City of Madison Liquor/Beer License Application On-Premises Consumption: Class B Beer Madison Off-Premises Consumption: Class A Beer Class A Liquor Class A Liquor	
 Section A – Applicant 1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter? ☐ Yes (language:) No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this mage delay your application process) Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete? ☐ Sí, lenguaje ☐ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud. 	
2. This application is for the license period ending June 30, 20 14.	
3. List the name of your ☐ Sole Proprietor, ☐ Partnership, ☐ Corporation/Nonprofit Organization or ☐ Limited Liability Company exactly as it appears on your State Seller's Permit.	
BSBC, LLC	
4. Trade Name (doing business as) BASSETT STREET BIZUNCH CLUB	
5. Address to be licensed 444 W. Johnson St. Madison, W 53703	
6. Mailing address Food Fight Inc. 2002 Atwood Ave. Stute 208 madison 5370	
7. Anticipated opening date <u>0tt. 18, 2013</u>	
Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2? 図 No 口 Yes (explain)	
9. Does another alcohol beverage licensee or wholesale permitee have interest in this business?	
■ No □ Yes (explain)	
Section B—Premises	

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Main restaurant area (diningroom/bar), outdoor papio, Stored in cabinets near restrooms and in kitchen and bar, alcohol served in rooms for room service

11.	Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.				
12.	Applicants for on-premises consumption: list estimated capacity <u> </u>				
13. Describe existing parking and how parking lot is to be monitored.			ot is to be monitored.		
	Parking lot	located on 2nd f	loor of hotel; monitored by		
	camera, at times by attendants, vouchers required to exit				
14.	Was this premises licensed for the sale of liquor or beer during the past license year?				
	No □ Yes, li	icense issued to	(name of licens	see)	
15.					
This	section applies to	rate Information corporations, nonprofit org d partnerships, skip to Se	panizations, and Limited Liability Companies only. ction D.		
16.	Name of liquor license agent Thomas Ray				
17.	City, state in which agent resides <u>MULISON</u> , <u>W</u>				
18.	How long has the agent continuously resided in the State of Wisconsin?				
19.	Appointment of agent form and background check form are attached.				
20.					
	☐ No, but will complete prior to ALRC meeting ☐ Yes, date completed ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐				
21.	-				
22. In the table below list the directors of your corporation or the members o Attach background check forms for each director/member.					
	Title	Name	City and State of Residence		
	member	Monty schoo	Hollandale, WI		
	Agent	Kevin Henry	Manona, WI		
	member	Cartin Suemnicht	Fitchbug, WI		
	member	Greg Frank	madison, wi		
	demand required o same as your liquo	or permitted by law to be se	This is your agent for service of process, notice erved on the corporation. This is not necessarily	or the	

Is applicant a subsidiary of any other corporation or LLC?			
■ No □ Yes (explain)			
Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?			
□ No 🛮 Yes (explain)			
ection D—Business Plan			
. What type of establishment is contemplated			
☐ Convenience Store without gas pumps	☐ Convenience Store with gas pumps		
□ Other			
. Business description See altached			
. Hours of operation SUM-Wed 8 avm-	10 pm, Thus-Sat Bam-12am		
. Describe vour management experience St	e a Hacked		
List names of managers below, along with c	ity and state of residence.		
List names of managers below, along with c			
Atex Felland	madisoniwi		
Thomas Ray Matt Pace	madison, wi		
Thomas Ray Matt Pace	madison i WI madison i WI madison i WI		
Thomas Ray Matt Pace	madison i WI madison i WI madison i WI		
Thomas Ray Matt Pace	madison i WI madison i WI madison i WI		
Thomas Ray Matt Pace	Madison iw I Madison, WI Madison, WI e proposed establishment <u>See a Hacked</u>		
Thomas Ray Mult Pace Describe staffing levels and staff duties at th	Madison iw I Madison, WI Madison, WI e proposed establishment <u>See a Hacked</u>		
	Does the corporation, any officer, any direct or any manager hold any interest in any other No Yes (explain)		

