

**MINTMARK 1929 WINNEBAGO ST.
RESTAURANT AND BAR CONCEPT**

Four Pond LLC
M-F 4pm-1:30am
Sat & Sun 9am -3pm
4pm-1:30am

CONCEPT AND DESIGN

MintMark

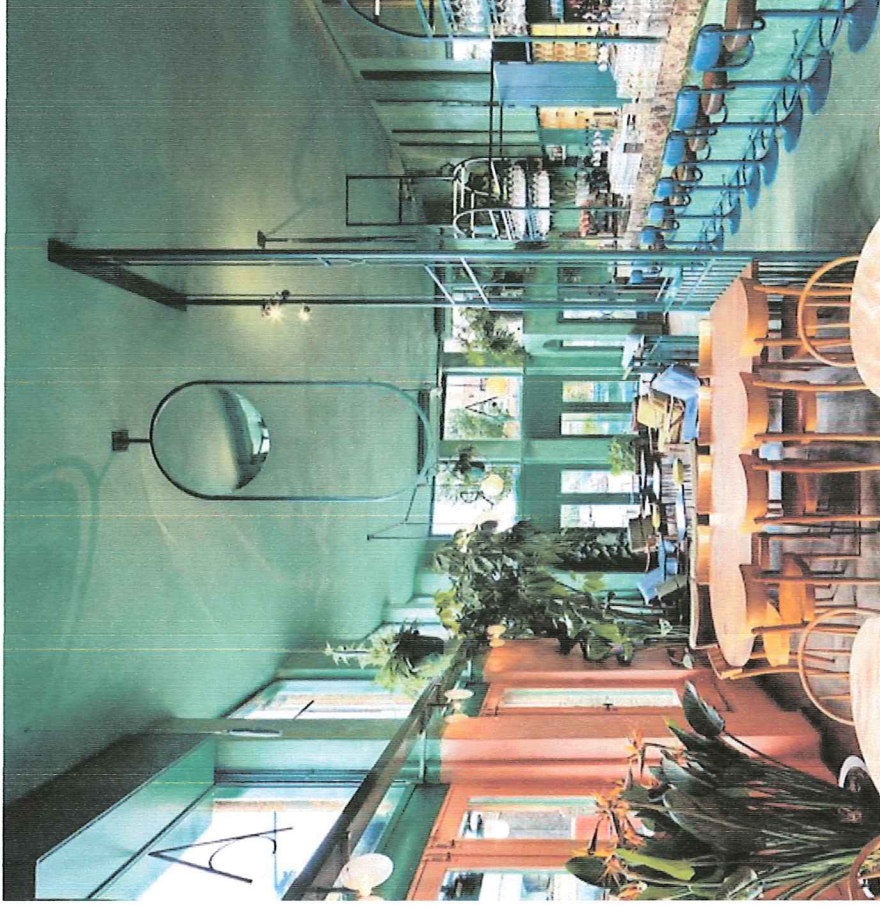
1929 Winnebago

A neighborhood restaurant focusing on seasonal specials and will feature an adventurous menu. On Saturday and Sunday mornings, the restaurant will feature a full service brunch program. To accompany the food, Pearl will have a robust beverage program which will focus on wine and cocktails.

The following pages show conceptual ideas from similar establishments that have inspired us during the preliminary stages of our design and additionally our conceptual menu.

