

Beer & Wine Sales Business Plan
For: Spark by Hilton – Madison Central
Address: 102 E Rusk Ave, Madison, WI 53713

1. Executive Summary

This business plan outlines the intent to sell beer and wine from the hotel's on-site market located on the first floor near the front desk. This initiative is designed to enhance the guest experience by offering convenient access to alcoholic beverages in a controlled and compliant environment. The offer is limited to registered guests and will comply with all applicable local and state laws and licensing regulations.

2. Business Objectives

- Enhance guest satisfaction through added convenience.
 - Generate incremental revenue with minimal operational costs.
 - Ensure responsible service and compliance with all alcohol regulations.
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3. Hours of Operation

Beer and wine will be available for purchase in the hotel market during the following hours:
Sunday to Saturday: 6:00 AM to 2:00 AM

These hours were selected to align with guest activity patterns and comply with local alcohol service laws.

4. Location Description

- The **market** is located on the **first floor near the front desk**.
 - Beer and wine products will be displayed in a **secure refrigerated case** within the market area. See the attached menu required for the Spark brand.
 - **Storage** of additional inventory will take place in a **locked back-of-house room**, accessible only to authorized hotel staff.
 - No consumption of alcohol will be permitted within the market area. Guests are expected to consume beverages within their private guest rooms or designated areas.
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5. Compliance & Licensing

- All sales will comply with **state and local alcohol beverage laws**.
 - Only guests **21 years or older with a valid ID** will be permitted to purchase alcohol.
 - All staff responsible for alcohol sales will be **trained and certified** through an approved responsible beverage service program (e.g., ServSafe Alcohol).
 - Signage will be posted to reflect legal requirements and hours of sale.
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6. Staffing and Operations

- Beer and wine sales will be managed by **existing front desk staff**, eliminating the need for additional labor.
 - Staff will be trained on proper ID verification, refusal of sale protocols, and documentation procedures.
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7. Revenue Projection

- Estimated monthly sales: **\$1,000 - \$1,500**
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8. Marketing Strategy

- Product offerings will be **curated based on guest preferences**, with a focus on locally popular and well-rated brands.
 - Guest-facing communication will be limited to signage within guest rooms and the front desk, ensuring subtle yet clear visibility of the service.
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Retail Beverage Program

January 2024





Spark Retail Beverage Program



Your Guide to the Spark Beverage Program

The beverage program at Spark aims to enhance the hotel guest experience through curated drink selections in the retail market. We stay attuned to market trends to provide beverage choices that align with our guests' preferences, while also maintaining a selection of their beloved brands.

The Spark Beverage Program is applicable to United States Spark hotels only. Spark hotels outside the United States should follow the overall structure of the program (to the extent allowable by local regulations); however, hotels should tailor beverage selections to represent brands that are locally available and relevant to their guests.

Spark Suites Brand Standards

Per brand standards, the following alcoholic beverages must be available for purchase when permissible by local code.

- Rose Wine
- White Wine
- Red Wine
- Domestic Light Beer
- Import Beer
- Hard Seltzer
- Regional Craft Beer
- Sparkling Wine

Proper licensing, training, certification, and insurance are required.



Participating in the Spark Beverage Program



We have created the Spark Beverage Program to help our hotels maximize their beverage offerings and enjoy immediate benefits. Actually purchasing the beverage products will be done through the current supply chains that you use today.

In the following pages, you will find a curated product mix that maximizes a variety of category leading brands while relying on the fewest distributors for easier sourcing. While these items are highly recommended, hotels may choose their own product mix for their individual market provided all brand standards are met.

Program Benefits

- Keep up-to-date with current beverage trends
- Program is built around brands that are proven winners
- Consistent guest experience across Spark properties
- Receive discounted pricing on required signage and marketing collateral

Red, White and Rosé Wine

| ITEM | SUPPLIER | SIZE | FORMAT |
|------------------------------------|----------|-------|--------------|
| J. Lohr Cabernet Sauvignon | J. Lohr | 750ml | Glass Bottle |
| J. Lohr Pinot Noir | J. Lohr | 375ml | Glass Bottle |
| Clos du Bois Chardonnay | Gallo | 750ml | Glass Bottle |
| White Haven Sauvignon Blanc | Gallo | 375ml | Glass Bottle |
| Coppola Chardonnay | Delicato | 375ml | Aluminum Can |
| Sofia Brut Rose | Delicato | 187ml | Aluminum Can |
| La Marca Prosecco | Gallo | 187ml | Glass Bottle |