33.	Utilizing your market research, describe your target market.	
	See attached	
34.	Describe how you plan to advertise and promote your business. What products will you be advertising?	
	Food Fight generally closs it pay for ad space, but	
	promotion of fooditems, special dinners, events, etc through	
	facebook, emails, social media	
35.	Free you operating under a lease or franchise agreement? No Yes (lease attached)	
36.	Private organizations (clubs): Do your membership policies contain any requirement of	
nlo	"invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? No □ Yes	
u	ction E—Consumption on Premises	
This	s section applies to Class B and Class C applicants only. Class A license applicants (consumption premises) may skip to Section F.	
37.	Do you plan to have live entertainment? ■ No □ Yes—what kind?	
38.	What age range do you hope to attract to your establishment? 18-50	
39.	What type of food will you be serving, if any?	
	■ Breakfast ■ Brunch ■ Dinner	
40.	Submit a sample menu if applicable. What will be included on your operational menu? ■ Appetizers ■ Salads ■ Soups ■ Sandwiches ■ Entrees ■ Desserts □ Pizza □ Full Dinners	
41.	during all business nows	set w
42.	During what hours of operation do you plan to serve food? <u>Sun- wed, & am-וס אָשוּ, דה וְדִּי וֹאַלּי</u> What hours, if any, will food service <u>not</u> be available? מוֹשׁ	
43.	Indicate any other product/service offered. VIA	
44.	Will your establishment have a kitchen manager? ☐ No 圖 Yes	
45.	Will you have a kitchen support staff? ☐ No ■ Yes	
46.	How many wait staff do you anticipate will be employed at your establishment? 20	
	During what hours do you anticipate they will be on duty?	
47.	Do you plan to have hosts or hostesses seating customers? ☐ No 📓 Yes	

48.	Do your plans call for a full-service bar? ☐ No ☐ Yes If yes, how many barstools do you anticipate having at your bar? _ \(\lambda \). How many bartenders do you anticipate having work at one time on a busy night? _ \(\frac{\top}{2} \).		
49.	. Will there be a kitchen facility separate from the bar? □ No 📓 Yes		
50.	Will there be a separate and specific area for eating only?		
	■ No □ Yes, capacity of that area		
51.	What type of cooking equipment will you have? ■ Stove ■ Oven ■ Fryers ■ Grill ■ Microwave		
52.	Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? □ No 圖 Yes		
53.	What percentage of payroll do you anticipate devoting to food operation salaries? <u>ちぃ′/,</u>		
54.	If your business plan includes an advertising budget: no ad budget - all done by corporate office; but will mostly be related to food		
	What percentage of your advertising budget do you anticipate will be related to food?		
	What percentage of your advertising budget do you anticipate will be drink related?		
55.	Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ■ No □ Yes		
56.	Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☐ No Yes		
57.	All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:		
	35 % Alcohol <u>65</u> % Food % Other		
58.	Do you have written records to document the percentages shown? ☐ No ☒ Yes You may be required to submit documentation verifying the percentages you've indicated.		
Sec	tion F—Required Contacts and Filings		
	I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. □ No ■ Yes		
60.	I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☐ Yes		
61.	I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☐ Yes		
62.	I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☐ Yes		
63.	I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes		
64.	I agree to contact the neighborhood association representative prior to the ALRC meeting. □ No ■ Yes		

65.	I understand we must file a business. [phone 1-800-93	i Special Occupational Tax return (TTB form 5630.5) before beginning 37-8864] □ No 圖 Yes
66.	I understand a Wisconsin S that shown in section 2, ab	Seller's Permit must be applied for and issued in the same name as ove. [phone 608-266-2776] □ No 圖 Yes
67.	Is the applicant indebted to ■ No □ Yes	any wholesaler beyond 15 days for beer or 30 days for liquor?
Sec	ction G—Information fo	or Clerk's Office
68.	State Seller's Permit 4	56-1028163453-02
69.	Federal Employer Identifica	ation Number 46-3396382
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?		
	Contact person Caitlin	Suemnicht
	E-mail address <u>CSUEV</u>	nnichtefoodfightinc.com
	Phone <u>(008-213-4723)</u>	o Preferred language ENGLISH
71.		cable: Name
		E-mail
the a to op grant will b	bove information has been tru erate the business according t ed, will not be assigned to and	front of a notary: Under penalty provided by law, the applicant states that the house of the best of the knowledge of the signer. Signer agrees to law, and that the rights and responsibilities conferred by the license(s), if ther. Lack of access to any portion of licensed premises during inspection aspection. Such refusal is a misdemeanor and grounds for revocation of
Subs	cribed and Sworn to before me	STACI SCHULENBURG Notary Public
this _	23 day of <u>Aug</u>	, 20 13 State of Wiscons
(Clerk/	Staci Schulentuy. (Notary Public)	(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
	ommission expires <u>March</u>	
Clerk	d's Office checklist for complete	applications
M (n (n X FI X N	rrange sign /I Seller's Permit Certificate natching articles of incorporation EIN otarized application ritten description of premises	Background investigation form(s) Form for surrender of previous license Articles of Incorporation *Notarized Appointment of Agent * Corporation/LLC only
Date c	complete application filed with Cle	rk's Office
		Date license granted by Common Council
Date p	provisional issued	Date license issued License number

