



North - Meriton  
6100 W. 73rd Street,  
Suite 1  
Bedford Park, IL 60638  
p. 708-486-1700

trismarkusa.com

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**REVISIONS**

DATE	NO.	DESCRIPTION

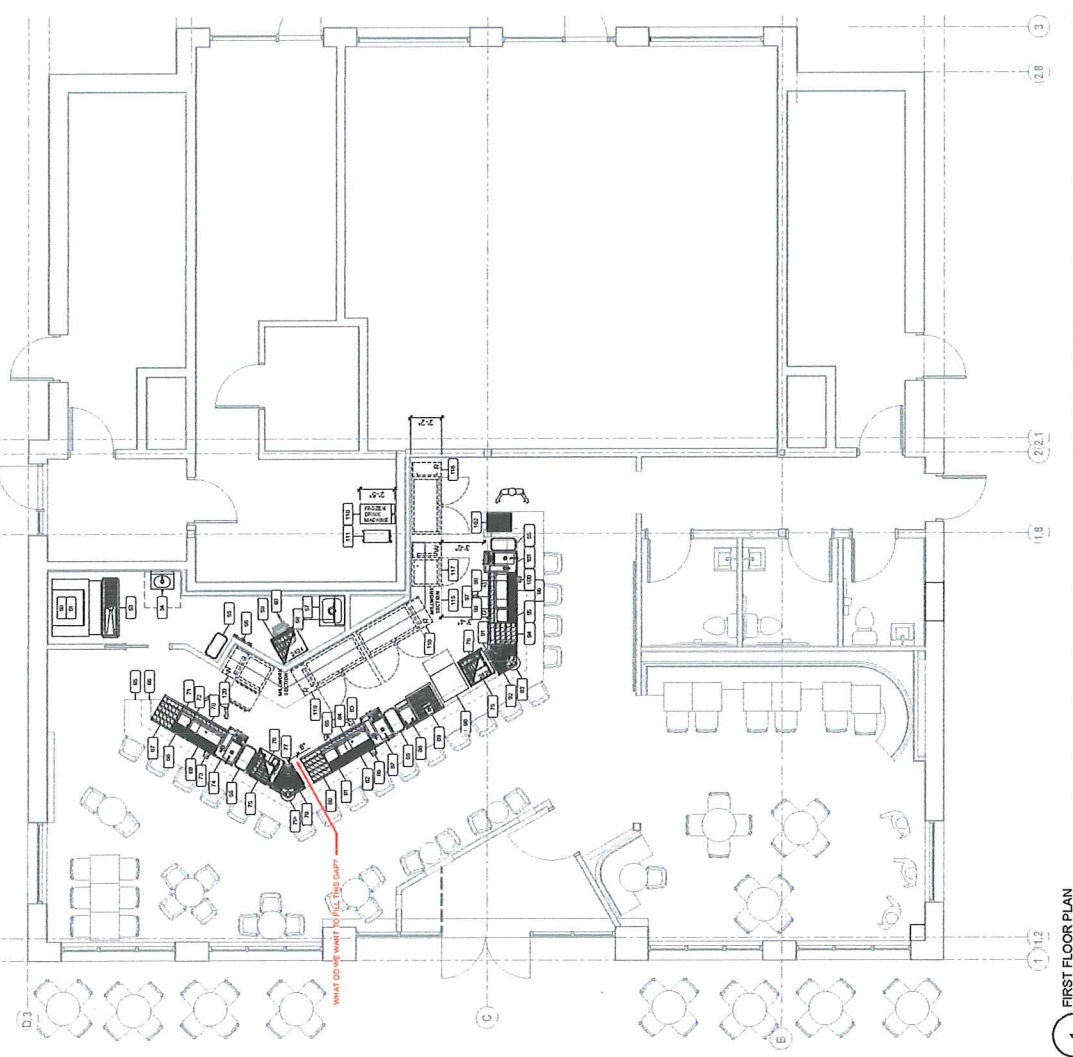
TWO BIRDS  
MADISON, WI

PROJECT NAME	
DATE	7/24/2023
ISSUED BY	EDM / MW
APPROVED BY	

SHEET TITLE	FOODSERVICE EQUIPMENT PLAN
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SHEET NUMBER	QF111
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ITEM NO.	QTY.	DESCRIPTION	REMARKS
50	1	ICE MAKER	LEASE
51	1	ICE BIN	LEASE
52	-	SPARE NUMBER	
53	1	FLOOR TROUGH	
54	1	FLOOR TROUGH	
55	4	TRASH CAN	BY OWNER
56	1	BROOM HOLDER	
57	1	MOP SINK & FAUCET	BY PC
58	1	MOP HOLDER	
59	1	MOP BUCKET	
60	1	MOP BUCKET	
61-64	-	SPARE NUMBER	
65	1	BAR COUNTERTOP	BY MILLWORK
66	1	BAR DIE WALL	BY MILLWORK
67	1	UNDERBAR LIQUOR DISPLAY	
68	1	UNDERBAR ICE BIN	
69	1	UNDERBAR ICE BIN WEIN DIVIDER	
70	1	SPEED RAIL	
71	1	SPRINKLER	
72	1	SPLASH MOUNT FAUCET	
73	1	WATER DISPENSER (2 TAPS)	
74	1	UNDERBAR PREP SINK UNIT	
75	2	BAR SHELVING	
76	2	POS SYSTEM	
77	1	UNDERBAR CORNER DRAINBOARD	BY OWNER
78	1	DRIP PAN	
79	1	DRAFT BEER DISPENSER (2 TAPS)	
80	1	UNDERBAR LIQUOR DISPLAY	
81	1	UNDERBAR HAND SINK	
82	1	UNDERBAR ICE BIN WEIN DIVIDER	
83	1	SPEED RAIL	
84	1	DRINK RAIL	
85	1	SPLASH MOUNT FAUCET	
