

## TAP BEER

One Barrel *Commuter Kolsh*

Pint \$6.00 Pitcher \$19.75

Lake Louie *Warped Speed Scotch Ale*

Pint \$6.00 Pitcher \$19.75

Lake Louie – Weary's Own *DARK TRAVELER LIMITED*

Unfiltered Russian Imperial Stout

Served in 11.25 oz. Snifter \$6.50 9.25% ABV

Bell's *Two-Hearted Ale*

Pint \$6.00 Pitcher \$19.75

Third Space *Hazy IPA*

Pint \$6.00 Pitcher \$19.75

Third Space *Happy Place*

Pint \$6.00 Pitcher \$19.75

Ale Asylum *Hopalicious*

Pint \$6.00 Pitcher \$19.75

Hinterland *Luna Coffee Stout* (Nitro)

Pint \$6.50 Pitcher \$23.00

## BOTTLED BEER

Ale Asylum *Ambergeddon* (12 oz. can) \$4.00

Bells *Oberon* \$5.00

Czechvar *Czech Lager* \$4.00

Fin du Monde- *Belgian Style Ale* \$6.50

Guinness Stout 14.9oz. Draught Pub Cans \$5.00

Karben 4 *Fantasy Factory IPA* \$4.50

Kronenbourg *1664* \$4.00

Lake Front *Riverwest Stein N/A* \$3.00

Lefte *Belgian Blonde Ale* \$5.00

New Glarus *Spotted Cow* \$4.25

New Glarus *Two Women Lager* \$4.25

Omission *Gluten-Free IPA* by Widmer Bros. \$4.75

One Barrel *Rose Hard Cider* \$6.50

Pacifico Pilsner-style \$4.00

Point Special Lager \$3.00

Seattle Cider Semi-Sweet 16 oz. tall can \$6.50

Third Space *Light It Up Lager* \$4.75

Three Floyds *Gumball Head* \$4.75

Some beers are limited release & subject to availability.

# WEARY TRAVELER

Drinks & Snacks

SUMMER 2022

Wisconsin Meat and Cheese Platter

A rotating selection of artisan meats and cheeses. Please ask for this week's selection. Served with house-made crostini and fruit mustard. \*\*Other mustard available also.

Please inquire.

\$17.00

## NON-ALCOHOLIC

BARRIQUES Coffee of Madison:

"Top Cup" Kenyan or "Downshift" Decaf \$3

Organic Iced Tea from *Rishi Tea Co.* \$3

### NATURALLY-FLAVORED SODAS

\* ZERO CORN SUGAR \*

Sprecher *Classic Root Beer* \$3.25

Jarritos *Grapefruit Soda* (Mexico) \$2.75

TopNote Craft Fountain *Ginger Beer* or  
*RubyRed Grapefruit Sour* from Milwaukee

SODA GUYS from Wisconsin:

*Classic Style Cola*, *Lemon-Lime* & *Real Lemonade*

NEW *Mango Seltzer*: Less than 3 calories \$3.00

Arnold Palmer (Lemonade and Iced Tea) \$3.00

"The Catfish" - seltzer + your choice of

Fresh Lime Juice or Rose's Lime \$2.75

Wisconsin Cherry-Grenadine + Seltzer \$3.00

Hot Teas: \$3.00

"Mystic Mint" Herbal (Peppermint,  
Cardamom, Licorice Root/ Basil & Clove Oil)  
FairTrade Organic Masala Chai,  
FairTrade Organic Golden Yunnan [black tea]

