

Northside lounge



drink

relax

menu

SIGNATURE COCKTAILS

Sherman Bourbon Smash	\$10
woodford reserve, maple syrup, lemon, mint and soda	
Stramberry Basil Gin Fizz	\$8
aviation gin, strawberry-basil syrup, lemon and soda	
Blackberry Sweet Tea Vodka	\$10
sweat tea vodka, blackberries, lemonade, ginger beer	
Cranberry Mule	\$8
titos, lime juice, ginger beer, cranberry juice	
Spicy Paloma	\$8
milagro, fresh lime, grapefruit juice, soda, salted rim	
Lounge Lizard	\$8
jameson irish whiskey, peach schnapps, pineapple juice, lime soda	
Oscars Martini	\$12
house-made coffee liqueur, irish cream, cold brew, chocolate espresso bean	
Smokey Margarita	\$12
casa migos mezcal, triple sec, lime, sour, black salted rim	
Eternal Sunshine	\$12
aviation gin, st. germain, orange blossom water, lime, elder flower tonic	
Lemon Rosemary Gin Fizz	\$10
state line gin, lemon, egg white, rosemary, lemon peel	

CLASSIC COCKTAILS

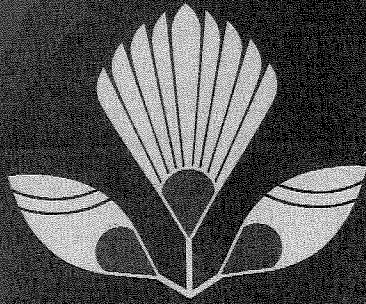
Manhattan	\$8
elijah craig, sweet vermouth, bitters and cherry	
Rye Whiskey Sour	\$8
limousine rye, simple syrup, lemon juice, soda	
Negroni	\$10
Bombay sapphire, compari sweet vermouth, orange peel	
Godfather	\$10
knob creek, amaretto, orange peel and cherry	
Paloma	\$8
milagro, fresh lime, grapefruit juice, soda, salted rim	
Dark & Stormy	\$8
plantation dark rum, fresh lime, ginger beer, candied ginger	

BEERS

4 rotating tap lines	\$7
Can & Bottle Selections	\$--

WINE

Red	\$--
White	\$--
Bubbles	\$--



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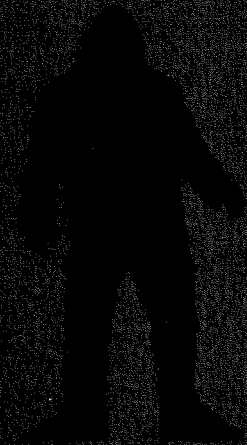
MOCKTAILS- N/A SPIRITS

Sherman Ave Sangria	\$6
orange juice, pineapple juice, non-alcoholic wine	
Non-alcoholic Old Fashion	\$6
orange juice, soda, muddled orange and cherries (bitters)	
Salty Lester	\$6
cranberry juice, grapefruit juice, soda, black salted rim	
Non-alcoholic Cherry Mule	\$6
lime juice, ginger beer, cherry juice, sugar rim	
Non-alcoholic Sassy Margarita	\$8
n/a tequilla, simple syrup, lime juice, sour mix, muddled jalapenos	
Green Lizard	\$6
pineapple juice, orange juice, lime soda, green coloring, cherry	
Assorted Non-alcoholic beer	\$--

OTHER

Coffee	\$--
Assorted Teas	\$--
Soda	\$--

1022 N. Sherman Ave.
Madison, WI 53704



Northside Lounge, LLC

1022 North Sherman Ave
Madison, WI
608-234-8454
simondettinger@gmail.com

Business Plan

September 01, 2023

Company Description: Neighborhood tavern where locals can gather for cocktails, beer, wine, and n/a alternatives as well as have a comfortable, diverse, and inclusive space to meet their neighbors. Northside Lounge is a 1-story, stand alone business in the heart of the Northside community that is 1200 square feet with two entrances, garage door and small back patio with 12 available parking spots.

