

LIC13-2012-00753

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20 _____ ;
ending _____ 20 _____

TO THE GOVERNING BODY of the: Town of
 Village of } Madison
 City of

County of Dane Aldermanic Dist. No. _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Smart Women Love Pizza, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

	Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Owner</u>	<u>Ian Gurfield</u>	<u>230 Dunning St</u>	<u>53704</u>
Vice President/Member				
Secretary/Member				
Treasurer/Member				
Agent	<u>Assistant Manager</u>	<u>Greg Wolfson</u>	<u>1919 Winnebago St.</u>	<u>53704</u>
Directors/Managers				

3. Trade Name S2 Pizza Bar Business Phone Number 608-295-3221
4. Address of Premises 558 State Street Post Office & Zip Code 53703

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 1st floor restaurant w/ basement storage & walk-in cooler

10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? _____
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 24 day of August, 20 12
Wendy E. Boetta
(Clerk/Notary Public)
My commission expires 5/15/2016

Ian J. Gurfield
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>8-24-12</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

A-2 MANUAC
P-403
27686

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation) <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Smart Women Love Pizza LLC

2. Address of Licensed Premise 558 State St, Madison, WI, 53703

3. Telephone Number: _____ 4. Anticipated opening date: Nov. 1, 2012

5. Mailing address if not opening immediately 230 Dunning St, Madison, WI, 53704

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No
 Explain. _____

8. Business Description, including hours of operation: Pizza restaurant
Tuesday thru Thursday 11 AM to 10PM, Friday and Saturday 11AM to 2:30 AM

9. Do you plan to have live entertainment? No Yes—What kind? _____

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. The licensed premise described below shall not be expanded or changed without the approval of the Common Council.

1st floor restaurant & basement storage, walk-in, & office. Will have tables & booths in dining area. Register/check out counter will have beverage cooler for bottles & cans.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. no business parking

13. Describe your management experience, staffing levels, duties and employee training.

2 full time managers + 1 owner with vast restaurant experience. Beverage manager has 10+ years of bar experience & will be ~~the~~ beverage server training certified.

14. Identify the registered agent for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Greg Wolfson 1919 Winnebago St. Madison, WI 53704
 Name Address

27. What hours, if any, will food service not be available? none

28. Indicate any other product/service offered. none

29. Will your establishment have a kitchen manager? Yes No

30. Will you have a kitchen support staff? Yes No

31. How many wait staff do you anticipate will be employed at your establishment? None

During what hours do you anticipate they will be on duty? NA

32. Do you plan to have hosts or hostesses seating customers? Yes No

33. Do your plans call for a full-service bar? Yes No

If yes, how many bar stools do you anticipate having at your bar? _____

How many bartenders do you anticipate you would have working at one time on a busy night? _____

34. Will there be a kitchen facility separate from the bar? Yes No

35. Will there be a separate and specific area for eating only? Yes No

If yes, what will be the seating capacity for that area? _____

36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave

37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No

38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
100%

39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%

What percentage of your advertising budget do you anticipate will be drink related? 0%

40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No

41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

15. Utilizing your market research, who would you project your target market to be?
College hipsters, grad students and professors, and State St tourists

16. What age range would you hope to attract to your establishment? 24-35 year old

17. Describe how you plan to advertise/promote your business. What products will you be advertising?
Social media targeting young professionals, grad students, & professors

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: Gus Paras
Address of Owner: _____ Phone Number (608) 444-0804

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes No

21. List the Directors of your Corporation/LLC

Name	Address

22. List the Stockholders of your Corporation/LLC

Name	Address	% of Ownership
Ian Gurfield	230 Dunning St, Madison, WI, 53704	100

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. _____

24. What type of food will you be serving, if any? _____

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees
Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? _____
Tuesday thru Thursday 11 AM to 10PM, Friday and Saturday 11AM to 2:30 AM

42. What is your estimated capacity? 100

43. Pursuant to Chapter 38.02 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	10 %
Gross Receipts from Food and Non-Alcoholic Beverages	90 %
Gross Receipts from Other	0 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 24 day of August, 20 12

