

MOON BAR MENU

Comfort Food. Cold Drinks. Chill Vibes.

STARTERS

Moon Wings - \$12 GF

Crispy jumbo wings with your choice of: Buffalo, Honey BBQ, Garlic Parmesan, or Sweet Chili. Served with ranch or bleu cheese.

Loaded Nachos - \$14 GF

Tortilla chips with cheddar, queso, tomatoes, jalapeños, green onions, and sour cream. Add chicken or chili +\$3

Cheese Curds - \$10

Wisconsin white cheddar curds, beer-battered and fried. Served with spicy ranch. (Ask for GF version baked instead)

Soft Pretzel Sticks - \$9

Served with warm beer cheese and stone-ground mustard.

SALADS & BOWLS

Moon Garden Salad - \$9 GF

Mixed greens, tomato, cucumber, red onion, carrot, and balsamic vinaigrette. Add grilled chicken +\$4 | Add salmon +\$6

Buffalo Chicken Salad - \$13

Romaine, Buffalo tenders, tomatoes, celery, bleu cheese crumbles, ranch dressing.

Grain Bowl - \$14 GF

Quinoa, roasted veggies, arugula, chickpeas, avocado, and lemon-tahini dressing.

BURGERS & SANDWICHES

Served with fries, tots, or house salad. Substitute gluten-free bun +\$2 or lettuce wrap.

The Moon Burger - \$14 GF

Half-pound Angus patty, cheddar, lettuce, tomato, onion, pickles, Moon sauce.

Black & Bleu - \$15 GF

Cajun-seasoned patty, bleu cheese crumbles, bacon, crispy onions.

Chicken Club - \$13 GF

Grilled or crispy chicken, bacon, Swiss, lettuce, tomato, avocado, mayo on a brioche bun.

BBQ Pulled Pork - \$13

House-smoked pulled pork, BBQ sauce, tangy slaw on a toasted bun.

Veggie Melt - \$12 GF

Roasted veggies, spinach, provolone, pesto aioli on grilled sourdough.

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MOON FLATBREADS

Gluten-free crust available on request +\$3

Margherita - \$12

Fresh mozzarella, basil, tomato, garlic oil.

Spicy Sausage & Peppers - \$13

Italian sausage, bell peppers, chili flakes, mozzarella.

BBQ Chicken - \$13

BBQ sauce, grilled chicken, red onion, cheddar jack, cilantro.

ENTRÉES

Fish & Chips - \$16

Beer-battered cod, house slaw, tartar sauce, lemon. (Ask for grilled GF option)

Steak Frites - \$22 GF

8 oz sirloin, herb butter, hand-cut fries.

Chicken Tenders Basket - \$13

Crispy tenders with fries and honey mustard or ranch. (GF breaded tenders available)

Moon Mac & Cheese - \$12 GF

Creamy 3-cheese blend, topped with buttery breadcrumbs. Add bacon or pulled pork +\$3

DESSERTS

Moon Pie Sundae - \$8

Warm brownie, marshmallow, chocolate drizzle, vanilla ice cream.

Cheesecake Bites - \$7

Fried cheesecake bites with raspberry sauce.

GF Chocolate Lava Cake - \$8 GF

Rich, gooey, and gluten-free.

