



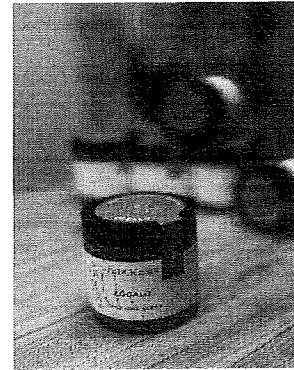
THE DELICIOUS

2425 ATWOOD AVENUE
MADISON, WI 53704

INFO @ THE DELICIOUS

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 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 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.



Our hope is to find a permanent space in Madison that is a multi-purpose space that can meet our needs to produce our products and engage with current and future customers. Part of our future includes the launch of The Deliciouser Dish, our YouTube channel.

Year	Goals
2022	<ul style="list-style-type: none"> - 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 and dedicating a salesperson(s) for wholesale accounts (<i>see financial statement</i>).
2023	<ul style="list-style-type: none"> - Continue to grow wholesale accounts regionally by online wholesale platforms (Faire), Amazon and dedicating a salesperson(s) for wholesale accounts (<i>see financial statement</i>). - Build relationships with regional and local spice growers to buy closer to the source.
2024	<ul style="list-style-type: none"> - 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).

II. PERSONAL BACKGROUND INFORMATION

In March of 2020, the global COVID-19 pandemic forced the closure of all restaurants in Dane County in accordance with the “Safer at Home” mandate. Fast forward several months, restaurants and bars are still not able to operate at full capacity due to the spread of the virus. Our restaurants have been our lives and our livelihood, so the inability to open our doors to our cherished customers was devastating both financially and emotionally. This crisis has affected our friends’ restaurants and bars, our farmers, local vendors and the entire community. With time on our hands and a craving for normalcy, we did what most restaurant families do: we gathered in the kitchen.

We like to refer to ourselves as a blended family, not just because we are in the business of blending spices, but because we really are a family. The Deliciouser family is Patrick, Marcia, Shelly, and Anne. To break it down, Marcia and Patrick were previously married. Patrick is now married to Shelly and Anne is engaged to Shelly’s son. As a blended family, we each bring to the table a unique talent and love for food.

Background Summary – Patrick O’Halloran, Partner

Patrick is a Milwaukee native who’s been cooking professionally for the past 30 years, he started his training as an apprentice with chef Scott Shully of Shully’s catering in Thiensville, WI. He studied culinary arts at Milwaukee Area Technical College. He has spent time cooking and traveling globally in Switzerland, Italy, Mexico and France.

Patrick and ex-wife Marcia Castro purchased Lombardino’s Restaurant in Madison, WI in the 2000, where Patrick continues to serve as partner and executive chef. In 2005, Patrick and Marcia partnered with Tami Lax to open The Old Fashioned on Madison’s Capitol square, where Marcia continues as a partner. Patrick is also a partner in the two Topsy Cow taverns in Madison and Sun Prairie and as a COVID pivot formed The Deliciouser, a blended family business with his wife Michelle, ex-wife Marcia and soon to be daughter in law Anne. He serves as the Deliciouser’s head chef and spice curator and will also lead the company’s educational content.

Background Summary – Marcia Castro, Partner

Marcia has worked in the hospitality industry for all her adult life. She spent most of her 20’s on the east side of Milwaukee, working at Beans & Barley, an independently owned natural food store with a restaurant, deli, and catering services. Over the course of her tenure, she worked in most areas of the business, including serving, customer service, developing SOP’s and employee handbooks for both front of the house and back of the house staff, training, hiring/firing, purchasing, costing recipes, customer service, and ending with managing the catering department.

In 1990 she helped open the Whole Foods Market in Mill Creek, California where she was the deli manager. It was a very educational experience from a startup business perspective.

Upon her return to Wisconsin, she began a culinary apprenticeship at Shully's Cuisine & Catering, through the American Culinary Federation. This experience not only honed her cooking skills, but also her event planning skills.

In 1998 she moved to Madison and with her former husband and bought Lombardino's in 2000. They were able to take a tired institution with mediocre food to a farmer driven, authentic Italian restaurant, with elevated food and service and ultimately increased the bottom line. The experience at Lombardino's gave them an opportunity to hire staff who enjoyed the industry. They fostered a community with both the staff and the customers. 20+ years later, they are still in contact and friends with customers and former staff who started working at Lombardino's during college.

In 2005 Marcia & Patrick partnered with friends to open The Old Fashioned, where she is still an active partner. Her main role in The Old Fashioned is in the office, handling financials, bill paying, invoices and taxes.

Background Summary – Michelle Oyamada, Partner

While a full-time student at the University of Wisconsin-Madison studying international relations and business, Michelle also worked full-time at a local Madison staple, the Ovens of Brittany. After college, her wanderlust brought her to Japan. With Tokyo as her homebase she explored the region for the next 10 years.

In the 90's she established American Home Designs, Inc. Where she oversaw import and export logistics and shipping of US housing components to Japan. Upon her return to the US, she went to work for her family's business, Koppes Drywall, Inc. The company had been in business for 20 years. In this role, she helped the company grow from \$200,000 in profit to \$1,000,000. Michelle worked in sales, estimating, project management, employee management and dealt with labor unions.

