

Upstate NY 50

The Chateau-Vibe Hit List · Hudson Valley → Adirondacks

Fifty chef-driven, destination restaurants across upstate New York that share Chateau on the Lake's DNA — family ownership, weddings and events, wine programs, and food costs that hurt. Built for Chad, our first outbound BDS.

50	25	5	5
Operators	Top-Tier Targets	Sub-Regions	Meetings / Week Target

For
Chad Villaflor
Business Development Specialist

Territory
Upstate New York
Poughkeepsie → Lake Placid

From
Buddy + Ava Foy
Co-Founders · July 6, 2026

The Play

Upstate New York is our home turf. We own Chateau on the Lake in Bolton Landing — a French fine-dining destination on Lake George running weddings, banquets, and a la carte off the same kitchen. Every operator on this list is a version of that same story: family-owned, chef-driven, destination-worthy, and quietly bleeding margin to spreadsheets and manual counts.

The goal isn't fifty pitches — it's **five meetings booked per week**, three to five pilots signed in the first ninety days. We built PlatePrep for these exact operators. When Chad calls Rhinebeck or Saratoga or Lake Placid, he isn't cold-calling — he's calling on our behalf. That's a different kind of conversation.

Every restaurant on this list is a Founder's 50 candidate. Core is two hundred and ninety-nine dollars a month, locked for life if they sign in the first ninety days. Pro is four ninety-nine. Enterprise is nine ninety-nine. No long contract on Core.

How To Use This Book

Top 25 (detail cards)	Your priority calls. One card per restaurant with the pitch angle already written. Work them Rhinebeck → Saratoga → Lake Placid in geographic clusters. Log every touch in Zoho.
Next 25 (compact list)	Compact format. Call these once the Top 25 has had two touches. Drop the leave-behind at any that go to voicemail. Still qualified — just second-priority for opening week.
Objection Handling	The six universal objections and the response for each. Read once. Then read again. When they come up on a call, don't reach for a script — reach for a story from Chateau on the Lake.
Territory Map	Drive times and sub-regions so you can cluster meetings. Chad: no wasted windshield time. If you're booking a meeting in Rhinebeck, book three that day.
Weekly Rhythm	Suggested Monday-Friday cadence. Mornings for calls, afternoons for follow-up, one day per week for on-territory field visits with Doug once he's up in the tri-state.

The Upstate Pitch

Opening line. “This is Chad calling from PlatePrep in New York. We're an operator-owned software company — Buddy Foy owns Chateau on the Lake in Bolton Landing and Anna Maria Pizza down in Florida. We built PlatePrep because our own teams were losing four to six points of margin to manual inventory and menu costing. You came up first on our list of operators who'd get real value from what we built.”

The hook. “Two inputs. Confirm your recipes. Upload sales reports and vendor invoices. Inventory, food cost, ordering, and dynamic pricing all run on Auto-Pilot Mode. Restaurant365 and Toast give you tools. Adaco gives you counts. They all require humans. PlatePrep just does it.”

The Chateau parallel. Every operator on this list runs some version of what we run — family ownership, weddings on the calendar, a wine program that matters, a chef whose knives are worth more than the walk-in. When you name-drop Chateau on the Lake, you're not selling software — you're offering to compare notes with a peer. That's a different kind of call.

The close. “Founder's 50 gets you the Core rate for life — two hundred and ninety-nine dollars a month, capped at fifty operators nationwide. Fifteen-minute demo, and if it makes sense, you're in. If not, you keep the pocket card.”

Top 25 — Priority Targets

Call this week. Book meetings. Log every touch.

1. Chateau on the Lake

Bolton Landing, Warren County · Adirondacks · French / Fine Dining

V5

PHONE

(518) 644-7094

EMAIL

info@blchateau.com

OWNER / OPERATOR

Independent ownership (Chateau Restaurants group)

WHY IT MATCHES

The reference anchor for this entire hit list — a destination French fine-dining property directly on Lake George with weddings, private events, and a deep wine program. Exactly the multi-revenue, chef-driven profile PlatePrep was designed around.

PITCH ANGLE

Lead with: 'You're the property we built this whole territory list around — a lakeside French dining room running weddings, banquets, and a la carte on the same kitchen. Auto-Pilot Mode keeps food cost consistent across all three.'

OPENING EMAIL · SUBJECT

The property we built PlatePrep around

Hi Buddy — Chad from PlatePrep here. Writing on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Chateau on the Lake is quite literally the reference operator for the software we built — a lakeside French dining room running weddings, banquets, and a la carte off the same kitchen was the exact problem set that drove us to build Auto-Pilot Mode. Buddy would love a fifteen-minute walkthrough to compare notes on how the platform handles multi-revenue food cost — and Founder's 50 locks the Core rate at two hundred and ninety-nine dollars a month for life. Any chance we could grab coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

2. The Sagamore Resort - La Bella Vita / Trillium

Bolton Landing, Warren County · Adirondacks · Resort Fine Dining — Italian & New American

V5

PHONE

(518) 644-9400

EMAIL

—

OWNER / OPERATOR

Ottaway family ownership (Sagamore Resort)

WHY IT MATCHES

A historic Gilded Age resort on its own private island in Lake George with multiple restaurant concepts, a massive wedding and conference business, and a wine program to match. High check average and heavy private-event volume make food-cost control mission critical.

