

Company Description

A. Ownership Information

Nitro LLC is co-owned by Ace and Courtney McCarty. This limited liability corporation was formed under an umbrella holding company called Cascade LLC to ensure both financial and operational separation of existing and future business owned by the McCarty's and any potential stakeholders. Both were created on May X, 2022.

Future ownership may be offered to financial backers upon expansion into mobile bars or additional brick and mortar locations outside of Madison, WI. The McCartys maintain a good relationship with Mr. Bruce Moncreiff, who maintains a presence in both the Madison and Milwaukee market spaces. Bruce works with several other small businesses in the food and beverage industry and is the CEO/Owner of many successful companies.

After 2 years of operation, The McCartys will offer a small equity stake to their full-time bar manager should this employee fulfil all duties as expected. If given the opportunity to expand, the full-time employee will help launch and manage the new space.

B. Mission Statement

Nitro delivers a luxurious twist on a unique beverage experience and our goal is to provide premium products in an inclusive space that feels like an extension to your living room. Through engaging conversation and a satisfying experience, you'll sure be glad we enjoyed one another's company. Welcome home.

C. The Vision

Nitro started as an opportunity to fulfil a missing experience in a wide market space. Popularity in nitrogen-infused beverages has yet to take a stronghold in the greater Madison area, yet as of 2021 it was estimated that 1 in 5 adults will purchase a nitro-infused beverage *weekly*. By combining the already booming craft beer scene with the growing craft cocktail scene in Madison, Nitro will emerge as a leader in the nitrogen-infusion market using modern technology and science to play upon your senses. In addition, Nitro can deliver a unique experience to local roasted coffees, cold pressed juices, and kombucha beverages for a diverse consumer market.

Choosing between health, experience, and morals shouldn't have to exist. Nitro will provide a gathering space for those who cannot consume or choose not to consume alcohol while still providing the social aspects that craft beer and cocktail lounges provide. Nitro is a safe and positive space, primarily owned and influenced by a phenomenal team of women. We believe in diversity, equity, and inclusion and open our doors to a variety of learning opportunities.

When enjoying a nitro-infused beverage at our lounge customers can expect to leave a little happier and a little healthier. Our flagship NitroPress Infusion beverages are rich in antioxidants, vitamins, and minerals while also being jam-packed with plant-based fiber.

D. Products and Services

Morning Operations

NITRO

SAMPLE MENU

HOUSE NITRO COCKTAILS

FAUX-SPRESSO MARTINI	\$10.00
CALAMANSI RICKY	\$12.00
PASSION FRUIT OLD FASHIONED	\$12.00
TEXAN MULE	\$11.00
MIMOSA	\$9.00

CLASSIC COCKTAILS

HIGH BALL	\$8.00
GIN AND TONIC	\$8.00
VODKA SODA	\$8.00
	\$5.39

FLIGHTS

FAUX-SPRESSO MARTINI (3) 3OZ	\$15.00
MIMOSA (3) 4OZ	\$15.00
JUICE OR COFFEE TASTING	\$2.00
FLIGHTS 2OZ PER	

EVENING BITES

FLAT BREAD	\$13.00
CHARCUTERIE CUP	\$12.00
SUSHI BENTO	\$14.00
AFFOGATO	\$8.00
FRENCH MACARONS (3)	\$5.00

NITRO

SAMPLE MENU

NON-ALCOHOLIC

NITROPRESS INFUSIONS	\$6.00
CALAMANSI, PASSION FRUIT, LEMON GINGER, PRICKLY PEAR, SEASONAL	
KOMBUCHA	\$5.50

COFFEE

NITRO COLD BREW	\$5.50
KATZ COLOMBIAN OR HONDURAN	
HOT NITRO	\$5.50
ROTATING ON TAP	
DRIP	\$2.50
FLAVOR ADD IN	\$1.00

TEAS AND KOMBUCHA

NITROPRESS INFUSIONS	\$6.00
HIBISCUS	
NESSALLA KOMBUCHA	\$6.00

MORNING BITES

ASSORTED PASTRIES	\$3-6.00
DONUTS	\$2.50

NITRO

SAMPLE MENU

NITRO TAP LIST

BEER	\$8.00
ROTATING LOCAL	
ROTATING SEASONAL	

NITROPRESS INFUSIONS	\$6.00
CALAMANSI	
PASSION FRUIT	
PRICKLY PEAR	
LEMON GINGER	
ROTATING SEASONAL	

NESSALLA KOMBUCHA	\$6.00
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HOT NITRO	\$5.50
KATZ COLOMBIAN	
KATZ HONDURAN	
ROTATING LOCAL	

COCKTAIL	\$11.00
CLARIFIED MILK PUNCH	
ROTATING COCKTAIL	