If unable to source the above items in your area, consider offering the following alternatives:

| ITEM | SUPPLIER | SIZE | FORMAT |
|-----------------------------------|----------|-------|--------------|
| Kendall-Jackson Chardonnay | Jackson | 375ml | Glass Bottle |
| Benvolio Prosecco | Jackson | 187ml | Glass Bottle |
| Kendall-Jackson Cabernet | Jackson | 375ml | Glass Bottle |
| Coppola Cabernet Sauvignon | Delicato | 375ml | Glass Bottle |

Keep In Mind:

It is strongly recommended to offer multiple formats and pack sizes. Smaller format bottled or canned wines in sizes ranging from 187ml - 375ml are often preferred over full-size bottles of wine. You don't need an alternative size/format for each product, but it is important to provide your guest with choices. In addition, offer formats that allow for guests to enjoy beverages without openers or glassware.

Domestic and Import Beer

| ITEM | SUPPLIER |
|---------------------|--------------|
| Heineken 0.0 | Heineken USA |
| Coors Light | Molson Coors |
| Miller Lite | Molson Coors |
| Heineken | Heineken USA |
| Dos XX | Heineken USA |

If unable to source the above items in your area, consider offering the following alternatives:

| ITEM | SUPPLIER |
|-----------------------|-----------|
| Budweiser Zero | A-B InBev |
| Bud Light | A-B InBev |
| Stella Artois | A-B InBev |



Craft Beer and Seltzer

| ITEM | SUPPLIER |
|---|--------------|
| Dogfish Head 60 Minute IPA | Boston Beer |
| Truly Seltzer (property choice of flavors) | Boston Beer |
| Sam Adams Boston Lager | Boston Beer |
| Twisted Tea | Boston Beer |
| White Claw (property choice of flavors) | Mark Anthony |

If unable to source the above items in your area, consider offering the following alternatives:

| ITEM | SUPPLIER |
|---|-----------|
| Bud Light Seltzer | A-B InBev |
| Regional Craft Beer (property selects any beer from the designated brewery in their region) | Various |

Regional Craft Breweries

| HOTEL REGION | RECOMMENDED BREWERIES |
|--------------------------|--|
| Northeast | Cisco Brewers |
| Mid-Atlantic | Devil's Backbone Brewing Co |
| Southeast | Wicked Weed Brewing |
| Florida | Wynwood Brewing, Veza Sur Brewing Co |
| Midwest | Goose Island Beer Co |
| Texas | Karbach Brewing Co |
| Southwest | Four Peaks Brewing Co |
| Hawaii | Kona Brewing Co *Kona is also recommended for coastal/beach-oriented markets on the mainland. |
| California | Golden Road Brewing |
| Pacific Northwest | Elysian |

Spirits

| ITEM | SUPPLIER | SIZE | FORMAT |
|----------------------------------|--------------|-------|--------|
| Tito's Handmade Vodka | Tito's | 200ml | Bottle |
| Jim Beam Bourbon | Beam Suntory | 200ml | Bottle |
| Bacardi Superior Rum | Bacardi | 200ml | Bottle |
| Fireball Cinnamon Whiskey | Sazerac | 50ml | Bottle |

If unable to source the above items in your area, consider offering the following alternatives:

| ITEM | SUPPLIER | SIZE | FORMAT |
|--|---------------|-------|--------|
| Grey Goose Vodka | Bacardi | 50ml | Bottle |
| Hornitos Plata Tequila | Beam Suntory | 50ml | Bottle |
| Marker's Mark Bourbon | Beam Suntory | 50ml | Bottle |
| Jack Daniel's Tennessee Whiskey | Brown-Forman | 50ml | Bottle |
| Jameson Irish Whiskey | Pernod Ricard | 50ml | Bottle |
| Bombay Sapphire Gin | Bacardi | 200ml | Bottle |
| Bailey's Irish Cream | Diageo | 50ml | Bottle |

