

Sample Menu

Appetizers

Beer battered cheese curds	7.50
Fried Prok Belly bites	8.00
Beet tartar	8.50
Dirty rice arancini	7.50
Meat and cheese plate	11.50
Eggplant lettuce cups	7.50
NOLA bbq mussels	13.50
Pretzels	7.50
Fries	5.00
Pickle brined chicken fingers	9.50

Salads

Nicoise salad	12.50
Tuna, tomato, potato, green beans	
Beet salad	10.50
Arugual pesto, strawberries, Smoked blue cheese	
House salad	7.00
Shaved vegetables, house dressing	
Kale and quinoa super bowl	10.50
Yogurt, grains, avocado	

Soups

Gumbo	6.00
Andouille, shrimp, chicken, trinity, rice	

Soup of the day

Cup 3

Bowl 5

Burgers

Diner Burger	10.50
Mushroom, swiss, 1000 island	
Phoenix burger	12.00
Ghost pepper cheese, jalapenos	

Pleasant burger 13.50
Pleasant ridge reserve, blueberry bacon jam

Buffalo bleu and bacon burger 12.00
Smoked blue cheese, bacon

Sandwiches

- UCBLT 10.50
Pork belly, lettuce, tomato
- Porchetta 11.00
36 hour pork loin and pork belly, arugula, tomato, aioli
- Tuna salad 10.50
Albacore tuna, cucumber yogurt, arugula, tomato, lemon basil dressing
- Reuben 10.50
Corned beef, kraut, swiss, 1000 island
- Mushroom sausage bahn mi 10.00
Pickled veg, seitan pate, cilantro
- Turkey, avocado, and bacon 11.00
aioli
- Buffalo chicken sandwich 11.00
Breaded chicken, lettuce, tomato, sriracha buffalo
- Fried avocado sandwich 11.00
Tomato, cucumber, onion, tziki
- Panko steak sandwich 12.00
Japanese style fried steak, kontatsu sauce

Desserts

Warm Banana Bread 6.00
Banana fosters ice cream, butter pecans

Upside down plum cake 6.00

Stout Float 5.00
Beer and ice cream

Rotating ice cream 5.00

Cheese plate 9.00
Vanilla goat cheese, nuts, honey, jam, crackers

Beverages

Beer on Tap: \$5-10 full pour, 2.50-5 half pour (depending on beer)

