

The Wedge

CHEESE LIST: (choose three)

Pleasant Ridge Reserve- Uplands
 Bandaged Cheddar- Bleu Mont
 Crema Kasa-Carr Valley
 Black Goat Truffle-Carr Valley
 Mobay-Carr Valley
 Butterkase- Edlewise Creamery
 Moody Blue-Emmi-Roth Kase
 Buttermilk Blue-Emmi-Roth Kase
 10 year cheddar-Hooks
 15 year cheddar-Hooks
 Little boy blue-Hooks
 Triple Play-Hooks
 Mature Gouda 6-9 months-Marieke Gouda
 Smoked Gouda-Marieke Gouda
 Cumin Gouda-Marieke Gouda
 Dunbarton Blue-Roelli Cheese Haus
 Red Rock-Roelli Cheese Haus
 Little Mountain-Roelli Cheese house
 MontAmoré-Sartori
 Big Ed's-Saxony creamery

BEER LIST:

High Life-Miller
 Pabst blue ribbon-Pabst Brewing
 Rotating-New Glarus
 Rotating-Tumbled Rock
 Rotating-Working Draft
 Rotating-One Barrel Brewing Co.
 Rotating
 Rotating
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 Rotating

CHEESE SANDWICHES:

The Swiss Apple: Limburger, shaved red onion, whole grain mustard on rye bread.

The Classic: Muenster, shaved red onion, dijon, potato bread.

The Wisco: Cheddar, summer sausage, pickles, horseradish mustard, mayo, potato bread.

The Wedge: Butterkase, potato chips, shaved red onion, whole grain mustard, mayo, rye bread.

GARNISHES: (choose three)

Crackers- gluten free available
 Grisini
 Flatbread crisps- gluten free available
 Baguette
 Candied nuts
 Roasted nuts
 Jam- rotating flavors
 Hot honey
 Pickles- various pickled veg
 Fruit- seasonal

WINE:

Prairie Fume(white)- Wollersheim
 Blush Rose- Wollersheim
 Domaine Du Sac(red)- Wollersheim
 Red Port- Wollersheim

****Business Plan: The Wedge - Fine cheese & Cold beer**

****Executive Summary:****

"The Wedge" is a stylish and cozy bar that offers a unique experience combining the enjoyment of craft beer, fine wine, and artisanal cheese boards. With a focus on creating a warm and inviting atmosphere, we aim to become the go-to destination for individuals seeking a sophisticated yet relaxed space to savor high-quality beverages and delectable cheese pairings.

****1. Business Description:****

The Wedge is a modern bar designed with rustic charm, featuring a curated selection of craft beers, fine wines, and thoughtfully assembled cheese boards. Our interior showcases a blend of contemporary design and cozy elements to create an ambiance that encourages patrons to unwind and indulge.

****2. Market Analysis:****

The market for craft beverages and gourmet food pairings is on the rise. The Wedge aims to tap into the growing demand for unique and experiential dining and drinking options.

****3. Target Audience:****

Our primary audience includes urban professionals, wine and beer enthusiasts, and individuals seeking a relaxed yet sophisticated venue for socializing and networking.

****4. Services:****

- Craft Beer Selection: A rotating menu of local and international craft beers.
- Fine Wine Collection: Handpicked wines from renowned vineyards around the world.
- Artisanal Cheese Boards: Thoughtfully curated cheese pairings with accompaniments like fruits, nuts, and preserves.
- Expert Recommendations: Knowledgeable staff to guide patrons in choosing the perfect beer, wine, and cheese combinations.

****5. Marketing and Sales:****

- Brand Identity: Create a distinct brand identity through a compelling logo, color scheme, and decor.
- Social Media Presence: Engage with potential customers through platforms like Instagram and Facebook.
- Special Events: Host themed nights, wine and beer tastings, and cheese pairing workshops.
- Loyalty Program: Reward repeat customers with discounts and exclusive offers.

****6. Operations:****

- Menu Development: Regularly update the beverage and cheese board menus to keep offerings fresh and exciting.
- Staff Training: Ensure that employees have in-depth knowledge of beer, wine, and cheese pairings.
- Inventory Management: Implement a tracking system to manage stock levels effectively.