Ready-To-Drink Cocktails (RTDs)

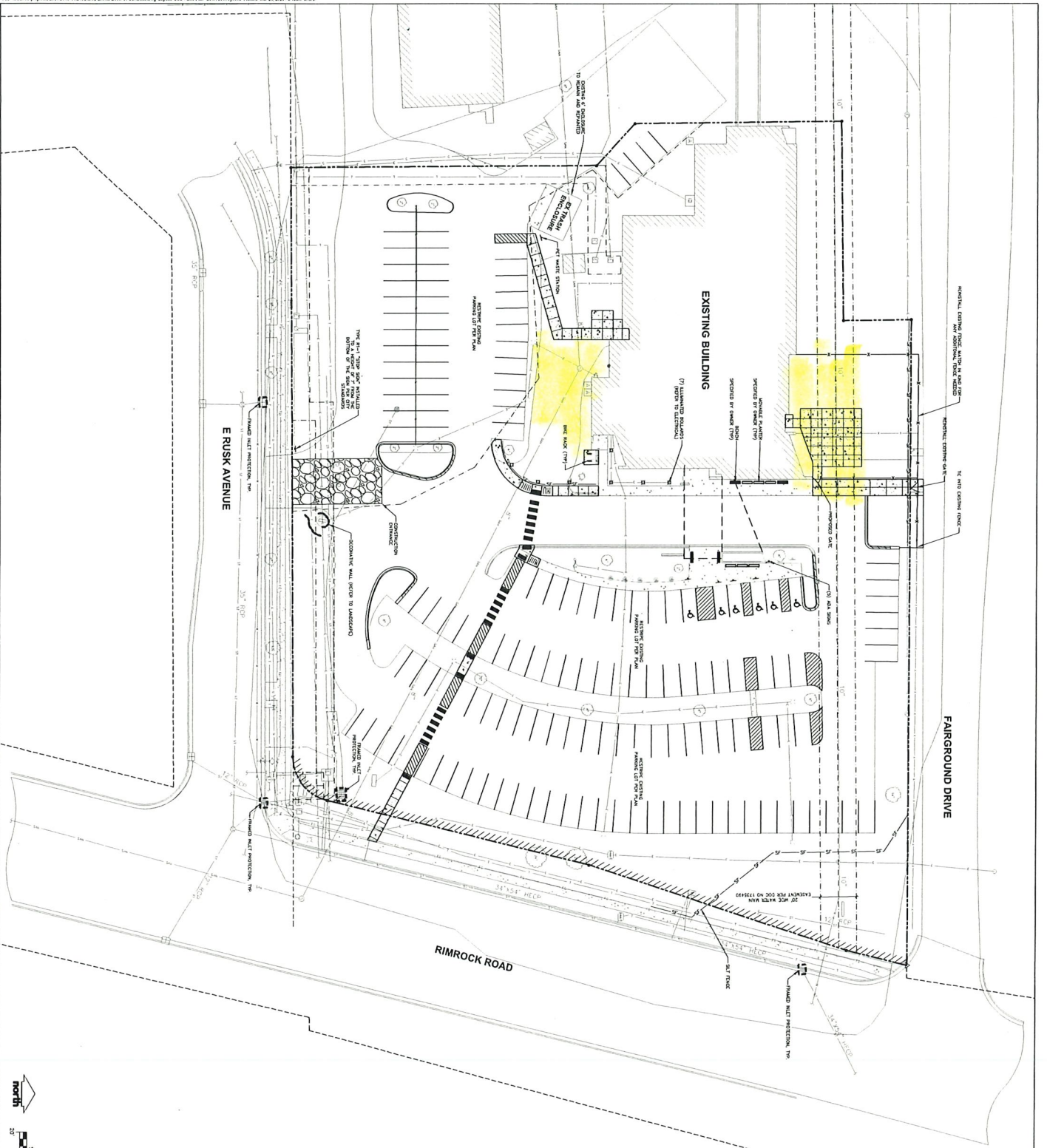
| ITEM | SUPPLIER | SIZE | FORMAT |
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| On the Rocks Margarita | Beam Suntory | 200ml | Glass Bottle |
| On the Rocks Old Fashioned | Beam Suntory | 200ml | Glass Bottle |

