

**CRESCENDO**  
*Espresso Bar*



**CRESCENDO ESPRESSO BAR**

719 Hilldale Way - Madison, Wisconsin

Established 2018

[crescendomadison.com](http://crescendomadison.com) [info@crescendomadison.com](mailto:info@crescendomadison.com) [@crescendomdsn](https://www.instagram.com/crescendomdsn)

**Phillianni LLC dba Crescendo Espresso Bar** at 719 Hilldale Way in Madison, Wisconsin is a full



service specialty coffee shop located in the heart of Madison's exclusive Hilldale Shopping Center. Owner's Cait and Paul Sirianni (75% ownership) and Eric and Emily Phillippi (25% ownership) are excited to be bringing a community oriented, quality based, integrity founded coffee shop to this already thriving area. Modeled after Crescendo LLC dba Crescendo Espresso Bar + Music Cafe (located at 1859 Monroe Street, Madison, Wisconsin) established in 2013 by Cait and Paul Sirianni, Crescendo Espresso Bar strives to provide the same level of food, drink and atmosphere: with an upgraded aesthetic that reflects the heart of humble beginnings and the fruits of a successful business. The food and drink menu will be consistent at both locations, and the staff

will also float between locations in order to maintain the same environment and warmth.

Phillianni LLC was founded in 2018 by Cait and Paul Sirianni and Eric and Emily Phillippi. Friends for years, the couples decided to make the dream of adding a second location come to life by pooling resources and experience. Eric and Emily Phillippi are providing start up costs in the amount \$125,000. The landlord, WS Development has provided a full tenant allowance for a beautiful design and build out being executed by Iconica of Madison, WI.

Phillianni LLC will be reimbursing the start up costs to Eric and Emily Phillippi, with 25% of net profit. It is projected that Crescendo Espresso Bar will gross \$500k in it's first year of operation, with that total to increase by 20% each year.

## FEATURES OF THE LOCATION

-Hilldale Shopping Center is a **premiere shopping destination** for the greater Madison area. Featuring the exclusive Madison locations for many premiere national and international brands such as Apple, Anthropologie, Lululemon and Kate Spade New York.

-With 50+ occupied spaces within the shopping center, the **built in regular traffic** from employees of these establishments alone will be a major part of Crescendo Espresso Bar's business.

-The coffee offerings that currently exist at the shopping center **leave a lot to be desired from a quality and variety stand point.** Specialty coffee's popularity continues to increase and standards for excellence and a need for a high quality product has yet to be met at the Shopping Center. We plan to meet and exceed demand and expectations.

-**Ample parking** exists on premise making it easy for our customers to get to us. We will also be open before the shopping center's retail hours begin, making for a quick and painless stop and go for our morning commuters.

-Our location sits in the **center of a pedestrian pass through** with outdoor seating provided by the shopping center. It is a large and breezy area without the pressure of car traffic that makes for a more leisurely and laid back environment. It is also the main thorough fare to the shops located on the main street from the largest outdoor parking area.

