

Cordial

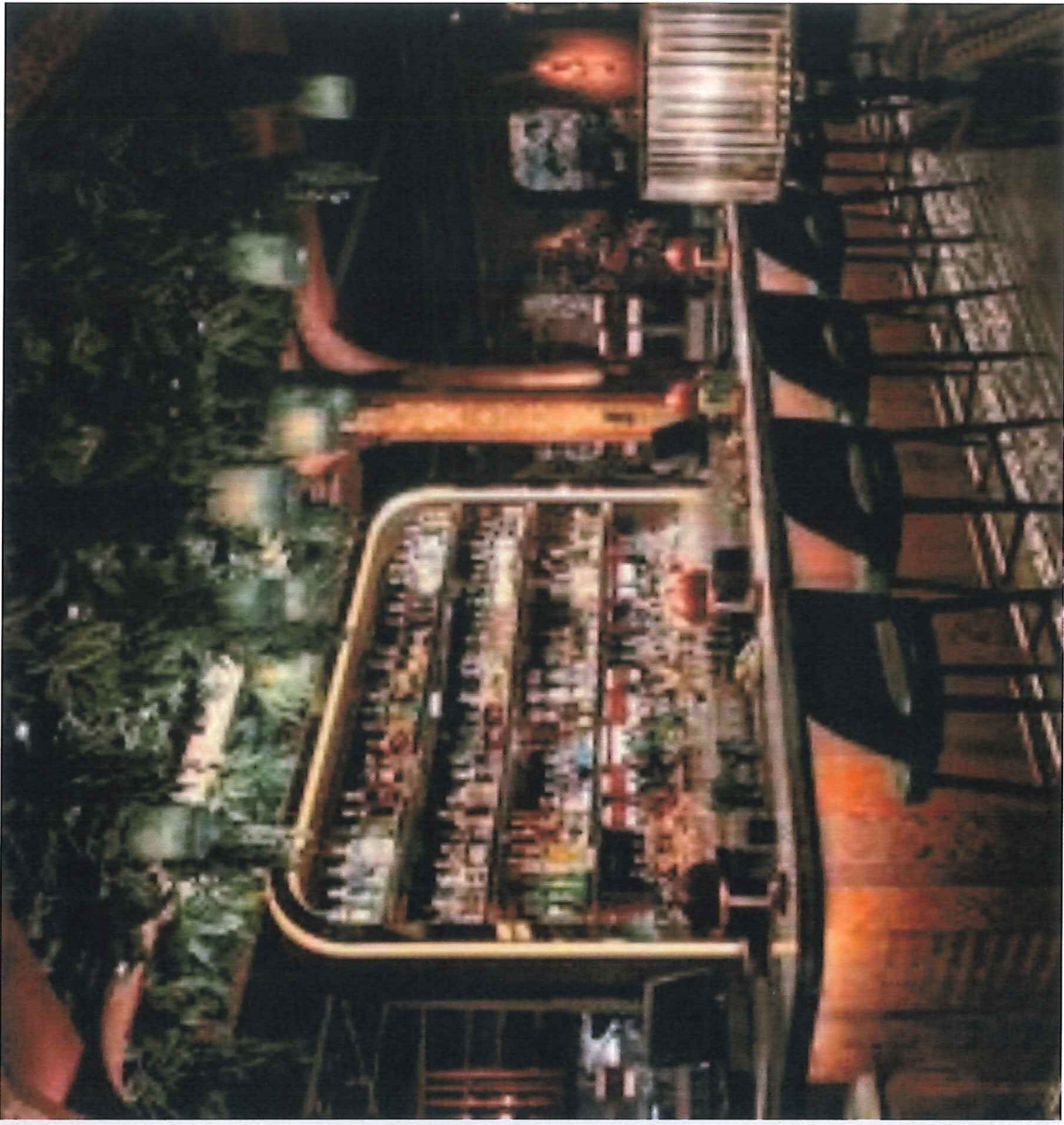
516 S Park St

Bar Concept

Mon-Sun

2pm-1am

Defying Gravity LLC



CONCEPT AND DESIGN

Cordial
516 S Park St

A neighborhood bar focusing on seasonal craft cocktails, lowbrow to craft beers, and a funky selection of natural wine. We will also bring a refreshing and creative approach to NA beverages.

The following pages show conceptual ideas from establishments that are inspiring our interior décor in the preliminary stages of our design.