If unable to source the above items in your area, consider offering the following alternatives:

| ITEM | SUPPLIER | SIZE | FORMAT |
|--|--------------|-------|--------------|
| On the Rocks Margarita | Beam Suntory | 100ml | PET Bottle |
| On the Rocks Cosmopolitan | Beam Suntory | 200ml | Glass Bottle |
| Bacardi Mojito | Bacardi | 355ml | Aluminum Can |
| Bombay Sapphire Gin & Tonic | Bacardi | 355ml | Aluminum Can |

Keep In Mind:

In the absence of a traditional bar, it is strongly recommended to offer one cocktail for every major spirit category, if space and license allow. Whenever possible, offer a secondary pack size of the most popular flavors.

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JSD

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MADISON REGIONAL OFFICE
101 WEST WISCONSIN AVENUE, SUITE 100
MADISON, WISCONSIN 53703
P. 608.948.5668

CLIENT

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ARCHITECTS/ENGINEERS

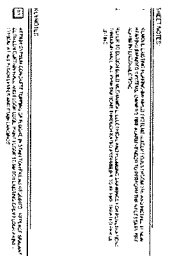
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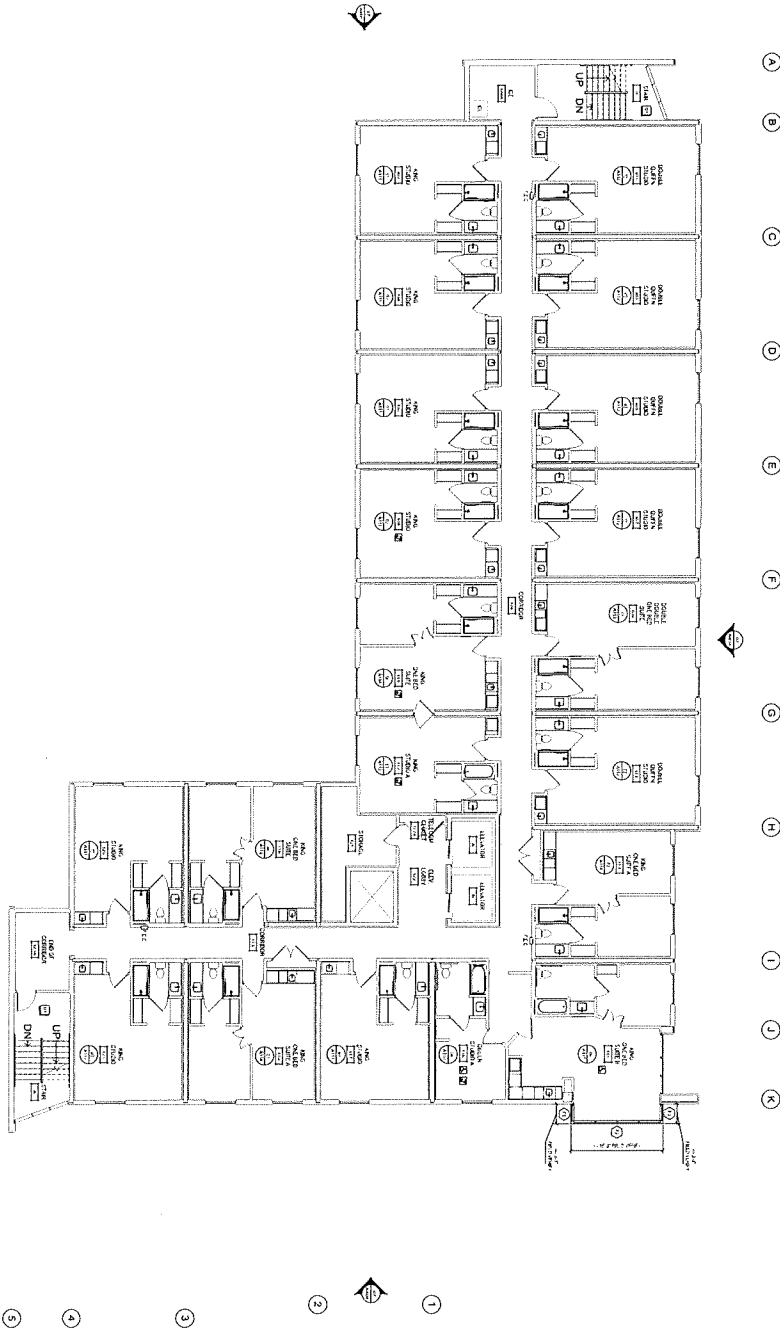
PRODUCT:
SPARK BY HILTON
(CLARION CONVERSION)

