



Northport Dr

Madison Mallards

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Mendota Hospitality, LLC Business Plan

Mendota Hospitality is a new business that is being created to manage food and beverage operations for large scale events in and around the Madison area.

Ownership:

The company will be owned by Joel Vernon Stenman, Conor Caloia and silent partner Steve Schmitt. The individuals in this group have a long history running hospitality operations throughout the state of Wisconsin, including stadiums in Green Bay, Kenosha, Wisconsin Rapids and in Madison.

Client base:

Initially, the group will run food & beverage operations for the Madison Mallards. The group will seek to grow into providing food & beverage service for other large scale event operations in the area.

Operators:

Caloia & Stenman will oversee the business overall. The business will be managed by Matt Phelps day-to-day. Matt was with the Mallards for the past 6 seasons and prior to that, was the executive chef at Graze. The business will initially be run out of space at the baseball stadium in Warner Park.

Timing:

Founded in March of 2023.



BURGERS

Brushback Burger - \$9.50

(NF, DF)

With Bacon, Balsamic Onion Jam, Brie Spread

Cheeseburger - \$6

(NF, GF)

Black Bean Veggie Burger - \$6.50

(NF, DF, VN)

***Substitute Gluten Free
Hamburger or Hot Dog Bun
For \$2**

SAUSAGES

Stoddard's Classic Bratwurst - \$5.50

(NF, GF)

Chicago Dog - \$6

(NF, DF)

With Sport Peppers, Tomato, Relish, Pickle Spear, Celery Salt

All-Beef Hot Dog - \$4

(NF, DF)

Maynard Bratwurst - \$7

(NF)

With Sport Peppers, Tomato, Relish, Pickle Spear, Celery Salt

FAVORITES

Hot Honey-Sesame Corndog - \$5

(NF)

With Bacon, Balsamic Onion Jam, Brie Spread

Mallards Fried Mound - \$20

(NF)

With Cheese, Large Fry, Beer Battered Cheese Curds, 2 Stoddards Beef Sticks, Brat Medallions, Cheese Sauce, Scoop Port Wine Cheese Spread, Scoop Cheddar Spread, Bacon Crumble, Cheese Balls, Ritz Crackers, Ranch Cup

SIDES

Beer Battered Cheese Curds - \$10

(NF, VG)

With Ranch Dipping Sauce

French Fries - Large \$9, Small - \$5

(NF, DF, VN)

Add Cheese (NF) - \$1.50

Chimichanga filled with raspberry & cream cheese

Filled with raspberry and cream cheese

Popcorn - \$4

(NF, GF, VG)

BEVERAGES

Bottled Water - \$4

Gatorade - \$4.50

Fruit Punch, Cool Blue

32 oz. Fountain Soda - Souvenir Cup - \$5.50

Pepsi, Diet Pepsi, Mtn Dew, Mist Twist, Mug, Life Water,
Lemonade, Raspberry Tea

Hogwash - \$3

**CARD
ONLY**



SHORT HOPPS

- Bud Light - \$5.50/\$10
- Busch Light - \$5.50/\$10
- Goose Island 312 Lemonade Shandy - \$6.50/\$12
- Goose Hazy Beer Hug - \$6.50/\$12
- Elysian Space Dust - \$6.50/\$12
- O/So IPA - \$7/\$13
- Potosi Czech Pilsner - \$6.50/\$12
- Voodoo Ranger Juicy Haze IPA - \$6.50/\$12
- Kona Big Wave - \$6.50/\$12
- One Barrel Commuter Kolsch - \$6.50/\$12
- One Barrel Ninja Dust - \$6.50/\$12
- Golden Road Mango Cart - \$6.50/\$12
- WBC Badger Club - \$6.50/\$12
- Great Dane German Pilsner - \$6.50/\$12
- Great Dane Crop Circle Wheat - \$6.50/\$12
- Great Dane Home Run Hazy - \$6.50/\$12
- Great Dane Dog Daze Cherry Seltzer - \$6.50/\$12
- Vintage Beer's Knees - \$6.50/\$12
- Potosi Tangerine IPA - \$6.50/\$12
- Voodoo Ranger IPA - \$6.50/\$12
- Gentry's Blackberry Cider - \$6.50/\$12
- Wollersheim Great Bam-Vrno (375mL) - \$16
- Wollersheim Blushing Rose - \$8
- Bud Light Zero NA (12oz can) - \$5
- Esser's Best (16oz Can) - \$6
- Potosi Strawberry Lemonade (12oz can) - \$6
- Five Tool Ale (16oz can) - \$6



Mendota Hospitality Responsible Alcohol Consumption Action Plan for 2023

Mendota Hospitality is a new partner of the Madison Mallards and will be holding their liquor license and running food and beverage service starting in 2023. Mendota Hospitality will continue to execute the following Responsible Alcohol Consumption Action Plan going into 2023. This plan has been in place since 2008 and is the result of Mallards staff working with Madison Parks, the Madison Police Department and receiving input from various other sources. This document is adjusted annually and, as a term of the Mallards lease with the city of Madison, needs to be presented to the Madison Parks Commission annually for their approval.

Since 2017, the Mallards have held a full Class B Liquor, Wine and Beer license. However, liquor has only been made available to private parties in the stadium. Starting in 2023, the Mendota Hospitality plans to offer a full selection of liquor, wine & beer to the public for purchase. Initially, the plan would be to offer pre-packaged cocktails and slushy products with liquor for public sale. Alcohol content in drinks sold to the public would be comparable to beer or wine products that have been offered historically.