PITCH ANGLE

Lead with: 'Running multiple dining outlets under one roof means multiple recipe books and multiple invoice streams — Auto-Pilot Mode consolidates all of it into one waste and margin picture for the whole resort.'

OPENING EMAIL · SUBJECT

Multiple dining rooms, one food-cost picture

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. The Sagamore runs multiple concepts and a massive wedding book off shared kitchens — that's the exact scenario Auto-Pilot Mode was built to consolidate. Instead of tracking recipe books and invoice streams across La Bella Vita, Trillium, and banquets separately, PlatePrep gives you one waste and margin picture across the whole resort. Buddy owns Chateau on the Lake up in Bolton Landing and put us onto you first. Fifteen minutes on Zoom to show you how it works? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

3. The View Restaurant at Mirror Lake Inn

Lake Placid, Essex County · Adirondacks · Contemporary American Fine Dining

V5

PHONE

(518) 302-3000

EMAIL

diningroom@mirrorlakeinn.com

OWNER / OPERATOR

Independent — Mirror Lake Inn (Christian family)

WHY IT MATCHES

Lake Placid's only AAA Four Diamond restaurant and an 18-time Wine Spectator Award winner, with farm-sourced ingredients and a resort clientele expecting flawless execution every night.

PITCH ANGLE

Lead with: 'Eighteen straight years of Wine Spectator recognition means your wine program is dialed in — Auto-Pilot Mode brings that same precision to your food cost and yield.'

OPENING EMAIL · SUBJECT

The wine-program precision, applied to food cost

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Eighteen straight Wine Spectator years means your beverage program is dialed — PlatePrep brings that same precision to the plate. Two inputs: confirm your recipes, upload sales reports and vendor invoices. Auto-Pilot Mode handles food cost, yield, and dynamic pricing without a human touching a spreadsheet. Buddy owns Chateau on the Lake and had The View at the top of our list for exactly the AAA Four Diamond expectation you're managing every night. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

4. Artisans Restaurant at Lake Placid Lodge

Lake Placid, Essex County · Adirondacks · New American / Farm-to-Table Fine Dining

V5

PHONE

(518) 523-2700

EMAIL

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OWNER / OPERATOR

Independent — Lake Placid Lodge (Opal Collection)

WHY IT MATCHES

A Relais & Chateaux property on Lake Placid with an intensely seasonal, chef-driven tasting approach and high per-cover spend — the definition of a high-conviction PlatePrep fit.

PITCH ANGLE

Lead with: 'Relais & Chateaux status means guests expect perfection on every plate — Auto-Pilot Mode is the quiet infrastructure that keeps that promise on the cost side.'

OPENING EMAIL · SUBJECT

Relais & Châteaux precision, quietly automated

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. A Relais & Châteaux property with private dining cabins and a tasting-menu approach is exactly the operator profile we designed Auto-Pilot Mode for — high per-cover spend, intensely seasonal, no room for a plate that doesn't land. Buddy runs Chateau on the Lake in Bolton Landing and asked us to reach out to Lake Placid Lodge first in Essex County. Would love fifteen minutes to show you how it handles daily menu costing and tasting-format yield. If you want to see it live before we talk, plateprepdemo.com. Have a great service.

5. 15 Church

V5

Saratoga Springs, Saratoga County · Saratoga Springs · New American Fine Dining

PHONE

(518) 587-1515

EMAIL

info@15churchrestaurant.com

OWNER / OPERATOR

Independent — Mingle Hospitality Group

WHY IT MATCHES

One of Saratoga's most acclaimed fine-dining rooms with a serious wine program and heavy private-event and group dining business during racing season.

PITCH ANGLE

Lead with: 'Racing season alone probably makes your year — Auto-Pilot Mode makes sure that six-week surge doesn't blow up your food cost the way manual tracking always does.'

OPENING EMAIL · SUBJECT

New American precision + Founder's 50 for 15 Church

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. 15 Church has been the modern anchor of Saratoga's fine-dining scene for years — chef-driven, seasonal, tasting-menu adjacent. That's the operator profile PlatePrep was built for. Auto-Pilot Mode runs food cost, ordering, and dynamic pricing in the background so the kitchen can stay focused on the plate. Buddy owns Chateau on the Lake and pulled 15 Church into the Founder's 50 program — that locks Core at two hundred and ninety-nine dollars a month for life. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

6. Salt & Char

V5

Saratoga Springs, Saratoga County · Saratoga Springs · Steakhouse

PHONE

(518) 450-7500

EMAIL

info@saltandchar.com

OWNER / OPERATOR

Independent — Adelphi Hospitality Group

WHY IT MATCHES

A premium steakhouse inside Saratoga's landmark boutique Adelphi Hotel, with high per-cover spend on prime cuts and a deep wine list — high food-cost complexity by design.

PITCH ANGLE

Lead with: 'Steak programs live and die on yield — Auto-Pilot Mode tracks every primal cut against every plate automatically, so nothing gets lost between the walk-in and the check.'

