



The Business Baddies Present

# JAZZY LADIES CAFE & CLUB

By: Caitlyn, Chayse, Natalie, Stella, Henry,  
and Charlie



# Introducing Jazzy Ladies...

- Jazzy Ladies is a cafe and club that provides gluten-free, homestyle meals to the people of Eugene.
- They opened their doors in 2015



# Jazzy Ladies History

**Michelle and Carmen**



# Jazzy Ladies History

Why is the whole menu gluten-free?



# Menus:

## Menu for week of October 26th



### Breakfast

**Biscuits and Gravy 5/7** One or two tender, large flaky biscuits covered with a rich, savory sausage gravy. GF version 6/8 add egg -1.5

**Breakfast Biscuit 7** House made biscuit filled with egg, cheese and your choice of bacon, sausage or veggies.  
—Gluten free add-1

**Breakfast Panini 7** French or whole grain wheat bread grilled with cheese and bacon or sausage crumbles and fried egg.  
—Gluten free add-1

**Sweet Potato Hash 7** Roasted sweet potatoes topped with a fried egg and with your choice of bacon, sausage or roasted veggies.

**Scrambles 7.5** Scrambled eggs sprinkled with cheddar cheese, Your choice of three: onions, mushrooms, red pepper, spinach or tomatoes. Served with toast and fruit.  
—Add bacon or sausage crumbles-1

**Cinnamon Roll French Toast 7** Cinnamon roll slices dipped and fried in butter. Served with Fruit.  
—Add egg -1.5

**Side of bacon 3** Two slices of thick cut bacon

### Coffee Drinks

	12oz	16oz	20oz
House Coffee	2	2.5	3
Cafe Latte	3	3.5	4
Cafe Mocha	3.5	4	4.5
Americano	2.5	3	3.5
	Single	Double	Quad
Espresso	1.5	2.5	3
Latte Shot	10		
	16oz	24oz	
Iced Latte	3	3	
Iced Mocha	3.5	4	
Flux Soda	2	3	
Flux w/cream	2.5	3.5	

#### Milk Alternatives

Almond, Hemp, Coconut or Brevé

Add .40-50

#### House made syrups for Coffee Drinks and Flax Housemade Sodas, made with real sugar and real ingredients. Any 3 pumps 4-50

Chocolate	Raspberry
Carrot	Blackberry
Salted Caramel	Blackberry Ginger
Vanilla	Line
White Chocolate	Cinnamon
Pumpkin-Spice	Sweet Heat
Maple	

#### Flavored Creamers

Add any of our flavorings to a side of milk and treat for your coffee -1.50

### Baked Goods

**Scones 2.5**

—Gluten Free add - .50

**Grandma's Cinnamon Rolls 2**

**Biscuit 2.5** Tender flaky biscuit, served with butter and jam.

—Gluten Free add - .50

**Cinnamon Sugar Toast 2.5** Two slices of toasted wheat, french or seeded bread buttered and sprinkled generously with cinnamon sugar.  
—Gluten free add -1

**Side of Toast 2** Two slices of toasted Whole grain wheat, French or Cinnamon Raisin bread served with butter and jam.

We strive to be gluten-free and dairy-free friendly. We are happy to hear how we can accommodate any food allergies you may have. Consumption of raw or under-cooked eggs may increase your risk of food-borne illness.

Jazzy Ladies Café and Coffeehouse 45 E. 8th Ave - Eugene - 97401  
Phone Orders to (458) 201-7062  
Monday-Friday 8am to 3pm, Saturday 9am-3pm

## Breakfast menu

## Menu for Week of October 26th



### Sandwiches

Fresh baked whole grain wheat or french bread.  
Your sandwich can also be served in lettuce leaves upon request.  
Gluten Free bread add-1.5  
Served with chips, 8th side of fruit, side salad -1.5

**HOUSE SMOKED BLT 8** Crispy bacon, lettuce, tomatoes and our house made aioli on lightly toasted bread of your choice.

**TURKEY CLUB 9.5** House roasted turkey breast, crispy bacon, avocado, lettuce and tomatoes on toasted house made french bread spread with our house made aioli.

