

THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3
59 East 4th Street - New York, NY 10003
Phone (212) 533-5300
www.cb3manhattan.org - info@cb3manhattan.org

Alysha Lewis-Coleman, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

- ☐ Photographs of the inside and outside of the premise.
- ☐ Schematics, floor plans or architectural drawings of the inside of the premise.
- ☐ A proposed food and or drink menu.
- ☐ Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- ☐ Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website:
http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml
- ☐ Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

Check which you are applying for:

- ☒ new liquor license ☐ alteration of an existing liquor license ☐ corporate change

Check if either of these apply:

- ☐ sale of assets ☐ upgrade (change of class) of an existing liquor license

Today's Date: MARCH 17, 2019

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Is location currently licensed? ☐ Yes ☒ No Type of license: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Mission Cantina LLC

APPLICANT:

Premise address: 172 ORCHARD ST. NEW YORK, NY 10002

Cross streets: ORCHARD ST. & STANTON ST.

Name of applicant and all principals: Helen Nguyen - Helen's Kitchen, LLC
Andy Tong, Khai Vu

Trade name (DBA): SAIGON SOCIAL (VIETNAMESE RESTAURANT)

PREMISE:

Type of building and number of floors: Mixed use building with 6 floors

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages?
(includes roof & yard) ☐ Yes ☒ No If Yes, describe and show on diagram: _____

Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any
back or side yard use? ☒ Yes ☐ No What is maximum NUMBER of people permitted? 74

Do you plan to apply for Public Assembly permit? ☐ Yes ☒ No

What is the zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> -
please give specific zoning designation, such as R8 or C2):

C4 - 4A

PROPOSED METHOD OF OPERATION:

Will any other business besides food or alcohol service be conducted at premise? ☐ Yes ☒ No

If yes, please describe what type: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) 8AM - 12AM Sunday - Thursday Wednesday
8AM - 1AM Thursday - Saturday

Number of tables? 14 Total number of seats? 30

How many stand-up bars/ bar seats are located on the premise? 1 bar, approximately 6 seats
(A **stand up bar** is any bar or counter (whether with seating or not) over which a patron can order,
pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): rectangular, approx 10' x 5', front right of
restaurant

Does premise have a full kitchen ☒ Yes ☐ No?

Does it have a food preparation area? ☒ Yes ☐ No (If any, show on diagram)

Is food available for sale? ☒ Yes ☐ No If yes, describe type of food and submit a menu

What are the hours kitchen will be open? 8AM - 12AM Sund - Wednes, 8AM - 1AM Thur - Satur

Will a manager or principal always be on site? ☒ Yes ☐ No If yes, which? _____

How many employees will there be? 10

Do you have or plan to install ☒ French doors ☐ accordion doors or ☐ windows?

Will there be TVs/monitors? ☐ Yes ☒ No (If Yes, how many?) _____

Will premise have music? ☒ Yes ☐ No

If Yes, what type of music? ☐ Live musician ☐ DJ ☐ Juke box ☒ Tapes/CDs/iPod

If other type, please describe _____

What will be the music volume? ☒ Background (quiet) ☐ Entertainment level

Please describe your sound system: basic sound system

Will you host any promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed and how often? No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.")
Manager & Staff will be instructed to monitor premises for double parked cars and encourage them to seek local parking lots and monitor the sidewalk crowds so that pedestrians may pass safely.

Will there be security personnel? ☐ Yes ☒ No (If Yes, how many and when) _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. *Music inside will be ambient background only. Windows and doors will be closed by 10:00pm every evening. Persons gathered outside will be reminded to respect the neighbors and residents.*

Do you have sound proofing installed? ☒ Yes ☐ No

If not, do you plan to install sound-proofing? ☐ Yes ☐ No

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? ☐ Yes ☒ No

If yes, please indicate name of establishment: _____

Address: _____ Community Board # _____

Dates of operation: _____

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area? ☐ Yes ☒ No If Yes, please give trade name and describe type of business _____

Has any principal had SLA reports or action within the past 3 years? ☐ Yes ☒ No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate Bar, Restaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? 15

How many On-Premise (OP) liquor licenses are within 500 feet? 41

Is premise within 200 feet of any school or place of worship? ☐ Yes ☒ No

COMMUNITY OUTREACH:

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.