SIGNATURE COCKTAILS

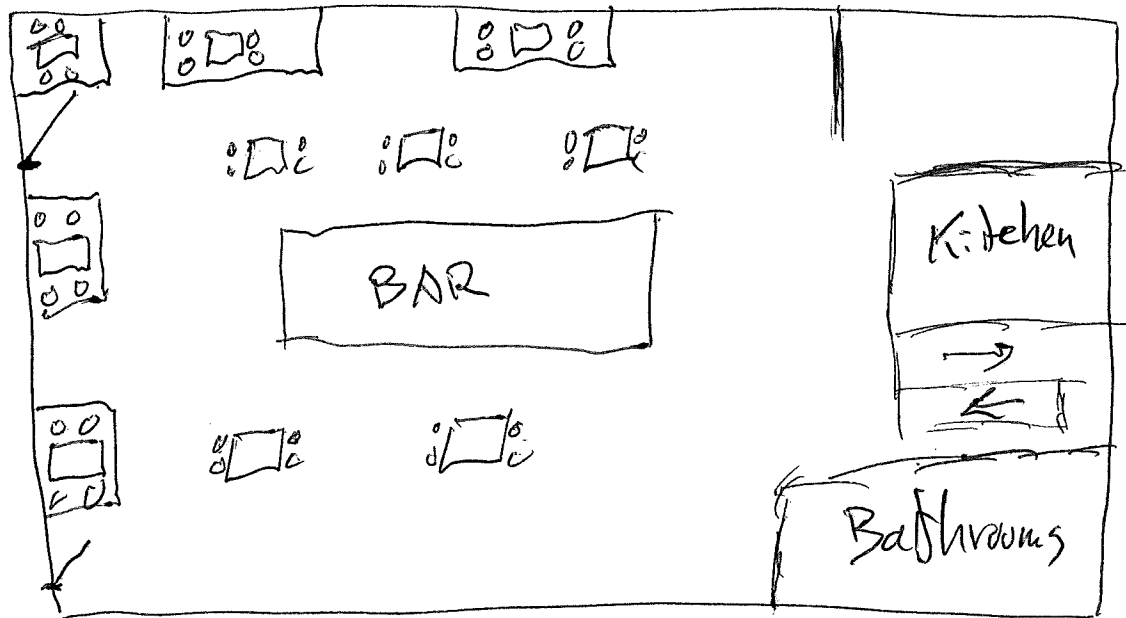
Lunar Lemonade - Vodka, elderflower, lemon, soda

Blue Moon Mule - Blueberry vodka, ginger beer, lime

Dark Side Old Fashioned - Bourbon, smoked bitters, orange peel

328 W. Gorham Floor Plan

First Floor



Second Floor



Moon Bar
Spirits, Food, Music,
Sports
Business Plan

Jeff Rood
Owner/Operator

328 W Gorham St.
Madison, WI 53703

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I. Executive Summary

Business Overview

Moon Bar gets its inspiration from the alumni song "By the Light of the Moon." The creator of Moon Bar is seeking to build a fast-paced, service friendly American style Sports pub and eatery with live music and DJs that caters to both the college students/recent graduates and the local young professionals while being a comfortable option for the relaxed drinker. Customers will enjoy a warm, laid-back environment during the week with a higher energy, party atmosphere on the weekends. Moon Bar recognizes the lack of this theme in the area and being located on the 300 block of Gorham, just steps away from busy State Street making this an excellent place for this concept. Moon Bar understands the underlying factors people look at when choosing a bar or restaurant: Great Food, Good Prices, Cold Drinks and Great Service. Moon Bar will focus on being a social gathering spot for all types of people in and out of the State Street/Downtown area. It will position itself as one of the best Happy Hour locations by offering food and drink specials and its late night business will thrive off of the area's existing energy and we will focus on providing a safe and desirable place to socialize for young professionals, college students and the area's residents.

The venue on Gorham is currently occupied by Danny's Pub. The existing bar takes up the first floor and the second floor. State Street and its immediate surroundings define Madison's Downtown area and demands a mix of relaxed, down to earth chill with high energy nights and weekends. Moon Bar believes it would exemplify this. The bar would require an interior remodel to change the décor and lighten up the existing space. Moon Bar would strive to become a local staple for Happy Hour, Dinner and the Late Night Party scene.

The venue of Gorham Street has two levels. The primary focus would be on the first floor with a U-shaped bar, booths along the wall, free standing tables, dart boards, a jukebox and the kitchen. The second floor would need some additional renovations but those would be minimal to start, greater possibly at a future point, outside the scope of the beginning Moon Bar. The upstairs would focus on Live Music and DJs, overflow, hosting private parties, college socials, formals and other group functions. To emphasize the Inspiration of the name "By the Light of the Moon" we would have various references to the song and of course lots of Badger paraphernalia!.

Success Factors

Moon Bar is uniquely qualified to succeed due to the following reasons:

- **Products & Services:** Our products and services will be superior to our competitors because our main focus will be the guest's experience while at Moon Bar. From the food and drinks to the music, we will have a straight forward, Campus décor that encompasses the University and local Madison culture at its core. The Downtown Area of Madison lacks a good sports bar with live music focusing on singer songwriters. We want to bring a new take on the concept of a pub style menu and drink with a party late night.

