



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
 Off-Premises Consumption: Class A Beer Class A Liquor

38577

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2016.
 3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

Rockhound Brewing Company LLC

4. Trade Name (doing business as) Rockhound Brewing Company
 5. Address to be licensed 444 S Park St, Madison WI 53715
 6. Mailing address 1302 Chandler, St Madison WI 53715
 7. Anticipated opening date December 1, 2015
 8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
 9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

444 S Park is a mixed use building on the corner of S. Park St and Drake St with residential apartment units on floors 2-5 and underground parking for residential use.

Demised space used for RBCo is approximately 4000 square feet consisting of approximately 500 square feet of brewing space, a 500 square foot kitchen,

200 square foot walk-in beer cooler, 64 square foot food cooler, 2100 square feet of customer space including bar/restaurant area and two restrooms.

Remainder of space used for mechanicals, office and storage. Total seating capacity will be approximately 90-100 seats.

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity ~150 total max capacity including staff; 90-100 seats _____

13. Describe existing parking and how parking lot is to be monitored.

12-14 parking stalls in parking lot of building, for use by patrons and guests of residents, including two accessible parking stalls.

Ample on-street parking for patrons. On site parking monitored periodically by staff during hours of operation.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Nathan R. Warnke

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 38 years

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed 12/14/2014

21. State and date of registration of corporation, nonprofit organization, or LLC.

3/10/2014, Wisconsin

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner/operator	Nathan R. Warnke	Madison, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Nathan R. Warnke

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) _____

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other Brewpub

27. Business description Rockhound Brewing Company (RBC) is a craft beer microbrewery and full service pub
in Madison, Wisconsin making and serving fresh ales and lagers and freshly prepared locally sourced upscale comfort food.

In addition to on-site produced beer, Rockhound showcases local wines, specialty drinks created by our bartenders, and guest taps of local and specialty beer.

Rockhound Brewing Company is a place where neighborhood residents want to gather to share stories, and sample locally produced craft beer and food.

28. Hours of operation Monday-Thursday 11am to 12midnight; Friday-Saturday 11am to 1am; Sunday 9:30am to 11pm.

29. Describe your management experience 12 years at American Family Insurance overseeing marketing and sales promotions;
underwriting, compliance projects, and business analysis. Former Board President for Neighborhood House Community Center;

tour guide manager for Nature Safaris Madison/Baraboo.

30. List names of managers below, along with city and state of residence.
Nathan R. Warnke, Madison WI

31. Describe staffing levels and staff duties at the proposed establishment _____
Depending on time of day/demand: 1-3 bartenders; 1-3 wait staff; 2-5cooks/kitchen staff. Includes front of house/bar

manager and chef/kitchen manager. Minimum of three employees on staff at any time during open hours.

32. Describe your employee training Mandatory responsible beverage server training course for all employees serving and handling alcohol;

instructions to greet customers at the door to provide strong service and assess any potential issue/concern; training on proper use of all equipment prior to use, training on identification

and proper handling of over served/intoxicated individuals, and training on emergency procedures in event of physical threat, fire, tornado or other inclement weather.

33. Utilizing your market research, describe your target market.
 See business plan pages 6-12 for additional info. Primary market for craft beer and upscale comfort food is ages 25-55 with high disposable incomes; extending to anyone who is over 21 for consumption of alcoholic beverages. Strongest target is young professionals and upper middle class professionals within a 2 mile radius. Extended target market is families in search of a family friendly meal and location; professional happy hour crowd for happy hour, socializing and networking.
-
34. Describe how you plan to advertise and promote your business. What products will you be advertising?
 Advertising will include brewpub aspects – advertising both beer and full service food menu.
-
- Primarily web and print advertising will be used in local magazines, newspapers, news sources, social media, etc. Occasional radio ads may also be incorporated.
-
35. Are you operating under a lease or franchise agreement? No Yes
36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
 No Yes n/a

Section E—Consumption on Premises

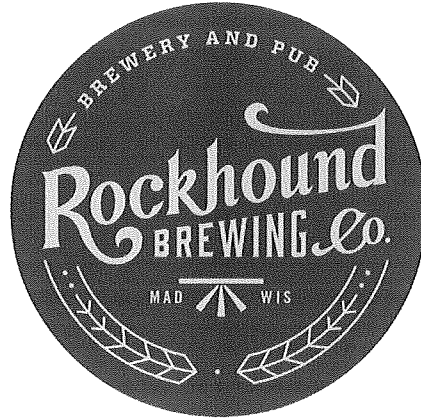
This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? _____
-
38. What age range do you hope to attract to your establishment? _____
Primarily 21+; all ages/families during dining hours
39. What type of food will you be serving, if any? _____
Full, but succinct menu - appetizers, salads, soups, sandwiches and entrees.
 Breakfast Brunch Lunch Dinner
40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners
41. During what hours of operation do you plan to serve food? _____
M-R 11am to 10pm; F-Sat 11am to 11:30pm; Sunday 9:30am to 10pm.
Last hour to 90 minutes of operation for each day may not include food, or may have limited appetizer menu for later evening service.
42. What hours, if any, will food service not be available? _____
appetizer menu for later evening service.
43. Indicate any other product/service offered. n/a
44. Will your establishment have a kitchen manager? No Yes
45. Will you have a kitchen support staff? No Yes
46. How many wait staff do you anticipate will be employed at your establishment? 1-3 at any one time
 During what hours do you anticipate they will be on duty? All food service hours – see #41
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 20-25
 How many bartenders do you anticipate having work at one time on a busy night? 3
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 65-75
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 50-60%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 50%
 What percentage of your advertising budget do you anticipate will be drink related? 50%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
65% % Alcohol 30% % Food 5% % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes



Rockhound (*noun*)

1. A geologist
2. An amateur collector of rocks, minerals or fossils
3. **Madison's newest brewpub**

**Rockhound Brewing Company LLC
BUSINESS PLAN
May, 2015**

**Nate Warnke
Proprietor
Rockhound Brewing Company LLC
1302 Chandler St
Madison WI, 53715
Tel: 608.279.9424
Email: natewarnke@gmail.com**

CONFIDENTIAL

Version: 05.11.2015_NF

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I. Executive Summary

Business Overview

Roundhound Brewing Company (RBC) is a craft beer microbrewery and full service pub in Madison, Wisconsin making and serving fresh ales and lagers and freshly prepared locally sourced upscale comfort food. In addition to on-site produced beer, Rockhound showcases local wines, specialty drinks created by our bartenders, and guest taps of local and specialty beer.

Rockhound Brewing Company is a place where neighborhood residents want to gather to share stories, see live music and sample locally produced craft beer and food.

Why Rockhound?

Improvements in the economy, strong growth in the craft beer industry and strong, growing demand for meals out of the home in Madison, provide for strong market conditions for Rockhound Brewing Company to capitalize on utilizing the right mix of beer, food and location.

With the exception of the Great Dane, Vintage and the newly opened Next Door Brewing, the current breweries in the Madison area produce limited food and do not couple the restaurant aspect with the brewery. RBC will be a full service pub which includes upscale comfort food made from locally sourced ingredients. RBC incorporates the right mix of fresh, locally sourced food, fresh and unique craft beer and inviting atmosphere for people to gather for a happy hour or a dinner out among friends. By incorporating a well-rounded menu, local and diverse wines and specialty drinks along with the primary product of craft beer, RBC will attract a strong, diverse clientele, focusing on the surrounding neighborhoods, but creating broader appeal to the Madison community. In addition to the in-house beverage and food sales, the capacity of RBC is designed to distribute moderate amounts of beer in keg form. This can be utilized to have tasting events at other establishments, provide for private sales of craft beer kegs for parties and weddings, as well as provide limited self-distributed beer sales to other restaurants and pubs. These factors create a diverse business model which ensures sustainability of the business through multiple revenue streams.

Rockhound Brewing Company will be located on the near west side of Madison with the goal of capturing an untapped market for brewpubs. The near west side has the highest overall average income and highest education level in the city. Coupled with the new influx of young professionals, due to developments in the area, the demographics of the near west side are open for development of a new brewpub. (See Customer Analysis for additional detail.)