1. ☒ I will operate a full-service restaurant, specifically a (type of restaurant) Vietnamese Restaurant, with a kitchen open and serving food during all hours of operation OR ☐ I have less than full-service kitchen but will serve food all hours of operation.
2. ☒ I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances.
3. ☒ I will not have ☒ DJs, ☒ live music, ☐ promoted events, ☒ any event at which a cover fee is charged, ☒ scheduled performances, ☐ more than ____ DJs / promoted events per ____, ☐ more than ____ private parties per ____.
4. ☒ I will play ambient recorded background music only.
5. ☒ I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
6. ☐ I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7. ☒ I will not participate in pub crawls or have party buses come to my establishment.
8. ☐ I will not have a happy hour or drink specials with or without time restrictions OR ☐ I will have happy hour and it will end by ____.
9. ☒ I will not have wait lines outside. ☒ I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10. ☒ Residents may contact the manager/owner at the number below. Any complaints will be addressed immediately. I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

Petition to Support Proposed Liquor License

Date: MARCH 17, 2019

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) FULL LIQUOR

to the following applicant/establishment (company and/or trade name) HELEN'S KITCHEN, LLC
DBA SAIGON SOCIAL RESTAURANT

Address of premises: 172 ORCHARD ST. NEW YORK, NY 10002

This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:

08 AM - 12 AM SUNDAY - WEDNESDAY

08 AM - 1 AM THURSDAY - SATURDAY

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
Terrifer Batsun	[Signature]	189 Stanton Street
77 Wadsworth	[Signature]	189 Stanton Street
Kyle Shaffer	[Signature]	143 Ludlow
Jessica Hunt	[Signature]	420 W 42nd St. Apt 25H
Jessie	[Signature]	465 Wadsworth
X McCarthy	[Signature]	530 Grand St NY
Andrew Whitney	[Signature]	530 Grand St FCB
William Wallister	[Signature]	56 Willow #4R
Eva Shi	[Signature]	100 Norfolk Street
PETE TROFFO	[Signature]	188 NORFOLK ST. #36
DEL FLORELLINS	[Signature]	192 ORCHARD ST
FRED CONNORS	[Signature]	192 ORCHARD ST. (FRED.)
CHRY PERRY	[Signature]	188 LUDLOW ST
Kenna Skellern	[Signature]	188 Ludlow St.
Tascha Yong	[Signature]	10 Stanton St
Bau Harrington	[Signature]	68 East 1st St. C
Samuel del Pilar	[Signature]	156 Stanton St.
Walter Monreal	[Signature]	56 Pike Street
GEORGIA HARRIS	[Signature]	
CLAIRE HARRIS	[Signature]	56 PIKE St. 10002
MICHAEL VO	[Signature]	160 STANTON ST
Manuel Efra Voz	[Signature]	100 Stanton St
Sylvie Wille	[Signature]	635 E 9th St #7
(Chris Shaw)	[Signature]	156 ORCHARD ST #38
KELLEN KENNY	[Signature]	86 STANTON ST
RATH BHATTAR	[Signature]	145 ORCHARD ST
RJAN McCrath	[Signature]	174 Orchard St
Alex Farn	[Signature]	381 MARET Avenue
Brian Olson	[Signature]	101 Sullivan St
BREANNE ARAY	[Signature]	165 Ludlow #4D
	[Signature]	165 Ludlow #4D

March 30, 2019

To Whom It May Concern:

On March 3rd and 4th, 2019, I hosted a 2 day Pop-Up at 22 Orchard Street, also known as Boys Don't Cry owned by Wilson Tang. This event is a part of a monthly Pop-Up series I have hosted in the past year at this location. At the time, there were a few vacant commercial spaces I was looking to rent. I had just started my negotiations for 172 Orchard Street and was unsure if the landlord would accept my offer. At the end of every dinner, I had a conversation with every diner and had asked for the feedback on my food, their experience as well as their support in the event I were to open a full service restaurant – serving food and liquor in the neighborhood. I was told that if I had any intentions of serving liquor, I would need the support of the community and would need signatures for a petition. I did not know there was a designated form by Community Board 3 at the time so I created a petition and asked for my supporters to sign.

