



WINE&DESIGN
MENU

WINE BY THE GLASS

- \$7.50 SHADES OF BLUE, (SWEET WHITE) RIESLING, GERMANY
- \$8 CAVIT, (WHITE) PINOT GRIGIO, ITALY
- \$8.50 ROSCATO (SWEET CHILLED RED) RED MOSCATO, ITALY
- \$7 19 CRIMES, (RED) RED BLEND, AUSTRALIA
- \$12 **WINE BOARD:** SAMPLING OF THE 4 ABOVE WINES, 2 OZ EACH

WINE BY THE BOTTLE

WHITE

- \$25 SHADES OF BLUE, SWEET WHITE RIESLING, GERMANY
- \$24 CAVIT, PINOT GRIGIO, ITALY
- \$28 MATUA VALLEY, SAUVIGNON BLANC, NEW ZEALAND
- \$22 SEA SUNRISE CHARDONNAY

ROSÉ

- \$27 QSS RARE ROSE, PORTUGAL

RED

- \$25 HANGTIME, PINOT NOIR, CALIFORNIA
- \$27 CRIOS DE SUSANA BALBO, MALBEC, ARGENTINA
- \$27 STERLING VINEYARDS, CABERNET SAUVIGNON, CALIFORNIA
- \$24 19 CRIMES, RED BLEND, AUSTRALIA


SPARKLING

- \$20 GRAN CAMPO VIEJO, BRUT, SPAIN
- \$25 BOUVET, BRUT ROSÉ, LOIRE, FRANCE

SNACKS

CHIPS & CANDY

- \$5 Slide Chips
- \$2 Frito Lay Assortment
- \$2 Gardettos
- \$2 Candy



- \$25 1 Dozen Macarons
Gluten free, variety pack with 3
suprize flavors!



SPECIALTY COCKTAILS

MARGAFRIDA / \$8

MILAGRO SILVER TEQUILA, TRIPLE SEC,
FRESH LIMEADE

RASPBERRY ROSS / \$7.50

FRESH RASPBERRY LEMONADE,
CITRON KETTLE ONE VODKA

STRAWBERRY DAIQUIRI / \$8.50

MATUSALEM RUM, BLENDED ICE AND STRAWBERRY JUICE
COCKTAIL, WHIPPED CREAM

PIÑA COLADA / \$8.50

MALIBU COCONUT RUM, BLENDED ICE, PINEAPPLE &
COCONUT COCKTAIL, WHIPPED CREAM

MOCKTAILS

PICASSO FIZZY / \$5

CRAN-RASPBERRY, ORANGE & LIME JUICE,
LEMON-LIME SODA

VIRGIN STRAWBERRY DAIQUIRI / \$5.50

BLENDED ICE AND STRAWBERRY JUICE COCKTAIL, WHIPPED
CREAM

VIRGIN PIÑA COLADA / \$5.50

BLENDED ICE AND PINEAPPLE & COCONUT COCKTAIL,
WHIPPED CREAM

CANNED COCKTAILS

\$6.50

WHITE CLAW (BLACK CHERRY & MANGO)

BEER

GLUTEN FREE LAKEFRONT NEW
GRIST (PILSNER-STYLE). \$7
CORONA \$4

NEW GLARUS SPOTTED COW \$6
FAIR STATE PILSNER 16 OZ CAN
\$6

GERMAN HEFEWEIZEN WHEAT
UNSHADOWED \$6

SOFT DRINKS

SODAS/TEAS \$2
COFFEE/HOT COCOA/
JUICE \$3

Overview

The franchise Wine & Design from corporate headquarters, our location in Madison (Wine & Design-Madison) will be owned by one person, Kelly Anderson. Once granted a franchise location, we will establish an LLC through which we will conduct all of our business with Wine & Design. Heather Reed will own 51% of the LLC and Andy Reed will own 49%.

Team

Management team

Kelly Anderson will be managing Wine & Design-Madison full time, conducting any duties necessary beyond management of the business and hiring and training employees such as teaching classes or assisting artist with bar tending. She will also be leading sales of the five Wine & Design divisions. 90% of Kelly's time will be on management of the business and 10% will be teaching classes.

Financial Plan

Forecast

Key assumptions

We are assuming to charge \$38/seat for paint and sip events at our studio. Some crafting events cost more, but we will use this price to be conservative. We have used the Wine & Design Franchise Disclosure Document (FDD) as a guide to set our budgets, but then researched costs and inventoried all supplies we will need to compare, and found these estimates to be accurate.

We are assuming rent and utilities will be \$4,000/month or less. Our forecast projects \$4,000/month to be safe.

We assume we will serve about 140 customers per week.

We also assume customers will buy an average of 1 class of wine/person/class at a \$4.8 profit/glass.



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