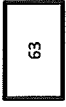
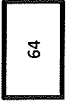
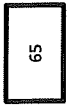
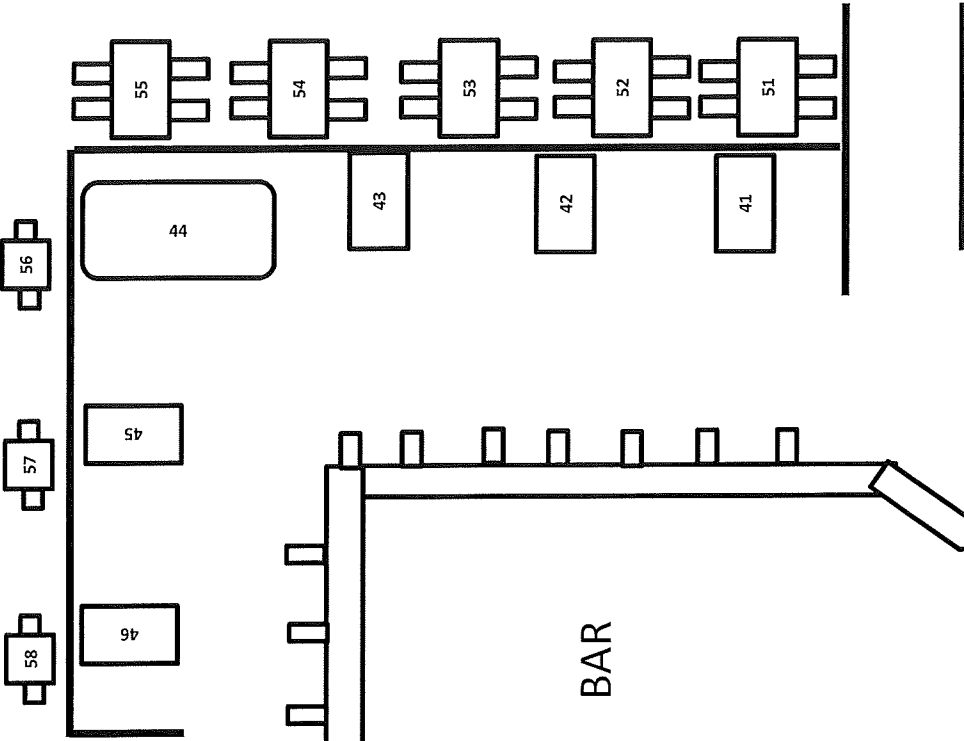
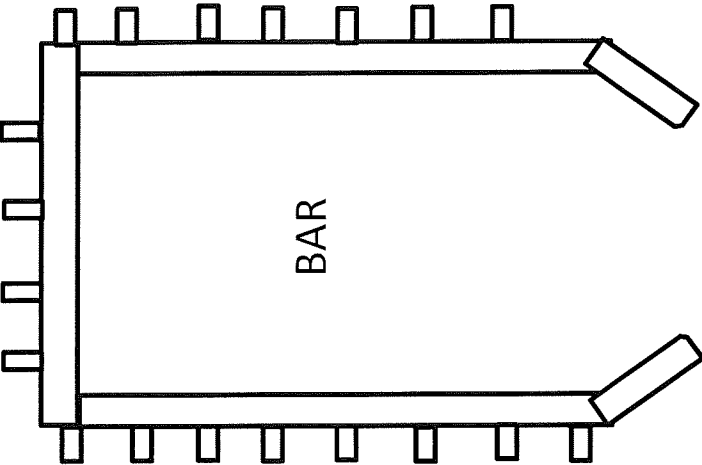
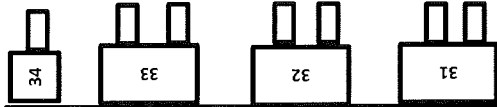
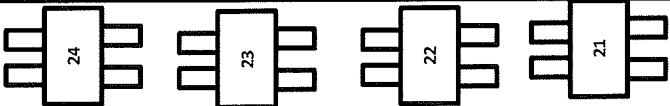
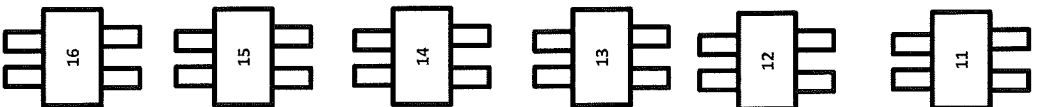