After retaining an attorney to help with the liquor license application, I learned that there was a formal petition that needed to be signed, specifically from residents of the building, adjoining building and within a 2 block radius. I went back out and obtained more signatures. I've enclosed both, in hopes of showing my good faith and efforts in community engagement.

Thank you kindly,

Helen Nguyen
Chef/Partner
Helen's Kitchen, LLC
DBA Saigon Social

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PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.





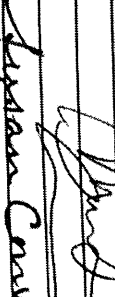







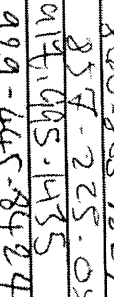
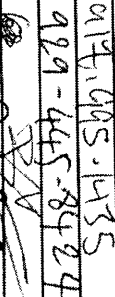






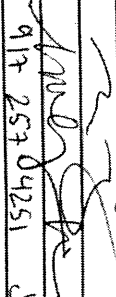
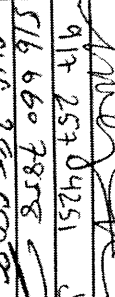
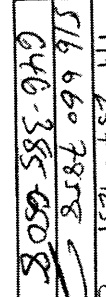
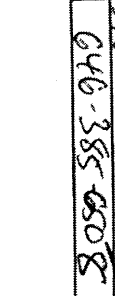







Other information regarding the license:

Name	Signature	Address and Apt # (required)
Jennifer Batsun	[Signature]	189 Stanton Street
Michael [Signature]	[Signature]	189 Stanton Street
Kyle Shaffer	[Signature]	143 Ludlow
Jessica Hunt	[Signature]	420 W 42nd St Apt 25H
John [Signature]	[Signature]	465 Columbus
McCarthy	[Signature]	530 Grand St NY NY
Andrew Whitner	[Signature]	530 Grand St FCB
Irish Mallister	[Signature]	56 Ludlow #4R
Eva Shi	[Signature]	100 Norfolk Street
PETE TRUFFO	[Signature]	185 NORFOLK ST #36
DEL FLOWELLING	[Signature]	192 ORCHARD ST
FRED CONNORS	[Signature]	192 ORCHARD ST (FRED)
Curry Perry	[Signature]	188 Ludlow St
Kendra Skellern	[Signature]	188 Ludlow St
Tasha Yong	[Signature]	10 Stanton St ST
Ray Darrington	[Signature]	68 East 1st St
Samuel del Pilar	[Signature]	156 Stanton St
George Monahan	[Signature]	56 Pike Street
GEORGIA MAW	[Signature]	
CLAIRE MAW	[Signature]	56 PIKE St. 10002
MICHAEL VO	[Signature]	100 STANTON St
Manuel Efraim	[Signature]	100 Stanton St
Sylvie Wille	[Signature]	635 E 9th St #7
Chris [Signature]	[Signature]	156 ORCHARD ST #38
KELLEN KENNY	[Signature]	86 STANTON ST
RATH BHOFYOT	[Signature]	145 ORCHARD ST
Ryan [Signature]	[Signature]	174 Orchard St
Alex [Signature]	[Signature]	188 MARET Avenue
Brian Olson	[Signature]	101 Ludlow St
BREANNE ALAY	[Signature]	165 Ludlow #4D
		165 Ludlow #4D

We support of the opening of Saigon Social Restaurant by Helen's Kitchen, LLC in the Lower East Side of Manhattan.