Fa J. Kuppel
(Officer of Corporation/Member of LLC/Partner/Individual)

Wendy E. Barta
(Clerk/Notary Public)

My commission expires 5/15/2015

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

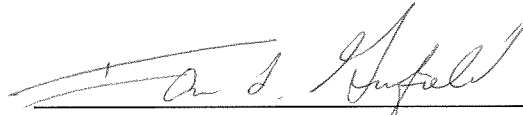
I, Ian Gurfield, officer/member for Smart Women Love Pizza
(Corporation/LLC), doing business as S2PizzaBar, authorize and appoint
Greg Wolfson (Name) as the liquor/beer agent for the premise
located at 558 State St, Madison, WI, 53703.

Subscribed and sworn to before me this

24 Day of August, 2012

Wendy E Barta
Notary Public, Dane County, Wisconsin

My Commission Expires 5/15/2016


Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

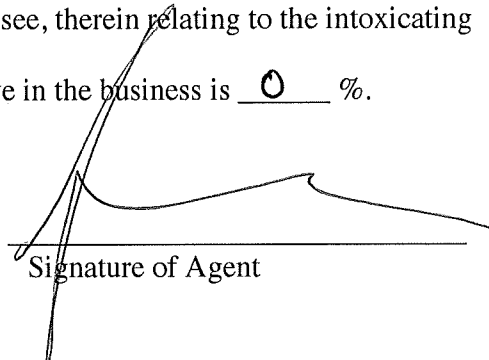
I, Greg Wolfson, appointed **liquor/beer agent** for
Smart Women Love Pizza (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 0 %.

Subscribed and sworn to before me this

24 Day of August, 2012

Wendy E Barta
Notary Public, Dane County, Wisconsin

My Commission Expires 5/15/2016


Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.



WISCONSIN DEPARTMENT OF REVENUE
 PO BOX 8902
 MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
 2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
 PHONE: 608-266-2776 FAX: 608-264-6884
 EMAIL: dorbusinessstax@revenue.wi.gov WEBSITE: www.revenue.wi.gov

Letter ID: L1032235552

SMART WOMEN LOVE PIZZA
 230 DUNNING STREET
 MADISON WI 53704



State of Wisconsin • DEPARTMENT OF REVENUE

Personal Wallet Copy

Seller's Permit: 456-1027836426-02
 Expiration Date: July 31, 2014
 Legal/Real Name: SMART WOMEN LOVE PIZZA

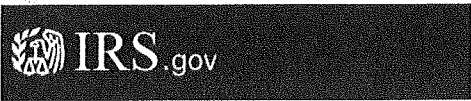
Signature _____

Wisconsin Business Tax Registration Certificate

Expiration date: July 31, 2014
 Legal/real name: SMART WOMEN LOVE PIZZA

- This certificate confirms that you are registered with the Wisconsin Department of Revenue and authorized to engage in business activities for the tax types shown below.
- You may not transfer this certificate to any other individual or business.
- If your business is not operated from a fixed location, you must bring the wallet copy to all events.

Tax Type	Account Type	Number
Sales & Use Tax	Seller's Permit	456-1027836426-02
Withholding Tax	Withholding Tax	036-1027836426-04



EIN Assistant

Your Progress: 1. Identify 2. Authenticate 3. Addressed 4. Details **5. EIN Confirmation**

Congratulations! The EIN has been successfully assigned.

EIN Assigned: **46-0539261**

Legal Name: **SMART WOMEN LOVE PIZZA LLC**


The confirmation letter will be mailed to the applicant. This letter will be the applicant's official IRS notice and will contain important information regarding the EIN. Allow up to 4 weeks for the letter to arrive by mail.

We strongly recommend you print this page for your records.

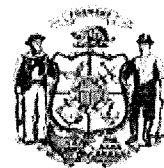
Click "Continue" to get additional information about using the new EIN.