86	1	WATER DISPENSER (2 TAPS)	
87	1	UNDERBAR PREP SINK UNIT	
88	1	UNDERBAR HAND SINK	
89	1	UNDERBAR DRAINBOARD	
90	1	UNDERBAR CORNER DRAINBOARD	LEASE
91	1	DRIP PAN	
92	1	DRIP PAN	
93	1	DRAFT BEER DISPENSER (2 TAPS)	
94	1	UNDERBAR LIQUOR DISPLAY	
95	1	UNDERBAR ICE BIN	
96	1	UNDERBAR ICE BIN WEIN DIVIDER	
97	1	SPEED RAIL	
98	1	DRINK RAIL	
99	1	SPLASH MOUNT FAUCET	
100	1	WATER DISPENSER (2 TAPS)	
101	1	UNDERBAR PREP SINK UNIT	
102	1	DRIP PAN	
103-109	-	SPARE NUMBER	
110	1	FROZEN DRINK MACHINE	
111	1	COFFEE BREWER	BY VENDOR
112-114	-	SPARE NUMBER	
115	1	BACK COUNTER	BY MILLWORK
116	1	2 DOOR REFRIGERATED BACKBAR CABINET	
117	1	1 SECTION WINE REFRIGERATOR	
118	1	1 SECTION WINE REFRIGERATOR	
119	1	2 DOOR REFRIGERATED BACKBAR CABINET	
120	1	1 SECTION WINE REFRIGERATOR (DRAWERS)	



- ISSUES PENDING**
- OWNER
    - SPEC OF LEASED GLASS WASHER?
    - SPEC OF LEASED ICE MACHINE?
    - WHAT ARE EQUIPMENT SPECS?
  - ARCHITECT / S
    - NOTE UPDATED LOCATION OF MOP SINK
  - TRIMARK
    - NOTE ALL FILTERED EQUIPMENT TO BE SUPPLIED FROM BUILDING FILTER RISER STEP FOR ITEMS ON BACK SHELF OF LIQUOR DISPLAY UNITS
    - UPDATE BEER TOWER SPEC TO MATCH SHOP DRAWING ONCE RECEIVED.
    - RINSER FAUCET FOR MELTING DOWN/CLEANING OUT ICE BINS
    - NEED TO DIAL IN THIS SPEC AS IT AFFECTS PLACEMENT AND MFP CONNECTIONS.

