

the INTERNATIONAL . Café . Restaurant . Lounge .
Business Plan for 255 N. Sherman

Purpose Statement

Our goal is to create a relaxing space that harkens to the heyday of luxury travel. With a simple mid-century décor and indoor and outdoor spaces for our customers, our focus is on providing a relaxing environment to get ready for the day, take a break, or relax when it's over. We want to provide coffee drinks, and light breakfast fare, lunch offerings, casual, high end dinner options, as well as a craft cocktail menu that has the detail and variety that consumers demand, while retaining the feel of a 1960's airline lounge.

About Us

David Rodriguez

I am the Owner of MELTED Craft Grilled Cheese Food Truck and Catering, Gaylord Catering Service, INTL Fine Dining Food Truck and Catering, and Taco Local Restaurant and Catering. I have formal training in the Culinary Arts from Madison College, and have worked in the food service industry for 20+ years, in all capacities.

Apollo Marquez

Is currently working full time as a Real Estate agent for one of the area's top real estate teams. (6 years) 25 years ago he opened a nightclub on Madison's North side, technically in the Town of Burke. After a successful run of 19 years he decided to pursue a real estate career. He has a combined 25 years in the entertainment industry in multiple capacities, beverage serving, hospitality, event coordination, production, etc.

Our Customers

Our customers are neighbors, foodies, coffee lovers, cocktail aficionados, commuters, business-professionals, and anybody who needs a relaxing spot to hang out alone or with friends, a warm cup of coffee, tea, or espresso, or an expertly crafted cocktail, appetizer or entrée. Our target customer has a few extra dollars to spend on a good time. This is not the spot to find cheap rail drinks, or \$1 PBR's. We want to satisfy customers from nearby Maple Bluff who are looking for a grown-up experience, an experience for many that reminds them of years past. We are here to satisfy the market for an adult 'cocktail party' venue, complete with world class food, cooking classes, VIP Culinary Tours and more.

Our Competitors

Our niche is unprecedented in this neighborhood; our closest competition would come from nearby Bear and Bottle, which caters to a more casual 'sports bar' crowd, and families. We will also be competing for morning cafe customers with Ancora Coffee in Maple Bluff.

Our Focus

We will focus on craft, quality, and service, as well as vintage, stunning decor. Our menu will be unique, incorporating a fusion of flavors from around the globe.

Environment

When I think of 1960's entertaining, one of the first things that comes to mind is the focus on décor and environment. People loved to be out and look sharp, and spaces were designed to accommodate. Cleanliness will be the rule, not the exception. Fixtures will be clean, functional and attractive, staff will wear professional attire.

Customer Service

My goal is to create a culture where customers feel taken care of; we will provide a level of service that has declined in the service industry over the years. Our customers will be in capable hands, with their main concern being that they enjoy themselves. This will be done with a customer focused culture, and staff training that reflects that value. This training will be drawn from my many years working the front of the house in the service industry, specifically in fine dining.

Product

Our offerings will be simple, and expertly prepared. Food will be procured locally when possible, and menus will change often. Our menus will reflect flavors from around the world, prepared and presented beautifully. We are not trying to rewrite culinary history; look for simple, elegant food offerings representing flavors from around the globe, with the primary concern being that each item tastes fresh, is served hot, and arrives in a timely fashion. Cocktails will range from new and exciting, to classic, time-tested favorites. Coffee and coffee drinks will be made professionally by trained baristas.

The International Cafe and Lounge (PM Menu)

Appetizers

Pork Bao Bao \$12

Steamed bun with pork filling, scallions, hoisin BBQ sauce

Shrimp on the Barbi \$15

Skewered, grilled shrimp, pineapple glaze, house chili sauce

Caesar Salad \$9

Chopped romaine, house Caesar dressing, shaved parmesan, grilled lemon, anchovy, char
grilled toast

Dinner

Grilled Tenderloin (6oz, Fischer Family Farms) \$25

Poached crab, roasted asparagus with citrus and toasted garlic, creamed potato, herbed buerre
monte