NAME	ADDRESS	EMAIL	PHONE NUMBER
Miriah Belanger	47-27 38th St LIC 1101	miriahbel@gmail.com	212-555-1234
Jenni Nguyen	530 Lafayette Ave 108th St NYC 10019	jthw410@gmail.com	212-555-1234
Erin Shiga		erinshea77@gmail.com	212-555-1234
Nancy Rhodes	148 W 10th St NY NY 10014	nurfashion@hotmail.com	212-555-1234
Best Chang	88 West 83rd St. #8	best.chang@gmail.com	212-555-1234
Kevin Huong	100 Marston Lane 10031	huong.s.kim@gmail.com	212-555-1234
Amy Fot	2 Gold St. NY, NY 10038	amy.w.fot@gmail.com	212-555-1234
David Elledge	420 W 42nd St, NY, NY 10036	david.m.elledge@gmail.com	212-555-1234
Rebecca Fu	420 W 42nd St NY NY 10036	hu.rebecca.a@gmail.com	212-555-1234
Sung Hye Cho	742 Fernwood Ct NY	cho.sunghe@gmail.com	212-555-1234
Juliane Cho	742 Fernwood Ct NY 10036	cho.juliane@gmail.com	212-555-1234
Catherine Nguyen	246 Halsey St	cpnpratt@gmail.com	212-555-1234
Gindy Trinh	1285 Fulton St BK, NY	ctinhgpk@gmail.com	212-555-1234
Dave Caspar	15 Bank St White Plains NY	davecaspar@hotmail.com	212-555-1234
Alissa Nguyen	621 Third St. Brooklyn NY	alissa.nguyenbilliards@gmail.com	212-555-1234
Haley Nguyen	1000 Atlantic Ave. Red Hook, NY	haleynguyen@gmail.com	212-555-1234
Alvin So	3716 Shore Parkway BK, NY	Alvin500@gmail.com	212-555-1234
Tony Nguyen	5 Bay 9th Ct NY 10014	tonynguy@gmail.com	212-555-1234
Vicki Chung	1702 Benson Avenue BK 11214	vickichung19@gmail.com	212-555-1234
Jocelyn Chen	1702 Benson Ave BK 11214	allidusty@gmail.com	212-555-1234
Alex Huynh	9930 Town Dash Dr	since1967@gmail.com	212-555-1234
Christine Quach	31-30 28th St Queens 11354	alex.huynh@gmail.com	212-555-1234
Jack Hoare	175 Struwan Ave Bk 11214	christineq@gmail.com	212-555-1234
Loi Huong	155 East 29th St		212-555-1234
Joan Carlos Villars	175 DEGRAW ST BROOKLYN 11231	joancarlo.villars@gmail.com	212-555-1234
SETH DV-VR	" "		212-555-1234
Jeff Stamm	72 Irving Place Apt 2D	stamm.jeff@gmail.com	212-555-1234
Pui-Hong Ha	" "	haopdh3.com	212-555-1234
Sue Ngo	355 Franklin Ave Brooklyn NY	susng@gmail.com	212-555-1234
Dien Huong Vu		dienuhuong.vu@gmail.com	212-555-1234

We support of the opening of Saigon Social Restaurant by Helen's Kitchen, LLC in the Lower East Side of Manhattan.