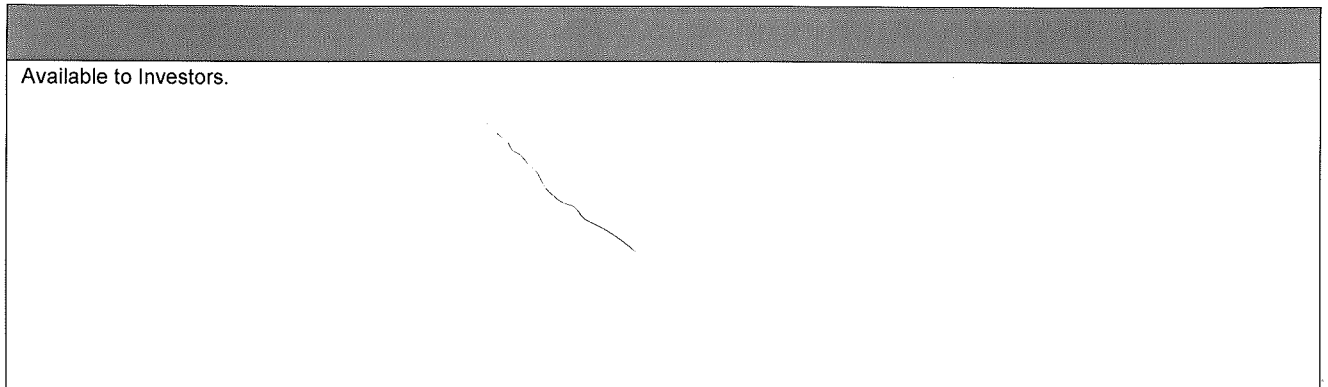
Summary of success factors of Rockhound Brewing Company:

- The right people:
 - In addition to being a strong brewer and self-proclaimed foodie, RBC owner Nate Warnke holds an MBA in Marketing and Management allowing him to understand the business side
 - Nate is connected to the local brewing community, as well as chefs, accountants, graphic designers and others
 - The advisory team is comprised of people with diverse business experience to allow for maximum breadth of advice in start-up and operations
- Combination of proprietary craft beer plus a full service, size appropriate food menu of upscale comfort food. This will maximize repeat customers and create a full dining experience
- Distribution of limited amounts of kegged beer for promotions, weddings, festivals and private parties. This will aid in promotion of the brewpub
- Focus on community with one brew each month dedicated as a charity brew with a portion of proceeds benefiting a local charity
- Focus on the untapped market of the near west side which shows the strongest demographics for craft beer consumption as well as dining out
- Connection to local, independent music scene to provide appropriate entertainment and draw a diverse crowd

Financial Plan Summary

Below is an overview of the expected financial performance over the next five years:

Figure 1: Annual Financial Summary



II. Company Overview

With the primary goal of serving nearly all beer on site, Rockhound Brewing Company will operate for lunch and dinner, 6 or 7 days a week, and include brunch on Sunday.

Beer

RBC will maintain 16 tap beers. The operational plan will focus beer tap rotation with a strong focus on seasonal and specialty beers, with a selection of standards that return often. Additionally, complimentary guest tap beer will be provided. To maintain the overall goal of producing and selling craft beer, RBC intends to offer very limited non company produced bottled beer. Through rotating seasonal and specialty beers, RBC will be able to maintain a strong returning client base which is interested in the in house staples, as well as special selections.

Food

Offerings will range from upscale and unique appetizers and small plates, to dinner salads to upscale burgers and sandwiches and seasonally rotating entrees and specials, focused on local and sustainable ingredients. Local ingredients will be obtained through current and new connections within the farmer's market and chef community allowing for development of a diverse and seasonally changing menu. Sunday menu will include a brunch with unique brunch offerings created by the RBC staff and inspired by world travels mixed with local ingredients. RBC plan calls for seeking out and connecting with local vendors to supply ingredients.

Live Music

RBC owner Nate Warnke is connected to the local indie/folk/country music scene. Should permits be granted, RBC would host live music on a periodic basis to augment the ambiance and continue to attract a diverse crowd. Music would include softer, independent local and regional acts primarily in the folk and light country music genre. RBC will not be a night club for DJs, hip hop or loud groups/acts.

III. Industry Analysis

Market Overview

Rockhound Brewing Company crosses three primary industries, as defined by the North American Industry Classification System – Full Service Restaurants, Craft Breweries, and Bars & Nightclubs. The focus of primary marketing and competition will be on full service restaurant and craft breweries – more specifically, brewpubs.

Single Location, Full Service Restaurants-This U.S. industry includes single-location, independent or family-operated restaurants that are primarily engaged in providing food services to patrons who order and are served while seated (i.e. waiter and waitress service) and pay after eating. These establishments may sell alcoholic and other beverages in addition to providing food services to guests.

Craft Breweries-This industry includes microbreweries and brewpubs that produce beer for resale or consumption on premises. Brewpubs brew and sell beer on their premises as well as prepare and serve food. A brewpub may also be considered a microbrewery if production has a significant distribution beyond the premises.

Bars & Nightclubs- This industry comprises bars, taverns, pubs, lounges, nightclubs and other drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

Relevant Market Size

In 2013, single Location Full-service Restaurants industry revenue will reach \$137.5 billion; Craft Breweries revenue will almost reach \$4 billion, while total bars and nightclubs industry revenue is expected to reach \$22.3 billion.

Craft Breweries saw the largest increase in revenue over the past five years, at 10.9% and is expected to grow another 7.2% over the next five years. The restaurant industry has experienced an annual growth over the past five years of 2.3% and it is projected to grow 2.7% through 2018. Bars saw the slowest growth with just 0.4% from 2008-2013 and a 2.0% projected growth to 2018.

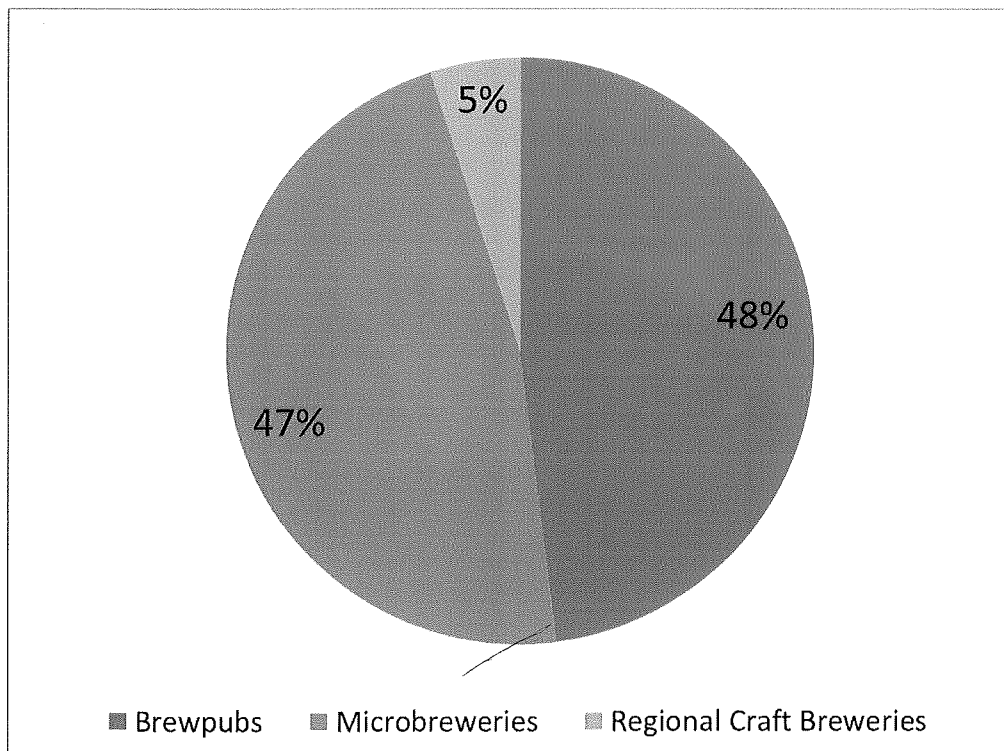
Figure 2 outlines the market sizing for each industry.

Figure 2: IBISWorld, 2012

Industry	Number of establishments	Employees	Revenue	Profit	Sales per Capita	Rough Profit Margin
Bars and Nightclubs	70,161	375,746	\$22.3 billion	\$1.1 billion	\$61	4.9%
Restaurants	200,315	3,050,195	\$137.5 billion	\$8.5 billion	\$441.28	5.2%
Craft Breweries	2,017	12,643	\$3.9 billion	\$378 million	\$10.19	9.7%

Further breakdown of the Craft Brewing industry shows three primary types of breweries: brewpubs, microbreweries and regional craft breweries.

