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Janesville | Madison

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621 N. SHERMAN AVE
MADISON, WI 53704

PROJECT INFORMATION

PROJECT NUMBER: 20210

APPROVED BY: AY

DESIGNED BY: JMO

DRAWN BY: SNS

FIRST FLOOR PLAN

A101

- LOBBY FLOOR FINISHES**
1. ALL LOBBY FINISHES SHALL BE LOCATED PER ARCHITECTURAL FINISHES SCHEDULE.
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- NOTES**
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NO.	REVISION	DATE
1	ISSUED FOR PERMIT	01/21/2021
2	ISSUED FOR PERMIT	01/21/2021
3	ISSUED FOR PERMIT	01/21/2021
4	ISSUED FOR PERMIT	01/21/2021
5	ISSUED FOR PERMIT	01/21/2021
6	ISSUED FOR PERMIT	01/21/2021
7	ISSUED FOR PERMIT	01/21/2021
8	ISSUED FOR PERMIT	01/21/2021
9	ISSUED FOR PERMIT	01/21/2021
10	ISSUED FOR PERMIT	01/21/2021

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First Floor Plan

A101

Business Plan***It's Good For You, LLC***

projections for cold weather months, when our building is preferentially used, are similar.

Our traditional wood fire oven pizzas vary in price from \$15-\$18. This is competitive with other local pizzerias. Our Chef in Residence series will be promoted as a ticketed event with tickets purchased in advance. Price will vary depending on the chef's menu; +/- paired wine, beer, or spirits. Prices could range from \$40-\$150/person. By using a ticketed model, food and labor costs can be tightly controlled to minimize waste and maximize profit. Profits from the "Chef in Residence" series will be shared with the chef and It's Good For You. We will charge a minimum \$25/person for private catering events with a \$500 minimum.

Our traditional wood-fire oven pizza has been enjoyed by the Northside community over the last three years through our participation at the Northside Farmers Market held Sunday mornings. We have developed quite a following and customers are anxiously awaiting availability of our pizza through the winter. Our wood fire oven heats to 1000F, cooking a pizza in 60-90 seconds. The result is a crisp, slightly charred crust and a puffy, chewy interior. A pleasing smoky flavor can be tasted throughout, something only a wood-fire oven can provide. Top it off with fresh ingredients and you have a delicious pizza that does not disappoint.

We prepare everything from scratch. We use seasonal ingredients, imported from Italy, or sourced locally whenever possible. To create the most authentic pizza, we use Italian flour and tomatoes for our dough and sauce. Our cheese is produced in the Italian tradition but from Wisconsin producer

Advertising and Promotion

We will advertise our menus and events through our website and social media accounts. Overtime we will accrue customer email addresses for targeted promotion of special events and pizza nights. Business cards are also available.

Objectives

Our goal is to create a cold weather month business model that matches the same net income as our outdoor warm weather catering model. Utilizing the building in winter 3-4 times/week either through takeaway/delivery pizza nights or

Business Plan***It's Good For You, LLC***

the Chef in Residence series should allow us to achieve that goal. Construction converting our building into a commercial kitchen with front of the house seating has been on going throughout 2022. Anticipated occupancy is end of October which coincides nicely with the end of our outdoor season.

Action Plans

Sep 2021- Purchased property at 521 N Sherman Ave, Madison, WI 53704 to be converted into commercial kitchen space

October-December 2021 – Architectural design and building permit approval process started.

Jan 2022- Demolition begins

March 2022 – Building permit obtained. Construction begins.

September 2022 – Social media initiatives begin. Website development starts. Facebook account updated. Instagram account created. Point of Sale system chosen and purchased.

October 2022 - Complete renovations and gain occupancy permit/Health Department approval. General Manager hired.

November 2022 – Building open to customers and clients.

IT'S GOOD FOR YOU

Wood Fire Oven Pizza

HANDCRAFTED PIZZAS

PEPPERONI Italian tomato sauce, pepperoni, mozzarella cheese	\$14
MARGHERITA Italian tomato sauce, fresh mozzarella, topped with fresh basil	\$15
BRUSCHETTA Tomato, garlic, basil, chili pepper, topped with three cheese blend	\$16
CALABRIAN Spicy Italian salami, red onion, mozzarella cheese	\$16
PUTTANESCA Olive, garlic, capers, peppers, pecorino cheese	\$16
BIANCA "White" pizza with goat cheese, spinach, tomato	\$16
PIZZAQ OF THE MONTH Made from seasonal ingredients	\$17

	WHITE WINE	RED WINE	BEER	HOUSEMADE CELLOS
	WINE #1	WINE #1	BEER #1	CELLO #1
	WINE #2	WINE #2	BEER #2	CELLO #2
	WINE #3	WINE #3	BEER #3	CELLO #3
	\$10	\$10	\$4	\$7
	\$12	\$12	\$5	\$8
	\$14	\$14	\$5	\$8

PRICES ARE SUBJECT TO SERVICE CHARGE
AND APPLICABLE TAXES.