NAME	ADDRESS	EMAIL	PHONE NUMBER	SIGNATURE
Phuong Pham	420 W 119th #65 NY 10027	jxp191@gmail.com		
Loc Pham	328 W 45th NY 10036	phloc812@gmail.com		
Yvonne Wong	885 West 52nd St. NY 10019	enny118@gmail.com		
Rachel Lam	2216 Herndon Ave. Belmont MA 02458	luisamuel@yale.edu		
Kenneth Carr	188 W 120th St. #115 NYC	ASTHAR516@aol.com		
Melissa Lim	36 Monroe St Apt 25 10002	melissalin@gmail.com		
Lambert Torres	45 Independence Way	lambert.torres@gmail.com		
Susan Convery	80 E 116th St	Susan.convery@gmail.com		
Phuong Bui	"	P Bui 17@gmail.com		
Kim Ph	"	frangmbui@gmail.com		
Ryan Tran	45 Russell Street Brooklyn	riphan7@gmail.com		
Christina Nguyen	819 41st Street NY 10018	athendenguyen@gmail.com		
Zach Skinner	819 41st Street NY 10018	zskinner230@gmail.com		
Anna Michelle Chen	819 41st Street NY 10018	timamchen@gmail.com		
DMND Kim	158 26th St. Brooklyn 11232	dkim1217@gmail.com		
Camie Ratner	57 Howard St. 11221	575151@gmail.com		
Greg Ratner	57 Howard St. 11221	GRATNER@gmail.com		
Robert Torres	4 Dekalb Ave. 11201	rtorres508@yahoo.com		
Kanpichat Arachon	297 President St. Brooklyn	ai@aicoolstudio.com		
Brenda Limal	315 W 99th St. NYC	bmlimal@gmail.com		
Yi-Hua PHAN	560 E 125th St. NYC	phoetanh@gmail.com		
Pen Kulin	247 President St. NYC	donjicahn@gmail.com		
Sarah Bixint	7 Detail Ave Brooklyn NY 11201	seventiesonick@gmail.com		
Yto Chan	944 E 89th St. Brooklyn NY 11214	teens800@gmail.com		
Allen Chan	421A Avenue of the Americas NY 10017	alvictor@gmail.com		
CHRIS CHEN	954 BEACON ST #303 Brooklyn	CHRIS@DISOFTCONSULTING.COM		
Brandon Muniz	148 Reserole St. Brooklyn NY	brmuniz3@gmail.com		
MINH-TRAN	910 GATES AVE. BROOKLYN	minhtran430@gmail.com		
JENN NGUYEN	164 Union St.	jennifer-nguyen@live.ca		
JAC Lee	1141 Broadway St NY	hmpapp@gmail.com		
Rebecca Chu	400 Chambers St. NY	rebeccachusny@gmail.com		

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NAME	ADDRESS	EMAIL	PHONE NUMBER
Phuong Pham	420 W 119th #65 NY 10027	jxp191@gmail.com	917 251 0425
Loc Pham	328 W 45th NY 10036	phloc812@gmail.com	917 251 0425
Yvonne Wong	585 West 52nd St. NY 10019	enny118@gmail.com	917 251 0425
Robert Lam	2216 Mermaid Ave. Bklyn 10027	huynh123@gmail.com	917 251 0425
Keeneth Carr	188 Ludlow St. #115 NYC	45TH AVE 516 @ AOL.com	917 251 0425
Melissa Lin	36 Monroe St. Apt 26, 10002	melissalin@gmail.com	917 251 0425
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Susan Convery	80 E 116th St	Susan.convery@gmail.com	917 251 0425
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Christina Nguyen	819 41st Street NY 10032	athendenguyen@gmail.com	917 251 0425
Zach Skinner	819 41st Street NY 10032	zskinner330@gmail.com	917 251 0425
Anna Michelle Chen	819 41st Street NY 10032	tinamchen123@gmail.com	917 251 0425
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Camie Rotner	57th Street Apt 11/1221	57th Street@gmail.com	917 251 0425
Greg Rotner	57th Street Apt 11/1221	GRATNER@GMAIL.COM	917 251 0425
Robert Torres	4 Dekalb Ave. 11201 Apt 8B	robertt508@gmail.com	917 251 0425
Kanipondrat Akarach	297 President St. Brooklyn	ai@aicoolshill.com	917 251 0425
Bhnda Kumar	315 W 99th St. NYC NY	bnakumar@gmail.com	917 251 0425
Jitha Pham	560 E 125th St. NYC	jpham560@gmail.com	917 251 0425
Don Kulin	247 President St 11231	donkulin@gmail.com	917 251 0425
Sarah Brink	7 Dekalb Ave Brooklyn NY 11201	seventhstnyc@gmail.com	917 251 0425
Tim Chan	464 E 89th St Apt 5B Brooklyn NY 11214	timchan50@gmail.com	917 251 0425
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CHRIS CHEN	954 BEACON ST #3B Brooklyn	CHRIS@DISCOVERCONSULTING.COM	917 251 0425
Brandon Muniz	148 Meserole St, Brooklyn NY	brmuniz3@gmail.com	917 251 0425
MINH-Y TRAN	910 GATES AVE BROOKLYN	minhtran730@gmail.com	917 251 0425
JENN NGUYEN	164 Ludlow St.	jennifer-nguyen@live.ca	917 251 0425
JAC Lee	1191 Broadway Bk NYC	jimpeep@gmail.com	917 251 0425
Rebecca Chu	400 Chambers St. NYC	rebeccachusny@gmail.com	917 251 0425

