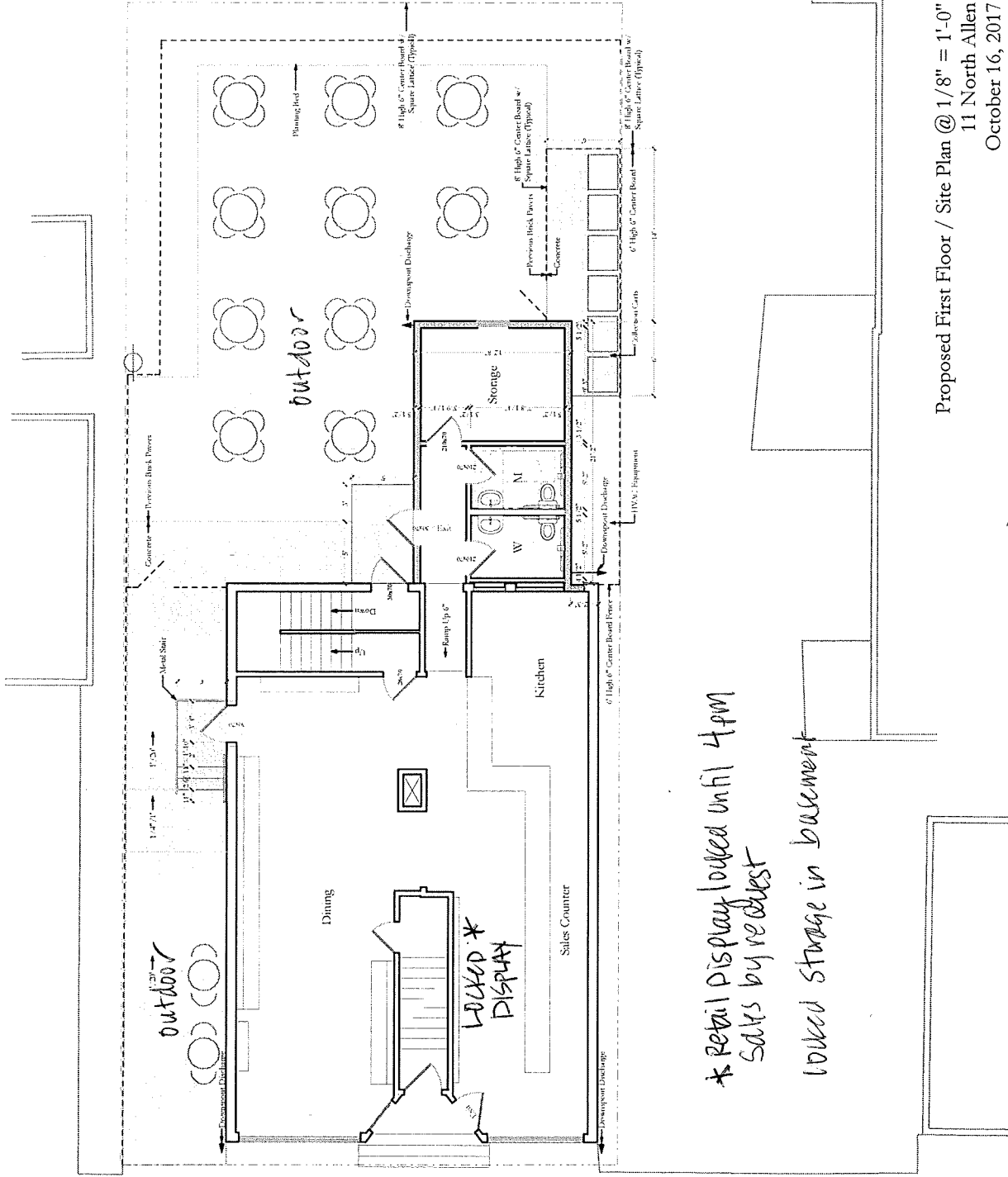
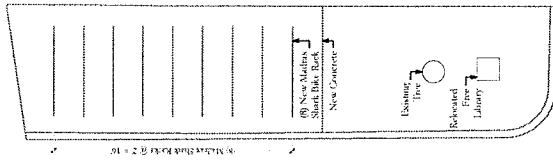


