





SIDE 24 | SIDE 1



FIRST FLOOR PLAN

Waiting Matilda's
Scale: --

March 19, 2026

Tuesday-Sunday 8am-3pm
Wednesday-Saturday 5pm-10pm

3-5 pastries/cookies
Classic Croissant
Pain au chocolat
Chocolate, orange & pistacho buns

Crepes & Quiche

Daily Quiche
Two flavors daily (rotates seasonally)

Savory Crepe
Egg, gruyère, greens

Sweet Crepe
Sugar, citrus, seasonal jam or chocolate

Matilda's Salad

The Whim (small) or the Feast (large)

Greens, seasonal vegetables, crunch, house vinaigrette

Add-Ons
Jammy egg
Slice of daily quiche
Tinned fish

Tartines & Handhelds

Smoked Salmon Tartine
Vegetarian Tartine
Croque Monsieur
*add an egg
Lemon tuna & caper salad, House Pita
Chicken, apple, walnut salad, Toasted Sunflower
Oatmeal

Wine Bar Snacks & Plates (this would be a separate menu)

(Afternoon into evening)
Olives
Sweet & Spicy Nuts
Crackers & Warm Pistachio Goat Cheese (seasonal dips)
Tinned Fish Plate
Tortilla de Patatas
House Lamb Sausage

Boards & Bread

Plateau Apéro — Blanc or Rouge
Bread & Cheese

Brie en Croûte (pâté-style, baked ahead & sliced)

Tarte Flambée — Vegetarian or Meat

Croque Monsieur
*add an egg

Desserts

House Ice Cream
Warm Cookies
Warm Brownie
Fruit Compote
Matilda's Cracker Jacks
Beignets (evenings only)

Waltzing Matilda's

1923 Monroe Street

Business Plan

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Executive Summary

Waltzing Matilda's is a breakfast and lunch cafe on Monroe Street in Madison, WI that will eventually transition to a wine bar in the evening. It has been created to serve market-driven, seasonal food and conviviality to our neighborhood. Our menu, space and offerings change as we go, evolving with the seasons and the needs of our neighborhood. Financial projections indicate strong revenue potential and profitability within the first 12 months of operation.

Waltzing Matilda's Purpose & Mission

Food has the power to lift the spirit, build bridges between cultures, and enhance a community.

Serve seasonal meals and an experience that satiates all of the senses. Source ingredients with integrity. Give service that makes you smile and feel cherished. Create fond memories for our guests and ourselves. Show love and care in all of our actions. Enrich as many lives as we possibly can.

Waltzing Matilda's Vision

It is a natural extension of our Bloom brand to add breakfast and lunch back to our portfolio. We had great success in our 1851 Monroe Street space with our cafe, only closing due to the Pandemic, and then choosing to expand our bakery operations in that space. We now have the opportunity to move and once again expand our pastry operations in half of 1923 Monroe Street and add back a beautiful, vibrant cafe serving breakfast and lunch to our community. Our team is motivated and excited to bring back a lovely sit down experience. We will be adding jobs as well as promoting within this venture. This strategy of staffing will provide continuity and legacy of experience versus having an entirely new team operating in this space.

The space will operate Tuesday through Sunday, 8am-2pm. We will have a full breakfast and lunch menu, using seasonal ingredients, supporting local farmers as well as introducing a bit of International influence which aligns with our bakery as well as Lallande, our French restaurant. In the evening it will be open Wednesday through Saturday 3pm-11pm

Products and Services

Our intent is to create a warm, inviting, organized, beautiful space for locals and tourists to enjoy a great meal without feeling rushed. This is not a turn-and-burn type of joint. This is not where you meet for a cup of coffee, that's the coffee house. This is where you meet to enjoy a delicious meal, and yes a cup of coffee, but perhaps a spirit or glass of wine as well. This is a longer breakfast or lunch experience. It is not where you spread out your work or pop out your computer, but indeed business discussions/transactions can and will happen. Mark and Annemarie want to

continue to bring a few of their International vacation experiences to Madison – where one would take in a great meal and pass the time in a beautiful environment.

We feel these two types of food/drink experiences are missing on Monroe Street. Sure, there are lunch and dinner places, but nothing truly speaks to this warm, attentive, and intimate type of experience.

In review, Waltzing Matilda's will offer:

- Breakfast and Lunch, Tuesday through Sunday 7am-2pm
- Speciality pastries to complete your meal
- Wine Bar & Small Plates Wednesday-Saturday 3pm-11pm
- The space available to rent in the evening for events
- Some staple items with changing specials

Market Analysis

Our target market for Waltzing Matilda's, a breakfast and lunch cafe in Madison, WI, will include busy professionals, students, tourists, and families seeking a relaxed breakfast/lunch experience, as well as locals looking for a casual and welcoming atmosphere.

Elaboration:

- Busy Professionals
Our cafe is located near workplaces and close to the downtown area. This will attract professionals seeking a great space for a delicious breakfast or lunch. With this market in consideration we plan to also offer grab-and-go options, take away, efficient service, and a comfortable space for a quick meal or meeting.
- Students
The University of Wisconsin is a significant source of potential customers. Our cafe will cater to students and professors by offering a hip environment and a locally sourced and supported menu.
- Tourists
Monroe street attractions and proximity to the state capitol draws tourists who are looking for a local and delicious breakfast or lunch experience. Our cafe will focus on highlighting locally sourced ingredients and a seasonal menu.
- Families
Our cafe will have a family-friendly atmosphere, with kid-friendly options on the menu as well as table top activities for the whole family (puzzles, coloring) It will attract families looking for a convenient and affordable meal out.

