

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning August 8th 2012 ending 2012

TO THE GOVERNING BODY of the: [] Town of [] Village of [x] City of MADISON

County of DANE Aldermanic Dist. No. 4 (if required by ordinance)

Table with columns: LICENSE REQUESTED, TYPE, FEE. Rows include Class A beer, Class B beer, Class C wine, Class A liquor, Class B liquor, Reserve Class B liquor, Publication fee, and TOTAL FEE.

- 1. The named [] INDIVIDUAL [] PARTNERSHIP [x] LIMITED LIABILITY COMPANY [] CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): MATTHEW VENTURAS GROUP LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company.

Table with columns: Title, Name, Home Address, Post Office & Zip Code. Rows for President/Member, Vice President/Member, Secretary/Member, Treasurer/Member, Agent, and Directors/Managers.

3. Trade Name ROAST PUBLIC HOUSE Business Phone Number ASHAWAR.HENRY@GMAIL.COM
4. Address of Premises 529 STATE STREET Post Office & Zip Code 53703

- 5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? [x] Yes [] No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? [] Yes [x] No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? [] Yes [x] No
8. (a) Corporate/limited liability company applicants only: Insert state Wisconsin and date 4/27/12 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? [] Yes [x] No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? [] Yes [x] No

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) FIRST FLOOR AND BASEMENT OF 529 STATE STREET

- 10. Legal description (omit if street address is given above):
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? [x] Yes [] No
(b) If yes, under what name was license issued? BUFFALO WING WINGS
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [x] Yes [] No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [x] Yes [] No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? [x] Yes [] No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another.

SUBSCRIBED AND SWORN TO BEFORE ME

this 35 day of June
Jean K. Phelps (Clerk/Notary Public)
Signature of Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual

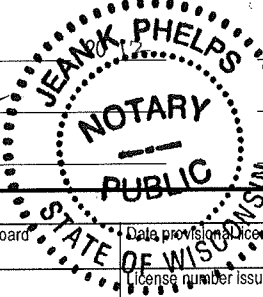


Table with columns: TO BE COMPLETED BY CLERK, Date received and filed with municipal clerk, Date reported to council/board, Date license issued, License number issued, Signature of Clerk / Deputy Clerk.

Seller's Permit Certificate:

We have processed your Business Tax Registration (BTR) application that you recently submitted electronically.

We have issued the following tax accounts and tax account identification numbers:

MATTERHORN VENTURES GROUP

Business Tax Registration 600-1027546951-03

Sales & Use Tax 456-1027546951-02

You should receive additional information about your account(s), including your registration certificate and applicable permits, within 5-7 days. If any registration fee is due you will also receive a bill for the fee amount.

Federal Employer Identification Number:

45-5420324

City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation) <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Written Description of Premise <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC MATTIEHORN VENTURE GROUP LLC
 2. Address of Licensed Premise 529 STATE STREET
 3. Telephone Number: 207-837-4069 4. Anticipated opening date: SEPTEMBER 1ST
 5. Mailing address if not opening immediately 777 University Ave Apt 634 MADISON WI 53703

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: A HIGH END SANDWICH SHOP WITH LOCALLY SOURCED INGREDIENTS SERVING BREAKFAST, LUNCH, DINNER FROM 9am - 12am

9. Do you plan to have live entertainment? No Yes—What kind? _____

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Please see reverse LAST PAGE - PRINTED DOCUMENT

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. NO PARKING LOT

13. Describe your management experience, staffing levels, duties and employee training.

Successfully completed a Fortune 1000's company's Management Training Program, promoted to head sales office in New York City. While training I filled in for managers.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