Figure 3: Craft Breweries by Type, ABA



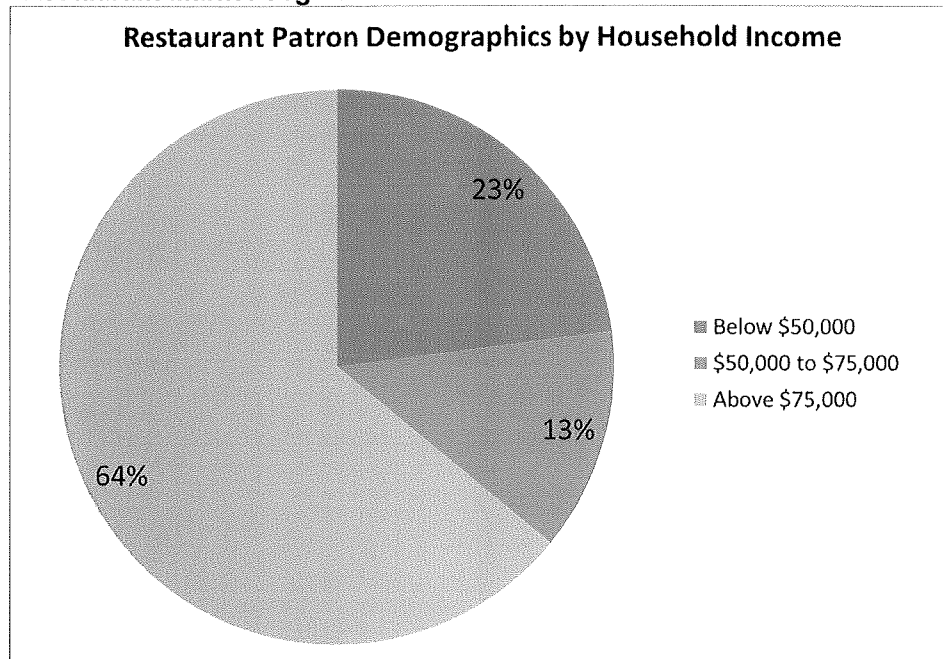
Market Trends

- The Craft Beer Production industry will benefit from increasing disposable income, access to credit and brand recognition in the next five years. Improving disposable incomes will enable more consumers to fit high-end products like craft beer into their budgets. To meet rising demand for craft beer, companies are expected to continue increasing product prices and expanding their production capabilities. Easier access to credit will facilitate such expansion. Therefore, industry revenue is expected to grow at a 5% average annual rate in the five years to 2017.
- As of March 18, 2013, there were 409 brewery openings in 2012 (310 microbreweries and 99 brewpubs) and 43 brewery closings (18 microbreweries and 25 brewpubs).
- To meet increasing demand, craft beer producers have plans to ramp up production capabilities with facility expansions.
- The price of coarse grains is projected to increase at a 1.4% average annual rate in the next five years, compared to a 7.8% annualized spike in the past five years. This will help companies expand profitability to an estimated 10.5% by 2017.
- Household Income- Full-service restaurants tend to draw their customers from higher income households. Because of this factor, growth in the number of households earning over \$100,000 benefits the industry. This driver is expected to increase slowly over the next few years.

IV. Customer Analysis

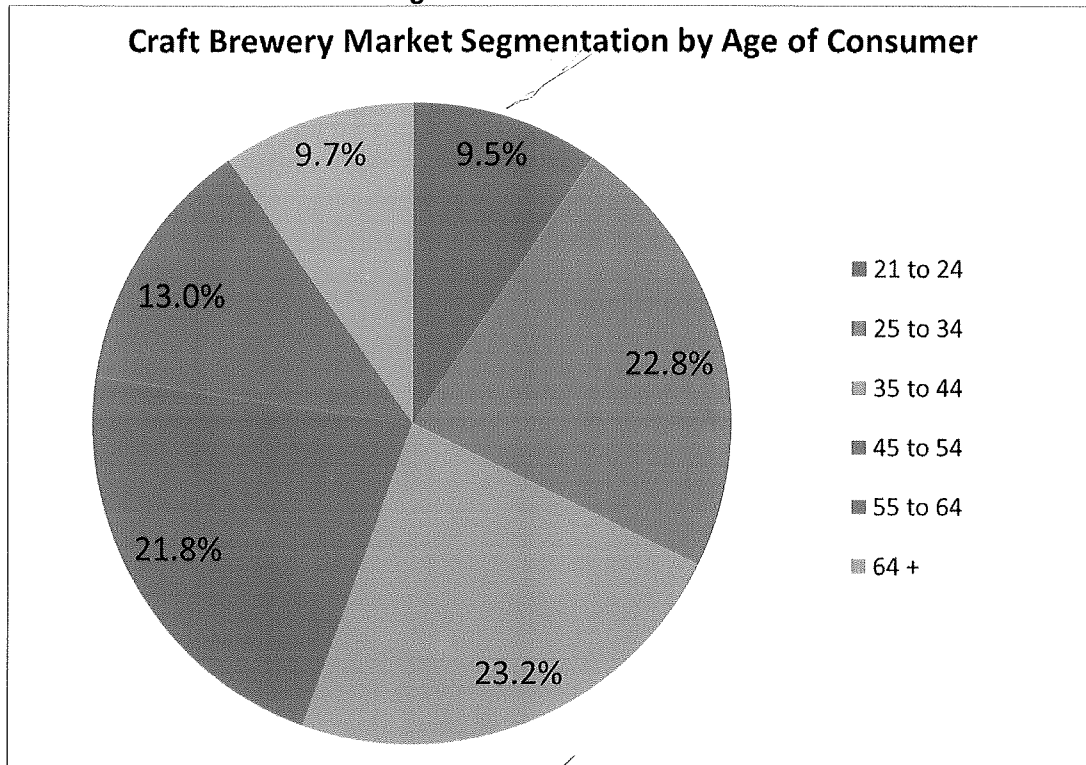
The extent that a population dines out can be projected based on age and income level. Households that make less than \$50,000 per year spend 36.6% of their food budget on dining out. Households that make between \$50,000 and \$75,000 per year spend 42.4% of their food budget on dining out, while households that pull in more than \$75,000 per year spend 45.7% of their food budget on dining out.

Figure 4: Restaurant Market Segmentation



As a share of the US population, younger people are a lot more likely to drink beer than those older than 50. The largest growth segment for beer over the five years to 2012 has been the youngest portion of the population of drinking age: those aged 21 to 34. While all consumers cut spending, college students and young professionals continued spending on beer in the five years to 2012. This age group has also increasingly been willing to explore a variety of premium and craft beers.

Figure 5: Craft Breweries Market Segmentation



Target Customers

The two primary industries in which RBC falls, craft beer and full service restaurants, show similar primary demographics. With target ages of 21-54 and targeting household income of \$50,000 and up, the near west side of Madison shows strong potential for craft beer and restaurant growth. Additional factors include the positive movement in the craft beer industry as well as strong growth of new restaurants in Madison.

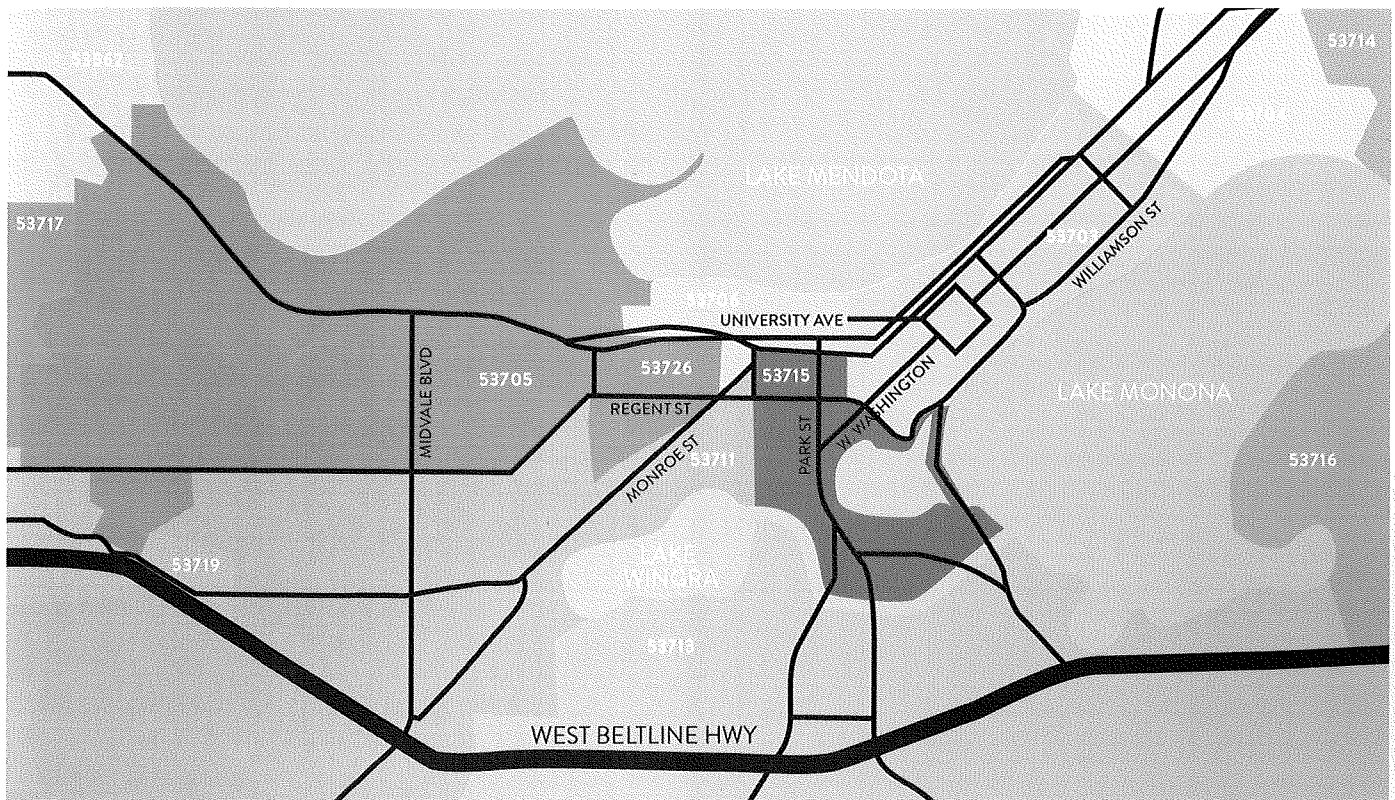
Below is a profile of our primary target customers:

- Age: 21 to 54 (Millennials and Gen Xers)
- Income: Household Income \$50,000+
- Education: College or Higher
- Location: Local Neighborhood Focus; overall Madison appeal
- Activities & Interests: Craft beer, upscale comfort food, social gathering, independent and local music

The next page shows our primary and expanded geographic target market:

Figure 6: Target Market Demographics

	Zip Code	Location Description	Population	% 4 Yr College +	% HH Income \$50k+	% HH Income \$75k+	% Aged 30-39	% Aged 20-49
Primary Target Market	53705	Shorewood, Hill Farms, Spring Harbor	30,225	70.9%	46%	29%	14%	49%
	53711	Vilas, Odana, Fitchburg	42,476	53.9%	58%	34%	15%	47%
	53715	Greenbush, Monona Bay	10,426	53.1%	19%	7%	10%	74%
	53726	Regent	5,177	Unk.	40%	33%	7%	68%
Secondary Market	53717	Far West, Blackhawk	10,772	63.6%	60%	39%	14%	47%
	53562	Middleton	19,417	50.9%	55%	34%	16%	48%
	53703	Downtown	26,715	60.2%	15%	7%	12%	79%
	53719	Far Southwest	18,162	55.6%	56%	27%	23%	62%
	53713	South Park, Beltline	22,951	30.2%	28%	12%	18%	58%



Customer Expectations

Customers of RBC will expect a high quality beer product; coupled with high quality, locally sourced food; coupled with strong customer service and a welcoming atmosphere. Patrons will expect this at a reasonable price and overall expect a high value offering. Strong competition in the restaurant industry creates conditions requiring a restaurant owner to have higher standards than the competitor to gain customer loyalty. With the combination of beer + restaurant, a brewpub is ripe for new interest. Customers who frequent brewpubs show higher than average household income. Therefore, they will expect that both products maintain strong quality, consistency and value.

Below is a profile of the expectations that our target customers will have:

- Quality: High quality food and beer
- Consistency: Consistent service and food and drink quality
- Customer Service: Strong, consistent customer service
- Speed: Consistently expedited orders of food and drinks
- Location: Convenient, neighborhood friendly
- Comfort: Noise controlled, comfortable, welcoming environment
- Food value: Locally sourced; high quality food
- Menu choices: Consistent house options, as well as changing specials and options based on season or changing tastes of customer
- Price: Moderately priced meals to accompany market price draft beer
- Value: High value food and drink as well as quality service for money spent

V. Competitive Analysis

Direct Competitors

Direct competition to Rockhound Brewing Company will come from other Madison area brewpubs as well as bars and restaurants with similar client base. RBC will differentiate itself through offering a diverse and varying selection of house produced craft beer as well as ensuring menu offerings differentiate on price point, selection and inspiration.

The follow page shows a table with a section of direct competitors as well as differentiating factors of Rockhound Brewing Company.

Select Direct Competitor Review

Establishment	Address	Description	RBC Differentiators
Great Dane Pub	357 Price Pl Madison, WI	Named America's Best Brew Pub at the Great American Beer Festival, Great Dane Pub has four locations in the Madison area serving award-winning beers crafted on site plus a diverse menu of salads, burgers, sandwiches and pub favorites. The Hilldale location features 16 ales and lagers on tap, Sunday brunch, and patio dining with outdoor fireplaces.	New beer recipes with more hop forward as well as balanced flavors Succinct menu focusing on local, seasonably changing menu
Vintage Brewing Company	674 S Whitney Way Madison, WI	Family-owned and operated, Vintage Brewing Company is a brewpub that features elevated Americana cuisine and an array of highly-acclaimed, house-made brews using local ingredients. With a retro ambiance, the pub offers an eclectic and extensive menu of hand-crafted beers and sodas, and entrees from burgers and pasta to salads and sandwiches.	Local, neighborhood location Focus on neighborhood demographics, district beer and food offerings, lagers
Next Door Brewing Company	2439 Atwood Ave Madison, WI	Just opened in August of 2013 this local brewpub handcrafts their beer in small batches and uses all local ingredients to make their meals from scratch, daily. Sandwiches, salads and appetizers feature prominently, along with a signature beef shank recipe. There are 8 to 11 beer choices at any time, ranging from standards, WPA, seasonal and collaborative brews.	West side location Focus on local neighborhood; presence of lager beers at RBC. Similar business model to RBC
Jac's Dining House	2611 Monroe St Madison, WI	This family-friendly, neighborhood restaurant provides a European-inspired menu that changes seasonally. The menu features locally sourced ingredients in Mediterranean-inspired sandwiches, flatbreads and salads as well as a large selection of craft and Belgian brews. Sandwiches range in price from \$10-\$12 while entrees range from \$16 to \$24.	Wider price point menu offerings American style upscale comfort food inspired by world travels House made craft beer
Gates and Brovi	3502 Monroe St Madison, WI	With an East Coast fish house meets Wisconsin tavern vibe, Gates and Brovi offers casual and family-friendly dining. The restaurant is the next restaurant installment from the owners of Sardine and Marigold Kitchen. The menu is contemporary American in style and includes burgers and sandwiches, lobster and Blue Point oysters and other coastal specialties. Sandwiches range in price from \$7.50 to \$11 and entrees are priced \$12-\$26	Wider selection of craft beer including house brews as well as guest taps Upscale comfort food inspired by Midwest favorites as well as world travels
Brasserie V	1923 Monroe St Madison, WI	Modeled after a traditional Belgian Brasserie, this restaurant serves fresh prepared locally sourced dishes inspired by European menus. The restaurant maintains an extensive selection of tap beer, with the majority of it being Belgian/import beer, as well as a large selection of both domestic and import bottled beer.	Lower price point Focus on American style ales and lagers Similar focus on high quality food and drink. House made craft beer
Brocach	1843 Monroe St Madison, WI	Three locations offer a traditional Irish food menu, mixed with traditional American fare. The newest location on Monroe Street continues to offer a family friendly atmosphere with approachable foods, and a full service bar with a selection of craft beer.	American upscale pub ambiance Succinct menu Stronger focus on local craft beer
Blue Moon	2535 University Ave Madison, WI	A neighborhood staple on Old University Avenue, the Blue Moon maintains an American Food menu as well as a modest selection of tap beer. Focusing on well-known domestics, the Blue Moon has recently adapted their tap beer selections to include additional craft beer due to demand.	Stronger focus on local craft beer Warm ambiance Upscale comfort food
Ale Asylum	2002 Pankratz St Madison, WI	Established in 2005, the Ale Asylum recently went through an \$8 million expansion. As a full brewery, Ale Asylum focuses on flavor forward Ales to appeal to a broad craft beer market distributing throughout southern Wisconsin and into Illinois. The brewery tap room serves pizza, sandwiches and appetizers.	In-house service focus Full bar featuring wine and hard liquor West side, neighborhood focused location. Incorporation of lager beer.

Indirect Competitors

Indirect competition will come from other local bars and full service restaurants in the area selected with similar service model and price points as well as liquor stores and in home consumption of craft beer and meals.

Generally, the bar and restaurant industry is highly competitive as there are a large number of small operators, while barriers to entry and financial returns tend to be low. The success of a particular establishment, however, depends on its location, its theme and relationship to actual or future patrons. Also important are staff attitudes and service, the degree of genuine hospitality offered, and the understanding of the clientele and their needs and the degree of success in meeting these. Overall establishment ambience is vital, which is directly related to the targeted or actual patrons' desires.

To compete with bars and restaurants in the target market will require a strong connection to the community, as well as a consistent beverage and food product.

The industry also competes against other industries in the hospitality, tourism, entertainment and retail areas, which also provide liquor in packaged and bulk form. Over recent decades, there has been a major shift of alcohol consumption from over the bar to a packaged form. Monitoring the local and broader competitive environment in food, drinking places and entertainment industries is important to an establishment's financial success. **In that regard, it is clear that the Madison area has shown a resurgence of interest in craft beer, and drinks and meals outside the home. This is likely a result of the recovering economy and consumer confidence.**

Competitive Advantages

The two primary competitive advantages of RBC are the presence of craft beer, including lagers, and location. The resurgence of the craft beer industry has fostered great demand for the product, particularly when served locally and direct from the establishment. This market condition, as well as our carefully crafted beer with a focus on both ales and lagers combined with a welcoming environment and locally sourced menu will foster strong relationships with customers encouraging them to return.

Additionally, the near west side of Madison shows demographics, including income levels and age, consistent with the primary market for craft beer and full service restaurants.

- **Products and/or Services:** Our products and/or services are superior to our competitors because we will have strong focus on both beer and food. Full service dining is an integral part of the business plan. 40+ beer recipes to choose from will facilitate a strong selection of beers and ever changing selection of specialty/seasonal beer. Lager beer will be prominently featured which is less common in recent craft brewery startups

- **Human Resources:** Our management team has unique experience in the industry including 9 years of beer production; strong understanding of finance, marketing and business operations; management experience. Additionally, an advisory team is in place to assist and provide needed feedback
- **Location:** Our location allows us to better serve customers because it will be focused on the growing near west side/west downtown area of Madison, and strive for overall visibility within the greater Madison community
- **Intellectual Property (IP):** 40+ beer recipes and dozens of upscale comfort food recipes and experience

VI. Marketing Plan

Our marketing plan, included below, details our products and/or services, pricing and promotions plans.

