



57 FORD ENTERTAINMENT LLC DBA THE ELECTRIC EYE

CONCEPT/BUSINESS PLAN

57 FORD ENTERTAINMENT LLC - (DBA as THE ELECTRIC EYE) will be the premiere independent venue for showcasing live music as well as pop and contemporary art in Madison, WI. The idea is to provide a space that is dedicated to showcasing art and music as well as providing a hangout space for Madison's hip and trendy as well as local artists and musicians. By serving cocktails, beer and limited menu items we intend to make ELECTRIC EYE a destination spot and hangout for locals and tourists alike. We also intend to work hard on branding such as collectable shirts, hoodies, mugs, stickers, etc...

ELECTRIC EYE will be booking monthly, bi-monthly or quarterly art exhibits and live music up to 4 times a week. We will feature local, national and international artists, musicians and performance artists throughout the month. This space has been a music venue for nearly 25 years and we intend to focus heavily on keeping it one. Art openings would be showcased with an opening party featuring drink and/or food specials. THE ELECTRIC EYE would also focus on encouraging other galleries and venues in the Madison Area to run "First Friday" art shows and events with the intent to promote Madison's diverse art scene and to create a monthly citywide event. This event would, in turn, draw patrons on a regular basis and as the main promoter of this event we would gain recognition as innovators in the Madison art scene. We will also be promoting our venue as the after event hangout on these nights guaranteeing us to pull a crowd after the other galleries close and throughout the night in general.

WINE

CABERNET	\$7
PINOT NOIR	\$7
SAVINGON BLANC	\$7
CHARDONEY	\$7

N/A DRINKS

SODA	\$2
COCK-N-BULL GINGER BEER	\$3
RED BULL	\$4
UNTITLED ART CBD WATER	\$6
LIQUID DEATH - SPRKLNK WATER	\$5

SNACKS-N-STUFF

SAL'S SLICE-O-PIE PEPPERONI OR CHEESE	
JERKY	\$2
CHIPS & PORK RINDS	\$2
PICKELED EGGS	\$2
CANDY BARS	\$2
CIGARETTES	\$13
LIGHTERS	\$3
STICKER SETS	\$4
SHIRTS	\$15
HOODIES	\$50
GET BENT PATCHES	\$7

HOURS

TUESDAY-THURSDAY..... 4PM-12AM
FRIDAY/SATURDAY... 4PM-BARTIME
SUNDAY..... CLOSED
MONDAY..... CLOSED

LOGO

Bottles & Cans

3 SHEEPS REBEL KENT	\$6
An easy to drink Amber Ale.	
BELL'S TWO HEARTED	\$7
An iconic American IPA bursting with refreshing hop aromas.	
THIRD SPACE HAPPY PLACE	\$7
Bright hop aromas meet notes of citrus and tropical fruit in this hoppy pale ale. 5.3% ABV.	
THREE FLOYDS ZOMBIE DUST	\$7
An intensely hopped and gushing undead Pale Ale.	
LOON JUICE HONEYCRISP	\$6
Minnesota made hard cider made from fresh honey-crisp apple juice!	
BUD LIGHT	\$4
BUSCH LIGHT	\$4
COORS LIGHT	\$5
HAMMS	\$4
MILLER HIGHLIFE	\$3
MODELLO	\$5
PABST	\$4
MONTUCKY	\$5
WHITE CLAW	\$7
UNTITLED ART SELTZER	\$8
HIGH NOON VODKA COCKTAIL	\$6

TAP BEER & CIDER

3 SHEEPS CHAOS PATTERN 6.5% \$6
A delicious refreshing hazy IPA.

NEW GLARUS SPOTTED COW 4.8% \$6
Fun, fruity and satisfying.

O'DELLS SIPPIN' PRETTY 4.5% \$7
Fruited Sour Ale. Açai, guava, elderberry.

YOUNG BLOOD BATHTUB BIER 5.2% \$7
A delicious helles style lager.

DELTA SAL'S PALE ALE 4.6% \$6
Notes of mango, grapefruit peel, and pine

O'SO NIGHT TRAIN PORTER 6.2% \$6
A fantastic and complex Oatmeal porter.

POTOSI CZECH STYLE PILS 5.5% \$6
Wisconsin ingredients • Wisconsin delicious.

ACE PINEAPPLE CIDER 5% \$7
First pineapple cider developed in the world!

BLAKE'S EL CHAVO HABENERO CIDER 6.5% \$8
Homegrown habanero peppers with juicy mango and famous Blake's apples!!!

ALT BREW RIPPED JEANS & WOLF SHIRTS 6.9% \$7
Beautiful orange citrus flavor and aroma.

N/A BEER

ATHLETIC UPSIDE DAWN \$6
A Golden Brew With No Hangover? Now That's Refreshing.

UNTITLED ARTS ITALIAN PILS \$7
A Golden Brew With No Hangover? Now That's Refreshing.

RAIL DRINKS

RAIL \$5

DOUBLE \$8

SHOT \$4

ADDITIONAL MIXERS

RED BULL \$2

COCK N' BULL GINGER BEER \$2

**HAPPY HOUR - 4PM TO 7PM
& ALL DAY SUNDAY
\$1 OFF RAILS, TAPS & WINE**

HOUSE COCKTAILS

TRINIDAD SOUR \$12
An unorthodox and delicious cocktail that goes heavy on the Angostura Bitters with Limosin Rye, lemon juice and Orgeat.