HENRY ASCHAUER 777 University Ave Apt 634 MADISON, WI 53703
 Name Address

15. Utilizing your market research, who would you project your target market to be?

STUDENTS, PROFESSORS, YOUNG PROFESSIONALS, WALK-IN CUSTOMERS, MADISON VISITORS

16. What age range would you hope to attract to your establishment? PRIMARILY 16-30

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

WE WILL BE ADVERTISING OUR FOOD THROUGH LOCAL NEWSPAPERS, FLYERS, TWITTER, FACEBOOK

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: Mullins Group

Address of Owner: 401 N. CARROLL STREET Phone Number 608-257-2127

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes No

21. List the Directors of your Corporation/LLC

Don Hamaker 1553 SW UPPER HALL ST PORTLAND, OR 97201
Name Address

Doug Hamaker 777 UNIVERSITY AVE MADISON WI 53703
Name Address

Harvey Aschauer 777 UNIVERSITY AVE MADISON WI 53703
Name Address

22. List the Stockholders of your Corporation/LLC

Don Hamaker 1553 SW UPPER HALL PORTLAND OR 30
Name Address % of Ownership

Doug Hamaker 777 UNIVERSITY AVE APT 634 30
Name Address % of Ownership

Harvey Aschauer 777 UNIVERSITY AVE APT 634
Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. _____

24. What type of food will you be serving, if any? _____

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? 9-12am

27. What hours, if any, will food service not be available? We will always serve food
28. Indicate any other product/service offered. DARTS, ping-pong table, BIG BUCK HUNTER
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 15-20
During what hours do you anticipate they will be on duty? 9-12am
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? 12
How many bartenders do you anticipate you would have working at one time on a busy night? 2
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
80%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 90%
What percentage of your advertising budget do you anticipate will be drink related? 10%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No
-

42. What is your estimated capacity? Currently 99

43. Pursuant to Chapter 38.02 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	39 60 %
Gross Receipts from Food and Non-Alcoholic Beverages	60 34 %
Gross Receipts from Other	1 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

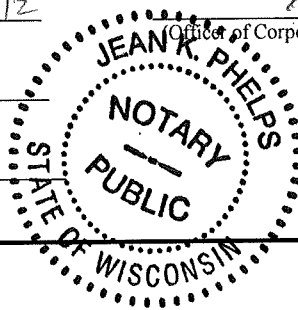
Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 25 day of June, 2012

Jean K. Phelps
(Clerk/Notary Public)

My commission expires 6/27/14



[Signature]
(Office of Corporation/Member of LLC/Partner/Individual)

Question 10 detailed:

The leased location is a first floor and basement of a previously occupied restaurant. The first floor dimensions are approximately 17'8" wide by 35'9" long for the main dining area. The bar seating area is on the first floor as well and spans approximately 27'8" . There is approximately 3' of bar space that will not be seating any customer but used for waitresses to retrieve drinks for the patrons. On the first floor we vision having mostly square tables for groups of two to four people. Additionally there will be one bar type table on the front window and a high top table for four. Our tables are going to be approximately 2.5' by 2.5' upstairs and we plan on having near 14 tables. We also may have one larger wooden table for bigger parties, seating 6 to 8 customers. We estimate to have 12-14 bar stools at the main bar.

The downstairs dimensions are slightly different due to the lack of a bar and the addition of storage and mechanical space. The room is relatively rectangular that is spilt into two due to different heights. The first, upper area, is 17'7" wide by 17'5" long. It will serve as an entertainment area containing 3 dart boards, a ping pong table, and possibly a Big Buck Hunter console. The second section, or downstairs section, is 17'1" long by 28'3.5" wide. This area will serve as the primary location to watch television in larger groups in a more interactive atmosphere. We will have many televisions playing an array of sporting activities ranging from ski and surfing videos to Badger sporting events. The seating is likely to be two larger communal tables, each seating ten comfortably. With that said, beverages would be open for consumption in all areas of the restaurant. It would be disadvantageous for alcoholic beverages to be limited to the downstairs, considering the bar is located on the first floor. In addition, it would be unrealistic for beverages to be limited to the top floor, considering there is not a separate entrance for the downstairs. All liquor would be stored both in dry storage downstairs and in a walk in cooler on the upstairs level.

Sec. 183.0202
Wis. Stats.