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27. Business Description

The Bassett Street Brunch Club will be a downtown destination for all-day dining and drinks, serving up playful "elevated" versions of comfort food classics in an atmosphere that's modern and sleek. By day, guests can settle in with friends in a comfy booth for a relaxing brunch, swing in for a brisk business lunch or pop open their computers at our "kitchen counter" for a latte and a mid-afternoon snack. At night, BSBC is the perfect place for a fun and affordable date night, late night brunch, or a modern spot for cocktails and appetizers at the bar. To the guests of the Hampton Inn, it will be a great spot for lunch before a big game at the Kohl Center, for a drink after a business conference, or for dinner while visiting their kids at UW. There are 70 seats in the dining room (primarily booth seating), 11 seats around a diner lunch-style counter, 11 seats at the bar and cocktail table seating for just under 10 people.

29. Describe your management experience.

The management team at Bassett Street Brunch Club consists of Caitlin Suemnicht, Thomas Ray, Alex Felland (General Manager) and Matt Pace (Executive Chef).

Caitlin Suemnicht has been an employee of Food Fight Restaurant Group since 2001. She has managed Johnny Delmonico's, Ocean Grill and Fresco, and for the last 3 years has been a managing partner with the company, overseeing the management team at Tex Tubb's Taco Palace, Avenue Bar, Fresco, and DLUX. Caitlin will be overseeing and guiding the entire management team at Bassett Street Brunch Club.

Tom Ray has been the General Manager at DLUX for the last year, and previously he was the manager at Ocean Grill for 2 years, and Fresco for 2.5 years (both Food Fight establishments). Tom will maintain his duties at DLUX, but will be transitioning into a lead role at Bassett Street Brunch Club, overseeing and guiding the General Manager and Executive Chef.

Alex Felland has been the Assistant General Manager at DLUX for 1 year, and previously was a manager at State Street Brats. Alex has proven himself in a demanding position at DLUX, and has been training to take over a General Manager position for Food Fight over the last 4 months.

Matt Pace has been the Executive Chef and General Manager at Monty's Blue Plate Diner for 4.5 years. He will assume the role as Executive Chef at Bassett Street Brunch Club.

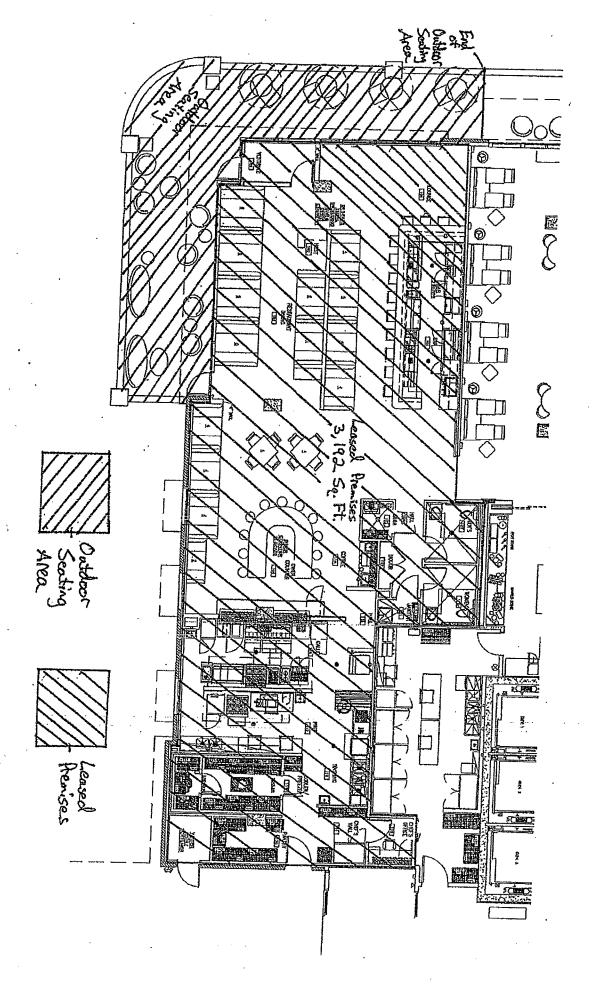
31. Describe staffing levels and staff duties at the proposed establishment.