Right: Maison Pickle, NYC.
Elements of note: Layers of texture, emerald chairs

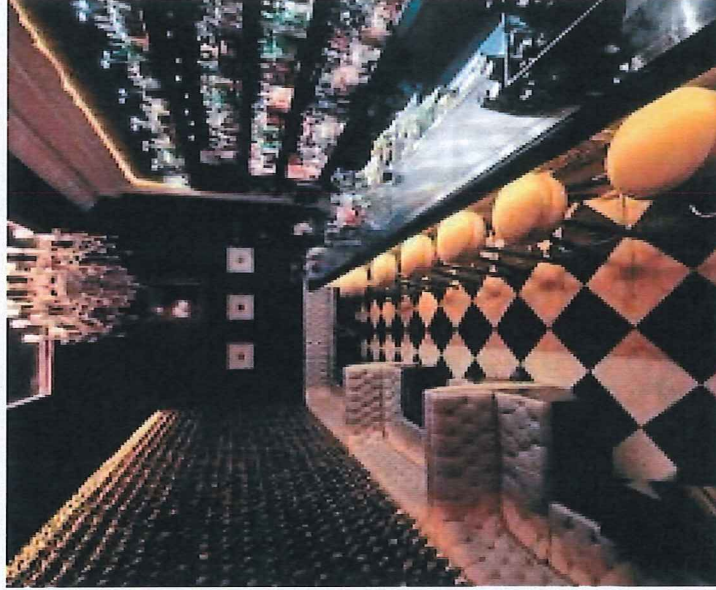


DESIGN CONCEPTS:

Cordial will be dark, yet very inviting.



Rustic Accent Wall



Dark interior, with lighting accents and antique chandeliers. Pictured: Noble Experiment in San Diego



Faux greenery to add depth to the space

LAYOUT

Our goal is to create a speakeasy vibe. The space is small and has little windows, but we will play off that and still add warmth to the atmosphere. The bar dimensions will remain the same. Our biggest change will be renovating both bathrooms and adding a prep area downstairs.



BENEFIT TO THE NEIGHBORHOOD

The Park Street neighborhood is an evolving part of Madison, with hospitals, restaurants, bars, and a number of retail businesses that contribute to the overall health of this district. Our hope is to bring a new fresh vibe to the area, also a safe yet fun place to gather with friends.

BAR PROGRAM

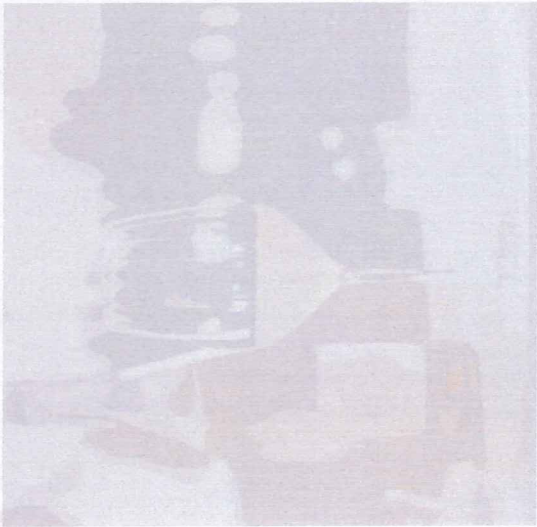
Innovation and modernity in beverages.

CLASSIC COCKTAILS (WILL VARY):

- CORDIAL OLD FASHIONED: J. HENRY WHISKEY / HOUSE BITTERS / ORANGE & CHERRY / SELTZER
- AVIATION: BEEFEATER'S GIN / LUXARDO MARASCHINO / FRESH LEMON / CRÈME DE VIOLET
- MANHATTAN: MICHTER'S RYE / COCCHI DI TORINO SWEET VERMOUTH / HOUSE BITTERS
- VESPER: TITO'S VODKA / BOTANIST GIN / WHITE LILLET / HOUSE ORANGE BITTERS
- SIDECAR: COPPER & KING'S BRANDY / COINTREAU / FRESH LEMON / HOUSE CITRUS BITTERS

DRAFTS (COCKTAILS & BEER):

- DRAFT COCKTAILS!
- NEW GLARUS – SEASONAL FRUIT ALES
- ALE ASYLUM – SEASONAL SELECTION
- YOUNG BLOOD BREWING CO- PALE ALES



BAR PROGRAM

NA CRAFT BEVERAGES

WE WANT TO PROVIDE QUALITY COCKTAILS FOR EVERYONE. THAT INCLUDES THOSE WHO CHOOSE NOT TO OR CANNOT INDULGE IN ALCOHOLIC BEVERAGES. WE DON'T DISCRIMINATE. THAT DOESN'T MEAN IT STILL CAN'T BE A TASTEFULLY CRAFTED ADULT BEVERAGE...

WINE

WE WILL CARRY A VARIETY OF NATURAL WINES BY THE BOTTLE.