PROJECT LOCATION
102 EAST RUSK AVENUE
MADISON, DANE COUNTY
WI, 53713

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Scale: 1/8" = 1'-0"

NOTES

1. ALL WORK SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE BUILDING CODES AND STANDARDS OF THE STATE OF CALIFORNIA, THE CITY OF LOS ANGELES, AND THE COUNTY OF LOS ANGELES, UNLESS OTHERWISE SPECIFIED.

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ANOUS-YOUNG
ARCHITECTS/ENGINEERS
Jassem | Madison | Richard

RISK AVENUE HOTEL
GROUP LLC

SPARK BY HILTON
MADISON
100 EAST THIRD AVE
MADISON, WI 53703

spark
By Hilton
KOTHE
REINVEST PARTNERS

| NO. | REVISION | DATE |
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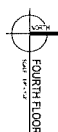
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THIRD FLOOR PLAN

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ANGUS-YOUNG
ARCHITECTS/ENGINEERS
Janesville | Madison | Rockford

**RUSK AVENUE HOTEL
GROUP LLC**

SPARK BY HILTON
MADISON

102 EAST RUSK AVE
MADISON WI 53722

spark
by Hilary

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| STANDARD / REFERENCE | | DATE |
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PROJECT NUMBER

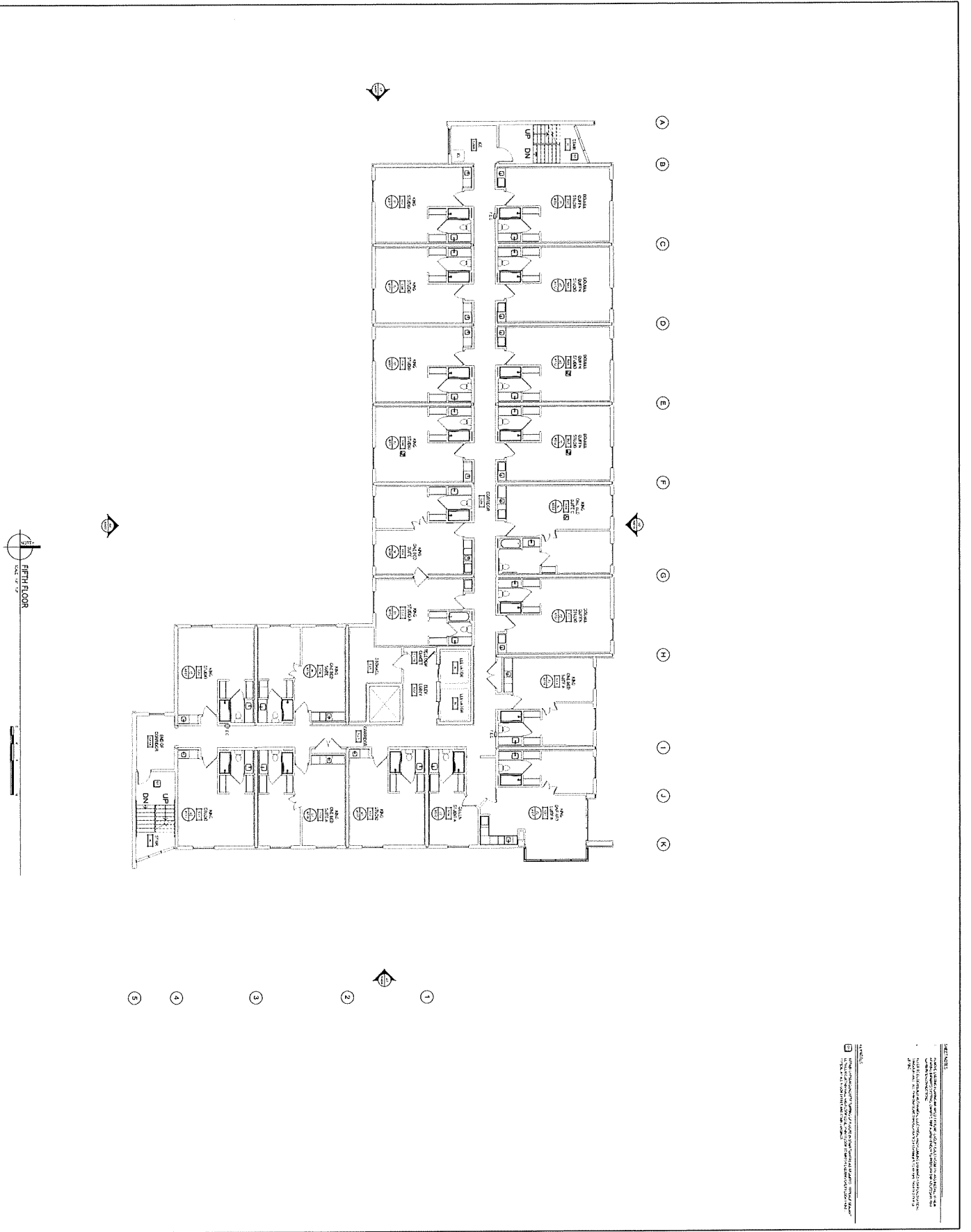
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FOURTH FLOOR PLAN

