

# Baked Wings & Things Business Plan



Owner: Marti McKinnney  
Director of Operations: Bryan Suh  
General Manager: Jessica Beach

250 State Street  
Madison, WI 53703

Baked Wings & Things is a fast-casual restaurant/bar concept that features chicken wings that are "baked" rather than deep fried, providing a healthier version of the bone-in American favorite. In addition to traditional wings, we feature house made boneless wings, tempura battered sous vide tenders, smash burgers, gourmet sandwiches, appetizers cheese curds, salads, desserts, beer, and specialized drinks. There will be a full bar with 12 screens to watch a variety of sporting events.

We believe that carryout vs dine-in sales will be a 60/40 split, with 60% estimated to be consumed off-premise. To maximize our potential off-premise sales, we have concentrated on technology and creative cooking methods to speed things along.

On the technology side, we have the following options in place.

- Our POS system (Toast) integrates and partners with 3<sup>rd</sup> party delivery services which allow customers within 7 miles of the property to order online and have orders delivered directly to their residence.
- Two self-service kiosks that will be available to place orders upon entering the restaurant. In addition to being more convenient for the customer, it has become evident that customers will spend more through these kiosks since they have time to “shop”. McDonald’s has reported a 5-6% increase in check average and Chili’s showed a 20% increase in dessert sales when they introduced kiosks. 65% of diners said they were more likely to revisit a restaurant if they have self-service kiosks.
- Order on your phone using QR Codes. This is a service that allows the guest to find a table right away in the dining room and scan a QR code at the table which allows them to place and pay for an order right from the table, avoiding any lines that may be present.

And as for creative methods for food preparation, we are looking to increase quality while cutting preparation times in half. Sous Vide cooking is a method that has been around for over 50 years, but is just now gaining momentum in American commercial kitchens. In the quick service arena, we would like to be pioneers by using sous vide on most of our menu items.

With sous vide, uncooked foods are vacuum sealed and submerged in a hot water bath where they cook and hold temp at the perfect/exact finishing temperature while sealing all the juices in until service. This

is the basic method we will use to finish chicken wings, tenders, and breasts, allowing them to finish much faster than traditional methods. We believe that time savings along with the incredible tenderness and flavor in the finished product will be a game changer in this field.

This concept was created in the midst of the first Covid shutdown and we have deliberately focused on key segments that will help Baked Wings to be pandemic-proof should any future shutdowns occur.

Mission Statement:

To establish a respectful and energetic workplace, inspiring our exceptional team to provide memorable food, drinks, and service to our valued guests.

## **Company Overview**

Baked wings is a fast-casual restaurant and bar featuring traditional wings that are baked, never fried. We pride ourselves in making our foods from scratch, from the house cut fries to the tator tots. While there will be options for good old fashioned comfort foods, we also value healthy menu options with bold and unique flavors. All of our in-house and online menus will be readily changeable so we will be able to make changes as often as we need to.

## **Restaurant Service Model**

Baked Wings is a hybrid service concept that aims at providing today's busy and stressed customer ultimate control of their experience. If you feel like full service, grab a seat at the bar or at a table in the bar area and a server will be with you shortly. Or take advantage of our fast-casual dining area where you can order at the kiosk or counter and your food will be brought to you quickly. If you're in a hurry, order online ahead of time and your food will be prepaid and ready for

rapid pick up. And of course you can always rest in the comfort of your own home and have wings delivered to your doorstep in no time.

## **Sample Menu**

See attached menu

## **Design and Layout**

The design of the restaurant will feature a fast casual dining area with 50 seats and a bar area with approximately 40 seats, and two restrooms in the front of the house. The back will feature a counter for placing orders, a cooks line with an 18 ft hood, dry storage, a walk-in cooler and two walk-in coolers. A new prep kitchen has been installed with ovens and hoods allowing us to make most all of the menu items from scratch. Total area is just short of 5,000 square feet. Outdoor seating (16 -20 seats) will be available seasonally.

## **Management Team**

Marti McKinney, Owner

- Over a decade of front of house restaurant experience
- Food enthusiast
- Long track record of giving back to the community

Bryan Suh, Director of Operations

- Over 30 years in the industry
- Culinary Institute of America Hyde Park, NY grad

Jessica Beach, General Manager

- Over 20 years in the industry

## **Target Market**

Target demographic will be both male and female ages 18-45, and we will be offering many healthier options for students and local residents.