Juices: Orange, Cranberry, Pineapple, Grapefruit \$2.75

# WINE

# LIST

## WHITES

2018 SAUVIGNON BLANC, Fornier  
Napa Valley, California  
Glass \$8.00 Bottle \$28.00

2017 PINOT GRIGIO, (Organic) La Cantina  
Pizzolato  
Treviso, Italy  
Glass \$7.00 Bottle \$22.50

2018 CHARDONNAY, Stoller Dundee Hills  
Oregon  
Glass \$8.00 Bottle \$29.50

2017 VOUVRAY, Jovly *Off-Dry*  
100% Chenin Blanc  
France  
Glass \$8.00 Bottle \$28.00

2016 RIESLING KABINETT,  
Weingut Gebrüder Ludwig, Thöernicher Ritch  
Mosel, Germany  
Glass \$7.00 Bottle \$26.00

French Pool Toy ROSE  
Grenache, French Rose  
Glass \$6.50 Bottle \$24.00

## BUBBLY

NV, BRUT CAVA SPARKLING  
*Los Monteros*, Spain  
Glass \$6.00 Bottle \$20.75

## PORT 3.5 oz. GLASS

NV, PORT, *Kopke* Fine Tawny, Portugal  
Glass \$7.00 Bottle \$34.75

NV, PORT, *Warre's "Warrior"*, Portugal  
Glass \$7.00 Bottle \$36.50

## REDS

2016 COTES DU RHONE  
Pierre Amadieu "*Roulepiere*"  
France  
Glass \$7.00 Bottle \$26.50

2019 PINOT NOIR, Planet Oregon,  
Soter Vineyards  
Oregon  
Glass \$9.00 Bottle \$32.00

2017 MALBEC CLÁSICO *Altos*, Las Hormigas  
Mendoza, Argentina  
Glass \$6.00 Bottle \$23.00

2016 SYRAH, Lone Birch  
Yakima Valley, Washington  
Glass \$7.00 Bottle \$27.00

2012 RIOJA *RESERVA*, Jose Martinez  
Alesanco Badarán, Spain  
Glass \$9.00 Bottle \$35.00

2016 CABERNET SAUVIGNON,  
Hook or Crook Cellars,  
Lodi, California  
Glass \$7.00 Bottle \$22.00

2015 BORDEAUX, Chartron La Fleur  
Cabernet Sauvignon & Merlot  
Bordeaux, France  
Glass \$7.00 Bottle \$23.50

2017 ZINFANDEL, Cline, Ancient Vines,  
Contra Costa County, California  
Glass \$8.00 Bottle \$29.00

☞ Beer's on the back ☞

# *The Weary Traveler*

## Specialty Cocktails Summer 2022

Corsicana Lemonade - \$9<sup>50</sup>

100% agave *Azul* reposado tequila with lemon, thyme, and organic sugar

Mayan Margarita - \$9<sup>50</sup>

*El Jimador* silver tequila and *Agavero* liqueur with fresh lime juice, orange juice, and organic sugar.

Door County Bicicletta - \$9<sup>50</sup>

Italian spritz made with cava, *Campari*, lemon and tart cherry grenadine from *Quince & Apple*

Black Widow Margarita - \$9<sup>50</sup>

Made with 100% Agave tequila, fresh lime juice, organic sugar and Blueberry Habanero simple syrup.

Grand Marnier Bourbon - \$9<sup>50</sup>

$\frac{1}{3}$  *Grand Marnier*,  $\frac{1}{3}$  Bourbon,  $\frac{1}{3}$  Sweet Vermouth with a dash of lemon juice, served on the rocks

Ginger Ninja - \$9<sup>50</sup>

Mt. Gay Rum, Domaine de Canton ginger liquor, ginger beer, and lime

# **Weary Traveler Freehouse BUSINESS PLAN**

Prepared by:

Kyle Martin (President), Jeffery Schmidt (Vice President)

1201 Williamson St  
Madison, Wisconsin 53703  
608-442-6207  
Kyle.608.Martin@gmail.com

[wearytravelerfreehouse.com](http://wearytravelerfreehouse.com)

## **I. EXECUTIVE SUMMARY**

Weary Traveler Freehouse (referred to from hereon in as the "Company") was established as a S-corporation at 1201 Williamson St, Madison, Wisconsin 53703 with the expectation of rapid expansion in the restaurant/bar industry.

### **Business Description**

The Company was formed on 09/01/2001 as S-corporation under Wisconsin state laws and headed by Kyle Martin (President), Jeffery Schmidt (Vice President).

Between Jeff and Kyle they have over 40 years of restaurant experience not only in Madison, but also New York City and Los Angeles.

The Company currently employs 45 full-time employees and 20 part-time employees.

### **Business Mission**

The Weary Traveler has been a neighborhood staple for the past 20+ years in Madison. We look forward to the opportunity to continue on the tradition of this successful restaurant.

### **Product**

The Company's primary product is Food and Beverage: The Weary Traveler has been serving the local community on Willy St for the past 20+ years.

## **II. BUSINESS SUMMARY**

### **Industry Overview**

In the United States, the restaurant/bar industry presently makes 0 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

### **Legal Issues**

The Company affirms that its promoters have acquired all legally required trademarks and patents.