Korean BBQ Salmon (6oz, Alaska wild-caught) \$18

Seared, basted with korean BBQ sauce, served with stir-fried snow peas, rice pilaf

12 Hour Pork Roast (6 oz, Fox Heritage Farms) \$16

Braised cipollini, roasted fingerlings and parsnips, manchego polenta, pan gravy

Peking Duck \$55 (Family style, feeds up to 4)

Whole roasted duck, with orange glaze, served with accouterments

Summer Market Vegetable Kabobs \$14

Mediterranean marinated summer squash, zucchini, crimini mushrooms, red onion, and green
and red bell peppers, char-grilled, jasmine rice, fresh herb vinaigrette

Dessert

Upside Down Toffee Cake \$8

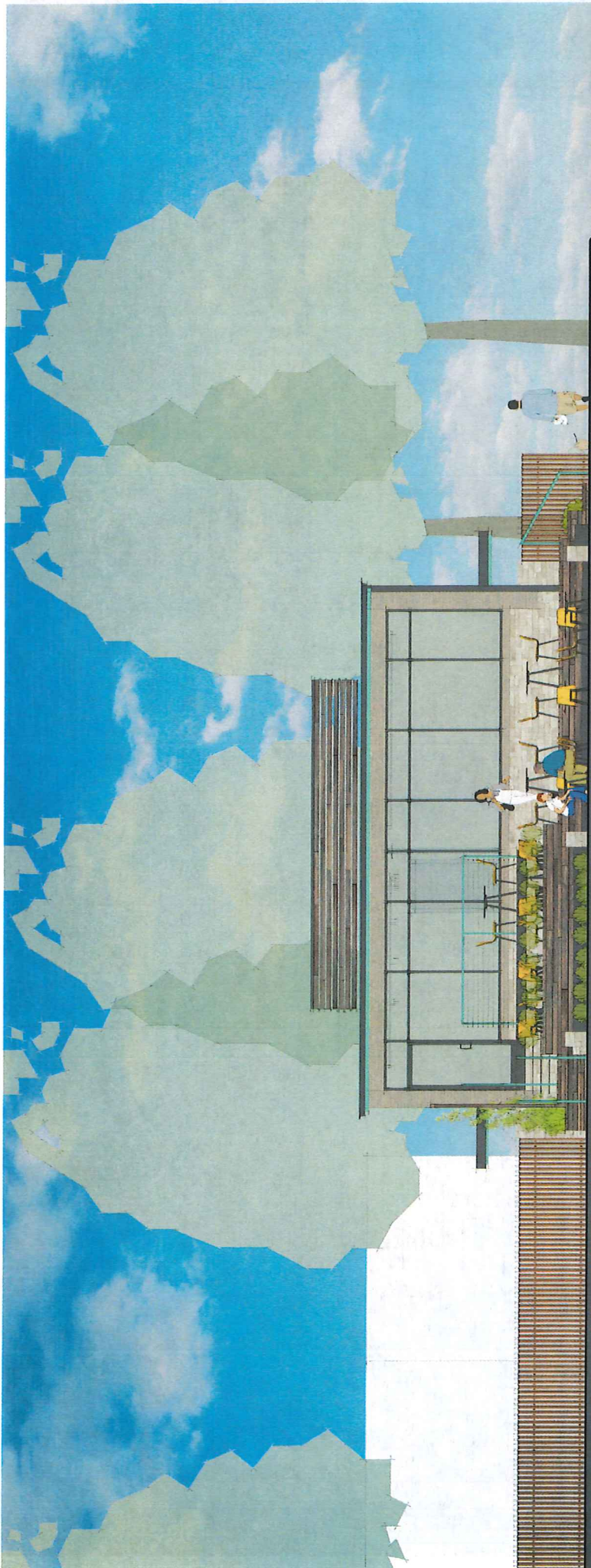
Torched rum toffee sauce, fresh tangerine ice cream, toasted pecans