1 FIRST FLOOR PLAN  
2023.07.10



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 p. 708-498-1700

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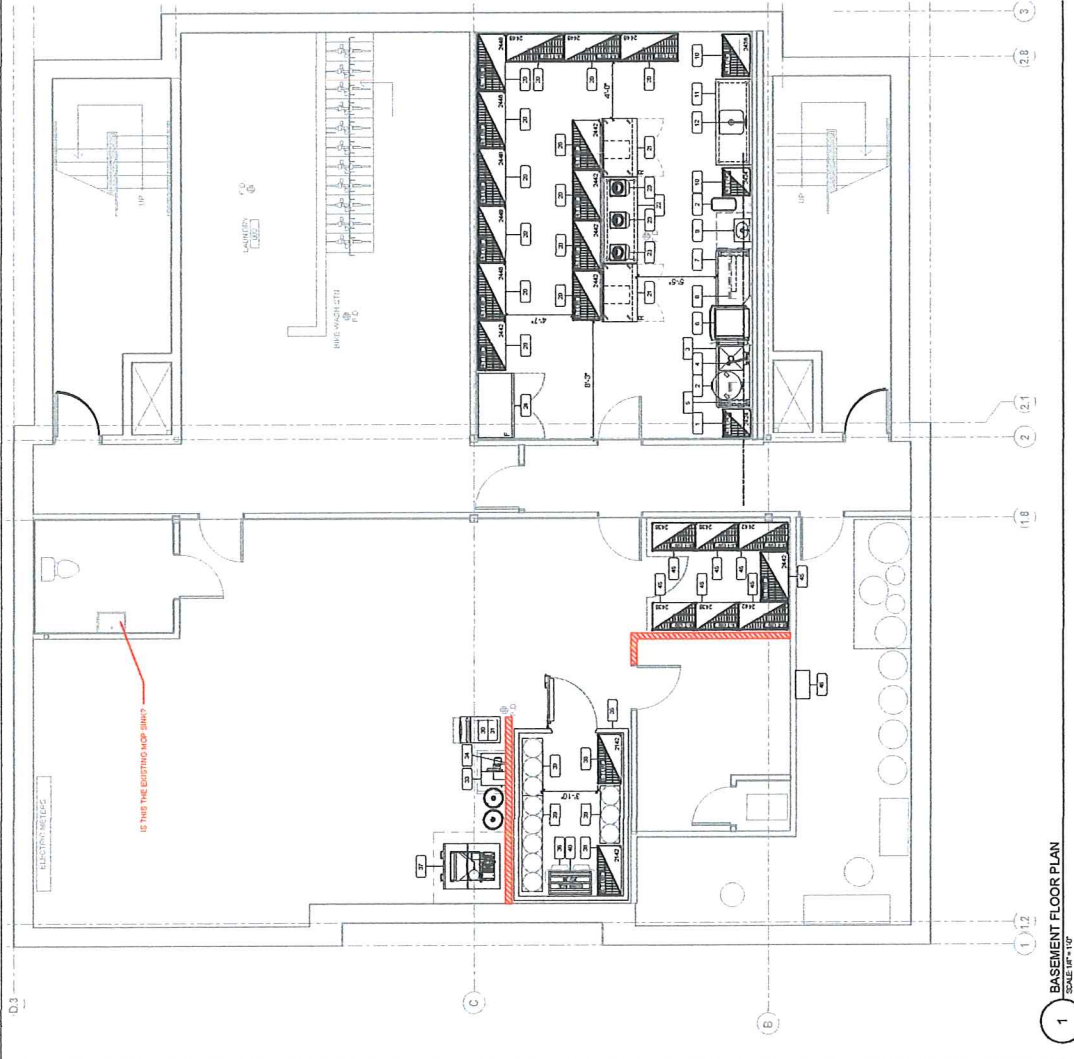
SHEET TITLE	FOODSERVICE EQUIPMENT PLAN
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SHEET NUMBER	QF101
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ITEM NO.	QTY.	DESCRIPTION	REMARKS
1	1	DISH SHELVING	
2	2	TRASH CAN	BY OWNER
3	1	SOLEID DISH TABLE	
4	1	PRE-RINSE FAUCET	
5	1	WALL MOUNTED SLANT RACK	
6	1	LOW TEMP DOOR TYPE DISHWASHER	LEASE
7	1	CLEAN DISHTABLE	
8	1	WALL MOUNTED SLANT RACK	
9	1	WALL MOUNTED SLANT RACK	
10	2	WALL MOUNTED SLANT RACK	
11	1	WORK TABLE	
12	1	WALL MOUNTED FAUCET	
13-19	-	SPARE NUMBER	
20	13	DRY STORAGE SHELVING	
21	2	2 DOOR WORKTOP REFRIGERATOR	
22	1	WORK TABLE	
23	3	COUNTERTOP INDUCTION WARMER	
24	2	2 DOOR UPRIGHT FREEZER	
25	1	ICE MAKER	LEASE
30	1	ICE MAKER	LEASE
31	1	ICE BIN	
32	-	SPARE NUMBER	
33	1	BEER SYSTEM POWER PACK/WALL SHELF	
34	1	NITROGEN GENERATOR	
35	1	WALK-IN BEER COOLER	
36	1	CONDENSING COIL	
37	1	REMOTE COMPRESSOR/WALL MOUNT STAND	
38	2	KEP-SERVING SHELVING	
39	3	KEP-SERVING SHELVING	
40	1	DUNNAGE RACK	
41-44	-	SPARE NUMBER	
45	7	LIQUOR SHELVING	
46	1	CARBONATOR	BY VENDOR
47-49	-	SPARE NUMBER	

ISSUES PENDING ARCHITECT / GC

- NOTE ADJUSTED / ADDED WALLS (A-WALL LAYER)
  - VENTILATION FOR INDUCTION WARMERS?
  - NOTE ADDED WALL NORTH OF WALK-IN
  - NOTE ADDED WALL NORTH OF WALK-IN
  - CONFIRM THAT VENTING FOR DRAINS IN BOH WILL NOT INTERFERE WITH EQUIPMENT
  - CONFIRM LOCATION OF EXISTING MOP SINK OWNER
  - SPEC OF LEASED ICE MACHINE?
  - SPEC OF LEASED DISHWASHER?
  - LOCATION OF CARBONATOR FOR WATER DISPENSING IN MAIN BAR
- TRIMARK
- REVIEW EXISTING PLUMBING TO CURRENT LAYOUT
  - VENT LINES OUT IN THE OPEN; MAY NEED SOME CLARITY ON HOW THAT WORKS



**Public Parking**

**Drinks Menu**

## Vodka

Distilled from a wide range of natural materials including rye, potatoes, corn, and wheat leaving you with a pure clean vehicle for flavors. If we were to trace the origins of this versatile and polarizing spirit, it would look something like this:

Poland, 1405:

The first written record of Vodka (meaning "little water") is made in court documents from the Palatinate of Sandomierz.

