

Starkweather Brewing Company

Business Plan



Somewhere Along the River

Starkweather Brewing Company

Brewery Slogan: Somewhere Along the River

The name Starkweather Brewing Company is derived from the Starkweather Creek, which winds through the neighborhood that we will be located in. Our slogan reflects an overall theme of nature that will be present throughout our imagery. Philosophically, a river can refer to a lifetime; as Johnny Cash once wrote to Tom Petty, “You’re a good man to ride the river with.”

Brewery Motto: The Belief

Where beer and community come first.

Vision Statement: The Dream

Starkweather Brewing Company will be a true neighborhood destination. We will welcome all to create a sense of community while enjoying our unique creations.

Mission Statement: The Purpose

Starkweather Brewing Company will serve as a community-focused gathering place while always being a welcome destination for all – – no matter how near or far – – who appreciate good craft beer.



Executive Summary

Starkweather Brewing Company (SBC) will begin operations in the Fall of 2021. Our brewery will be located at 2439 Atwood Ave, Madison, WI 53704, the current location of Next Door Brewing Company (NDBC). We will brew beer in small batches using the existing three-barrel system. The public is already familiar with the neighborly and friendly atmosphere of the current tap room. We will capitalize on the current business model and goodwill already built into this excellent location.

Peter Schroder, Brewmaster, previously held the same position at One Barrel Brewing Company and has helped several local breweries get a jump-start in the industry; he is already well known and highly regarded in the craft beer industry regionally while earning homebrewing competition awards nationwide. Peter is also a past President of the Sun Prairie Wort Hogs Homebrew Club. All of this gives us a decided advantage over a brewery that would otherwise be starting fresh. We will have consistency and innovation in our product offerings due to the expertise of our brewmaster.

The SBC taproom will have seventeen tap lines containing a variety of beverages including, but not limited to craft beer, kombucha, and hard seltzer.

Objective

SBC will be community-focused while serving as a welcome destination for those who appreciate good craft beer. We will be a neighborhood pub with a small brewery integrated into it, our hand-crafted beer acting as a catalyst for community to gather. We will practice good citizenship by participating in local community celebrations, fundraising events, card and game nights for our patrons, some limited sports event viewings, and other events in which the community participates.

Company Overview

SBC will brew beer in small batches with a 99-person capacity tasting room on location. Since the hours of operation will be limited when initially open, we have plans to allow patrons the opportunity to rent space for private events on evenings we are not open to the public. This structure will serve as a great neighborhood venue for a beer with friends during regular business hours and an excellent location for small celebrations. Whatever your interest in fine beer, our brewery will be your location of choice.

Ownership and Management Responsibilities

SBC is operated as a Limited Liability Company (LLC). The parent company, Petomich, LLC was formed in the fall of 2020 with the following individuals as managing partners: Peter Schroder, Tom McVary, Tom Gosse, and Michael Chronister.

Festival, and regional craft beer events. Our brewmaster will also participate in beer competitions to gain further recognition. On a local level we will participate in Madison neighborhood festivals through direct sales of our products to continue our community involvement.

We believe this plan will encourage a friendly, neighborhood relationship with our local community as we grow our operation. We will stay attuned to the experience of those that patronize us by being flexible to the needs of our customers. Our number one goal is to provide great products to be enjoyed in a relaxing and friendly atmosphere. We want things to be fun!

Operation Plan

SBC will operate a small brewing system producing a variety of beers in a variety of styles true to their definition. The current 3-barrel system is eight years old. We anticipate continued use and maintenance of this system for the foreseeable future.

Our brewery will have seventeen lines available for proprietary beers, guest beers, N/A (soda), hard seltzer, and kombucha. Product offerings are subject to change as situations warrant.

Initially SBC will be open to the public Thursday to Sunday with the hours suggested below. Days of the week and hours are subject to change as business volume warrants.

Our anticipated hours of operation will be:

- Thursday: 4:00pm - 10:00pm
- Friday Noon to Midnight
- Saturday Noon - Midnight
- Sunday Noon - 8:00pm



Starkweather Brewing Company

2439 Atwood Avenue
Madison, WI 53704
608-467-6949



Ala Carte Burger Bar

Choose your Protein

- Beef Patty
- Chicken
- Veggie Patty

Number of Items

Choose your toppings

- Lettuce
- Pickles
- Onions
- Tomato
- Jalapeños
- Cheese Slice

Special Requests

- Extra of this item
- Extra of this item
- Extra of this item
- Extra of this item
- Extra of this item
- Cheddar Pepper Jack Swiss American

Choose your Condiments

- Ketchup
- Mayo
- Mustard

Special Requests

- Extra of this item
- Extra of this item
- Extra of this item

Choose your Bread

- Brioche Bun
- Sour Dough Roll
- Pretzel Bun

Special Requests

- Toasted
- Toasted
- Toasted

Choose your Side

- French Fries
- Tater Tots
- Cheese Curds
- Sweet Potato Fries
- Salad

Special Requests

- Cheese Sauce
- French Dressing
- Ranch Dressing
- Barbecue Sauce
- Other Toppings

