



Department of Planning & Community & Economic Development
ECONOMIC DEVELOPMENT DIVISION

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Office of Business Resources
Office of Real Estate Services

Memo: Healthy Retail Access Program Work Group Funding Recommendation
Bread and Butter, LLC – 1335 Gilson St. (53715)

For: Madison Food Policy Council Meeting – Wed 6/17/2026
To: Madison Food Policy Council Members

From: George Reistad, *Business Development Specialist*
Members of the Healthy Retail Access Program Review Team

Members of the Madison Food Policy Council,

The Healthy Retail Access Program Review Team met with Beth Lucht, Delia Fantova, and Marie Seguin from the Bread and Butter, LLC team on Thursday, June 4, 2026 to discuss their Healthy Retail Access Program application.

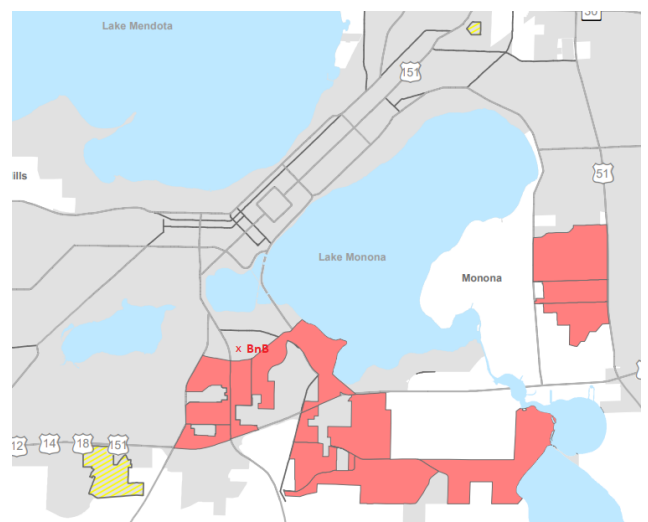
The total HRAP funding request from Bread and Butter, LLC is \$98,000. The total cost for this component of the project is \$353,560. This represents about 27.7% of project costs funded by the City.

HRAP funding would assist Bread and Butter, LLC in the acquisition of various equipment and supply needs for the business, mainly related to food prep (hood, high temp dishwasher, combi-oven, and 6-burner stove) but with a small amount going towards office equipment (computer, printer).

Bread and Butter, LLC (BnB) is located at 1335 Gilson St on the South side of Madison. At this location, they are opening a shared, commercial kitchen and storage (dry, cold, frozen) facility, as well as offerings for technical assistance to food businesses operating within the Greater Madison area. Although BnB is setup as a for-profit entity, part of their mission is to integrate business equitable access into the business model, offering competitive rates for their services and allowing a wide variety of entrepreneurs to work within their facilities.

With that said, commercial kitchen equipment is expensive to purchase. BnB's funding request for a hood, high temp dishwasher, combi-oven, and 6-burner stove will provide crucial food prep infrastructure for the entrepreneurs who will use the space.

As called out in the FEED Kitchens HRAP funding proposal that this committee approved in February 2026, shared-use commercial kitchen spaces are integral assets to any local food system because of the services they offer to start-up and early growth phase food entrepreneurs. They are also a much-needed piece of infrastructure in Madison, where demand for these facilities far outstrips their availability. Additionally, to re-iterate, the City of Madison's



[Comprehensive Plan](#) – under the “Economy and Opportunity” section – states as a goal, investing in a growing, diversified economy that offers opportunities for businesses and residents to prosper.

Members of the Healthy Retail Access Program Review Team believe that the applicant has all of the fundamental pieces needed to attain business success and create community impact. Team members recommend that the requested \$98,000 in HRAP funding be awarded to **Bread and Butter, LLC**.

Sincerely,

A handwritten signature in black ink, appearing to be 'GR', with a horizontal line extending to the right.

George Reistad
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