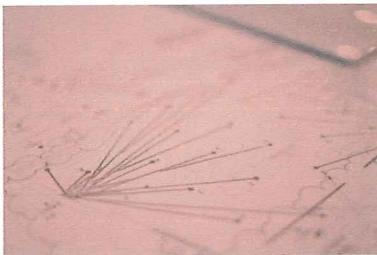
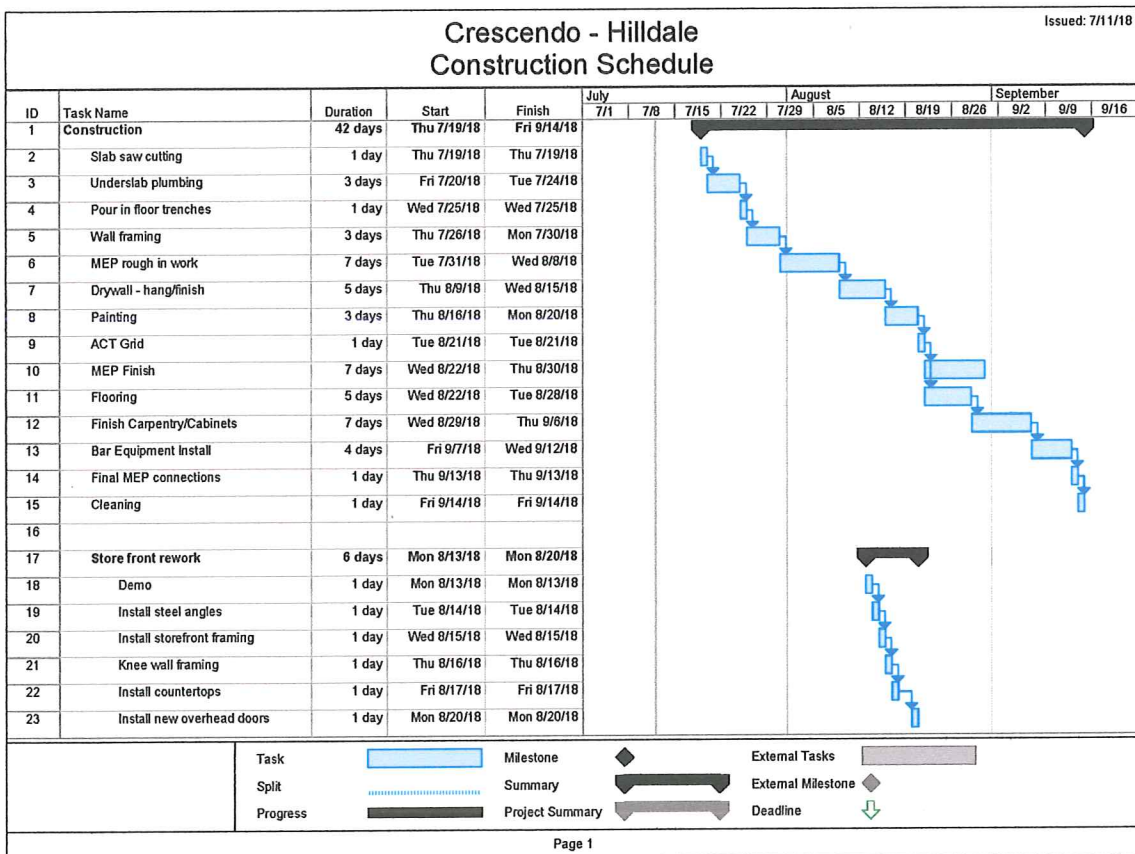


Pictures of the Menu at Crescendo Espresso Bar + Music Cafe on Monroe Street. This menu will match the menu at Crescendo Espresso Bar at Hilldale.

**TIMELINE**

Since Phillianni LLC signed the lease with WS Development for the space at 719 Hilldale Way they have been working closely with Iconica, a design build firm located in Madison, Wisconsin to ensure a thorough, timely and beautiful buildout.

We received the space on July 3, 2018 and promptly started demolition. We have continued to stay on the schedule outlined below and are looking forward to having a grand opening celebration on October 1, 2018.