Key Lime Pie \$5

Graham cracker crust, fresh whipped cream

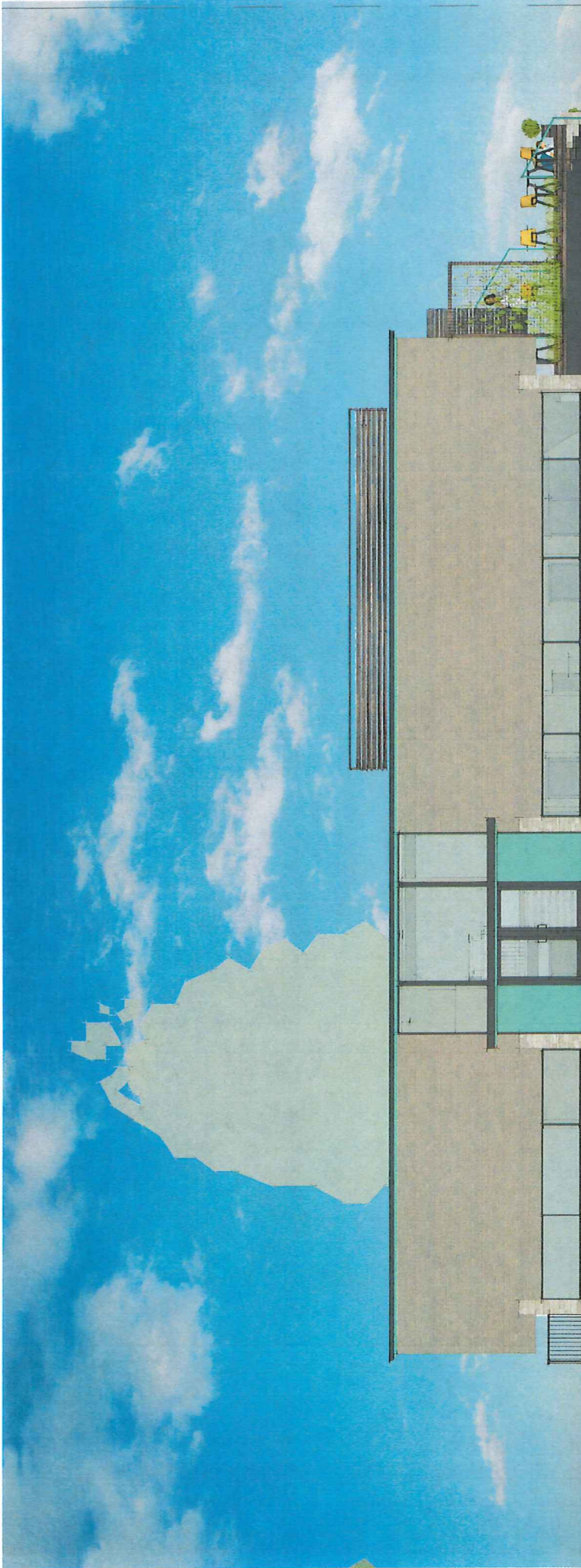


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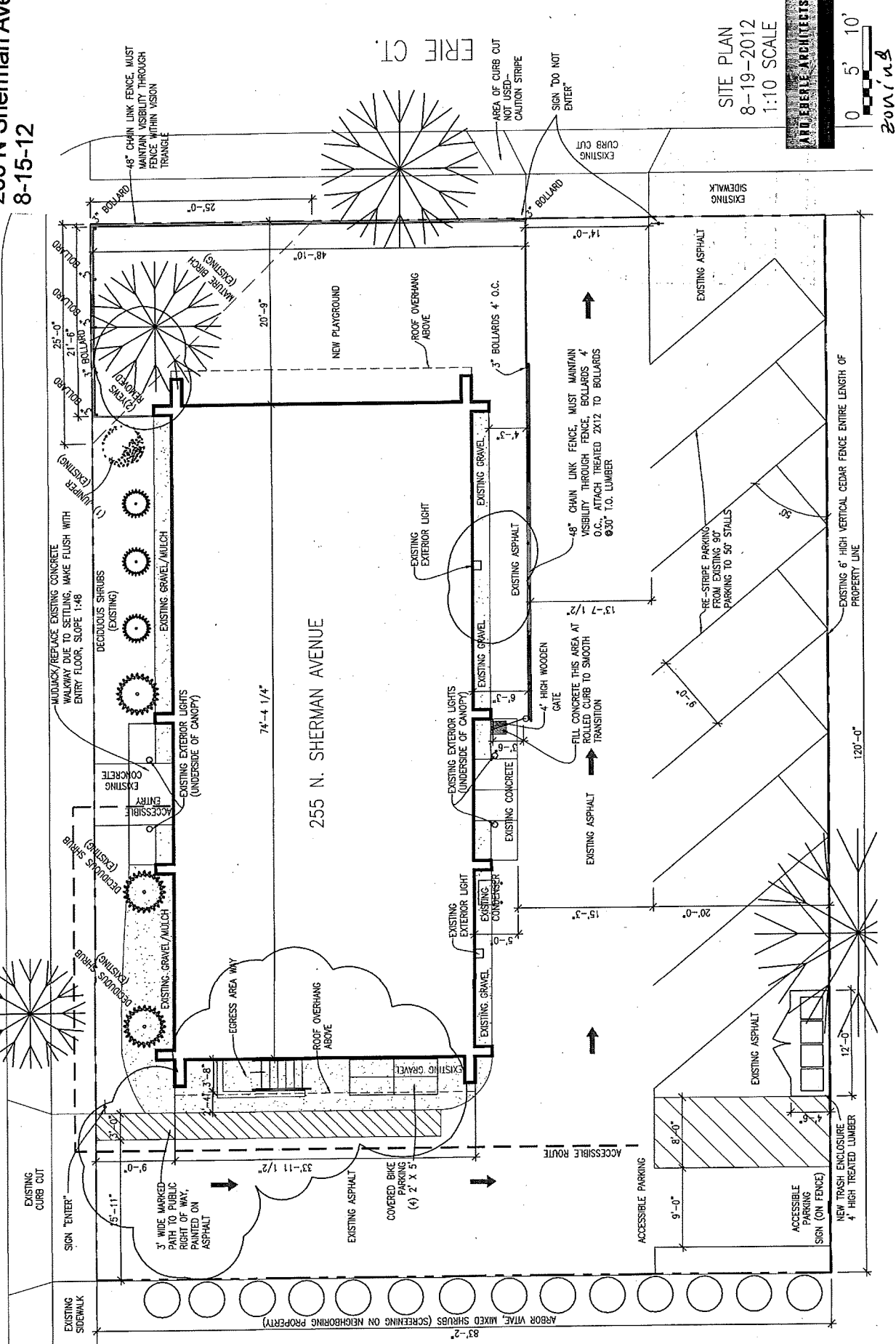
 ARO EBERLE
ARCHITECTS





SHERMAN AVENUE

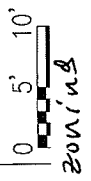
255 N Sherman Ave
8-15-12



ERIE CT.

SITE PLAN
8-19-2012
1:10 SCALE

JAR, JERBE ARCHITECTS



ARBOR VITAE, MIXED SHRUBS (SCREENING ON NEIGHBORING PROPERTY)

83'-2"

NEW TRASH ENCLOSURE
4" HIGH TREATED LUMBER

ACCESSIBLE PARKING SIGN (ON FENCE)

EXISTING ASPHALT

ACCESSIBLE PARKING

ACCESSIBLE ROUTE

EXISTING ASPHALT

COVERED BIKE PARKING (4) 2' X 5'

