

107 STATE STREET GASTROPUB

Food & Beverage Menu

SHAREABLES

Wisconsin Cheese Curds – Beer-battered white cheddar, herb ranch — 12

Giant Pretzel – Warm Bavarian pretzel, beer cheese, mustard — 14

Duck Confit Wings – Crispy duck wings, chili-maple glaze — 15

Smoked Whitefish Dip – Great Lakes whitefish, herbs, kettle chips — 13

Chorizo Queso Fundido – Roasted poblanos, melted cheese blend, tortillas — 14

SOUPS & GREENS

Roasted Tomato Bisque — 8

Beer Cheese Soup — 9

State Street Salad – Roasted squash, pecans, cranberries, goat cheese, maple vinaigrette — 13

Caesar With a Twist – Brussels sprouts, parmesan, toasted crumbs — 12

Add chicken +6, crispy tofu +4

SANDWICHES & BURGERS

State Street Smash Burger – Two smashed patties, caramelized onions, house sauce — 15

Fried Chicken Sandwich – Buttermilk chicken, pickles, hot honey, slaw — 16

Short Rib Grilled Cheese – Beer onions, cheddar, provolone — 17

Black Bean Veggie Burger – Guacamole, tomato jam, greens — 14

Capitol Square Cubano – Mojo pork, ham, Swiss, pickles, mustard — 16

Served with fries or side salad.

PLATES

Fish & Chips — 17

Steak Frites — 24

Pork Schnitzel — 19

Seasonal Risotto — 17

LATE NIGHT (After 10pm)