Mendota Hospitality will post in highly visible locations the following rules:

General stadium alcohol related policies and practices:

1. Stringent ID checking program by Mendota Hospitality staff including incentives for finding false ID's.
2. Mandatory pre-season training for all bartenders by the City of Madison Police Department, Mendota Hospitality Management staff, and external experts.
3. Licensed bartender on staff at each beer pouring location in the stadium.
4. No more than 2 alcoholic beverages per person, per trip at any beverage stand in the stadium.
5. Secret shoppers looking for problems with ID checking, and whether or not Mendota Hospitality servers are serving more beers per trip than limited.
6. All bartenders wear "WE ID" pins.
7. Good Sport program where all designated drivers receive free soda for the night and get registered to win an authentic Mendota Hospitality uniform.
8. Ride share information on all wristbands (needed to attend the Duck Blind).
9. Safe ride messaging on stadium beer cups and/or signage throughout the stadium.
10. Everyone that appears under 30 will be required to show identification and they will receive a wristband if they want to purchase an alcoholic beverage.
11. All attendees in the Duck Blind area will have their ID checked upon entrance into the area and receive a wristband that will indicate whether or not they are 21.
12. Incentive program for beverage vendors to look for people that appear under 30 and are drinking beer in the stands.
13. Have state ID books on hand for all people checking ID's.

14. The Mallards will utilize their video board to promote several safe consumption messages and programs.
15. In 2010 the Mallards started running :30 anti-drunk driving messages provided by the WI DOT after the 7th inning to discourage drinking and driving, this will continue in 2023.
16. No under-age person will ever be allowed to drink in the stadium, even if they are accompanied by a parent or guardian. State law does allow under-age persons, accompanied by parents or guardians, to drink under their supervision, but the law also allows license holders to make a policy decision not to serve those individuals and the Mendota Hospitality will not serve these individuals under any circumstance.
17. For the safety of fans, Mendota Hospitality organization reserves the right to refuse alcohol to anyone it determines has had too much to drink.
18. Mendota Hospitality organization also reserves the right to refuse service to anyone who is found to be in violation of these rules at any time during the baseball season.
19. Mendota Hospitality will work with the Madison Police Department to staff each event with off-duty officers to provide additional security.

Duck Blind policies and practices

The following conduct rules are posted prominently at the entrance to the Duck Blind:

Duck Blind Conduct Rules

- Do NOT use inappropriate language
- Do NOT disrupt other fans
- Do NOT throw any objects/items
- Always obey instructions of Mallards and Mendota Hospitality staff and security personnel
- NO drinking games or card games
- Be able to safely control your behavior and physical movement at all times
- NO smoking or vaping
- Public safety is a primary objective
- NO minor consumption, even if accompanied by parents/guardians
- NO standing on picnic tables or any seating in the Duck Blind
- NO liquor based beverages will be made available to the public on the Duck Blind and they will not be allowed to be carried into the area from public sales points

Offenses punishable by ARREST as determined by local law enforcement authorities:

- Underage Drinking
- False identification – attempting to use fake ID's
- Disorderly Conduct or unsafe conduct in the Duck Blind Area
- Entering the field of play at any time without the express invitation/permission by Mallards Senior Management

Mendota Hospitality does NOT at any time or for any reason allow parents (or legal guardians) or any other person to supply, provide or permit consumption of alcoholic beverages to any person under the age of 21, at any time or for any reason.

1. These rules are prominently posted at the entrance to the Duck Blind and are placed on email confirmations of all Duck Blind tickets purchased online.

Over the last several years the Mallards made several changes to the Duck Blind all you can eat and drink area ("Area") these have become part of our plan and will be part of it for the foreseeable future.

1. Mendota Hospitality voluntarily agree to:
 - a. End beer distribution as part of the all-you-can-drink Duck Blind Area at the end of the 8th inning nightly. Two and a half hours after the scheduled game time the Mendota Hospitality have the option of ending beer distribution in the Duck Blind.
 - b. Provide/hire off-duty City of Madison Police officers for every Mallards home game.
 - i. The # of officers will be reviewed monthly by the North District Police Captain and the Mallards will always employ the number of off duty officers recommended by the Captain.
2. All Duck Blind attendees that appear under 30 will have their ID scanned to gain admission to the area, and all fans entering the Duck Blind will have their ID checked visually at a minimum.
3. The Mallards will post the entire Responsible Alcohol Consumption Action Plan on Mallardsbaseball.com.
4. Prices are \$43 for every Friday thru Saturday home game for an all-inclusive food and drink admission to the Duck Blind. This price increased in 2023. The Duck Blind is subject to the natural "supply and demand" logic. This will temper attendance, and when people are paying a higher price for a privilege they tend to treat the privilege with more respect.
5. Mendota Hospitality will issue each attendee of the Duck Blind one cup as they enter the area. This will be the only cup that they will be able to use to procure beer in the area for that night. This limits the amount of beers a person can receive each time thru the line to one and will make it easier to cut people off for Mendota Hospitality staff as the cup will be taken from anyone that is cut off and others will not be able to bring additional beverages to those people. This will also help deter any under-age person's consumption in the area.
6. Anyone who provides alcohol to an under-age person shall be ejected from the stadium, and may be subject to prosecution by local law enforcement authorities.
7. In working with the Madison Police Department the Mallards propose having a minimum of three off-duty officers permanently stationed in the Duck Blind for every Thursday through Saturday game.
8. The number of private/corporate parties attending the Duck Blind each year has continued to increase dramatically and the Mallards will be reserving larger pieces of the deck for these private parties. Private parties are typically better behaved because they are out as part of a work outing.