[Continue >>](#)

Help Topics

 [Can the EIN be used before the confirmation letter is received?](#)

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. **Name of the limited liability company:**

Smart Women Love Pizza LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**

Ian Gurfield

Article 4. **Street address of the initial registered office:**

230 Dunning Street
Madison, WI 53704
United States of America

Article 5. **Management of the limited liability company shall be vested in:**

A member or members

Article 6. **Name and complete address of each organizer:**

Michael R Luttig
6401 Odana Road
Madison, WI 53719
United States of America

Other Information. **This document was drafted by:**

Michael R Luttig

Organizer Signature:

Michael R Luttig

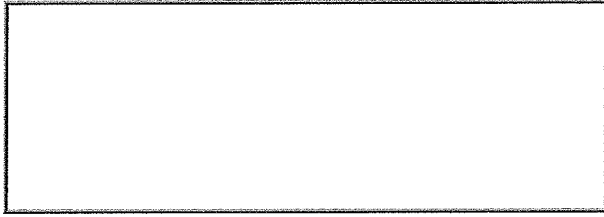
Date & Time of Receipt:

7/9/2012 4:37:55 PM

Order Number:

201207093057677

ARTICLES OF ORGANIZATION - Limited Liability Company(Ch. 183)



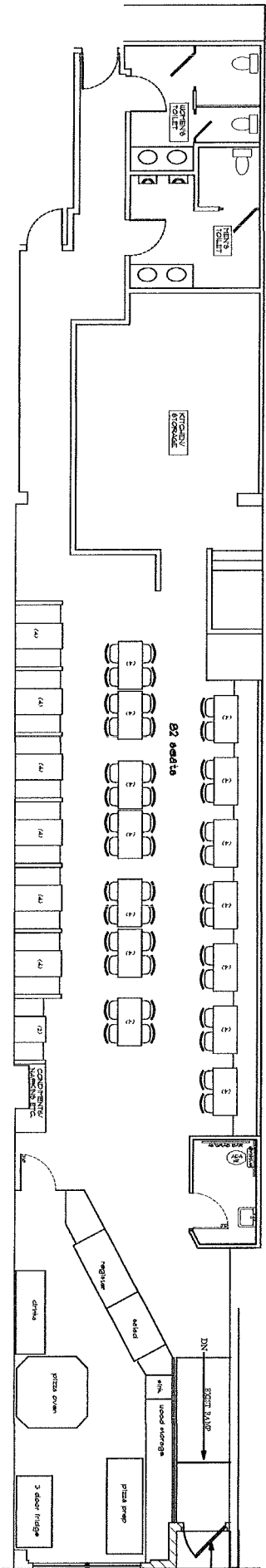
Filing Fee: \$130.00
Total Fee: \$130.00

ENDORSEMENT

State of Wisconsin Department of Financial Institutions

EFFECTIVE DATE	
7/9/2012	

FILED 7/9/2012	Entity ID Number S095325
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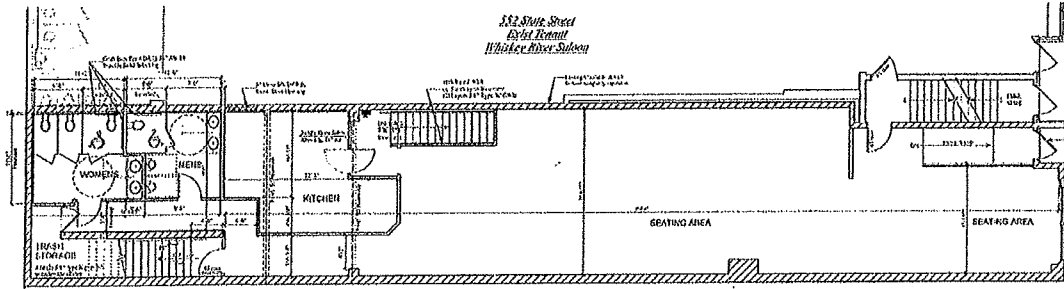
8/20/12	IAN'S PIZZA 558 STATE STREET MADISON, WISCONSIN	 116 North Faw Street, Madison, WI 53705 (608)251-2551	
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EXHIBIT A

DRAWING OF FIRST FLOOR SPACE



architecture network, inc.