- Human Resources: Owner/Operator Jeff Rood has over 15 years of experience in Downtown Madison working with the community via hss Apartment business Madison Pads, LLC. Additionally, Brano Kruger who has over 11 years experience in the bar/restaurant industry, 8 of those managing and 2 years managing the exact style being proposed for this location, will be staying on as a consultant and will mentor/train Jeff and staff on how to run the business. This is pivotal to the business. Additional management would be brought in with experience in both Front of House (FOH) and kitchen or Back of House (BOH). We will drive to not only succeed at Moon Bar but also help Madison's movement in becoming one of the greatest mid-sized entertainment cities in the nation.
- Location: Our Downtown Madison/State Street location is our biggest advantage. The area provides a built-in clientele by being the entertainment district for the University of Wisconsin-Madison. The State Street District Is the heart of Madison and is it's primary entertainment destination.
- Operational Systems: Moon Bar has developed Front of House (FOH) and Back of House (BOH) systems with the guidance of Brano Kruger (consultant) that will enable it to provide high quality products/services at a lower cost. A 30-page server/bartender training service manual has been established that will create a service first attitude that is necessary to thrive in the bar/restaurant industry. Years of Point-of- Sale programming and operational experience will help expedite product ticket times.
- Customers: Jeff Rood has over 15 years of experience with the downtown community via his apartment business and Brano Kruger has over 7 years experience as General Manager/owner at Danny's Pub which currently occupies the space. The Plan will be to hire local students and residents and give them a voice in promotions and attracting people to the Moon Bar.
- Design: Moon Bar wants to become a Madison destination that truly symbolizes the campus and the local culture with its façade and design. A fresh take on a tried and true formula in downtown Madison is what we are shooting for. The addition of Live music and Nightly attraction will help emphasize this.
- Marketing & Operations: Brano Kruger and the management team possess the skills that will enable Moon Bar to attract new customers at a lower price. Having managed Trinity Three Irish Pubs, Brano Kruger understands how to establish and maintain a steady clientele with next to zero dollar marketing budget by creating a word of mouth buzz and establishing a well-regarded reputation. At the same time, at both Buckhead Saloon and Red Rock Saloon, Brano Kruger has run event driven bars that have allowed him to better understand how to actively market and advertise an establishment in many forms such as social media, newspaper and radio ads, and staff-invite parties. We plan to learn from Brano and continue this approach.

II. Company Overview

The legal structure of Moon Bar will be a S Corp. located at 328 W. Gorham Street in Madison, Wisconsin. The Corp will be wholly owned by Jeff Rood as owner/operator. Currently the building where Moon Bar is being proposed is occupied by Danny's Pub. The location is in fact the strongest factor for the venue. Directly across the street and kitty corner are 2 very large new high end apartment buildings that will house thousands of students and young professionals. Between that and the neighboring State Street District and the abundance of college and young professional housing nearby, Moon Bar is set up to succeed as a neighborhood staple. The restaurant will capture the essence of Madison. To establish a late night crowd, Moon Bar will seek to provide a great bar experience by offering strong specials during the week and great energy on the weekend. Moon Bar will provide a quality product for a reasonable cost, but more importantly, will support a laid-back, "you're at home" attitude for all of its guests. By being multi-faceted Moon Bar will be able to provide something for everyone's needs.

Basic Menu Breakdown

The menu will fuse basic American pub fare with healthy allergy friendly fare. The intent is not to get too adventurous but to generate steady, regular business by providing items people want with Irish influence and flair. An example of this would be providing gluten free fryer for fish fry, onion rings etc and offer healthy pub inspired Bowls and wraps.

Weekend Brunch

Moon Bar will have a low key Weekend brunch. The focus here will be on breakfast sandwiches. Grab and go or dine in will be encouraged.

Happy Hour

Moon Bar will have a more relaxed, celebrated vibe. The space will have high- energy music allowing people to feel like they are on vacation away from work and their day-to-day concerns. Happy Hour will focus on food and drink specials that will help keep commuters in the Downtown area after work while also enticing the college crowd to come out early. The space will welcome couples, singles, college students, tourists, and local and out of town business people and groups. The restaurant will provide intimate booths along the side of the restaurant for smaller groups and ample table and bar space for individuals and couples. Happy Hour will run roughly 3pm - 7pm, at which the late night specials would most likely kick in.

Dinner Crowd

Sample Happy Hour Specials

1/2 Off All Draft Beer

\$3 All Draft Beer

2-for-1 Cocktails \$5 Appetizers

Moon Bar will be the place to be for dinner. The classic combination of beer and pub food has been a staple for generations. Our full service menu will be limited in items, we want to do what we do well. Focus will be classic pub fare; Wings, Burgers, Fries, and nachos. With a full bar,

the pub will not only focus on selling great food but also providing great drink options to go along with it. We will focus on quality food, good drinks and spectacular service.