OPENING EMAIL · SUBJECT

Track-season pricing + a Founder's 50 seat

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Salt & Char shifts gears completely between track season and off-season — that's the exact scenario dynamic pricing was built for. Auto-Pilot Mode recalibrates prime menu costing to your actual purchase basis and moves pricing with demand, all without a human touching a spreadsheet. Buddy owns Chateau on the Lake, put you on the priority list, and Founder's 50 locks Core at two hundred and ninety-nine dollars a month for life. Fifteen minutes to walk through it? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

7. 677 Prime (Angelo's 677 Prime)

Albany, Albany County · Capital Region · Steakhouse

V5

PHONE

(518) 427-7463

EMAIL

info@677prime.com

OWNER / OPERATOR

Angelo Mazzone — independent, chef-owned

WHY IT MATCHES

The Capital Region's premier steakhouse from celebrated chef-restaurateur Angelo Mazzone, with massive private event volume and one of the deepest wine programs in Upstate NY.

PITCH ANGLE

Lead with: 'Chef Mazzone, a prime steak program plus the private event volume you run means two totally different cost profiles under one roof — Auto-Pilot Mode reconciles both automatically.'

OPENING EMAIL · SUBJECT

Prime cost + wine program in one view

Hi Angelo — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. 677 Prime is the reference steakhouse of the Capital Region — heavy protein spend, a serious wine program, and an expense-account clientele that expects perfection. That's the exact scenario Auto-Pilot Mode was designed to protect margin on. Two inputs, and PlatePrep runs your prime yields, food cost, and dynamic pricing quietly in the background. Buddy owns Chateau on the Lake up in Bolton Landing and had 677 as a top-three call in the Capital Region. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

8. Yono's Restaurant

Albany, Albany County · Capital Region · International Fine Dining

V5

PHONE

(518) 436-7747

EMAIL

info@yonos.com

OWNER / OPERATOR

Yono Purnomo — chef-owner

WHY IT MATCHES

A chef-owned Albany institution for decades, known for globally-inspired tasting menus and a deep wine cellar — a textbook independent, chef-driven PlatePrep fit.

PITCH ANGLE

Lead with: 'Chef Yono, decades of chef-owned independence in one location is rare — Auto-Pilot Mode protects the margin you've spent that whole time building.'

OPENING EMAIL · SUBJECT

A Yono's conversation, not a software pitch

Hi Yono — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Yono's carries three decades of chef-driven fine-dining reputation in Albany and a private-events business to match. Auto-Pilot Mode was built for exactly that kind of operator — the one where the chef's name is on the door and every cost has to be tracked back to a recipe. Buddy Foy owns Chateau on the Lake and asked us to reach out to Yono's first in the Capital Region. Fifteen minutes to compare notes? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

9. Peck's Arcade

Troy, Rensselaer County · Capital Region · New American

V5

PHONE

(518) 326-3450

EMAIL

info@pecksarcade.com

OWNER / OPERATOR

Vic Christopher & Heather Bagshaw — independent, chef-owned

WHY IT MATCHES

One of the Capital Region's most acclaimed chef-driven restaurants, part of the Christopher/Bagshaw hospitality group that helped revive downtown Troy's dining scene.

PITCH ANGLE

Lead with: 'You've built one of the most talked-about kitchens in the Capital Region from scratch — Auto-Pilot Mode is the back-office discipline to match that front-of-house reputation.'

OPENING EMAIL · SUBJECT

Peck's + Little Pecks in one PlatePrep account

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Peck's Arcade is one of the most nationally recognized Hudson Valley operators — Bon Appétit, James Beard nods, farm-driven menus — and Little Pecks under the same ownership makes this a natural multi-unit PlatePrep account. Auto-Pilot Mode handles both concepts under one roof: one recipe book, one waste and margin picture. Buddy owns Chateau on the Lake and had Peck's at the top of our Troy list. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

10. Terrapin

Rhinebeck, Dutchess County · Hudson Valley South · New American Fine Dining

V5

PHONE

(845) 876-3330

EMAIL

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OWNER / OPERATOR

Josh Kroner — chef-owner

WHY IT MATCHES

One of the Hudson Valley's most storied chef-owned restaurants, housed in a converted 19th-century church with both a casual bistro and formal dining room plus a dedicated catering arm — maximum multi-revenue complexity.

PITCH ANGLE

Lead with: 'Josh, you're running a bistro, a formal dining room, and a full catering operation out of one kitchen — Auto-Pilot Mode is built exactly for operators juggling that many revenue streams at once.'

OPENING EMAIL · SUBJECT

Craft beer + scratch kitchen, automated

Hi Josh — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Terrapin is one of the most respected chef-driven brewpubs in the Hudson Valley — craft beer program, scratch kitchen, weekend destination traffic. That's the operator profile Auto-Pilot Mode was built for: high SKU complexity, tight food cost, and no time for spreadsheets. Buddy Foy owns Chateau on the Lake in Bolton Landing and asked us to open with Terrapin in Rhinebeck. Fifteen minutes on Zoom to walk through it? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

11. Gigi Hudson Valley

Rhinebeck, Dutchess County · Hudson Valley South · Italian Trattoria

V5

PHONE

(845) 876-1007

EMAIL

info@gigihudsonvalley.com

OWNER / OPERATOR

Laura Pensiero — chef-owner, CIA-trained

WHY IT MATCHES

A CIA-adjacent, chef-owned Rhinebeck institution with a dedicated private room, banquet manager, and standalone catering business — heavy chef density and multi-revenue by design.

PITCH ANGLE

Lead with: 'Chef Laura, between the dining room, the private room, and your catering division, you've essentially got three separate P&Ls to manage — Auto-Pilot Mode gives you one clean view of food cost across all three.'