****7. Financial Projections:****

- Initial Investment: Interior design, bar setup, licensing, staff recruitment, and initial inventory.
- Revenue Streams: Beverage sales, cheese board sales, event fees, and merchandise.
- Expenses: Staff wages, rent, utilities, marketing, and operational costs.
- Profit Margin: Projected to increase steadily after the first year.
- Expansion Plan: Consider opening additional locations or offering catering services.

****8. Sustainability:****

- Locally Sourced Ingredients: Partner with local breweries, wineries, and artisanal cheese producers to support the community.
- Waste Reduction: Implement recycling and composting programs to minimize environmental impact.

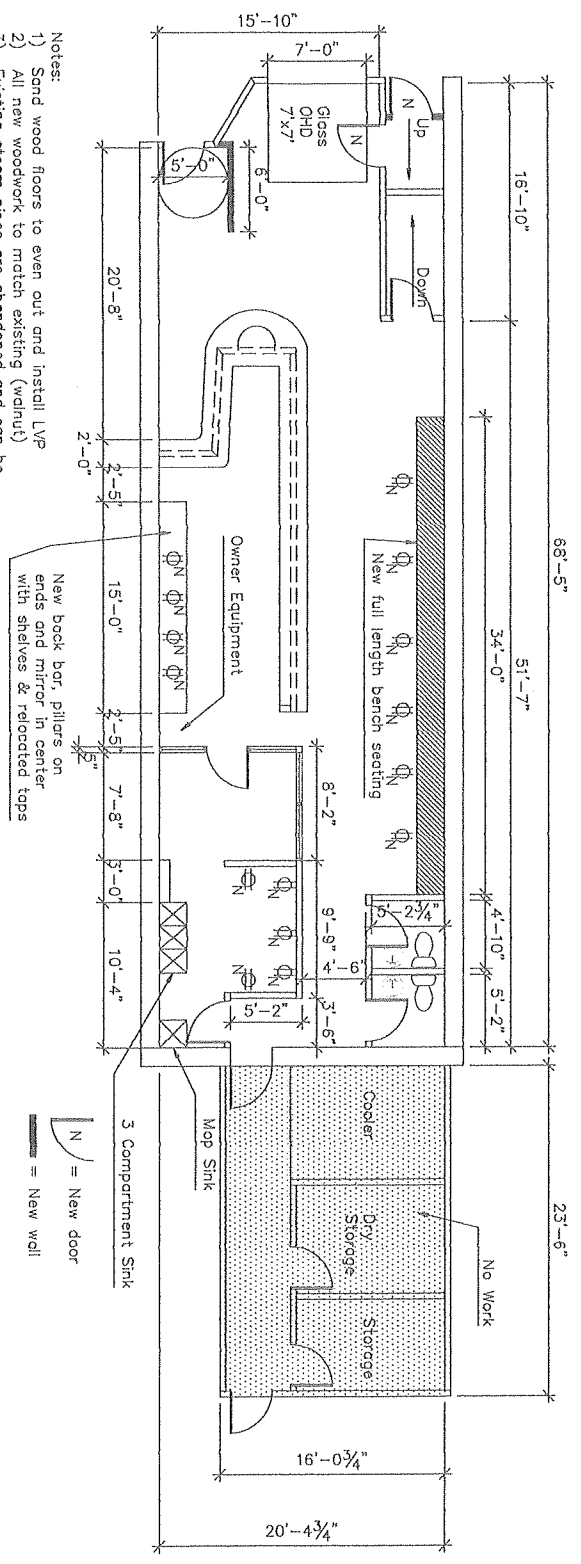
****9. Conclusion:****

"The Wedge" aims to be more than just a bar; it aspires to create a space where patrons can enjoy the art of pairing craft beer, fine wine, and artisanal cheeses. By offering a diverse selection of beverages, engaging events, and exceptional service, we plan to establish The Wedge as a beloved destination for those seeking a distinctive and enjoyable gastronomic experience.

The Website
 Jacob B. Goyette
 2301 Atwood Ave
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Preliminary Layout/design
 Updated 3/25/2021

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- Notes:
- 1) Sand wood floors to even out and install LVP
 - 2) All new woodwork to match existing (walnut)
 - 3) Existing steam pipes are abandoned and can be removed
 - 4) New LED lighting (track lights w/ movable heads, general lighting & pendant)
 - 5) Possible new overhead glass garage door at front of building
 - 6) Brick wall to be covered with wipeable material at kitchen area only
 - 7) Move entry door at stairs out to allow for landing at new door
 - 8) NO WORK IN EXISTING BATHROOMS!

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