



THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD 3  
 59 East 4th Street - New York, NY 10003  
 Phone (212) 533-5300  
 www.cb3manhattan.org - mn03@cb.nyc.gov

Paul Rangel, Board Chair

Susan Stetzer, District Manager

**Community Board 3 Liquor License Application Questionnaire**

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

**The following items and questionnaire package are due by date listed in email invite:**

- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.

**The following items are due by noon Friday before the meeting:**

- 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:  
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>  
 (this is not required but strongly suggested if a relevant group exists)
- 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: \_\_\_\_\_

Is location currently licensed?  Yes  No    Type of license: Full Liquor License

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Cruz Hospitality Inc

**APPLICANT:**

Premise address: 154 Orchard St, New York, NY 10002

Cross streets: Stanton Street and Rivington Street

Name of applicant and all principals: Lucia Cruz, Luccas Leite

Trade name (DBA): TBD

**PREMISE:**

Type of building and number of floors: Mixed Use, 5 FLOORS

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

Yes  No What is maximum NUMBER of people permitted 74

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:**

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) Monday - Friday 4pm - 2am Saturday and Sunday 11am - 2am

Will any other business besides food or alcohol service be conducted at premise, i.e., retail?  Yes  No

If yes, please describe what type: \_\_\_\_\_

Number of indoor tables? 18 Total number of indoor seats? 58

How many stand-up bars/bar seats are located on the premise (number, length, and location) \_\_\_\_\_  
2 - One customer bar, One service (wait staff only) bar

(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

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 \_\_\_\_\_  
Brazilian Food; See menu attached

What are the hours the kitchen will be open? All hours of operation

Will a manager or principal always be on site?  Yes  No If yes, which? Lucia Cruz, Luccas Leite

How many employees will there be? 20

Do you have or plan to install  French doors  accordion doors or  windows? NONE

Will there be TVs/monitors?  Yes  No (If Yes, how many?) 2

Will premise have music?  Yes  No

If Yes, what type of music?  Live musician  DJs  Streaming services/playlists

If other type, please describe \_\_\_\_\_

What will be the music volume?  Background (conversational)  Entertainment (live music venue level) Please describe your sound system: Small PA system appropriate for venue size

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 planned events with cover charge

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? N/A

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.") \_\_\_\_\_

Posted signage and a host directing groups

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. Applicant will train staff to ensure that noise volume is in compliance with all local laws and regulations.

Is sound proofing installed?  Yes  No

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

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (*includes roof & yard*)  Yes  No If Yes, describe and show on diagram:

Backyard Patio

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously?  Yes  No

If yes, please indicate name of establishment: ESTRELLA DO NORTE RESTAURANTE INC d/b/a Beija-Flor

Address: 38-02 29th Street, Long Island City, NY 11101 Community Board # QB1

Dates of operation: 2010 - Present

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application. See Attached

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name, address and describe the business \_\_\_\_\_

Has any principal had SLA reports or action within the past 5 years?  Yes  No If Yes, attach list of violations and dates of violations and outcomes, if any. 7/14/2023

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? 5

How many On-Premise (OP) liquor licenses are within 500 feet? 46

Is the premise within 200 feet on the same street 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, but it is not required. 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.***