Saturdays and Sundays during football season will be very busy times, as chicken wings and sporting events go hand in hand! There are 50,000 residents within one mile of 250 State Street, and we feel that aggressive marketing will allow for a very strong carryout and delivery business. We are in close proximity of campus as well as the Greek housing only a few blocks away.

## **Marketing**

Our focus will be heavy promotion early on through Facebook, Instagram, and other online platforms to drive initial traffic upon opening. We will work with local marketing and design companies to provide creative campaigns driving initial traffic to our business. Our POS system also has a robust loyalty program that is easy for guests to understand and redeem.

## **Community / Charity Involvement**

We are passionate about being an integral part of the community, especially when it comes to those less fortunate. We will have strong relationships with great charities in the city of Madison. Continuously contributing to local causes such as these will remain a constant pillar in our business model. We look forward to establishing new partnerships with high schools to provide strong career options for community youth looking to excel. The restaurant industry is the second largest in the country behind the government, and we look forward to providing paths to successful long-term careers for those interested. We consider our staff family, and treat them as such.

## **5 Years From Now**

By year five we look forward to operating several locations, possibly in similar college cities. We also see a bright future for a concept with a smaller footprint dedicated mainly to carry-out and delivery. We pledge to constantly reevaluate our goals and make business decisions that reflect the needs and demands of our current target market.



### **Baked Wings & Things Menu Madison**

#### **"Make it a Combo"**

Add a regular side and a drink for \$4.99 to any regularly priced order of Wings, Tenders, Handhelds, Double Smash Burgers or Specialties

#### **Select Your Wing**

##### **Select your Wing Style (one style per order)**

Traditional

**(Additional charge for only paddles or only drummies)**

**5 Wings \$7.99 (pick one rub dust and one dunking sauce)**

**10 Wings \$14.99 (pick one rub dust and two dunking sauces)**

**20 Wings \$27.99 (pick up to two rub dusts and 4 dunking sauces)**

**50 Wings \$66.99 (pick up to five rub dusts and 10 dunking sauces)**

House Made Boneless Wings

**5 Wings \$6.99 (pick one rub dust and one dunking sauce)**

**10 Wings \$12.99 (pick one rub dust and two dunking sauces)**

**20 Wings \$24.99 (pick up to two rub dusts and 4 dunking sauces)**

**50 Wings \$55.99 (pick up to five rub dusts and 10 dunking sauces)**

Vegetarian Chick'n

**5 Vegetarian Wings \$9.49 (pick one rub dust and one dunking sauce)**

**10 Vegetarian Wings \$17.99 (pick one rub dust and two dunking sauces)**

**20 Vegetarian Wings \$32.99 (pick two rub dusts and four dunking sauces)**

**50 Vegetarian Wings \$74.99 (pick five rub dusts and ten dunking sauces)**

#### **Pick Your Rub Dust or Sauce, listed from mild (top) to spicy (bottom)**

No rub dust, lightly seasoned

Honey BBQ

Salt and Vinegar

Garlic Parmesan

Lemon Pepper

Chili Lime  
Jerk  
Buffalo  
Cajun  
Nashville Hot  
Buffalo Hot  
Seven Pepper Hot  
Ghost Pepper

Dipping Sauces - listed from mild (top) to spicy (bottom)

Ranch HM  
Blue Cheese HM  
Parmesan Garlic – maybe get rid of this  
Sweet Chili Sauce - HM  
Smokey BBQ - HM  
Honey Dijon - HM  
BWT Comeback Sauce - HM  
Teriyaki – Maybe get rid of this  
Sriracha Hot Honey - HM  
Jamaican Jerk - HM  
Gochujang - HM  
Thai Peanut – HM  
Buffalo - HM  
Nashville Hot - HM  
Mango Habanero - HM  
Reaper Inferno - HM

Extra Sauce \$.99 each

**Regular Sides \$3.99**

Hand Cut House Fries (Add any rub dust for \$.75)  
House Made Tator Tots (Add any rub dust for \$.75)  
BWT Famous Cole Slaw  
Sauteed Garlic Butter Green Beans  
Steamed Green Beans (V)

**Level Up Sides**

Loaded hand-cut fries (Bacon, scallions, diced tomatoes, house made cheddar cheese sauce, sour cream)  
\$6.99  
Parmesan Truffle Fries (hand cut fries, parmesan, truffle oil, comeback sauce) \$6.99  
Hand Breaded Traditional Cheese Curds (choice of dipping sauce) \$7.99  
House Made Onion Rings \$4.99 – add any rub dust for \$.75  
Loaded Pepperjack Mac \$5.99 (need a variation of this)  
Hand Cut Sweet Potato Fries \$4.99  
Side Salad - cucumber, tomato, red onion, shredded cheddar \$4.99