OPENING EMAIL · SUBJECT

Regional Italian + a wedding pipeline

Hi Laura — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Gigi Hudson Valley is a benchmark regional-Italian operator — farm-driven menus, a working farm partnership, and a wedding pipeline that carries the seasonal calendar. That's a perfect PlatePrep account: dynamic menus, weddings, and enough SKU complexity that automation pays for itself immediately. Buddy owns Chateau on the Lake and had Gigi in the top three of the Rhinebeck cluster. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

12. The Beekman Arms & Delamater Inn

Rhinebeck, Dutchess County · Hudson Valley South · American Tavern / Historic Inn Dining

V5

PHONE

(845) 876-7077

EMAIL

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OWNER / OPERATOR

Independent, family-owned

WHY IT MATCHES

America's oldest continuously operating inn, with a historic tavern, full-scale wedding operation, and destination reputation that draws couples and corporate groups from across the region.

PITCH ANGLE

Lead with: 'You're not just a restaurant — you're a National Historic Landmark running weddings every weekend of the season. Auto-Pilot Mode keeps the kitchen's food cost as tightly run as the brand deserves.'

OPENING EMAIL · SUBJECT

1766 tavern, 2026 food-cost tools

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. America's oldest continuously operating inn deserves food-cost tools that match the ambition of the kitchen. Auto-Pilot Mode handles inn dining, private events, and weddings off one dataset — no more juggling separate recipe books. Buddy owns Chateau on the Lake in Bolton Landing (another historic destination property) and asked us to reach out to Beekman Arms first. Fifteen minutes to walk you through what it looks like? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

13. Frederick's Restaurant & Lounge

Bolton Landing, Warren County · Adirondacks · American / Steak & Seafood

V4

PHONE

(518) 644-3484

EMAIL

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OWNER / OPERATOR

Independent owner-operated

WHY IT MATCHES

A year-round Bolton Landing institution just down the road from Chateau on the Lake and The Sagamore, with a loyal local following and strong seasonal banquet business.

PITCH ANGLE

Lead with: 'You're competing for the same wedding weekends as Chateau and the Sagamore just up the road — Auto-Pilot Mode gives you their level of cost control without their back-office headcount.'

OPENING EMAIL · SUBJECT

The Bolton Landing peer call

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Buddy Foy owns Chateau on the Lake right down the street from Frederick's in Bolton Landing — same tourist calendar, same wedding pressure, same food-cost math on imported ingredients. He asked us to reach out to Frederick's directly as a peer conversation. Auto-Pilot Mode is what he uses at the Chateau; would love fifteen minutes to show you how it runs. Founder's 50 locks Core at two hundred and ninety-nine dollars a month for life. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

14. The Boathouse Restaurant

Lake George, Warren County · Adirondacks · American / Seafood

V4

PHONE

(518) 676-1006

EMAIL

—

OWNER / OPERATOR

Independent ownership

WHY IT MATCHES

A true waterfront destination restaurant on Lake George with strong seasonal covers and event capability, drawing the same summer resort crowd as Chateau on the Lake.

PITCH ANGLE

Lead with: 'Your season is short and brutal — 100 days to make the whole year's margin. Auto-Pilot Mode makes sure none of that gets lost to waste or pricing guesswork.'

OPENING EMAIL · SUBJECT

Lake George summer volume, quiet food-cost tools

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. The Boathouse hits the same Lake George summer crush that hits us at Chateau on the Lake — high volume, waterfront pressure, and no time for a manager to sit with a spreadsheet in July. Auto-Pilot Mode runs food cost, ordering, and dynamic pricing in the background while the team stays focused on the floor. Buddy owns the Chateau and asked us to reach out to The Boathouse first as a peer. Fifteen minutes to walk through it? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

15. The Log Jam Restaurant

Lake George, Warren County · Adirondacks · Steakhouse / American

V4

PHONE

(518) 798-1155

EMAIL

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OWNER / OPERATOR

Grecco family — independent, owner-operated for 40+ years

WHY IT MATCHES

A long-running, family-owned Lake George institution with major banquet capacity and a huge covers count that makes manual food-cost tracking nearly impossible without help.

PITCH ANGLE

Lead with: 'Forty years in business and still family-run — the kind of operator who knows every recipe by heart but doesn't have time to cost every one of them by hand. That's what Auto-Pilot Mode automates.'

OPENING EMAIL · SUBJECT

Steakhouse + Adirondack menu volatility

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Log Jam runs the classic Adirondack steakhouse volume in Lake George village — heavy prime cost, seasonal tourist swings, and a menu that lives or dies on yield tracking. Auto-Pilot Mode gives you a live picture of prime margin and lets pricing move with demand automatically. Buddy owns Chateau on the Lake down the street and asked us to open with Log Jam in the Lake George cluster. Fifteen minutes on Zoom? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

16. Merrill Magee House

Warrensburg, Warren County · Adirondacks · New American Fine Dining

V4

PHONE

(518) 623-2449

EMAIL

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OWNER / OPERATOR

Independent, owner-operated

WHY IT MATCHES

A historic Victorian mansion restaurant and inn in Warrensburg with an established wedding and rehearsal dinner business — a strong regional match to the Chateau profile.

PITCH ANGLE

Lead with: 'A 19th-century mansion running weddings on top of nightly fine dining means your kitchen never really closes — Auto-Pilot Mode keeps the food cost line honest through all of it.'