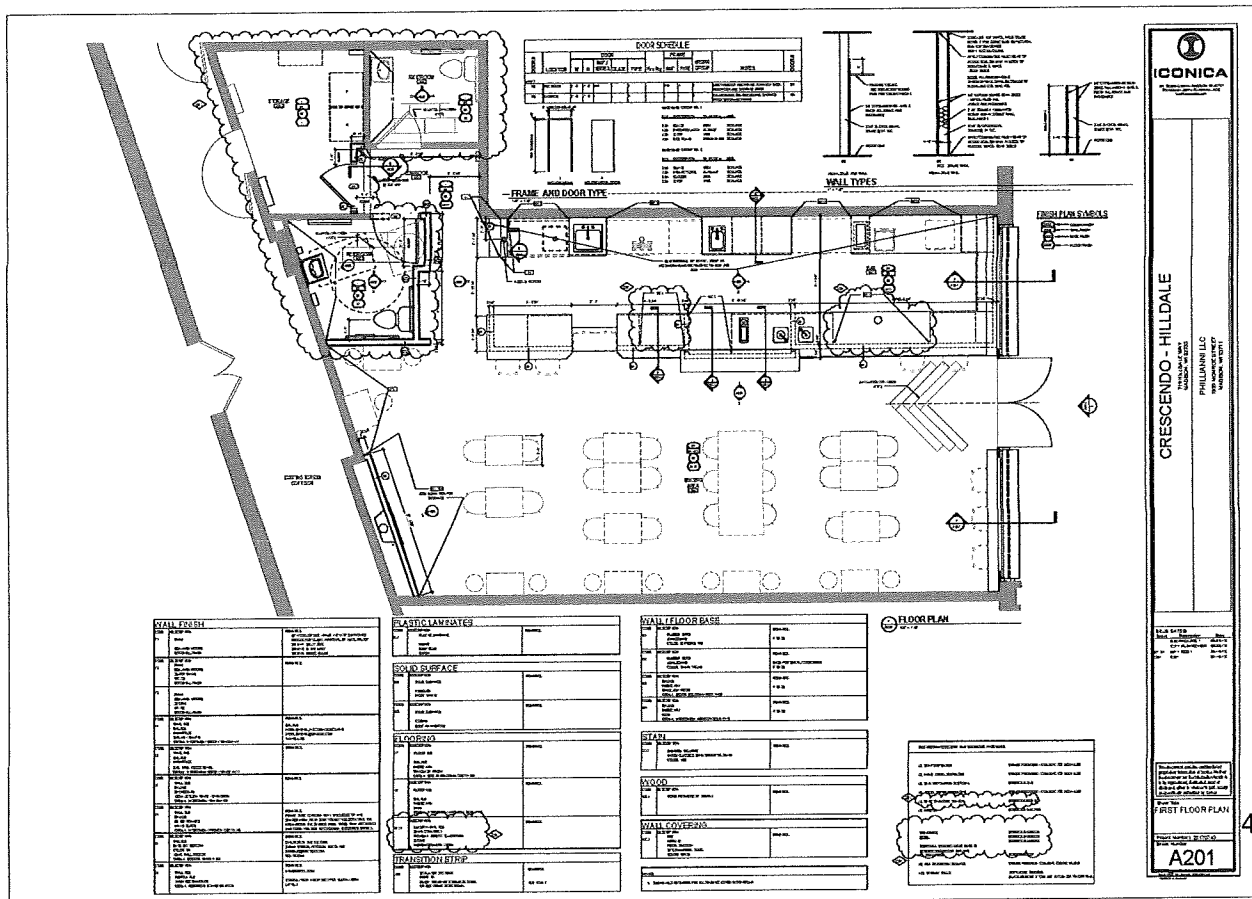
## FEATURES OF THE SPACE

-Crescendo Espresso Bar has been **carefully and meticulously designed** by experts in the field to ensure a beautiful and tranquil environment that brings in cutting edge design elements along with personal touches that are sure to make people feel at home.

-A **fireplace** will offer a warm and relaxing retreat on cold autumn and winter days. A great place to take a break or meet with a friend.

-**Operable doors** will offer a breezy and modern touch to the lively space on warm spring and summer days. When people walk by they will hear the sounds of a bustling cafe, and smell the delicious aromas of fresh bakery and coffee. Don't have time to come in? Stop by the walk up window and order your drink to go without ever stepping inside.