101 East 10th Street
 Madison, WI 53703
 Telephone: 608/255-1111
 Fax: 608/255-1112
 www.archnet.com

- Existing Wall
- Existing Door
- Existing Window
- New Wall
- New Door
- New Window

- CONSTRUCTION SET
- PLAN REVIEW SET
- BID SET
- PRELIMINARY
- PROGRESS SET

DATE: 5/20/04
 DRAWN BY: JKL
 CHECKED BY: JKL
 PROJECT: 528 STATE ST.
 FACILITY IMPROVEMENT

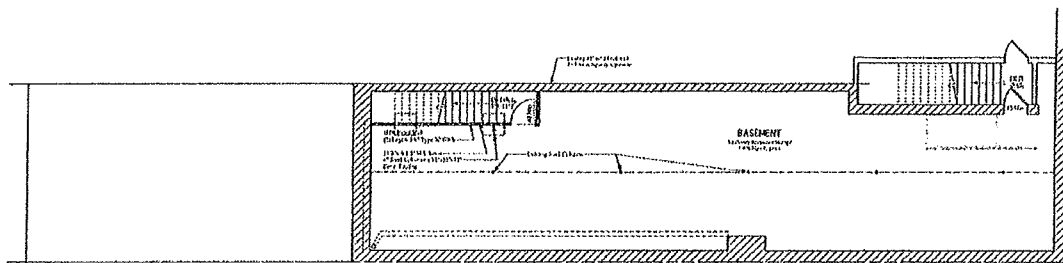
NO.	REVISION

DATE: 6/17/04
 TITLE: At River/Ch Water
 PROJECT: 528
 DRAWN BY: JKL
 DRAWING NO.

FIRST FLOOR PLAN
 DRAWING NO. 112

A-1.1

EXHIBIT B
DRAWING OF BASEMENT SPACE



architecture network, Inc.
114 E. Dixon Street
Madison, WI 53703
608.271.1100
608.271.1104 Fax
www.archnetnetwork.com

CONSTRUCTION SET
 PLAN REVIEW SET
 BID SET
 PRELIMINARY
 PROGRESS SET
 REVISION
 REVISION
 558 STATE ST.
 ARCHITECT
 PROJECT
 DATE: 6/20/01
 SHEET: A-1.0 OF 1.0
 PROJECT: K&S
 DRAWING NO.:
 DRAWING NAME:

BASEMENT PLAN

A-1.0

S2Pizzabar

Executive Summary

S2Pizzabar is the newest venture from Ian Gurfield, founder of Ian's Pizza, Batch Bakehouse and Gotham Bagels. For the past decade Ian's Pizza has established a cult reputation in downtown Madison, WI for its creative pizzas and delicious salads. S2Pizzabar is the first pizzeria next to the University of Wisconsin campus to feature a wood burning oven. Leveraging Mr. Gurfield's experience in the pizza business. S2Pizzabar will serve a limited food menu of made to order wood burning pizzas, composed salads and comfort foods to share. The atmosphere of the restaurant will appeal to students and faculty who are seeking a casual and comfortable experience near the University of Wisconsin campus.

Location

S2Pizzabar will be located at 558 State St. near the University of Wisconsin-Madison campus. The company currently holds a five year lease with a five year option. Linking the University of Wisconsin to the State Capitol, State Street is downtown Madison's premier thoroughfare for shopping, dining and entertainment. The 500 and 600 blocks of State St are unrivaled in Madison with respect to foot traffic.

Product

S2Pizzabar will feature expertly prepared, ingredient driven pizzas, salads and casual comfort food. Pizzas will be cooked in a wood burning oven and feature a sourdough crust. The menu will also feature beers by the bottle and wines by the glass. See enclosed sample menu.

Vision

Please see attached Vision.

Target Market

S2Pizzabar will appeal to East Coast students, university faculty and graduate students and trendy hipsters. University of Wisconsin currently enrolls approximately 42,000 students. The University employs approximately 19,000 people.

