

Bar Corallini Business Plan

The Story

Bar Corallini is a restaurant for and of the neighborhood. We draw our inspiration from our history and our surroundings-- the friendly and eclectic Schenk Atwood neighborhood, the history and architecture of the Schenk-Huegel Building in which we're located, and Naples, Italy, the hometown of our Chef, Giovanni Novella. Bar Corallini will bring the best of Italy to the neighborhood where pizza, handcrafted pastas, classic Italian cocktails, a cozy space, and warm hospitality come together to create a warm and convivial dining experience. Bar Corallini's comfortable atmosphere welcomes every occasion, from family-style dining to drinks and antipasti at our intimate tables.

Hours of Operation

Bar Corallini hours are Tuesday-Thursday from 4 pm – 10 pm, Fridays from 4 pm - 1 am, Saturdays from 11 am – 1 am, and Sundays from 4 pm – 9 pm. We are closed on Mondays. Our kitchen will be open during all business hours. We may have a smaller menu offered from 10 pm – 1 am on Friday and Saturday nights so we can reduce kitchen staff late at night. We will have only one menu which will be offered evenings and during the day on weekends.

Products, Services and Pricing

Bar Corallini will use the freshest ingredients, sourcing our food locally using farms and local distributors and businesses as much as possible. Preparing simple, flavorful, fresh foods is the Italian way and reflects the desires of the Madison diner. Bar Corallini will specialize primarily in housemade pastas and pizza. There will be nothing canned about this food experience; Bar Corallini will stand out in the Madison market, as our focus is the quality of food not the quantity of choices. Bar Corallini will have an average food ticket \$14-22 at dinner. These prices reflect competitive pricing for food of this style and quality in the central Madison market.

Bar Corallini will offer a number of artisanal cocktails (some classic American, some Italian-inspired), eight draft beers and a selection of craft bottled beers, and a small wine list focusing on Italian varietals.

People

Caitlin Suemnicht is the Creative Director for Food Fight has been named the project manager of Bar Corallini. Suemnicht has over 17 years of experience in the downtown restaurant market, all with Food Fight. She was a member of the opening team for Johnny Delmonico's, created the Fresco of today, and developed the concept for and executed DLUX, Bassett Street Brunch Club, Cento, Miko Poke, and Everly.

Giovanni Novella has been named chef and is also a risk partner. Chef Giovanni will be the creative force and manage day-to-day kitchen operations. He brings years of experience creating and managing establishments in San Diego and Madison. Giovanni has worked at two other Food Fight restaurants as the Executive Chef: Cento and Fresco.

Richard Layton has been the Assistant General Manager at Cento for the last two years, and will be the General Manager of the restaurant. He has extensive experience in restaurant management, running restaurants in Des Moines, Iowa and Australia before he was in Madison.

Food Fight

Food Fight Restaurant Group was named one of the top multi-concept restaurant groups in the country. Food Fight was formed in 1990 with the opening of Monty's Blue Plate Diner, and currently operates 19 restaurants recognized as some of Madison's most popular and successful, including: Cento, Johnny Delmonico's, DLUX, Fresco, The Coopers Tavern, Steenbock's on Orchard, Monty's Blue Plate Diner, and Eldorado Grill. Food Fight provides a comprehensive suite of professional services for all restaurants in the group, including, HR, insurance, accounting, marketing, graphic design, advertising, and vendor management.

The Food Fight leadership team has over 150 combined years of successful restaurant management experience and is comprised of: Monty Schiro, Kevin Henry, Caitlin Suemnicht, Greg Frank, Brad Bauer, Tom Ray, Jordan Bright, Alex Felland, and Peder Moren. Food Fight draws from within the organization to brainstorm and problem-solve with the most talented food and restaurant operations people in Madison. Our leadership team meets weekly to discuss and take action on a variety of restaurant, and macro-level issues.

Bar Corallini - Sample Menu for ALRC

Spuntini

We will have 3 - 4 "snack" style appetizers, including olives, flatbread, and fritters