The staff at Brunch Club will consist of the managers listed above, an Assistant General Manager, Assistant Kitchen Manager, baker, and approximately 20 servers, 6-8 bartenders, 3 hosts, and 12 kitchen employees. Because the full menu will be served during all business hours, the kitchen will be fully staffed throughout the day, along with anywhere from 3-7 waitstaff and 1-2 bartenders depending on the day of the week and business levels.

32. Describe your employee training.

Food Fight Restaurant Group has a comprehensive training and hospitality program for all employees. It is important for us to create the best experience for our guests, and that starts with knowledgeable, friendly and engaged team members. Our staff is trained in service standards, food and beverage knowledge, and we provide regularly scheduled training and development meetings for our staff (for individual restaurants and company wide). Our staff for Brunch Club will be hired a month before the restaurant is scheduled to open so that we can spend an ample amount of time training them in order to ensure a smooth and successful opening.

33. Utilizing your market research, describe your target market. Our target market is broad: hotel guests, students, professionals who work on campus and on State Street, people who live in neighboring housing units, University visitors, and tourists. Our target market lives downtown, near West, West Madison, and south of Madison; people who generally come downtown for meals and entertainment or live in downtown housing. We also hope to appeal to Overture Center ticket holders, Kohl center and football game day crowds, and farmers market visitors.



BREAKFAST - ALL DAY

Housemade steel cut oats with a light layer of vanilla custard and a burnt sugar crust. OATMEAL CRÈME BRULEE 5.95 Topped with fresh berries.

FUNFETTI PANCAKES WITH VANILLA ICING Short stack 5.95 > Full stack 8.95 SEASONAL PANCAKES Short stack 5.95 > Full stack 8.95

Fresh fruit, and vanilla greek yogurt HOUSEMADE GRANOLA 6.95

FRENCH TOAST BLT 7.95

Egg-soaked, fried challah bread topped with bacon, tomato, arugula, gruyere cheese and drizzled with a roasted garlic vinaigrette.

Layers of pancakes, maple béchamel, bacon, sausage, scrambled eggs, and aged cheddar cheese. PANCAKE "LASAGNA" 8.95

BLUEBERRY CHEESE DANISH CAKE 3.95 KRISPY KREME BREAD PUDDING 4.95 COFFEE CAKE CUPCAKE 1.95 PECAN HONEY BUN 2:95

HOMEMADE DONUTS 235 ea > 24.00 per dz Rotating flavors, check out our donut calendar.

BRUNCHY

PULL-APART LEMON COFFEE CAKE 7.95 loaf Perfect for sharing with the table. SPICED PUMPKIN BREAD FOR TWO 6.95

ZOT-AS-BRUZUHY

3 parker house rolls with sausage patties, scrambled egg and meted cheese.

BREAKFAST SLIDERS 8.95

BREAKTAST HASH 8.95 Shoved brussels sprouts, sweet potato, toosted pecans and thick-cut bacon, topped with a fried egg.

Two eggs, crispy potatoes, choice of toast. Add bacon, ham or sausage for 2 bucks.

'MERICAN STYLE 7.95

Housemade tortilla chips, scrambled eggs, black beans, chill-tomato ranchero souce, avocado, cilantro, sour cream and queso fresco.

CHILAQUILES 10.95

DAKED BRUNCH BAGUETTE 7.95 Filled with eggs, green onions, bacon and cheesiness.

A.M. BURRITO 8.95
A large flour torrilla filled with sausage, bacon, scrombled eggs, jolopenos, cheese, and tater tots.

BANANA CRÈME PIE 4.95

COOKIES & CREAM ICE CREAM SANDWICH CAKE 6.95 CHOCOLATE LAYER CAKE 6.95 OATMEAL CRÈME PIES 1.95 eq KEY LIME PIE 4.95

GRANOLA WITH MILK 4.95 HOUSE-DIPPED ICE CREAM BAR 4.95 CRISPY POTATOES 2.95

NOODLE KUGEL 2.95

VANILLA GREEK YOGURT 2.95

Ask your friendly server for today's offering from our friendly chef.

DAILY SCRAMBLER 8.95

FRESH BLUEBERRY FRENCH TOAST "CASSEROLE" 6.95 Trust us, it's good. Get it while it losts.