NOT CURRENT - WAITING ON
LAWYER



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. **Name of the limited liability company:**

Matterhorn Ventures Group LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**

Steven David Segal

Article 4. **Street address of the initial registered office:**

408 N Frances St
Apartment 2
Madison, WI53703
United States of America

Article 5. **Management of the limited liability company shall be vested in:**

A member or members

Article 6. **Name and complete address of each organizer:**

Steven David Segal
408 N Frances St
Apartment 2
Madison, WI53703
United States of America

Douglas Hamaker
651 W. Armitage
Apartment 1
Chicago, IL60614
United States of America

Henry Aschauer

651 W. Armitage
Apartment 1
Chicago, IL60614
United States of America

Other Information. **This document was drafted by:**

Steven D Segal

Organizer Signature:

Steven David Segal

Date & Time of Receipt:

4/27/2012 10:50:44 AM

Order Number:

201204272982946

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**

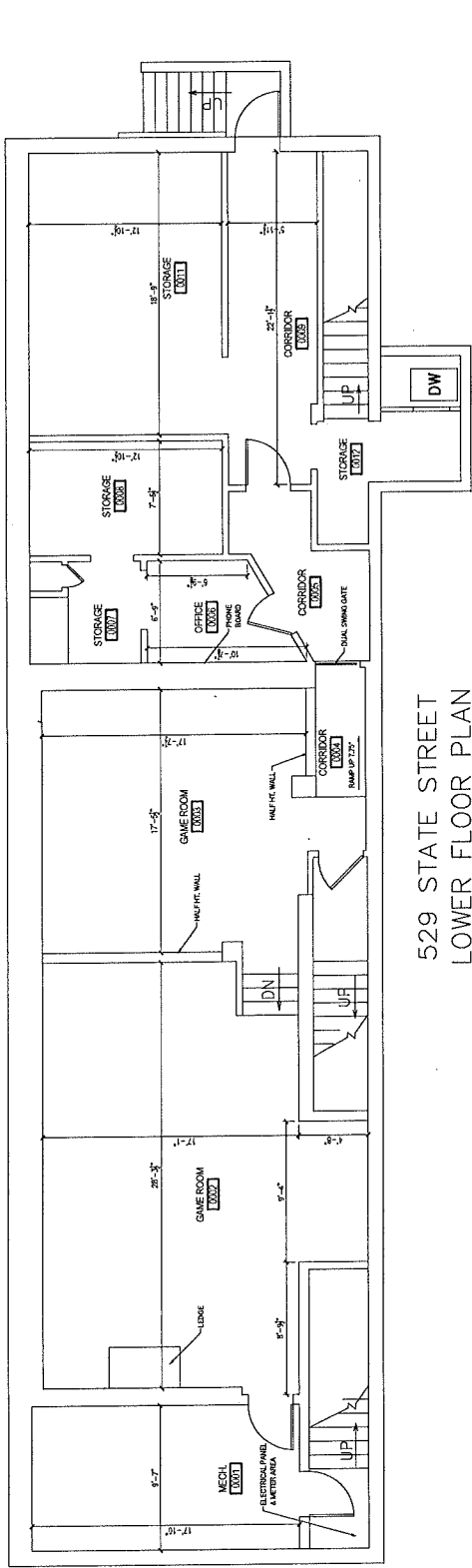
Filing Fee: \$130.00
Expedite Fee: \$25.00
Total Fee: \$155.00

ENDORSEMENT

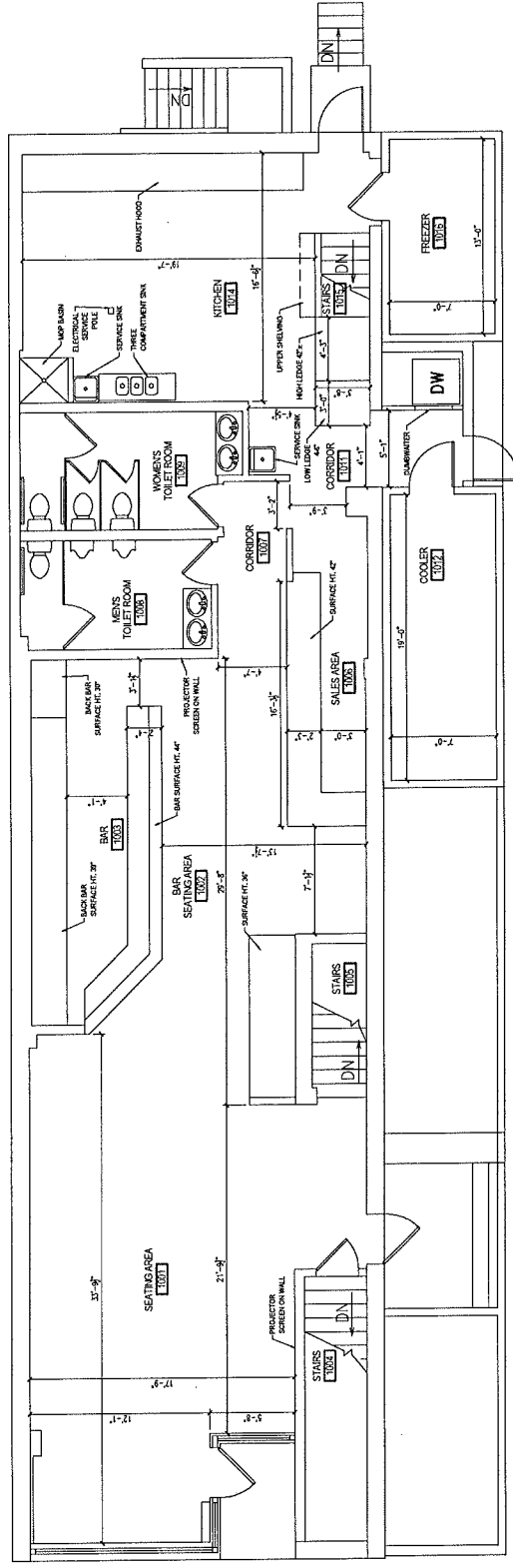
State of Wisconsin Department of Financial Institutions

