional awards and has been named by *Bon Appetit Magazine* as one of the “Ten Favorite Places for Breakfast” in the nation. Petite Chou by Patachou® is a French-inspired version of the parent restaurant, Café Patachou®, and is open for dinner. The vision for Patachou Inc. is to become a regional leader by growing both concepts without sacrificing food or service quality.

Patachou, Inc. offers fine catering for upscale events of fifty people or fewer, at a location of the client’s choosing. We also cater weekly to corporate clients, with pick up or delivery options. Additionally, all Patachou locations are available for after-hours rental.

Under the umbrella of Patachou Inc. are the following proprietary concepts: Cafe Patachou®, Petite Chou by Patachou®, Real Food by Patachou™ LLC and Counter Culture by Patachou® LLC and Pumpnickel Room™, LLC. In addition, there are several restaurant concepts under development that are copyrighted by Patachou, Inc.

### **OWNER**

Martha Sanders Hoover  
E-mail: [martha@cafepatachou.com](mailto:martha@cafepatachou.com)

### **MEDIA/MARKETING CONTACT**

Christina Phippen, Brand Manager  
Direct phone: 317-370-1643  
E-mail: [cjhippen@cafepatachou.com](mailto:cjhippen@cafepatachou.com)

### **CORPORATE OFFICE**

Patachou Inc.  
6206 North Evanston Avenue  
Indianapolis, IN 46220  
Phone: 317-202-0765

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## **LOCATIONS: CAFES PATACHOU**

Café Patachou  
4911 North Pennsylvania Street  
Indianapolis, IN 46205  
317-925-2823

Café Patachou at River Crossing  
8691 River Crossing Boulevard  
Indianapolis, IN 46240  
317-815-0765

Café Patachou in Carmel  
4733 126th Street  
Carmel, IN 46033  
317-569-0965

Patachou on the Park in the Simon Building Headquarters  
225 West Washington Street  
Indianapolis, IN 46204  
317-632-0765

Cafe Patachou at the Weir Cook Terminal/Civic Plaza  
Indianapolis International Airport

## **LOCATIONS: PETITE CHOU**

Petite Chou by Patachou  
823 Westfield Boulevard  
Indianapolis, IN 46220  
317-259-0765

Petite Chou by Patachou, Clay Terrace  
14360 Clay Terrace Boulevard  
Suite D-46  
Carmel, IN 46032  
317.566.0765

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## **PATACHOU, INC., OVERVIEW**

Patachou Inc. was formed by Martha Hoover in December 1989, opening its first restaurant, Cafe Patachou, in March of the following year. Located in the heart of the Meridian Kessler historic neighborhood at 49th Street and Pennsylvania, Cafe Patachou rapidly garnered local and national attention for its high energy atmosphere and gourmet breakfast and lunch. A second Cafe Patachou was opened five years later, Cafe Patachou at River Crossing. Shortly thereafter, a third location which housed a production kitchen opened in Carmel, Indiana. The production kitchen began to make all of Patachou's signature items, including chicken salad, salad dressings, desserts, soups and specials, in order to assure consistency and freshness of product. All three Cafes Patachou are cherished neighborhood restaurants, profitable and integrated into customers' lives.

In 2006, Patachou on the Park opened its doors on the first floor of the Simon Property Group's world headquarters. As the only non-Simon tenant located in the headquarters, Patachou on the Park was recently named the "Most Welcome Addition to the Downtown Dining Scene" by Indianapolis Monthly Magazine and has received rave reviews and attention. It was immediately crowded with downtown business people, tourists and residents upon opening.

Petite Chou by Patachou, a new dining concept by Patachou Inc., opened for business in the spring of 2007 in the quaint retail and arts district known as Broad Ripple. Petite Chou is a French-inspired coffee and tea shop currently serving breakfast and lunch. Plans to serve dinner are underway. The Petite Chou menu is comprised of some items – including the award-winning chicken salad and omelettes – that are familiar and proven customer favorites of Cafes Patachou. The focus, however, is on French items that are unique to this concept: tartine and croque sandwiches, crepes, and French pastries. As a result, the well known and extremely credible Patachou brand is reinforced in another operation. As such, Patachou customers have additional opportunities to vary their dining experiences while still experiencing the Patachou brand.