Crab Key, 1962:

Dr. Julius No offers James Bond a Martini with Vodka in place of the usual Gin "Shaken and not stirred". This was the turning point in terms of its rise in popularity in America.

America, 1976:

Sixteen years after James Bond sips his first Vesper (See Classics) vodka, an item not considered necessary in an American bar twenty years earlier, surpasses whiskey as the highest selling spirit in America with an annual US consumption today of 50-60 million cases. While it is a smaller part of our menu, we love the distilleries that make it by hand in small batches and give it finesse and a great clean finish. Nostrovia!

Absolut Elyx - \$10

Boyd & Blair Potato Vodka - \$9

Grey Goose - \$10

Reyka - \$7

St. George Vodka - \$9

Titos - \$7

## Classics

*Vodka Gimlet*

Vodka, Lime, Sugar

*Martini*

Vodka, Dry Vermouth, Olives

*Vesper*

Vodka, Gin, Lillet Blanc, Orange Bitters, Lemon Peel

## Originals

*French Foreign Legion*

Vodka, Lime, Rosemary, Herb De Provence Meringue

*Tom's StepMom...Up Top!*

Vodka, Cucumber, Mint, Lime, Champagne

*Ty's Tie is Cheese*

Vodka, House Kimchi Bloody Mary, Lime, Shirodashi

## Gin

The word "gin" gets its origins from the Dutch word "genever", which means juniper.

This is a nod to the botanicals that give gin its life and herbaceous qualities. Made with botanicals such as juniper berries, bitter orange, grapefruit, coriander and jasmine, gin is easily one of the best base spirits for building complex and balanced cocktails.

While London Dry is perhaps the most popular style, gin was actually invented by the Dutch in the late 16th century for medicinal purposes. Of all the gin joints in the world, thanks for stopping by ours.

Cheers!

Bombay Dry - \$7

Beefeater - \$7

Greenhouse - \$7

Gin Mare - \$10

Hendricks - \$10

Plymouth - \$9

Plymouth Sloe Gin - \$9

St. George Terroir - \$9

The Botanist - \$10

## *Classics*

### *French 75*

Gin, Lemon, Sugar, Champagne

### *Negroni*

Gin, Campari, Sweet Vermouth

### *White Lady*

Gin, Grand Marnier, Lemon, Egg White

## *Originals*

### *Rose Lied About Never Letting Go*

Rose Petal Gin, Hibiscus Chenin Blanc Syrup, Fresh Lemon Juice, Fresh Grapefruit juice, Aperol essence, Frozen Rose Petals

### *Sif's Song*

Gin, Tomato & Caper Berry Infused Aquavit, Thyme Black Pepper Syrup, Fresh Lemon Juice, Sea Salt, Bittercube Orange Bitters

### *Dumped In Thailand*

Gin, Kaffir Lime Leaf, Ginger, Turmeric, Lime, Palm Sugar, Thai Chile

## Rum

Kill Devil. Demon Water. Pirate's Drink. No spirit has been more vilified, mystified, and loved the world over. While rum often conjures images of palm trees and parasols, it was also a major economic driver in Colonial America fueling colonial and international trade. Before the Revolutionary War there were 140 rum distilleries in America and the average adult male drank 3 pints of rum a week (similar to the average bro slamming claws on the lake today). Even George Washington drank Barbados rum at his inauguration in 1789, a party we're quite sorry we missed. No matter where it is produced, rum is distilled from sugar cane juice. Where it goes from there is endless. Some rums are aged for up to 12-15 years while others go straight into the bottle. So whether you're sitting in the sun enjoying a Daiquiri or sipping an aged rum whilst wearing crushed velvet and quoting Spanish poetry to your lover...salud!

Appleton Estates - \$8  
Batavia Arrack - \$7  
Bounty - \$7  
Clément Rhum Agricole - \$9  
Plantation 3 Star - \$7  
Plantation Pineapple - \$9  
Plantation OFTD - \$9  
Wray & Nephew - \$8

## Classics

### *Mai Tai*

House Rum Blend, Lime, Orange Curacao, Orgeat

### *Mojito*

Rum, Lime, Mint, Bubbles

### *Zombie*

Rum, Overproof, Cinnamon, Grenadine, Lime, Grapefruit, House Falernum, Angostura

## Originals

### *H&A Goombay*

H&A House Blended Rum, Banana, Mango, Guava, Lime, Coconut

### *George Takei Oh My!*

H&A Thai Rum Blend, Key Lime, Coconut Cream, Tamarind & Galangal Paste, Lemongrass, Shirodashi, Hoot & Annie Thai Bitters