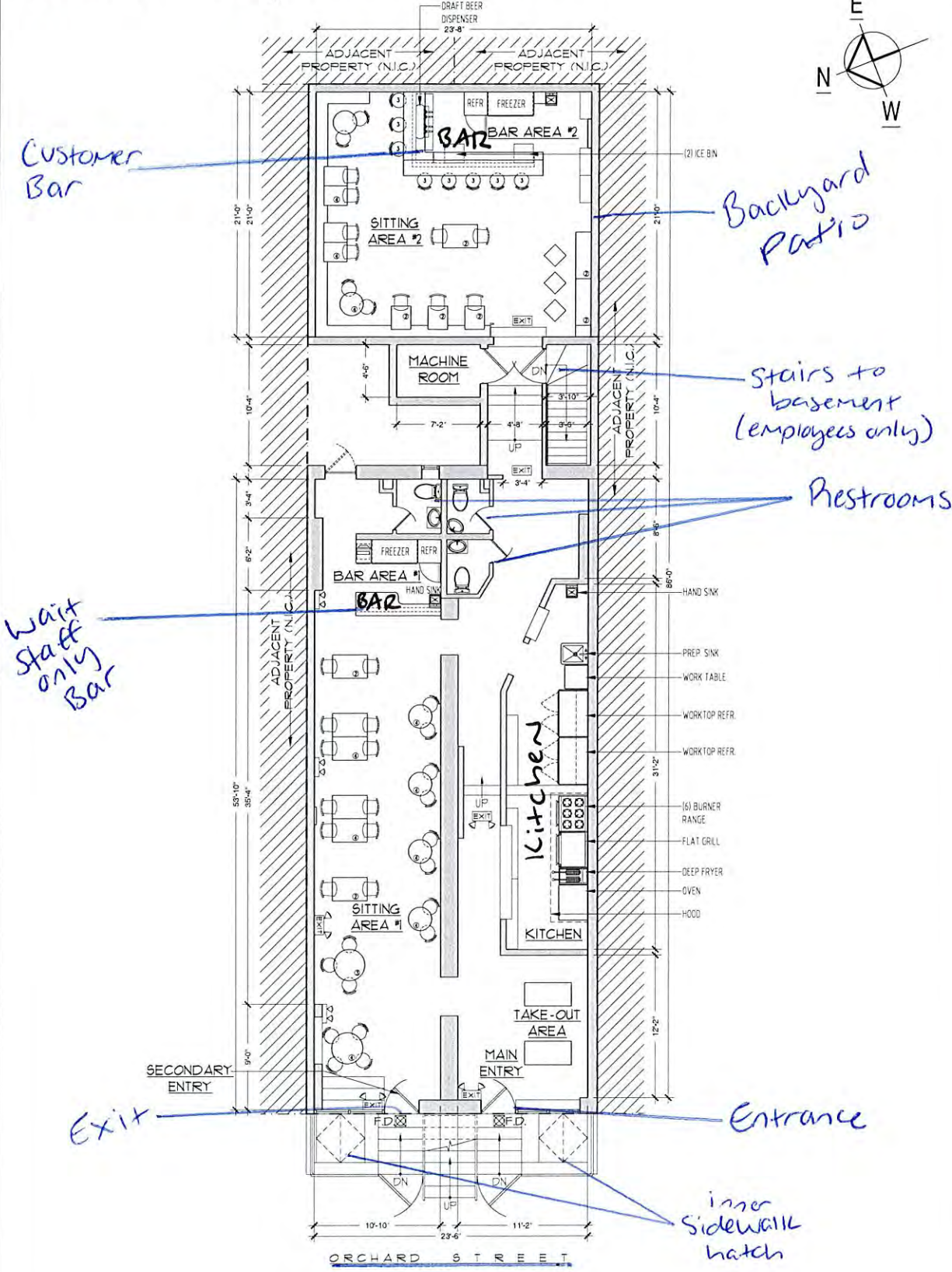
1. My license type is:  beer & cider  wine, beer & cider  liquor, wine, beer & cider
2.  I will operate a full-service restaurant, specifically a (type of restaurant)  
Fine casual Brazilian restaurant restaurant, or  
 I will operate a \_\_\_\_\_,  
 with a kitchen open and serving food during all hours of operation OR  with less than a full-service kitchen but serving food during all hours of operation OR  Other  
\_\_\_\_\_
3. My hours of operation will be:  
Mon 4pm - 2am ; Tue 4pm - 2am ; Wed 4pm - 2am ;  
Thu 4pm - 2am ; Fri 4pm - 2am ; Sat 11am - 2am ;  
Sun 11am - 2am . (I understand opening is "no later than" specified opening hour,  
and all patrons are to be cleared from business at specified closing hour.)
4.  I will not use outdoor space for commercial use (including Open Restaurants) OR  
 My sidewalk café hours or other outside hours (including Open Restaurants) will be  
\_\_\_\_\_
5.  I will employ a doorman/security personnel: \_\_\_\_\_
6.  I will install soundproofing, \_\_\_\_\_

7.  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, or during unamplified performances or televised sports.
- I will have a closed fixed façade with no open doors or windows except my entrance door, which will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.
8. I will not have  DJs,  live music,  third-party promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than \_\_\_\_\_ DJs per \_\_\_\_\_,  more than \_\_\_\_\_ private parties per \_\_\_\_\_.
9.  I will play ambient recorded background music only.
10.  I will not participate in pub crawls or have party buses come to my establishment.
11.  I will not have unlimited drink specials, including boozy brunches, with food.
12.  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 7pm.
13.  I will not have wait lines outside.  I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
14.  I will conspicuously post this stipulation form beside my liquor license inside of my business.
15.  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.

