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Boelter

4320 N. Fort Washington Road  
Gardens, WI 53012  
Phone: 414.967.4200  
Fax: 414.967.4201  
www.boelter.com

SCALE: 1/4" = 1'-0"

Sheet

FOOD SERVICE EQUIPMENT PLAN

Project  
Oyamada

Revisions

Issue Date  
March 24, 2022

Drawn By  
BMP

Sheet No.

Please see attached business plan which we have previously submitted. We created a new LLC entity from our last submission because we would like to keep the retail and wholesale spice business separate from the event/catering business. It is simply an internal modification so that we can operate the wholesale/retail spice business with 4 partners, and the new LLC with 3 (Patrick O'Halloran, Michelle Oyamada, Marcia Castro). The concept and business model are the same.

## I. BUSINESS DESCRIPTION

The Deliciouser is a small batch, handcrafted, locally made spice boutique located in the heart of the Midwest. Our current facility is currently located at 2425 Atwood Avenue on Madison's east side. Our current retail strategy is focused on online sales through our website (TheDeliciouser.com) and through a wholesale platform. Our wholesale clients include specialty grocers and gourmet shops in Wisconsin. Our long-term business goals are to sell our collection of products nationwide, provide in-person and virtual cooking classes, and curated private events in a new space located in downtown Madison. Furthermore, we have plans in place to grow our brand into a nationally recognized name and leader in the spice industry through the educational and community engagement arm of our business.

We recently signed a lease in downtown Madison for a space to be used for spice production and will have a studio kitchen to host virtual and in-house cooking classes, and small events featuring our spice blends. Estimated open date for this space is mid-July. We will also utilize the space to launch of The Deliciouser Dish, our YouTube channel.

### Year Goals

#### 2022

- Lease a retail space in Madison, WI that can support our anticipated retail growth and reach our goal of providing in-person and virtual cooking classes, and curated private events.
- Build social media presence on a variety of platforms with the objective of reaching more customers.
- Wholesale accounts regionally by online wholesale platforms (Faire), Amazon (see financial statement).

#### 2023

- Continue to grow wholesale accounts regionally by online wholesale platforms (Faire), Amazon and dedicating a salesperson(s) for wholesale accounts (see financial statement).
- Build relationships with regional and local spice growers to buy closer to the source.

#### 2024

- Launch a Spice of the month club.
- Expand production space and explore co-packers.

The spice industry is a global market generating sales of 13.7 billion dollars as of 2019 with projected growth of 6.3% annually, growing to 24 billion dollars by 2026 (Grand View Research, 2020). With more people cooking at home now than ever before there is a growing willingness to pay a premium for new flavors and globally inspired tastes. Forecasted trends in the industry show that the ready to use convenience of curated spice blends, specialty peppercorns, carefully sourced chilies and gourmet flavored salts are the strongest growing segments of the business (Forbes, 2019). The average US household now has over 40 different spices in their cupboard proving now more than ever that what was once considered exotic is no longer so (Forbes, 2019).

**The Deliciouser Studio Tasting Room**  
(sample menu)

Antica chicken liver mousse, whipped ricotta  
Toasted sourdough, green apple, herb salad

*Bortolini Angelo Prosecco Superiore*  
*Valdobbiadene 2018*

Ora King salmon Crudo  
Togarashier, Avocado, shiso, labneh

*Sineann Pear Blossom Vineyard*  
*Gruner Veltliner 2020*

Butter basted Alaskan Halibut  
Misoyaki rub, roasted baby bok choy, aged soy sauce

*RoseRock Pinot Noir Drouhin Oregon*  
*2016*

Umamier rubbed Calotte Steak  
Grilled over coals with Spring vegetables, veal reduction and tarragon cream

*Heitz Cellar napa valley Cabernet Sauvignon*  
*2016*

Sweet and Bitter lettuces  
Signature Seasoned salt, Lemon, Pordanino Olive Oil

Pavlova, the seasons first strawberries, chantilly cream  
Manodori balsamico, cubeb pepper

Emilio Vada Moscato d'Asti  
DOCG Piedmont, Italy



WISCONSIN DEPARTMENT OF REVENUE  
 PO BOX 8902  
 MADISON, WI 53708-8902

**Contact Information:**

2135 RIMROCK RD PO BOX 8902  
 MADISON, WI 53708-8902  
 ph: 608-266-2776 fax: 608-224-5761  
 email: DORBusinessTax@wisconsin.gov  
 website: revenue.wi.gov

Letter ID L0468318928

DELICIOUSER, LLC  
 1218 UNIVERSITY BAY DR  
 MADISON WI 53705

### Wisconsin Department of Revenue Seller's Permit

**Legal/real name:** DELICIOUSER, LLC  
**Business name:** DELICIOUSER, LLC  
 931 E Main St  
 BUILDING Suite 7  
 Madison WI 53703

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1031131782-02