### *Hot Coffee Mod*

Jamaican Rum, Coffee, Demerara, Chai, Almond, Blackstrap Bitters, Smoke

## Tequila

Both Tequila and Mezcal are made from the agave plant, but differ in their methods of production and the region the agave is harvested. Mexican law limits the production of Tequila to the state of Jalisco and limited regions of several other states. The agave is picked by hand and then roasted or steamed in a stone oven. Mezcal on the other hand is produced primarily in Oaxaca, but can be produced in other regions as well. The agave is roasted in subterranean pits covered with earth and heated by wood over 3-5 days. For both varieties, blanco spirits are bottled 60 days after distillation, reposados between 2 and 12 months and añejos at least 12 months, but no more than 3 years. Whew, take a breather, you just learned a lot right there, go have yourself a Paloma.

Casamigos Repo - \$15  
Clase Azul Reposado - \$40  
Don Julio Blanco - \$10  
Don Julio 1942 - \$30  
Espolon Blanco - \$8  
Curado Agave Azul - \$12  
Curado Cupreata - \$12  
Curado Espadin - \$12  
Fortaleza Blanco - \$12  
Fortaleza Reposado - \$14  
Fortaleza Añejo - \$22  
Patron Silver - \$10

## *Classics*

### *Margarita*

Tequila Blanco, Lime, Orange Curacao

### *Paloma*

Tequila Blanco, Lime, Grapefruit, Sea Salt, Bubbles

### *Rosita*

Tequila, Carpano Antica, Campari, Orange Bitters

## *Originals*

### *Paula Dean Really Likes Butter*

Roasted Corn Butter Washed Tequila, Persian Lime, Key Lime, Serrano Peppers, Pomegranate, Wildflower Honey, Sea Salt

### *Danny Trejo*

Tequila, Smoked Pineapple Ginger Shrub, Grapefruit Oleo Saccharum, Cocchi Americano, Fresh Lemon Juice, Bad Dog Fire & Damnation Bitters

### *I Can Tell That We Are Gonna Be Friends*

Hoot & Annies Southern Spirit Blend, Fig Balsamic Reduction, Honey Dew Melon, Persian Lime, Spearmint, Grapefruit, Sea Salt

## Mezcal

Mezcal, as opposed to tequila, is produced primarily in Oaxaca. The agave is roasted on hot rocks in subterranean pits covered with earth and heated by wood over several days, if not weeks. The resulting spirit is very smoky and earthy, compared to the tidier baked notes of tequila. Despite the rumors, mezcal does not contain any hallucinogenic properties. Ironically...the whole "worm" in the bottle thing started in the 40's and 50's as a marketing ploy to attract American sales. Today, mezcal demand in this country has increased so dramatically, that the hard working farmers in Oaxaca are having difficulty keeping up. Think about that the next time you and your hipster friends start spilling shots on everyone in the room.

Del Maguey Vida - \$8

Del Maguey Tobala - \$28

Illegal Joven - \$10

Vago Cuxie - \$18

Vago Espadin - \$12

## Classics

### *Oaxacan Old Fashioned*

Mezcal, Agave Syrup, Mole Bitters

### *Mexican Firing Squad*

Mezcal, Lime, Grenadine, Angostura

### *Smoked Avocado Margarita*

Mezcal, Avocado, Lime, Agave Syrup, Orange Curacao

## Original

### *Classic Sam*

Duck Fat washed Mezcal, Lime, Pineapple, Jalapeno, Himalayan Salt

### *Lost in Oaxaca*

Mezcal, Roasted Carrot Pasilla Demerara, Butter, Lemon, Orange, Maple Syrup

### *Maria Never Called Back*

Mezcal, Chile, Lime, Tomato, Habanero, Cucumber, Epazote, Sherry Vinegar



## Bourbon & Tennessee Whiskey

USA! USA! USA! (repeat ad nauseam)  
Few things are as undeniably American as Bourbon and Tennessee Whiskey. Jazz and Baseball, perhaps...but you can't drink either of those, so...

There are rules to these two spirits. For example; They must both be aged in AMERICAN oak, and must contain a mashbill of at least 51% corn. We could fill volumes with stories, anecdotes, and fun facts about Bourbon and Tennessee whiskey...but our printer is charging us by the character and you could easily curate your own narrative using your phone whilst sipping one of these delicious libations.