Risk

S2Pizzabar will operate in a district best known for national fast food chains and college oriented bars. High quality, restaurant experiences are few and far between on the 500 block of State St. The company is going against the grain by establishing itself in an area mostly known for appealing to the lowest common denominator. The business is betting there are enough people associated with the University who desire a high quality food experience to support S2Pizzabar.

S2Pizzabar will operate in a high rent district. The initial rent with taxes for the 2600 sq ft of leased space is approximately \$9200. The high cost of rent means the business will need to make an immediate impact in the marketplace if it is to succeed.

The business believes it can manage the risks detailed above. Although the 500-600 block of State St. is a college-oriented area, several sit down, ethnic restaurants have been able to succeed. Currently, there are no other pizzerias on the 500 and 600 blocks of State St.

Because S2Pizzabar is located next to three enormously popular college bars, the business will stay open late on Friday and Saturday nights and cater to the huge throngs of hungry bar hoppers. The additional business generated after midnight on Friday and Saturday nights will help sustain the business' finances.

Lastly, if the business were not able to succeed the locations would be a very attractive sub lease opportunity for a national chain restaurant or bar.

Legal

S2Pizzabar functions as a Wisconsin Limited Liability Company (LLC).

Financials

Opening Budget for the S2Pizzabar is \$250,000, which includes \$45,000 of reserve capital. The business anticipates operating at a loss for the first four months before turning a profit. By the end of 2014 sales are projected at a conservative \$783,000 with a 12.3% profit margin. See attached financial spreadsheet.

Competition

There are currently no pizza restaurants on the 500 and 600 block of State St. S2Pizzabar will compete against Chipotle, Five Guys Burgers, Potbelly and Qdoba for lunch and dinner time business.

Competitive Advantage

S2Pizzabar is the only restaurant on State Street to feature wood burning oven pizza. Wood burning ovens cook pizzas extremely quickly, thanks to the oven's high operating temperature, while also imparting a wonderful, smoky flavor to the final product.

Thanks to a favorable relationship with the owner of the real estate, build-out costs are considerably less than might otherwise be anticipated. The building owner recently completed a major overhaul of the building, which included new plumbing, electrical and an HVAC system.

Lastly, S2Pizzabar has the advantage of leveraging an association with the enormously popular Ian's Pizza brand.

Principals

Ian Gurfield, Managing Partner. Ian Gurfield opened Ian's Pizza by the Slice in Madison, WI in 2001. Ian's Pizza quickly became the most popular pizzeria amongst the students at the University of Wisconsin. In 2005 Mr. Gurfield, opened Ian's Pizza and Salad, (name was changed to Ian's Pizza on State in 2008) on the 100 block of State St. Three years later Mr. Gurfield opened Ian's Pizza Wrigleyville in Chicago, IL. Mr. Gurfield has also been involved with two other restaurant businesses. In 2007 he co-founded and opened Gotham Bagels in downtown Madison. Two years later, Mr. Gurfield co-founded Batch Bakehouse, a small neighborhood bakery on Madison's East Side.

Hugo Garza, Manager. Hugo Garza has worked with Ian's Pizza by the Slice since 2006, during which time he worked closely with Ian Gurfield. From 2008 to 2011 Mr. Garza held the title of Kitchen Manager. Mr. Garza also worked briefly making pizzas at Café Porta Alba on Madison's West side.

Greg Wolfson, Manager. Greg is a graduate of University of Wisconsin-Madison with a degree in Consumer Science. For the past 8 years Mr. Wolfson worked in Chicago where he managed several bakeries and a bar. He moved back to Madison in 2011 to assume a position as Manager of the Green Owl Café on Madison's east side.

S2Pizzabar Vision

Today is November 1st 2013 and S2Pizzabar is celebrating its one year anniversary. Despite our brief existence, S2Pizzabar is now a staple on the 500 block of State St.

The centerpiece of our space is a wood fired oven, located in an open kitchen in the front of the restaurant. Especially now that the weather is turning cold, customers walking down State Street, past our façade, can't help but notice our wood burning oven and be drawn in. Our kitchen churns out hand tossed sourdough crust pizzas. Our crust features a lightly tangy flavor, while the texture nicely balanced between crispiness and chew.