**Handhelds**

Our Chicken Breasts are prepared sous vide and either seared or hand battered to order



**The Standard** - \$10.99 Chicken breast, lettuce, tomato, pickle, red onion, brioche bun. *add Cheddar, American or Pepper Jack for \$1*

**Korean Chicken Bulgogi Lettuce Wrap (KCB)** – Chicken bulgogi, mayo, cabbage, cabbage, red onion, cucumber

**Nashville Chicken** - \$10.99 Chicken breast, Nashville Hot sauce, coleslaw, garlic aioli, and pickles on a brioche bun. *add cheddar, American or pepper jack for \$1*

**Pulled Chicken Southern BBQ** – \$10.99 Pulled BBQ chicken, pickles, coleslaw, brioche bun. *add cheddar, American or pepper jack for \$1*

**Loco (Ay yay yay!) Pollo Wrap** - \$10.99 Chili Lime Chicken Breast, Chipotle Sauce, Romaine, Cheddar Cheese, Avocado, Tomato, Corn, salsa

**Buffalo Chicken Wrap** \$10.99 Seared Buffalo Chicken, Lettuce, Tomato, Onions, Pepper Jack Cheese, blue cheese dressing on the side.

**Chicken Caesar Wrap** \$10.99 Seared Chicken breast, lettuce, tomato, parmesan cheese, Caesar Dressing

### Double Smash Burgers

Add any dry rub for \$.75

**The Standard Smash \$7.99** 2 smashed beef patties on a toasted potato bun. The Mary Jane comes plain, and you can choose your toppings! Free toppings: Lettuce, tomato, onion, pickles, mayo, chipotle aioli, or garlic aioli. \$1 extra each for hardwood smoked bacon, cheddar cheese, American cheese, pepperjack cheese, or caramelized onion.

**The Purdy Curdy \$8.99** – 2 smashed beef patties, Hand breaded Cheese Curds, Comeback Sauce, lettuce, tomato, pepperjack cheese, potato bun

**Right on 'Que** \$8.99 – 2 smashed beef patties, two slices cheddar cheese, Honey BBQ onion rings, House Made Smokey BBQ Sauce, toasted potato bun.

**The G.O.A.T.** \$8.99 – Two smashed beef patties, Caramelized Onion, Bacon, Goat Cheese, Garlic Aioli, toasted potato bun

**Smashville Hot** \$8.99 – 2 smashed beef patties, Nashville Hot sauce, pepper jack cheese, lettuce, tomato, pickle, toasted potato bun.

### **Chicken Tenders**

**We sous vide our tenders in-house, served either seared or hand battered to order**  
add any rub dust for \$1

5 Jumbo Tenders \$11.99 (choose 3 sauces)

3 Jumbo Tenders \$7.99 (choose 2 sauces)

### **Hand breaded cheese curds \$6.49**

Lightly hand breaded, served with choice of one sauce.

### **Salads**

*Our Chicken breast for salads is sous vide in house*

**Dressings: Ranch, Avocado Ranch, Blue Cheese, Balsamic, French, Fat Free Raspberry Vinaigrette**

**Chicken BLT Salad**- 11.99 Seared Diced Chicken, Diced Bacon, romaine, tomatoes, scallions, red onions, shredded cheddar

**BBQ Chicken Salad** 11.99 – Seared BBQ Chicken, Romaine, Corn, Tomatoes, Cucumbers, cheddar cheese, tortilla strips



The Green Goddess 12.99 - Chili/lime seared chicken, Romaine, Tomatoes, Avocados, Cucumbers, red onions, Green Beans, Candied pecans

Chicken Caesar Salad – 11.99 Seared diced chicken, Romaine, parmesan, tomatoes, house made croutons

### **Specialties**

**BWT Famous Chicken & Waffle** – 2 Chicken tenders (seared or hand battered), pearl sugar Belgium Waffle, hot honey butter, sriracha aioli. \$11.99

**Mac and Cheese** (we will come up with a cool recipe for this dish) – Cavatappi pasta, housemade pepperjack cheese sauce, seared chicken, tomatoes, and scallions (also available with no buffalo sauce). \$12.99

**Chicken Quesadilla** – Seared Chicken, cheddar cheese, onions, corn, tomatoes, bacon (sour cream, and salsa on the side) \$12.99

