

# Business Plan

## Mike's Horseshoe Bar and Grill

### Contact

Travis McGuigan

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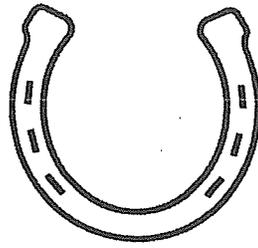
Monona, WI 53716

Mike's Horseshoe Bar&Grill ("The Horseshoe") has been owned and operated by Horseshoe Bar LLC since 1989. It is the intention of McShoe Madison LLC to purchase the business assets at 3900 Dempsey Road. With the profitable history, McShoe Madison LLC will continue to operate in the same fashion. The Horseshoe has a robust and diverse clientele. This is due to affordable beverages and quality food served by a long tenured and much loved staff. The Horseshoe is well known for its all day happy hour that runs until 6 pm every day. The Horseshoe has game day specials, monthly and weekly events to draw people into the establishment. The Horseshoe sponsors dart, pool softball and bowling teams. The Horseshoe also donates to local charities and fundraisers. The Horseshoe features an outdoor patio with picnic table seating that is highly visible from the bike path near the Pinney Library.

Travis McGuigan is the sole member of McShoe Madison LLC. Travis has over 30 years of bartending and customer service experience. Travis has three years of ownership experience with Angelo's Monona from 2017-'20. Working at several bars, Travis has grown a considerable following that will only enhance the already successful business. Travis has been voted "Best Bartender in Monona" two times.

Travis will be handling all the day to day and managerial responsibilities of the business.

It is the mission of McShoeMadison LLC to provide a safe environment to have a fun and safe experience while preparing quality food and responsibly serving alcohol at competitive prices.



# Mike's Horseshoe Bar

## Appetizers

Beer Fries	½ order \$2.25	Full \$4.50	Regular Fries	½ order \$2.00	Full \$4.00
Cheese Curds (garlic or plain)	\$5.25		Potato Teezers (plain or southwest)		\$5.00
Mozzarella Sticks	\$5.00		Mushrooms		\$5.00
Onion Rings	\$5.00		Poppers (cream cheese or cheddar)		\$5.00
Chicken Drumsticks (6)	\$7.50		Spicy Wings (6)		\$7.50
Chicken Strips (5)	\$7.50		Chicken Strip (1)		\$1.50
Shrimp	\$6.25		Fish and Chips		\$7.50
Fish (1 piece)	\$2.50				

Each item comes with one sauce of your choice: BBQ, Ranch, Tarter, Mayo, Blue Cheese, Hot Sauce.  
Additional sauces \$0.50 each.

## Sandwiches

All sandwiches come plain. Choice of toppings include lettuce, tomato, raw onion, fried onion, mayo.

*Hamburger	\$5.75	Chicken Sandwich	\$5.50
*Cheeseburger	\$6.25	Fish Sandwich	\$6.00
*Double Hamburger	\$9.50	*Steak Sandwich	\$7.50
*Double Cheeseburger	\$10.50	Grilled Cheese	\$4.25

## Lotzza Motzza Pizzas

Small \$9.25

Large \$11.25

\*Consuming undercooked meats increases the risk of foodborne illness.

Prices listed above are for cash. Credit cards will add a 3.5% fee to the price.

03/13/2026

The building at 3900 Dempsey Road is undergoing a change of ownership. The sale of the building will close at EOM. As of today McShoe Madison LLC does not have a lease to present. A lease will be drawn up and presented after the 1st of April.

PARKING

SHOWER

AREA

BAR COUNTER

OOOOOOOOOO

PARKING

Men's Room

Women's Room

Table

ATM

Part Board

Basement Stairs

POOL TABLE

TABLE

TABLE

TABLE

TABLE

FOYER

WALKWAY

RAFT

PARKING

Mikes Horse shoe Bar and Grill