Right: Café Tropicque

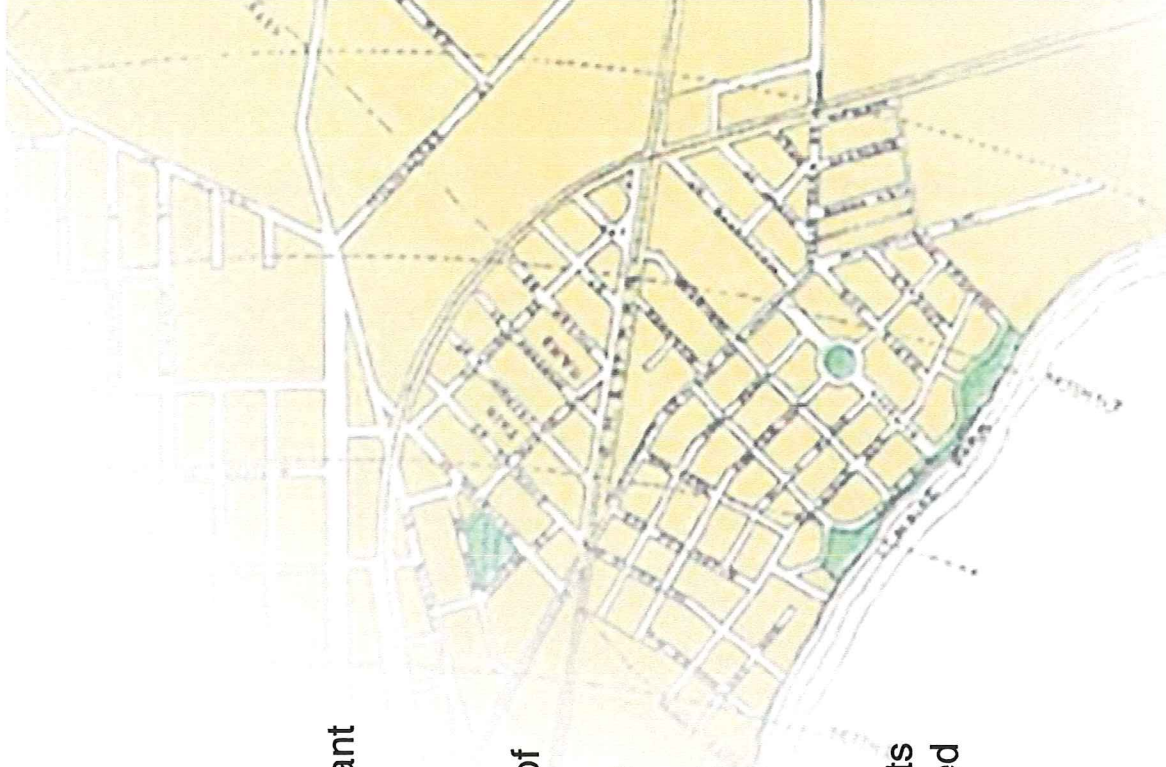
Elements of note- mismatched chairs with an abundance of plants



BENEFIT TO THE NEIGHBORHOOD

The Schenk Atwood neighborhood has a vibrant bar and restaurant scene with a number of retail and other service businesses that contribute to the overall health of this business district. We would like to add our own flavor to the area by providing food and beverage at an elevated level. Our team will be offering a menu of seasonally rotating, vegetable-forward dishes at a wide range of price levels, and our bar menu will be sophisticated, adventurous and consistently evolving, focusing on wine and spirits that complement our food menu offerings. We intend to serve food all hours of operation as to accommodate the growing number of individuals that have non-traditional work hours.

