

1

FLOOR PLAN

1/8" = 1'-0"

SQUARE WINE - FLOOR PLAN

SQUARE WINE, TENANT IMPROVEMENT  
 1 EAST MAIN STREET, SUITE 100, MADISON, WI 53701

SCALE: 1/8"=1'-0"  
 NOVEMBER 11, 2020



MADISON WI. EST. 2012

# S Q U A R E W I N E C O .

## White

2017 Domaine de La Pépière, Clisson, Muscadet Sèvre et Maine	\$12
2019 Nanclares Y Prieto, "Dandelion", Albariño, Rias Baixas	\$10

## Orange

2018 Keltis, "Zan", Slovenia	\$13
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## Red

2019 Christina, St. Laurent, Austria	\$9.5
2017 Stringer Cellars, "Metal Bender", California	\$12

*\*Flight of any 4 wines \$15*

*\*All wine in the shoppe available by the bottle*

*\*\$10 corkage fee to consume bottles in the shoppe*

*\*No corkage fee on half bottles or bottles \$35 and above*

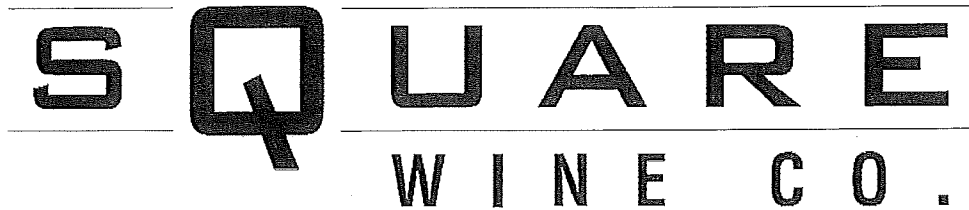
## Beer Me (Cans/Bottles)

Earth Rider, "Superior" Pale Ale (12oz)	\$3.5
Earth Rider, "North Tower" Stout (12oz)	\$3.5
Delta Beer Lab, Sichuan Helles (16oz)	\$6

## N/A Options

San Pellegrino Sparkling Water (1L)	\$5
Greenbar Distillery Lavender Soda & Bitters (12oz)	\$4
Greenbar Distillery Orange Soda & Bitters (12oz)	\$4

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### Executive Summary

#### Business Description and Vision

- Mission Statement

Square Wine Co. will be a small, specialty retail wine shop located in downtown Madison, Wisconsin. It is the mission of Square Wine Co. to become the city's premier wine shop through a focus on small production wineries, educational experiences, and customer service. This is a wine shop rooted in the farm to fork movement, with emphasis on wines that reflect a place.

- Company Vision

Square Wine Co. is rooted in organic growth, with no plans to open other locations. It is the company's focus to grow slowly in sales while still executing the established mission and goals of providing passion, excellent customer service, and educational opportunities. This company looks to turn a profit, while providing a sustainable life for the operating partner.

- History of the Business

This idea reflects the partner's past experiences and her vision of what the Madison wine scene could become. Andrea Hillsey has a passion for wine and wants to share it, this coupled with the fact that the Madison market has a void of any hands on retail wine shops, makes Square Wine Co. a need this city has. This is a business model based loosely on a wine shop in Coral Gables, Florida that Andrea Hillsey worked very closely with.

- Key Company Principals

- Personal service
- Market trends
- Social media
- Education/tasting opportunities
- Small production wines, beers
- Transparency

#### Definition of the Market

- Industry and Outlook

- The United States surpassed France in 2010 as the largest wine-consuming nation. (<http://www.wineinstitute.org>)
- 17 consecutive years of growth in wine consumption in the United States.