EFFECTIVE DATE	
4/27/2012	

FILED 4/27/2012	Entity ID Number M082979
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529 STATE STREET
LOWER FLOOR PLAN



529 STATE STREET
FIRST FLOOR PLAN

Roast Public House* preliminary menu

Breakfast

Meat, cheese, egg sandwich – Your choice of Black Earth Farms breakfast sausage or bacon, your choice of cheese, and two eggs any style, on a Clausen's hard roll or bagel.

Taylor Ham sandwich – The pride of New Jersey – Taylor Ham Pork Roll, with two eggs topped with American cheese. A New Jersey tradition that will soon be adopted in Madison.

Lunch/Dinner

Giambotta sandwich- slow roasted pork, homemade vinegar peppers, caramelized onions, and homemade thick cut potato chips

Braised Shortrib Grilled Cheese- pickled granny smith apple, sharp cheddar cheese

Korean BBQ Cheese Steak- shaved steak marinated for 4 hours, topped with American, caramelized onions, and peppers

Whole Roasted Turkey - Italian homemade stuffing (Contains Sweet Sausage), brie, and cranberry mayo

Whole Roasted Turkey – with a homemade spinach dip, topped with Wisconsin medium cheddar and Panini pressed using Batch's Scali.

Homemade Roast Beef- Gravy pan drippings, fresh Mozzarella

Chicken Cutlet- Buttermilk Brined chicken breast, deep fried, house smoked bacon or pork belly, garlic aioli, a fresh Wisconsin sliced cheddar or American, shredded lettuce, tomato

Chicken/Meatball/Eggplant Parmesan - 6 hour Sunday gravy with pork, veal, and ground beef, topped with fresh Mozzarella

Burger Friday – rotating special burger on Friday's.

Make your own – make a cold sandwich from any of our house made meats with your choice of fixings.

Sides – In house hand cut French Fries (traditional and sweet potato), wide selection of chips, daily homemade salads and soups.

*At Roast, we realize the opportunity to serve our community through unique food. We also will serve the community through support. We have already contacted and visited many local farms to test their products and create a relationship to mutually benefit both our customers and the suppliers of the fine ingredients.

ROAST PUBLIC HOUSE



**DON HAMAKER
DOUG HAMAKER
HENRY ASCHAUER**

MARCH 6TH, 2012

Executive Summary

We are three friends that met while attending the University of Wisconsin, which we feel is home to one of the best college atmospheres that exists. We feel that we owe a little to Madison for being such a large influence in our respective lives. All three of us have excellent jobs, working forty to sixty hours a week, living comfortably. We are all willing to give up our careers in this tough market because we believe in our concept and assured that our personalities and skills will drive the Matterhorn to success. We are wholly confident that there

is a gap in the market and we can fill this void through our drive, intelligence, vision, and commitment.

Our vision is to own and operate a high-quality deli with a dynamic menu and exciting atmosphere. In this document we will discuss our vision of this property, the financial structure, the revenue potential, the marketplace, and our own personal backgrounds.