Name: Luccas Leite

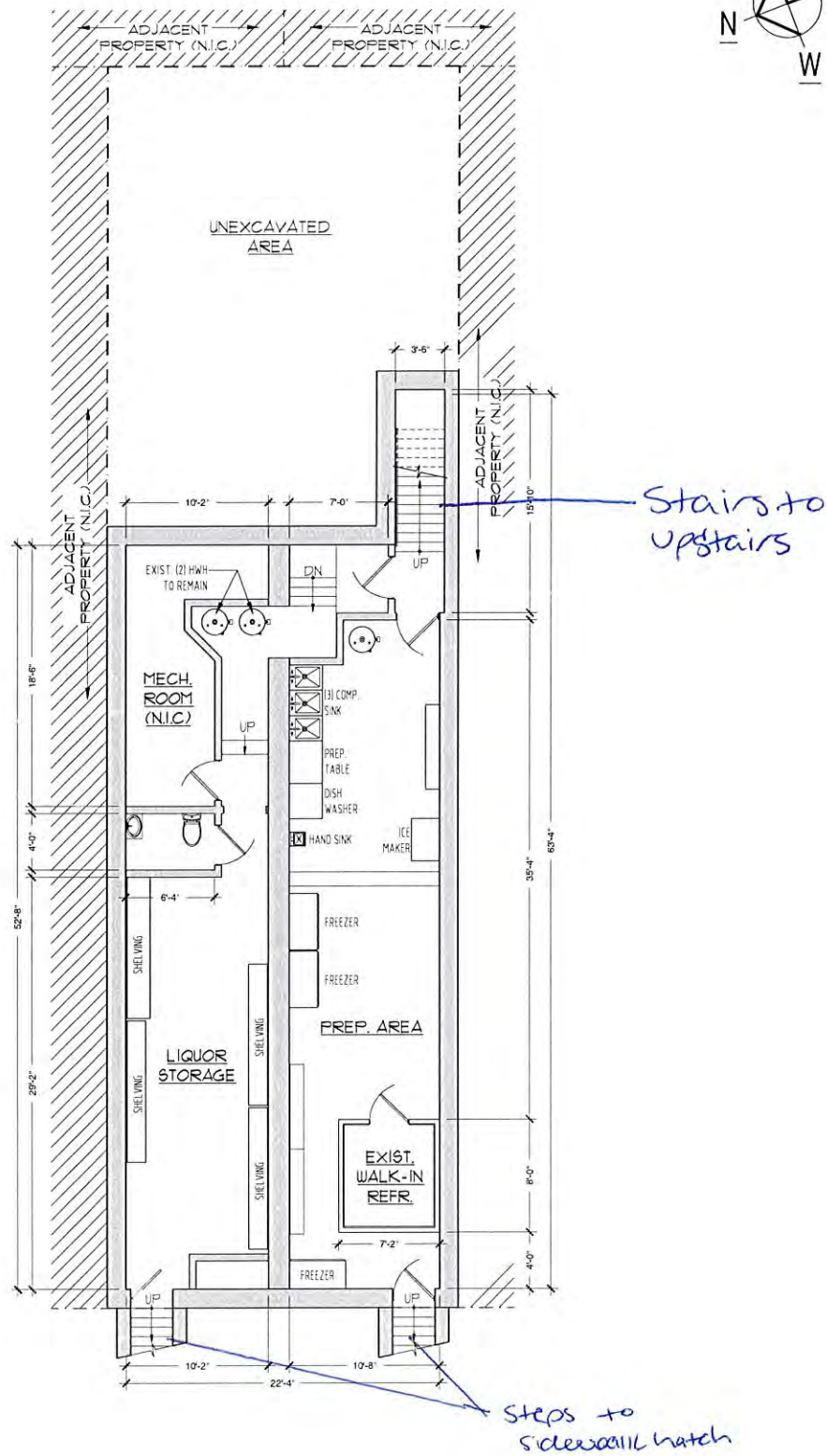
Phone Number: 718 433 8812

# Cruz Hospitality Inc



FIRST FLOOR PLAN  
SCALE: 1/8" = 1'-0"

# Cruz Hospitality Inc.



**CELLAR FLOOR PLAN**  
SCALE: 1/8" = 1'-0"

# Cruz Hospitality Inc. - MENU



Contemporary Brazilian Cuisine

## STARTERS

### *Pão de Queijo 10*

Classic Brazilian cheese bread

### *Salgadinhos 12*

Homemade hors d'oeuvres (choose five):

Pastel de Queijo (cheese)

Pastel de Carne Seca (house cured beef)

Coxinha de Frango (chicken)

### *Escondidinho de Carne Seca 18*

House cured beef sautéed w/ red onions, yucca puree and gratinated parmesan cheese

### *Linguíça Caseira Acebolada 18*

Brazilian sausage onion sauteed, farofa, vinaigrette

### *Frango a Passarinho 18*

Deep fried marinated chicken

### *Camarão Alho e Óleo 22*

Shrimp sautéed in citrus, garlic and oil

### *Tábua de Vegetais 18*

Grilled vegetables, hummus, toast bread

## SOUP OF THE DAY

### *Sopa 8*

Soup of the day

## SALAD

### *Salada do Chef 22*

Mixed greens, shrimp, hearts of palm, house dressing

Food is made fresh daily, please be patient  
Please inform our staff if you have any allergies  
A 20% gratuity will be added to parties of 5 and more \*

## ENTREES

### *Feijoada 26*

Black beans w/ smoked pork, sausage, cured beef stew, collard greens, roasted yucca flour, oranges, white rice.

