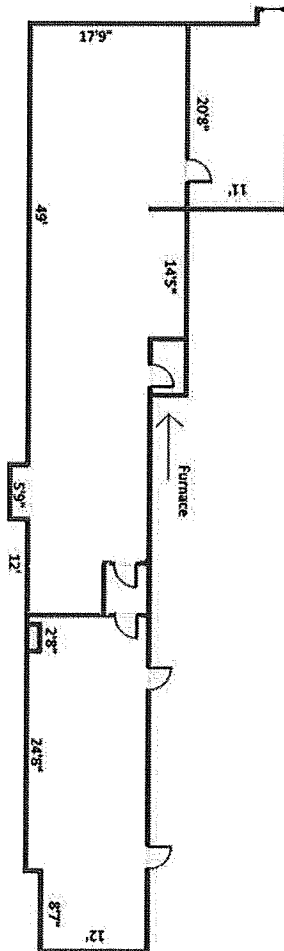
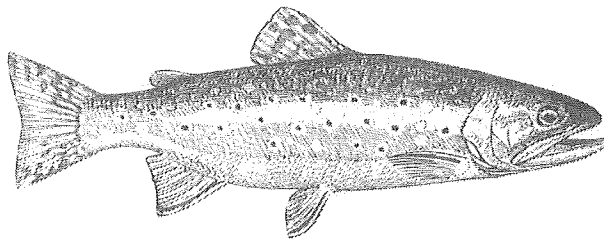


Exhibit 1

Suite #110





BERKE & BENHAM

· *RIGHTEOUS SEAFOOD* ·

Business Plan- October 2020

Executive Summary

Berke & Benham is a fresh and frozen seafood retail business in and around Madison, Wisconsin, and currently exists as a delivery-only business. This plan addresses the expansion to a brick and mortar location in Madison.

The shop will be an upscale fresh and frozen seafood retail market with the highest quality products sourced locally and around the globe. The shop will have glass front display cases, a checkout area, and space for culinary dry goods. Berke & Benham will continue to offer delivery service for customers who are not able to frequent the brick-and-mortar location.

Berke & Benham will be Madison's premier source for the most sustainable, diverse, and fresh fish from around the world. Quality, education, accessibility, and community are the core tenets of our work. The market will have an 'old-world' feel with outstanding service, knowledgeable staff, and bright and welcoming décor.

Our motto is "Righteous Seafood," exemplifying the bold and proud approach of our brand.

The shop will offer fresh fish, shellfish, dry goods, frozen items, and various complements to seafood. Demonstrations, pop-up events, and partnerships with other local businesses will round-out the offerings. Easy online ordering will be available, along with curbside pickup.

Specialty food markets are destinations in food-centric cities like Madison. Consumers are cooking more at home and seeking new, interesting, and healthy products. The shopping experience is a big factor, as consumers expect a warm, inviting location in a neighborhood with other offerings. Local examples are The Conscious Carnivore and Fromagination. Knowledgeable and friendly staff are key to earning customers. Madison is a great food town, with many restaurants and specialty stores that cater to its

residents. What it is lacking, though, is a modern, dynamic, and experiential seafood market. This is the gap Berke and Benham will fill.

The owner of Berke & Benham, Jim Berke, comes from the seafood industry. This will enable the store to offer the most diverse and freshest seafood available. He will partner with producers who share his values, as well as local suppliers offering products to complement seafood. Berke & Benham will offer a combination of "shopping local" along with access to the best seafood from around the globe.

Berke & Benham projects net profits increasing over the first three years. The increasing profitability is based on expectations that seasonal differences in sales levels in the first year will moderate as we increase and strengthen our local customer base. These forecasts are based on demographics, performance of other specialty food stores in Madison, and general trends in the specialty food store industry.

1. Mission

Berke & Benham's mission is to be Madison's premier retail source for the most diverse and fresh fish from around the world. Quality, education, accessibility, and community will be the core tenets of our work.