Spuntini #1

Spuntini #2

Spuntini #3

Antipasti

3 salads and 1 or 2 "board" style appetizers

Board #1

Salad #1

Salad #2

Salad #3

Salad #4

Pasta

6-8 pastas

Pasta #1

Pasta #2

Pasta #3

Pasta #4

Pasta #5

Pasta #6

Pasta #7

Pizza

5-6 Neapolitan-style pizzas

Pizza #1

Pizza #2

Pizza #3

Pizza #4

Pizza #5

Plates

3 plates, including a chicken and a fish entree

Plate #1

Plate #2

Plate #3

Dessert

4-5 desserts

Dessert #1

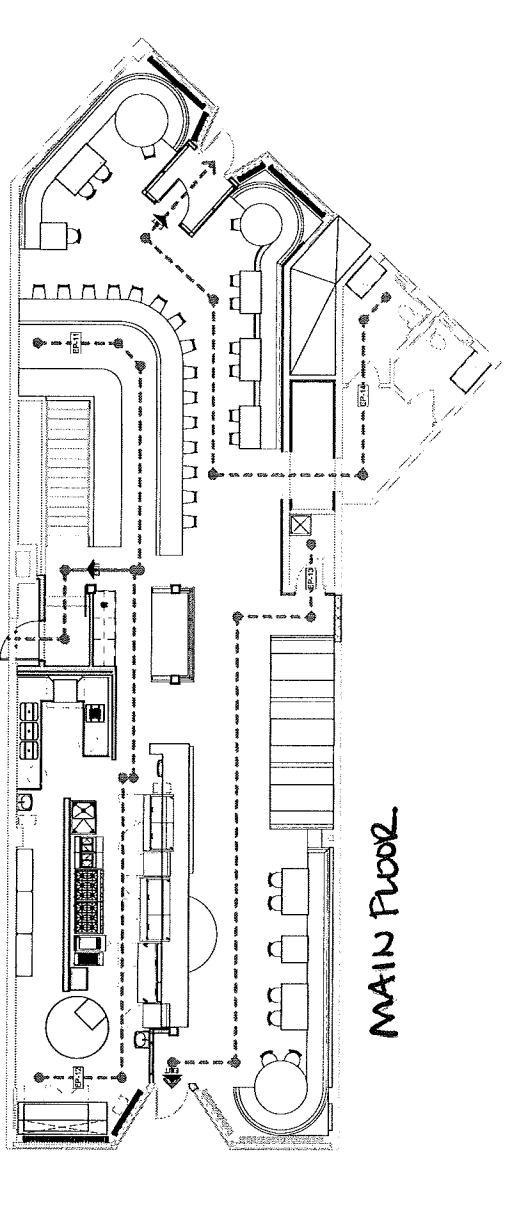
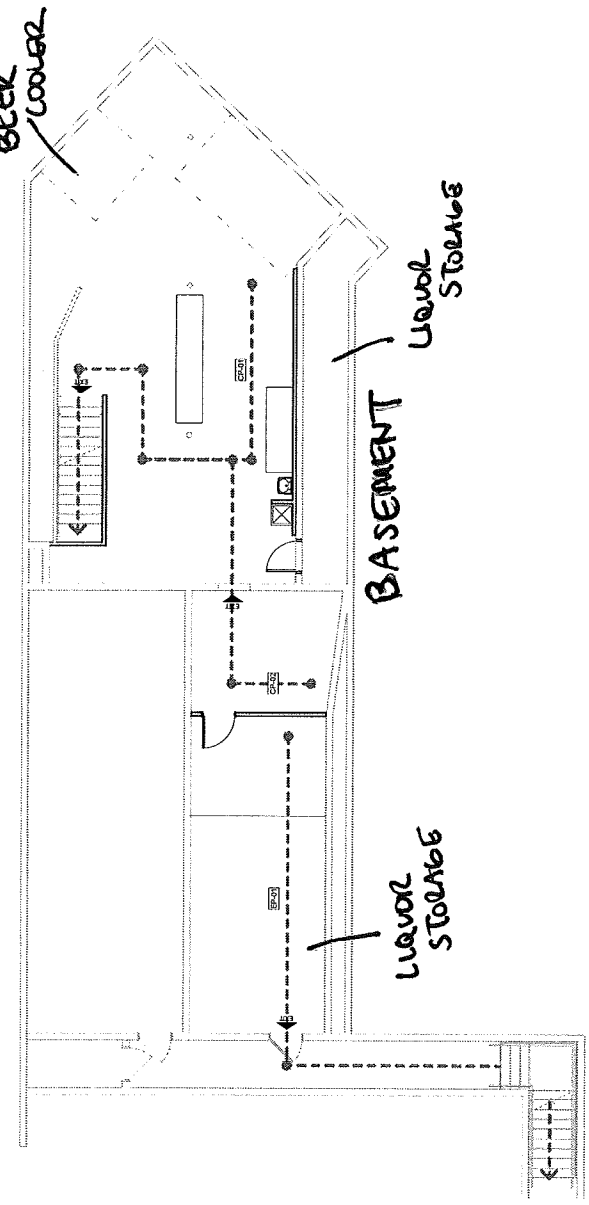
Dessert #2

Dessert #3

Dessert #4

APPLICABLE TO: NO-FLOOR ABOVE GAZAR; 2-HR FIRE BARRIER & EXTERIOR WALLS - 1 HR RATED FROM INTERIOR SIDE ONLY, 2 HR RATED FROM EXTERIOR SIDE ONLY, 2 HR RATED FROM PUBLIC STREET; 3 HR RATED FROM BOTH SIDES
 C. OCCUPANCY: RESIDENTIAL
 1. FIRE BARRIER (CONTINUOUS)
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EXIT TRAVEL DISTANCE		COMMON PATH OF TRAVEL	
Exit	Travel Distance	Exit	Travel Distance
E-1	100 FT MAX	CP-1	50 FT MAX
E-2	100 FT MAX	CP-2	50 FT MAX
E-3	100 FT MAX	CP-3	50 FT MAX
E-4	100 FT MAX	CP-4	50 FT MAX
E-5	100 FT MAX	CP-5	50 FT MAX
E-6	100 FT MAX	CP-6	50 FT MAX
E-7	100 FT MAX	CP-7	50 FT MAX
E-8	100 FT MAX	CP-8	50 FT MAX
E-9	100 FT MAX	CP-9	50 FT MAX
E-10	100 FT MAX	CP-10	50 FT MAX
E-11	100 FT MAX	CP-11	50 FT MAX
E-12	100 FT MAX	CP-12	50 FT MAX
E-13	100 FT MAX	CP-13	50 FT MAX
E-14	100 FT MAX	CP-14	50 FT MAX
E-15	100 FT MAX	CP-15	50 FT MAX
E-16	100 FT MAX	CP-16	50 FT MAX
E-17	100 FT MAX	CP-17	50 FT MAX
E-18	100 FT MAX	CP-18	50 FT MAX
E-19	100 FT MAX	CP-19	50 FT MAX
E-20	100 FT MAX	CP-20	50 FT MAX



FOOD FIGHT - ATWOOD AVE
 TENANT ALTERATION
 2004 ATWOOD AVE
 MADISON, WI 53704

FIRE SEPARATION & EGRESS PATH

Project Status	DATE	
	DATE	DESCRIPTION
CONSTRUCTION		

CONSTRUCTION SET