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I. Company Description

The nature of our business is relatively simply yet will be unique in the downtown Madison market. We aim to have a deli style restaurant and bar that strongly advocates local and humanely grown food. The bar section will be highlighted by a rotating tap system of small market craft beers from throughout the United States. Too often the population in Madison is unable to experience the craft beer movement outside of the state of Wisconsin. Our establishment will select some of the best beers throughout the country complimenting the great beers of Wisconsin. The community of Madison really appreciates a stellar dining experience and we are hoping to bring a unique perspective to the Midwest culture. A competitive wine rotation will also be a staple at the restaurant. Highlighting the liquor choices will be a fine selection of whiskeys, primarily but not limited to scotches. The atmosphere will be light and inviting. It will be a place you can spend ten minutes picking up a sandwich before class or spend hours enjoying everything the restaurant has to offer. State Street is too

embedded with continuously manufactured food options with little personality. Our restaurant, with our home cooked meats, daily baked bread, hand cut fries and rotating specials, will offer variety rather than repetition.

Many potential customers will be attracted to this type of restaurant on State Street. We are confident that we will attract loyal continual customers in addition many new customers on a daily basis. The main demographic of our customer base is likely to be students at the University. They often have the most free time and spend a lot of time walking on State Street. However, we are confident that professors, professionals, and locals will all be attracted to our restaurant due to the quality of food. Madison is undeniably a small melting pot of the United States and our establishment will have something for everyone no matter where you are from.

What we lack in experience we make up with passion and an understanding of what is missing on State Street. The location is a perfect. It is in the most concentrated and heavily traveled section of State Street. Many are complacent with their food options on State Street and when we introduce our new establishment they will be eager to try. The bar will benefit from the other bars in the area. The surrounding bars offer the typical bar experience whereas our bar will leave the consumer with an above average experience. Whether it is a fine scotch, rare tequila, or West Coast IPA, our bar will have a drink to satisfy. The age of the owners is a competitive advantage in the market. Not only do we understand the market but we also still have many connections to the market. We are ambitious, young, and intelligent, not to mention there are three of us. Since there are three of us, we plan to always have at least one but preferably two owners at the restaurant at all times. Our inside décor will be inviting, with our personal experiences, ski mountains, golf courses, ocean scenery, and famous musicians being the highlights. We also will have a couple TVs that will be playing, bearing there is no Wisconsin sporting activity on, some sort of extreme sporting movie. Our music, similar to the theme throughout the restaurant, will be ever changing. We will look to introduce some new artists while playing the classics.

II. Organization and Management

Structure: Donald Hamaker will be involved with the day to day operations from negotiations until a couple months after the opening date. He will provide the necessary financial investment for start-up completely from his own savings. After he is comfortable with our understanding of the correct operations, Doug Hamaker and Henry Aschauer will then assume almost sole control of the establishment. It will be our restaurant but we will ultimately seek advice primarily from Mr. Hamaker but also others that could of help. All of our friends are willing to aid in whatever capacity they can, whether they are in real estate, law, construction, banking, accounting, or the service industry. We will tap all of our available resources in order to keep the business running at peak efficiency.

Ownership information: Ownership will be split evenly between Donald Hamaker, Douglas Hamaker, and Henry Aschauer.

Mr. Donald W. Hamaker served as Senior Vice President of Schnitzer Steel Industries Inc. and as President of Metals Recycling Business Division at Schnitzer Steel Industries Inc. since September 16, 2005. He doubled Schnitzer Steels Revenue in 6 years of employment. Prior to being an executive at Schnitzer he served as President of Hugo Neu Corporation and oversaw all company operations. He joined Hugo Neu Corporation in 1987. During his time with Hugo Neu Corporation, he held variety of positions including Assistant General Counsel and Vice President of Planning and Development before appointment as President. Mr. Hamaker succeeded in having together a strong team of financial and operations professionals to carry out a series of initiatives designed to increase the operating efficiency of the business--including the introduction and implementation of the EVA performance metric to Hugo Neu. He practiced corporate law and litigation. Mr. Hamaker is graduate of Georgetown University Law Center. He has a B.A. from Northwestern University and a J.D. from Georgetown University. Don is also an advanced chef and has had a desire to open a restaurant/bar for his entire life. He plans on helping with day to day operations including, but not limited to, cooking, managing finances, and occasionally scrubbing floors.

