



# MADison Oriental Market

Where you can find all the MAD Orientals!





## Expanding culturally relevant, local, fresh food access on the Northside of Madison

- We serve senior citizens, low-income and disabled residents – close by, easily accessible for those who don't have a car
- Asian and African shoppers look to us for specialty items
- Branching out into Hispanic and Indian products; starting to carry dairy products and expand fresh food selection
- FEED Kitchen's – supplying basic ingredients along with that one 'special' ingredient; providing retail space for FEED products



## Offering more Fresh, less Frozen

- Provide more fresh meats vs freezing them as soon as they come in
- Buy produce from local farmers so they are fresher and have a longer shelf life
- Provide with hot, ready to eat healthy food for those who have no other way to get meals.
- Upgrades will significantly enhance food safety and sanitation



## New services, New ideas

### Delivery Services

- For residents without transportation
- Planning to offer delivery over the phone
- Offer online ordering/delivery

### Collaborate with Luna's

- Partner with Luna's on grocery trips
- They have no delivery truck, but we do and are willing to alternate with them on weekly trips to Chicago



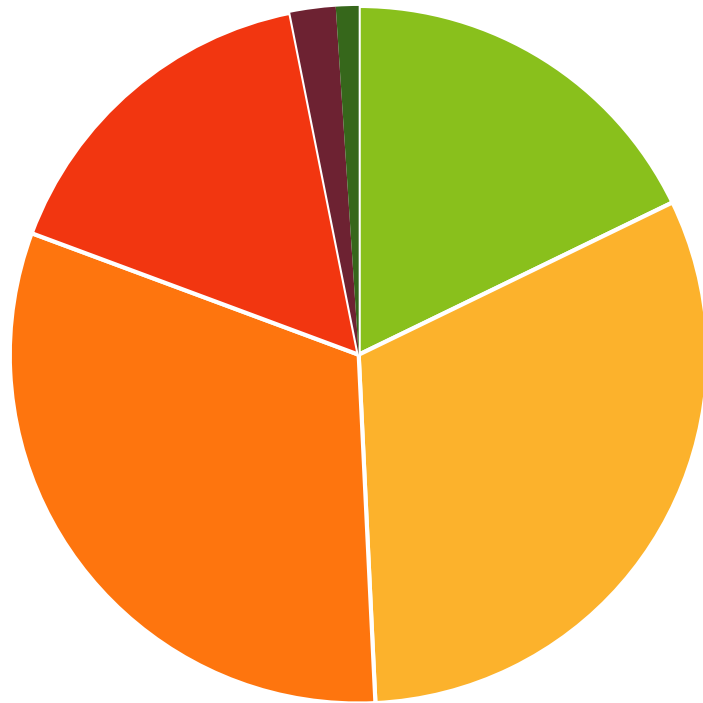
## Partners

- Alexander Company (landlord) – contributing \$85,000 to the project in infrastructure repairs and sprinkler system installation
- Madison Northside Planning Council / FEED Kitchens – technical assistance on grant-writing and project planning, branding, promotions, and networking
- MGE – MGE Shared Savings Program; worth \$10,000
- Focus on Energy – cash incentives for installing energy efficient coolers; worth \$5,000
- Martee's Consulting LLC – Revising product mix & margins, connecting with additional suppliers for produce & dairy; in-kind \$10,000+



# Budget Breakdown

Project Budget Breakdown



Alexander Co.    City Dollars    Bank Loan  
Personal    MGE Loan    Focus on Energy

- Alexander Co. - \$85,000
- Bank Loan - \$150,000
- Personal - \$77,295
- City of Madison - \$150,000
- MGE Loan - \$10,000
- Focus on Energy - \$5,000



## Renovations will include:

- New 26-door Freezer/Cooler
- Lights/Electrical Upgrade
- New Shelving
- Plumbing Upgrade
- Kitchen Build-out with Hood
- Façade Improvement
- Sprinkler System