

444 South Park Street
Madison, WI 53715
www.walters.com



Open Daily 11 am -12 am
Saturday and Sunday
Brunch 9 am - 2 pm

START & SHARE

CHEESE CURDS | lightly fried, spicy ranch 9

DEVILED EGGS | sriracha, house pickles 8

PORK BELLY SLIDERS | caramelized onion, garlic aioli,
red onion jam 14

CHICKEN WINGS | choose spicy buffalo or bbq.
Served with celery sticks and ranch or blue cheese 12

CAULIFLOWER 'WINGS' | fried cauliflower, buffalo
seasoning, ranch dressing 8

MEATBALLS | tender meatballs, marinara, ricotta 9

CHEESE AND SAUSAGE BOARD | salamis, summer
sausage, olives, cornichons, peppers, wisconsin
cheeses, housemade crostini 16

NACHOS | tortilla chips, melted jack cheese, tomatoes,
jalapenos, scallions, fresh salsa, sour cream 10
add chicken or pulled pork 4

BEER CHEESE DIP | bavarian pretzel, *DUDE lager*
beer cheese dip, mustard 12

DUDE-TINE | house fries, melted cheese curds,
peppercorn gravy, fresh scallions 9

SOUP & SALAD

SOUP OF THE DAY | cup 5 bowl 7

COWBOY CHILI | sour cream, cheddar cheese,
pickled red onion | cup 5 bowl 7

COBB SALAD | lettuce, avocado, tomato, pickled
onion, hard boiled egg, cucumber, bacon bits,
blue cheese, scallion, house buttermilk-dill 12

HOUSE SALAD | lettuce, tomato, cucumber, pickled
onion, house vinaigrette 6

CAESAR SALAD | crisp romaine shaved parmesan,
croutons, caesar dressing 11

QUINOA & KALE SALAD | butternut squash,
cucumber, avocado, grape tomato, baby kale,
honey crisp apple, lemon garlic dressing 12

HOUSE FAVORITES

PORK BELLY MAC & CHEESE | smoked pork belly, gruyere, sharp cheddar, parmesan, cavatappi, fresh parsley 14

BRAISED SHORT RIB | heirloom carrots, cipollini onion 18

CHICKEN POT PIE | braised chicken, apple cider jus, potato, carrot, puff pastry 15

CLASSIC FISH FRY | *DUDE lager* beer battered cod, house fries, coleslaw, tartar sauce, fresh lemon, rye bread 16

PENNE A LA VODKA | housemade vodka cream sauce 12 add chicken 4

MEATLOAF | sweet corn, mashed potatoes, caramelized onion and mushroom gravy 14

GRILLED HANGER STEAK | roasted shallot, chimichurri sauce, house fries or tots 18

SANDWICHES

BOWLEVAR D BURGER | knoe's beef, cheddar
cheese, shredded lettuce, tomato, pickle, sautéed
onion, house american sauce, hard roll 14

FILET-O-FISH | fried cod, american cheese, tarter 12

BRATWURST BURGER | double brat patty, mustard
aioli, swiss cheese, grilled onion and kraut mix 13

SALMON BLT | smoked salmon, crispy bacon, avocado,
spinach, tomato, chipotle lime aioli 12

TUNA MELT | toasted artichokes, aged parmesan,
baby spinach, multi grain bread 9

GRILLED CHEESE | three cheese blend, fresh tomato,
thick cut sourdough 9 add bacon 2

PULLED PORK | slow cooked, aged wisconsin white
cheddar, crispy shallots *DUDE ale* barbecue sauce 11

ITALIAN SAUSAGE | mozzarella cheese, sautéed
onions, and peppers, balsamic glaze 12