FRIED CHICKEN AND WAFFLE SANDWICH 8.95 Served with maple syrup and siracho aioli for dipping.

BIKINI DIET 7.95

A bowl filed with black beans, fresh ovocado, scalions, turkey bacon and two eggs cooked any style, served with a side of hat souce.

Filled with bacon, tomatoes, avocado, roasted chicken, and blue cheese.

COBS OMELET 8.95

FRESH FRUIT 3.95

HAM & FGG WAFFLES 8.95 Three buttermilk woffles topped with an over-easy egg, cubed Neukles ham, and sened with a side of maple symp.

Romaine lettuce, black beans, queso chili-tomato ranchero sauce and served in a crispy flour shell. Served with choice of spiced ground beef fondue, avocado, com, tomatoes, and fresh jalapenos, dritzled with roasted chicken or quinoa. Arugula, parmesan, and housemade

in a mustard caesar dressing.

croutons tossed

HANDMADE JALAPENO-CHEDDAR

marinara for dipping.

POPPERS 8.95 With harissa-ranch sauce.

Add chicken for \$3.

ARUGULA CAESAR 8.95

SALADS

Filled with pepperoni pizza and mozzarella with fire-roasted tomato

Housemade tortilla chips topped with Sriracha chicken, black beans, scallions,

SRUNCH CLUB NACHOS 9.95

HOT POCKETS 8.95

COBB 9.95

Add chicken for \$3.

APPETIZERS

BEER-BATTERED ASPARAGUS 7.95 SLOPPY JOE QUESADILLAS 8.95 Served with salsa, sour cream, and queso fondue. With a garlicky-lemon aioli.

jalapenos, white cheddar, guacamole, queso fondue, and sour cream. TOTS IN A PLASTIC BASKET 5.95

Romaine lettuce, bacon, avocado, tomato, hard-boiled egg, scallion, and blue cheese crumbles with a side of ranch dressing.

A really good grilled cheese sandwich, a cup of creamy tomato soup, and goldfish crackers. OLD SKOOL 7.95

Roasted turkey, bacon, potato chips, lettuce, tomato, and avocado mayo

A Wisconsin beer brat topped with sauerkraut and served with potato chips and German

potato salad.

SCONNIE SOUL FOOD 8.95

on whole grain bread. TURKEY CLUB 10.95

DAILY DOG 7.95 Daily offering, it could be anything really. CORNED BEEF REUDEN 10.95 Thick-sliced corned beef, russian dressing, swiss cheese, sauerkraut & coleslow on rye.

lettuce, tomato, onion, pickle, and shallot aioli on a toasted bun. Substitute a veggie burger Fountain Prairie Farms beef topped with THE TOKEN BURGER 10.95 at no charge.

SANDWICHES

SPICY HAWAIIAN CHICKEN BURGER 10.95 Topped with pepperjack cheese, grilled pineapple, and chipotle mayo on a toosted bun.

Served with your choice of fries, tots, or greens.

ENTREES

MAC ATTACK 13.95
Passa shells, buttemut squash, lots of cheese and a little bit of cream. Served with a side of greens.

Housemade pacato gnocchi, roasted pulled chicken, carrots and peas in a sweet com bechamel CHICKEN & "DUMPLINGS" 14.95

Cultan Service (cm), Peta ero, Sigou serveroligal descripentatos platas has that while Neel Saccide
gluoring we conducted a gluoring lateran and tom services and inspectation of gluoricular
outings are not described to gluoring an anatomy there is the populate. For small five or lateral origination of file populate.

cream sauce, Served with a side of greens

BEEF STROGANOFF 16.95
Braised beef short ribs, tootsed circlini mushrooms, egg
noodles, and a rich crème fraiche-mushroom cream sauce. Baked fresh daily, A crispy crust filled with carrots, cippolini onions, peas, asparagus, and butternut squash in a saffron

yelpas

ו במוציים בעלי פוד מעון ברפסיפון בעל מני שפסף או הפיניאה מניל המסייבה בל מסייבה. במוציים בעל פוד מעון ברפסיפון הוא הגבורים מן כמי הברובל מוספירים heu Cusanes wit fac cheres shalld nat's, ne' savier. Parparies of sia mate, an 1976, grauls, will be cooker ta you bill.

NEXT LEVEL FISH STICKS B 95
Madcown Nutbrown battered cod with malt vinegar tartal
sauce. French Fries, caleslaw, and a parker hause rall

WEAT & POTATOES STACK 14.95
Garlicky texts toost topped with meadoof, buttermilk-chive mashed potatoes, wild mushrooms, chili onion rings and blog growy.