### *Picanha na Chapa 30*

Grilled top sirloin steak served sizzling with rice, beans, farofa, vinaigrette

### *Costela Assada 32*

Boneless beefs short ribs with pumpkin puree, lentil salad

### *Picadinho De Carne Com Pasta 24*

Beef picadinho stew in light tomato sauce over linguini and poached egg

### *Beija-Flor Burger 24*

Angus beef burger, pickled onion, american cheese, homemade mayo with cilantro, fries

### *Salmão Assado 30*

Roasted salmon, mashed potatoes, squash caponata

### *Pargo Frito 26*

Whole fried red snapper w/ salad, rice, beans and farofa

### *Moqueca de Peixe 29*

Fish filet and shrimp stew in palm oil and coconut milk, rice, dendê oil farofa

### *Bobo de Camarão 28*

Shrimp, mashed yucca stew in palm oil and coconut milk, herbs, cilantro rice, farofa de dende

## SIDES

Batata Frita | French fries  
Purê de Batata | Mashed potatoes

6



Juan Romero

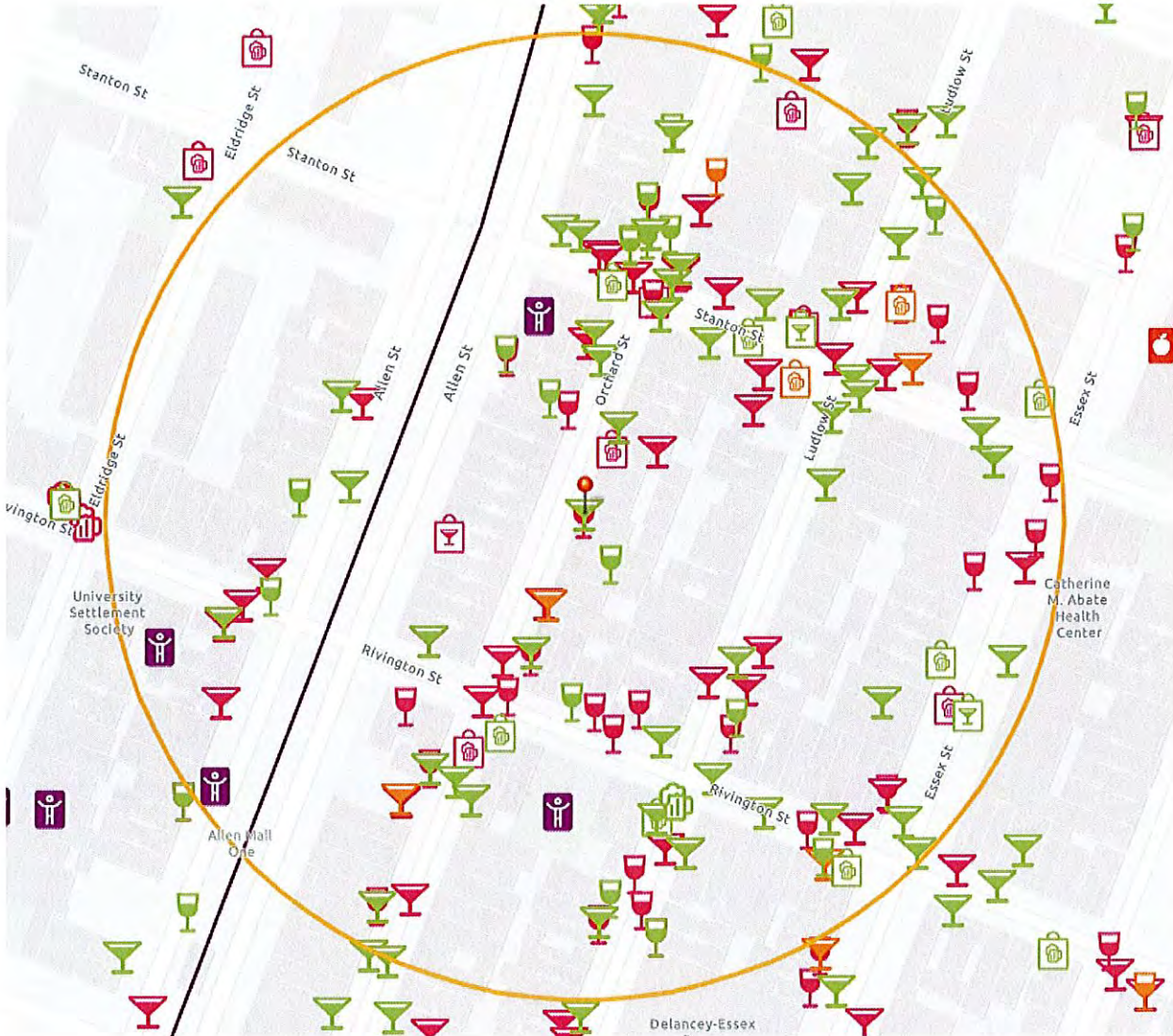


beijafloric | www.beijaflor.nyc



**CRUZ HOSPITALITY INC – 154 Orchard St, New York, NY 10002**

**500 FT DIAGRAM**



**Active On-Premises Full Liquor Licenses within 500 feet**

IT'S THERE HOSPITALITY LLC Ser #: 1336772	154 ORCHARD ST STORE C NEW YORK, NY 10002	0 ft
FORREST INTERNATIONAL INC Ser #: 1310419	162 ORCHARD ST NEW YORK, NY 10002	98 ft
TRAPIZZINO LES LLC Ser #: 1334274	144 ORCHARD ST NEW YORK, NY 10002	152 ft
GHVILLE INC Ser #: 1254436	167 ORCHARD ST 2ND & 3RD FL NEW YORK, NY 10002	161 ft

ORCHARD FLAVOR PARTNERS LLC Ser #: 1336151	167 ORCHARD ST NEW YORK, NY 10002	186 ft
SAUCE MANAGEMENT II LLC Ser #: 1354602	78 84 RIVINGTON ST NEW YORK, NY 10002	208 ft
SOHO-LUDLOW INC Ser #: 1272412	139 LUDLOW ST NEW YORK, NY 10002	220 ft