Late-Night

With the idea of being a multi-faceted location and always open to our customers, Moon Bar will remain open until bar-time every night of the week. Late-night weekday specials and service industry employees will help keep the Happy Hour vibe going into the late night rush. On top of competitive drinks specials, we will offer nightly food specials and attractions like trivia night during the week. Our late- night energy will focus on college students, service industry people and young professionals. Moon Bar's consistent focus on competitive yet reasonable drink specials and overall reasonable prices, with the intent of hiring a service industry driven staff will help to become a late-night attraction for its target market.

Special Events

Certain amenities can create a draw for the establishment on both slower and busier days and nights. Moon Bar will have an HD projector screen and an ample number of TV's, maximizing viewing spots throughout the restaurant/bar. Moon Bar will not focus solely on being a sports bar, but because its theme includes the All- American vibe and being in a highly sports driven college city, we want to create a destination to watch all sporting events. Upstairs will be a great opportunity to create a destination for great local live music and dj's. Additionally, with the second floor, there is the possibility of public and private events such as viewing parties, tailgate hostings, holiday and work parties, etc. Moon Bar recognizes the need for event spacing in the Downtown Madison area and would both provide and capture this piece of the market by providing cost-effective product and space packages for potential clients.

III. Industry Analysis

Market Overview

The market in which Moon Bar will operate can be characterized by the following: National Restaurant Market \$

National Sales: \$782.7 billion

Locations: 1 million+

Employees: 14.4 million - one of the largest private-sector employers

10%: Restaurant workforce as part of the overall US workforce

\$8.4 billion: Projected sales in Wisconsin's restaurants in 2016

Madison and Wisconsin Tourism Statistics

State of Wisconsin tourism in 2015: \$19.3 billion+

o Up \$1 billion from 2014

Dane County (Madison Area) tourism spending: \$1.9 billion Madison Area Amenities / Events / Attractions

Kohl Center - Badgers Basketball & Hockey, concerts, shows, high school state events

University of Wisconsin-Madison - Over 50,000 undergraduate and graduate students (Moon Bar is practically on campus)

Camp Randall - Badgers Football

Alliant Energy Center - Concerts, area shows (monster truck, boxing, etc.) Orpheum & Overture

Center - Concerts, plays, comedians, all less than 2 blocks away

Nearby local events - Dane County Fair, local shows and fairs

Neighboring bars & restaurants - Moon Bar is within the State Street entertainment district. The strip includes several other bars and a few restaurants that together attract a steady amount of traffic.

Residents - State Street resembles Milwaukee's Brady Street of Chicago's Wrigleyville.

Residents treat the area as their one-stop area for shopping, dining and late night activities.

IV. Customer Analysis

The Downtown Madison area is thriving in the current economy. In the past decade the restaurants and bars have held on through economic downturn and people are still spending money. Places like Wando's, Chasers, Hawks Pub, Whiskey Jacks and State Street Brats have become staples of the State Street district. The State Street district is essentially the heart of Downtown Madison, located between the UW-Madison community and the Capital Building. It will be Moon Bar's goal to fit into that model. We want Moon Bar to be a relaxed, energetic spot that residents feel comfortable eating and drinking at. The pub style atmosphere will attract area professionals and nearby residents for Happy Hour and a casual dinner and create a destination stop for those already coming to the area for other events. Our late nights will be among the most desirable and safest in the area. While being immersed in the State Street bar district, Moon Bar will provide something for everyone. Late night, the first floor will assimilate the restaurant feel into the late- night, energetic pub feel with larger groups filling booths and smaller groups occupying standing tables and the bar.

Target Customers

Below is a profile of our target customer:

Target Age: 21 - 45 years old

Income: Middle-class

Spending Habits: Large discretionary income - entertainment driven Gender: Both male and female

Some specials targeted toward females to draw in both sexes Location: Downtown Madison, State Street residents, Students

Marital Status: Single or newly married

Family Size: No children to few children, still having discretionary funds

Occupation: Young professional, student

Language: English primarily

Education: College and post college

Activities & Interests: Active, involved in Downtown activities

Food/Drink Choice: Generic palates to the slightly adventurous, again

nothing on our menu will be too obscure, safe and proven

Customer Needs

Below is a profile of the needs we will fulfill for our customers:

Speed: By being located in the entertainment district and neighboring the business district, customers will demand food and drink at a fast pace.

