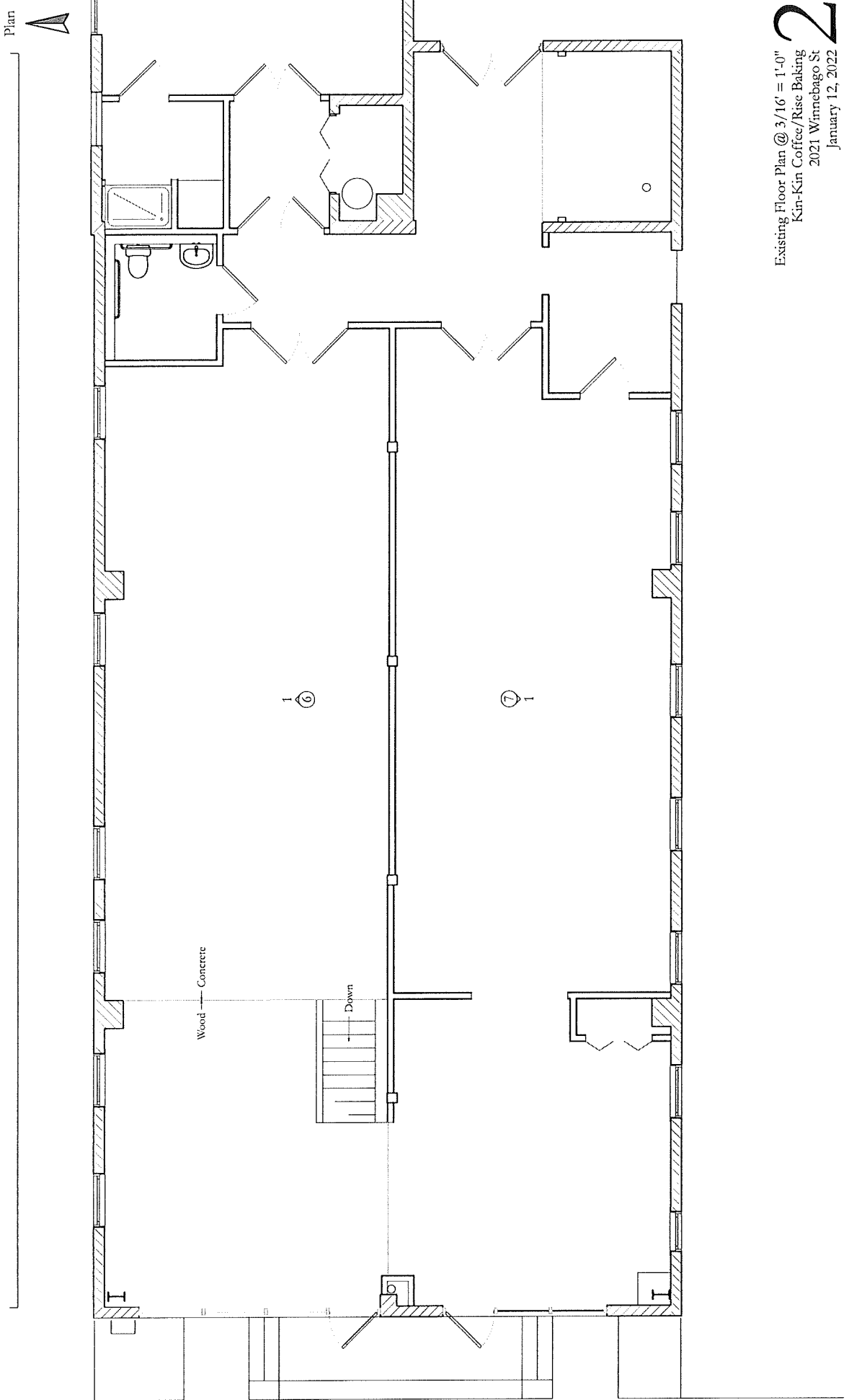


Project Information:

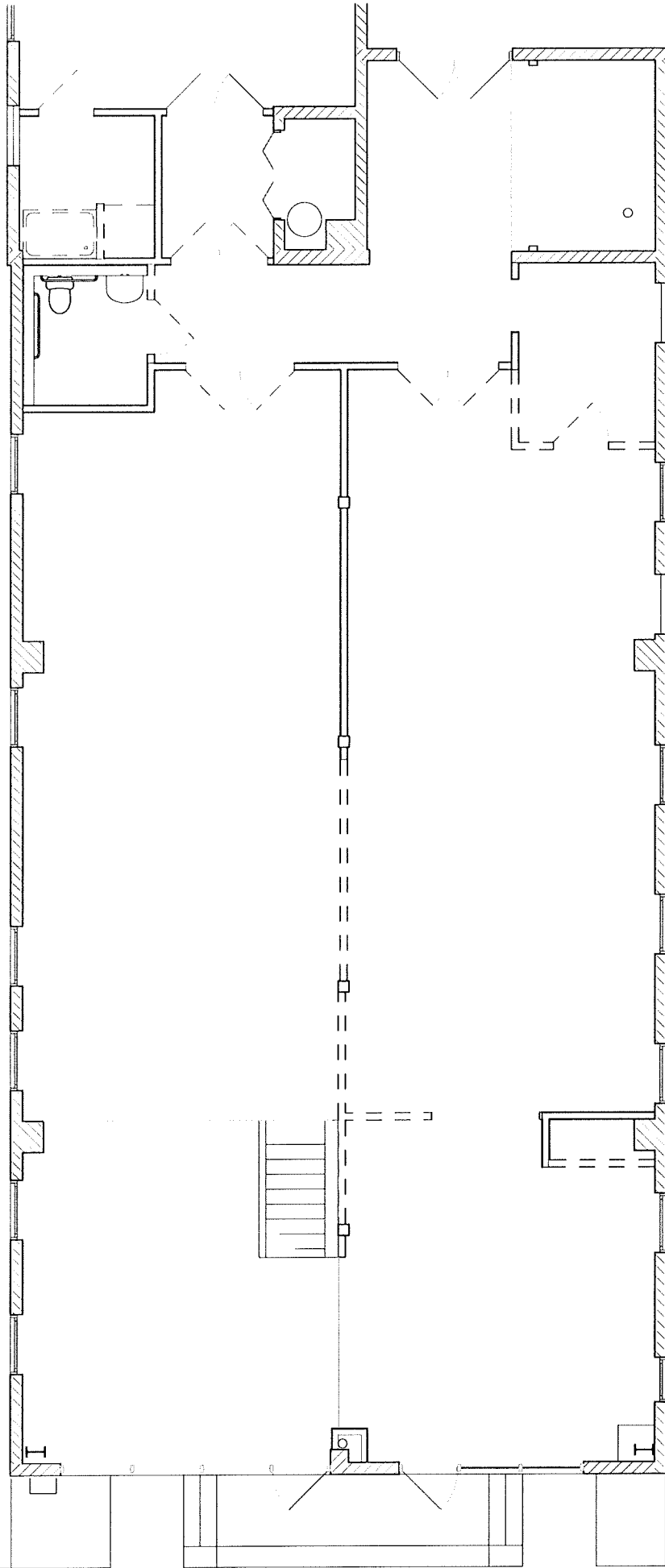
- Interior Remodeling with New Roastery, Bakery & Coffee Shop
- Occupancy B, S-2 III-B
- Construction III-B
- Alteration Level 3
- Building Footprint 3,800
- Project Area 2,510 SF

Index:

1. Site Plan
2. Existing Floor Plan
3. Demolition Plan
4. Proposed Floor Plan
5. Equipment Plan
6. Interior Elevations
7. Interior Elevations



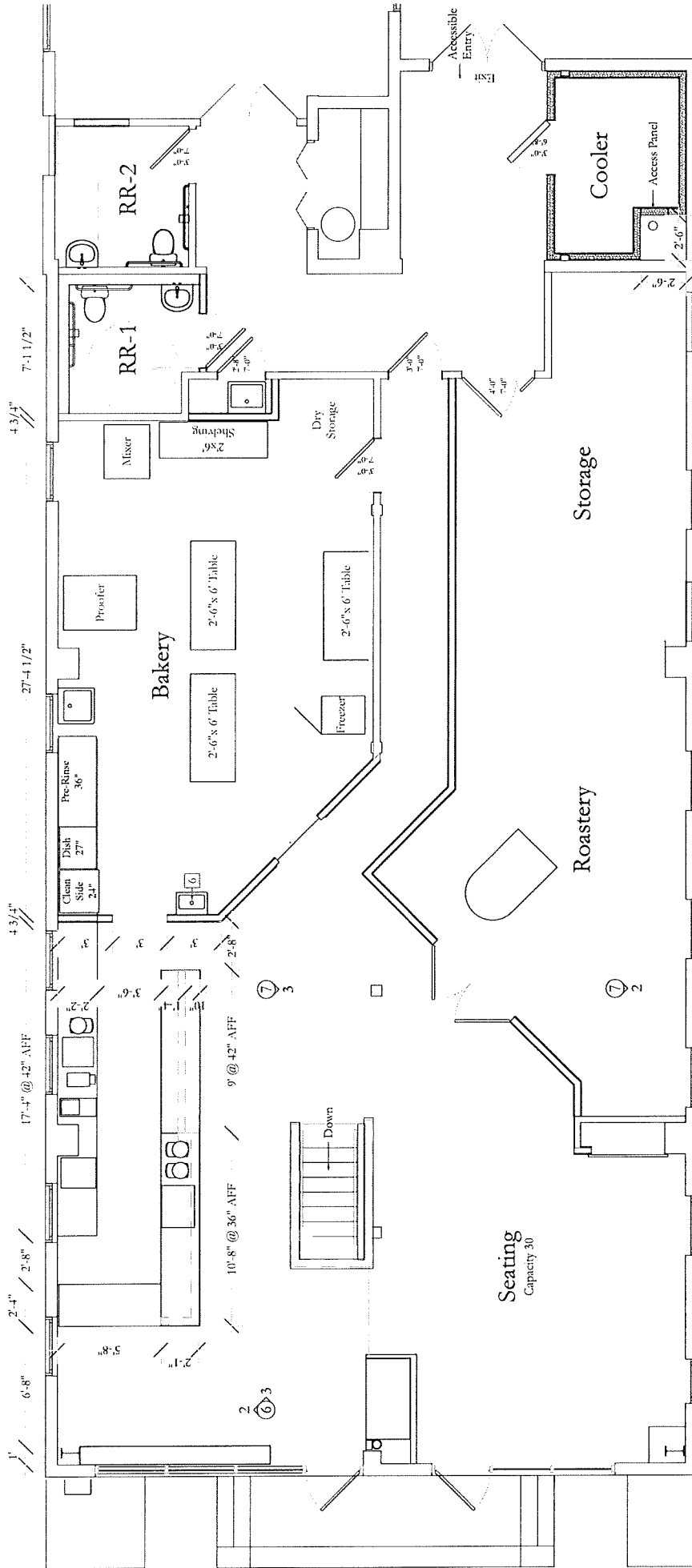
McFadden & Company
380 West Washington Ave
Madison, Wisconsin 53703
608.251.1350
james@mcfadden.com
MCFaddenCO