Douglas Hamaker, born and raised in Glen Ridge, NJ, graduated from the University of Wisconsin with a degree in Economics and a minor in slow roasting meat. During his time at UW, he successful ate at every single restaurant/bar in the greater Madison area. Through this experience he was able to gain a strong understanding of what food options the campus lacked, specifically a place that truly cared about what they were putting on the plate. He has a strong passion for farming and really believes that Madison is one of the best places in the world to promote farm to table food. After college he moved to Portland, OR before moving back to Chicago where he currently works as a Non-Ferrous metal trader for General Iron Industries. Doug brings not only a passion for cooking, but a strong understanding that every penny makes a difference.

Henry Aschauer will be leaving his job in New York City to pursue something that he has wanted ever since he was a freshman at the University of Wisconsin. Originally born in Chicago, Henry moved East to Maine when he was two. Henry's love for sandwiches blossomed with his daily salami, American cheese, and black olives while a child. He eventually was able to branch out and try other meats besides salami but the dry cured sausage still has a specific spot in his heart. After growing up in Maine, attending college at the University of Wisconsin, living in Washington State, then New York, Henry has a strong appreciation for the variety of beers our country has to offer. Utilizing his career working for a public corporation, Henry will apply his business knowledge with his passion for cooking, baking, and craft beers for the continued growth of the restaurant.

III. Market Analysis

We remember going through four years of college with limited food options for a healthy, satisfying, quick, and local meal. We always missed the small delis that we became accustomed to while growing up. We are confident we can fill that void that many students of the University of Wisconsin are looking for when they stroll down State Street. The University, being the

caliber that it is, attracts students throughout the United States and we know we will have an atmosphere that is appealing to all. While this sprung from our experiences at the University, the establishment is not solely intended for college students. In addition to the college, Madison is the capitol and plays host to many wildly attended events, whether it be on the local, state, or national level. When people come to a town as highly regarded as Madison they expect to have good food, and we want to bring that to them.

State Street is an advantageous business location not only for the amount of residents that live nearby, but also for its central location within Madison. It is tough to estimate the daily foot traffic on State Street, but it is impossible to argue against the street's infinite potential. We plan on keeping our food prices competitive with the existing market presence. We are confident that customers will pay a slight premium for homemade meats and the use of local ingredients. For the bar, we look to be consistent with the current trends in Madison. If any of our prices are more expensive it is simply because we will have introduced beers that are not currently offered in Madison, likely from either the West or East coasts.

We believe within six weeks we will be able to have a sizeable effect on the market, mainly due to positive reviews but also from, advertising, the appeal of something new, and the proposed atmosphere. We will use current popular social media outlets (Facebook, Twitter) and local newspapers for our initial advertisements. Though graduated, we still maintain a strong connection to the campus and the students. The three of us were all present figures in our respective fraternities as well as on campus through our senior years. This will assist in our networking and attracting returning customers.

IV. Competitive Analysis

Our main food competition will be Potbelly's and Jimmy Johns, two sandwich shops that are located next door and directly across the street from our potential location. While both are popular destinations, we do not think they make it impossible for us to penetrate the market. We plan on serving options that cannot be currently ordered at either establishment. House roast beef dips, homemade meatball parmesans, slow roasted pork shoulder BBQ sandwiches. With the abundance of farms in the area we have been able to find extremely competitive wholesale pricing for an array of different cuts of meat. It is no secret that both Potbelly's and Jimmy Johns use highly processed meats from their respective factory outlets. We plan to offer students an experience they have yet to have in Madison, delicious and healthy food cooked directly by its shops owners.