EGRESS AREA WY

ROOF OVERHANG ABOVE

EXISTING GRAVEL

EXISTING ASPHALT

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3' WIDE MARKED PATH TO PUBLIC RIGHT OF WAY, PAVED ON ASPHALT

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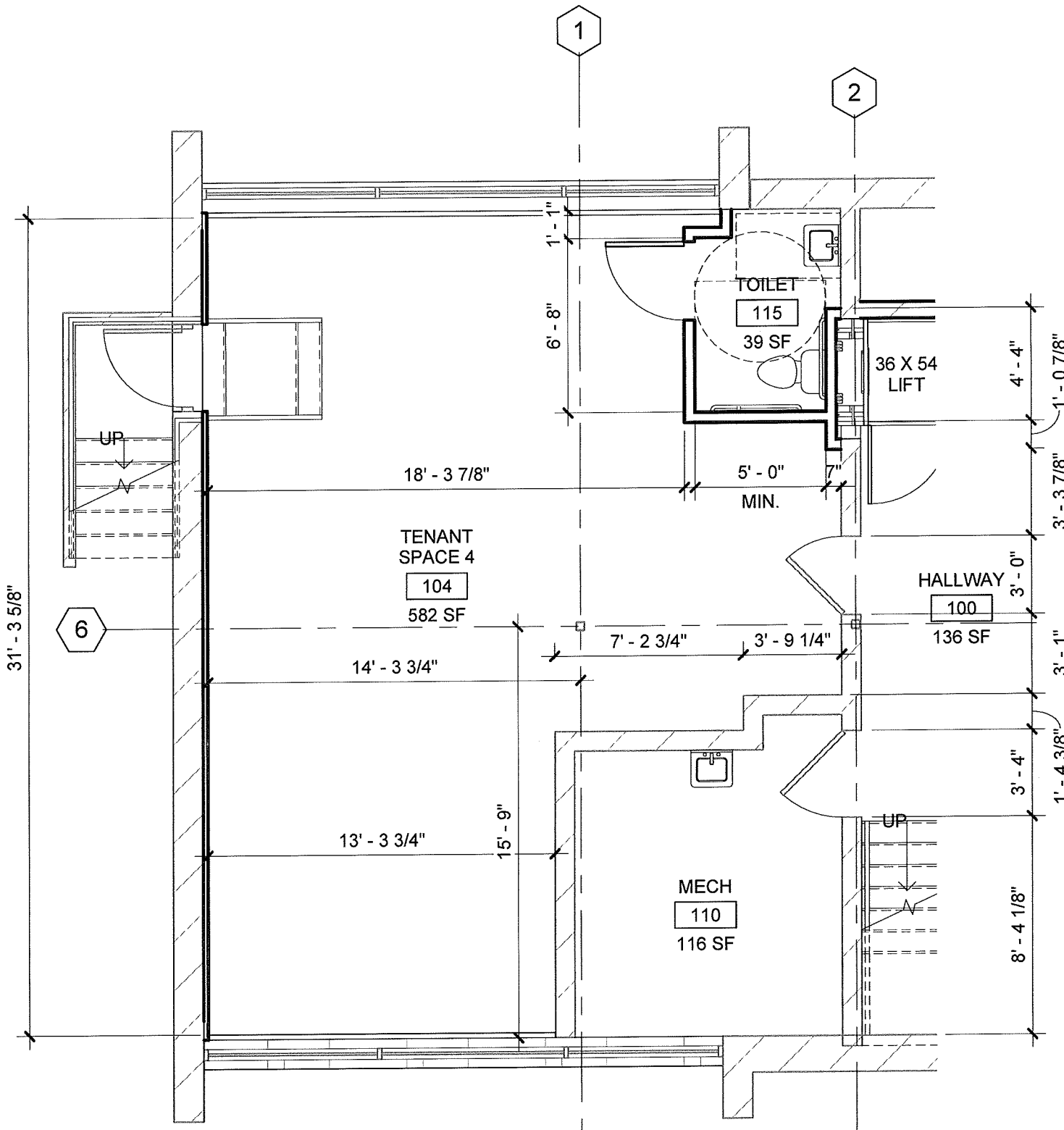
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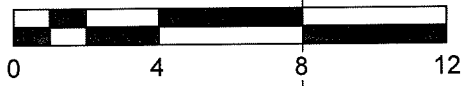
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1 LOWER LEVEL - SPACE 4
 3/16" = 1'-0"