Demolition Plan @ 3/16" = 1'-0"
Kin-Kin Coffee/Risc Baking
2021 Winnebago St
April 15, 2022
3



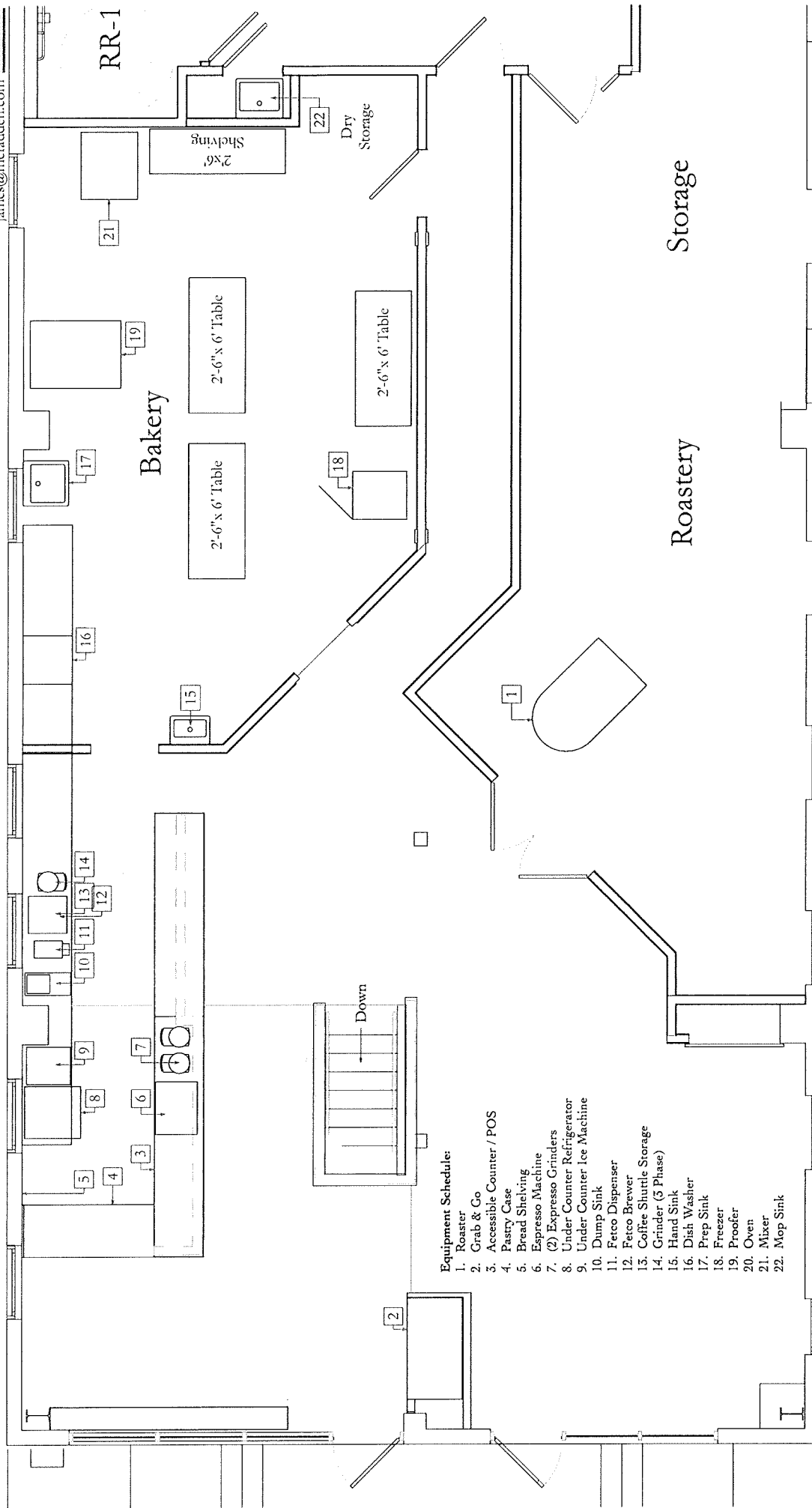
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- Baking Masonry
- 1/2" Air Space
- 2'-4" @ 24" o/c
- Closed Cell Foam
- 2" Poly Iso Insulation
- Trussed Metal Laming
- Cooler Wall