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## AN OWNER'S STORY

“Growing up, my family did not discuss politics, religion or current events — we were too busy eating, discussing our food and deciding what the next meal would be. My parents were New Yorkers who believed that New York was the center of the world. I believed, as I had been taught by my parents, that the best ingredients in the world were shipped to New York and Paris. However, once I moved to Indiana, I couldn't help noticing that the best ingredients were growing in the back yard. The best tomatoes, melons, wheat—the best beef, turkeys and pork—were being raised on the farms in Indiana. Realizing this, I was dumbfounded that a restaurateur in Indiana could not make the leap from the best ingredients to the best food. It did not make sense to me, but it certainly motivated me.

When I started Cafe Patachou in 1989, I had not owned a restaurant, worked in a restaurant or taken any classes about the subject. My naiveté in this industry was my special skill. It never occurred to me that my concept would not succeed. As former public sector lawyer —sex crimes and domestic violence cases— I was not overwhelmed by the risk of the undertaking. I was committed to making it work — no matter what. The most enjoyable part of my job at the Prosecutor's Office was being able to relate to and communicate with clients and staff. The frugality of the office, coupled with the enormity of my caseload put me in a position of juggling limited time and money. You had to learn to use everything in the place. It was excellent, if unorthodox, training for the restaurant business.

For someone who never waited tables, never cooked professionally or in any way worked in a restaurant, I have created a successful group of dining establishments— Cafes Patachou and Petite Chou by Patachou. The restaurants reflect my lifelong passion for food and ingredients of excellent quality, as well as my *joie de vie*. All three cafes are cherished neighborhood restaurants, serving dishes made with the highest quality ingredients in the freshest preparation methods possible. Their walls are filled with art, music floats above the buzz of the diners and an urban energy reverberates that is the direct result of my vision.

When I opened Café Patachou, my goal was to prepare the best “simple” food using high quality ingredients. This was quite a novel approach in 1989. I remember vendors telling me that it was a mistake to roast my own meat and make homemade

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bread because cheaper, yet inferior, alternatives were available. The standard in the local industry deemed that strict quality standards were not necessary for success in this market. Immediately, customers noted the difference between Café Patachou and other breakfast/ lunch restaurants and that has been the key to the success of my entire operation.

In September of 2002 we experienced the closest thing I can imagine to winning an Oscar. The cafe was written about in Bon Appetit Magazine, in their Neighborhood Restaurants issue. The title of the story was “Our Ten Favorite Places for Breakfast in the Nation.” Needless to say, we are thrilled to be credited in the pages of the country’s premier culinary publication.

The company has purposefully grown slowly over the past twenty years. Locations, staff, vendors are all chosen with care and specificity. Mistakes have certainly been made but they are quickly corrected. Being a hands on owner who is truly active in the business assures the adherence to exacting standards. I eat nearly two meals a day, daily, at one of my cafes. All of my meetings are generally held at one of my cafes. I know the names of almost all of my staff members and many of our regular customers. I answer all of my phone calls and customer correspondence myself. I have trust in my hand picked and thoroughly vetted key staff that they share in my vision for this company and that they are some of the best and the most capable in the industry. I believe that my company mission statement embodies these thoughts the most clearly:

1. Being exceptional at what we do. this applies to every aspect of the Cafes and every aspect of the menu. No ingredient should be inferior (ie coffee, mayo etc), marketing and other print pieces should be superior, packaging should be well designed, a catered event, even a boxed lunch, should stand apart
2. Creating and maintaining a positive place to work where individuality and diverseness is encouraged, where opinions and thoughts are listened to, where each staff member is treated with kindness and respect
3. Creating and maintaining a memorable, warm and interesting place to dine. standards re organization and cleanliness are adhered to but there is no cookie cutter uniformity

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4. Providing "real" food that is as high quality as is commercially and financially feasible-food that is truly fresh, often organic, beyond gimmick and beyond trend
5. Creating relationships with suppliers and vendors that are long-term, ethical and mutually beneficial so that we know that the items that we serve come from the finest sources available to us . We do not nickel and dime our suppliers, we do not ask for them to cut corners, we do not lie about what we serve, we pay our bills on time etc
6. Creating relationships with customers and staff members so that, even for a brief moment in time, Patachou becomes part of their lives and they become part of mine
7. Contributing to the community whether it is by creating meaningful jobs, or committing resources to organizations that help other people

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## **GREEN INITIATIVES**

Patachou has a proud history of setting the curve for local cafe dining. Being eco-friendly is a natural progression of that effort: supporting local farms, minimizing impact on our environs and concurrently improving the quality and flavor of what we create.