- Locals

Our cafe will also target locals who are looking for a casual and welcoming atmosphere to enjoy a meal solo at the bar or with friends and family. This will involve creating a comfortable and inviting space, offering a variety of menu options, and building a strong local community connection.

SWOT Analysis

Strengths

- Location: The location of our cafe is in a prime location with high foot traffic, it's a significant advantage.
- Menu: We have a history of hitting the mark with our menus at our bakery and French restaurant. A well-curated and diverse breakfast and lunch menu catering to various tastes will be a strength.
- Customer Service: Exceptional service, including friendly staff and quick turnaround times, will be a key differentiator.
- Ambiance: A pleasant and inviting atmosphere, cozy and sunny, will attract and retain customers.
- Brand Reputation: Again, we have a strong brand. Positive online reviews, a strong social media presence, and a reputation for quality will continue to build trust and loyalty.

Potential Weaknesses

- High Rental Costs: If the cafe is located in a high-demand area, high rental costs could impact profitability. Purchasing this building insulates us from rental costs.
- Limited Menu: A lack of variety or options might turn away customers with specific preferences or dietary restrictions. We are a leader in innovative menus and respecting and working allergen needs.
- Poor Customer Service: Neglecting customer needs, slow service, or unfriendly staff can damage reputation. Bloom has built a reputation of kind, caring and attentive customer service.
- Outdated Facilities: If the cafe's interiors or equipment are outdated, it might appear unappealing to potential customers. We are constantly examining and maintaining our spaces to ensure safety, appeal and elegance.
- High Employee Turnover: Difficulty retaining staff can lead to inconsistent service and training challenges. Our company prioritizes our employees first. We believe if we take good care of our people, they will take amazing care of our guests. We have a high retention with staffing because of this priority.

Opportunities

- Expanding into New Markets: The cafe will have a strong brand and is attached to our already strong brand, this will allow us to penetrate the breakfast and lunch market in Madison
- Offering Takeout and Delivery: Adapting to changing consumer preferences with takeout and delivery options will expand our customer base.
- Utilizing Technology: Implementing online ordering systems, loyalty programs, and digital marketing strategies will boost efficiency and reach.
- Collaborating with Local Businesses: Partnerships with Destination Madison, local hotels, offices, or event venues will increase foot traffic and generate new revenue streams.
- A unique but approachable menu: We have experience with seasonal, healthy, delicious, allergen friendly menus. We will also bring some international flair to differentiate ourselves from the other breakfast/lunch offerings in town.

Threats

- Competition: We are aware of the other breakfast establishments, this makes us prioritize increasing the need for differentiation and marketing.
- Shifting Consumer Preferences: There are trends towards healthier eating, vegan options, or fast-casual dining could impact the cafe's customer base. We are already head on special diets from our other locations, being mindful of then fast casual opportunities while still staying true to our slow food approach will be taken into consideration
- Economic Challenges: Increased costs of food ingredients or labor, or a downturn in the local economy, can negatively impact sales.
- Poor Online Reviews: Negative reviews can damage the cafe's reputation and deter potential customers.
- Regulatory Changes: New regulations regarding food safety, labor laws, or zoning could increase operating costs.

Marketing and Sales Strategy

A successful marketing and sales strategy for our breakfast/lunch cafe involves a multifaceted approach, including leveraging social media, email marketing, and local partnerships. We are very familiar with building a strong brand, focusing on customer experience, and implementing loyalty programs can also boost sales.

Here's a breakdown of key strategies for our new concept:

1. Digital Marketing:

- Social Media: Use platforms like Instagram, Facebook, and TikTok to showcase our cafe's unique offerings, educate customers, and engage with our audience.

- Email Marketing: Build an email list to send newsletters, promotions, and birthday discounts.
- Search Engine Optimization (SEO): Optimize our website and Google Business Profile to improve search engine visibility and attract local customers.
- Online Advertising: Using targeted Facebook ads as needed to reach potential customers in our area.
- Take advantage of our current social media and newsletter lists with a very engaged population to drive traffic to Mirabelle

2. Local Marketing & Partnerships:

- Local Partnerships: Collaborate with businesses in our community to promote our cafe and reach a wider audience.
- Local SEO: Ensure our Google Business Profile is accurate and up-to-date, as almost half of Google queries are for local information.
- Influencer Marketing: Partner with local food bloggers or influencers to amplify our reach and attract new customers.

3. Building Brand and Customer Experience:

- Brand Positioning: Clearly define our brand's unique selling proposition and target audience.
- Customer Service: Ensure excellent customer service and encourage positive reviews.
- Loyalty Programs: Implement a loyalty program to reward repeat customers and encourage returning visits.
- Menu Variety: Offer a diverse menu to cater to different tastes and preferences, potentially including breakfast/lunch combos.
- Website: Enhance our website to be SEO-optimized and clearly communicate our USP.

Management and Licensing

Our company is woman owned and largely women run. Annemarie Maitri has a degree in Psychology and Masters in Gerontology. She has a lengthy and successful background in corporate sales and marketing. She is a trained pastry chef and bread baker and has successfully run Bloom Bake shop for the last 16 years, opening during a recession, surviving Monroe Street being torn up for an entire year and of course, surviving a pandemic, coming out stronger as a company through each experience.

Words and phrases to describe Mirabelle:

- Elegant but light-hearted
- Feminine strength
- Sunny
- Fresh
- Polished
- Curated

Legal Structure:

Waltzing Matilda's by Bloom will be an LLC. The company will become licensed and insured to sell in Madison.