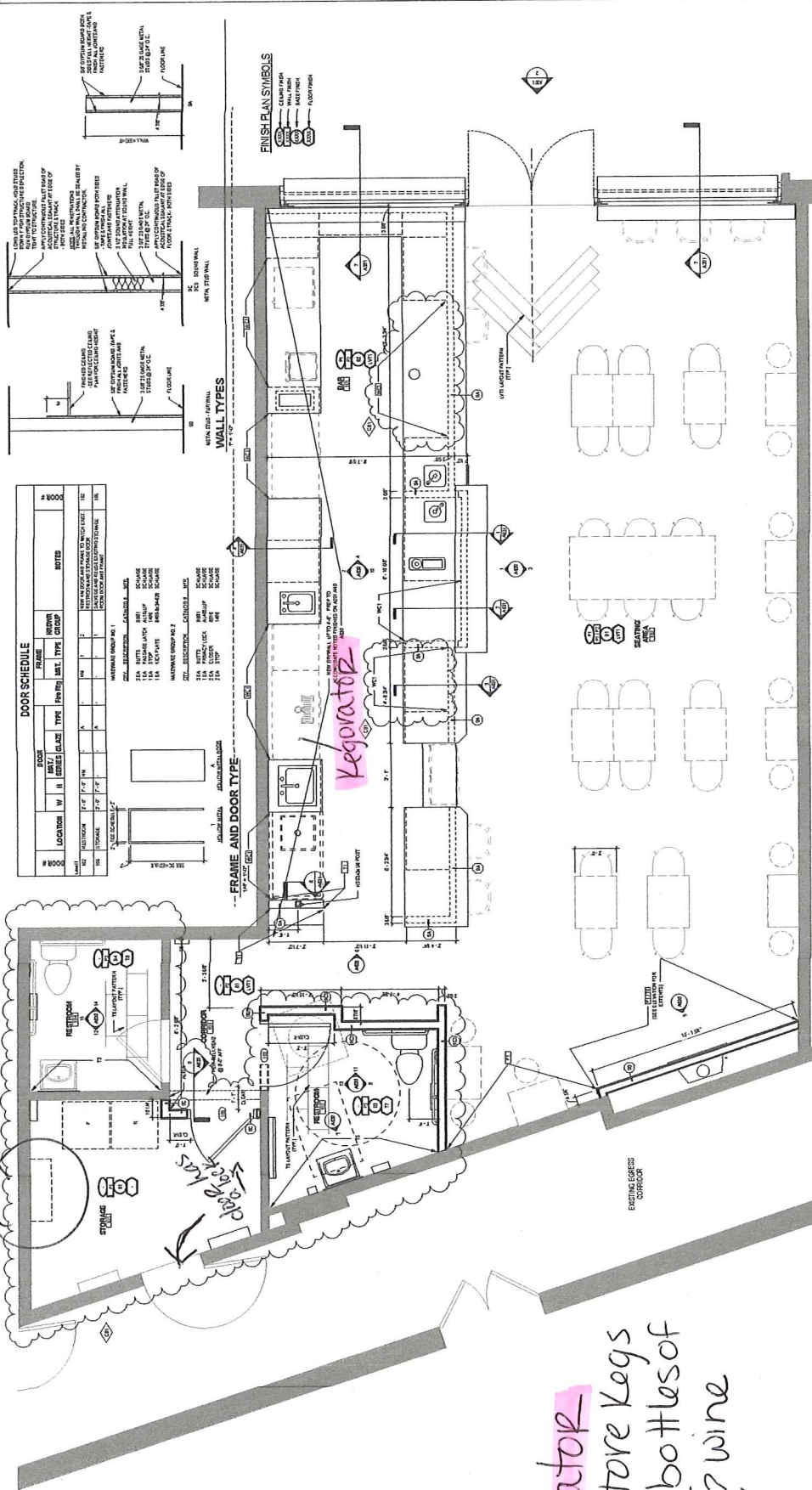
-Cait Sirianni has over 15 years of experience in the food service industry with the majority of that being in Specialty coffee and 5 1/2 years of that building and running a successful cafe of her own. It was a dream come true to design the perfect cafe, from scratch, to achieve **maximum efficiency for the customers and staff alike.**



Back up alcohol storage

dark hrs

Regorator will store kegs and bottles of beer & wine



**DOOR SCHEDULE**

DOOR	FRAME	GLASS	TYPE	FIN	HT.	WT.	NOTED
101	101	101	101	101	101	101	
102	102	102	102	102	102	102	
103	103	103	103	103	103	103	
104	104	104	104	104	104	104	
105	105	105	105	105	105	105	
106	106	106	106	106	106	106	
107	107	107	107	107	107	107	
108	108	108	108	108	108	108	
109	109	109	109	109	109	109	
110	110	110	110	110	110	110	
111	111	111	111	111	111	111	
112	112	112	112	112	112	112	
113	113	113	113	113	113	113	
114	114	114	114	114	114	114	
115	115	115	115	115	115	115	
116	116	116	116	116	116	116	
117	117	117	117	117	117	117	
118	118	118	118	118	118	118	
119	119	119	119	119	119	119	
120	120	120	120	120	120	120	

**WALL TYPES**

WALL TYPE	DESCRIPTION
WT-1	CONCRETE WALL WITH FINISH
WT-2	CONCRETE WALL WITH FINISH AND INSULATION
WT-3	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH
WT-4	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH AND WINDOW
WT-5	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH AND WINDOW AND DOOR
WT-6	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH AND WINDOW AND DOOR AND SILLING
WT-7	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH AND WINDOW AND DOOR AND SILLING AND CASE
WT-8	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH AND WINDOW AND DOOR AND SILLING AND CASE AND LINEN
WT-9	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH AND WINDOW AND DOOR AND SILLING AND CASE AND LINEN AND TRIM
WT-10	CONCRETE WALL WITH FINISH AND INSULATION AND EXTERIOR FINISH AND WINDOW AND DOOR AND SILLING AND CASE AND LINEN AND TRIM AND FINISH

**FRAME AND DOOR TYPE**

FRAME AND DOOR TYPE	DESCRIPTION
FD-1	WOOD FRAME DOOR WITH GLASS
FD-2	WOOD FRAME DOOR WITH GLASS AND LINEN
FD-3	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM
FD-4	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM AND FINISH
FD-5	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM AND FINISH AND CASE
FD-6	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM AND FINISH AND CASE AND LINEN
FD-7	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM
FD-8	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH
FD-9	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE
FD-10	WOOD FRAME DOOR WITH GLASS AND LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE AND LINEN