Bike Rack



*** Retail Display locked until 4pm**
Solts by request

locked storage in basement

The Heights - Business Profile

Overview

The Heights is a cafe/restaurant that serves the neighborhood from morning until evening as a comfortable gathering place that provides a range of high-quality options. The daily program will include breakfast egg dishes, a rotating coffee selection, several lunch sandwich and salad options, as well as a flexible dinner menu that allows for dining-in with wine/beer pairing, or ordering online and carrying-out to home. A retail bakery line, produced at an offsite facility, will also be featured. In addition to its menu, the business will house a carefully curated retail section that will include a cut-to-order artisan cheese case featuring Wisconsin and other domestic producers, a selection of Underground Meats charcuterie, and prepared foods. The property owners, Evan Gruzis and Nicole Rogers (N & E Interests LLC) are partners in this business along with Jonny Hunter and Mel Trudeau (Underground Meats LLC).

The Company

Evan Gruzis and Nicole Rogers are both entrepreneurs who also own Winston Holdings LLC, the entity that owns 11 N Allen Street and leases the commercial space to The Heights Kitchen LLC. Evan Gruzis has a background in arts and education with many years experience in public event production. Nicole Rogers has worked in a variety of small business settings as both owner and manager. She currently co-manages a local agriculture company based in Middleton, WI. They reside on Commonwealth Ave, three blocks from The Heights, and committed to upholding the standards of the community through engagement and commerce.

Underground Meats LLC is a division of Underground Food Collective. UFC has two retail operations in the Midwest (Underground Butcher on Williamson Street in Madison WI and Lowry Hill Meats on Hennepin Avenue in Minneapolis MN) and operates Forequarter restaurant & Underground Catering in Madison WI. Our business has focused on transparent sourcing, artisan craft and curating unique products.

Underground Food Collective History & Operations:

Underground Food Collective "UFC" is a nationally recognized food group from Madison, WI. UFC includes Underground Meats, Underground Catering, Lowry Hill Meats (Minneapolis MN), Underground Butcher and Forequarter Restaurant. UFC is a critically acclaimed brand with coverage from the *New York Times*, *Gourmet Magazine*, *Bon Appetit*, the James Beard Awards and *Martha Stewart Magazine*. UFC has been praised for its innovative sourcing, high quality products and commitment to sustainability.

Underground Meats:

Underground Meats, the meat-processing wing of Underground Food Collective, focuses on artisanal whole muscle cures, salami and fresh sausage preparation. In its two first years of growth, Underground Meats won four Good Food Awards. Our recipes exemplify the superior quality of those products. Underground Meats was highlighted in *Food and Wine Magazine* as offering some of America's best cured meats. In 2013 we gained national recognition after a Kickstarter campaign to finance the publication of an open-sourced Hazard Analysis and Critical Control Points Plan "HACCP". A HACCP is a costly food science regulatory document required by all health departments for the sale of potentially hazardous foods such as raw-cured charcuterie or fresh sausage. Meat processors carefully guard critical food safety research behind complex and opaque regulations. Consumers ultimately suffer, as only a few large scale meat processing facilities can possess food safety information critical to running a safe operation. The Underground Meats open source project lowered barriers to entry for small scale artisanal meat processing producers by bringing transparency and openness to an otherwise obfuscated bureaucracy. Our project appeared in *Food Safety News* and *Food Tech*, and we were guests on *Science Friday* with Ira Flatow, and the NPR News' blog *The Salt* featured a story on the campaign. Underground Meats is currently working to meet a soaring demand for its product by obtaining USDA certification to sell its product wholesale across state borders.

Underground Butcher:

In the Fall of 2012 Underground Butcher opened on Williamson Street in Madison, WI as a full service butcher shop and deli which offers a unique opportunity for consumers to build direct relationships with experienced and product oriented butchers. The space also functions as a specialty retail space for Underground Meat products and other quality goods sourced from around the globe. In addition to receiving a number of local culinary awards Underground Butcher has been featured on The Food Network's *Heartland Table* and *Wisconsin Foodie*, bringing national attention to our small specialty retail shop.