Angels Envy - \$12  
Basil Hayden - \$12  
Blanton's - \$15  
Bookers - \$18  
Buffalo Trace - \$8  
Colonel EH Taylor Small Batch - \$10  
Colonel EH Taylor Single Barrel - \$17  
Colonel EH Taylor Barrel Proof - \$25  
Dickel Barrel Select - \$12  
Eagle Rare - \$10  
Elijah Craig - \$9  
Four Roses Small Batch - \$10  
Four Roses Single Barrel - \$12  
Gentleman Jack - \$14  
Jefferson's Ocean - \$18  
Jefferson Reserve - \$12  
Knob Creek - \$9  
Longbranch - \$12  
Makers Mark - \$10  
Michter's Bourbon - \$12  
Noah's Mill - \$15  
Old Grand Dad Bonded - \$7  
Old Forester 86 proof - \$8

Old Forester 1910 - \$13  
Old Forester 1920 - \$15  
Old Forester 1897 - \$13  
Old Fitzgerald Bottled In Bond - \$25  
Rare Breed - \$15  
Rowan's Creek - \$12  
Russell's Reserve 10 yr - \$10  
Russell's Reserve Single Barrel - \$15  
Weller Antique - \$10  
Weller Special Reserve - \$8  
Weller 12 yr - \$12  
Wild Turkey 101 - \$9  
Willet Bourbon - \$14  
Woodford Reserve - \$11

### *Classics*

#### *Whiskey Sour*

Bourbon, Lemon, Sugar, Egg white

#### *Lions Tale*

Bourbon, Lime, Allspice, Angostura

#### *Old Fashioned*

Bourbon, Angostura, Demerara, Citrus Oil

#### *Original*

#### *Go Pack Go*

Bourbon, Wisconsin Cherry Demerara, Orange Oleo Saccharum, Hoot & Annie House Bitters, Bourbon Smoke

#### *Southern Gentleman*

Bourbon, Lemon, Mint, Ginger, Earl Grey Tea, Carpano Antica,

#### *Morning Cigarette*

Bourbon, Coffee, Caramel, Graham Cracker, Cocoa, Almond Milk Ice, Lemon Oil

## Rye

Rye whiskey was the favored spirit of colonial America, as rye was very much in vogue amongst agricultural enthusiasts in the eighteenth century. And then...it kinda just went away. Just a few years ago, in fact mainstream rye brands were actually very hard to find. But...it's back baby! Rye whiskey is the hottest thing flowing across American sipping stations right now, a trend fueled mostly by tattooed cocktail geeks who have noted that the classic whiskey cocktails in their leather bound pre prohibition cocktail bibles call for rye, and not bourbon. While demand still mostly outweighs supply in this reemerging market...the sky's the limit for small batch american rye whiskey producers.

Angel's Envy Rye - \$22

Bulleit Rye - \$9

Colonel E.H Taylor Straight Rye - \$ 22

Dickel Rye - \$8

Elijah Craig Rye - \$10

High West Double Rye - \$10

High West Rendezvous Rye - \$15

Knob Creek Rye - \$9

Michter's Rye - \$15

Old Overholt Bonded - \$7

Old Forester Rye - \$8

Pikesville 6 yr - \$9

Rittenhouse - \$9

Russell's Reserve Rye - \$12

Sazerac - \$9

Wild Turkey Rye 101 - \$10

Willet Rye - \$14

Whistlepig 10 yr - \$20

## Classics

### *Cocktail A La Louisianne*

Overproof Rye, Carpano Antica, Benedictine, Angostura, Peychauds, Absinthe

### *Scofflaw*

Rye, Dry Vermouth, Lime, Grenadine, Angostura

### *Brooklyn*

Rye, Dry Vermouth, Luxardo Maraschino, Angostura

### *Original*

### *Bear Rug Cuddles By The Fire*

Rye, Walnut Cherry Claret, Lemon, Orange, Byrrh, Bittercube Cherry Bark Vanilla Bitters

### *Daddys' Juice Box*

Rye, Lemon, Berry Medley Compote, Pinot Noir, Orgeat, Bergamot, Sea Salt

### *Cold Toddy Riff #1989*

Rye, Ginger, Honey, Lemon, Angostura

Scotch / Irish / Japanese

Scotch whisky, AKA malt whisky, AKA gaelic coffee, AKA "wet beneath the kilt", is the OG brown. A spirit distilled from grains (corn, rye, wheat, or barley) with blended scotch taking single malts and blending them with grain whisky. Turns out, not everyone has the stones to wear a kilt, and sometimes they need their single malts softened a little. Wankers.

Whisky for Dummies

Single malt whisky: 100% malted barley in a pot still in a single distillery.

Pure Pot Still whisky: Malted and unmalted barley in a pot still.

Irish whisky: Commonly a lighter drinking whisky.