### III. MARKETING SUMMARY

#### Target Markets

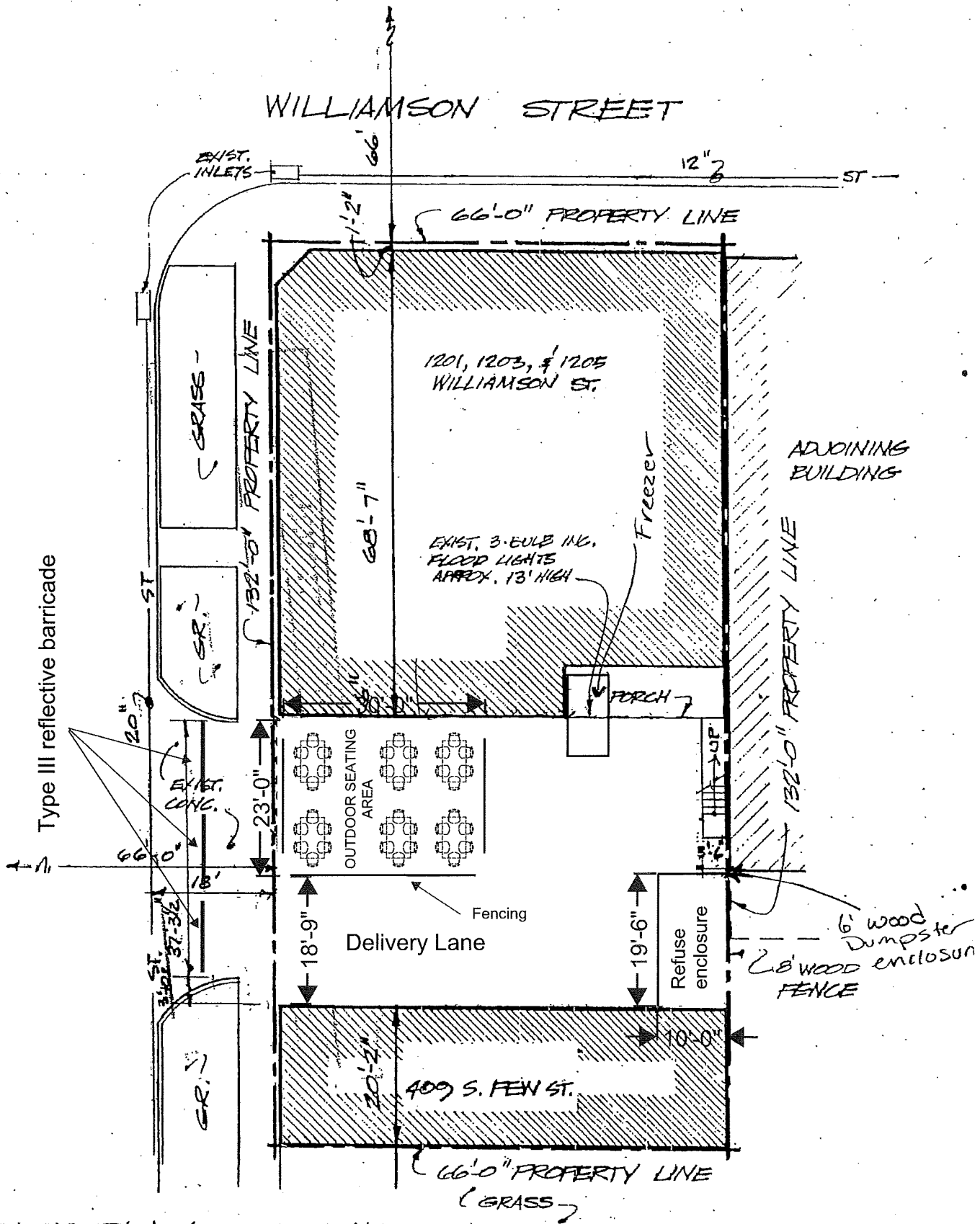
The Company's major target markets are as follows:

The estimated number of potential clients within the Company's geographic scope is ~~8~~ 250,000

#### Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

SOUTH FEW STREET



SITE PLAN - ORIGINAL PLAT LOT 1, BLOCK 202  
SCALE: 1" = 20'

**Grilled Walleye Sandwich** walleye filet with roasted poblano tartar sauce\*\* on a house-made bun, with lettuce and tomato. Served with mixed greens, yukon gold potatoes and a pickle spear \$13.00 same sandwich with salmon \$15.00

**Sweet Corn, Black Quinoa & Black Bean Salad** with avocado and tomato served over mixed greens with serrano orange vinaigrette (vegan, GF) \$10.00  
Add a grilled sweet and spicy tenderloin steak\* topped with Chipotle mayonnaise\*\* \$14.50  
Add a grilled wild Alaskan salmon filet \$16.50