Snacks

- Meat & Cheese Board
- Hot Pretzel

Special Requests

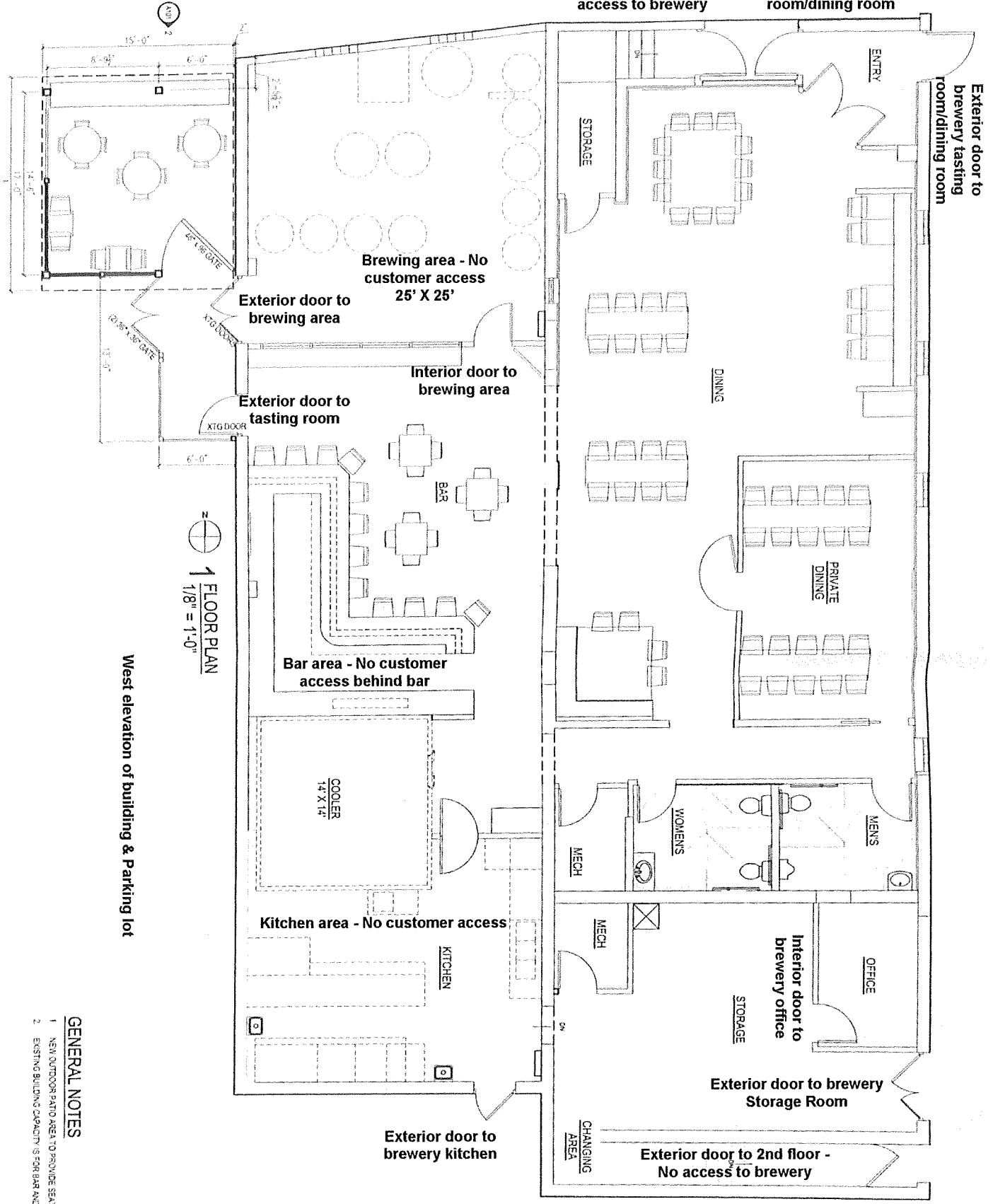
- Cheese Sauce
- Beer Cheese Sauce

North elevation of building & Sidewalk

Exterior door to 2nd floor - No access to brewery

Exterior door to brewery tasting room/dining room

15 feet 0 inches
90 feet 0 inches



West elevation of building & Parking lot

1/8" = 1'-0"
FLOOR PLAN

GENERAL NOTES

1. NEW OUTDOOR PATIO AREA TO PROVIDE SEATING FOR 15 PEOPLE
2. EXISTING BUILDING CAPACITY IS FOR BAR AND DINING AREA IS 28 PERSONS

15 feet 0 inches

54 feet 0 inches

69 feet 0 inches

South elevation of building and parking lot

East elevation of building & Parking Lot