A104





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MADISON

100 EAST FLX AVE
MADISON, WI 53713

spark
By Hilton

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HILTON HOTELS & RESORTS

| REVISIONS | |
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| 1 | ISSUED FOR PERMIT |
| 2 | ISSUED FOR PERMIT |
| 3 | ISSUED FOR PERMIT |
| 4 | ISSUED FOR PERMIT |
| 5 | ISSUED FOR PERMIT |

PROJECT NUMBER
71403

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Author

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Checker

DESIGN BY

Author

FIFTH FLOOR PLAN

A105



Abstract—The purpose of this study was to determine the effect of a 12-week training program on the physical fitness and health-related quality of life of sedentary, middle-aged men. The study was a randomized controlled trial. The intervention group (n = 15) participated in a 12-week training program, while the control group (n = 15) remained sedentary. The training program consisted of three sessions per week, each lasting 45 minutes. The sessions included aerobic exercise, strength training, and flexibility exercises. The primary outcome was the change in physical fitness, measured by the 6-minute walk test (6MWT) and the 10-meter walk test (10MWT). Secondary outcomes included changes in heart rate, blood pressure, and health-related quality of life, measured by the SF-36 questionnaire. The results showed that the intervention group had significantly greater improvements in 6MWT and 10MWT compared to the control group. There were no significant differences in heart rate, blood pressure, or health-related quality of life between the two groups. The findings suggest that a 12-week training program can improve physical fitness in sedentary, middle-aged men.

202 EAST RUSK AVE.
MADISON WI 53703

spark
by ellison

KOTHE
ALSO WRITES FOR FILM

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Use to separate, concentrate, and clarify grain
oil pressed to the cake obtained in the
3-stage. Do NOT use with 3-stage
distillation of oil.