OPENING EMAIL · SUBJECT

Historic Warrensburg inn + wedding book

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Merrill Magee runs the exact operator profile we designed Auto-Pilot Mode around — historic inn, wedding pipeline, chef-driven a la carte, and a menu that moves with the season. Buddy owns Chateau on the Lake down in Bolton Landing and has been running a version of Merrill Magee's business for years. He asked us to reach out as a peer. Fifteen minutes to walk you through the platform? Founder's 50 locks Core at two hundred and ninety-nine dollars a month for life. If you want to see it live before we talk, plateprepdemo.com. Have a great service.

17. Chianti Il Ristorante

Saratoga Springs, Saratoga County · Saratoga Springs · Northern Italian

V4

PHONE

(518) 580-0025

EMAIL

—

OWNER / OPERATOR

Independent, owner-operated (Cocozza family)

WHY IT MATCHES

A longtime Saratoga Italian institution known for live opera dinner theater and a robust private events calendar — high complexity, high volume, chef-driven.

PITCH ANGLE

Lead with: 'Opera nights, private parties, and a full dining room every weekend — that's three different demand curves hitting the same kitchen. Auto-Pilot Mode keeps costs straight across all of them.'

OPENING EMAIL · SUBJECT

Fine-dining Italian, dynamic-pricing edge

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Chianti has been Saratoga's destination Italian for two decades — a genuine fine-dining pasta program, wine pairings, and a track-season demand curve that moves fast. Dynamic pricing on off-track vs. track weeks is where PlatePrep pays for itself in a single race meet. Buddy owns Chateau on the Lake up in Bolton Landing and asked us to include Chianti in the Saratoga cluster. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

18. Wheatfields Restaurant & Bar

Saratoga Springs, Saratoga County · Saratoga Springs · Italian / American

V4

PHONE

(518) 587-0534

EMAIL

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OWNER / OPERATOR

Independent, owner-operated

WHY IT MATCHES

A well-established Saratoga restaurant with a loyal following, strong group dining business, and farm-sourced ingredient positioning that lines up with PlatePrep's waste-reduction pitch.

PITCH ANGLE

Lead with: 'Running two locations means your invoices and recipes are doubling up on manual work right now — Auto-Pilot Mode gives you one dashboard for both.'

OPENING EMAIL · SUBJECT

American bistro + track-season swing

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Wheatfields is one of Saratoga's longest-running American bistros — dynamic menu, catering business, and a track-season demand curve that flips the whole revenue picture in July. That's the exact scenario Auto-Pilot Mode handles automatically. Buddy owns Chateau on the Lake and had Wheatfields on the Saratoga priority list. Fifteen minutes to walk through the platform? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

19. Boca Bistro

Saratoga Springs, Saratoga County · Saratoga Springs · Spanish / Tapas

V4

PHONE

(518) 682-2800

EMAIL

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OWNER / OPERATOR

David Zecchini — DZ Restaurants Group

WHY IT MATCHES

Part of the well-regarded DZ Restaurants portfolio in downtown Saratoga, with a tapas format that multiplies the number of recipes and yield calculations a kitchen has to track nightly.

PITCH ANGLE

Lead with: 'Tapas menus mean dozens of small-plate recipes instead of a handful of entrees — that's exactly the kind of recipe complexity Auto-Pilot Mode was built to automate.'

OPENING EMAIL · SUBJECT

Spanish tapas + a wine-forward pricing model

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Boca runs one of the most distinctive Spanish tapas concepts in upstate New York — rotating menu, wine-forward, small-plate SKU density that makes food cost genuinely hard. Auto-Pilot Mode handles high SKU complexity better than any manual system ever could. Buddy owns Chateau on the Lake in Bolton Landing and asked us to reach out to Boca first among the Saratoga independents. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

20. Forno Bistro

Saratoga Springs, Saratoga County · Saratoga Springs · Tuscan Italian

V4

PHONE

(518) 587-7770

EMAIL

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OWNER / OPERATOR

David Zecchini — DZ Restaurants Group

WHY IT MATCHES

A Tuscan-inspired sister restaurant in the DZ Restaurants portfolio with a wood-fired program and strong Saratoga wine-and-dine reputation.

PITCH ANGLE

Lead with: 'David, running Forno alongside Boca and Circus Cafe means three kitchens' worth of invoices to reconcile every week — Auto-Pilot Mode rolls all three into one clean view.'

OPENING EMAIL · SUBJECT

Wood-fired Italian + Broadway foot traffic

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Forno Bistro sits on the busiest stretch of Broadway in Saratoga — wood-fired oven, high-volume Italian, and a track-season swing that changes everything for eight weeks a year. Auto-Pilot Mode runs food cost, ordering, and pricing in the background while the team stays on the floor. Buddy owns Chateau on the Lake up in Bolton Landing and had Forno in the Saratoga cluster. Fifteen minutes on Zoom to walk it through? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

21. Prime at Saratoga National

V4

Saratoga Springs, Saratoga County · Saratoga Springs · Steakhouse

PHONE

(518) 583-4653

EMAIL

info@primeatsaratoganational.com

OWNER / OPERATOR

Independent — Saratoga National Golf Club

WHY IT MATCHES

An upscale steakhouse at a premier golf club with a heavy wedding, corporate outing, and banquet business layered on top of nightly fine dining.

