

Business Plan For Growlers to Go-Go

Presented by Chris Welch
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Executive Summary

Growler's to Go-Go plans to be Madison's 1st growler fill station. This is where rare craft beer is sold in 64 ounce glass (or steel) containers called "growlers" or 32 ounce cans called "Crowlers." Like a brewpub, the beer is poured into these containers, sealed and sold to be opened off premise.

We are modeled after *Ray's Growler Gallery* in Wauwatosa, who after running a successful liquor store for 40 years added a Growler Gallery next door. Average point of sale for a 64oz growler would be \$14-49 dollars.

Products & Services

The store will consist of 20 tap lines that customers can choose from. Once they pick their flavor, they can choose what container they would like to put it in. These range from 16 to 64 ounces in sizes and are containers of glass, ceramic or steel. We will also have a "crowler" canning station. These are a 32 ounce can that is filled and sealed (like a soup can) for a one time use. Recently, the *Great Dane Brewpub* became the 1st brewpub in Wisconsin to install one.

We will also sell all the gear that comes with take home containers. There are CO2 packages for home tappers, refrigerators with built in tap handles (called kegorators), glassware and home keg systems.

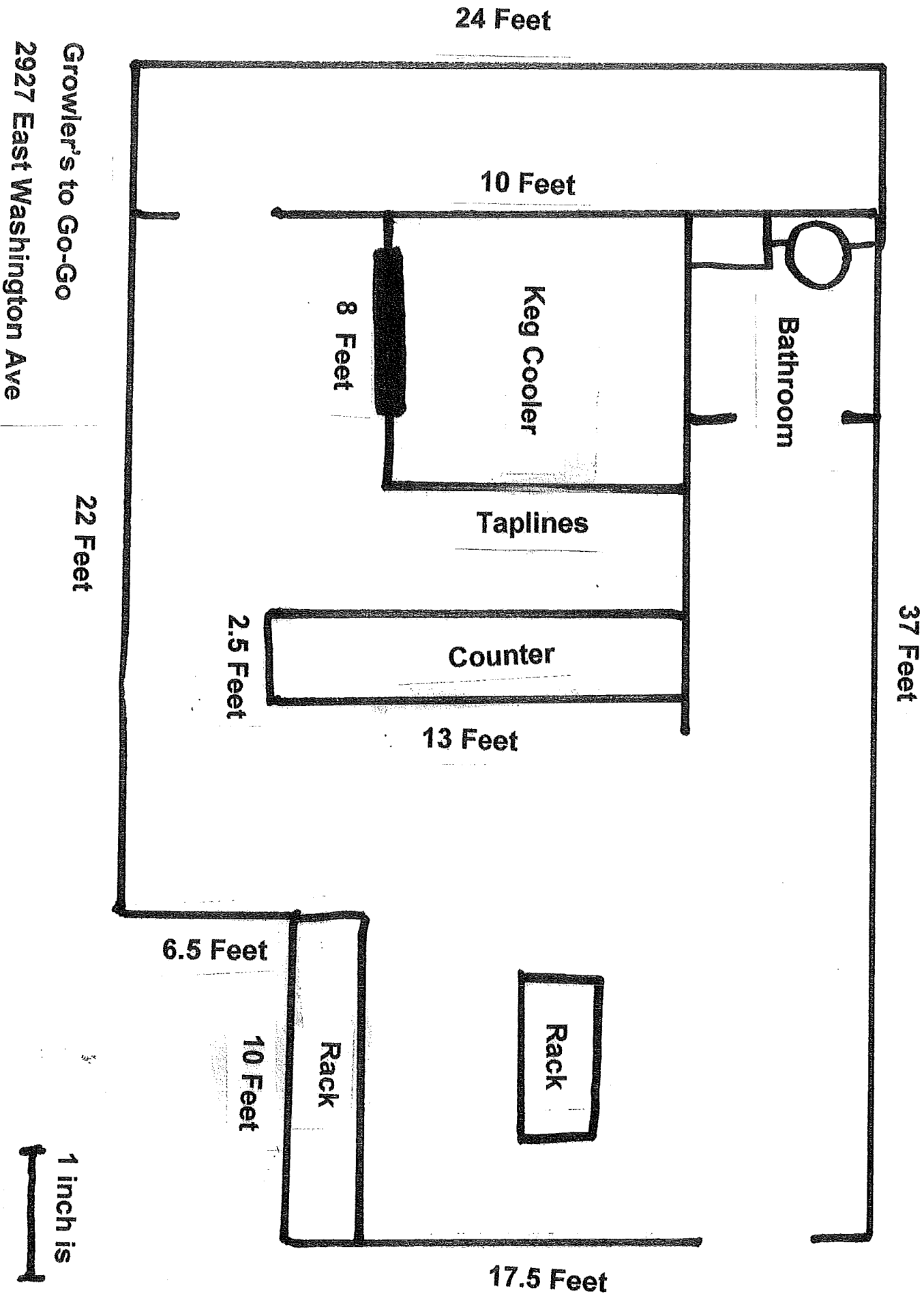
We would like to be able to offer small samples or flights of beer for the customers to try before they purchase their growler. Since we are selling beer for off premise consumption, we will close at 9pm every night.

Management & Ownership

Growlers to Go-Go will be owned by Chris Welch, Colleen Welch and Nancy O'Connell. Nancy is the owner of the building on 2929 East Washington which has the 3 tenants (*Trixie's Liquor*, *Payday Loans* and *Cricket Phones*). She is invested in the neighborhood and has long term goals to make sure the businesses that she rents to are a good for the area.

Chris & Colleen have been running *Trixie's Liquor* successfully for 4 and a half years now. They have strived to improve the location, work with the neighborhood and offer high end craft beer, spirits and wine.

Chris will be the General Manager of *Growler's to Go-Go* and hire staff of 3-5 people to help run the store. While he will remain a part owner of *Trixie's*, *Growler's to Go-Go* is a separate business, applying for a separate liquor license.



Sample Menu

Beer

At Growlers to Go-Go, we run a digital menu call "Digital Pour," All of our tap lines appear on 3 screens and show the style, price and volume.



Madison's first growler bar! Come sample our Sweet 16:

- 16 tap lines of rare beer not available in bottles
- Trial runs from brewers
- Tasting bar to sample beer or buy a pint
- Choose from 2 sizes of glass Growlers and 32oz Crowler canners
- Gifts for beer lovers: Growlers, t-shirts, glasses, Growler caddies, and more fun stuff!