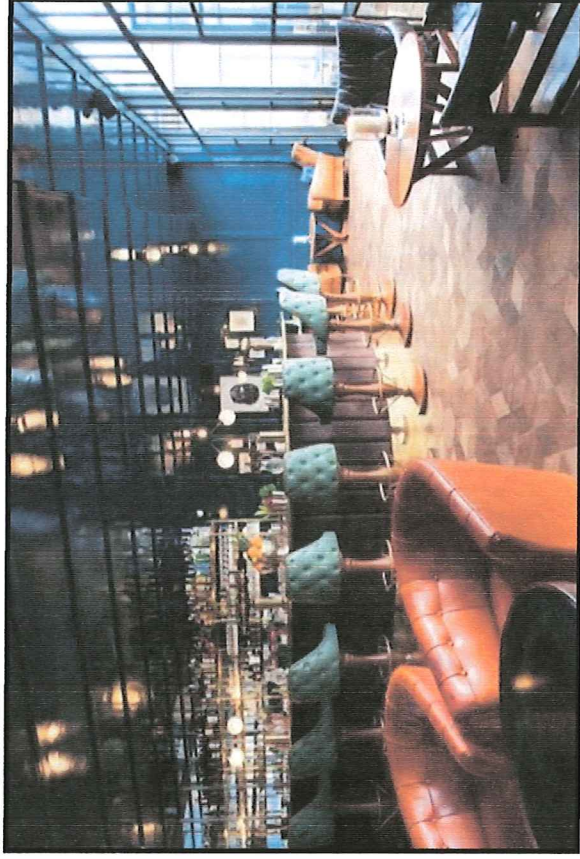
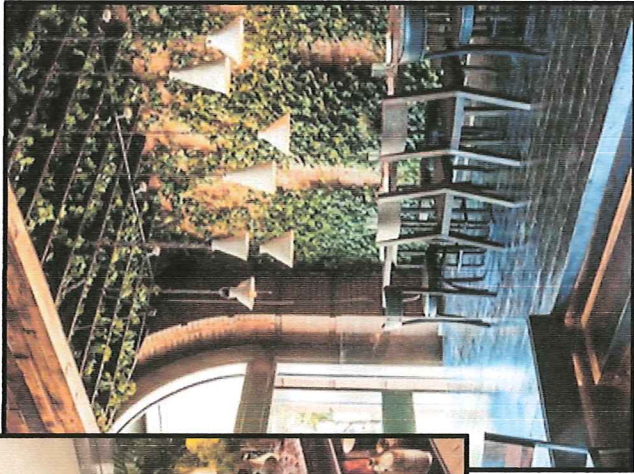
Our collective experience gives us reason to believe that residents both in the neighborhood and throughout Madison will be attracted to and support our new business.



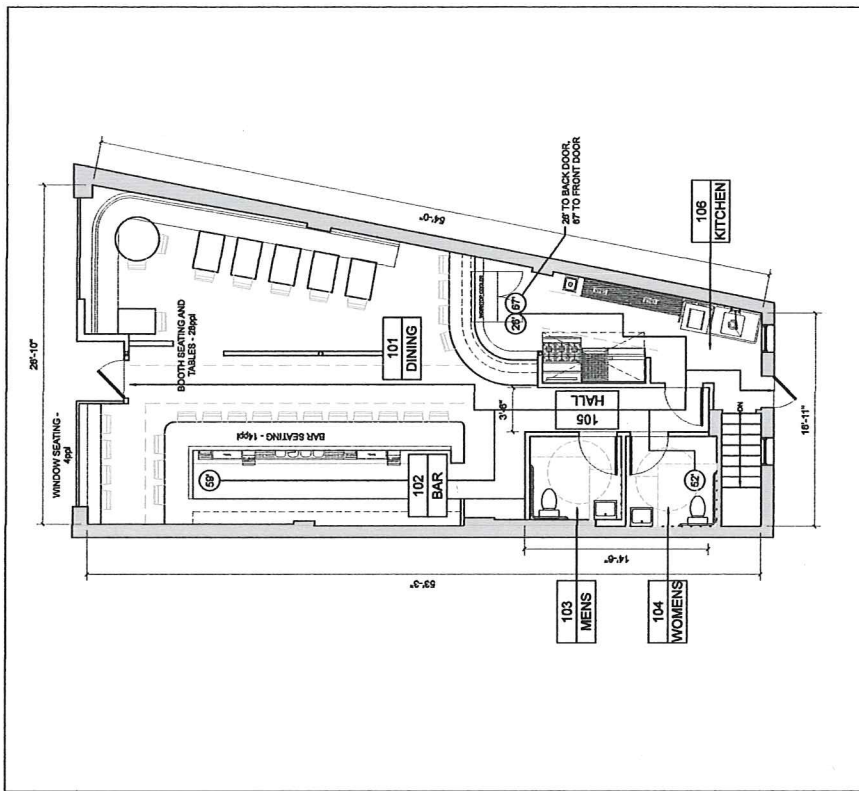
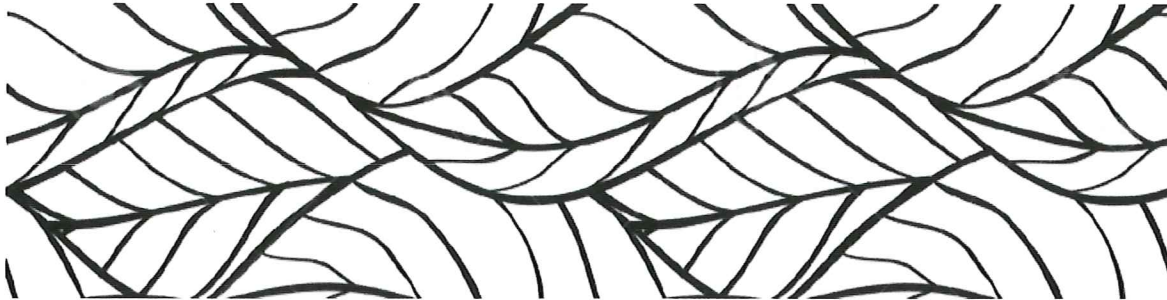
DESIGN: FERN BAR REIMAGINED