**Korean Street Tacos** – Three soft corn tacos, Diced Chicken tossed in Sweet and Spicy Gochujang Peanut sauce, Asian slaw \$11.99

### **Sweet Munchies**

House made desserts that we will create

### **Drinks**

#### **20 oz Fountain 2.99**

Pepsi

Diet Pepsi

Mountain Dew

Pink Lemonade

Mug Root Beer

Starry

Orange Crush

Starry Zero

Brick Iced Tea

20 oz bottle Pepsi

20 oz bottle Diet Pepsi

20 oz bottle Mountain Dew

20 oz bottle Diet Mountain Dew

20 oz bottle Mug Root Beer

20 oz bottle Starry

20 oz bottle Orange Crush

20 oz bottle Grape Crush

20 oz bottle Strawberry Crush

20 oz Bottled Water

We will carry Celsius drinks in Madison

Kids' Meals 7.99

*For kids 12 and under please. Kids meals come with choice of either fries or apples and a drink (either milk or Juice pouch)*

Kids' Tenders - 2 chicken tenders (choose the style and dunking sauce)

Kids' Wings - 4 wings (bone in or boneless, choose dunking sauce)

Kids' Cheeseburger

Kids' Mac and Cheese (How will we do this without the spicy issue??)

Kids' Cheese Quesadilla

INTERIOR REMODEL OF AN EXISTING RESTAURANT SPACE FOR NEW RESTAURANT TENANT. SCOPE INCLUDES KITCHEN CHANGES INCLUDING NEW EQUIPMENT, WALK-IN COOLERS, NEW HOODS, AND A NEW BAR IN THE DINING AREA. MECHANICAL, PLUMBING AND ELECTRICAL SCOPE WILL BE INCLUDED. NO CHANGES TO THE EXISTING STRUCTURAL SYSTEM.

PROPERTY ADDRESS: 250 STATE STREET  
MADISON WI 53702

JURISDICTION:	PROPOSED IN 39th CITY OF MADISON
CONSTRUCTION TYPE:	TYPE III-B
OCCUPANCY:	A-2 (ASSEMBLY GROUP A-2)
AREA:	4,409 S.Q.F.
HEIGHT:	27
EXITS:	4 PROVIDED
OCCUPANT LOAD:	2153 SF = 11 OCC.
KITCHEN (200 GROSS)	2256 SF = 151 OCC.
ASSEMBLY (19 NET)	162 OCC.
TOTAL:	1500

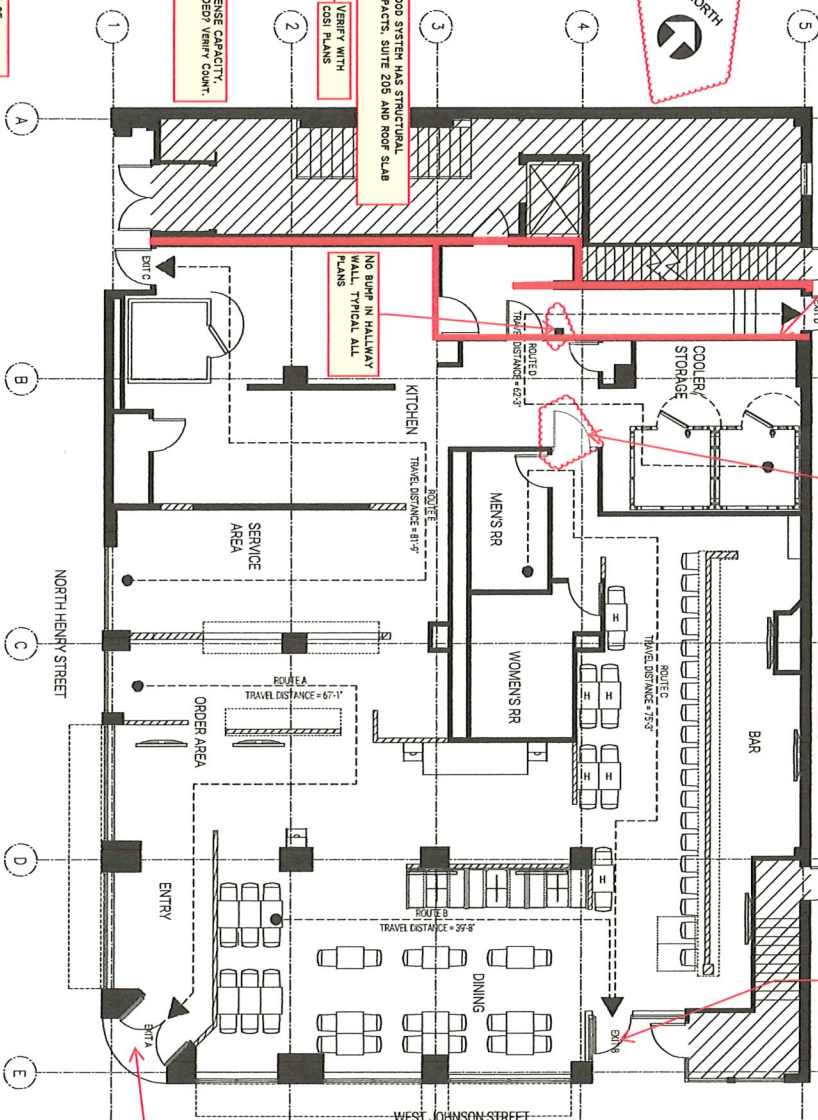
EGRESS ROUTE	TRAVEL DISTANCE	CODE COMPLIANT
ROUTE A	67'-1"	YES
ROUTE B	39'-8"	YES
ROUTE C	75'-3"	YES
ROUTE D	62'-3"	YES
ROUTE F	81'-9"	YES

