

Killdevil Rum Club
2042 Atwood Ave

Owned & Operated by
Mitchell Turino

Killdevil Rum Club is a unique tropical bar concept in Madison, WI, heavily featuring the rainbow of flavors and styles that is rum. Located in the basement at 2042 Atwood Ave, Killdevil offers an immersive, speakeasy-style escape for cocktail enthusiasts.

Killdevil aims for a certain amount of education as well as consumption - rum has a rich, even dark, history, as do the cocktails that feature it. Tasting classes, cocktailing courses, and endless tidbits and trivias can serve as an on-ramp for customers and new cocktail fans.

Rum's long history and low-cost components means it tends to be more affordable than most other liquors, and a unique concept in a vibrant neighborhood means Killdevil is expected to have a steady revenue stream and good profitability.

Why rum?

Rum was the first American spirit - its trade through the East coast and the Caribbean defined generations of economic progress in the United States. Dozens of styles, hundreds of distilleries, and thousands of different bottles transformed the world through their distribution and development through the centuries. But as whiskey became the drink of the American patriot, the rum market fell to the wayside. These days, rum is part of a huge resurgence as a diverse, delicious, and creative spirit used in hundreds of traditional, modern, and tropical cocktails.

Who's in charge?

Mitchell Turino has 10 years of experience developing and running a high volume bar at I/O Arcade Bar, winner of Best Bar in Madison on three separate occasions, which opened in 2018 but began development in 2016. This experience is compounded from being in two different locations - having moved during the COVID-19 pandemic into a larger space - each with their own unique challenges. This means KDRC is a bar that will be run by an industry veteran to provide an organized, relaxed, and unique experience.

Where is this?

Killdevil is currently planned in the basement of 2042 Atwood Ave, near many other successful bars and restaurants like Bar Corallini, Alchemy, The Green Owl, Ideal, and the Green Room. It's a 2600 sqft ADA-accessible space with a very cool and understated entrance (like a Tiki speakeasy... or Tik-easy?). The space has ample room for storage and office space, as well as a secondary seating space that can be cordoned off for private events. The top floor is occupied by The Baked Lab, a bakery that aims to offer wine cafe vibes with lots of sweet treats.

Marketing

Much of the marketing for KDRC will be word of mouth, aided by Mitchell's other business, I/O. Hundreds of unique guests a week make it easy for word to spread about a literally underground bar nearby. But on top of that, there are also ample opportunities in the neighborhood, like direct marketing through the nearby Barrymore Theatre, working with the Williamson-Marquette Business Association, sponsoring the annual AtwoodFest, and more. The event space in the bar allows participation in public markets and makers' fairs.

Sales Plan

Most of the sales plan comes from the drinks - large drinks with a blend of rums, a wide array of ingredients, fun glasses, and exotic garnishes. Killdevil is largely about the exotic experience of tropical drinks and memorabilia in a colorful space. It's quiet, it's unassuming, but once inside, it's a whole new world far away from typical Madison nightlife.

Tropical drinks range from \$8 for a simple tap cocktail to \$50 for a sharable bowl for 4-6 people. The menu is split into 6 different menu sections:

- 1) Rum classics: cocktail standards. \$8-16.
- 2) Tropical drinks: Zombies, Mai Tais, Jungle Birds, and a ton of other juicy, bright, strong drinks make up this section of the menu. \$11-18.
- 3) Experiments: A small list of cocktails that we feel push rum in bold new directions. \$10-18.
- 4) Sharables: Drinks designed to be shared between 2-6 people. \$20-50.
- 5) N/A: Mocktails made with our high quality juices, teas, and syrups for those looking for a sober experience. \$8-12
- 6) THC: A budding market trend that offers a different kind of buzz. \$12-18.

Sample Menu

Wine - Cabernet Sauvignon, Malbec, Chardonnay, Albariño, champagne, rose

Beer - High Life, Modelo, Red Stripe, PBR, Mango Cart, local sour beer, local IPA

Cocktails:

Tropical:

Mai Tai - Two rums, orange liqueur, lime, house-made almond syrup

Three Dots and a Dash - Rhum agricole, lime, orange, falernum, allspice dram

Zombie - Three rums, grapefruit, house-made grenadine, herbstura, cinnamon, falernum, lime

Hurricane - Rum, passionfruit, lemon, orange

Painkiller - Rum, pineapple, orange, lime, coconut

Humuna Humuna - Gin, lemon, pineapple, almond, bitters

Ancient Mariner - Two rums, lime, grapefruit, allspice dram, Angostura bitters

Lei-Lani Volcano - Coconut rum, pineapple, lime, guava

Killdevil Rum Barrel - **Top secret!** Rums, spices, citrus

Rum classics:

Daiquiri - Rum, sugar, lime

Cuba Libre - house-spiced rum, Coca Cola, lime juice, Angostura bitters

Wray & Ting - Wray & Nephew overproof rum, Ting grapefruit soda

El Presidente - Aged rum, dry vermouth, orange curacao, grenadine

Mojito - Unaged rum, sugar, lime, soda, mint

Kingston Negroni - Overproof Jamaican rum, Campari, sweet vermouth, orange

Our experiments:

Last Bird - Rum, gin, Campari, Luxardo, pineapple, lime, simple

Planet of the Apes - Rum, creme de banane, coconut cream, oat milk

Passion Plane - Rum, amaro, passion fruit liqueur, lemon

Tequila Saturn - Tequila, lemon, passion fruit syrup, almond syrup, falernum

Sharable cocktails:

Scorpion Bowl (2-4 people) - gin, brandy, two rums, grenadine, pineapple juice, orange juice, almond syrup

Fugu for Two(-Gu) - Infused vodka, coconut rum, lime, lemon, tamarind, champagne

Tempest Bowl - Tequila, apple brandy, guava, pineapple, lime, almond

Mocktails:

Samoan Sunset - Hibiscus tea, strawberry-basil shrub, lemon, soda

Pain-free - Pineapple shrub, orange, coconut, nutmeg

Isle of Kentucky - Bourbon-barrel aged tea, lemon, passionfruit, honey

Food

Cold Noodle Bowls - Sesame, thai lemongrass, sriracha peanut vegetarian noodle bowls

Batch Bakehouse Pretzels

Charcuterie

Rum Distillery list (tentative)

Barbados

Planteray
Mt Gay
Foursquare
Bumbu

Brazil

51
Leblon

Cuba(n-style)

Havana Club
Bacardi

Dominican Republic

Guatemala

Ron Zacapa
Botran

Guyana

Hamilton
El Dorado
Angostura
Lemon Hart

Haiti & Martinique

Clement
Barbancourt
Rhum JM

Jamaica

Hampden Estate
Smith & Cross
Doctor Bird
Appleton Estate
Wray & Nephew
Worthy Park
Myer's
Denizen

Nicaragua

Flor de Cana

Panama

Don Pancho

Puerto Rico

Don Q

Bacardi
Ron del Barillito

Venezuela
Diplomatico

Local
State Line
Old Sugar
Doundrins
Yahara Bay
Great Lakes

American
Chicago Cane Collective
Tattersall

South-east Asia
Tanduay
Batavia Arrack