**CLASSIC TURKEY WITH CRANBERRY 9** House roasted turkey breast, house made cranberry sauce and house made aioli. Served on house made wheat or french bread.

**ROAST BEEF 9** Rare thinly sliced, house roasted sirloin tip and topped with lettuce, tomatoes and house made horseradish aioli.  
—Add Cheddar, Provolone, or Swiss cheese. -.50

**PESTO CHICKEN PANINI 8.5** Chicken breast, Provolone, house made pesto and sliced tomatoes grilled on house made french bread.

**CURRIED CHICKEN SALAD 8.5** Chunks of roasted chicken tossed with a house made curry aioli and dried apricots, sprinkled with toasted almonds.

**GRILLED CAPRESE SANDWICH 8** Mozzarella Cheese melted with tomatoes and fresh basil on french bread finished with a drizzle of balsamic reduction.

**GROWN UP GRILLED CHEESE 7** Cheddar, Provolone, and Swiss grilled between slices of french bread.  
—Add crumbled bacon -1

### Baked Goods

**BREAD AND BUTTER 1** Slice of fresh baked whole grain wheat or french bread.

**COOKIE OF THE DAY 2** Chocolate Chip, Peanut Butter, Snicker-doodle, or Sugar Cookies.

## Soups of the Day

1/2 cup of Soup -6  
1/2 cup of Soup -3  
1/2 cup of Soup -3  
1/2 cup of Soup -3  
1/2 cup of Soup -3

MONDAY

CHILI

TUESDAY

ROASTED CORN CHOWDER

WEDNESDAY

CHICKEN TORTILLA

THURSDAY

BEEF BARLEY

FRIDAY

CLAM CHOWDER

SATURDAY

TURKEY WILD RICE

### Salads

Salads served with house made bread and butter.

**SMOKED SALMON CAESAR 12.5** House smoked wild Coho salmon flaked over romaine lettuce that is tossed with our house made Caesar dressing, Parmesan cheese and house made croutons.

**KALE CAESAR 10.5** Grilled chicken breast chunks over chopped organic kale that is tossed with our house made Caesar dressing, Parmesan cheese and house made croutons.

**COBB SALAD 10.5** Freshly cooked chicken, tomato, crisp bacon, hard-boiled egg, avocado, onion, blue cheese crumbles on crisp mixed salad greens. Your choice of ranch, blue cheese, vinaigrette or \*dairy free garlic ranch.

**CHICKEN SALAD 10** Our delicious Curry Chicken Salad on a bed of fresh greens.

**SIDE SALAD 4** Mixed greens with tomatoes, croutons and choice of dressing.

We strive to be gluten-free, dairy-free and soy-free friendly. We are happy to hear how we can accommodate any food allergies you may have. \*Our house aioli is made with fresh organic eggs, consumption of raw eggs may increase your risk of food-borne illness. Please inform us if you'd like to substitute traditional mayonnaise.

JAZZY LADIES CAFÉ AND COFFEEHOUSE 45 E. 8TH AVE - EUGENE - 97401  
PHONE ORDERS TO (458) 201-7062  
MONDAY-FRIDAY 8AM-3PM, SATURDAY 9AM-3PM

## Lunch menu

# Menus



Figgy Flatbread



Polenta Lasagna



Chicken Parmesan



Chicken Marsala



Diablo Shrimp Pasta



Crème Brûlée

# Mission of Jazzy Ladies

The mission of Jazzy Ladies cafe is to create delicious, homestyle meals for every customer no matter their dietary restrictions - Jazzy Ladies website



# Unique or Noteworthy Aspects of Jazzy Ladies:

- Brunch & dinner menus
- Social hour & bar menu
- Live Jazz music at night
- Whole menu is gluten-free
- Drink Tasting Nights
- Brunch Buffet in June
- Private Parties



## EVENTS

### Previous Drink Tasting Nights

#### Vegetarian Drink Tasting

ggnog, a delicious mulled  
New Amsterdam Winter  
y Holiday Sweater for a

drinks, Sazerac, New Orleans  
e Cocktail, Hurricane Fix, and  
ot.