95 STANTON STREET REST INC Ser #: 1024159	95 STANTON ST NEW YORK, NY 10002	220 ft
168 ORCHARD ST PARTNERS INC Ser #: 1255449	168 170 ORCHARD ST NEW YORK, NY 10002	221 ft
SERAFINA LUDLOW CORP Ser #: 1296274	98 RIVINGTON ST NEW YORK, NY 10002	247 ft
MFM BRANDY LLC Ser #: 1273635	157 ALLEN ST NEW YORK, NY 10002	248 ft
OWLINGS INC Ser #: 1170538	152 LUDLOW STREET RIVINGTON & STANTON STREETS NEW YORK, NY 10002	254 ft
ORCHID STREET ENTERPRISES LLC Ser #: 1156178	174 ORCHARD STREET HOUSTON & STANTON STREETS NEW YORK, NY 10002	255 ft
HELEN'S KITCHEN LLC Ser #: 1343839	172 ORCHARD ST NEW YORK, NY 10002	274 ft
SAKAMAI LLC Ser #: 1263563	157 LUDLOW ST NEW YORK, NY 10002	277 ft
REBEL ALLEN LLC Ser #: 1300186	163 ALLEN ST NEW YORK, NY 10002	283 ft
SAN PEPPAS JERK CHICKEN EXPRESS INC IV Ser #: 1334619	90 96 STANTON ST #3& BASEMENT,AKA 172 ORCHARDST NEW YORK, NY 10002	287 ft
LION HOSPITALITY LLC Ser #: 1339355	84 STANTON ST NEW YORK, NY 10002	289 ft
EPSTEINS BAR LLC Ser #: 1303829	82 STANTON ST NEW YORK, NY 10002	296 ft
ORCHARD STREET RESTAURANT LLC & COSMIC DEBRIS LLC Ser #: 1219676	187 ORCHARD STREET E HOUSTON ST & STANTON ST NEW YORK, NY 10002	299 ft
KELTIC LOUNGE INC Ser #: 1181425	132 LUDLOW ST NEW YORK, NY 10002	303 ft
A HALIBUT INC Ser #: 1270101	138 ORCHARD ST NEW YORK, NY 10002	306 ft
BURGERS AND CHISMIS LLC Ser #: 1327911	143 ORCHARD ST NEW YORK, NY 10002	308 ft
158 LUDLOW REST LLC Ser #: 1131361	158 LUDLOW STREET STANTON & RIVINGTON NEW YORK, NY 10002	312 ft
LOCO 111 INC Ser #: 1131031	105 STANTON ST NEW YORK, NY 10002	313 ft
CUATRO LOBOS INC Ser #: 1283883	140 142 ORCHARD ST NEW YORK, NY 10002	317 ft
JMDR 127 LUDLOW LLC Ser #: 1278006	127 LUDLOW ST NEW YORK, NY 10002	322 ft