Single Smash Burger — 10

Poutine — 11

Fried Chicken Bites — 9

BEVERAGES

DRAFT BEER

Working Draft "What's Next?" Pale Ale — 7

Spotted Cow — 6

Fantasy Factory IPA — 7

Riverwest Stein Amber — 6

Penguin Pale Ale — 6

COCKTAILS

State Street Old Fashioned — 10

Capitol Mule — 9

Smoky Maple Manhattan — 12

Lavender Gin Fizz — 11

Session Margarita — 10

Autumn Spritz — 10

WINE

White — Pinot Grigio 8/30, Chardonnay 9/34

Red — Pinot Noir 10/36, Cabernet Sauvignon 10/38

Sparkling — Prosecco 9/32

ZERO-PROOF

Cucumber Cooler — 7

Ginger-Lemon Fizz — 7

NA IPA (*rotating*) — 6

W. Miff/ia St.

Rear Doors

Women's
Restroom

Men's
Restroom

Booth Seating

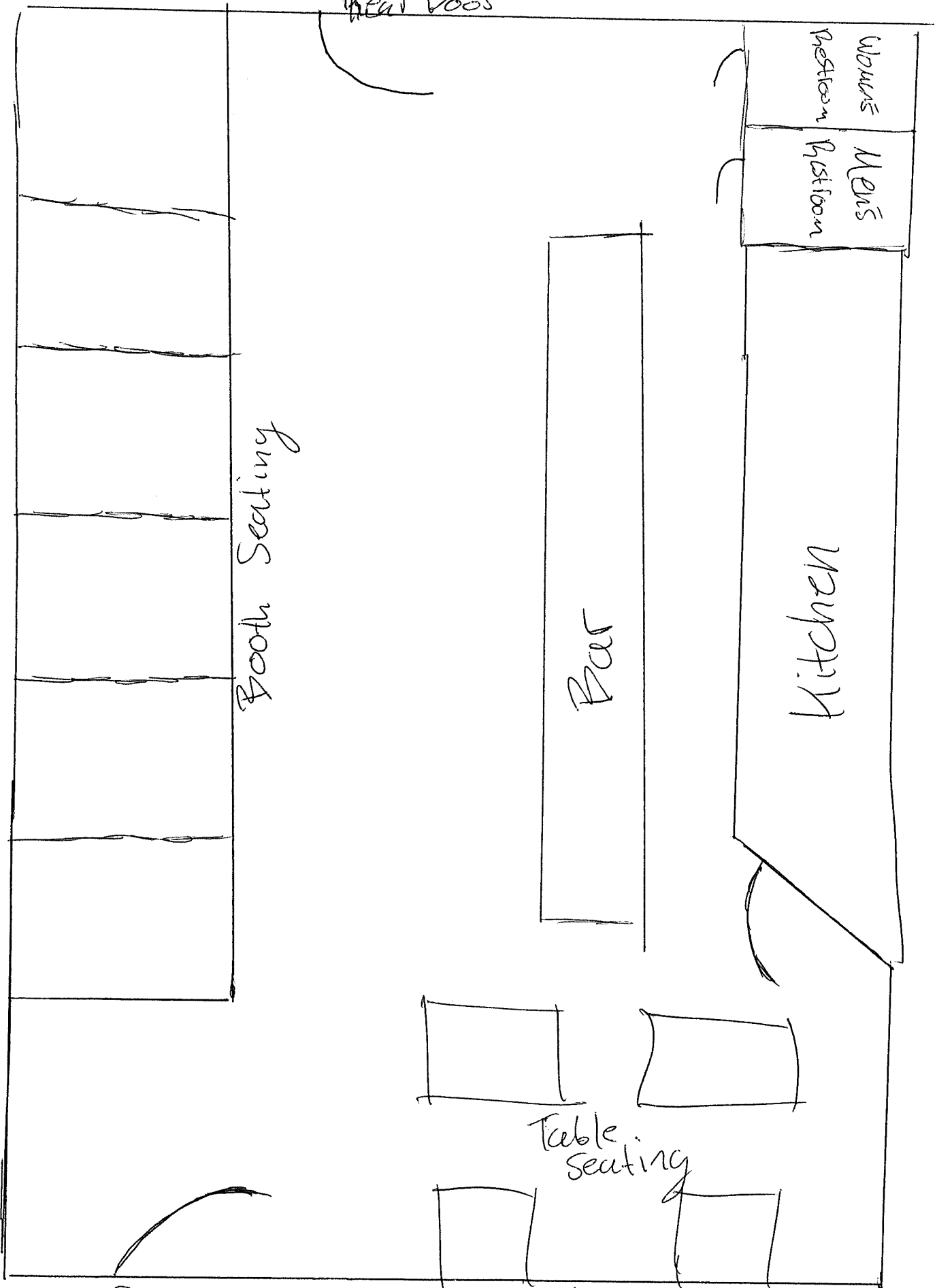
Bar

Kitchen

Table
Seating

Front Door

State St.



Business Plan

1. Executive Summary

The 107 State St Gastropub will be a chef-driven, locally focused bar and restaurant in the heart of downtown Madison, WI. The concept combines elevated comfort food, craft beer, curated cocktails, and a relaxed but refined atmosphere. Positioned between the Capitol Square and the University of Wisconsin campus, the location captures heavy foot traffic from students, professionals, locals, and tourists.

2. Mission Statement

To provide high-quality, inventive pub fare and a welcoming gathering place that celebrates Wisconsin ingredients, community, and hospitality.

3. Business Objectives

- Establish the gastropub as a top dining and drinking destination on State Street within year one.
 - Achieve profitability by month 18.
 - Build a loyal base of local customers and repeat visitors.
 - Maintain a rotating menu featuring local farms and breweries.
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4. Location Overview

Address: 107 State St, Madison, WI

This location offers:

- High pedestrian traffic
 - Proximity to UW–Madison
 - Event-driven surges (Farmers' Market, protests, campus events, concerts, theater shows, parades)
 - Visibility from Capitol Square footpaths
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5. Concept & Menu

Food

- Elevated pub classics: smash burgers, confit wings, fish & chips, seasonal salads
- Shareables: cheese curds, pretzels with beer cheese, smoked dips
- Seasonal chef specials using local farms and producers

Drinks

- 4-8 rotating Wisconsin craft beer taps
 - Classic and house-original cocktails
 - Small, curated wine list
 - Zero-proof cocktail and beer options
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6. Target Market

- Young professionals working near Capitol Square
 - UW–Madison students (especially graduate and professional students)
 - Downtown residents
 - Theatergoers
 - Tourists
 - Event-day traffic (Badger games, protests, concerts, farmers market)
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7. Competitive Analysis

State Street has heavy competition (bars, quick-service restaurants, casual sit-downs). The gastropub differentiates itself with:

- *Higher-quality food than typical bars*

- Strong identity around Wisconsin sourcing
 - A comfortable environment appealing to both students and professionals
 - More approachable, friendly vibe compared to upscale restaurants on the Square
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8. Marketing & Branding Strategy

- Brand identity focused on local sourcing, comfort, and craftsmanship
 - Strong social media presence (Instagram, TikTok for menu reveals, tap changes)
 - Partnerships with local breweries and distilleries
 - Soft-opening events for influencers, local business owners, and service industry
 - Promotions around major UW and Capitol events
 - Loyalty program with digital punch rewards
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9. Operations Plan

Hours

- Lunch & dinner 7 days/week
- Late-night kitchen on weekends

Staffing

- General Manager
- Chef / Kitchen Manager
- Line cooks & prep cooks
- Bartenders
- Servers & support staff