| all sandwiches served with choice of fries or house tots, sub side salad 2 |

SIDES

HOUSE FRIES 5

MAC AND CHEESE 7

MASHED POTATOES 5

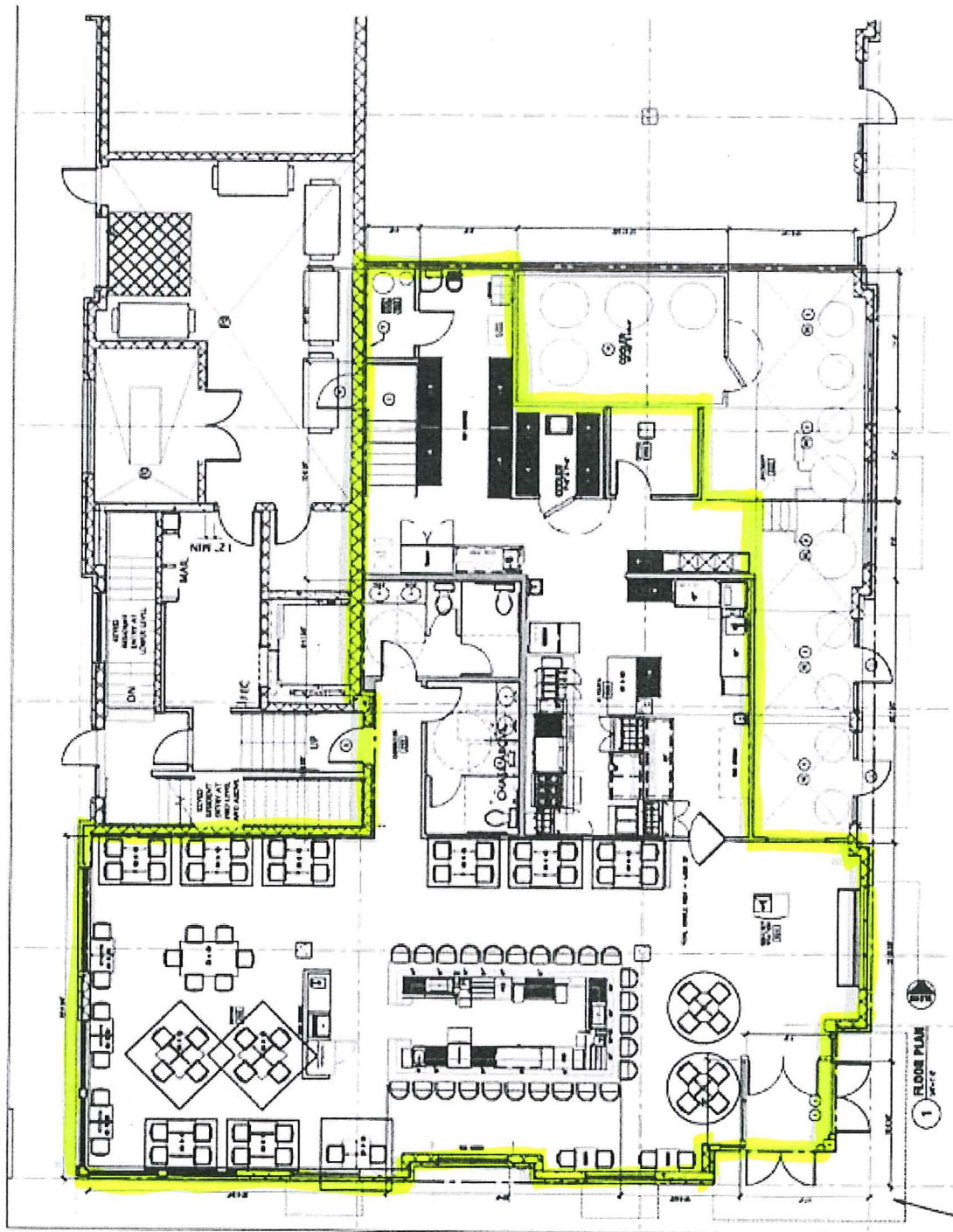
OLD BAY TOTS 6

DESSERT

DRUNKN' DONUTS | vanilla and bourbon,
chocolate and kahlua 6

LINGONBERRY BREAD PUDDING | fresh whipped
cream 6

WHITE RUSSIAN CAKE | creamy vanilla, coffee
infused chocolate, fresh whipped cream 6



CONFIDENTIAL

Walters

THE BEER REALLY TIES THE NEIGHBORHOOD TOGETHER

Business plan

Prepared June 2021

Contact Information

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444 S Park St

Madison, WI 53715, United States

Execution

Marketing & Sales

Walters will target the local neighborhood with direct mailers and promotions. We really want to make the residents feel like this is their local hangout spot for a beer after work to brunch with the family on the weekend. Our lunch and happy hour crowd will be focused towards the employees of the two medical centers each less than a quarter of a mile away. We will have special promotions for anyone related to the medical centers and make sure there is always somewhere comfortable for them to relax and enjoy their coworkers.

To gain a large following outside of the local residents and workers we will use social media and advertising on local media outlets. Our partnership with One Barrel Brewing will also help get the word out because of their strong brand recognition.

Operations

Partners & Resources

Walter's menu and kitchen operations will be orchestrated by well known Madison restaurateurs, Melanie and Don Gautreau (previous owners of Brocach in Madison). The menu will feature American fare with an upscale twist. The Gautreau's owned and operated three Irish pubs in the Madison area for several years and Melanie is currently the director of food and beverage at the Edgewater Hotel.

One Barrel Brewing Company (OBBC) will occupy the brewery space of the restaurant on a separate lease. In 2019 OBBC was the 13th largest brewer in Wisconsin and has developed expertise and a large following since opening in 2012. Walter's will serve eight One Barrel drafts brewed on site, including two exclusive brews.

Locations & Facilities

Walters will be a 3,346 restaurant with a current capacity of around 140 people. It has a large bar in the center to allow for ample seating and service. There will be a high tops in the bar area and a dinning area with tables, a large banquette and 4 booths. There are multiple locked cabinets for liquor bottle storage including a locked office. There is an outdoor patio that will be used for 6 tables on the south side of the

building. This space is on the first floor of an apartment building and attached to a brewery that will be occupied by One Barrel Brewing.

Company

Overview

Walters is owned via 444 Park Street Walters LLC. This is a multi member LLC between real estate developer Joe McCormick, Savannah McCormick and Colin Smith. This team also owns 7 Iron Social on State Street.

Team

Joe McCormick - Construction Development, Financing, General Overview

Katie Savannah McCormick - Accounting, Marketing, General Overview

Colin Smith - Business operations, business development, General Overview

Melanie Gautreau - Restaurant Operations, business consulting

Don Gautreau - Restaurant Operations, business consulting