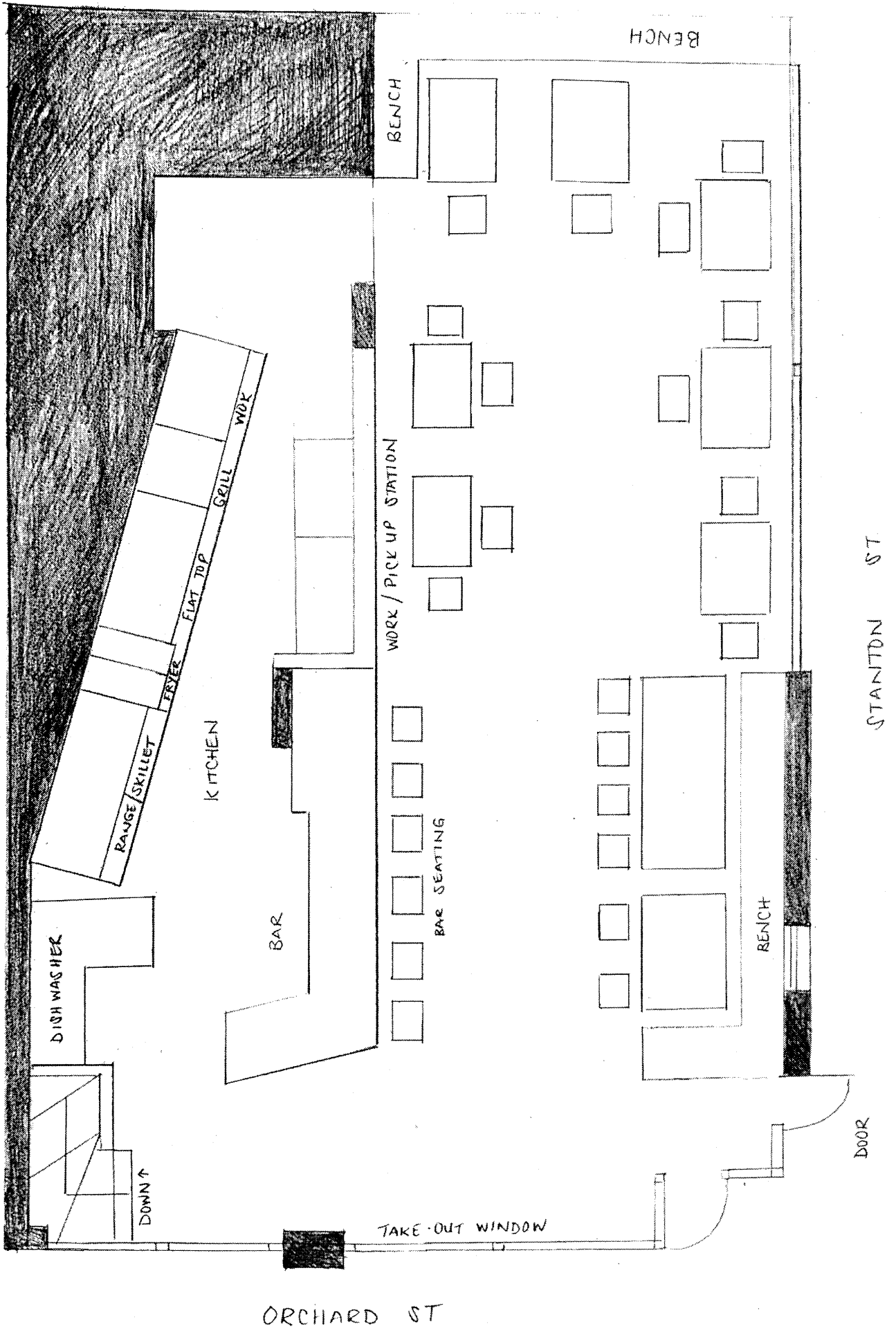
We support of the opening of Saigon Social Restaurant by Helen's Kitchen, LLC in the Lower East Side of Manhattan.

