

Menu Concept :

Dozen Oysters

Mignonette/Tabasco/Lemon

Seafood Tasting

Oysters/Mignonette/Tabasco/Lemon

Shrimp/Cocktail Sauce/Lemon

Mackerel in Olive Oil/Parsley/Onion/Capers/Crostini

Mussels

White Wine Cream Sauce/Fennel/ Leaks/Crostini

Crab and Pimento

Baked Pimento Cheese/Crostini

Mushrooms and Goat Cheese

Whipped Herb Goat Cheese/Miatake/Chanterelles/Shiitakes/Crostini

Shiitake Salad

Marinated Shiitakes/Chicory/Miso Vinaigrette/Asian Pear/Toasted Sesame Seeds

Burrata Salad

Peach/Arugula /Mint/Basil/Balsamic

Meat and Cheese Board

Pickled Seasonal Veg/Rhubarb Jam/Crostini

Seafood Salad Sandwich

Shrimp/Baguette/Onion/Celery/Roasted Red Pepper/Arugula/Tomato

Italian Sandwich

Prosciutto/Capocollo/Mortadella/Burrata/Lettuce/Tomato/Red Wine Vinaigrette/Pepper Relish

Burrata Sandwich

Pesto/Tomato/Fresh Basil/Red Wine Vinaigrette/Baguette

Cream Puff

Cocktail Concept:

Oyster shooter with High Life Pony

Oyster/Tomato juice/Horseradish/Pepper/Lemon

Michelada

Yuzu Juice/Tajin/Hot Sauce/Beer

Green Bird

Plantation Rum/Smith and Cross/ Aperol/Blue Curaçao/Pineapple Juice/ Lime Juice/Simple Syrup

Orange Whip

White Rum/Vodka/Cointreau/Orange Juice/Heavy Cream

The Impeachment

Gin/St. Germain/Mint/Lemon Juice /Peach

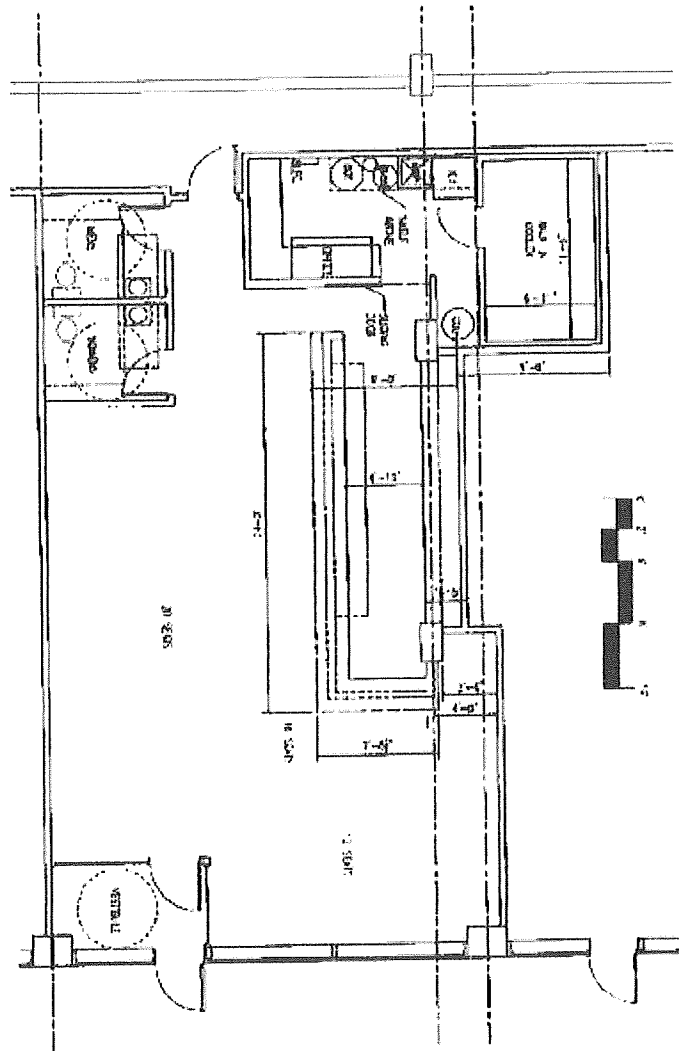
Grey Area Redemption

Redemption Rye Bourbon/Aperol/Amaro Nonino/Lemon juice

Mezcal Paloma

Mezcal/Lime Juice/Simple Syrup/Grapefruit soda

Exhibit A
THE PREMISES



THE GREY MARKET - Business Plan

Proposed Concept:

The vision for The Grey Market is to establish a sophisticated yet welcoming cocktail bar, offering a curated selection of medium to small plates with an emphasis on seafood and locally sourced produce. Our culinary approach aims to showcase clean, vibrant flavors from diverse global cuisines, utilizing ingredients procured locally. The casual ambiance of our establishment will cater to both concert-goers and fans of Forward Madison, as well as the eclectic demographic of the vibrant neighborhood we serve.

Matthew Phelps:

2009-2017 Deja Foods
Graze- Executive Sous Chef
Menu Concept/Development
Inventory Management
Product Procurement from over 200 Farmers
Hiring and Labor Management of all Kitchen Staff
Research and Development for New Concepts

2017-2024 Big Top Sports & Entertainment (Mallards, FMFC, Breese Stevens Field)
Food & Beverage Director/ Executive Chef
Oversaw all aspects of food and beverage for all Big Top Events as well as Sylvee band catering.
Oversaw a 500k annual labor budget for both fulltime and part time employees.
Oversaw a 2M in annual product procurement and purchases.
Oversaw all construction projects at both venues related to F&B.

Dave Sramek:

Graduated The Culinary Institute of America in 2007 after my undergraduate degree from the University of Minnesota - Duluth.

2010 I started a bakery and cafe with my wife on the east side of Madison called Heritage Bakery and Cafe. We operated that location for 6 years, while also operating between one and four cafes inside the Dean Health systems around town.

2015 opened Gooseberry on the Square in the US Glass bank building, as Heritage came to a close we moved that production baking area down to Gooseberry to continue those wholesale and catering items. Over this 15 year run of small business ownership I have overseen food and beverage operations at up to six locations. On top of overseeing the food menus, pricing and sourcing ingredients, I delved into the accounting, payroll and tax filing operations of the business.

Financial start up cost: See Attached Excel

Competitors:

- LJ's Sport bar - Sport bar food and drink, block away.
- Salvator's Pizza - Pizza and drinks, same building
- Vintage Brewery - Family restaurant, focused on craft beer, across the street.

Sample Food and Beverage Menus - See Attachments