TENEMENT PARTNERS LLC Ser #: 1339077	161 LUDLOW ST NEW YORK, NY 10002	344 ft
DOWNTOWN LLC,THE Ser #: 1144147	107 RIVINGTON ST LUDLOW & ESSEX NEW YORK, NY 10002	360 ft
JED PARTNERS LLC Ser #: 1311871	126 LUDLOW ST NEW YORK, NY 10002	365 ft
FOUNDATION LOUNGE CORP Ser #: 1280506	137 ESSEX ST NEW YORK, NY 10002	366 ft
INWANY INC Ser #: 1357394	65 RIVINGTON ST NEW YORK, NY 10002	392 ft
PUB 138 INC Ser #: 1316189	181 ORCHARD ST SOUTH STORE NEW YORK, NY 10002	404 ft
CAMILLE PRODUCTIONS LLC Ser #: 1120448	110 RIVINGTON STREET ESSEX & LUDLOW STREETS NEW YORK, NY 10002	405 ft
JURAKU INC Ser #: 1347601	121 LUDLOW ST NEW YORK, NY 10002	421 ft
UBER CAFFE LLC Ser #: 1268136	116 STANTON ST NEW YORK, NY 10002	422 ft
188 ALLEN ST INC Ser #: 1330353	188 ALLEN ST NEW YORK, NY 10002	430 ft
DANIEL CABA Ser #: 1332083	117 STANTON ST NEW YORK, NY 10002	431 ft
JERSEY BOYS LLC Ser #: 1273888	173 LUDLOW ST NEW YORK, NY 10002	432 ft
MRRDIGO LLC, IHG MGMT MARYLAND LLC & GG LES LLC Ser #: 1286719	171 LUDLOW ST A/K/A 180 ORCHARD ST NEW YORK, NY 10002	438 ft
GOOD THANKS CAFE LLC Ser #: 1331880	131 ORCHARD ST NEW YORK, NY 10002	458 ft
133 ESSEX RESTAURANT LLC Ser #: 1255201	133 ESSEX ST NEW YORK, NY 10002	459 ft
GUAPO BODEGA LLC Ser #: 1246348	146 ESSEX STREET NEW YORK, NY 10002	467 ft
OSTERIA GRANO LLC Ser #: 1281633	175 LUDLOW ST NEW YORK, NY 10002	485 ft
SWEET CHICK LES LLC Ser #: 1274831	178 LUDLOW ST NEW YORK, NY 10002	492 ft
PENNSYLVANIA JAYCOX INC Ser #: 1112506	118 RIVINGTON STREET ESSEX AND NORFOLK STS/ NEW YORK, NY 10002	494 ft

# Work Experience of Applicant Principal - Luccas Leite

1818 Astoria Park S, Astoria NY 11102 ||| (718) 433 8812 ||| luccasleitenyc@gmail.com

## ■ Profile

Foodie, techie, athletic, competitive. BJJ purple belt, v5/5.11 climber, avid snowboarder. Son, brother, cousin, friend, colleague.

## ■ Skillset

- Sales – Enablement, Operations, Closing (Business Development & Account Management)
- P&L / Cash Flow / Labor Cost / Payroll / COGS / Forecasting
- Logistics / Inventory / Transport
- Establishing and implementing Standard Operating Procedures
- Proficiency with most popular office software including various CRM (Salesforce, Sales.io), POS (Toast), spreadsheet (Excel, Sheets), email (Outlook, Gmail) and creative software (Canva)
- Leading teams by setting standards, organizing workloads, delegating tasks, defining workflows
- Fluent in English, Portuguese and Spanish

## ■ Experience

ANEJO HOSPITALITY, NEW YORK, NY – anejonyc.com (February '21 – Current)

- General Manager of Anejo Tortillas (dba Tortilleria Nixtamal) & Commissary Kitchen

- Overall business strategy, financial planning, administration, management of \$2.5MM CPG food company
- In charge of hiring, firing, actively managing staff of up to 24 employees
- Streamlined operational procedure – production, picking, packing and delivery of about 50 orders daily
- Maintained labor cost under 40% through scheduling and payroll administration
- Kept COGS under 30%, ordered ingredients and managed accounts with purveyors
- Sought and established working relationships with major food distributors (Driscoll Foods, Baldor, Whole Foods)
- Ensured highest quality and consistency of products

ALCHEMISTA, NEW YORK, NY – alchemista.com (July '19 – March '20)

- Lead Operations Manager

- Launched NYC office alongside Director of Operations
- Worked directly with CEO and Director of Strategy at Boston HQ
- Spearheaded sales program; created sales deck, authored email copy, coached and motivated the team
- Procured and on boarded vendors onto our platform
- Responsible for negotiating with vendors and setting pricing directly affecting the bottom line
- Account executive for guest restaurant program across 5 Morgan Stanley campuses, liaison to Restaurant Associates
- Manage relationships with key vendors (Shake Shack, Blue Ribbon Group, etc) and VIP, high profile clients
- Manage operational and accounting software i.e. Square, Total Party Planner, Flash Order, Harvest, Bill.com

AGAVE & MOJAVE, NEW YORK, NY – agavenyc.com / mojavenyc.com (September '17 – July '19)