PITCH ANGLE

Lead with: 'Between golf outings, weddings, and a la carte dinner service, you're running three different revenue lines through one kitchen — Auto-Pilot Mode keeps the food cost math honest across all of them.'

OPENING EMAIL · SUBJECT

Golf + fine dining + weddings, one dataset

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Prime at Saratoga National is exactly the multi-revenue operator profile PlatePrep was designed around — fine dining, golf event catering, and a serious wedding book off shared kitchens. Auto-Pilot Mode consolidates all three streams into one waste and margin picture. Buddy owns Chateau on the Lake in Bolton Landing (same fine-dining + wedding profile) and asked us to reach out to Prime as a peer. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

22. dp An American Brasserie

V4

Albany, Albany County · Capital Region · American Brasserie

PHONE

(518) 436-3737

EMAIL

—

OWNER / OPERATOR

Yono Purnomo — chef-owner (sister restaurant to Yono's)

WHY IT MATCHES

Yono Purnomo's brasserie concept with a large-scale event business tied to nearby Palace Theatre and MVP Arena crowds — high-volume, unpredictable demand that rewards automated food-cost management.

PITCH ANGLE

Lead with: 'Event nights next door mean your covers can double without warning — Auto-Pilot Mode's dynamic pricing and inventory tools are built exactly for that kind of swing.'

OPENING EMAIL · SUBJECT

New American brasserie + a dp-shaped fit

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. dp is one of downtown Albany's most respected chef-driven brasseries — rotating market menus, catering business, and a state-legislature crowd that fills the room. Auto-Pilot Mode handles rotating menus better than any manual system does — recost every week automatically, keep margin locked. Buddy owns Chateau on the Lake up in Bolton Landing and had dp on the Capital Region priority list. Fifteen minutes to walk through it? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

23. Café Capriccio

Albany, Albany County · Capital Region · Northern Italian Fine Dining

V4

PHONE

(518) 465-0439

EMAIL

—

OWNER / OPERATOR

Independent, owner-operated

WHY IT MATCHES

A four-decade Albany fine-dining fixture known for its wine list and chef-driven Italian menu — an intimate, high-margin-sensitivity independent operation.

PITCH ANGLE

Lead with: 'Forty years of independent ownership means you've earned every point of margin the hard way — Auto-Pilot Mode protects it going forward without adding headcount.'

OPENING EMAIL · SUBJECT

A Capriccio + Founder's 50 seat

Hi Jim — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Café Capriccio has been Albany's destination Italian for forty years — the kind of family-owned, chef-driven operator PlatePrep was quite literally built for. Auto-Pilot Mode handles the recipe book, food cost, and dynamic pricing so the kitchen stays on the plate. Buddy owns Chateau on the Lake in Bolton Landing and asked us to reach out to Capriccio in the founding wave. Founder's 50 locks Core at two hundred and ninety-nine dollars a month for life. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

24. Cornells in Little Italy

Schenectady, Schenectady County · Capital Region · Italian Fine Dining

V4

PHONE

(518) 630-5002

EMAIL

—

OWNER / OPERATOR

Independent, owner-operated

WHY IT MATCHES

A recently restored landmark Italian restaurant in Schenectady's Little Italy district with strong event and banquet capability in a historic building.

PITCH ANGLE

Lead with: 'You've invested heavily in bringing this landmark back to life — Auto-Pilot Mode protects that investment by keeping food cost disciplined from day one of the reopening.'

OPENING EMAIL · SUBJECT

Little Italy Schenectady + a peer call

Hi — Chad from PlatePrep, on behalf of Buddy Foy Jr. and Ava Foy, our Co-Founders. Cornells anchors Schenectady's Little Italy — family-owned, chef-driven, a wine program that matters, and a private-events room that carries a big share of the revenue. That's the exact operator profile Auto-Pilot Mode was built for. Buddy owns Chateau on the Lake up in Bolton Landing and asked us to reach out to Cornells as a peer. Fifteen minutes on Zoom to walk through the platform? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

25. Aperitivo Bistro

V4

Schenectady, Schenectady County · Capital Region · Contemporary Italian

PHONE

(518) 630-1033

EMAIL

—

OWNER / OPERATOR

Independent, chef-owned

WHY IT MATCHES

A well-regarded downtown Schenectady bistro known for scratch-made Italian fare and a strong regional wine list.

PITCH ANGLE

Lead with: 'Scratch-made means every dish is a hand-costed guess right now — Auto-Pilot Mode turns that guess into a real-time number every time an invoice comes in.'

OPENING EMAIL · SUBJECT

Aperitivo + Schenectady's independent scene

Hi — Chad from PlatePrep, writing on behalf of Buddy Foy Jr. and Ava Foy, Co-Founders. Aperitivo is a genuine Italian-culture bistro in downtown Schenectady — rotating menu, wine-forward, and a compact team that can't afford to lose hours to spreadsheets. Auto-Pilot Mode is what happens when the food-cost work runs itself in the background. Buddy owns Chateau on the Lake in Bolton Landing and had Aperitivo on the Capital Region list. Coffee this week? If you want to see it live before we talk, plateprepdemo.com. Have a great service.

Next 25 — Second Wave

Two-touch minimum. Drop the leave-behind on any voicemail.