Beer (bottled): market price

Kombucha on Tap: market price

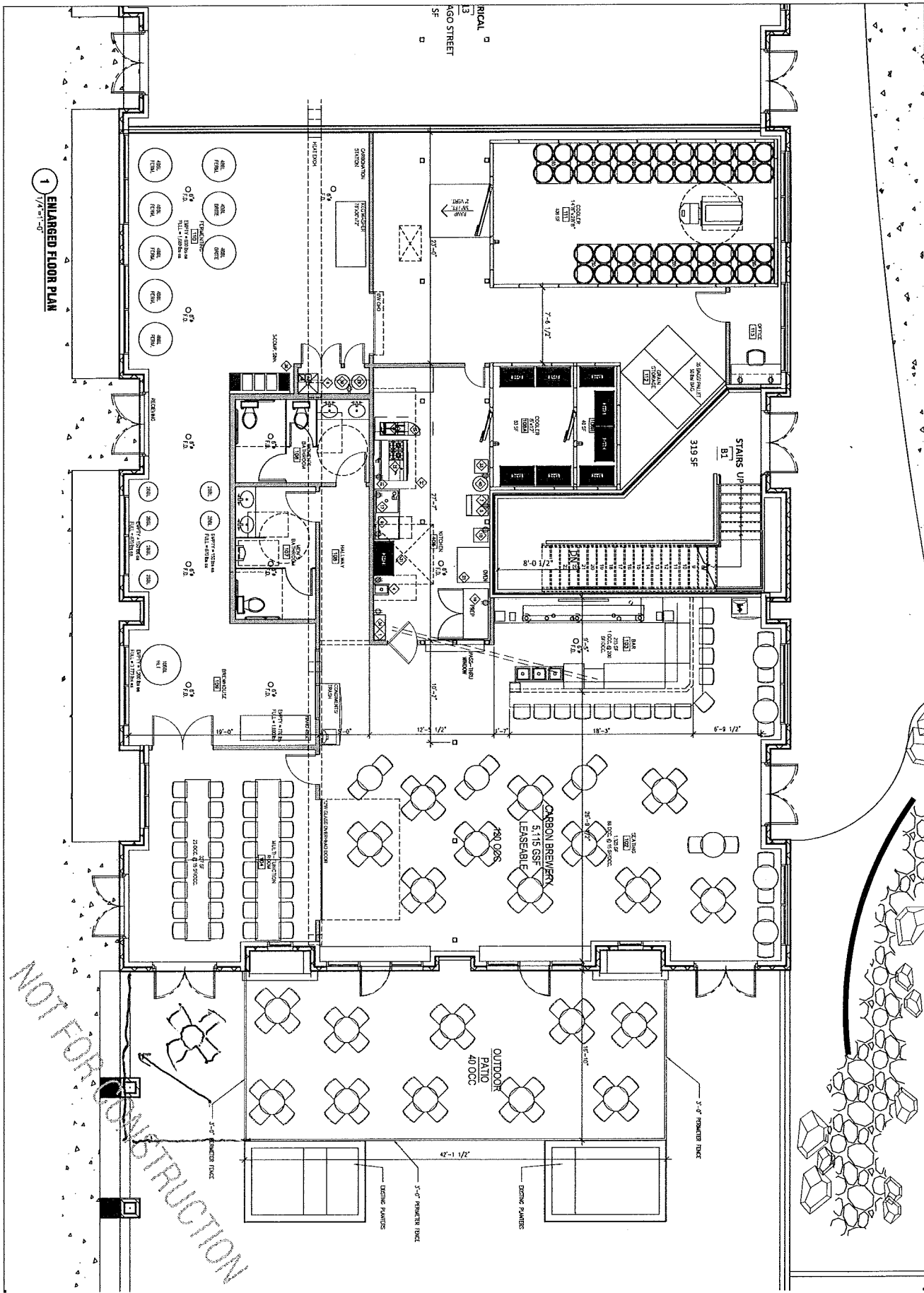
Hard Cider on Tap: market price

Soda (Coke family of products on Tap): market price

Coffee (Hot): market price

Cold-Brewed Coffee on Nitrogen Tap: market price

Tea (Hot or Cold): market price



1 ENLARGED FLOOR PLAN
1/4" = 1'-0"

A2.1

12.26.17
TEST FIT
01.05.18
REVIEW
03.28.2018
REVISION
4.25.2018
PLAN

TEST FIT- PLAN LAYOUT

UNION CORNERS BREWERY
TENANT ALTERATION
WINNEBAGO STREET
MADISON WISCONSIN

Sketchworks
architecture
PHOTOGRAPHY BY JEFFREY BROWN

The Company and Our Business

Executive Summary

Who We Are

Looking For Group Brewing – Madison, LLC is the result of a partnership between Eric Peterson, John Puchalski, and Joe Tharp. Together we have over 30 years of relevant experience in professional beer brewing, business management and development, restaurant operations. Furthermore, we have accumulated a wealth of brewing and restaurant industry contacts throughout southern Wisconsin. All of this and more provide this company with the managerial leadership, resources, and industry expertise necessary to make a craft brewery successful in today's market. For more details of on the founding team, read the Management section.

What We Are Going To Do

The Company intends to create a brewpub and full kitchen that provides a competitive, upscale, enriching and approachable environment where customers can learn about brewing, get more involved with the brewing process, and enjoy premium quality, locally-tailored craft beer with delicious, paired food at reasonable prices. Our focus is to create a truly interactive experience for the customers with respect to the brewing process, guided by our brewmasters every step of the way, thereby allowing customers' taste preferences to truly dictate which beer styles and flavors get brewed and served, while still ensuring beer quality remains at a premium.