- Operations Manager

- Liaison between restaurant managers, chefs, vendors, owners
- Standardized operating and accounting procedures across both restaurants
- Keep books with custom, running P&L and cash flow management spreadsheets tracking revenue and expenses by category
- Prepare custom financial reports for analysis by owners
- Cross reference inventory, sales, schedule, payroll insuring accuracy of food, labor cost
- Administrator for POS system
- Tracked expenses and maintained accounts for services such as Cintas / Ecolab
- Provide ongoing training and professional development of staff members
- Responsible for performance feedback and disciplinary actions including investigation and termination
- Oversee maintenance team, coordinate project completion
- NYC DOH & OSHA/insurance compliance

UNO / UBITM, LONG ISLAND CITY, NY – unoinsure.com (November '15 – August '17)

- Project Manager

- Identified and implemented opportunities for technology to improve workflow and increase company productivity
- Responsible for success of major projects such as new database, call center, website, rebranding initiative
- Trained all staff and sub-brokers in new database and task management technology
- Created script structure for customer support call center agents & Zendesk
- Clearly defined company roles and proper workflow procedures
- Coordinated tasks between programming team on west coast, data entry teams overseas, and staff of 20 in two locations in NYC

## ■ Education

School of Business at State University of New York, NEW PALTZ, NY

- B.A. Business Administration

May 2013



Johana Salinas &lt;johana@pb.law&gt;

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## Introduction - 154 Orchard Street

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**Luccas Leite** <lucasleitenyc@gmail.com>

Mon, Oct 23, 2023 at 11:49 PM

To: orchardstblockassociation@gmail.com, Johana Salinas <johana@pb.law>

Members of the Orchard Street Block Association,

I am writing to introduce myself and hopefully establish a long lasting, positive relationship with my prospective neighbors on Orchard Street. My family are restaurateurs, currently owning Beija Flor, a vibrant Brazilian bar and restaurant in Long Island City. My purpose in reaching out to you is to express my strong interest in becoming a part of the Orchard Street community and becoming a tenant at [154 Orchard Street](#).

Allow me to provide you with some background on Beija Flor - Our restaurant is a celebration of Brazilian culture, offering an authentic and immersive dining experience that combines delicious Brazilian cuisine, live music, and a warm and welcoming atmosphere. Beija Flor is a staple for the Brazilian community and the neighborhood, and I am eager to bring a similar experience to the Lower East Side with tasteful live bossa, jazz and samba, authentic Brazilian cuisine and delicious cocktails. Our proposed hours of operations are Monday through Friday 4pm-2am, Saturday & Sunday 11am - 2am.

I have a strong commitment to being a responsible and engaged member of the community. I pledge to be a good neighbor, respecting the character of the neighborhood and contributing positively to its vibrant culture. We are dedicated to providing a positive experience to our guests, supporting our employees, and engaging in our community.

I would be interested in meeting with members of the Orchard Street Block Association to learn more about your expectations and concerns. Your insights and guidance are invaluable to me in ensuring that our vision aligns with the values and interests of the community. I would be delighted to answer any questions you may have and address any potential issues..

I am excited about the prospect of joining the Orchard Street community, and I look forward to the possibility of working together to create a positive and welcoming atmosphere for all.

Please feel free to reach out to me via email or at 718 433 8812 to schedule a meeting or discuss any questions or concerns you may have.

Sincerely,

Luccas Leite



### ATTENTION RESIDENTS & NEIGHBORS

**Crux Hospitality, Inc**

Plans to open a  
**RESTAURANT**

at the following location

154 Orchard St, New York, NY 10002

This establishment is seeking a license to serve

Beer/Wine & Liquor

There will be an opportunity for public comment on  
Monday, November 13, 2023 at 6:30pm  
Online: <https://154orb.com.us/j/9848232857>  
See [www.dohmatters.com](http://www.dohmatters.com) for zoom meeting details

154 Orchard St, New York, NY 10002

Crux Hospitality, Inc

Crux Hospitality, Inc

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154 Orchard St, New York, NY 10002

Crux Hospitality, Inc

Crux Hospitality, Inc

### NOTICANDO RESIDENTES Y VECINOS DE LA COMUNIDAD

**Crux Hospitality, Inc**

Plans to open a  
**Restaurant**

at the following location

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Seeking a license to serve

Beer/Wine & Liquor

Public meeting for comments  
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154 Orchard St, New York, NY 10002

Crux Hospitality, Inc

Crux Hospitality, Inc





Add a Caption

Wednesday • Oct 25, 2023 • 9:08 PM

Adjust

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Apple iPhone XS Max

HEIF



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**ATTENTION RESIDENTS & NEIGHBORS**

**Cruz Hospitality Inc.**  
 General: 512.466.8888 and Contact Us Online for Questions

Plans to open a **RESTAURANT**  
 at the following location  
 154 Orchard St. New York, NY 10002

This establishment is seeking a license to serve Beer/Wine & Liquor

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 Online: <https://us06web.zoom.us/j/89483152857>  
 see [www.cb3manhattan.org](http://www.cb3manhattan.org) for zoom meeting details