Living Design



brass accents with many material textures



1/8"=1'-0"

1 FLOOR PLAN	DATE: 06/06/17 PROJ.#: 1702
MORRISON ARCHITECTURE STUDIO	PROJECT: MINTMARK 1929 WINNEBAGO ST. MADISON, WI 53704
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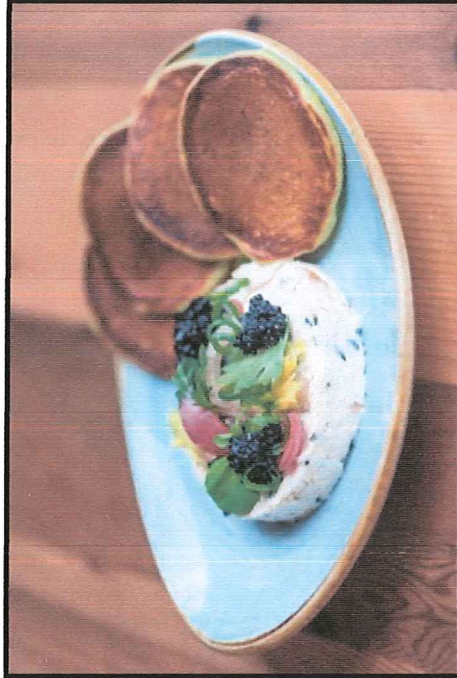


LAYOUT

OUR GOAL IS TO BRING THE OUTSIDE IN BY INCORPORATING LIVING DESIGN INVOLVING HERBS, VINES AND HANGING PLANTS CREATING A WARM AND BRIGHT ATMOSPHERE