Proposed Floor Plan @ 3/16" = 1'-0"
 Kin-Kin Coffee/Rise Baking
 2021 Winnebago St
 April 15, 2022

4

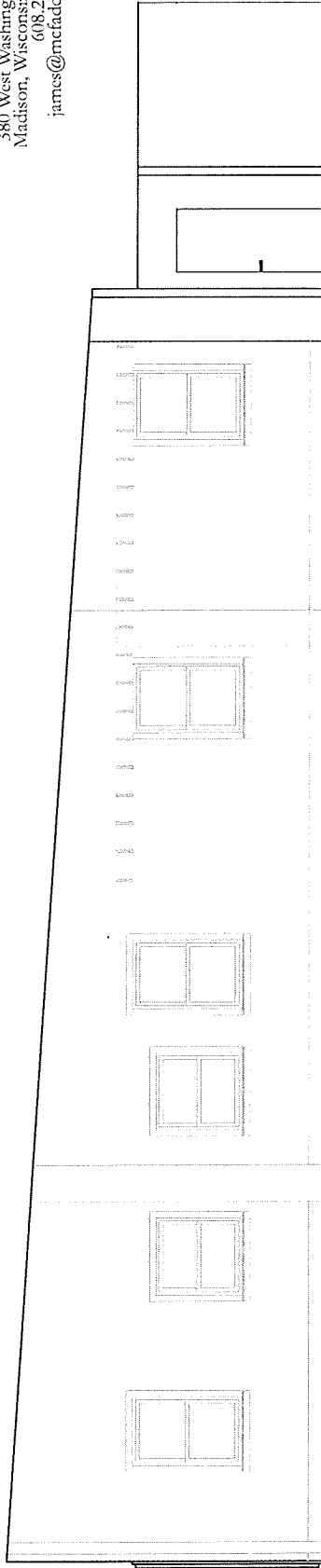


Equipment Schedule:

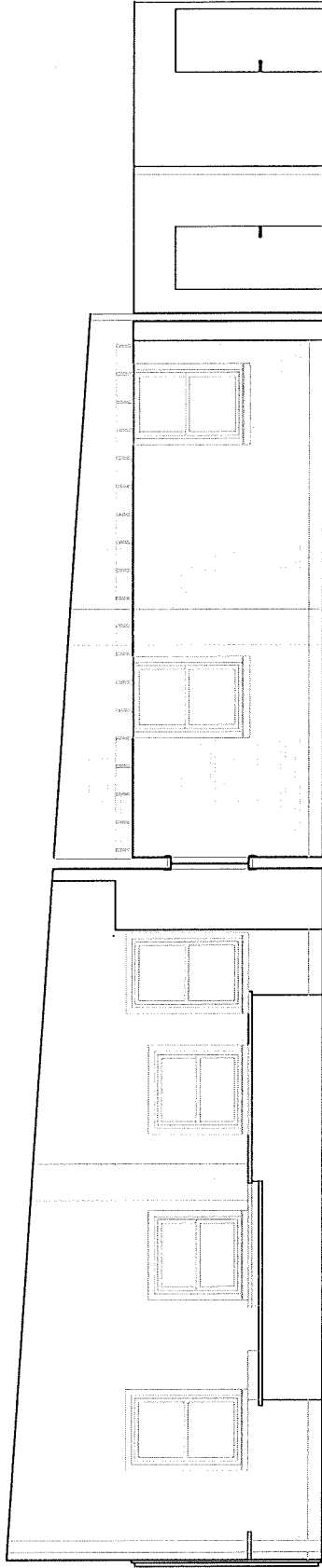
1. Roaster
2. Grab & Go
3. Accessible Counter / POS
4. Pastry Case
5. Bread Shelving
6. Espresso Machine
7. (2) Espresso Grinders
8. Under Counter Refrigerator
9. Under Counter Ice Machine
10. Dump Sink
11. Fetco Dispenser
12. Fetco Brewer
13. Coffee Shurtle Storage
14. Grinder (3 Phase)
15. Hand Sink
16. Dish Washer
17. Prep Sink
18. Freezer
19. Proofer
20. Oven
21. Mixer
22. Mop Sink



