

Mint Mark Business Plan

Summary

Mint Mark, a Madison staple, currently located on Winnebago Street, will be moving to a new space at 1874 East Washington Avenue, our establishment aims to expand our stellar food and beverage offerings and continue to provide an exceptional experience for Madison diners.

Business Description:

Mint Mark will continue to be a full-service restaurant specializing in seasonally changing menu, offering weekend brunch services and dinner services seven days a week. Our menu will feature a variety of dishes made from locally sourced ingredients, catering to diverse tastes and dietary preferences.

Hours of Operation:

- Lunch Service: Friday, 11:00 AM to 3:00 PM
- Dinner Service: Monday to Sunday, 5:00 PM to 11:00 PM
- Weekend Brunch: Saturday and Sunday, 10:00 AM to 2:00 PM

Security Measures

Ensuring the safety and well-being of our patrons and staff is of paramount importance to us. To maintain a secure environment, we will implement the following security measures:

- Surveillance cameras strategically placed throughout the premises.
- Regular staff training on emergency procedures and conflict resolution.

Patio Service

Our outdoor patio will provide a vibrant and inviting atmosphere for patrons to enjoy their meals and drinks. Extending patio service until midnight will allow us to accommodate late-night diners and contribute to the lively ambiance of our establishment.

Superette

Retail Space

In addition to our dining services, Mint Mark will feature a retail space, Superette, offering a curated selection of locally sourced goods, artisanal products, and branded merchandise. The retail space will be open to both restaurant patrons, apartment tenants and passersby, providing an opportunity for customers to purchase unique items to complement their dining experience or as standalone purchases.

Hours of Operation for Superette

Monday to Sunday: 11:00 AM to 9:00 PM

The retail space will be managed by knowledgeable staff members who can assist customers in selecting products and provide information about the origins and qualities of the items available for purchase. This retail component will enhance the overall experience at Mint Mark and contribute to our goal of supporting local artisans and producers.

Security Measures for Retail Space

- Surveillance cameras covering the retail area.
- Inventory control measures to prevent theft or loss.
- Adequate lighting and visibility to ensure a safe shopping environment.

By incorporating a retail space into our establishment, we aim to create a multi-dimensional experience for our patrons while further engaging with the local community and economy.

Conclusion:

Mint Mark is poised to remain a premier dining destination in Madison, offering exceptional cuisine, impeccable service, and a vibrant atmosphere. With a commitment to excellence and a focus on customer satisfaction, we are confident in our ability to succeed and contribute positively to the local community.

Thank you for considering our application. We look forward to the opportunity to serve the residents and visitors of Madison and contribute to the thriving hospitality industry in the area.

FOOD

2.16.2024

BISCUIT 5

CULTURED BUTTER, GARLIC HONEY

CAULIFLOWER 12 BAGNA CAUDA, CRISPY CHEESE,
GOLDEN RAISINS, FINES HERBS

ENDIVE SALAD 14 BELGIAN ENDIVE, TOASTED
WALNUT, PT. REYES BLUE CHEESE, SHERRY-WALNUT
VINAIGRETTE

CHICKEN FRIED MUSHROOM 17

VITRUVIAN LIONS MANE, COLLARD GREENS, HOMINY
GRITS, SAWMILL GRAVY

BEEF TARTARE 17

HAND CUT TENDERLOIN, SPECIAL SAUCE, CRISPY
HASH BROWN

DUCK FRITES 21

MARGRETE DUCK BREAST, HAND CUT FRIES, JUS,
AIOLI

CARROT 14 RAS EL HANOUT, MEYER LEMON YOGURT,
HONEY, PISTACHIO, BLOOD ORANGE

CECAMARITI 17

VITRUVIAN MUSHROOMS, BACON, CREME FRAICHE,
DILL

GNUDI ALLA VODKA 14

RICOTTA, SARVECCHIO, BASIL, LENTILS

ISSUED
 PLAN REVIEW 06-25-23
 PERMIT REVIEW 08-01-23
 UNDER A.I.T. UPDATE 08-02-23
 PLAN REVIEW 10-25-23
 PERMIT REVIEW 11-08-23
 PROCESS UPDATE

PROJECT TITLE
 MINT MARK
 RESTAURANT
 1874 E WASHINGTON AVE.
 MADISON, WI 53704

SHEET TITLE
 FLOOR PLAN

SHEET NUMBER
A101

PROJECT NO.
 060406 & Bruce
 Architects, LLC