#	Restaurant	City / Region	Phone	V	Why It Matches
26	Le Petit Bistro French Bistro	Rhinebeck Hudson Valley South	(845) 876-7400	4	A long-running, chef-owned French bistro in the heart of Rhinebeck with a classic special-occasion reputation and a wine list to match the cuisine.
27	Table 20 New American	Rhinebeck Hudson Valley South	(845) 516-4600	4	A boutique, chef-driven Rhinebeck restaurant with a tight, seasonally rotating menu that demands precise recipe costing on a small scale.
28	The Would New American	Highland Hudson Valley South	(845) 691-9883	4	A well-regarded Hudson Valley destination restaurant with a dedicated garden pavilion for weddings and events alongside its main dining room.
29	Aroma Osteria Italian	Wappingers Falls Hudson Valley South	(845) 298-6790	4	One of Dutchess County's most consistently packed Italian restaurants, known for a deep wine list and scratch kitchen with high nightly volume.
30	Millbrook Cafe New American Fine Dining	Millbrook Hudson Valley South	(845) 677-6956	4	An acclaimed, chef-driven fine-dining destination in the heart of horse-country Millbrook, drawing a discerning, high-check-average clientele.
31	Cathryn's Tuscan Grill Tuscan Italian	Cold Spring Hudson Valley South	(845) 265-5582	4	A long-running, chef-driven Tuscan restaurant on Cold Spring's historic Main Street, popular with both locals and Hudson River day-trippers.
32	Brasserie Le Bouchon French Bistro	Cold Spring Hudson Valley South	(845) 265-7676	4	A classic, chef-owned French bistro on Cold Spring's Main Street with a devoted following for its authentic technique and romantic atmosphere.
33	The Roundhouse New American Fine Dining	Beacon Hudson Valley South	(845) 765-8369	4	A striking waterfall-adjacent destination restaurant with an attached boutique hotel, making it a major private event and wedding venue in the Beacon dining scene.
34	Ca'Mea Restaurant Northern Italian	Hudson Hudson Valley North	(518) 822-0005	4	A long-standing, chef-driven Northern Italian restaurant on Hudson's antique-row Warren Street, popular with the weekend Hudson Valley destination crowd.
35	Le Canard Enchaîné French Bistro	Kingston Hudson Valley North	(845) 339-2003	4	A beloved, decades-old French bistro in Kingston with a dedicated private dining room and classic technique that draws a loyal special-occasion following.
36	The Oyster and Clam Bar at The Bruynswick Inn Seafood / Raw Bar	Wallkill Hudson Valley North	(845) 524-4757	4	A destination raw bar and seafood restaurant in a historic Ulster County inn, with a highly perishable, high-cost-volatility menu that depends on daily seafood pricing.
37	Cucina Contemporary Italian	Woodstock Hudson Valley North	(845) 679-9800	4	One of Woodstock's most acclaimed Italian restaurants, with a serious wine program and a reputation as a special-occasion destination for the whole region.
38	Miss Lucy's Kitchen New American / Farm-to-Table	Saugerties Hudson Valley North	(845) 246-9240	4	A celebrated farm-to-table restaurant in Saugerties with a constantly rotating seasonal menu built around local farm relationships — high ingredient variability by design.
39	Chez Pierre Classic French	Gansevoort Saratoga Springs	(518) 793-3350	4	A four-decade-old classic French restaurant just outside Saratoga Springs known for tableside preparations and a devoted special-occasion following.
40	Farmers Hardware Farm-to-Table American	Saratoga Springs Saratoga Springs	(518) 226-0323	4	A striking farm-to-table restaurant in a beautifully restored historic building, part of the DZ Restaurants portfolio and one of Saratoga's most photographed dining rooms for private events.
41	The Hollow Bar + Kitchen American Gastropub	Albany Capital Region	(518) 426-8550	3	A busy downtown Albany gastropub and live music venue with variable, event-driven volume that makes manual food-cost tracking especially painful.

#	Restaurant	City / Region	Phone	V	Why It Matches
42	Franklin Alley Social Club American / Cocktail-Forward	Troy Capital Region	(518) 618-8552	3	A stylish downtown Troy restaurant and cocktail bar contributing to the neighborhood's dining renaissance alongside Peck's Arcade and Little Pecks.
43	Little Pecks American Casual Fine Dining	Troy Capital Region	(518) 326-3450	3	The more casual sibling concept to Peck's Arcade, sharing ownership and back-of-house — a natural multi-unit PlatePrep account within the same restaurant group.
44	Bella Napoli Italian	Troy Capital Region	(518) 273-1600	3	A family-owned Troy Italian restaurant with steady local demand and catering business, representative of the Capital Region's independent dining scene.
45	Meyer's Olde Dutch American Gastropub	Beacon Hudson Valley South	(845) 440-6900	3	A popular, expanding Hudson Valley gastropub with locations in both Beacon and Poughkeepsie, making it a strong candidate for a multi-unit PlatePrep rollout.
46	Diascia Trattoria Italian	Highland Hudson Valley South	(845) 691-2110	3	A chef-driven Italian trattoria near New Paltz with a scratch kitchen and a loyal regional following among CIA-adjacent diners.
47	Backbar Asian-Inspired Small Plates	Hudson Hudson Valley North	(518) 828-0567	3	A stylish Asian-inflected small-plates and cocktail bar from the same ownership group that built the acclaimed (now-closed) Fish & Game, retaining Hudson's culinary reputation.
48	Café Le Perche French Bakery & Bistro	Hudson Hudson Valley North	(518) 822-1850	3	A beautifully executed French bakery-bistro on Warren Street with a wood-fired program and strong day-trip destination reputation.
49	La Florentina Restaurant Italian	Kingston Hudson Valley North	(845) 339-2455	3	A family-owned Italian restaurant with a loyal Kingston following and steady group dining and catering business.
50	New World Home Cooking Global Fusion	Saugerties Hudson Valley North	(845) 246-0900	3	A long-running, globally-inspired restaurant in Saugerties known for an eclectic menu spanning multiple cuisines — high SKU complexity that benefits from automated costing.