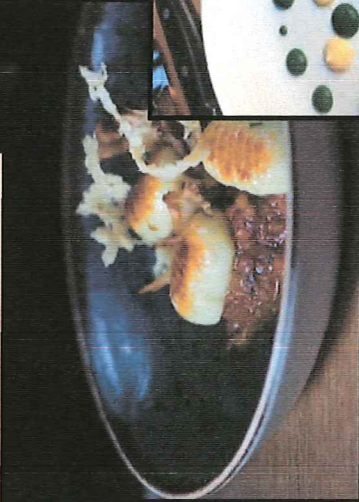
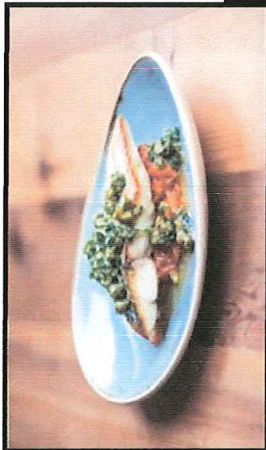
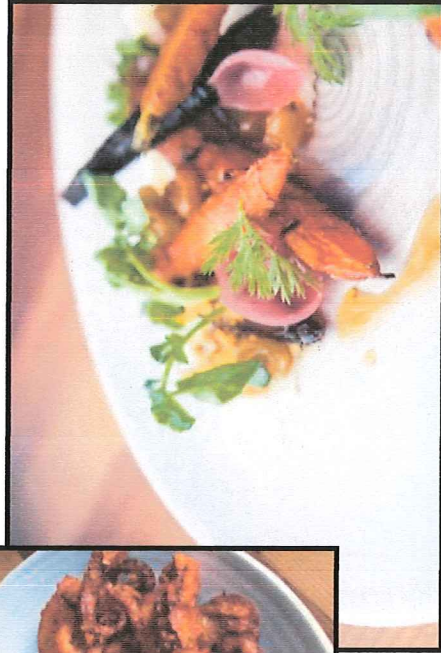
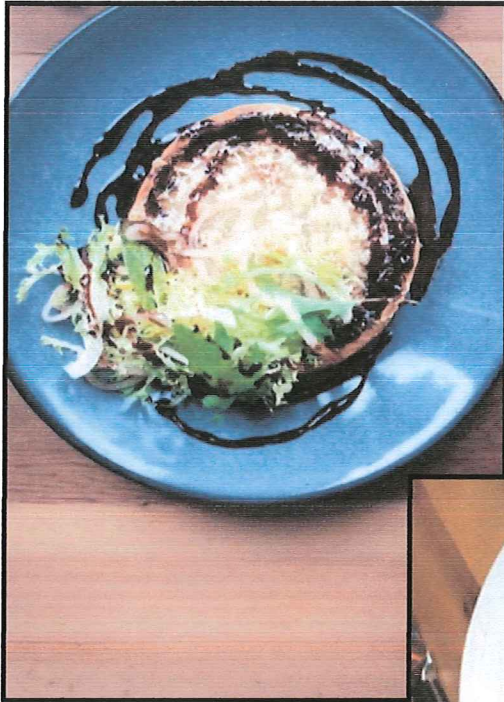
BEFORE AND AFTER DINNER

EARLY SPECIALS AND LATE NIGHT INDULGENCES.



DINNER

ALL FOOD IMAGES FROM SEAN PHARR'S
FORMER MENUS

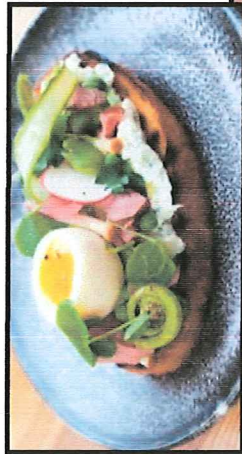
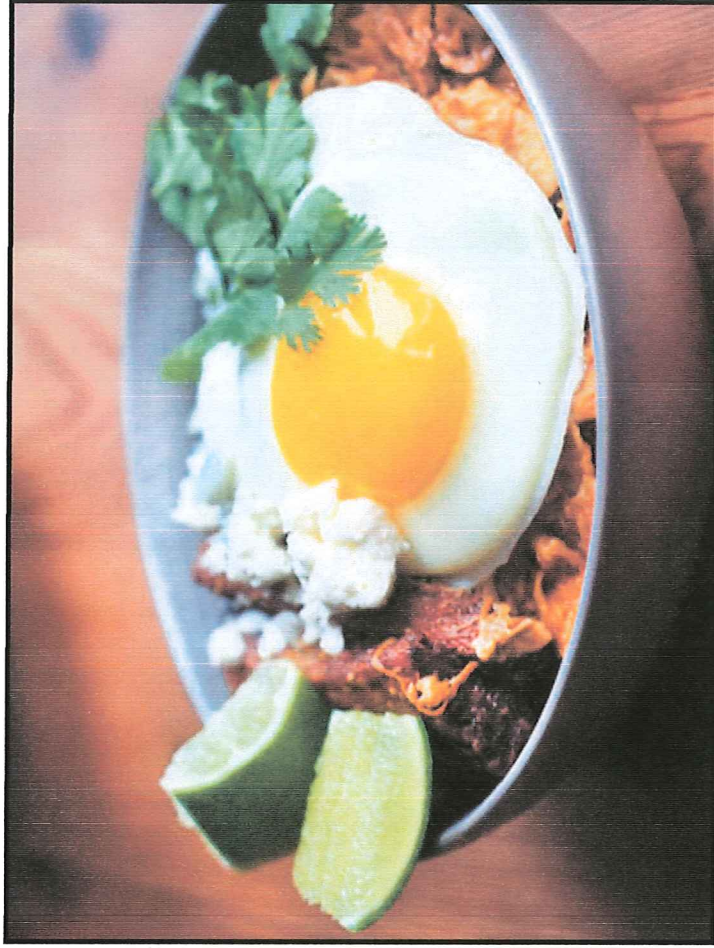


