

Let's
Bring
Back
The
CoHo



Let's Bring Back The CoHo

Raymond Klein
Oct. 2007

Dear Ms. Laws,

Every restaurant project is a great opportunity, but some opportunities, like this one, are exceptional. We are excited about this project because it is our chance to give a classic Stanford hangout a chance to live on. It's a wonderful opportunity to work in a partnership of shared values with Stanford.

Enclosed you will find a proposal for the CoHo that goes over our plan in more detail.

Thank you for this opportunity to "bring back" a Stanford tradition.

Sincerely,

Ray Klein,
RESTAURANTEUR

WHY?

Sure, there are other coffee shops, but they're either national chains or versions of the similar places on campus. Our vision for the new CoHo is to offer unique food and entertainment experiences, fill unmet needs, and bring life and energy to the Tressider complex.

HOW CAN A REVIVED COHO SUCCEED?

By having eclectic, old-style coffeehouse décor.

By serving all-fresh, high-quality, hot and cold food from 7:30 in the morning 'til late at night.

By having a back bar with a good selection of beers on tap.

By presenting live music at night.

By providing a range of entertainment options.

By not costing the university a cent.

WHAT WILL THE DECOR BE LIKE?

No formica or sleek surfaces: all wood

Salvaged fixtures and woodwork

Funky, unmatched furniture in conversational groupings

Bookshelves with books and games, all used

Curios, knickknacks, and pictures from Stanford's past

WHAT WILL THE FOOD BE LIKE?

No packaged foods—all fresh

Affordable prices

On-premises bakery for sticky buns, muffins,
frittatas and quiches from 7:30 a.m.

Crêpes!

Organic coffee from Blue Bottle
in San Francisco

Hot sandwiches, Italian food and pizza
(prepared at the Treehouse) 'til 12 a.m.

Fresh, made-to-order salads

WHAT KIND OF ENTERTAINMENT WILL THERE BE?

We will arrange with Events to bring student musicians in every night. They will play a range of musical genres, from classical to funk. Their friends will come to see them, and the music will attract passers-by.

Free, social games—Monopoly, darts, foosball, etc.—all comfortably broken in.

People who want to host special events or parties can reserve space in advance.

We can host our own special events—Halloween parties, holiday festivals, and so on.

WHY GO WITH RAY KLEIN?

I'm confident this can work, and know exactly how to make it work.

I'm a proven, successful operator—the Treehouse has a 99% approval rating.

I know bakery. I co-developed both Tartine and Café Cacao in the Scharffenberger Chocolate Factory in San Francisco.

No commitment.

Helps create energy and traffic at the Tresidder complex.

Generates immediate income on a non-producing space for the University.

It's a no-lose proposition for the
University, and a win for the Students.

LET'S DO THIS!