During lunch and dinner, our customers line up for delicious, custom made pizzas. The quick and efficient service helps generate great throughput numbers. In addition to pizza, our menu features two sandwiches with house made focaccia and three composed salads. Our salads are a big hit with students as well as University staff and professors. Where can you get a locally sourced, high quality salad at the end of State St? S2Pizzabar.

S2Pizzabar attracts college hipsters, graduate students, professors, and tourists on State Street. Reviews in the local media, have called S2Pizzabar an oasis for great food in an area known mostly for fast food chains and college bars.

S2Pizzabar serves lunch and dinner Tuesday through Saturday. On Friday and Saturday nights, we stay open until 3AM. On weekend nights S2Pizzabar shifts operations starting at 10pm to focus on pizza by the slice. The "late night" menu features two slices to keep operations simple. The two slices are cheese, and soppressata. At 11:30 we close down our dining room and provide counter service only. We also cease sales of alcoholic beverages. Thanks to all of the bars around us our customers do not lack a choice of places to drink.

A great deal of time was spent designing the menu to ensure maximum profitability. The menu's simplicity also facilitates management and execution. Of course, the flavor of our food is a driving factor behind the menu decisions we made. We take pride in incorporating ingredients not typically found in a pizzeria, such as harissa and preserved lemons. Every Wednesday morning, a meeting is held to discuss the menu and potential changes. Changes to the menu are based on what is available and in season. S2Pizzabar also works closely with the Ian's Lab to source and produce certain menu items such as meatballs and our tomato sauce.

The S2Pizzabar is distinguished by small details done well. We feature a couple of home made sodas, while we carefully select the beer and wines on our menu. Every day we feature a special which pairs one of the food offerings from our menu with a great beer. Although we are primarily known for our food, we've started to build a nice clientele who appreciates our beers and wine and like to come for an after work drink.

S2Pizzabar is led by, Hugo Garza, and Greg Wolfson. Hugo acts as the restaurant's GM and is responsible for operations. Hugo has detailed knowledge of all of the systems and procedures within the restaurant and spends most his time working with staff to ensure quality.

Greg is in charge of training front of the house (FOH) staff and focusing on the customer service. Additionally, Greg oversees the restaurant's beverage program. Once per month Greg reviews the beverage menu and makes changes based on sales and availability of new products.

Hugo and Greg have done a phenomenal job of training and developing a staff, which is friendly, attentive and engaged. Especially during moments of stress, the staff maintains its calm and focus. From the first day S2Pizzabar opened, Hugo and Greg set the tone of the restaurant to revolve around service and cleanliness.

Thanks to our association with Ian's Pizza, S2Pizzabar incorporates all of the systems and procedures in place at Ian's. By sharing the same systems this helps S2Pizzabar collaborate with Ian's Pizza when appropriate. Although technically, two

Sample Menu

Pizza (12" pizzas)

- Cheese \$6.75
- Sausage and Peppers \$7.25
- Sopressata \$7.25
- Roasted Shallot, Onion, Ham, Aged Cheddar \$7.50
- Stewed tomatoes, Roasted Shallot, capers, red pepper flake, spinach & mozz \$7
- Potato, Braised Fennel, Bacon, Gruyere \$7.50
- BBQ Beef Brisket, Kale, Mac n' Cheese \$9
- Coke Carnitas, Grilled Jalapeno, Queso Fresco, Corn nut dust \$9
- Slice of the day \$3.75

Sandwiches (lunch only)

- Daily selection \$6.50

Salads

- Creamy Caesar \$6
- Mixed Green \$6
- Seasonal \$6
- Roasted Peppers, Anchovies and Olive Oil \$4.50

Meatballs

- Pork Meatballs served with Batch Bakehouse Ciabatta \$6.50 (Fridays only)

LATE NIGHT MENU

Pizza by the Slice: Sopressata/Cheese \$3.75/slice



Address **558 State St**
Madison, WI 53703

27686 Smart Women Love Pizza LLC
d/b/a S2 Pizza Bar