#### Wine & Drinks

ed sinner along with cocktails.  
ude Soul Kiss, French Red



#### Whiskey Drink Tasting

Learn 5 of Michelle's favorite wa  
Includes the Frisco Toddy, Mint  
Cocktail, Future Fix, and a Whis

#### Autumn Drink Tasting

Includes the Orange Brulee Pos  
Russell House Cocktail, Ladies' I  
Cider Toddy.

#### Roaring 20's Drink Tasting

Dress up in your favorite 1920's  
the juice-joint and have your se  
time with the Jazzy Ladies. It's g

## Live Music



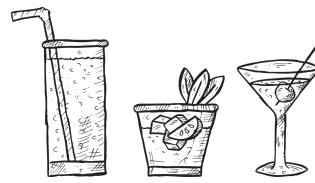
Jazzy Ladies brings in live jazz music at different hours in the evening. This allows them to be an actual “jazz club” and for customers to be immersed in the jazz setting. By adding the live music to their dinner hours (5pm to 9pm) or small bites hours (9pm to 11pm) it offers a unique experience for the customers while they enjoy their meals. Not many restaurants offer this immersive experience for their customers. By Jazzy Ladies doing this they are able to attract a broader customer base that want to experience this.

## All Gluten-Free Menu



Everything on Jazzy Ladies Menu is completely gluten-free. This is a very unique aspect of Jazzy Ladies because not many restaurants make their entire menu gluten-free. This allows them to have a unique aspect to their company and draw in more customers because of this adaptation to their menu. While everything is gluten-free, they also have some dairy-free option.

# Drink Tasting Nights



Jazzy Ladies offers several options for drink tasting nights. There are whiskey tasting nights, gin tasting nights, negroni tasting nights, tequila tasting nights, summer drink tasting and so much more. They even have themed tasting nights like Great Gatsby night where they serve 1920s themed cocktails.

# Private Parties



Jazzy Ladies hosts private parties like holiday parties, bridal showers or even just fun, relaxing nights with friends and family. Private parties must include a minimum of 10 guests and there are options for appetizers or dinner to be served throughout the party.

All of these aspects set Jazzy ladies apart from other restaurants because they welcome many different groups with each thing they offer. Whether you enjoy a delicious breakfast, or a themed drink night, Jazzy Ladies offers it all.

# SWOT Analysis

## Strengths:

- Local ingredients
- Food-allergy friendly
- Strong online presence
- Delicious food
- Good customer service
- Positive reviews

## Opportunities:

- More advertising
- Offer delivery for dinner
- Standing out from competition

SW  
OT

## Weaknesses:

- High prices
- Not enough advertisement
- Dinner is less well-known
- Doordash only offered for Breakfast

## Threats:

- Reservation based
- Competition in the industry

# Challenges

- A current challenge that Jazzy Ladies faces is their pricing. Due to this restaurant being located in a college town, the price level could affect incoming business.
- On average it ranges from \$20 to \$50 per dish
- They do have a “small bites” section on their menu which is relatively cheaper.
- To gain more of a younger customer base they would need to lower their prices to allow for more customers to afford it and enjoy their time at Jazzy Ladies.

## Jazzy ladies menu

### Benedicts

Country Bacon Benedict 20.5  
Smokey bacon and tomatoes over buttermilk biscuit with poached eggs\* and hollandaise\*. Served with country potatoes.

☉ Butternut Latke Benedict 20.5  
Crispy butternut-potato latke, over a bead of spinach, topped with tomatoes, poached eggs\*, our hollandaise\* sauce. Served with tossed greens.