BRUNCH

Saturday

Sunday

9am to 2pm



MENU CONCEPTS

DINNER

Scottish Salmon Tartare | soft herbs, crème fraîche, rye cracker
Charred Eggplant | spring crudité
Dill Chapatti | red lentil hummus, golden raisin, chermoula
Egg Salad | lumpfish roe, lonza, pumpernickel
Preserved mushrooms | hooks 2yr white cheddar
Bib Lettuce | lemon, soft herbs, olive oil
Pate Maison | rhubarb mostarda, country toast
Crispy Potatoes | Calabrian chili, garlic, lemon aioli
Truffled Brie | summer truffle, ramp scented honey, grilled bread
Chicken liver mousse | strawberry preserves, pickled shallot



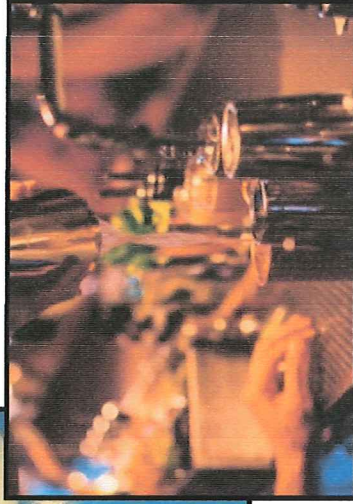
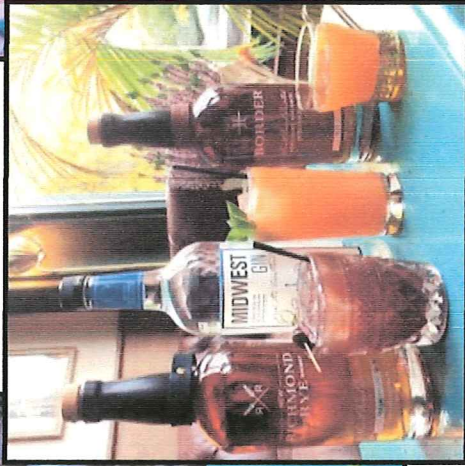
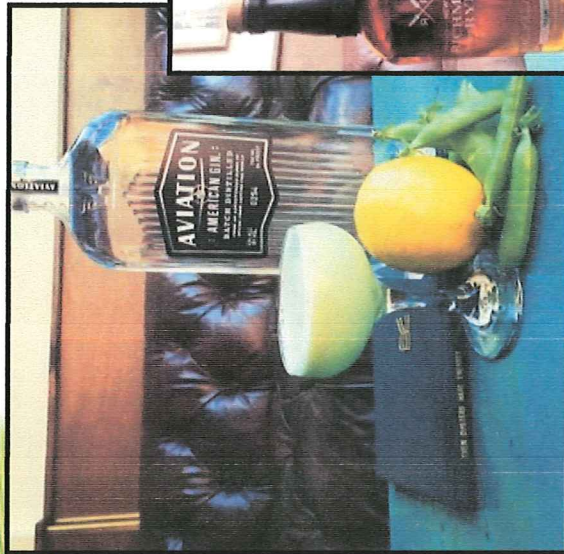
BRUNCH