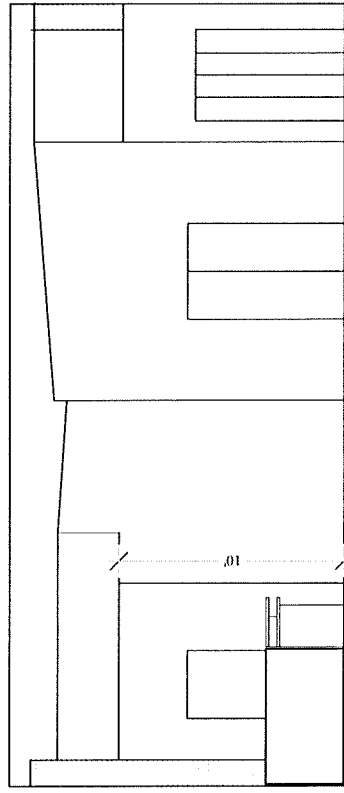
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1 - Existing North Elevation



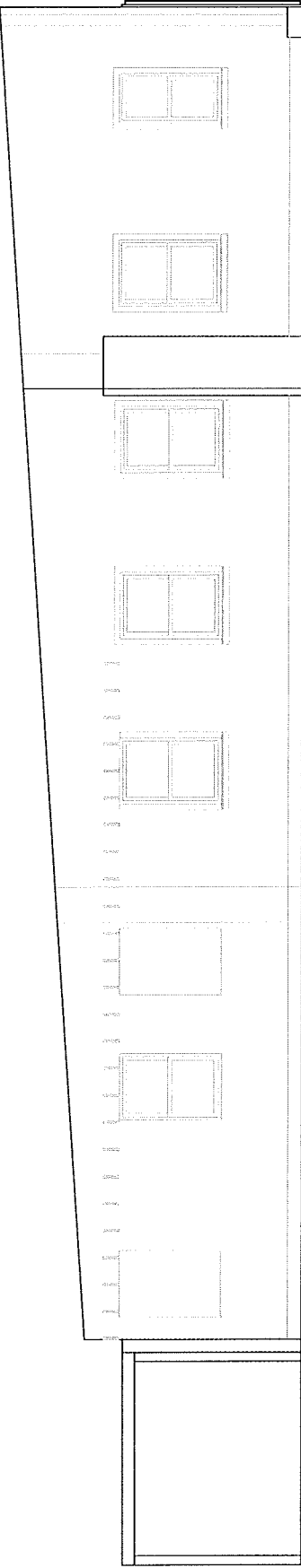
2 - Proposed North Elevation



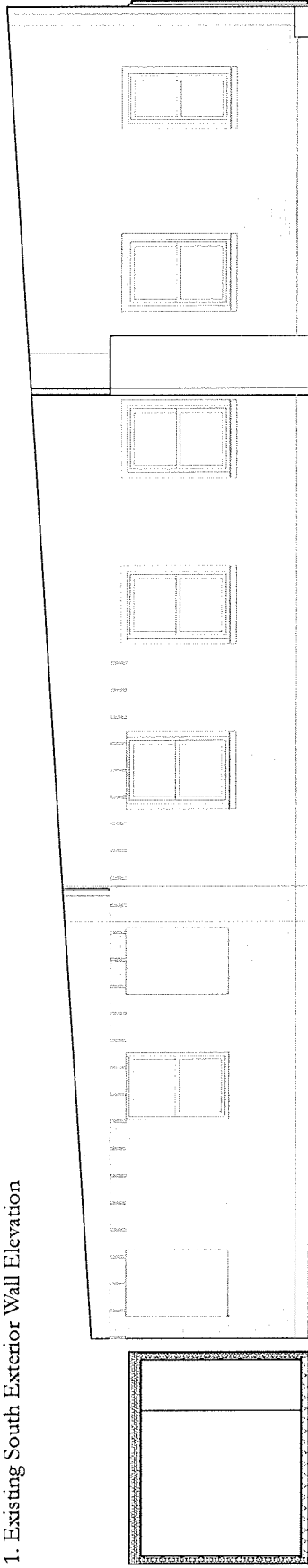
3 - Proposed East Elevation

Interior Elevations @ 3/16" = 1'-0"
Kin-Kin Coffee/Rise Baking
2021 Winnebago St
April 15, 2022