PROJECT NUMBER
79620

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APPROVER _____

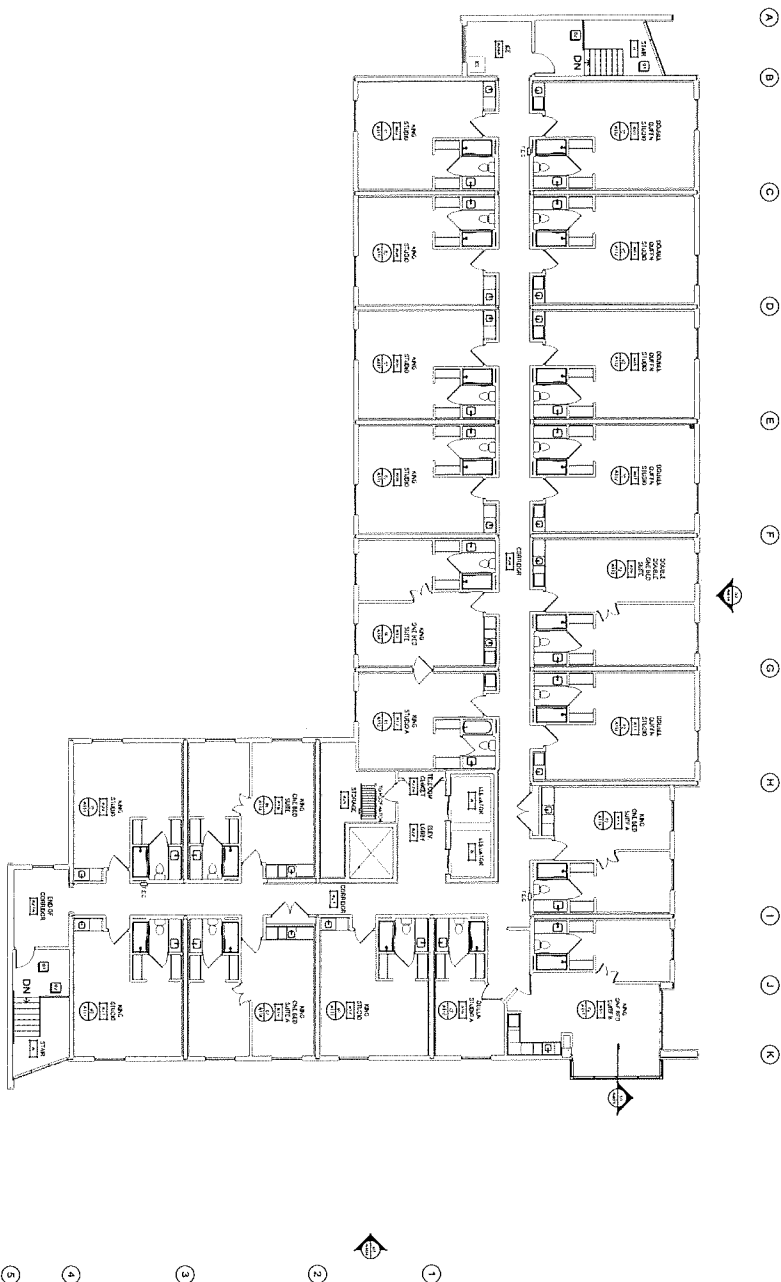
REVIEWED BY _____
CHECKER _____

DRAWN BY
DRAWN BT

Author _____

SOUTH FLOOR PLAN

A106



EIGHTH FLOOR



A108

NOTES

1. ALL WORK SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE BUILDING CODES AND STANDARDS.
2. THE ARCHITECT SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS.
3. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY INSURANCE AND BONDING.
4. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY UTILITIES AND SERVICES.
5. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY MATERIALS AND LABOR.
6. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY EQUIPMENT AND TOOLS.
7. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY TRANSPORTATION.
8. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY STORAGE AND WAREHOUSING.
9. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY OFFICE AND FIELD STATIONERY.
10. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY COMMUNICATIONS.
11. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY RECORDING AND DOCUMENTATION.
12. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY REPORTING AND ANALYSIS.
13. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY EVALUATION AND REVIEW.
14. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY FEEDBACK AND IMPROVEMENT.
15. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY CLOSURE AND COMPLETION.

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SPARK BY HILTON
MADISON

101 EAST RUSK AVE
MADISON, WI 53713

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KOTHE
MULTI-SCALE ENGINEERS

| NO. | DESCRIPTION | DATE |
|-----|--------------------|---------|
| 1 | DESIGN DEVELOPMENT | 10/1/14 |
| 2 | SCHEMATIC DESIGN | 10/1/14 |
| 3 | PRELIMINARY DESIGN | 10/1/14 |
| 4 | FINAL DESIGN | 10/1/14 |
| 5 | CONSTRUCTION | 10/1/14 |
| 6 | COMPLETION | 10/1/14 |

PROJECT NUMBER
76120

APPROVED BY

ARCHITECT

REVIEWED BY

CHECKER

DRAWN BY

DRAFTER

EIGHTH FLOOR PLAN



A107

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ARCHITECTS/ENGINEERS
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GROUP LLC

SPARK BY HILTON
MADISON
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KOTHE
REAL ESTATE PARTNERS

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