Products, Services & Pricing

- **Product/Service #1: Craft beer**
 - Personal recipe craft beer, unique to the Madison area
 - Lager beer styles, as well as ales
 - Price: \$4 to \$8 per pint/serving
 - Planned sales volume: 2000+ pints per week
- **Product/Service #2: Full Service Restaurant Meal**
 - A succinct menu of appetizers, sandwiches, sides, salads created from locally sourced ingredients, when possible
 - Menu will contain unique, but recognizable offerings
 - Sustainable, locally sourced food appeals to wide Madison market
 - Complements the enjoyment of craft beer with comfort food
 - Price: \$4 - \$25; lower cost appetizer to higher priced special plates
 - Planned sales volume: Initially 150-300 per week; growing to 500+

Promotions Plan

The initial stages of the brewery startup will incorporate primarily social media, word of mouth and potentially some initial direct mail after a soft open. This will allow for initial, organic growth of customers. Recent openings at both Next Door brewing and One Barrel brewing have shown great initial interest with little more than word of mouth.

To build a growing, returning client base, RBC will explore and utilize multiple marketing avenues beyond the first months of operations. These are likely to include ads in the Isthmus, whose readers very closely match the target market for RBC, as well as the Capital Times and the Wisconsin State Journal.

Initial promotion will entail strong word of mouth among friends, contacts, surrounding neighborhoods and acquaintances who are already anticipating the opening of RBC. Early advertising will include direct mail, social media and limited use of paid advertising in print and online news sources. Ramp up of advertising in both frequency and methods in the initial months of open operations will ensure increased awareness and new clientele.

To build excitement as both the brewery and restaurant operations grow, RBC will employ a phased startup approach (outlined in the operations plan) which facilitates special events during ramp-up of operations such as appetizer taste test nights where clients will be able to sample different appetizers for one price and provide feedback. Additionally brewing operations will move beyond the staples placing strong focus on seasonal and specialty brews which will aid in encouraging the client base to return, as well as attract new customers.

Additional promotion longer term will include engaging the community through a monthly charity brew. Nate is a firm believer in business models that show support for their local community in favor of maintaining a strong and diverse society. By partnering with diverse local charities, RBC will aim to produce one charity brew per month in which a portion of the proceeds benefits the charity partner. Businesses engaged in the community will see the added benefit of continued new client base and strong, positive word of mouth.

RBC will use the following tactics to attract new customers:

- Direct Mail/coupon: Initial and periodic offering of coupon through post service – Every door direct mail to connect to local/target market area
- Email Marketing: Email list for interested patrons to receive updates
- Networking: Current and new connections within the craft beer and food industry
- Online Marketing: Web page; Isthmus page; Madison.com
- Partnerships/Joint Ventures: Explore joint ventures for brewing and food
- Press Releases/PR: Encourage local news story; Beer Baron on Madison.com; Isthmus advertizing
- Social Media: Facebook page; twitter to announce menu of beer and food, as well as specials, special releases and events
- Word of Mouth / Viral Marketing: Current fans of homebrew; other brewers
- Venue appropriate live music

VII. Operations Plan

Our Operations Plan details:

- 1) The key day-to-day processes that our business performs to serve our customers
- 2) The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

Operational success will be obtained through active, onsite management from the owner/operator. Knowledge of day to day operation and adjusting to meet market conditions will be the key to the success and sustainability of RBC.

- Sales: Sales will be at our restaurant location as well as self-distribution of beer with potential expansion through contract brewing, should the right opportunity be presented
- Marketing: Marketing will be done through web and mail; as well as word of mouth. Additionally, trade shows, contests, and community events will aid in marketing and be utilized to the extent possible
- Financial administration: Nate will work with appropriate partners and accountant to administer finances to maintain appropriate cash flow while servicing debt and investor dividends
- Customer Service: It is imperative that strong customer service standards be maintained and reviewed. Putting strong focus on service will foster strong word of mouth and repeat business. Customer service standards will be set by the owner/management and reviewed appropriately
- Administration: Nate and the management team will maintain administration of the day to day operations and employees/team members
- Accounting/Payroll: Bookkeeping will be performed by qualified managers, RBC owner and an accountant, as necessary. Overall bookkeeping of cash flow will be reviewed weekly, with daily revenue and expenses reviewed appropriately and adjustments made to marketing, and staffing to foster strong demand and cash flow
- Purchasing: Nate; house manager; chef; bar manager will manage as a team to ensure appropriate stock of supplies and food for both beer and restaurant operations. Proper stocking will allow for continued operations between deliveries with the goal of minimizing spoilage/overstock

Phased Startup Approach

Rockhound Brewing Company startup will occur in clearly defined phases. Initial opening offerings will consist of house brewed craft beer and an opening menu of bar snacks and simple food items which will build over time to a full service menu which includes lunch, dinner and Sunday brunch.

The advantages of this phased approach include:

- Promotes initial strong focus on craft beer
- Encourages controlled growth of food and beer offerings which provides for strong customer service focus
- Ability to thoroughly develop menu items
- Facilitates growth of kitchen and wait staff operations focusing on quality and efficient service
- Ensures high quality entry-to-market with each new product or menu offering
- Promotes return customers as food operations increase

During the startup period, advertising and promotion strategy calls for increased reach and spend to draw in new and return customers for both beer and food services. The increase in advertising and promotion keeps new craft beer patrons coming in as well as increases awareness and demand for full service food operations.

Timing:

Upon initial open, Rockhound Brewing Company will serve a full array of craft beer, as well as wine and hard liquor drinks with clear focus on company produced beer as well as complimentary guest beer. Food service upon open will include minimal, easy to prepare bar snacks and a simple menu potentially consisting of a few sandwiches or quick to prepare dishes. The opening menu will clearly be labeled as such to promote the return of customers once the menu is more properly fleshed out.

For the first three months of operations, the menu will be slowly expanded through careful kitchen and wait staff testing and selection, as well as through holding special tasting events and nights for customers. Tasting events will serve a dual purpose of allowing for feedback from customers directly to RBC as well as aiding in building excitement for the expanded menu.

Additionally, the initial startup months will allow for an increase in house produced specialty beer which will increase beer revenue through returning customer base as well as an increase in the price per pint equivalent through higher priced specialty beers.

Within the second quarter of operations, RBC will roll out a strong dinner menu, as well as a lunch menu. The menu concept will foster seasonal changes in entree and special offerings which will promote continued improvement as well as expansion of menu items, as determined appropriate, while keeping the menu succinct overall.

By the end of the first full year of operations, a Sunday brunch will be added and increasing focus and goals for food service will contribute to strong revenue growth.

Impact on operations:

The controlled growth of food service allows for strong focus on beer and careful expansion of food items to ensure strong quality. This has the impact of increasing revenue within the first year of operations as well as employee headcount. Controlled staff count growth will allow for strong training of new employees. Through focus on controlled growth, team members can become fully engaged in the process, which promotes strong employee feedback and commitment to beer, food and customer service.

See headcount section of appendix for further detail on first year staff counts.

Hours of Operation

After a phased startup period, operations will include lunch and dinner six or seven days per week (initially closed Monday), as well as Sunday Brunch and a late night menu on Friday and Saturday nights. If demand allows, RBC will incorporate Monday hours for lunch and dinner. Hours for liquor license application are proposed to be slightly longer than the hours listed on the door to allow for closedown of operations and for limited special/private events.

Restaurant/bar hours

Official hours of operation are proposed as follows:

- 11 am to 11 pm Tuesday through Thursday (and Monday if open)
- 11 am to 12:30 am Friday and Saturday
- 9:30 am to 10 pm on Sunday

Hours to be submitted for liquor license are proposed as follows:

- 11 am to 12 midnight Monday through Thursday
- 11 am to 1 am Friday and Saturday
- 9:30 am to 11 pm on Sunday

Patio

If a summer patio permit is granted, proposed patio hours of operation are as follows. These hours also apply to any open windows of the brewpub:

- 11 am to 10 pm Tuesday through Thursday (and Monday if open on Monday)
- 11 am to 10 pm Friday and Saturday
- 9:30 am to 10 pm on Sunday

Food availability

Food will be available from open to at least 9:30 pm (or close, if closing earlier) every day that RBC is open. A limited late night menu of appetizers, snacks and sandwiches will be developed and made available for Friday and Saturday evenings through approximately 11:30 pm or midnight, depending on crowd and demand.

Security Plan

Security for RBC will be provided in-house. A minimum six (6) camera video recording surveillance system will be installed and include recorded views of the front and back door, all angles of the dining room and bar area, and surveillance of the back of house operations.

Due to the small operation of RBC, bouncers should not be necessary except when rare high demand times or special events necessitate one. Staff will be trained and instructed to meet patrons at the door to aid in seating, while also assessing any potential security threat. No weapons or firearms will be permitted on the premises.

All staff members will complete the course on Responsible Beverage Servers Training available through MATC or similar course if employed as a server. Additionally, staff will be instructed and tested to check the ID of any patrons who appear under the age of 30 and wish to consume alcoholic beverage.

Criminal background checks will be performed on all staff members. Staff with any history of violent crimes or felonies involving firearms, drugs, weapons or sex crimes will not be permitted to work at RBC. RBC will conform to all local, state and federal employment laws.

Excess operational cash will be secured in a safe with only cash necessary for immediate operations contained within the registers. Cash will be removed from the registers on a nightly basis. Only select RBC management will have access to cash and the combination to the safe.