Brioche Cinnamon Roll | Sour Cream Coffee Cake | Doughnut
Bib Lettuce | lemon, soft herbs, olive oil
Picnic Plate | an assortment of spreads, pates, and pickles
Spring Aqua Pana | poached farm egg, baby spring vegetables, grilled bread, ramp broth omelet | come, chive, field greens
Order of the Broadwitch | red wattle meatloaf, grilled onion, horseradish, fried egg (bacon is extra)
Sausage and Eggs | rookworst, potato pancake, smoked apple jam, farm egg
Quiche | onion confit, cauliflower, hooks 2 year cheddar
Benedict | country fried steak, buttermilk biscuit, poached egg, sawmill gravy
Pan Perdu | blueberry jam, candied pecans, whipped crème fraîche

Sides | crispy potatoes | Fruit | Bacon | Sausage Patty | Scrapple | Bread and Jam 6

BEVERAGES

Beverage program featuring an extensive wine list with cocktails utilizing fresh ingredients and quality spirits



THE TEAM



Sean Pharr

Pharr began his culinary career at Harvest, located on Capitol Square in Madison. In 2005, Pharr moved to Chicago, Ill., accepting a position at TRU, before moving to Blue Water Grill as sous chef. In 2009, Pharr was sought out to become sous chef at Osteria Via Stato. He later joined The Park Hyatt in Chicago for the re-launch of NoMI Kitchen as the chef de cuisine. In 2014, he accepted a position with B. Hospitality Co. working at Balena in Chicago and assisted with the opening team at Formento's. After helping with the launch, Pharr moved to B. Hospitality Co.'s flagship restaurant, The Bristol, as the executive chef, where he created a menu focused on classic flavor combinations and reintroduced the nose-to-tail approach to cooking.



Chad Vogel

Chad, hailing from Door County, began his career in the kitchen working in Door County, Minneapolis and Seattle before settling in Madison. Working at Madison staples Osteria Papaveri, Sardine, and Harvest among others. Dual chef/general-management roles and The Flatiron Tavern and Kushi Bar ignited Chad's passion for front-of-the-house operations, leading him to a number of bartending and bar-management positions. Chad spent years building his craft and his reputation at establishments such as The Weary Traveler, Nostrano, and Maduro before opening The Barmadillo, a mobile catering bar in a refurbished 1950 Airstream, in 2014, and The Robin Room, a cozy neighborhood cocktail bar, in 2016.