### Breakfasts

Breakfast Enchiladas 18.5  
Corn tortillas, jack cheese, onions, and house-made enchilada sauce. Sprinkled with cotija, cilantro and your choice of veggies or chorizo. Topped with an egg\*. Served with greens and creamy cilantro dressing. Add avocado +2 smoked jalapenos +1

Chicken Fried Steak 22.5  
Hand cut steak, breaded and fried until crispy, served with a fresh buttermilk biscuit, sausage gravy and an egg\*.

Biscuits and Gravy 8/15  
One or two tender, fluffy buttermilk biscuits with a rich, savory house sausage gravy. Add egg\* +2.5

Prices ranging from \$18-25

# Small Bites Menus

## SMALL PLATES

### Patatas Bravas 8.5

Spanish style fried potatoes, spicy paprika sauce, garlic aioli\*.

### Brussels Sprouts 12.5

A half pound of fried Brussels sprouts drizzled with balsamic glaze and bacon crumbles.

### Coconut Shrimp 9

3 shrimp breaded in panko and shredded coconut, served with a chili garlic dipping sauce.

### Irish Nachos 12

House chips topped with cheddar cheese, bacon crumbles, green onions, with ranch dressing.

### Chef's Choice Flatbread 12

House crust with chef's choice of toppings and cheese. Available vegetarian or with meat.

## Small Plates

### Patatas Bravas 8.5

Spanish style fried potatoes, spicy paprika sauce, garlic aioli\*.

### Brussels Sprouts 12.5

Fried Brussels sprouts drizzled with balsamic glaze and bacon.

### Basque Pork Belly 15

Crispy Carlton Farms pork belly, membrillo glaze, fennel slaw,

### Coconut Shrimp 15

Large shrimp breaded in panko and shredded coconut, served with a sweet chili garlic dipping sauce.

### Figgy Flatbread 14

Flatbread crust, with house fig jam, mozzarella, goat cheese, thinly sliced red onions, finished with arugula.

# Challenges

- Jazzy Ladies need more advertising
- There is little to no advertisement for Jazzy Ladies
- While they do have social media, there are no ads online or billboards around town. People may not know who they are because of this.
- This is a challenge because they could be missing half of their potential customer base because of the lack of advertising.
- Dinner lacks any advertisement. Website and social media have more images of brunch items and limited images of dinner



Small, bland advertising located right outside restaurant does not draw in customers

# Opportunities

- Jazzy Ladies also has challenges standing out among their competition because of their location.
- They are located in downtown Eugene across the street from The Gordon
- Their location could be a great place for drawing in customers because of the businesses located nearby (Nike and 5th Street Market) and the large hotel (The Gordon) that draws tourism to Eugene
- by creating more bold, unique advertising, Jazzy Ladies could draw many local and traveling customers



# Opportunities

- The location of Jazzy Ladies being located by 5th Street Market could be utilized much better. Create a way to stand out from the other local small businesses.
- Jazz it up. Working with local musicians or having regular performers could be a reason for people to come back. This could be a great way to create a tight-knit and loyal community.

# Managerial Recommendations

## **Training employees on how to work all shifts.**

- When talking to an employee she said she had 2 days of “training” and then was thrown into it.

## **Advertisement**

- Advertising their dinner as much as their breakfast/brunch. Not many people know that have dinner/small bites menu.

## **Music**

- Make it known that they have local musicians come to play.

# Questions for our Waitress

Question 1: What is your name?

A: Bethany Wilson

Question 2: How long have you worked here?

A: 7 months

Question 3: If you could choose one word to describe the environment here what would that word be?

A: Quick

Question 4: What makes this place unique from other restaurants?

A: Our gluten free menu and live jazz music

Question 5: What's your favorite dish on the menu?

A: Harissa Hash

# Sources

<https://jazzyladiescafe.com/>