NAME	ADDRESS	EMAIL	PHONE NUMBER
Xiaodong Zhang	240 St Marks	Xiaodong323@gmail.com	917 410 1234
Allen Liu	270 St Marks	AllenLiu@gmail.com	917 410 1234
Anthony PLo	630 E 14th St Apt 11 NY	phogonics@gmail.com	917 410 1234
Stephanie Bricelet	10 LIBERTY ST. APT 405	seanbricelet@gmail.com	917 410 1234
Beverly Chang	30 W 88th St	beverlyc@gmail.com	917 410 1234
Mendy TSH	82 Orchard Street	tsuwendy@gmail.com	917 410 1234
Thuy Nguyen	121 E 12th Street	thuy.nguyen@live.com	917 410 1234
SPIN THAI COOPER	58 W 85th St NY NY	SPINTHAI5800PER@gmail.com	917 410 1234
SILL BRONSTAD	222 PARK AVE S	SPINSTAD2224@gmail.com	917 410 1234
Rachel Kim	200 Water St	rach.s.kim@gmail.com	917 410 1234
Matthew Dor	714 FULTON ST	THEMATADORE@gmail.com	917 410 1234
Kimberly LN	19 DUTCH ST	KYMBERLITA@gmail.COM	917 410 1234
Kerel Nurse	145 Lincoln EJ #58	kerel.nurse@gmail.com	917 410 1234
Diane M	145 LINCOLN RD	DIAFVUC@gmail.com	917 410 1234
Rachelle Titus	126 West 117th St	rachelletitus@gmail.com	917 410 1234
Leung Cheung	4725 40th St	leungcheung@gmail.com	917 410 1234
Daniel Chang	4725 40th St	1806cell@gmail.com	917 410 1234
Matt Desiena	182 Amity St.	mat.desiena@gmail.com	917 410 1234
Elena Bonifacio	40 Clinton St, 4F	ebonifacio@gmail.com	917 410 1234
Chris Chang	156 E. Broadway, 4F	chengchrist@gmail.com	917 410 1234
Ahmar Rez.	1 Mornagide Ave,	ahmarahmar@gmail.com	917 410 1234
Orl Benkir	165 Court St #701	orlbarkir@gmail.com	917 410 1234
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We support of the opening of Saigon Social Restaurant by Helen's Kitchen, LLC in the Lower East Side of Manhattan.

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NEW YORK, NY 10002



SAIGON SOCIAL

VIETNAMESE EATERY

172 ORCHARD ST.
NEW YORK, NY 10002

SAIGONSOCIALNYC.COM
@SAIGONSOCIALNYC

ME NU

STARTERS

PAPAYA SALAD - GOI DU DU	9
papaya, tomatoes, mint	
SPRING ROLLS - NEM CUA BE	9
fried spring rolls w/shrimp, crab, and pork	
LEMONGRASS SKEWERS - NEM NUONG	9
ground pork, lemongrass	
BEEF TARTARE - BO TAI	9
filet mignon, rau ram, shallots, lime zest	
FRIED CHICKEN WINGS - CANH GA CHIEN	10
fried chicken wings with nuoc cham	
BANH XEO	12
tumeric & coconut batter crepe w/shrimp and pork	
BANH MI	10
french baquette w/pork, chicken or ham	