We are creating a hands-on brewing laboratory for any customer who wants to learn more about brewing beer, refine their own beer recipe, brew it onsite with the guidance of brewing professionals, and then see how well their beer competes with other brewed by professionals and amateurs alike.

We intend to do the following:

- Brew our own proprietary beer recipes on site;
- Run interactive beer tours and classes where customers select recipes, refine flavor profiles, and brew batches of beer with our brewmasters on site;
- Offer a combination of our house craft beers, customer-crafted beers from beer tours, and a select few beers from other breweries on draft;
- Host a variety of special events and promotions on site;
- Run a full kitchen and offer food paired specifically to the beer we serve;
- Be open 7 days a week from lunch (brunch on weekends) through and past dinner.

Why We Are Going To Do It (And Why Now)

John and Eric have been developing this business model over the last decade. In that time, the craft brewing industry has grown substantially across the country, taking a considerable amount of market share from large scale breweries. This growth has led to an overwhelming number of both the variety of beer styles and number of different beer offerings for each style, so much so that the typical consumer can easily get lost in the experience.

One side effect of this phenomenon, is the trend for most craft breweries to create **heavily unbalanced beers**, going overboard with trendy aspects of brewing recipes of their beer offerings in an attempt to stand out. The 'over-hopping' of India Pale Ales (IPAs) is a great example of this: although it has been documented that the typical human tongue cannot tell the difference between beers with IBUs (International Bitterness Units) over 65 (out of 100), there are many IPAs with IBUs over 90. Another example is the large number of beer offerings that have fallen into the 'dessert beer' category; many stouts, porters, sours, etc have gotten so over-powering in sweetness and flavor that it has become unrealistic for the typical consumer to consume a full glass of the beverage.

A second trend that has been observed in the industry is **selection fatigue**. Customers have become overwhelmed with the number of beers to select. Many brewpubs, beer cafes, and bars, will often have literally hundreds of bottled beers to choose from. Barley Pop bar on Atwood, Hop Cat on State St., and LongTable beer cafe in Middleton are excellent examples of this phenomena; all three have over 300 different beers to choose from with little to no assistance to narrow down the selection process. Combined with the level of detail associated with each beer style and the 'industry standards' associated with 'correct' flavor profiles, the typical customer can be hopelessly lost in trying to pick a single beer.

A third observation of how the craft brewing industry has evolved in the last decade is the spread of **misinformation and/or misleading** marketing gimmicks, combined with the overuse of seemingly complex descriptions that are meaningless. This has further obfuscated the selection process and left many consumers frustrated. A recent example of this is the cloudy New England IPA; this has been sold as a necessary trait of their brewing process, when it is actually the result of a production error that was marketed successfully into a gimmick.

To combat all of this, we have developed a brewing philosophy that the best beers are balanced beers. Over-the-top flavors or specialty beer batches may temporarily earn some 'street-cred', but what keeps customers engaged and repeat business at its maximum is **very drinkable, or session-able beer**. Furthermore, although places like HopCat and Barley Pop have their place in the market, our business model is focused on **beer selection with purpose**, not a large selection for selection's sake. We want customers to be directly involved with the selection of beer styles and custom iterations of beer they want on the menu. Finally, we have decided to **demystify brewing, beer culture, and beer history for the consumer**. By creating a fun and interactive experience where customers can learn more about beer in our beer tours, while making a high quality product from their own custom recipe, through a process that is easy to follow and understand, we hope to thoroughly improve the craft beer experience.

As a side note, this kind of customer experience is heavily dependent on the food pairings with craft beer. We have opted to go the route of having a full kitchen in our brewpub with an experienced head chef to create **specific food pairings for each round of custom beer**.