Michelle has been involved in many volunteer committees. Under her leadership, the Shorewood Hills Silent auction went from earning \$1,500 to almost \$10,000. She brings her enthusiasm, experience with growing business, sales, purchasing, and shipping to the Deliciouser team.

Background Summary – Anne Minssen, Partner

Anne's professional academic career has been maturing since her time as a Research Scientist for the University of New Mexico. At the Institute for Social Research, she worked on a variety of projects that evaluated programs within the university and communities across the state. In this capacity, she was able to cultivate my research methodology and data management skills by developing strategic plans for program implementation and policy changes through the means of conducting literature reviews, administering in-person and electronic surveys, facilitating focus groups, field interviews, and review of records. She collaboratively created and managed databases for studies using Excel, Access, SPSS, and Atlas.Ti that included large

datasets based on a variety of subject matter.

During her tenure with UW System Administration, she has had the pleasure of building upon her research background in three unique roles that have enhanced her skill set and influenced her desire to pursue a future in higher education. As a member of the University Relations team, she was able to hone my stakeholder engagement and project management expertise through the successful completion of extensive, and often concurrent, outreach duties. This required her to excel in dealing with university procedures, state policymaking, and working with state agencies. She also has managed internal system-wide projects that have included large groups of staff, faculty, students, and stakeholders. In her prior role, as UW System Office of Administration's Project Administrator for the UW Colleges and UW-Extension Restructuring Project, she coordinated the project's regional teams, and provided administrative support to the project lead. Her responsibilities included various tasks related to regional outreach, collecting and maintaining project deliverables, assisting with communications related to the project, and facilitating regional and system-wide meetings. Her success in this role hinged on her ability to insightfully build and leverage partnerships across the System to support adoption during the often-challenging change management process associated with a merger. In these roles, she was able to discover how much she enjoyed working on projects that dealt with the engagement of faculty, staff, and students and learned how a system or large change effort can only thrive if it is focused on collaboration across stakeholders.

In her most recent, graduated role at UW System, she serves as the policy advisor for the Office of Student Success. In this role, she provides research and administrative support in the planning, development, and review of student success initiatives across UW System. Additionally, she functions as the UW System policy advisor to the Senior Student Affairs Officers and the UW System Student Representatives. She also serves as the policy advisor/co-lead for the Student Behavioral Health Initiative, and the Student Success Summit Series. Her involvement on these projects have included collecting feedback from students and system-wide professionals, coordinating and executing system-wide trainings and professional development webinars, and developing web content, reports, communications, and online resources. In all her positions, she has demonstrated a high-level ability to work with diverse stakeholders, prioritize between complex and varied assignments, and identify, escalate and resolve issues, as needed.

III. BUSINESS ORGANIZATION

- The Deliciouser is established as a LLC under the name MMAP Imports & Holdings. The LLC was created in the Fall of 2020.
- We have licensing from Wisconsin Department of Agriculture, Trade, and Consumer Protection and Dane County Health Department.

Managing the Books and Records

We are currently using QuickBooks for our bookkeeping, Square & Squarespace for our website and retail orders. We will continue to use all of those. Marcia reconciles the checking and credit card accounts monthly. We have worked with our accountant, Mary Ash (Reilly, Penner &

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, Pornanino Olive Oil

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

Emilio Vada Moscato d'Asti
DOCG Piedmont, Italy

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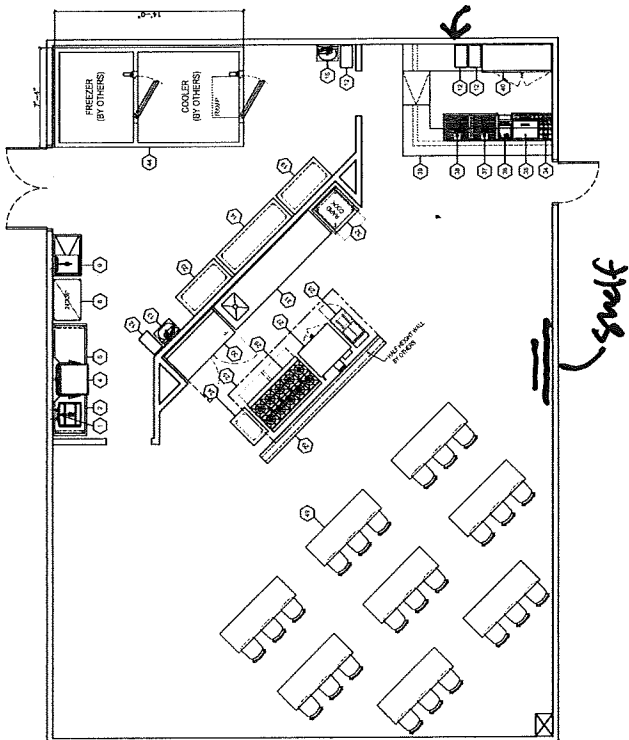
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 Sheet
**FOOD SERVICE
 EQUIPMENT
 PLAN**

Project
 Olijamada

Revisions

Issue Date
 March 24, 2022
 Drawn By
 SJJJ
 Sheet No.
K1

Item	Description
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*Liquor will be stored
 behind the bar, in coolers &
 on retail shelf*

shelf