Quality: Moon Bar will hold the highest standards for its ambience, food, drinks and overall entertainment value by doing daily checks and internal inspections, consistently evaluating, tasting, and being the toughest critic of our own product.

Location: the Downtown Madison/State Street district has stayed the consistent hot spot for entertainment for at least the last decade. UW- Madison is constantly expanding their operations and student base. Additionally Madison has recently built several new high-rises downtown and plans to further this development over the next few years. With so many attractions, such as the lakefront and other entertainment based venues, the area's need for another popular, well-run bar is evident and the pub style venue would be an original concept for the area. We want Moon Bar to be another reason people come down to the area.

Reliability/Consistency: Many of our guests will be "on the go" and that will require Moon Bar to be reliable in creating a quick yet quality experience. Repeat business is the backbone of any restaurant. The reason people go to McDonald's all over the world is that they know what they are getting every time they go there. Moon Bar wants to provide this same consistency with a sense of energy and comfort that will continue to bring people back consistently.

Comfort: While having the systems in place to accommodate the fast paced customer, Moon Bar will provide that comfortable, relaxed vibe that will allow our guests to "kick back" and enjoy the experience.

Price/Value: Moon Bar's products will be reasonably priced in an area that demands a quality, innovative product at a competitive cost. The key to success is providing a great experience while convincing the customer they got more than their money's worth and creating repeat customers. That value will create a great buzz and a great word of mouth campaign.

Customer Service: A major component of creating that value extends further than just the product and ambience of Moon Bar. We will strive to provide the best service from the very moment the guest walks in the door. The mentality must be that we are hosting a party everyday; that people are leaving their 9 to 5 job to come and relax and get away from life for a while; a vacation for the night.

V. Competitive Analysis

Direct Competitors

Moon Bar believes that competition in Downtown Madison and the State Street district is an asset to our operations. Under the food court theory, we look forward to being part of an area that has several high quality establishments. By being part of an area that is thriving and has maintained a great reputation for years will only help draw people into our establishment. Having so many activities, conventions, sporting events, public attractions, festivals, businesses, and residents will allow us the opportunity to help the area improve it's already highly regarded reputation as a whole.

Direct Competitor #1: Chaser's Bar and Grill

Products/Services: 24 tap beers, full bar menu, college sports bar atmosphere

Price Points: \$4-\$7 for beers, food \$5-\$10 typically

Revenue: Unknown

Location: Across the street on Busy Gorham.

Customer Segment: Primarily college, some young professional

Competitors Key Strengths: Strong patio when weather is nice, smaller room so appears fuller with less people, college sports bar

Competitor Key Weaknesses: Business model targets primarily college students and no one else

Direct Competitor #2: Red Rock Saloon

Products/Services: 12 draft lines, BBQ, live music, country rock theme Price Points: \$4-\$8 for beers, food \$5-\$25 typically

Revenue:

Location: 1 1/2 blocks from proposed location

Customer Segment: Young professional, college students, older crowds on Friday (25-35), slightly younger on Saturdays (21-30)

Competitors Key Strengths: Country music venue, well known for late night party, large room for increased capacity

Competitor Key Weaknesses: Location for dining in, large room feels empty when not full, focus is only on Country and Rock

Direct Competitor #3: Wando's Bar

Products/Services: Full bar, small grill, established college bar Price Points: \$3-\$8 per drink

Revenue: Unknown

Location: University Ave, 2 blocks away

Customer Segment: College students, young adults, service industry Competitors Key Strengths: Established location for 20+ years, good reputation for college-style party, 3 floors with smaller individual sizes, sections

Competitor Key Weaknesses: Limited food, must update to stay relevant

Direct Competitor #4: Whiskey Jacks

Products/Services: Full bar, 40+ draft lines, pool, very limited food Price Points: \$3-\$10 per drink

Revenue: Unknown

Location: State Street, 1 1/2 blocks away

Customer Segment: Primarily college and immediately post college

Competitors Key Strengths: Large room, live music, pool tables, location/proximity to Greek housing, aggressive drink specials

Competitor Key Weaknesses: Very limited food, one dimensional (party), one large room, limited potential for events and private parties

Competitive Advantages

Moon Bar is positioned to outperform its competitors based on the following:

