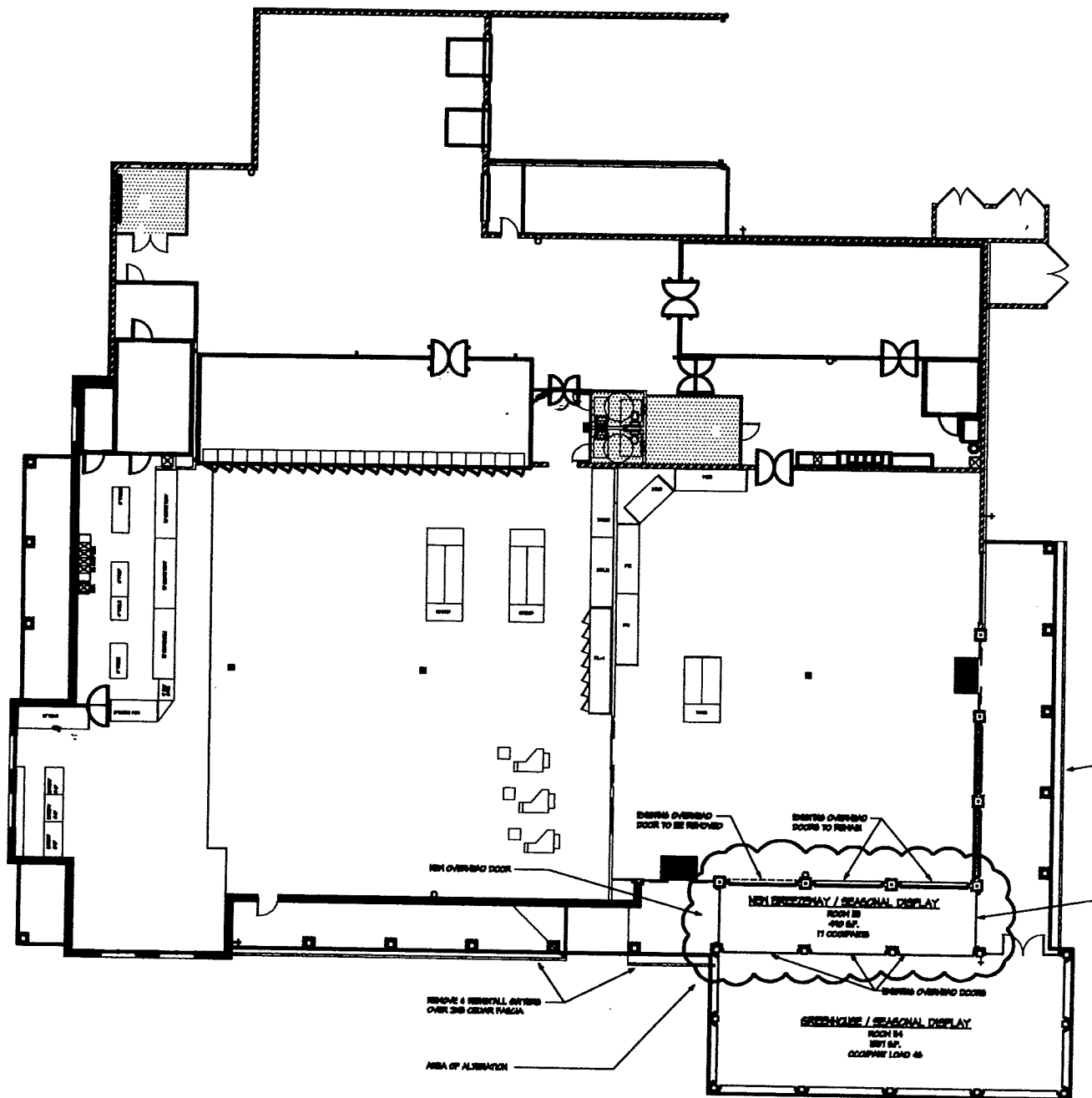




FLOORPLAN
SCALE = 1/8"



Brennan's Cellars will be a family owned and operated retailer of hand sourced, world-class cheeses, meats and produce. Positioned in the marketplace as a specialty food grocer, Brennan's fits in the retail landscape as a destination market for high quality foods.

The Brennan's brand carries with it 70 plus years of recognition in southern Wisconsin. Rooted as a farm market partnered with local producers to serve a community rich in agriculture and family values. Over the years, some of the products have changed, but the vision and model of buying direct, to ensure quality and fair pricing have remained in tact.

Numerous challenges lie ahead for all brick and mortar retailers. As consumer buying habits evolve and competition increases, Brennan's must adapt. Through focused marketing, brand recognition efforts and tailored product lines, Brennan's will be successful as a staple neighborhood grocer. A unique setting, sought after products, and personal service delivered by a knowledgeable staff, will allow Brennan's to hold share in the local marketplace.

Creative methods to attract and retain customers will need to be employed. Creating in-store excitement with special events and guests will be commonplace and necessary to drive business in lull periods. Deriving ways to increase market share through community outreach, website sales, special event attendance and brand wholesaling, will also be critical in obtaining additional revenue. Improving in store marketing and cross merchandising efforts will positively impact transaction averages. Acknowledgement of Brennan's current customer base is certainly important as it relates to advertising, and even more important, may be recognizing who is not a Brennan's customer. Finding ways to broaden target demographics without sacrificing quality or image will be a prime focus.

The core of the original Brennan's model will remain the same. The model will change from a product buying and sourcing perspective. There will be a considerable effort to source local products for logistic and cost efficiency reasons. A determined effort to increase the meat department presence, in exchange for a slightly scaled down produce operation, should prove to be a successful long-term plan for increased net profits.

The success of Brennan's Cellars will ride on the integrity of the team in place. Acquiring key people, who buy into the Brennan's philosophy, will be at the forefront of necessity. The culmination of all mentioned ingredient and execution of plans to achieve one goal at a time will be the recipe for new found success at Brennan's.