Japanese whisky: Commonly similar to Scotch whisky

Aberfeldy 12 yr - \$9  
Aultmore 12 yr - \$14  
Balvenie 12 yr - \$18  
Bruichladdich Classic Laddie - \$15  
Dewars 12 yr - \$12  
Glenfiddich 15 yr - \$22  
Glenlivet 12 yr - \$15  
Glenmorangie - \$12  
Green Spot - \$20  
Hakushu 12 yr - \$30  
Hibiki Harmony - \$25  
Highland Park 18 yr - \$30  
Jameson - \$8  
Johnnie Walker Black - \$10  
Lagavulin 16 yr - \$23  
Laphroaig 10 yr - \$15  
Macallan 12 yr - \$22  
Oban 14 yr - \$25  
Redbreast 12 yr - \$16  
Tullamore Dew - \$9  
Teeling Irish - \$10

Yamazaki 12 yr - \$40

Yellow Spot - \$26

*Classics*

*Blood & Sand*

Scotch, Carpano Antica, Orange, Cherry Heering

*Penicillin*

Scotch, Lemon, Honey, Ginger

*Irish Coffee*

Irish Whiskey, Coffee, Demerara, Cream

*Original*

*Scottish Lass Rocking Uggs*

Scotch, Pumpkin Spice, Lemon, Eggwhite

*Grandpappys Forgetting Again*

Scotch, Strawberry, Rhubarb, Lemon, Balsamic Reduction, Bittercube Cherry Bark Vanilla Bitters

*Jack Meet Jen*

Irish Whiskey, Chamomile, Spearmint, Lemon, La Quintinye Blanc, St. George Absinthe

## Brandy

The most popular and easily the most produced spirit in the world is Brandy, and all of its wonderful iterations. When it was first distilled by the Dutch, it was simply known as *Branjewin*, which translates to: "Burnt Wine". Being an extremely versatile spirit, it has since evolved into Cognac, Armagnac, Grappa, Pisco, Eau De Vie, and countless others. Wherever you are in the world, some form of brandy should always be nearby. And thank goodness for that!

Cardenal Mendoza - \$8

Delord Bas Armagnac XO - \$12

Germain-Robin - \$14

Hennessy XO - \$50

La Caravedo Pisco - \$8

Lecompte Calvados - \$12

Louis XIII - \$375

Nonino Grappa - \$15

Pierre Ferrand 1840 - \$12

Pierre Ferrand Ambre - \$15

Torres 10 yr - \$9

## Classics

### *Sidecar*

Brandy, Lemon, Orange Curacao

### *Charlie Chaplin 2.0*

Brandy, Lime, Sloe Gin, Apricot

### *Champagne Cocktail*

Brandy, Champagne, Sugar, Angostura

### *Original*

### *Baby Making Punch*

Brandy, Lemon, Apple Cider, Cinnamon, Clove, Allspice, Cherry, Walnut, Carpano Antica

### *Lady in Red*

Brandy, Lemon, Grilled Peach, Orgeat, Texas Wildflower Honey, Champagne

### *Gypsy Morning Go-Go Juice*

Brandy, Lemon, Grapefruit, Berry Medley Compote, Black Pepper, Bonal

## Cordials & Amari

Cordials & Amari Liqueurs are defined as alcoholic beverages based on a spirit composed of grain, grape, fruit, or vegetable that are flavored with botanicals such as herbs, barks, seeds, roots, plants, fresh and dried fruits, or dairy products. They might include spices such as cinnamon, nutmeg, allspice, pepper, or coriander, and might also incorporate beans such as cocoa, coffee or vanilla. If you're not using these complex spirits as a modifier in a well composed and balanced cocktail, it is customary to drink these spirits straight up, from a little glass, and with your pinky towards the sky.

Aperol \$7  
Amaro Nonino - \$12  
Averna Amaro - \$8  
Baileys - \$7  
Campari - \$8  
Cardamaro - \$7  
Cherry Heering - \$7  
Cynar - \$7  
Dolin Genepy De Alps - \$8  
Fernet Branca - \$8  
Fernet Menta - \$8  
Galliano - \$10  
Giffard Banana De Brasil - \$7  
Giffard Ginger - \$7  
Grand Marnier - \$9  
Green Chartreuse - \$12  
Green Chartreuse VEP - \$24  
Herbsaint - \$10  
Lazzaroni Amaretto - \$7  
Luxardo Abano Amaro - \$7  
Luxardo Maraschino - \$7

Mathilde Peach -\$7  
Mathilde Framboise -\$7  
Montenegro - \$8  
Nardini Amaro - \$8  
Pierre Ferrand Dry Curacao - \$8  
Pimms No. 1 - \$8  
Ramazzotti - \$8  
Rothman & Winter Apricot - \$7  
Rothman & Winter Creme De Violette - \$7  
St. Elizabeth Allspice Dram - \$8  
St. George Absinthe - \$12  
St. George Nola Coffee - \$9  
St. George Raspberry Liqueur - \$8  
Strega - \$9  
Yellow Chartreuse - \$12

## Beer & Seltzer & Wine

Miller High Life Tall Boy \$5  
Michelob Ultra Tall Boy \$5  
Dos XX Tall Boy \$6  
Modelo Especial \$4  
Real Ale Hans Pilsner \$5  
Real Ale Firemans #4 \$5  
Real Ale Fresh Kicks Hazy IPA \$5  
Left Hand Milk Stout \$7  
Adelberg's Wit \$7  
La Fin Du Monde \$8  
Odell Sippin' Pretty \$6  
Bishop Darkside \$7

