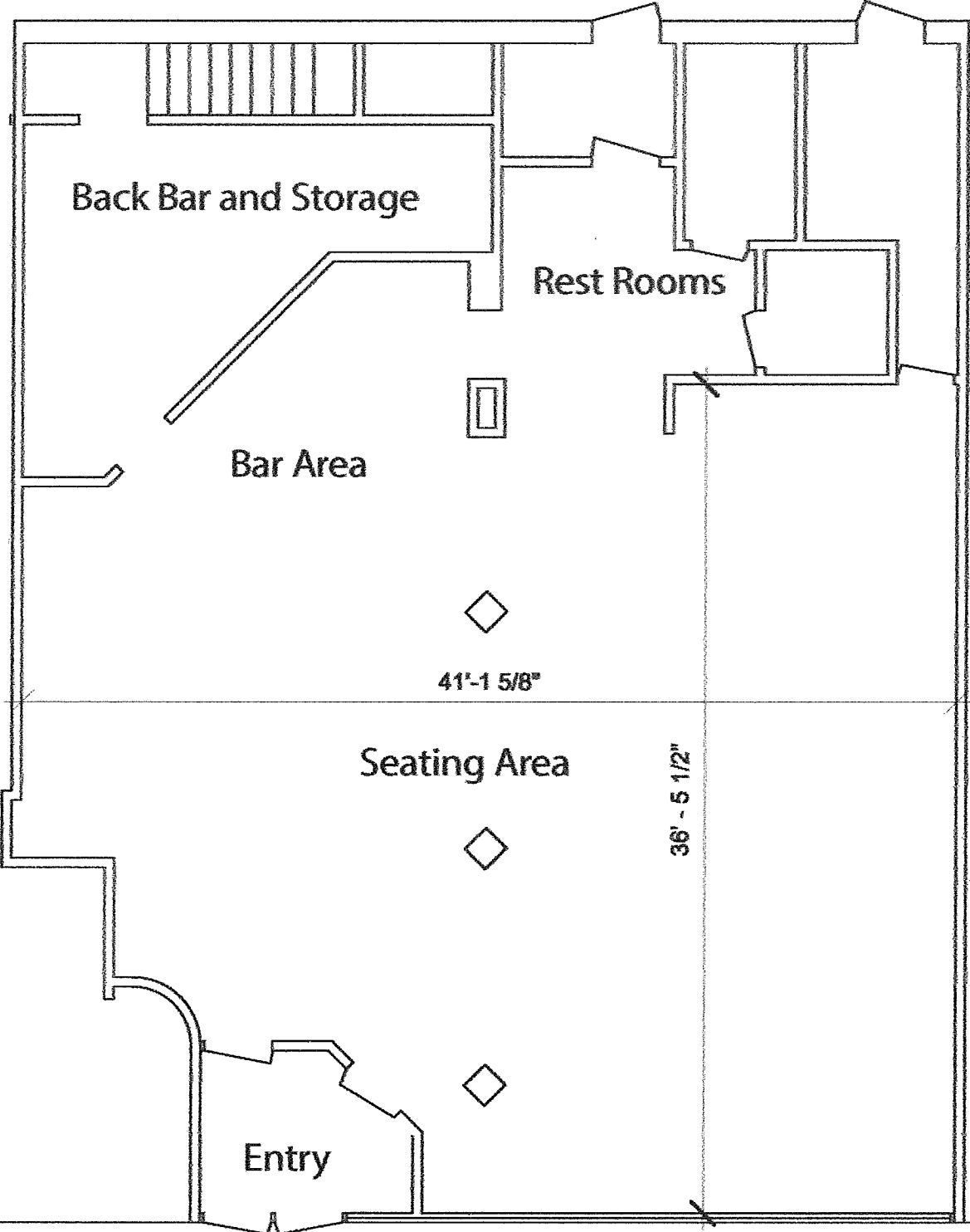


112 King Street, Madison WI  
WisTiki LLC dba The Lonely Pine  
Property Diagram



King Street

**Business Plan - Executive Summary**

WisTiki LLC

d.b.a. The Lonely Pine

112 King Street

Madison, WI

The  
Lonely  
Pine



- I. The Lonely Pine
- II. Our Customers and Neighborhood
- III. Our Menu and Design
- IV. Key Personnel

### I. The Lonely Pine

The corporate name for our new business is WisTiki LLC. The name encompasses the idea behind The Lonely Pine bar - an homage to Wisconsin and the north, joined with our love for the tiki vibe and delicious flavors of the tropical south.

Using Wisconsin elements in the design and feel of the bar and incorporating the rum and tequila-forward cocktails familiar to a traditional tiki bar, we want to bring a lively, attractive, and sophisticated lounge to the TriBeCa corner of Madison's Capitol Square.

### II. Our Customers and Neighborhood

The location for The Lonely Pine is the old Ancora Coffee shop at 112 King Street, in the heart of non-campus social life for downtown Madison. We aim to appeal to the demographic that already fuels the neighborhood's cafes, bars, and restaurants - young professionals after work, the before and after dinner crowd, and the mix of people that frequent the King Street area in the evenings and late night.

### III. Our Menu and Design

The property is being leased to us short-term. The landlords are offering only a 5-year lease with a buy-out clause if they choose to terminate the lease sooner. It is not cost effective to create a commercial kitchen within the limited time frame, though a bar-only concept can be successful.

Within blocks of The Lonely Pine our customers can enjoy sushi at Muramoto, ramen at Morris Ramen, pizza at Lucille and Natt Spil, burgers at Topsy Cow and Argus, Mexican food at Señor Machete, and more upscale cuisine at Merchant, Graze/L'Etoile, Papavero and Tempest. We will focus on creative tiki-inspired cocktails, with a modest

selection of craft beer and unique wines. We will sell bar snacks with a nod to classic Wisconsin taverns and will incorporate more tropical ready-to-serve food items.

The Lonely Pine will have a tiki bar look, but we will use Wisconsin based elements in the decor - the use of corn stalks in lieu of thatch, and the use pine instead of teak or tropical woods.

#### IV. Key People

WisTiki LLC and The Lonely Pine will be owned by Chad Vogel and Brian Haltinner, both long time Madison restaurant and bar professionals. Chad is currently the co-owner of The Robin Room on East Johnson Street and of Mint Mark on Atwood Avenue. Brian is co-owner of Maduro on East Main Street, and Robinia Courtyard on East Washington Avenue.

Chad is the appointed liquor agent for the venue and will run front-of-house operations. Brian will take care of office responsibilities for WisTiki LLC, including payroll, accounts payable, and any licensing and permitting duties.

Chad and Brian are equal partners in WisTiki LLC, and are the sole owners of the LLC and the bar.