**Weary Veggie Melt Sandwich** Roasted Brussels sprouts, glazed carrots, sauteed mushrooms between melted cheddar and mozzarella on house-made sourdough with chipotle mayonnaise\*\*. Plated with local mixed green side salad. \$12.00  
as just a grilled cheese sandwich? we can do that for \$ 8.00

**Weary's Tom Ka Tofu** spicy coconut lemon grass stew with mushrooms, green beans, galanga, lime leaves, tomatoes, cilantro and firm tofu (GF) (VEGAN) \$7.50 Lunch Bowl \$12.50 Dinner Bowl

**Wisconsin Meat and Cheese Platter** A rotating selection of artisan meats and cheeses, served with house-made crostini. \$14.00 Small \$19.75 Large

**Hummus Snack Plate** Our house-made hummus and baked pita bread. Plated with oil-cured olives, carrot sticks, and cucumber slices. \$7.00

**South-of-the-Border Snack Plate** for those just looking for something to nibble on, with homemade guacamole, pico de gallo salsa, spicy Escabeche and tortilla chips (vegan & GF) \$9.00

Sorry, no personal checks.

we are not able to make separate checks, however we can facilitate separate payments. Thank you.

**wearytravelerfreehouse.com** 1201 Williamson Street, Madison, WI 53703

\*consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food borne illness. \*\*Contains raw eggs/mayonnaise. GF = gluten free



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# WEARY TRAVELER

## Late-Riser Brunch Menu

Saturdays & Sundays 11:30 a.m. – 3:30 p.m.

**West of the Andes Sandwich** with avocado, pico de gallo and chipotle mayonnaise.\*\*  
Choice of beef tenderloin or tuna steak. With mixed greens \$12.50

**Andes Egg-wich** One hard-fried egg on a brioche roll with avocado, pico de gallo and chipotle mayonnaise.\*\* Served with mixed greens. - \$9.75

**Great Eggs** Two local pastured free range eggs\*, garlic fried potatoes, pico de gallo and sourdough toast with your choice of locally made fruit preserves - \$9.75

**Plus:** Grilled Wild Alaskan Salmon\* \$15.75 or Serrano chili & lime-marinated flank steak \$14.50

**Sourdough French Toast** Thick-cut, house-made sourdough bread with an almond-spice egg batter, powdered sugar, and pure Wisconsin maple syrup on the side.  
Full order \$8.75 or 1/2 order for \$5.25

### Breakfast Sides

Ney's Smoked Bacon \$3.50

Pan-Fried Yukon Gold Potatoes \$2.50

Ney's Breakfast Link Sausage \$3.50

**Bob's Bad Breath Burger** a half pound of pasture raised Wisconsin beef\* with cream cheese, green goddess dressing, caramelized onions, garlic, tomatoes & Pickapeppa Sauce (mild) w/ a side of Yukon Gold potatoes & mixed greens. - \$14.50  
**For the kids:** a quarter-pound cheddar cheeseburger served with garlic potatoes. \$8.50

**Carne Asada** marinated, grilled, and sliced beef\* flank steak, fresh guacamole, pico de gallo salsa, grilled scallion, tortilla chips and spicy serrano chili escabeche (GF) \$14.50

**The Weary Traveler Reuben** choice of beef pastrami or hickory smoked turkey on rye bread with Brunkow Swiss, cider braised kraut, and Weary's Reuben sauce.\*\* Served with bacon potato salad and mixed greens - \$14.00

**Hungarian Goulash** Csaba's grandma's recipe from Hungary, beef tenderloin tips, Yukon Gold potatoes, carrots, celery, caraway seeds, spicy Hungarian paprika and a side of bread (GF)  
\$8.00 Lunch Bowl \$13.00 Dinner Bowl

### Weekend Libations

**Bloody Traveler** - Secret recipe Bloody Mary \$9.00  
- w/a big chaser + \$1.50

**Mimosa** - Bubbly & O.J. - the classic \$7.00

**Kir Royale** - Bubbly w/ Mathilde Cassis berry liqueur \$7.00

**Framb-Royale** Bubbly & Mathilde Framboise liqueur \$7.00

**Nutty Celt Coffee** - Jameson Irish Whiskey, St. Brendan's Irish Cream & Barriques Coffee \$7.50

**more on back of menu!**