### **LOCALVORE SINCE 1989**

The newly-popular term "localvore" has been a way of life at Cafe Patachou since it's creation in 1989. The vision is to keep Indiana produce, among some of the finest ingredients grown in the country, in Indiana and be prepared in the most fresh, immediate way possible.

### **LOCAL INGREDIENTS**

1. Chicken served in the Cafe is hand-fed organic grain and humanely processed;
2. Eggs used in the Cafe are hatched in Indiana, and are less than three days old;
3. Indiana Kitchen bacon is from pork raised within an hour's drive;
4. Patachou sources locally grown: tomatoes, melons, herbs, mushrooms and asparagus;
5. Locally baked bread and pastries.

### **GREEN PACKAGING**

We are particularly proud to be the only restaurant in the area to go green with our to-go packaging: 100% compostable clamshells (to-go packaging) that are made from corn products and bio-degrade in 90 days; 100% compostable hot cups and hot cup sleeves.

### **GREEN INTERIORS**

In addition, we have recycled-content paper products, long-life light bulbs, green cleaning materials and recycling initiatives at the cafes.

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## COMMUNITY INVOLVEMENT

Positive community involvement of the Cafe has also contributed to the existing Cafes' positive growth. With its strong connection to customers, the cafes have sponsored runners, bought Girl Scout cookies, promoted recycling, sold handmade cards, CDs and artwork, and supported many other causes that affect the daily lives of those who support the Cafes. Additionally, community boards are located in each cafes, drawing attention to community events, art exhibits, new businesses, performances, lost pets, homes for sale or rent and countless other items that form the fabric of any community. Table tents are designed primarily to promote menu specials, but also highlight the community involvement of the cafe, including the promotion of the hanging artists.

Community involvement has always been a large part of the uniqueness of the cafes. Each year, several charities are chosen to benefit from donations from each Café. Since 1998, we have supported Coburn Place, a long-term residential safe house for abused women and their children, close to our 49th Street location. Each year, all of the cafe locations have taken part in Dining Out for Life, a day during which the cafe donates 50% of lunch profit to the Damien Center, which supports those in the Indianapolis community with HIV. The cafe has also supported local United Way agencies such as Auntie Mame's Childhood Development Center and St. Christopher's Center, which served the children of the homeless and near homeless. Past holiday drives have included both a sock and blanket drive to benefit Alluhudin Orphanage in Afghanistan, the direct result of a cafe patron bringing her efforts in this area of the world to our attention. The 2008 holiday drive will concentrate attention on the HARMONI project to strengthen Midtown Indianapolis. In addition, owner Martha Hoover has had board-level involvement in several community wide organizations, including the Indiana Aids Fund, Dance Kaleidoscope, and Impact 100.

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## IN-CAFE DETAILS

Each of the Cafes Patachou have distinct interior treatments, including a different paint and lighting scheme that reflects that cafe's unique personality and neighborhood. Periodically, each cafes' lighting and furniture is changed to re-energize the interior and keep it looking new. Each cafe is painted twice a year, not only to maintain a kept appearance but also to change the color scheme to follow changes in trend or season. Strict maintenance schedules are adhered to to keep the appearance of each cafe to a very high standard.

All cafes offer free wireless internet service to their customers. Patachou on the Park offers a designated, meeting space for rent that is equipped with a Powerpoint enabled flat screen television.

Most uniquely, an in-house art curator is employed to plan and organize quarterly art shows at each location. While supporting the local art community, these art shows serve to create an atmosphere of vitality and creativity in the cafes. Patachou Inc. is proud to provide exhibition space for the artist, and takes no commission of any kind from the sale of the artwork in support of the arts community.

These efforts taken together create an ever changing atmosphere at the cafes, insuring that customers have a new visual experience with each visit.

In 2007, Patachou on the Park was recognized for its architectural and design originality and excellence by the Indiana chapter of IIDA (International Interior Design Association.)

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## CAFE PATACHOU CULTURE AND PHILANTHROPY

Patachou, Inc. employees are creative people and their energy is encouraged to emerge in the cafes. The front of the house staff define themselves as something else—actors, painters, photographers, teachers, students, and the like. One server took over the management of the art hanging in the café and now has artists from across the country booked for shows in the coming year, with more waiting. Employees who act put up flyers for their shows and shows they enjoy. Often the posted events reflect happenings more current than the daily paper. This diversity of pursuit communicates to our customers a uniqueness one doesn't get at a chain restaurant.