2. Keys to Success

The keys to success for Berke and Benham Seafood include:

- **Reputation**: We will deliver quality and service that will make our customers want to return and recommend us to friends and family. Word of mouth marketing will be a powerful marketing tool for our business.

- **Superior Customer Service:** Knowledgeable, friendly service and employees who are passionate about seafood will be of the utmost importance.
- **Location:** Provide an easily accessible location that is convenient for both walk-by and drive-by traffic.
- **Product/Environment:** Create an experiential atmosphere is welcoming and invites culinary exploration.
- **Accessibility:** Our customers will get outstanding seafood for a fair price in an unintimidating setting.

3. Company Ownership

Berke & Benham is a Limited Liability Company owned and operated by the founder, Jim Berke. It is registered as Berke and Benham Seafood LLC.

4. Initial Products and Services

Berke & Benham will offer seafood from domestic and international suppliers. Our products can vary based on seasonality, availability, and consumer demand. Our product set will include, but not be limited to: salmon, tuna, halibut, mackerel, flatfish, mahi, mahi, freshwater fish from the Great Lakes, mussels, oysters, clams, scallops, crab, and lobster. We will also offer a line of frozen items, such as shrimp, prawns, lobster tails, frog legs, dover sole, squid, crayfish, and smoked fish.

We will also offer dry goods, including spices, sauces, marinades, cookware, and cookbooks.

5. Future Products and Services

Berke & Benham will introduce offerings, including events and educational culinary programs as time, profitability, and the current pandemic, permits. Future offerings may

include curated gift baskets and chef driven dinners, and private parties. The shop will have space for a future kitchen to offer prepared products, private parties, and grab-and-go items. Berke and Benham is applying for a liquor license. This will allow for an additional revenue stream to complement the core products. We will also install an oyster shucking station for customers to consume onsite at special tasting events. Alcohol that is paired with oysters will be offered at these events.

6. Target Market

Our target markets are:

- Consumers who live and work in Madison and seek high- quality seafood at fair prices. They are: 1) home cooks; 2) educated; 3) health conscious; 4) environmentally conscious.
- People visiting and shopping in the vicinity of Berke and Benham. Seafood markets have a 'wow' factor that draws in new customers organically.

7. Marketing Strategy

Our marketing strategy consists of digital advertising, promotional advertisements in local newspapers, at local businesses, and promotional items given to local customers.

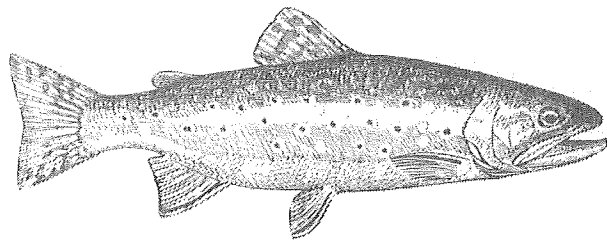
8. Sales Strategy

Berke & Benham Seafood's most important sales strategy will be the delightful experience customers have in selecting, preparing, and enjoying our seafood. The shop will have a staff who is approachable, knowledgeable, and friendly, with the highest quality products, and a comfortable atmosphere that makes their experience one worth repeating.

9. Management Summary

Berke & Benham is a family-run business with one owner. Jim Berke, owner, will be manager of the shop. Two additional staff members will be hired and trained prior to opening. Staff will be added as demand and revenue allow.

Owner/Manager, Jim Berke, has developed a rich network of incredible, sustainable, seafood producers during his career as a fishmonger and wholesaler to top restaurants, discerning chefs, and Pescadores worldwide. He continues to bring his passion and expertise to the Madison community through a brick-and-mortar location and continued delivery service. His responsibilities will include, but not be limited to, managing the shop, making hiring decisions, managing inventory, merchandising, managing marketing and promotions, keeping the books, paying taxes and payroll, and managing the website.



BERKE & BENHAM

• *RIGHTEOUS SEAFOOD* •

Initial Menu

Executive Summary

1. Beer
2. Wine
3. Cider
4. Shucked oysters
5. Shucked clams
6. Cooked shrimp + condiments