Jeff Rood is an Alumni with 2 children currently attending UW and has a vast understanding of the downtown population from his time as a property manager/landlord. This experience and personal relationships give Jeff and Moon Bar a unique pulse on the needs of downtown Madison. Additionally, the Consultant has the unique experience in the service industry, with Brano Kruger having more than 11 years in the industry and 8 of those managing. Our operation system and industry experience will allow us to stream-line costs and maximize profits. Brano Kruger has managed several highly efficient restaurants/bars and has learned many successful operational tactics and strategies that will help Moon Bar succeed. Additionally, a training program for service and staffing has already been created. Servicing markets in Milwaukee and Madison has given Brano Kruger diverse and open view of the industry. His love for procedures, entertaining guests and providing a quality food and drink product that keeps our guests happy is what will keep us working hard. Danny's Pub will strive to do things right and remain consistent with local demand.

Moon Bar is fortunate to have a unique marketing skillset that enables it to attract new customers at a low cost. Brano Kruger has run several of the biggest and most popular bars in both Madison and Milwaukee, working both with larger and next to zero budgets for marketing.

VI. Marketing Plan

The Moon Bar brand will focus on the campus and the city with reference to the alumni song "By the light of the moon". Within that will be aspects specific to Wisconsin and Madison, pop culture aspects of Sports/music/movies, local affiliations such as UW- Madison sporting events and local breweries, and more. The Moon Bar theme combined with Live music, high quality service, and prime State Street location will make it a destination spot for everyone in the Downtown area.

Promotions Plan

Moon Bar will use the following tactics to attract new customers:

Social Media: Moon Bar will take advantage of the popularity of social media and affiliated apps such as Facebook, X and Instagram. We will push to create a vibe and overall excitement for Moon Bar by building a following on these applications through constant updates of specials, communications for customers and promoting of events.

Residential and Hotels: We will provide physical Point-of-Sale materials (flyers, handbills, etc.) with advertised specials for residents and nearby hotel guests. Additionally, we will work with local hotel concierges to promote our establishment.

Restaurant/Bar Apps: Madison is very friendly toward the food and drink special apps for smart phones. We will utilize several including Groupon, Hooked, Snapchat and Campus Story, keeping specials fresh and updated and in the minds of customers.

Staff Awareness: One of the strongest pieces behind any campaign is the people behind it. Moon Bar will work closely with its employees to make sure that each and every person is active in promoting the bar and trying their hardest to make it a success.

In-House Advertising: Posters and graphics incorporated into the décor of the room will help promote current and upcoming specials and be a constant reminder to those that come in.

Company Website: Moon Bar will have a competitive, interactive website that engages current and potential customers by allowing them to experience the laid back feel before they ever step into the bar. Additionally the website will act as the first wave of customer awareness for specials and events.

VII. Operations Plan/Management

Functional Roles

In order to execute Moon Bar's business model, the company will need to perform many functions including the following:

Administrative Functions - Operator

- General and administrative functions including general office, marketing, bookkeeping, etc.
- Hiring, training, and scheduling of management team
- Booking and securing entertainment such as DJs and trivia
- Establishing daily specials with managers Research and development
- Creating large scale liquor and food purchasing programs with rebates
- Macro-management of processes / development of cost effective strategies

Kitchen Functions - Operator/Kitchen Manager

- Monitoring food preparations according to health standards Creating a consistent and desirable menu
- Ongoing menu creation and modifications Food product ordering and inventory control
- Hiring and training of BOH staff
- Scheduling of kitchen staff

Bar/Restaurant Functions - Operator/Kitchen Manager/Bar Manager

Liquor/Beer/Wine/Non-Alcoholic order

- Hiring and training of FOH staff
- Scheduling of FOH staff
- Day-to-day operations and standards checks Monitoring and fixing of maintenance issues
- Local industry and customer relations

Moon Bar already has a couple of very strong candidates for the positions of Manager and Kitchen Manager, working underneath Brano Kruger as the initial acting General Manager.

Additionally there are already several employees who would wish to stay with Brano Kruger at a new establishment and a large supply of new applicants within the city. Wait-staff and bartenders will focus on the customer's needs, both in product and service and therefore held to strict standards. We understand that our customers could go anywhere for a Bud Light and sandwich and we will need them to choose us over our competitors. A young, focused, college to post-college group is whom we will be looking at to fill this. In the kitchen, we will be going after the quick, professional, and creative cook with a desire to make our customers happy and take pride in their product.