

Please Visit Our Wonderful Vendors

B = Bottles, C = Carry Out, D = Draft

CEDARBURG

Olsen's Piggly Wiggly^C

DELEVAN

Sonoma Cellars II^C

LAKE MILLS

Sunshine Brewing - Lake Mills^B

Granena - Lake Mills^B

MADISON EAST

Alle Asylum^B

Avenue Club^B

Bierock^D

City View Liquor^C

Dexter's Pub^B

Festival Foods^C

Flux Brewhouse^D

Giant Jones Brewing Co.^D

Harley's Liquor^C

Hy-Vee - East^C

70 Arcade Bar^D

Kenifer Street Market^C

Karben4^B

KuLu's 13 Pub^B

Malt House^C

Next Door Brewing Co.^B

Olbrich Biergarten^D

One Barrel Brewing^B

Old Fashioned^D

Pasqual's - East Wash^B

Parched Eagle Brew Pub^D

Pig in a Fur Coat^B

Robinia Court^B

Short Stack Eatery^B

Star Liquor^C

Table Wine^C

Tangent^D

Tex Tubb's^B

The Ohio^B

Tipsy Cow - Downtown^B

Trixie's Liquor Store^C

Willy St. Coop - East^C

Willy St. Coop - North^C

Woodman's - East^C

Woodman's - Sun Prairie^C

Working Draft Brewing Co.^D

MADISON WEST

Brennan's Cellars^B

Common Ground^D

Coopers Tavern^B

Cunk Factory^B

Hy-Vee - West^C

Liliana's Restaurant^B

Main Street Liquor^C

Metcalf's Market^C

Metcalf's West Towne^C

Pasqual's - Hilldale^B

Rockhound Brewing Co.^D

Sadhana Wine Shop^C

Steve's Liquor - Junction^C

Steve's Liquor - University^C

Total Wine^C

Verona Wine Cellar^C

Vintage Grill - Downtown^B

Vintage Brewing - West^B

Willy St. Coop - West^C

Woodman's - West^C

World of Beer^{B&D}

McFARLAND

McFarland Liquor^C

MIDDLETON

Craftsman Table & Tap^B

Longtable Beer Cafe^B

MILWAUKEE

Beer Fitness^{B&D}

Discount Liquor^C

Milwaukee Brewing Co.^D

Mobcraft Beer^D

Oak & Shield Pub^B

Total Wine^C

MOUNT HOREB

Grumpy Troll^B

MOSINEE

Mosinee Brewing Co.^B

MONDOVI

Together Farms^D

MUKWONAGO

Main St. Liquor^C

NEENAH

Barrel 41^D

OCONOMOWOC

Sonoma Cellars^C

OREGON

Charlie's on Main^D

PAOLI

The Hop Garden^B

STOUGHTON

Stoughton Spirits^C

SUN PRAIRE

Full Mile Brewing^D

Liquor Baron^C

Right Bauer Brewing^D

Tipsy Cow^B

VERONA FITCHBURG

Hy-Vee - Fitchrona^C

n+1 Coffee & Beer Bar^B

Pasqual's - Verona^B

Steve's Liquor - Mckee^C

WAUKESHA

Discount Liquor^C

Total Wine^C



CRAFT BEER GLUTEN NOT INCLUDED

Brewery and Taproom
1808 Wright Street
Madison, WI 53704

*ALT Brew is a
Certified Gluten Free Brewery
Gluten is not allowed in the facility*

**WiFi Network:
ALT Brew Guest**

Password: altbrew4me

Credit card tabs left open will be
closed with a 20% service charge

ON TAP

KICKBACK - Kölsch 5.5%

Light, clean, straw-yellow hue. Kickback, relax you deserve it.

RUSTIC BADGER - Farmhouse Ale 6.6% Our flagship beer. Brewed with a Belgian yeast and two types of hops for a refreshing, slightly bitter beer with notes of crisp apple.

HOLLYWOOD NIGHTS - Blonde IPA 7.2% Hop heavy with a clean herbal flavor and beautiful blonde color. Citrus notes balance the smooth bitterness for an amazing finish.

COPPERHEAD - Copper Ale 5.1% Made with roasted millet for a malty, chocolate, supremely drinkable beer.

BIKINI BOTTOM - Kölsch 5.5% Aged on pineapple chunks for a serene, refreshing ale.

APPEL CIDER - Saison 3.3% Smooth blend of apple cider and our Rustic Badger farmhouse ale.

Bombers, Seasonals, Limited Release

HOLY HOP GRENADE - Double IPA 8.9% 98 IBU. Robust, malty, balanced with an assertive hop profile.

1808 - Robust Porter 5.6% Malty dark ale with complex roasty characteristics.

BLACKWATER - Scotch Ale 8.5% Smooth, full-bodied ale, aged on toasted oak with a modest hop profile to balance its sweet malty flavor. (IBU 21, SRM 25)

Available March

CAMPFIRE - Coffee Milk Stout 5.1% Cold press EVP's Campfire roast, gives this coffee milk stout a nice smokey smooth coffee goodness. Great

GOOD FOOD

CHIPS & SALSA

Pasqual's corn tortilla chips with organic pico de gallo - 5

CHEESE PLATES

Nordic Creamery Capriko goat milk cheese and crackers - 6

Hook's 1 year Cheddar with crackers - 5

OLIVES

Pitted Kalamata or jalapenos garlic stuffed - 3

MEAT & CHEESE BOARD

Summer sausage, Hooks 1 year cheddar, honey, whole grain mustard and crackers - 12

PIZZA

Pepperoni or Cheese - 11

NACHOS

Pasqual's corn tortilla chips with cheese, jalapenos, salsa, sour cream and shredded pork - 12