UNIVERSE \$12
Invented by our own Alanya Universe, this cocktail is delicious, sweet and sparkly! Made with Four Roses Bourbon, Cointreau, Orgeat, bitters and raspberry simple syrup

WORLD'S BEST SUNRISE \$7
El Jimador Tequila, Grenadine and orange juice. That's it!

DARK STAR BLOODY T-\$10
House Bloody Mary Mix, Tito's Vodka, assorted garnish! Comes with a beer chaser! Available in short or tall. S- \$6

DARK STAR OLD FASHIONED \$9
Four Roses Bourbon, muddled dark cherries, orange and Agnostora bitters.

MOSCOW MULE \$8
Tito's Vodka, lime juice, Cock'N Bull Ginger Beer.

MANHATTAN \$10
Michter's Rye, sweet vermouth and bitters.

\$5

THE ART OF RUM

Invented by our favorite bar manager LRB, this drink is a perfect blend of

N/A COCKTAILS

APPLE CRISP \$9
Clean Co, N/A Apple Vodka, Apple Cider, fresh apple slices.

SEEDLIP SPICED MULE \$9
Seedlip Spice, Ginger Honey Syrup, lime juice, club soda.

TRUTH & CONSEQUENCE \$9
Clean Co. N/A Gin, mint, lime juice, rosemary syrup.

SPIRITS

VODKA

- \$6 TITOS
- \$6 STATE LINE
- \$7 KETEL ONE
- \$7 KETEL CITROEN
- \$7 KETEL ORANGE
- \$7 STOLI
- \$7 STOLI RAZ
- \$8 GREY GOOSE

GIN

- \$7 BOMBAY SAPPHIRE
- \$8 TANQUERAY
- \$8 DEATH'S DOOR
- \$8 STATE LINE AMERICAN
- \$9 STATE LINE LODON DRY
- \$10 HENDRICK'S

TEQUILA

- \$7 El Jimador
- \$8 Cabo Wabo Blanco
- \$9 Cabo Wabo Repo
- \$7 Espolon Blanco
- \$8 Espolon Reposado
- \$9 Espolon Anejo
- \$8 Milagro Blanco
- \$9 Milagro Reposado
- \$10 Corralejo Blanco
- \$11 Corralejo Reposado
- \$12 Corralejo Anejo
- \$12 Casamigos Blanco
- \$20 El Tasoro Extra Anejo

MEZCAL

- \$11/OZ DEL MAGUEY MUERTOS
- \$9/OZ DEL MAGUEY VIDA
- \$14/OZ CASAMIGOS JOVEN

RUM

- \$5 BACARDI
- \$6 CAPTAIN MORGAN
- \$8 PLANTATION DK PINEAPPLE
- \$5 PLANTATION ORIGINAL DARK
- \$5 FLOR DE CANA 4YR
- \$7 FLOR DE CANA 7YR
- \$6 GOSLINGS
- \$7 MALIBU
- \$8 EL DORADO 12YR
- \$6 EL DORADO 8YR
- \$15 RON ZACAPA
- \$7 RUM HAVEN

N/A SPIRITS

SEEDLIP

- \$7 OLD OVERHOLDT
- \$8 LIMOUSIN RYE
- \$8 MICHTERS RYE
- \$14 RARE BREED RYE

SPIRITS

BOURBON

- \$8 MICHTER'S
- \$8 FOUR ROSES
- \$9 MAKER'S MARK
- \$9 WOODFORD RSV
- \$8 KENTUCKY VTG
- \$7 JIM BEAM
- \$8 BULLEIT
- \$10/OZ EAGLE RARE
- \$18/OZ E.H. TAYLOR
- \$17/OZ BLANTON'S
- \$10/OZ KENTUCKY VINTAGE
- \$10/OZ ROWAN'S CREEK
- \$10/OZ KNOB CREEK
- \$10/OZ RUSSEL'S RESERVE 10YR
- \$10/OZ NOAH'S MILL
- \$14/OZ RARE BREED
- \$10 45TH PARALLEL BORDER BOURBON

WHISKEY

- \$6 SOUTHERN COMFORT
- \$7 SEAGRAMS 7
- \$7 JACK APPLE
- \$7 JACK DANIELS
- \$7 JACK DANIELS TENNESEE FIRE
- \$7 JACK DANIELS HONEY

RYE

- \$7 OLD OVERHOLDT
- \$8 LIMOUSIN RYE
- \$8 MICHTERS RYE
- \$14 RARE BREED RYE
- \$10 45TH PARALLEL RICHMOND RYE

IRISH

- \$6 JAMESON
- \$5 TULLAMORE DEW
- \$10/OZ REDBREAST
- \$10/OZ GREEN SPOT

SCOTCH

- \$10/OZ GLENLIVET
- \$10/OZ GLENMORANGIE
- \$10/OZ ARDBEG
- \$10/OZ KILCHOMAN
- \$12/OZ HIGHLAND PARK
- \$12/OZ LAPHROIG 10YR
- \$8/OZ JOHNNIE RED

CORDIAL

- \$5/OZ FERNET
- \$4/OZ FIREBALL
- \$3/OZ BLACKBERRY BR.
- \$4/OZ STATE LINE COFFEE
- \$5/OZ JAGER
- \$5/OZ RUMPLEMINTZ