In 2007 a professional diagnostic company was retained to study employee job satisfaction. The results of this study were “statistically impressive” with job approval in the low nineties — almost unheard of in the industry. Such high job approval adds to the overall stability of the Patachou staff. In fact, some of the key members of Patachou staff have been employed since day one of Patachou's existence. The low level of turnover in staff also assures consistent customer service and lessens customer confusion. Areas of focus in the survey included management's willingness to listen to staff and implement staff suggestions; staff relationships with each other; relationship between the front of the house and the back of the house; and adherence to both standards of quality and the company's mission statement.

Happy employees make good citizens. Each year, several groups benefit from the generosity of the company and its customers. Since 1998, the Café has supported Coburn Place, a long-term residential safe house for abused women and their children, close to the 49th Street location. Martha Hoover is a board member of the Indiana AIDS Fund, as well as a local dance company, Dance Kaleidoscope, whose modern dance performances are promoted through the cafe. Through the cafes, blankets and socks have been sent to Afghanistan and clothing to an AIDS orphanage in Africa. Other organizations such as the Marion County Pro Bono project, the Anti-Defamation League, the Damien Center, Indiana AIDS Network and The Leukemia Society have all been supported financially by Patachou, Inc.

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## **MEDIA**

*Indianapolis Star* “Five Things I Love About Indy”

January 21, 28; February 4, February 11 2009

*Indianapolis Business Journal* November 24 2008

*The Washington Post* Travel section May 25, 2008

*The Denver Post* Travel section June 8, 2008

*Indianapolis Star* “GO” section 2008

*Indianapolis Star* North section 2008

*Indianapolis Recorder*, AroundTown section, June 6, 2008

*Indianapolis Woman Magazine*, Cover Story, March 2008

*New York Magazine*, March 2006

*Chicago Magazine*, May 2007

*Northwest Airline Magazine*

*GO Magazine*

*Inside Indiana Business with Gerry Dick*, March 2006

*Intake Newsweekly*

*Nuvo Newsweekly*

*Indy Tails Magazine*

*Indianapolis Monthly*

*Carmel Magazine*

*Dine Magazine*

*Taste Magazine*

## **AWARDS**

*America Online (AOL)*

2008 “City’s Best”

*Bon Appetit Magazine*

2002 “Ten Favorite Places for Breakfast in the Nation”

*Better Homes and Gardens Magazine/Midwest Living/Meredith Corporation*

2006 “Best of the Midwest” Magazine and Television special

*Indianapolis Monthly Magazine*

2007 Most Welcome Addition to the Downtown Dining Scene

Top 50 Restaurants in Indianapolis

2006 Best Breakfast – Critic’s Choice

Top 50 Restaurants in Indianapolis

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- 2005 Best Breakfast – Critic’s Choice  
Top 50 Restaurants in Indianapolis
- 2004 Best Breakfast – Critic’s Choice  
Top 50 Restaurants in Indianapolis
- 2003 Best Breakfast – Critic’s Choice  
Top 50 Restaurants in Indianapolis
- 2002 Best Breakfast – Critic’s Choice  
Top 50 Restaurants in Indianapolis
- 2001 Best Dessert (Lemon Tart)  
Best Breakfast Restaurant
- 2000 Best Breakfast – Critic’s Choice  
Best Waitstaff
- 1999 Best Breakfast – Critic’s Choice
- 1998 Best Breakfast – Critic’s Choice  
Best Sandwiches in City (Best Fowl on Bread / Best BLT)
- 1997 Best Scones  
Best Eggwhite Omelettes  
Best Breakfast and Best Breakfast Bomb
- 1996 Best Sandwiches in City (Best Fowl on Bread / Best BLT)  
Best Breakfast – Critic’s Choice
- 1995 Best Spinach Salad
- 1994 Best Breakfast
- 1993 Best Place to Have Sunday Bedhead
- 1992 Best Sandwich

*Indianapolis Woman Magazine*

- 2008 Best Breakfast
- 2002 “Best Place for a Quick, Light Lunch and Power Breakfast”

*Indiana chapter of IIDA (International Interior Design Association)*

- 2007 Architectural and design originality and excellence finalist

*Indy Tails, Tails Media Group*

- 2008 Favorite Location, Reader’s Choice Awards
- 2007 Indy’s Most Pet-Friendly Restaurant

*NUVO Newsweekly*

- 1992 Best Sandwich

WRTV Channel 6 Indy Channel

- 2008 “A List, Best Breakfast”

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