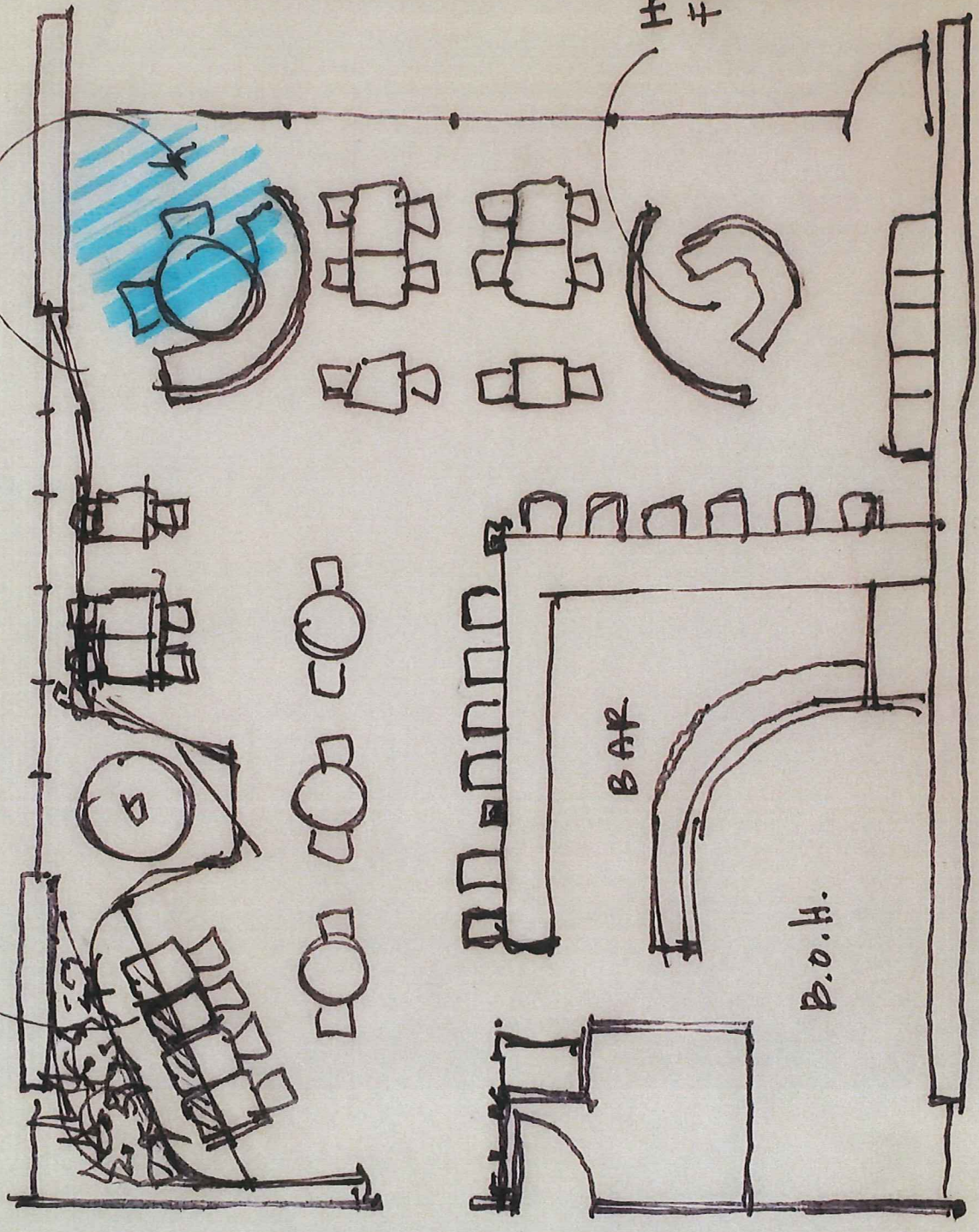
AB INDUSTRIES LLC
255 N SHERMAN AVE
 Madison, WI 53704

TENANT SPACE 4	
Date	01/19/2017
Scale	3/16" = 1'-0"

8-10 GROUPS
OR SEPARATE

POTAGE

HOST
FIXED



30 SEATS
 12 BAR
 NO LOUNGE