SOFT DRINKS

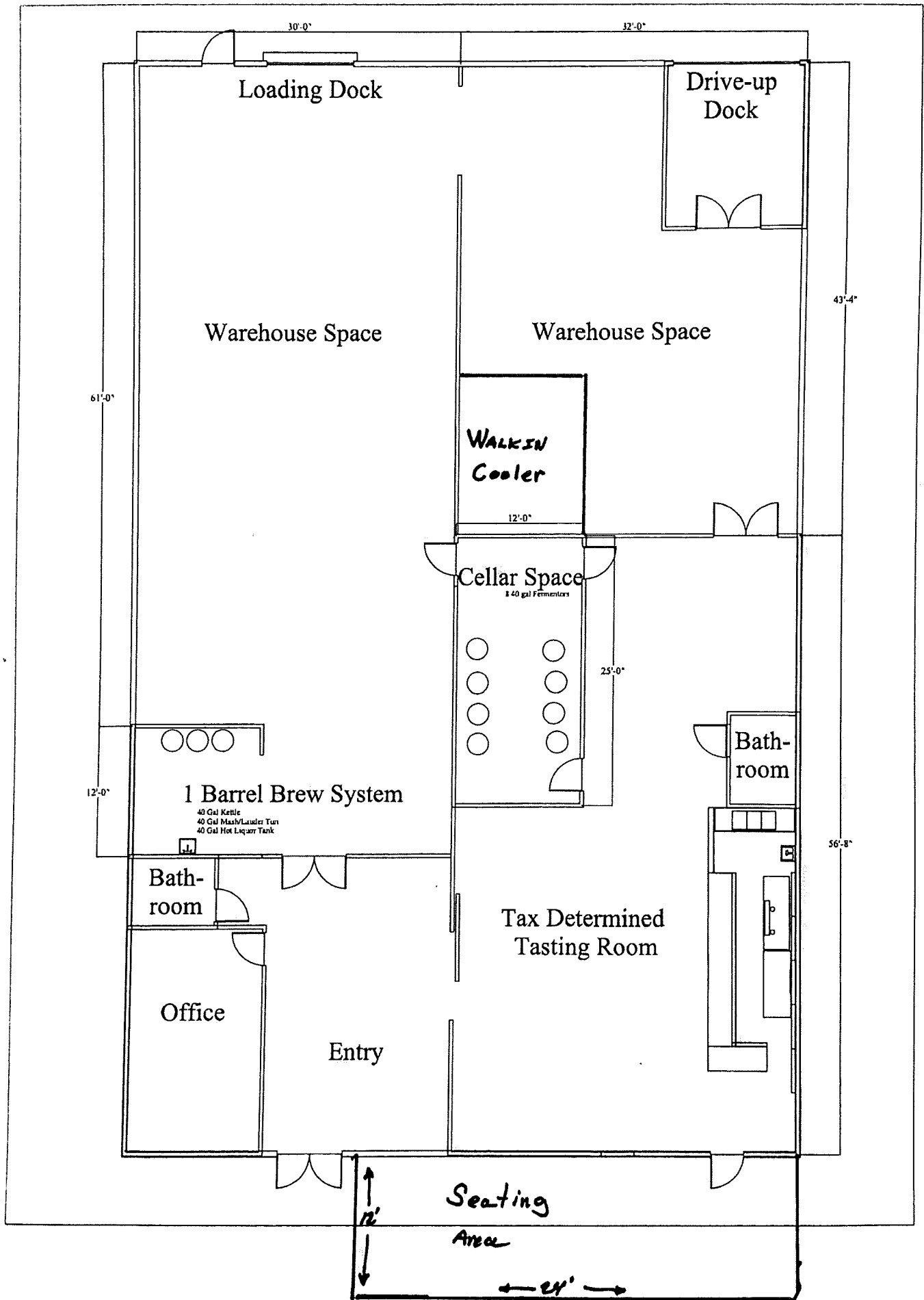
Sprecher: Root Beer, Cream Soda, Ginger Ale, Grape, Cherry, and Orange Cream - 3.25

Coke, Diet Coke, Dr. Pepper, Diet Dr. Pepper, Sprite, Klarburn - 2

KIDS FARE

We have complimentary apple sauce pouches, juice, and fruit snacks that are gluten-free.

Outside snacks or food are not allowed in this facility.



ALT Brew Taproom Business Plan

02/14/2020

Executive Summary

ALT Brew is a brewery in Madison, Wisconsin that focuses on brewing gluten free beer. The brewery has a small taproom that serves beer, food, and has a gift shop. ALT Brew already has a restaurant license and food manager. ALT Brew has been working on increasing in special events focused around beer and food pairings, and groups that are looking for a gluten-free space. One request that customers have asked for is offering wine and cider, so that people who don't drink beer can feel included.

Growth Plan

ALT Brew currently does 51.5% of food or other, and 48.5% of on premise beer sales. ALT Brew would like to grow its food sales through increased special food events and group events. ALT Brew is working with local food vendors and caterers that would come in on a monthly or weekly schedule. ALT Brew would also like to add items to the food menu that would pair with wine

Proposed Events

March:	Friday Fish Fry, Irish Nachos for St. Patrick's Day
April:	Friday Fish Fry, Poutine Night
May:	Friday Fish Fry, Pork Sandwich Night
June:	Friday Fish Fry, Fried Chicken Sandwich Night
July:	Burger Night
August:	BBQ Rib Night
September:	Build Your Own Pizza Night
October:	Taco Night
November:	Baked Potato Bar
December:	Wing Fling

Cider, Mead, and Wine Vendors

ALT Brew would focus on purchasing locally made cider from vendors located in Madison like Restoration Cider, Hidden Cave Cidery, plus offer mead from BOS meadery, and wines from around Wisconsin. Purchases would be done through the designated distributor.