NA NEGRONI FROM ZERO: A NEW APPROACH TO NON-ALCOHOLIC DRINKS

BAR SNACKS

CRUDITÉ: - FRESH SEASONAL
SELECTION OF VEGGIES (VITRUVIAN
FARMS), PITA, HUMMUS (BANZO). \$10

PUPPY CHOW: PEANUT BUTTER, DARK
CHOCOLATE, CRISPIX CEREAL \$5

MIXED NUTS \$5

SPICY CHICKPEAS \$5



MEET THE TEAM

TRAVIS KNIGHT

A MADISON NATIVE, TRAVIS STARTED HIS CAREER IN THE SERVICE INDUSTRY WAITING TABLES AND BARTENDING AT RESTAURANT MAGNUS. LATER TRAVIS MOVED ONTO THE WEARY TRAVELER AND NATT SPIL. HE PLAYED AN INTEGRAL PART IN ROBIN ROOM'S FIRST YEAR OF SUCCESS AND WENT ON TO BE PART OWNER OF MINT MARK. JENNY AND TRAVIS WORKED TOGETHER AT BOTH NATT SPIL AND MINT MARK. THESE EXPERIENCES HAVE KEPT KNIGHT CENTERED AND GROUNDED IN THE FOOD AND COCKTAIL MOVEMENT OVER THE LAST DECADE. HE LOOKS FORWARD TO STARTING THIS NEW CHAPTER AND APPLYING HIS PASSION AND KNOWLEDGE INTO CORDIAL.

BRETT MARSHALL

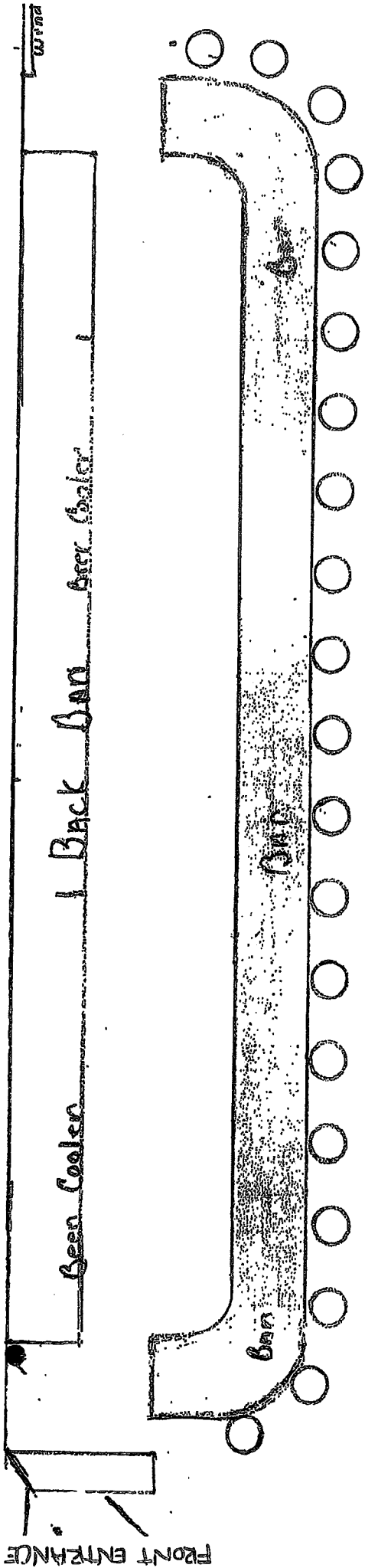
GROWING UP JUST OUTSIDE OF MADISON, BRETT FELL IN LOVE WITH THE WHEN HE CAME HERE AS AN UNDERGRADUATE AT UW. HE STARTED HIS CAREER IN THE SERVICE INDUSTRY AT TUTTO PASTA ON KING STREET, THEN MOVED TO NATT SPIL AND IS CURRENTLY FULFILLING THE GENERAL MANAGEMENT ROLE. HE ALSO BARTENDS LARGE CATERING EVENTS AT PROMEGA, A BIOPHARMACEUTICAL COMPANY IN FITCHBURG. BRETT IS A STAPLE BARTENDER DOWNTOWN AND HIS SUPERPOWER IS: ONCE YOU MEET, HE NEVER FORGETS YOUR NAME!

JENNY BALDWIN

JENNY, HAILING FROM AMERY, WISCONSIN, ALSO CAME HERE AS AN UNDERGRAD AT UW. SHE AND BRETT MET IN 2005, THEY BOTH PLAYED TRUMPET IN THE UW MARCHING BAND! THEY HAVE BEEN FRIENDS EVER SINCE. JENNY BEGAN HER CAREER EARLY IN COLLEGE WITHIN THE SERVICE INDUSTRY, WITH A LONG LIST OF MADISON STAPLES ON HER RESUME INCLUDING: THE ANGELIC BREWING CO., OSTERIA PAPAVERO, PAUL'S CLUB, NATT SPIL, MINT MARK AND CASK & ALE. SHE ALSO BARTENDS CATERING EVENTS AT PROMEGA.

FLOOR PLAN

← East Ally west →



BACK DOOR



RESTROOM

Transition Room

Down stairs

SHELVING

RESTROOM