## Wines By The Glass

Raeburn, Chardonnay, Russian River Valley  
Vavasour, Sauvignon Blanc, Marlborough  
Serial, Cabernet Sauvignon, Paso Robles  
Rodney Strong, Pinot Noir, Russian River Valley  
Fleurs De Prairie, Rose, Provence  
Segura Viudas, Cava, Spain

## Wines By The Bottle

### White

Girard Napa, Sauvignon Blanc, Napa Valley  
Penfolds Bin 311, Chardonnay, Australia  
Madame Vve Point, Chardonnay, France

### Red

Stags' Leap, Petite Sirah, Napa Valley  
Slander by Oriwn Swift, Pinot Noir, Sonoma Coast  
Goldschmidt, Cabernet Sauvignon, Oakville

### Sparkling

Faire La Fete Brut, Sparkling Wine, France  
La Chemin Du Roi, Champagne, France  
Ace Of Spades Gold, Champagne, France

Reserve List

(Rare Whiskeys that may be out of stock)

Eagle Rare 17 yr

George T Stagg

Thomas H Handy

High West Midwinters Dram

Sazerac 18

Nikka Taketsuru 21 yr

Old Rip Van Winkle 10 yr

Pappy Van Winkle Rye 13 yr

Pappy Van Winkle 12 yr

Pappy Van Winkle 15 yr

Pappy Van Winkle 20 yr

Pappy Van Winkle 23 yr

Whistlepig Boss Hog

William Larue Weller

Wild Turkey Master's Keep

Wild Turkey Master's Keep Rye

*Juniors RBF - \$7*

Miller High Life Tallboy & A shot of Old  
Grand Dad Bonded Bourbon



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## TWO BIRDS MADISON, LLC



# Business Plan

Prepared for: City of Madison

Prepared by: Jack Yip

August 15, 2023

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## Executive Summary

The craft cocktail bar industry is growing rapidly, as consumers are increasingly looking for high-quality, unique cocktails in a stylish setting. This business plan outlines the strategy for opening a new craft cocktail bar in Madison, Wisconsin. The bar will be located in a prime 709 E Johnson Street and will offer a wide variety of cocktails, as well as food from Jackknife restaurant. The bar will have a modern, sophisticated atmosphere and will target young professionals and millennials.

## Company Description

The company name is Public Parking and the legal entity is Two Birds Madison, LLC. The company will be owned and operated by Jr. Mocanu and Jack Yip. Owners have over 10 years of experience in the hospitality industry, and deep passion for craft cocktails.

## Products and Services

The bar will offer a wide variety of craft cocktails, as well as exclusive food delivered from Jackknife restaurant. The cocktails will be made with fresh, high-quality ingredients and will be priced competitively. The bar will also have a full bar and will offer beer, wine, and spirits.

## Target Market

The target market for the bar is young professionals and millennials. These consumers are increasingly looking for high-quality, unique cocktails in a stylish setting. The bar will be located in a vibrant and diverse location and will have a modern, sophisticated atmosphere.

## Marketing Plan

The marketing plan for the bar will focus on online and social media marketing. The bar will have a strong social media presence and will use targeted ads to reach its target market. The bar will also participate in local events and festivals to raise awareness.

## Financial Projections

The bar is projected to generate \$.76 million in revenue in its first year of operation. The bar is also projected to be profitable within its first year of operation.

## Management Team

The management team for the bar is composed of experienced professionals with a proven track record in the hospitality industry. The management team is responsible for the day-to-day operations of the bar and is committed to providing a high-quality experience for its customers.

Born and raised in Wisconsin, JR Mocanu has embodied the typical midwestern work ethic since he first stepped behind the bar at the ripe old age of 18. He was immediately consumed with bar culture and its rich history, voraciously consuming any and all related literature and publications with a Pac-Man like focus. He reread all 800 pages of the "Ultimate Guide to Spirits and Cocktails" three times, not as a punishment, but because he *wanted* to. At 21, JR completed the now legendary "BarSmarts" course designed by Dale Degroff and spearheaded the cocktail program at Merchant, one of the most innovative and influential bar programs in Madison, Wisconsin, if not the entire midwest. It was while working at Merchant that JR began to seriously hone his skills and develop his passion for housemade seasonal ingredients, classic technique, and top notch service. Along the way, he has had the opportunity to work side by side with some great innovators in the cocktail kingdom, including Eric Hay, Beverage Development Manager at Wirtz Beverage, and Nicholas Kosevich and Ira Koplowitz of Bittercube Bitters. He has also accrued numerous industry awards and accolades, apprenticed at Tales of the Cocktail, and traveled the country working alongside several leading companies and brands in the biz. He then left the midwest for Austin, Texas where he continued to dazzle the cocktail scene. He opened the critically acclaimed VOX Table, Nickel City and Last Straw bars which have all won various local and national accolades. He has moved back to the Midwest after 9 years of Texan hospitality and he hopes to bring a touch of that southern flare to the north.