Potbelly's will be more of our competition than Jimmy Johns, as we see JJs as a subpar establishment that attracts the type of customer we do not even plan on going after. The type of college student that orders Jimmy Johns regularly truly does not appreciate good food in the first place. Also, we plan on competing with both Potbelly's and Jimmy Johns speed of service by offering a special sandwich of the day that has been prepared in advance and will be available for purchase with a limited wait time. With our limited menu, executed efficiently and well, we should be able to take away a lot of Potbelly's customer base. When surveying the

Madison population we found that Potbelly's became many students sandwich shop of choice not because of its quality, but because of the lack of options in the area. Many students said they would be willing to pay \$2, \$3, sometimes even \$4 dollars more than current Potbelly's prices for a larger, fresher tasting sandwich. We will also be serving our own hand cut fries, something that neither establishment offers. A good example of our shops food quality can be seen at Madison Sourdough Company. Being located on Williamson Street, they are far away enough from campus to not pose a significant threat to our sandwich sales.

Another direct competitor will be Einstein's bagels. We plan on making 3-4 quality breakfast sandwiches served on house baked Kaiser rolls or outsourced bagels (from Gotham Bagels preferably). Einstein's is really the only option for a quick breakfast on State Street. In our four years at UW we heard students complain countless times about the lack of a good place to grab a breakfast sandwich within walking distance of campus. Einstein's was where they were forced to go, not where they wanted to go. We truly believe we can outsell them in the breakfast sandwich market with our elevated product.

V. Marketing and Sales Management

Prior to our opening, we will have free tastings and through which we will gather a general understanding of the market we will be serving. At this specific point we will solidify our menu and schedule based on the needs of the market. We feel this will be a valuable learning experience for us and be a positive promotion and a way to get people talking about our establishment. After we penetrate the market we plan on having a significant share within the first four to six weeks. We will advertise strongly through social media such as Twitter and Facebook but also through traditional avenues such as the Badger Herald and Daily Cardinal. After we are comfortable and are better able to see our profit and losses we will be able to spend more money with advertising, branching out to attract new customers. In all honesty advertisement is not our biggest concern considering our potential location on State Street as well as the passion we will put behind our product.

VI. Product/Service Description

The product we will be offering is a unique food option in Madison and more specifically in the downtown, State Street area. We will hold ourselves to very high standards, standards we have acquired through our appreciation of fine food. First and foremost our product is a well-made sandwich that will be appealing to all demographics. We will constantly rotate the menu, though a handful of staples will remain on the menu at all times. The menu will take form both from the current demands of our customers but also, possibly more importantly, by the season and whatever is the freshest at the moment. Three breakfast sandwiches and a house made granola will be on the menu at all times, as we feel there is a huge hole in the market for a well made breakfast sandwich. Madison's central location allows the city to be an ideal location for a restaurant that prides itself in local and fresh ingredients. Wisconsin is home to some of the best and more forward thinking small farms, farms that will supply our restaurant with some of

the best tasting meats, dairy, vegetables, and fruits our country has to offer. We will be roasting our own roast beef, making our own corned beef and pastrami, and rotating in a house made pulled pork, brisket, and other fine meats. In addition to our in house cooked meats, we will also be baking fresh bread daily, in order for our customers to have the best sandwich experience possible. We will also have daily baked goods (pies, cookies, bars), granola, and home -made chex mix.

We do this all with a positive and uplifting manner. Our team could not be more excited for this endeavor and that will show through our food and our physical establishment. It will be inviting, light, fresh, and most importantly somewhere you will want to spend time. Customers will come for the food, relax from the libations, and stay and enjoy for the entertainment, whether it be the ping pong table, the music, or the movies playing on the televisions. In order for us not to be complacent we plan on having many off-sites. Off-sites will require us to remove ourselves from the restaurant for anywhere from a day to a week to experiment with new foods and seek influence from other cuisines. We will also grow and become more mature by listening to those that have influenced us in the first part.

VIII. Financials

The start-up of Matterhorn will be approximately \$150,000 as shown in Table A1. The majority of this belongs to the initial construction that aims to better the atmosphere and provide better flow to the establishment. With a conservative sales forecast, we believe that we could break even within one year without principal salaries (Table A2). With principal salaries, we hope to break even within two years and are extremely confident we can do just that.

IX. Conclusion

The establishment being proposed brings with it a solid concept, one that would fill a marketplace gap and bring a new flavor to the downtown area. The principals, as described throughout this document, have the passion, finances, and intelligence to run such a business in an efficient, effective manor. We believe, and our analysis supports, that we would be able to run a bar/restaurant, and with the aid of high-quality product and an extraordinary location, be extremely successful, breakeven financially within a short time period, and continue to succeed in the years to come.