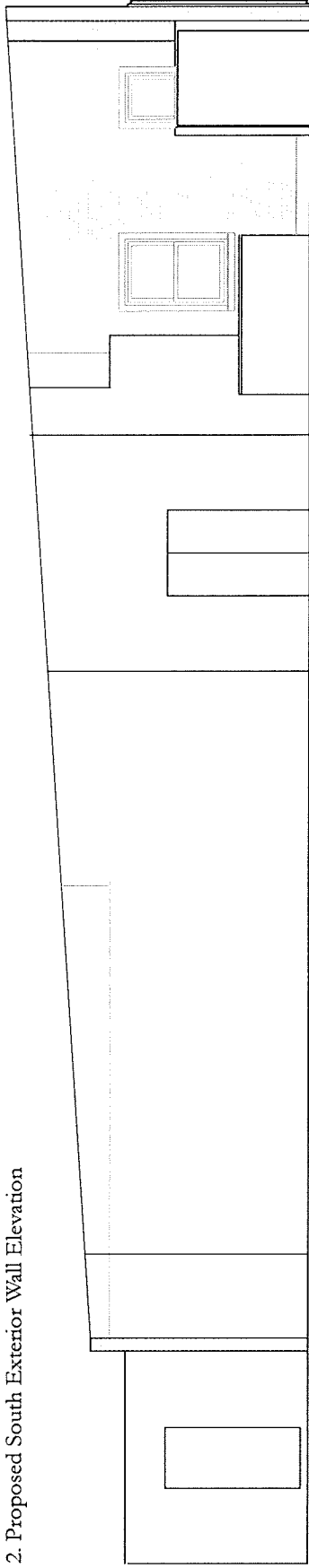




1. Existing South Exterior Wall Elevation



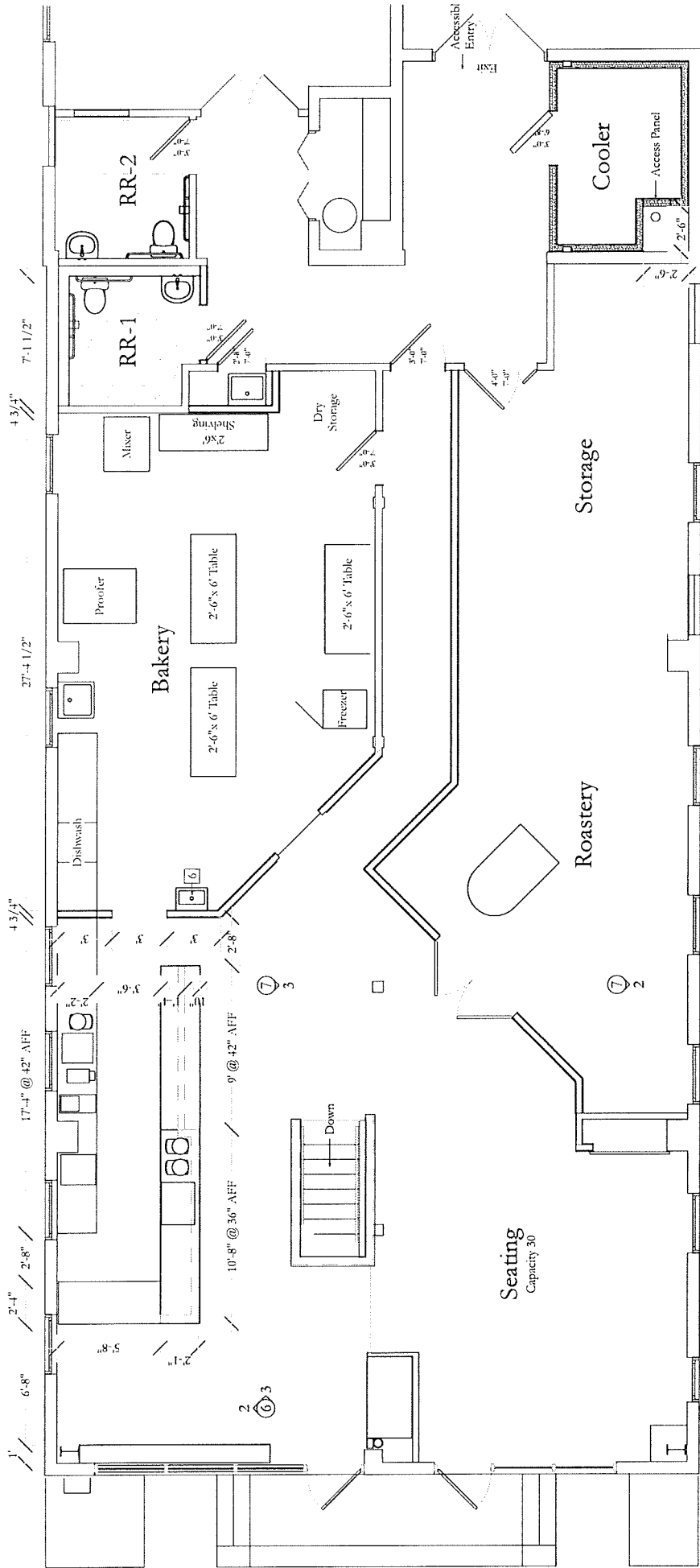
2. Proposed South Exterior Wall Elevation



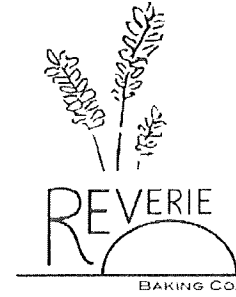
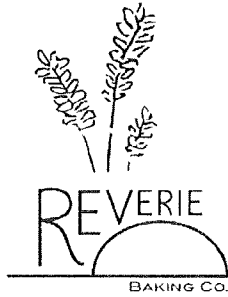
3. Proposed South Interior Elevation