An alarm system will be considered for the premises with installation upon an identified need.

Milestones

The following illustrates major milestones and the critical path in startup:

1. **Financing Exploration**
 - a. Private financing review
 - b. Bank financing review
 - c. Location review
 - d. Architecture review
 - e. Brewery equipment review
 - f. Builder/contractor review
2. **Private Financing >\$100k + 1-4 weeks:**
 - a. Bank financing secured
3. **Bank Financing + 1-4 weeks:**
 - a. Location secured, lease signed
4. **Lease signed + 1-4 weeks:**
 - a. Build out begins
 - b. Brewery equipment ordered
 - c. Licensing process begins
5. **Initial Licensing Process + 6-9 months:**
 - a. Appropriate federal, state and local licensing secured
 - b. Brewing equipment installed
6. **Licensing + Brewery Equipment**
 - a. First brew
7. **First brew + Build Out Complete (total time 9-12 months)**
 - a. Soft open
 - i. Beer focus
 - ii. Limited menu
8. **Soft open + 1-2 months**
 - a. Restaurant operation ramp up
 - i. Special menu tasting events
 - b. Brewery production ramp up to 15-20 barrels per week
9. **Open + 3 months**
 - a. Increase in food offerings including full dinner menu and lunch

VIII. Management Team

Much of the management team has yet to be developed. Goal will be to create a proper team which supplements each other's strengths and aims to collectively work toward RBC business goals

Management Team Members

- **Name: Nate Warnke**
 - Title: Proprietor
 - Key Functional Areas Covered: Administration, management, brewing
 - Past positions, successes and/or unique qualities: Management, Business Performance Consultant, Operational Efficiency Analyst, 10 years homebrewing
 - Educational background: MBA, BS

- **Name: TBD**
 - Title: Head of House/Bar Manager
 - Key Functional Areas Covered: Scheduling, personnel management; bar and food service supply ordering
 - Past positions, successes and/or unique qualities: Past bar/restaurant management experience; leadership positions
 - May evolved into two positions

- **Name: TBD**
 - Title: Head Chef
 - Key Functional Areas Covered: Kitchen management, food purchasing; kitchen personnel management
 - Past positions, successes and/or unique qualities: Kitchen management, menu development
 - Educational background: Prefer culinary education/degree

- **Name: TBD**
 - Title: Bookkeeper/accountant
 - Key Functional Areas Covered: Bookkeeping; financial administration; cash flow management
 - Past positions, successes and/or unique qualities: accounting, bookkeeping experience
 - Educational background: Accounting degree will be preferred

Advisory Board

Rockhound Brewing Company development will be aided through consultation with members of the following advisory board to tap into their area of expertise as needed during development. This aims to reduce risk and augment the knowledge base of the owner and development team

- **Name: Tracy Harris**
 - Branding Specialist, Graphic Designer, Photographer, social media specialist
- **Name: Kristin Redman**
 - Owner Cricket Design Works; marketing/advertising specialist; graphic designer
- **Name: Dan Foley**
 - Executive Director – Neighborhood House Community Center; Former VP, YMCA of Dane County. Extensive management and financial experience
- **Name: Alex Kasper**
 - Business Advisor; Accountant; CPA
- **Name: Adam Haen**
 - Chef; advisory chef to RBC
- **Name: Nick Curran – RBC Accountant**
 - Accountant; Owner: Numbers 4 nonprofits
- **Name: Andy Pascaly – RBC Legal Council**
 - Stroud, Willink and Howard LLC
- **Name: Kirk Biodrowski, Steve Shulfer – RBC Architect**
 - Shulfer Architects

IX. Financial Plan

Revenue Model

Rockhound Brewing Company will have two primary revenue streams – Beer and food sales. The financial projections which follow are based on the objective of serving 2000+ pints of beer per week; as well as 150 to 300 meals, initially, with an average price around \$12.

Financial Highlights

Below is an overview of our financial projections. See the Appendix for our full projected Income Statements, Balance Sheets and Cash Flow Statements.

Figure 7: Financial Highlights

Available to Investors

Figure 8: Projected Expenses

Available to Investors

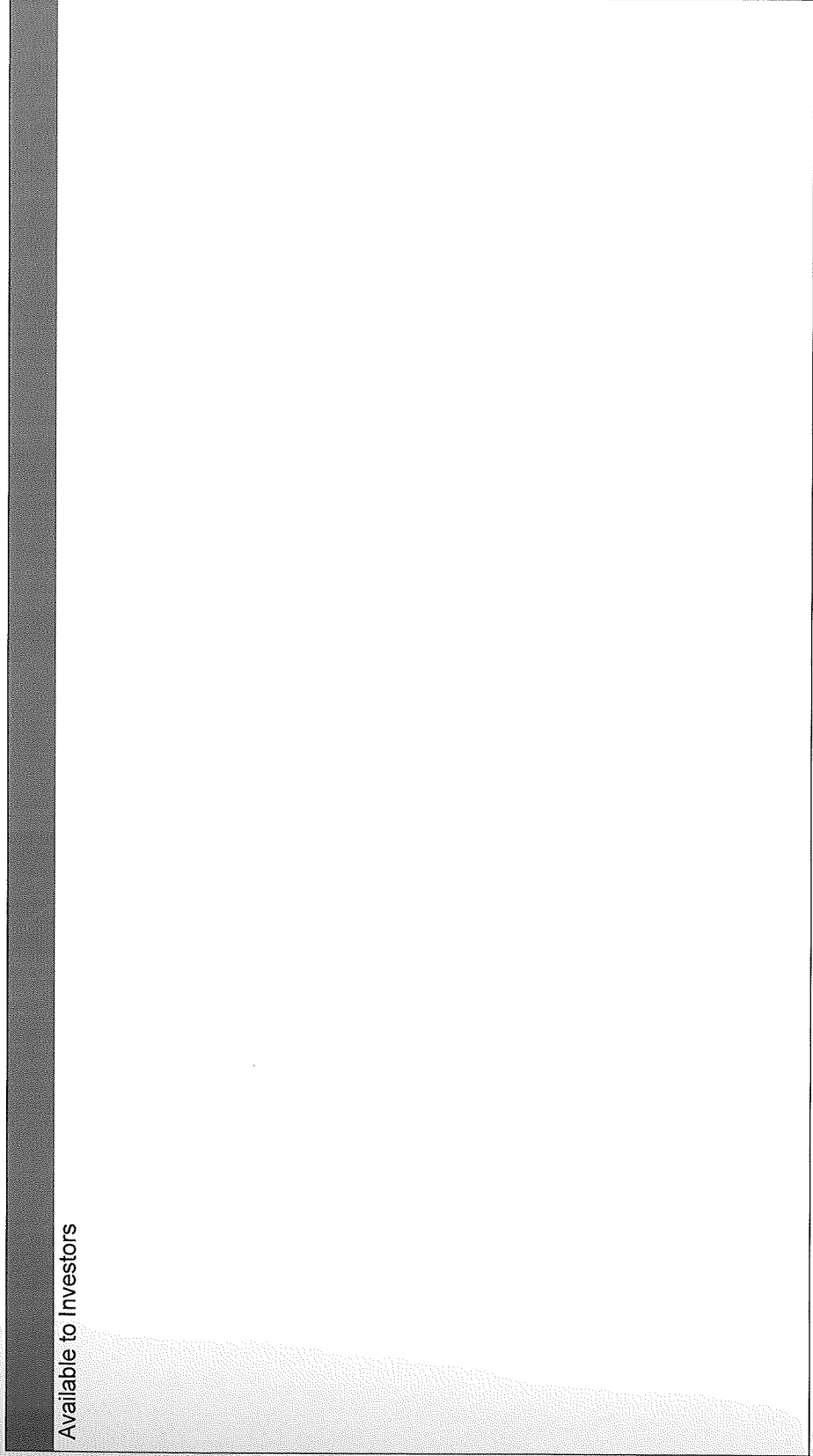
X. Appendix

The following items are included in this Appendix:

1. Projected Income Statements
2. Projected Balance Sheet
3. Projected Cash Flow Statements
4. Use of Funds Detail
5. Sample Menu
6. Sample Beer List
7. Resume