Products/Services:

- Craft cocktails
- Wine selection
- 4 rotating beer tap lines
- Craft bottle and can selections
- Craft Mocktails and n/a beverages
- 73% liquor, 25% Non-alcoholic (n/a) alternatives and grab and 2% other (merchandise)

Market Analysis:

- Northside neighborhood bar establishments:
 - Kavanaugh's Esquire Club Restaurant and Bar
 - Days/Hours: M-F 11:00-9:00 pm, Weekend 4:00-9:00 pm
 - Speciality: Supper Club
 - Busses Tavern
 - Days/Hours: M-F 3:00-12:00 am, Weekend 11:00-12:00 am
 - Speciality: dive bar
 - Cafe la Bellitalia

Management Summary:

- Simon Dettinger, manager/owner and primary employee
 - Local distributors including: Frank Beverage Corp, WI Distributing
- Part-time staff acquired as business needs expand

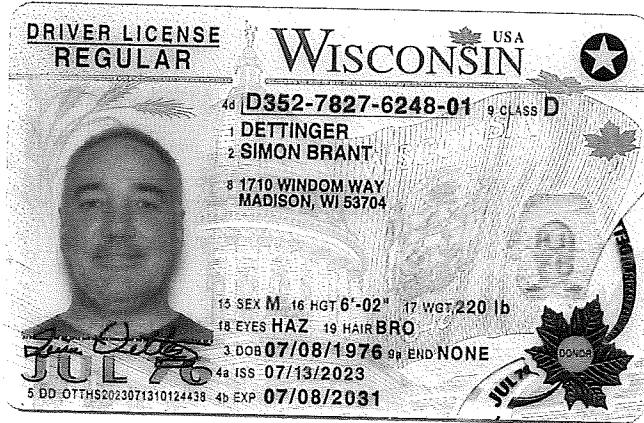
Financial Analysis:

- Estimated monthly operating expenses:
 - Rent: \$1700/mo
 - MGE: \$200/average/mo
 - Water: estimate \$150/mo
 - Charter Package: \$110/mo
 - Building Insurance \$183.33/mo
 - Business supplies (includes promotional materials, bathroom supplies, cleaning supplies, garbage/recycling, security system)
 - Promotional: free
 - Cleaning/bathroom supplies \$200/mo
 - Garbage/recycling \$200/mo
 - Security system \$20/mo
 - Bar supplies
 - Liquor \$1000/mo
 - Beer \$1000/mo
 - Wine \$500/mo
 - Mixers \$200/mo
 - Garnish \$50/mo
 - Glassware \$100/mo
 - Straws \$50/mo
 - Napkins \$50/mo
 - Total Costs/Mo : \$5783.33/mo
 - Total costs/year: \$69,408
- Anticipated annual payroll expense
 - Simon Dettinger: \$35,000/yr + tips (reinvested in company)
 - Part-time staff when acquired: \$10/hr + tips

- 18 hours per week x \$10/hr x 52 weeks: \$9360
- Anticipated total expenses per calendar year: \$104,400
- Anticipated annual sales
 - Financial goals/Month:
 - Weekly average of 110 customers/week
 - Estimated \$20 per customer
 - ~\$114,400 gross/year
- Net/year: \$10,000

Building Layout and Intended Updates:

- 1 story stucco building with metal roof that is 1,200 sq. ft on N. Sherman Ave.
 - Building has a parking entrance from N. Sherman Ave with 12 parking spots available with 1 designated for handicap access
 - Line to be drawn to designate spaces more clearly
 - Building is off of bike bath and metro line
 - Outside of building to be cleaned and painted with updated landscaping
- Front and rear entrance for building and 3 windows in the building
- Garage door to transition to garage patio door on South side of building
- Currently 1 bathroom with transition to two bathroom facilities
- 1 storage room with locked access interiorly
- Patio to be placed in back accessed through rear entrance at west side of building partitioned to designate area



NOT TRANSFERABLE. POST ENTIRE LICENSE IN A CONSPICUOUS PLACE.




**City of Madison
Operator License
License No. 62960-61152**



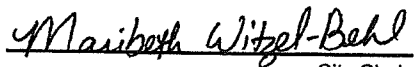
SIMON BRANT DETTINGER

Expiration Date 06/30/2024
Date Issued 06/27/2022

June 30, 2024



Mayor



City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES.

Expiration Date 06/30/2024