**FINISH PLAN SYMBOLS**

SYMBOL	DESCRIPTION
1	WOOD FINISH
2	CONCRETE FINISH
3	PLASTER FINISH
4	PAINT FINISH
5	FLOOR FINISH

**CRESCENDO - HILDALE**

719 HILDALE WAY  
MADISON, WI 53705  
PHILLMINI LLC

1655 MONROE STREET  
MADISON, WI 53711

**ICONICA**  
1000 UNIVERSITY AVENUE  
MADISON, WI 53706

**PROJECT INFORMATION**  
DATE: 08-14-18  
REV: 08-14-18  
BY: J. L. B. / C. H.  
C. H.

**PROJECT NUMBER:** 20170740  
**DATE:** 08-14-18  
**BY:** J. L. B. / C. H.

**FIRST FLOOR PLAN**  
**A201**

This document contains confidential information. It is intended for the use of the client and is not to be distributed outside the project team. If you are not a member of the project team, please do not disseminate this information. If you have any questions, please contact the architect.

**WALL FLOOR BASE**

CODE	REMARKS
WB-1	WOOD FINISH
WB-2	WOOD FINISH WITH LINEN
WB-3	WOOD FINISH WITH LINEN AND TRIM
WB-4	WOOD FINISH WITH LINEN AND TRIM AND FINISH
WB-5	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE
WB-6	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN
WB-7	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM
WB-8	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH
WB-9	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE
WB-10	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE AND LINEN

**WALL COVERING**

CODE	REMARKS
WC-1	WOOD FINISH
WC-2	WOOD FINISH WITH LINEN
WC-3	WOOD FINISH WITH LINEN AND TRIM
WC-4	WOOD FINISH WITH LINEN AND TRIM AND FINISH
WC-5	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE
WC-6	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN
WC-7	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM
WC-8	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH
WC-9	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE
WC-10	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE AND LINEN

**FLOORING**

CODE	REMARKS
F-1	WOOD FINISH
F-2	WOOD FINISH WITH LINEN
F-3	WOOD FINISH WITH LINEN AND TRIM
F-4	WOOD FINISH WITH LINEN AND TRIM AND FINISH
F-5	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE
F-6	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN
F-7	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM
F-8	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH
F-9	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE
F-10	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE AND LINEN

**TRANSITION STRIP**

CODE	REMARKS
TS-1	WOOD FINISH
TS-2	WOOD FINISH WITH LINEN
TS-3	WOOD FINISH WITH LINEN AND TRIM
TS-4	WOOD FINISH WITH LINEN AND TRIM AND FINISH
TS-5	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE
TS-6	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN
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TS-8	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH
TS-9	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE
TS-10	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE AND LINEN

**PLASTIC LAMINATES**

CODE	REMARKS
PL-1	WOOD FINISH
PL-2	WOOD FINISH WITH LINEN
PL-3	WOOD FINISH WITH LINEN AND TRIM
PL-4	WOOD FINISH WITH LINEN AND TRIM AND FINISH
PL-5	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE
PL-6	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN
PL-7	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM
PL-8	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH
PL-9	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE
PL-10	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE AND LINEN

**SOLID SURFACE**

CODE	REMARKS
SS-1	WOOD FINISH
SS-2	WOOD FINISH WITH LINEN
SS-3	WOOD FINISH WITH LINEN AND TRIM
SS-4	WOOD FINISH WITH LINEN AND TRIM AND FINISH
SS-5	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE
SS-6	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN
SS-7	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM
SS-8	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH
SS-9	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE
SS-10	WOOD FINISH WITH LINEN AND TRIM AND FINISH AND CASE AND LINEN AND TRIM AND FINISH AND CASE AND LINEN

**REVISIONS**

NO.	DESCRIPTION
1	REVISION
2	REVISION
3	REVISION
4	REVISION
5	REVISION
6	REVISION
7	REVISION
8	REVISION
9	REVISION
10	REVISION

# BEER

SPOTTED COW  
 CABIN FEVER  
 WARPED SPEED  
 BUNNY GREEN TOE  
 FIRST PRESS  
 RIESLING RADLER  
6oz FOUR / 12oz CAN

FARMHOUSE ALE NEW GLARUS 4.5  
 HONEY BOCK NEW GLARUS 4.5  
 SCOTCH ALE LAKE LOUIE 4.5  
 IPA LAKE LOUIE 4.5  
 CIDER CIDER BOYS 4.5  
 RADLER UNION WINE CO 5/8