Forequarter:

In 2012, Forequarter opened on East Johnson Street in Madison. In its first year Forequarter was listed in *Bon Appetit Magazine* as one of the 50 best new restaurants in America and was a semifinalist for Best New Restaurant in America by the James Beard Award Foundation. Locally, Forequarter was nominated as Best New Restaurant by *Edible Madison*. Forequarter is listed in *Food and Wine Magazine* as one of America's best bars. A 30 seat bar and restaurant, Forequarter is considered one of Madison's best restaurants, and continues to receive recognition from The James Beard Award Foundation annually.

Products and Service

The Heights will focus on multiple offerings:

- Curated selection of high quality artisan cheese from Wisconsin and other domestic farmstead producers.
- Charcuterie produced by Underground Meats
- Carefully selected grocery items
- Wine & beer selection
- Prepared foods deli counter with take away options such as fresh salads, sides, rotisserie chicken & smoked fish
- Full lunch menu of sandwiches, salads, soups
- Dinner offered into the early evening
- Breakfast, bakery & espresso
- Weekend brunch

Management Team

Evan Gruzis Evan Gruzis is the property owner & business owner. Evan will manage the day to day operations. As close neighbors to The Heights, Evan & his family are and committed to business practices that positively affect the nearby community.

Mel Trudeau Business owner and accomplished restaurateur, Mel will train the Front of House staff in responsible service as she has been doing locally since 1996 at Tornado Steak House, Forequarter, Underground Butcher & Underground Catering.

Jonny Hunter Jonny is one of the business owners and will act as Executive Chef.

The Heights square footage is 1870

Bakery

Marzipan bun \$5
Iced cinnamon rolls \$5
Croissant \$3.5
Everything bagel \$2
Black pepper biscuit \$3
Whole egg galette \$10
Focaccia squares \$7
Cookies \$2
Basque cake \$12
Origin whole wheat sourdough batard \$7.5
Origin demi baguette \$3

Take Away

Chicken soup \$8
Matzo balls \$4
Asparagus & shiitake antipasti \$9
Chicken salad with celery & herbs \$8
Cold fried rice \$5
Greens & grains \$5
Chard & lentil dolmas \$8
Pannelle & spinach salad, yogurt & dill \$8
Jambon beurre sandwich \$9
Muffaletta \$9
Chickpea sandwich \$9
Veg du jour & ricotta sandwich \$8
Chicken & white bean panzanella \$8
Chicken pieces \$8-\$10
Trout & tonatto nicoise \$13
Smoked whitefish spread \$9
Olive relish \$8
Giardiniera \$6
House pickles \$5

Marzipan yogurt, roasted rhubarb, toasted oats

Chicken Soup \$8

Grilled Cheezie \$10

Olives, bread, butter & salt \$5

Salami & cheese \$12

Smoked fish & toast \$11

Crudite \$7

Dinner

Broiler Chicken \$22

The whole bird spatchcocked with tarragon & onion, cast iron croutons, schmaltzy spinach

Trout for Two (or one) \$27

Broiled with white beans, salsa verde & kale

Ramp Cavatelli \$16

Ramp greens & pepita pistou, shiitake mushrooms

Blade Steaks \$16

Medium rare & sizzling, charred spring onion, new potatoes, giardiniera & tortillas

Flat Burger \$12

Thin, crispy & butter fried on a soft bun with bacon, lettuce, ketchup, mayo, onion & pickles

Big Salad \$14

Seasonal greens, fresh cheese, hakurei turnips, shaved fennel, carrot, pickled onion, black eyed peas, garbanzo beans, turnip green pesto vinaigrette, bread crumbs & crunch

Radishes \$6

Roasted & pickled in reduced whey, radish tops, crunchy seeds & lentils

Carrots \$9

Muhammara, chive yogurt & all the fresh herbs

Big plate of Asparagus \$13

Chicken skin, anchovy, brioche croutons & cured egg

Matzo Ball Soup \$8

Chicken, vegetables & lemon

Radishes \$6

Roasted & pickled in reduced whey, radish tops, crunchy seeds & lentils

Carrots \$9

Muhammara, chive yogurt & all the fresh herbs

Marzipan bun \$5

Iced cinnamon rolls \$5

Croissant \$3.5

Black pepper biscuit \$3

Whole egg galette \$12

Grilled Cheezie \$10

Salami & cheese \$12