Foyer

Host Stand





(/en)

TOWNE BLVD (<https://restaurants.applebees.com/en-us/wi/madison/4710-east-towne-blvd>) [SIGN IN](#) [CREATE ACCOUNT](#) [LOG OUT](#) [\(/en/accounts/sign-in\)](#)

Carside To Go

[VIEW DETAILS](#)

APPETIZERS



APPETIZERS



NEW BREW PUB LOADED WAFFLE FRIES

1520 Cals

\$7.99



CRISPY CHEESE BITES

1540 Cals

\$9.99



THE CLASSIC COMBO

2250 Cals

\$14.99



BREADSTICKS WITH ALFREDO SAUCE

1560 Cals

\$6.99



NEIGHBORHOOD NACHOS CHIPOTLE LIME CHICKEN

1830 Cals

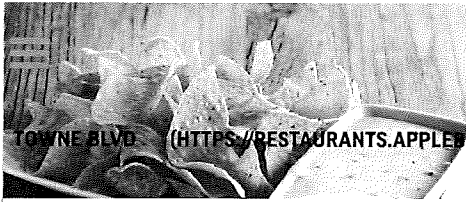
\$11.99



NEIGHBORHOOD NACHOS BEEF

1940 Cals

\$10.99

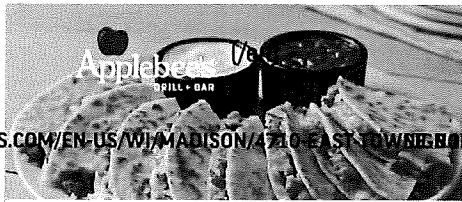


TOWNE BLVD (HTTPS://RESTAURANTS.APPLEBEES.COM/EN-US/WI/MADISON/4710-EAST-TOWNE-BLVD/RESTAURANT) (EN/ACCOUNTS/SIGN-IN)

WHITE QUESO DIP & CHIPS

920 Cals

\$6.99



CHICKEN QUESADILLA

1120 Cals

\$8.99



SPINACH & ARTICHOKE DIP

980 Cals

\$8.99

Chicken Wonton Tacos Image

CHICKEN WONTON TACOS

590 Cals

\$9.99

Boneless Wings Image

BONELESS WINGS

660 Cals

\$10.99

Double Crunch Bone-in Wings Image

DOUBLE CRUNCH BONE-IN WINGS

580 Cals

\$11.99

Brew Pub Pretzels & Beer Cheese Dip Image

BREW PUB PRETZELS & BEER CHEESE DIP

1170 Cals

\$8.99

Mozzarella Sticks Image

MOZZARELLA STICKS

880 Cals

\$8.99

Soups & Salads Image



(/en)

TOWNE BLVD (HTTPS://RESTAURANTS.APPLEBEES.COM/EN-US/WI/MADISON/4710-EAST-TOWNE/EN/ACCOUNTS/SIGN-IN) SOUPS & SALADS

STEAKS & RIBS

6 oz. Top Sirloin* Image

6 OZ. TOP SIRLOIN*

550 Cals

\$12.99

8 oz. Top Sirloin* Image

8 OZ. TOP SIRLOIN*

620 Cals

\$15.99

Shrimp 'N Parmesan Sirloin* Image

SHRIMP 'N PARMESAN SIRLOIN*

890 Cals

\$17.99

Double-Glazed Baby Back Ribs Image

DOUBLE-GLAZED BABY BACK RIBS

1430 Cals

\$19.99

Half Rack Double-Glazed Baby Back Ribs Image

HALF RACK DOUBLE-GLAZED BABY BACK RIBS

850 Cals

\$14.99

Bourbon Street Steak* Image


BOURBON STREET STEAK*

820 Cals

\$16.99

Applebee's® Riblets Platter Image


Riblet Plate Image



TOWNE BLVD ([HTTPS://RESTAURANTS.APPLEBEES.COM/EN-US/WI/MADISON/4710-EAST-TOWNE BLVD](https://restaurants.applebees.com/en-us/wi/madison/4710-east-towne-blvd))