188

**STAINS: TYPICAL**

**HARDWARE AND PUSH CLEARANCE ETC.**

(4) EXITS ARE EXTERIOR, OPERATOR MAY WANT TO LOCK EXIT B FROM INSIDE DURING DAY AND NIGHT



	ERGESS WIDTH	ACCESSIBLE	OCCUPANT LOAD =
DOOR			162
EXT A	66"	YES	39"
EXT B	38"	YES	176"
EXT C	37"	YES	250"
EXT D	35"	NO	

LOCAL JURISDICTION:	CITY OF MADISON
BUILDING INSPECTION	215 MARTIN LUTHER KING JR. BLVD, STE 017
	MADISON, WI 53703
BUILDING:	2015 INTERNATIONAL BUILDING CODE

SCHULMBURG, IL 60173  
 CONTACT: AARON BURCH  
 PHONE: (847) 755-4180  
 EMAIL: aaron.burch@mtc.com

**FOOD SERVICE PLANNING:**  
 ACS ARCHITECTURAL CONSTRUCTION SERVICES, INC.

G-01	TITLE SHEET
G-02	GENERAL NOTES
G-03	ADJ. DETAILS
D-100	DEMOLITION - FLOOR PLAN
D-120	DEMOLITION - REFLECTED CEILING PLAN
A-100	BAGED WINDS - FLOOR PLAN
A-120	BAGED WINDS - REFLECTED CEILING PLAN
I-100	INTERIOR FINISH PLAN
I-110	INTERIOR ELEVATIONS
I-120	INTERIOR ELEVATIONS
F-100	CASINOOR DETAILS AND WALL TYPES
F-120	EQUIPMENT PLAN SCHEDULE
F-300	SPECIAL CONDITIONS
F-320	ELECTRICAL ROUGH-IN PLAN
F-340	PLUMBING ROUGH-IN PLAN
F-350	ELEVATIONS
F-361	ELEVATIONS
E-100	ELECTRICAL GENERAL NOTES & SYMBOLS LIST
E-120	ELECTRICAL PANEL SCHEDULES
E-140	ELECTRICAL LIGHTING PLAN
E-200	ELECTRICAL POWER & DATA PLAN
E-300	ELECTRICAL SINGLE LINE DIAGRAM & DETAILS
E-400	ELECTRICAL PANEL SCHEDULES
E-500	ELECTRICAL HVAC EQUIPMENT PLAN
D-100	ELECTRICAL HVAC EQUIPMENT PLAN

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DESIGNERS AND OR  
GENERAL  
ALL CAREFULLY  
PLANS AND  
WITH THE ARCHITECT AND  
SHOULD BE SURE TO REALIZE  
IS. TYPICAL ALL PAGES.

**BUILDING OWNER/ LANDLORD  
HENRY JOHNSON FAMILY, LP  
ATTN: BRAD MULLINS  
401 N CARROLL ST  
MADISON, WI 53703**

DATE: 10/06/2023  
SCALE: 3/16" = 1' - 0"  
DRAWN BY: T. KASPER/J. ROGALLA  
CHECKED BY: J. WICK  
SHEET: G-001