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Proposed Floor Plan @ 3/16' = 1'-0"
 Kin-Kin Coffee/Rise Baking
 2021 Winnabago St
 April 15, 2022



KIN-KIN COFFEE

Drip- mug, \$2.75 | refill, \$1 | 12oz, \$3.25 | 16oz, \$3.75
Cold Brew- 12oz, \$4 | 16oz, \$4.5

ESPRESSO

Shot- 2oz, \$3.25
Americano- 12oz, \$3.5 | 16oz, \$5

ESPRESSO & MILK

Macchiato- 2.5oz, \$4
Cortado- 4oz, \$4
Flat White- 5.5oz, \$4
Cappuccino- 6oz, \$4
Latte- 12oz, \$4.5 | 16oz, \$5
Mocha- 12oz, \$5.15 | 16oz, \$5.65 (chocolate)
Miel- 12oz, \$5.15 | 16oz, \$5.65 (honey & cinnamon)

TEA LATTES

Chai- 12oz, \$4.5 | 16oz, \$5.25
Matcha- 12oz, \$4.5 | 16oz, \$5.25

RISHI TEA \$3

Green | Wild Thai Green
White | White Peony
Black | Masala Chai, Wild Thai Black
Herbal | Chamomile, Mushroom Hero

MILK DRINKS

Hot Chocolate- 12oz, \$3.65 | 16oz, \$4.15
Steamer- 12oz, \$3 | 16oz, \$3.5

COLD DRINKS

Iced Tea- 16oz, \$3.5
Lemonade- 16oz, \$3.5

SYRUPS

vanilla, chocolate, honey, ask about seasonal
syrups- +\$.65

MILK OPTIONS

whole, skim, soy +\$.5, almond +\$.55, oat +\$.75

PASTRY

SAVORY SCONE
SWEET SCONE
COFFEE CAKE
COOKIES
CHOUQUETTE

TOAST

BUTTER & JAM

BISCUIT & EGG SANDWICH

EGG, CHEESE, AIOLI
ADD HAM

CHARCUTERIE

MEAT, CHEESE, PICKLES, BREAD, CRACKERS

PIZZA

AVAILABLE ON FRIDAY

Rise Baking Co Business Plan, now Rocky Tiko LLC DBA Reverie Baking Co

Executive summary

Rise Baking Company is a small artisan bake shop located in Madison, Wisconsin. What started as a home bread baking business operating under cottage law is ready to expand to a physical location. Joining together with Kin-Kin Coffee Roasters, Rise Baking Company will fill a 2700 sf industrial / retail space at 2021 Winnebago in the SASY neighborhood. The pedestrian friendly location and partnership with Kin-kin will create a synergy leading to increased public awareness, retail sales and wholesale opportunities.

Rise Baking Company's retail space will have a full espresso bar and serve cafe favorites from the pastry case, as well as a fine selection of sourdough breads. The bakery will also be equipped to handle wholesale bread and pastry production. Our mission is to provide unparalleled products in a multi-sensorial space, where one can smell the bread baking and the coffee roasting while simultaneously enjoying each.

Rise Baking Company is owned and operated by Debbie Buchanan, Gwen Shales and Kyle Johnson. Debbie has over 25 years service industry experience and is the founder and baker of Rise Baking Company. Gwen and Kyle are owners of Johnson Public House (2011), Kin-Kin Coffee (2014), and co-owners of Mint Mark (2017), bringing over a decade of business ownership into the venture.

Together we are seeking a \$50,000 loan and a \$20,000 line of credit to purchase equipment and inventory and perform the necessary renovations and improvements for our use at 2021 Winnebago. This sum, together with an additional \$40,000 capital contribution, will be sufficient to launch a profitable retail/wholesale baking company.

Company description

Our strengths are in our team, our product and our location. With over 20 years experience in the restaurant industry, Debbie started baking professionally about 6 years ago. Starting as a pastry assistant, she quickly moved to the role of head baker in another busy cafe. After about a year in that position she was offered the position of pastry chef at Mint Mark and has been there since opening day (2017) programming dessert, brunch pastry, pasta and bread offerings. In addition to her professional experience, for a few years she was casually but avidly baking bread at home. During this time she was sharing it with friends and beginning to consider selling it. After getting more and more requests for her bread, she started a weekly subscription-style bread service from home under cottage law and has been selling bread for

over 2 years. What started very small with friends has gained traction and has tripled since its beginnings. In addition to bread, Debbie also creates pastries for Johnson Public House and sells scones, biscuits and other occasional treats to her bread customers. She has some very loyal customers and is eager for growth.

Gwen Shales and Kyle Johnson worked with Debbie at Mint Mark and were impressed with her products. They began buying bread and saw an opportunity for further partnership with Debbie's bread and pastry service at their other businesses. They have a proven model for success in their other ventures and will be Rise's first wholesale customers with Johnson Public House (coffee shop), East Johnson Family Restaurant (restaurant coming March 2021) and Mint Mark (restaurant). With Debbie, Gwen and Kyle's industry connections we will look to quickly expand wholesale bread and pastry sales.