# WINE

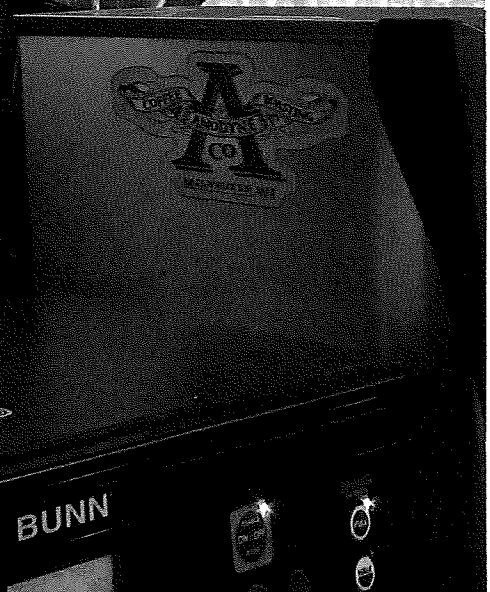
<sup>®</sup> GUILHEM BLEND FRANCE 6  
<sup>®</sup> STUMP JUMP BLEND AUSTRALIA 8  
<sup>®</sup> PADRILLOS MALBEC ARGENTINA 8  
<sup>®</sup> UNDERWOOD ROSÉ PINOT NOIR OREGON 9  
<sup>®</sup> GUILHEM BLEND FRANCE 6  
<sup>®</sup> SISTERS FOREVER CHARDONNAY CALIFORNIA 9

# ESPRESSO

	8oz	12oz	16oz	20oz
espresso			2 / 2.50	
americano	2 / 2.65	3 / 3.15	3.25	
macchiato		2.3 / 2.75		
cortado				3.5
cappuccino	3 / 3.35	3.75	4.25	
latte	3 / 3.35	3.75	4.25	
mocha	3.5 / 4	4.5	4.85	
miel	3.5 / 4	4.5	4.85	

ON Tap  
 cold p

COFFEE  
 drip  
 to  
 po  
 c





12oz 16oz 20oz  
2 / 2.50

2.65 / 3.15 / 3.25

2.3 / 2.75

3.5

3.35 / 3.75 / 4.25

3.35 / 3.75 / 4.25

5 / 4 / 4.5 / 4.85

5 / 4 / 4.5 / 4.85

**ON Nitro TAP**  
cold press 16oz 20oz  
3.5 / 4

### COFFEE

drip for here 2.10

to go 1.75 / 1.90 / 2.05 / 2.2

pourover 2.75

chemex 4.5

TEA  
loos  
iced  
cha  
swe

ADD  
+ e  
+ f  
+



Wash Your Hands  
It is as easy as 1, 2, 3.

16oz 20oz

3.5 / 4

# TEA

loose leaf 2.25

iced 2.95 / 3.25

chai latte 3.25 / 3.65 / 4 / 4.35

sweet matcha 3.25 / 3.5 / 3.75 / 4

2.10

2.05 / 2.2

2.75

4.5

# ADD-INS

.65

+ espresso

+ maple syrup

+ flavor

+ bitters

+ oat milk

+ almond milk

# BREAKFAST

daybreaker  
english muffin, baked egg  
+ bacon or sausage

treehugger  
english muffin, baked egg

oats  
gluten-free prepared

avocado toast  
avocado mashed with

PB + granola  
peanut butter, granola

honey bun  
house-made honey

chorizo  
egg, red pepper

black bean  
egg, red pepper

wicker  
seasoned chicken  
to fresco, cheese



# BREAKFAST

served all day

2.25

## daybreaker

english muffin, baked egg, aged cheddar  
+bacon or sausage

3.25

4.95

## treehugger

english muffin, baked egg, tomato, pesto, aged cheddar

3.95

## oats

gluten-free prepared oatmeal, choice of toppings

3.25

## avocado toast

avocado mashed with olive oil, salt & pepper

4.5

## PB + granola toast

peanut butter, granola, maple syrup

4.5

## honey butter toast

house-made honey butter, slivered almond, cinnamon

3.75

## chorizo burrito

egg, red pepper, scallions, cilantro, queso fresco

4.5

## black bean burrito

egg, red pepper, scallions, cilantro, queso fresco

4.5

## chicken lunch burrito

marinated chicken, corn, potatoes, red pepper,  
queso fresco, cheddar & pepper jack

5.5