APPLEBEE'S® RIBLETS PLATTER

1300 Cals \$12.49


 (/en)

RIBLET PLATE

890 Cals \$10.99


[SIGN IN](#) ([/EN/ACCOUNTS/SIGN-IN](#))

CHICKEN

 **Bourbon Street Chicken & Shrimp**


BOURBON STREET CHICKEN & SHRIMP

790 Cals \$14.99

 **Fiesta Lime Chicken®**


FIESTA LIME CHICKEN®

1170 Cals \$12.99

 **Chicken Tenders Platter**


CHICKEN TENDERS PLATTER

1400 Cals \$12.99

 **Chicken Tenders Plate**

CHICKEN TENDERS PLATE

1080 Cals \$10.99

 **Grilled Chicken Breast**

GRILLED CHICKEN BREAST

550 Cals \$10.99

Business Plan for Madison

Overall Business execution

- a. Protect the brand by consistent high- level performance
- b. Consistent guest value
- c. Source and hire best in-class performers at all levels
- d. Training at all levels with focus on cross training
- e. Restaurant execution inside & out – communication on wins and opportunities
- f. Building & Equipment investment

1. Protect the brand by consistent high-level performance

- a. Following the brand standard
- b. Develop action plans on areas of opportunities
- c. Celebrate the wins
- d. Create positive trends from self-auditing, brand audits, and third-party reports

2. Consistent Guest Value

- a. Sales average annually \$1,4000, and around 10% in Alcohol sales
- b. The trained consistent execution of the menu
- c. Product consistency, and quality of Appetizers, Soups, Salads, Sandwiches, Burgers, Chicken / Steak / Pork, Pasta, Mexican Dishes, Seafood, Specialties, & Desserts
- d. Alcohol beverages consists of spirits, draft beer, bottle beer, wine, and specialty drinks.
- e. Hours of operations 11:00AM until 10PM – Sunday through Thursday. Friday & Saturday 11:00AM until 11:00 PM.
- f. Focus on consistent reasonable pricing
- g. Friendly & knowledgeable consistent service

3. Source and hire best in-class performers at all levels

- a. Advertise, and recruit good integrity people
- b. Follow hiring promises
 - i. Interviewing at a high level
 - ii. Ensure a good fit
 - iii. An organized orientation processes
 - iv. Training plan
 - v. Cross training
 - vi. Honor schedule requests
 - vii. Develop team members for future positions
- c. Performance meetings with all groups – Ongoing

4. **Training at all levels with focus on cross training**
 - a. Position Training
 - b. Alcohol Training
 - c. Food Safety Training
 - d. Health Training
 - e. Brand, and system training
 - f. Management Training
 - g. Leadership Training

5. **Restaurant execution inside & out – communication on wins and opportunities**
 - a. Well maintained, and clean business – both inside & outside
 - b. Well trained team focusing on shift cleaning duties. Also focused on Day / Week / Monthly focused cleaning duties.
 - c. Controlling the environment, and supporting the neighborhood
 - i. Implement noise control programs
 - ii. Keep the parking lot safe
 - iii. Keep the restaurant safe

6. **Building & Equipment investment**
 - a. Invest in the building keep repaired, and like new
 - b. Invest in the equipment keep repaired and like new



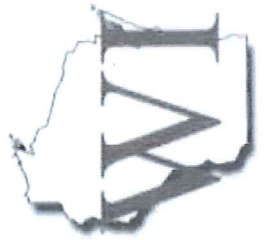
Responsible Serving of Food and Alcohol



Wisconsin Responsible Serving of Alcohol

This certificate confirms that **Casimir Banaszek**

has successfully passed the Rserting Responsible Serving of Alcohol course of study. This is a Wisconsin Department of Revenue approved Responsible Beverage Server Training Course in compliance with Sec. 125.17 (6) and 125.04 (5) (a) 5. Wis. Stats.



Certificate #: PSCC10000649829
Issue Date: 05-11-2023
Expiration Date: 05-10-2025

To verify this certificate, go to Rserting.com.

Robert Graham, President/CEO