Objection Handling — The Six Universals

Every restaurant Chad calls will surface one of these six objections. Memorize the responses. When it happens on a live call, don't reach for a script — reach for a story about Chateau on the Lake. That's a peer conversation, not a sales call.

1. "What does it cost?"	"Core is two hundred and ninety-nine dollars a month. Pro is four ninety-nine. Enterprise is nine ninety-nine. No long contract on Core. Founder's 50 locks the Core rate for life if we sign in the first ninety days — and upstate New York was where we opened the program."
2. "We're slammed right now, can't look at anything new."	"Totally get it — that's exactly when Auto-Pilot Mode does the most work. Wednesday around 3:30 PM is usually the dead-time between services. Fifteen minutes on a demo, and I'll be gone before family meal. If it's not for you, you keep the pocket card."
3. "Just send me some info."	"Happy to email the one-pager after we talk — but honestly, the reason I called is that this is easier to see than to read. Ten minutes on Zoom, I'll show you your own numbers running through it. If it makes sense, we keep talking. If not, I'll drop the leave-behind next time I'm in town."
4. "We already use Restaurant365 / Toast / Adaco."	"Perfect — PlatePrep sits on top. R365 gives you the accounting layer, Toast gives you the POS, Adaco gives you inventory counts. They all give you tools. We do the work. Two inputs, and Auto-Pilot Mode runs your ordering, food cost, and dynamic pricing without a human touching a spreadsheet."
5. "We're too small for something like this."	"Twelve-to-sixteen-seat tasting rooms are actually our sweet spot — that's where every point of margin matters most and where you can't afford to hire an inventory manager. If you can name every plate on your menu, PlatePrep can cost every plate on your menu."
6. "I need to think about it / talk to my partner."	"Absolutely, take the time you need. One thing to know while you're thinking — Founder's 50 is capped at fifty operators nationwide, and once we hit fifty, the Core rate resets. If you want us to hold the spot while you talk to your partner, I'll flag it in our system for two weeks. After that, I'll release it."

Territory Map — Drive Times & Sub-Regions

Upstate New York is bigger than it looks on the map. Poughkeepsie to Lake Placid is a five-hour drive. Cluster your calls, cluster your visits — don't burn a Tuesday driving to one meeting.

Sub-Region	Drive From Albany*	Operators Here	# on List
Hudson Valley South	1.5 - 2 hrs south	Terrapin, Gigi, Beekman Arms, The Roundhouse, Le Petit Bistro, Aroma Osteria, Cathryn's + 6 more	13
Hudson Valley North	30 min - 1 hr south	Ca'Mea, Le Canard Enchaîné, Cucina, Miss Lucy's, New World Home Cooking + 4 more	9
Capital Region	0 - 30 min	677 Prime, Yono's, Peck's Arcade, dp Brasserie, Café Capriccio, Cornells + 5 more	11
Saratoga Springs	30 - 45 min north	15 Church, Salt & Char, Chianti, Wheatfields, Boca Bistro, Prime at Saratoga National + 3 more	9
Adirondacks	1 - 2.5 hrs north	Chateau on the Lake, Sagamore, Mirror Lake Inn, Lake Placid Lodge, Frederick's, Log Jam + 2 more	8

*Approximate driving times from Albany, which is the geographic center of the territory. Chad works remotely from home — these are for planning field visits with Doug once he's up in the tri-state.

Suggested Weekly Rhythm

Chad's Week 1 is educational (no outbound). Week 2 is drafting under Buddy's review. Week 3 is the twenty-one Aruba warm follow-ups. Week 4 is full quotas on Upstate NY. This is the rhythm from Week 4 forward.

Day	Morning (9am - 12pm)	Afternoon (1pm - 5pm)	Focus Region
Monday	10 calls to Top 25 — kick off the week	10 SMS follow-ups + 10 emails to no-answers	Hudson Valley South
Tuesday	10 calls — second-touch on Monday's no-answers	Book demos for Wednesday/Thursday	Capital Region
Wednesday	Demo day — run scheduled meetings	Post-demo follow-ups + Next 25 first calls	Demos + Saratoga
Thursday	10 calls to Next 25 second wave	CRM hygiene — Zoho pipeline review with Buddy	Hudson Valley North
Friday	10 final calls + weekly Zoho scorecard	Weekend prep: schedule Monday's call blocks	Adirondacks + wrap-up

Have a great service.

Fifty operators. Twenty-five priority calls. Five meetings a week.
Upstate New York is home turf — go take it.

You've got this, Chad.

Buddy + Ava Foy · Co-Founders, PlatePrep · ed@broadway7.com · 201-206-8442