718 438 3812

ALL COMMUNITY ISSUES  
 N.Y.C. & D.C.A. Licensing - Community Meeting  
[www.cb3manhattan.org](http://www.cb3manhattan.org)

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 Online: <https://us06web.zoom.us/j/89483152857>  
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**SHOKU**

YO + SHOKU

open





Add a Caption

Wednesday · Oct 25, 2023 · 9:08 PM

Adjust

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Apple iPhone XS Max

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IN JUNE

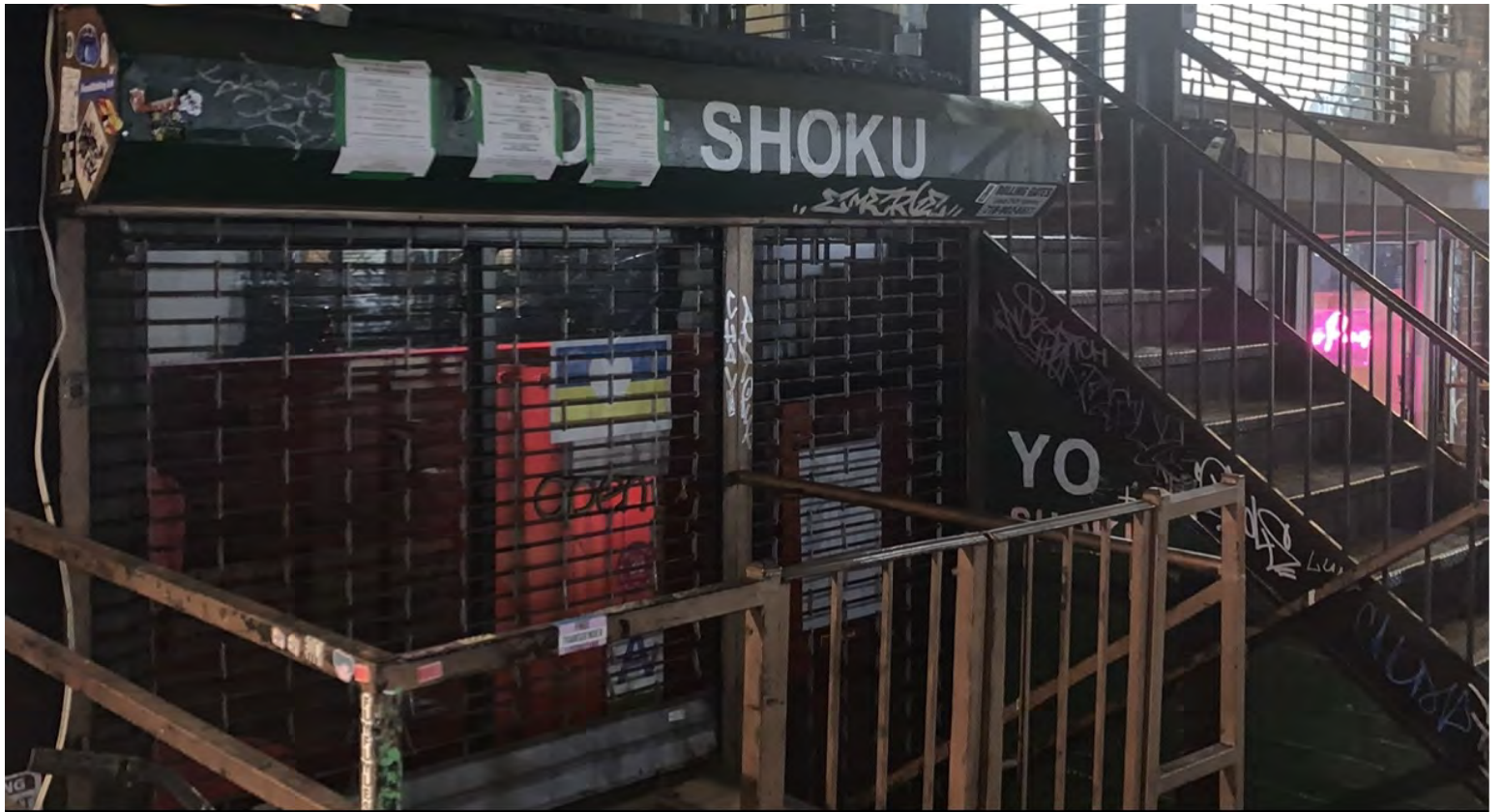
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YO

RETAIL FO  
James Formaro  
646.658.7373

open


CLUB



Add a Caption

Wednesday · Oct 25, 2023 · 9:08 PM

[Adjust](#)

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Apple iPhone XS Max

HEIF



Wide Camera — 26 mm  $f1.8$

12 MP · 3024 × 4032 · 1.9 MB

ISO 160

26 mm

0 ev

$f1.8$

1/4 s