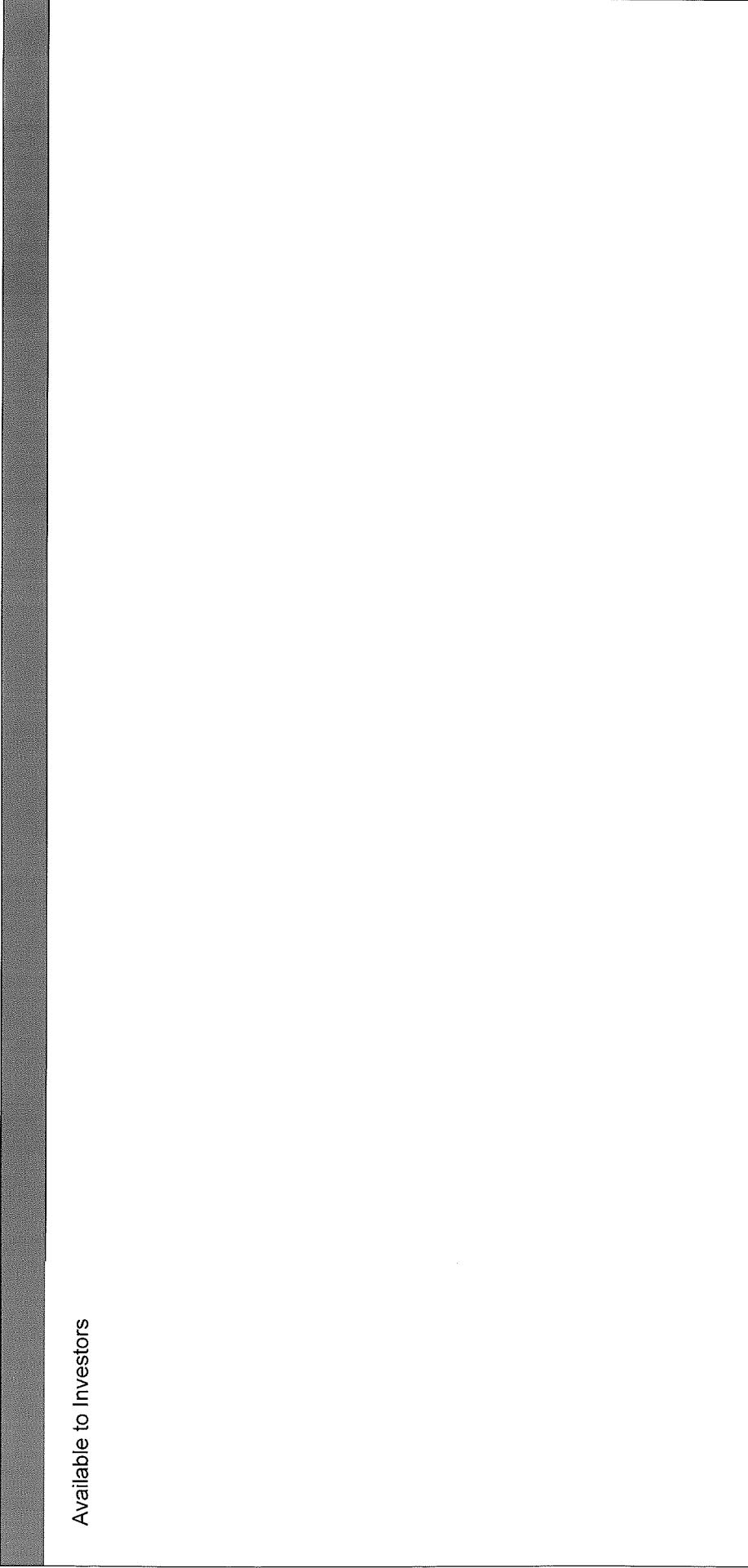
Projected Income Statement

Figure 10: 5 Year Annual Income Statement



Available to Investors

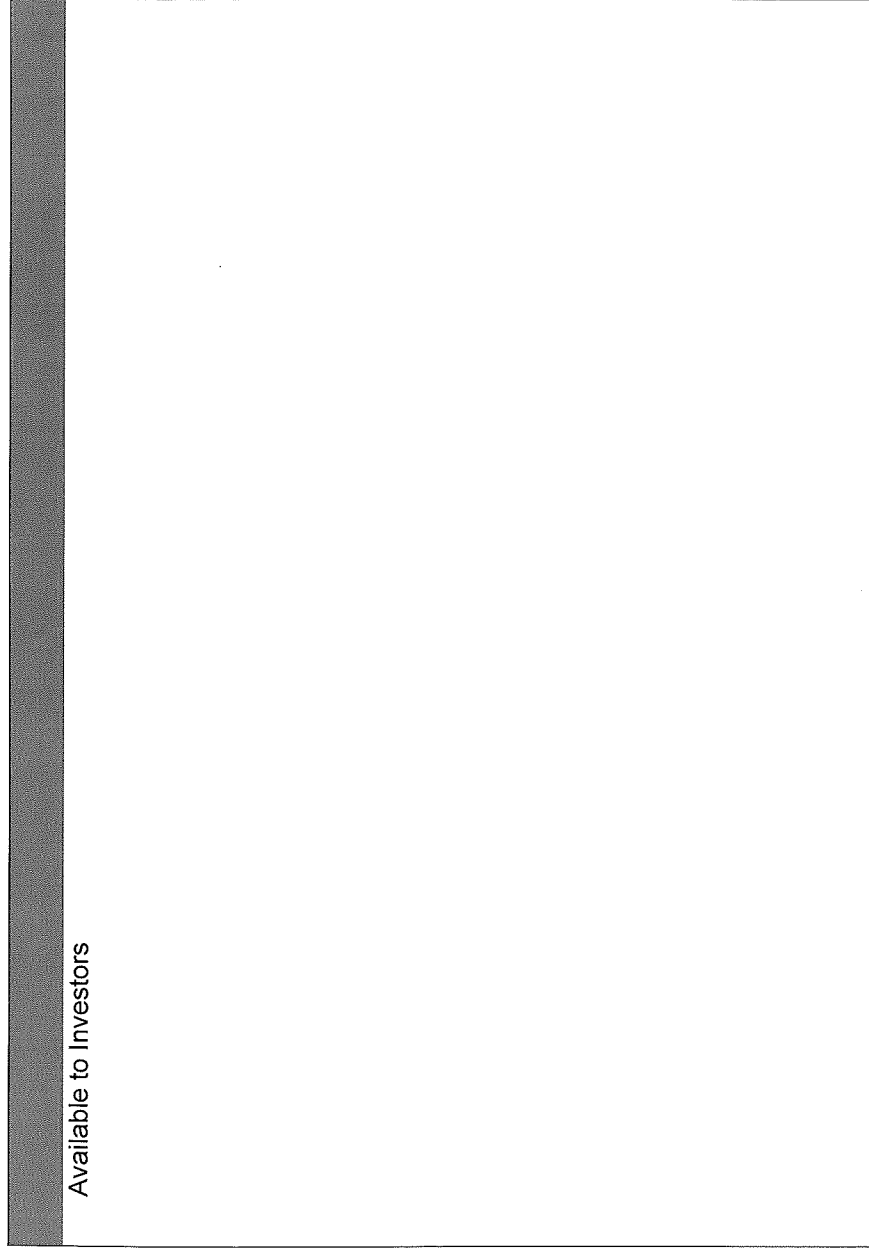
Figure 11: 12 Month Income Statement – Fiscal Year 1 Post Open