/EGGIE POT PIE 12.95 Baked fresh daily, A co



Bassett Street Brunch Club

THE OPPORTUNITY

The Bassett Street Brunch Club will be a downtown destination for all-day dining and drinks, serving up playful "elevated" variations of comfort food classics in an atmosphere that's modern, sleek and chic. By day, guests can settle in with friends in a comfy booth for a relaxing brunch, swing in for a brisk business lunch or pop open their computers at our "kitchen counter" for a latte and a mid-afternoon snack. At night, Brunch Club is the perfect place for a fun and affordable date night, late night brunch, or a modern spot for cocktails and appetizers at the bar. To the guests of the Hampton Inn, it will be a great spot for lunch before a big game at the Kohl Center, for a drink after a business conference, or for dinner while visiting their kids at UW.

Over the past few years, we have seen modern city diners serving elevated comfort food and cocktails popping up all over the nation. We think the Hampton Inn location seems to be the perfect opportunity for us to give tourists, students, and young professionals the hip, big-city setting they're looking for in a convenient location on campus, but only 2 blocks from State Street and 4 blocks from the Capitol Square.

We like the name Bassett Street Brunch Club because it gives customer a sense of location, the word "Club" gives it an exclusive or big city feel, and "brunching" is the hip new food genre. Yes, we will have breakfast/brunch items available all day and into the night, but I think the term "brunching" now is more of an experience; hanging out with friends and family and letting loose a little; With the proper marketing and exposure people will understand that our hours are extensive and our menu is more than just pancakes.

THE EXPERIENCE

The décor will be sleek, comfortable and chic, with a bar located toward the front of the restaurant and visible from the street, booths along the windows, a center row of booths or banquette seating, and a kitchen window that is open to a "kitchen counter," our version of a diner-style counter. The bar in the front is important so people know that we are more than just a daytime restaurant, and the kitchen counter makes it comfortable and space efficient for single diners to eat/drink and will also feature outlets for them to plug in electronics; we feel this will be great for weekday morning and mid-afternoon business.

Service style will be friendly, casual and hospitable. Servers will be knowledgeable about ingredients, food preparation, beer, cocktails and wine.

MENU STRUCTURE, PRICE POINT, FOOD IDEAS

Bassett Street Brunch Club aims to please; we want to be a place to go for the food you love to eat and the drinks you love to drink. Our menus will feature fun & familiar Mod-American cuisine revved up with a little style and sophistication. We will have an all day menu featuring breakfast/brunch/lunch items with some dinner entrees being added at 5:00 pm each night. We will have a more extensive brunch menu available on Saturdays and Sundays. We would also anticipate some light breakfast and mid-afternoon snacking to happen from the students and hotel guests, and intend to have good take out business too from the student base.

ALCOHOL FEATURES

Wine, cocktails, bottled beer and a couple rotating tap beers will be offered. Quality, unique wines will be poured in the \$6-9 price range. Cocktails will be the focus of alcohol sales at the restaurant; we will follow the craft cocktail movement without alienating customers by using overly obscure ingredients. We plan on serving our spin on classic cocktails as well as creating our own housemade sodas with "recommended liquor" mix-ins, allowing customers to customize drinks to their preferred flavor profiles (our bartenders will be like modern soda jerks).

HOURS OF OPERATION AND MEAL PERIODS

Sunday-Wednesday, 8 am — 10 pm Thursday-Saturday, 8 am — 12 am

TARGET MARKET

Our target market is broad: hotel guests, students, professionals who work on campus and on State Street, people who live in neighboring housing units, University visitors, and tourists. Our target market lives downtown, near West, West Madison, and south of Madison; people who generally come downtown for a night out on the town or live in downtown condos and apartments (Epic, tech jobs). We also hope to appeal to Overture Center ticket holders, Kohl center and football game day crowds, and farmers' market visitors; any downtown events will increase our customer counts.

VALUE PROPOSITION

Our value proposition and competitive advantage is that we will serve high quality, unique food and cocktails in a special ambiance in an area of town that doesn't have many modern, new options. We will have knowledgeable, experienced, hospitable service in a chic atmosphere. In downtown Madison, you either get fancy food in a dressy place, or the opposite end of the spectrum. At our restaurant, you get the best of both worlds with many food options available at all times of the day.