

Red Shed Burger \$8.50

A third pound burger patty grilled and served on a fresh bakery bun.

Includes Topping choices:

Cheese -smoked cheddar, cheddar, Swiss, Peper Jack or American
lettuce, tomato, onion

Add Bacon for 0.50¢

Brat Patty \$8.50

A Klements brat patty grilled and served on a fresh bakery bun.

Grilled Ham and Cheese \$6.00

Sliced ham and your choice of cheese on sourdough bread.

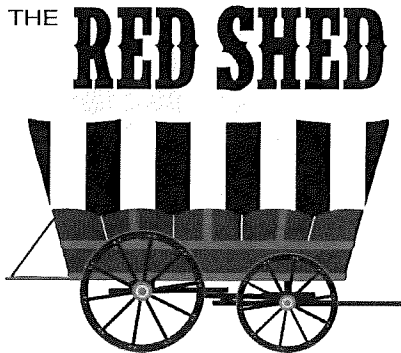
Cheese choices: cheddar, smoked cheddar, Swiss, Pepper Jack or American

Grilled cheese without Ham \$5.00

Make any sandwich a basket by adding a side of fries for \$2.00

*Consuming undercooked meat, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

The Red Shed Appetizer Menu



Chicken Wings \$10.00

Bone in unbreaded wings deep fried and then dusted with Buffalo Seasoning. Served with a side of ranch dressing.

Cheese Curds \$6.00

Nearly naked chunks of real cheese served with a side of ranch dressing.

Chips and Nacho Cheese \$5.00

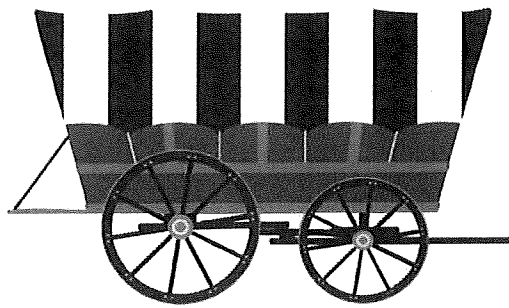
Made to order corn tortilla chips served with a creamy nacho sauce and a side of salsa

French Fries \$4.00

Large basket of ¼ inch shoestring fries.

*Consuming undercooked meat, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

THE **RED SHED**



Business Plan
For
The Red Shed
Madison, Wisconsin

1. Executive Summary

The Red Shed is a small tavern located near the campus of The University of Wisconsin – Madison. The Red Shed has been part of the UW community for over 50 years. The mission of The Red Shed is to serve quality food and beverages to patrons in a fun and safe environment. We strive to be the place where friends come together again and again to make great memories. The Red Shed has been voted Madison's Best Dive Bar several times by offering basic but tasty bar fare at a reasonable price in a comfortable environment.

2. Company Description

LMMD LLC DBA The Red Shed is a single-member limited liability company. Lynn Dieffenbach is the single member and currently has the primary role in the day-to-day operation of the tavern.

The Red Shed currently employs twelve regular part-time staff members and 10 as needed part-time staff members. Many of the staff members are current students or alumni of UW, Madison College, and Edgewood College.

The Red Shed will be relocating from Frances Street to State Street. It is anticipated that there will be an increase in foot traffic and therefore there are plans to increase the number of regular part-time staff members.

The Red Shed maintains a Class B Beer and Liquor License along with all other required licenses and permits. Staff members are encouraged to take advantage of educational opportunities offered by the Madison Police Department and industry members.

3. Customer Base

The primary customer base of The Red Shed is students and alumni of The University of Wisconsin. Several generations of Badgers have spent evenings with friends at The Red Shed enjoying conversation and a beer challenging each other to a friendly game of darts, foosball, or pool. The Red Shed is also a popular stop before or after sporting events. The move to State Street will help to increase the customer base of The Red Shed as State Street shoppers and attendees of Overture events discover the friendly, comfortable atmosphere we offer.

4. Revenue Stream and Marketing

The Red Shed relies on direct in-house sales for revenue. This is why we focus on creating a fun and inviting atmosphere that makes patrons want to return again and again. Some of our patrons have been coming to The Red Shed for over 20 years.

The Red Shed not only has food and beverage sales but also sells merchandise such as clothing and koozies. It is a tradition for patrons to take Red Shed gear along on their travels. Pictures of patrons posing in front of landmarks all around the globe proudly wearing a Red Shed shirt cover the walls.

Sticking to our dive bar roots, The Red Shed relies heavily on word-of-mouth marketing. If a patron enjoys their experience at the bar, they will share this with their friends and family. The Red Shed has begun to employ social media platforms such as Instagram as a marketing tool and plans to expand the social media presence.

Exhibit A – First Floor Plan

508 State Street Unit A
Madison WI 53703
*These dimensions are not
guaranteed*