Available to Investors

Projected Balance Sheet

Figure 13: 5 Year Annual Balance Sheet



Projected Cash Flow Statement

Figure 14: 5 Year Annual Cash Flow Statement

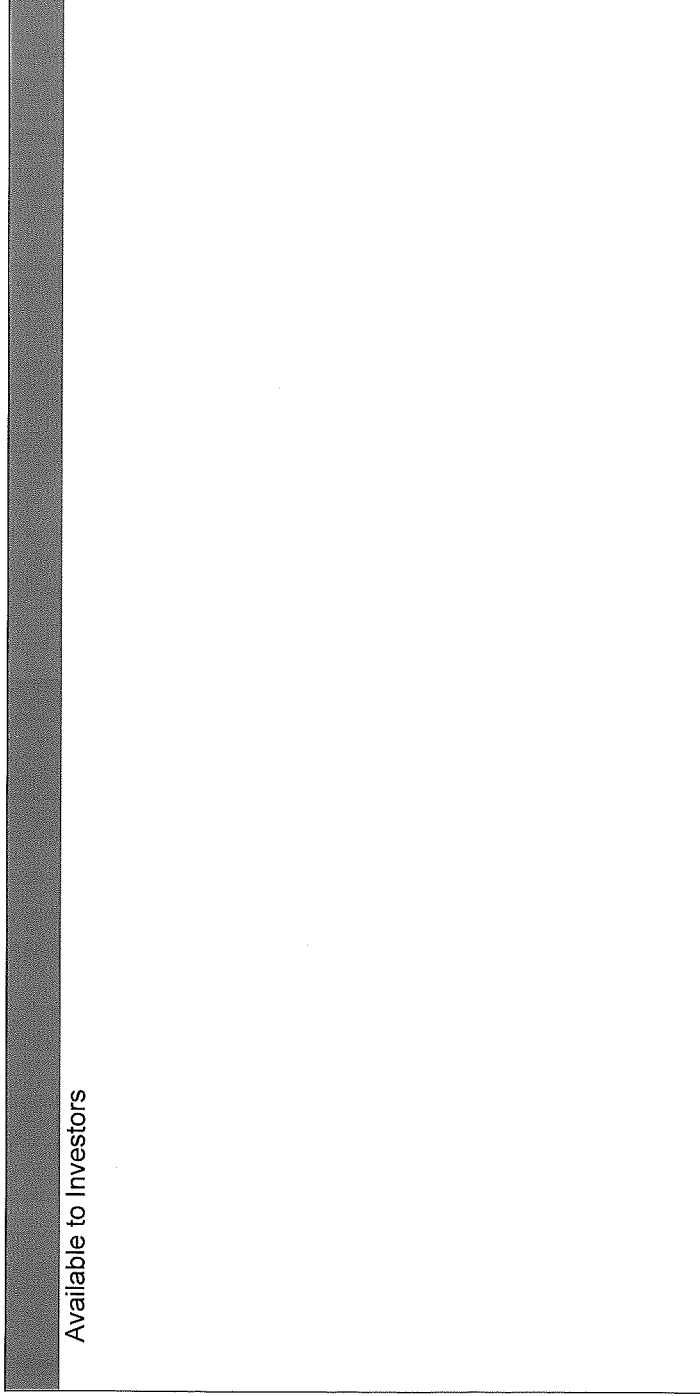
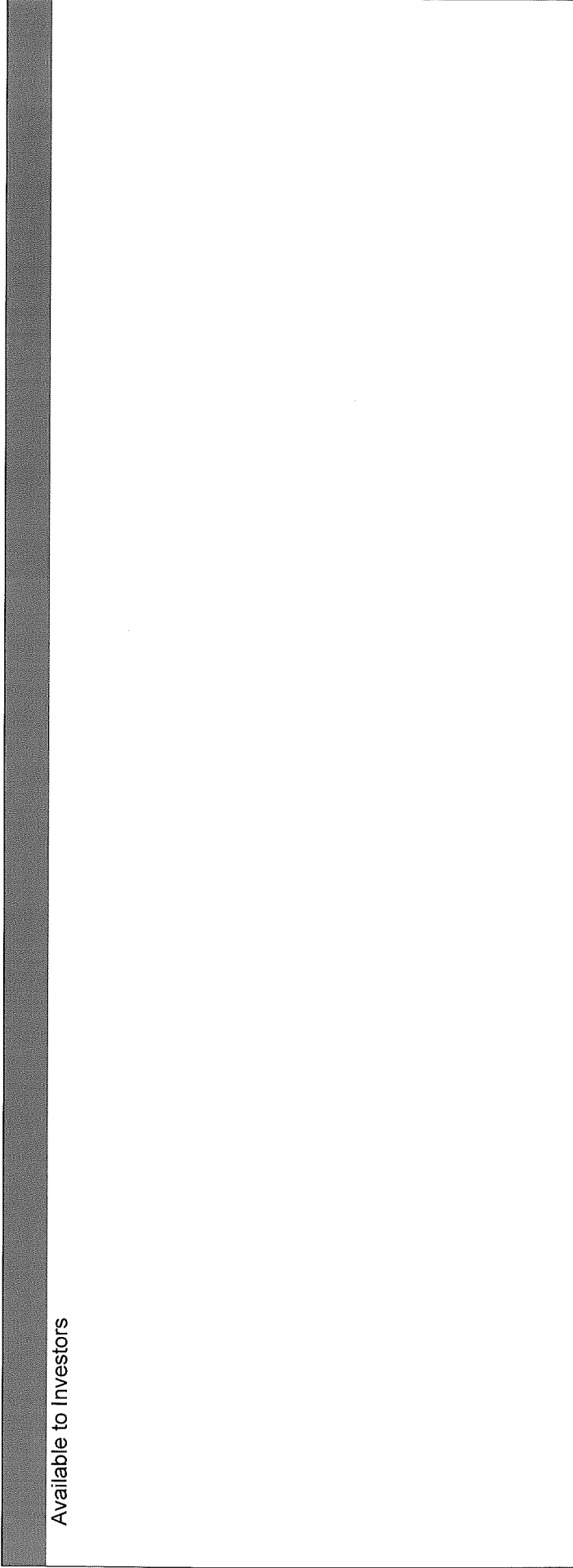


Figure 15: 12 Month Cash Flow Statement – Fiscal Year 1 Post Open



Headcount

First year headcount will see an increase throughout the year due to a phased ramp up of operations, as detailed in the Phased Startup Approach section of the Operational Plan.

Figure 16: Year 1; Post Open Monthly Headcount

Position	Q1 FY1			Q2 FY1			Q3 FY1			Q4 FY1		
	Month 1 *	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Nate	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Head Chef	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
House/Bar Manager	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Wait/Bar Staff	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Count	4	4	4	6	6	6	6	6	6	6	6	6
Subtotal	\$2,000	\$2,000	\$2,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Cook	\$3,000	\$3,000	\$3,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Count	2	2	2	4	4	4	4	4	4	4	4	4
Subtotal	\$6,000	\$6,000	\$6,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Total Salaries	\$13,500	\$13,500	\$13,500	\$32,500	\$32,500	\$32,500	\$34,500	\$34,500	\$34,500	\$34,500	\$34,500	\$34,500

First Year Staff Count Summaries

Role	Wage or Salary	FTE Count (After ramp up)
Owner: Nate Warnke	Profit Share	1
Head Chef	\$15/hr or \$36,000 annual	1
House/Bar Manager	\$14/Hr or \$30,000 annual	1
Wait/Bar staff	\$2.50-\$5 per hour plus tips	6
Cook	\$8-\$10 per hour	4
Total FTE Count		13

Concept Menu

Food focus will be on upscale comfort food offering recognizable, yet unique and intriguing items as well as seasonally changing specials. Locally sourced ingredients will be used where possible.

Appetizers

Cheese Curds Three ways

Wisconsin Cheese curds battered three ways – Panko, Corn Meal, Beer battered

Spicy fried mac 'n' Cheese poppers

Breaded house made baked mac 'n' cheese with diced jalapeño

Seasoned Popcorn

Kettle popped with seasoning and parmesan cheese

House made chips

House cut deep fried chips – regular or sweet potato

Salads

Add on to any salad: wild caught salmon or chicken breast

Purple Goat

Pickled beets, goat cheese, walnuts, mixed greens, shaved red onion, house vinaigrette

Spicy Blue

Spicy mixed greens with arugula, gorgonzola cheese, pecans, raisins, snap peas, creamy white wine dressing

Green Greek

Mixed greens, spinach, feta cheese, artichoke hearts, black olives, Mediterranean dressing

Sandwiches/Burgers

Reuben

Corned beef, sauerkraut, local caraway rye bread, house made Balanced Rock Rye Russian dressing

Grilled Cheese

Aged cheddar or Gruyere with zesty tomato jam on sourdough bread. Extra: add bacon

Walleye Sandwich

Lightly breaded, pan seared Wisconsin walleye, house tartar sauce, on a potato roll

Bluestone Burger

Third pound freshly ground beef, gorgonzola cheese, and house steak sauce.

Extra: add bacon

Extra: Make it a shaggy cow – third pound of local highland beef

Entrees

Weekly Pot Pie(s)

Changes weekly – see board or ask your server

Examples:

Venison - Red deer venison, golden beets, juniper berries, covered in puff pastry

Chicken - roasted chicken breast, delicata squash; covered with puff pastry

Squash Baked mac and cheese

Trio of Wisconsin cheeses, butternut squash, leek béchamel, RP's Pasta.

Extra: add bacon.

Fish Fry

Deep fried walleye beer battered with our Outcrop Oatmeal Ale. Side of house made chips

Sample Beer List

Balanced beers, balanced selection. Focus of brewing will be a constantly rotating tap selection of ales and lagers, however ensuring that a broad range of styles are on tap at any time. Some beers may become permanent or frequently on tap; others will be seasonal or specialty. A complementary selection of guest taps will also be available.

Less than 20 - Lightly hopped pale lager; 4% ABV, 19 IBU

Sandstone – A session style Belgian blonde offering up light fruit flavors imparted by a Belgian yeast and European hops; 4.5% ABV, 25 IBU

Grandpa's Lager - Pre-prohibition style lager. In the tradition of something your grandfather (or great grandfather) might have brewed. Rustic, full flavored, moderately hopped; 5.5% ABV, 40 IBU

Celebration Saison - Farmhouse ale made with wheat malt, bitter orange peel and coriander. Perfect for celebrating the summer season, or any other time, for that matter. 4.5% ABV; 30 IBU

Outcrop Oatmeal Ale - Pale Ale made with 25% oats; 5.5% ABV, 44 IBU

Balanced Rock Rye – Rye IPA. Full bodied garnet colored ale made with 30% rye. ; 7% ABV; 54 IBU

Mosquito Bite – IPA. A rich flavor with a strong hoppy bite from both American and imported hop varieties encased in an amber ale. 6.5%; 65 IBU

Coal Seam – Smoked stout. A dry Irish stout with an added hint of smoke flavor from cherry wood smoked malt; 6% ABV, 31 IBU

Shot Rock – Scotch Ale. Traditionally styled, aged on charred oak imparting a slightly smoky flavor; 7.2% ABV, 31 IBU

Ice Shanty – Bock. Rich, amber colored bock with notes of toasted bread and caramel. Perfect for keeping you warm while ice fishing. 6.5% ABV, 27 IBU

Wind Knot – This dark lager contains extra hops and an atypical grain bill producing a complex, yet clean flavor separating this brew from its Schwartz bier inspiration. Surprisingly refreshing and perfect for a quiet evening of fishing in summer. 6% ABV; 45 IBU

Grinder - A brown porter made with real coffee imparting a balanced, dry, light coffee flavor; 5.5% ABV, 31 IBU

Midnight Harvest – Multigrain dark ale made with barley, oats, wheat and rye. Moderately hopped, complex flavor for celebrating the fall harvest. 9% ABV; 32 IBU

Petrified Wood – A rotating series of barrel aged beers. From lighter ales and lagers to rich, bold Belgian-style browns, this series will highlight rich flavor and character that can only come from barrel aging.