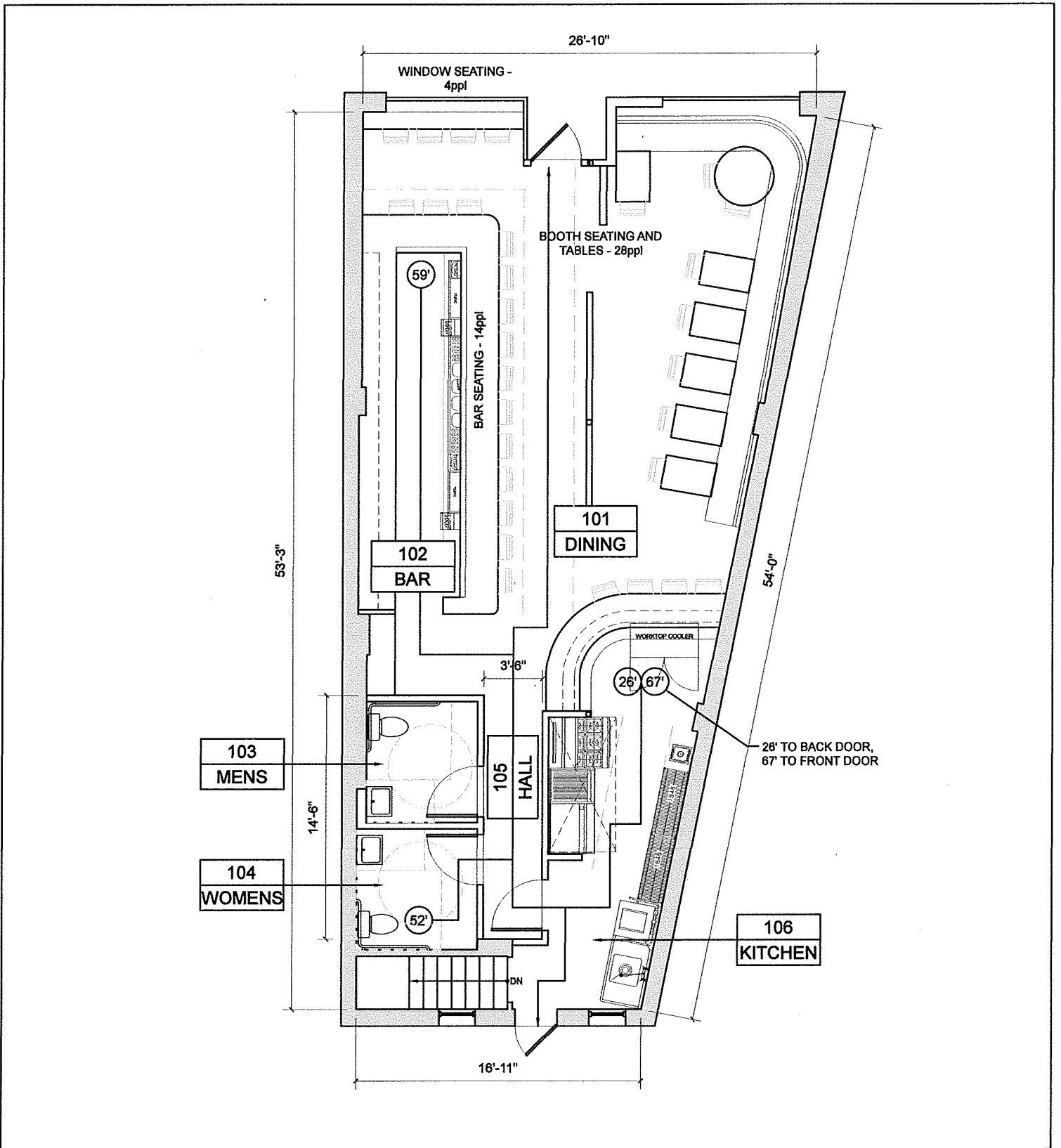
Tom Cranley

Tom Cranley fell in love with Madison when he came here as an undergraduate at the UW. Tom got a degree in Landscape Architecture but it wasn't long after that he shifted his interests towards interior design. Tom has played a big part in the look of many popular restaurants and businesses in Madison. Some of his most noteworthy projects are Barriques, Art Gecko, Natt Spil, Weary Traveler and more recently Muramoto, Morris Ramen and Porter. Tom is the co-founder and a co-owner of The Roman Candle Pizza. There he designed and built the first 3 locations in Madison. Tom operated The Roman Candle for 10 years but his skills truly lie in design and build.



Travis Knight

A Madison native, Travis Knight started his career in the service industry waiting tables and bartending at Restaurant Magnus. Later, Travis moved on to The Weary Traveler and Natt Spil. Most recently he has played an integral part in Robin Room's first year of success. These experiences have kept Knight centered in the progressive food and cocktail movement of the last decade. Travis looks forward to applying an equal amount of passion towards quality of product and service in this new endeavor.



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ARCHITECTURE
STUDIO**

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