SIDES

FRIED EGG	2
BANH MI BAGUETTE	2
RICE	2
RICE NOODLES	2
CUP OF SOUP	5

MAINS

BEEF NOODLE SOUP - PHO	14
oxtail & bone marrow broth, brisket, filet, rice noodles	
SPICY BEEF NOODLE SOUP - BUN BO HUE	14
spicy lemongrass beef & pork broth, beef shank, rice noodles	
BEEF STEW POT PIE - BO KHO	13
beef stew w/carrots and beef shank	
GRILLED MEAT & RICE - COM THIT NUONG	16
grilled pork chop or beef short rib, meat pie, rice	
OXTAIL FRIED RICE - COM CHIEN DUOI BO	16
fried rice, oxtail, scallions	
GARLIC NOODLES & ROASTED CRAB - MI XAO CUA TOI	15
stir fried egg noodles, garlic, butter	
TOFU & EGG PLANT STIR FRY - DAU HU & CA TIM XAO	12
tofu, eggplant, garlic, onions, scallions	

DESSERT

BANH FLAN	7
egg custard with caramel	
COCONUT ICE CREAM	8
coconut sorbet	
FRIED BANANA	8
fried banana w/ coconut milk	
AFFOGATO	9
french vanilla ice cream, Vietnamese espresso	

Saigon Social

COCKTAIL MENU

HANOI 75	9
gin, lemon juice, lemongrass	
LYCHEE LEMONADE	9
vodka, cranberry, triple sec, lychee puree	
SAIGON MULE	11
scotch, soda, ginger, galangal, chili	
PHO-RITA	11
tequila, 5 spice, lime juice, smoked cinnamon	
DISTRICT ONE	10
rice wine, coconut, pandan, coconut flakes	
HELEN'S SODA	10
prosecco, ginger beer, coriander, mint	
SAIGON IN SEATTLE	9
rasperry vodka, cranberry, tuaca, lime juice	

[illegible][illegible]

March 30, 2019

Dear Community Board 3,

I am writing this email to you to express my enthusiasm in opening a restaurant at 172 Orchard Street and I want to show you my vision and discuss some of the reservations you may have.

I am not here to just open a restaurant, but to be a part of the community and build a brand. Saigon Social will be the first step in doing so. I've spent the last year hosting monthly Pop-Up lunches and dinners at 22 Orchard Street as a way to integrate and get to know the community. This has been a year-long collaboration with Wilson Tang of the Nom Wah Tea Parlor. I've also partnered with local non-profits, such as the Bowery Mission for my events, donating portions of my sales to their soup kitchen and volunteering my time whenever I can.

I have surrounded myself with industry experts and built a team that not only will be joining me on this venture, but will be active partners.

One of the main partners will be Khai Vu, the co-founder and managing partner of the popular District One Kitchen & Bar in Las Vegas, Pho So 1 Las Vegas, LePho Vietnamese Kitchen, Viet Noodle Bar, and Mordeo Boutique Wine Bar. He has been an owner operator of these full service restaurants and bars since 1993 and comes with great experience. Just by a quick search you can see him and his brand being reviewed by Vegas Food and Wine, Vegas Magazine, and he is the Treasurer of the Nevada Restaurant Association and Education Foundation. Khai will be running the day to day operations and has a proven track record of being successful.

The second partner will be Andy Tong; he will be running the finances. He has been in the financial services industry for over 15 years working for Oppenheimer, Bloomberg and now US Bank, managing cash for large corporations, was a founder of a desert company, and also the owner of a Chinese restaurant. His father has also owned 6 Chinese restaurants in New York City and was a partner in Hunters Bar and Grill on the Upper East Side, which was sold to developers for an undisclosed amount.

Finally, I will be the Executive Chef and also a managing partner. I have given up everything, a successful 12 years in real estate, the comfort of my friends and family back home in Seattle, to pursue my dream, which some might find insane, but has been a calculated risk. I've received a degree in the Culinary Arts from the Institute of Culinary Education here in New York where I trained under the highly acclaimed David Waltuck, Nicolas Abello of L'Appart Restaurant and have invested the last 3 years at Restaurant Daniel under Chef Daniel Boulud.

I've invested my heart and soul in creating this partnership as well as the relationships and mentorships which I strongly believe will help me create a successful restaurant that would be a great addition to the community.

Thank you kindly,
Helen Nguyen
Chef/Partner
Helen's Kitchen, LLC
DBA Saigon Social