In addition to the right team, Rise Baking Company found the perfect space to marry both retail and wholesale aspirations. 2021 Winnebago is in the heart of the SASY neighborhood. SASY is a vibrant community home to many successful restaurants, retail shops and entertainment. There are 15,644 people living within a mile of the building and that number is growing with apartment buildings being built nearby. Not only is the location desirable, but the building, a charming industrial building dating back to 1930, is large enough to accommodate wholesale baking, coffee production and a retail cafe. The building owner has done an amazing job with renovations, creating an open and inviting storefront that really tows the line between industrial and retail. Rise Baking Company will fill a niche for a specialty cafe in the neighborhood.

Market analysis

Both the coffee and bakery industry have grown over the last five years, and both are expected to continue to grow through 2026 with a CAGR of 4.8-6%. (1,2). This continued growth will be a product of both a rebound from the coronavirus pandemic, as well as the public's continued interest in and consumption of coffee and baked goods. As technology and creativity increase in both of these industries, there is a constant avenue for new offerings, such as new ways of brewing coffee, specialty drinks, the addition of whole grain baked goods, and a renewed interest in artisan techniques of baking. Furthermore, current times have made for an ever growing group of consumers who are interested in a fast and efficient product without sacrificing quality or taste. A local neighborhood shop such as Rise

fills this need, by having items prepared and ready to go, while focusing on quality, often local and seasonally driven ingredients and freshly roasted and ground coffee.

The SASY neighborhood is home to both young, single professionals, as well as many families, with the average age of residents within one mile being 37 years old and the median household income being \$65,476. A neighborhood cafe offering both coffee and thoughtful bakery items will be a draw for both people on the go, or those desiring a comfortable, bright space to enjoy their morning routine.

The 3 most direct competitors will be Batch Bakehouse, The Victory and Madison Sourdough Company, located .6 miles, .6 miles and 1.2 miles away respectively. While Batch and MSC provide in-house bakery items, The Victory outsources theirs. Rise Baking Company will be the only business of its type in the area producing both its own coffee and baked goods. While MSC and Batch both bake bread, MSC has a rather limited selection of pastries, mainly croissants and danishes. Batch offers a wider range of bakery items, but where Rise differs, is we will not only offer the usual suspects such as cookies, scones, muffins, biscuits and tarts, we will also aim to provide a wider range of savory pastries and a variety of goods not offered elsewhere, such as choux pastries and other french inspired treats. Beyond the retail portion of the business, Rise Baking Company will also be able to corner small, personalized wholesale accounts not already filled by Batch or MSC. As already stated we will open with accounts already in place, including Gwen and Kyle's current businesses, JPH, MM and EJFR. We also have the added bonus of Kin Kin coffee being an established brand with a very loyal customer base who will be eager for the opportunity to enjoy their favorite, familiar coffee drinks in a different neighborhood. Finally, in addition to our product offerings, the large, open design of our space will provide ample seating and comfort with a modern, industrial charm that will be unique to Rise.

Our pricing will be affordable and fair, falling in at average with other cafes and bakeries, \$7-8 for loaves of bread, and \$2-5 for pastries. The goal is to have a truly neighborhood destination, not just attracting residents with disposable income but making delicious quality offerings accessible to everyone.

Organization and management

Rise Baking Company will be an LLC. The business ownership is 50% Debbie Buchanan, 25% Gwen Shales and 25% Kyle Johnson.

Debbie Buchanan will act as lead baker and general manager. She will focus on day to day bakery operation and execution, including leading the baking team, creating recipes and organizing wholesale schedules.

Gwen Shales will be primary bookkeeper for the business. She will record invoices, make vendor payments, run payroll and help make decisions related to the financial success of the business. Gwen's experience in doing these things for her other businesses make her well-suited for this type of work. Gwen will also assist in marketing the business, with her experience in social media campaign execution and newsletter copywriting being an asset.

Kyle Johnson will use his knowledge of running a similar cafe to train front of house employees and management. He will train employees on proper espresso & coffee brewing, health and sanitation practices and customer service interaction.

Service or product line

Rise Baking Company's retail operation will sell a full espresso bar menu alongside a bread-focused food menu. In addition to sourdough bread, we will offer traditional bakery/cafe items such as scones, biscuits, muffins, cookies, sticky buns, brioche rolls and more. There will be a focus on a variety of savory treats in addition to sweet, and also an offering of other items not readily found in other local cafes, such as chouquettes, madeleines, financiers and hand pies. Once we settle in we will also begin to offer a wider variety of menu items beyond simple baked goods, highlighting our bread program with offerings such as soup, sandwiches and tartines. There will be mainstays in our pastry case, items which are offered every day, as well as rotating items and daily specials, making for a fluid and ever changing menu, which will simultaneously provide customers with tried and true favorites while piquing interest in more novel items as well. Due to the nature of baking and food, there is a continual state of creative inspiration and honing of skills which will naturally allow for the momentum of both consistent and new products to continue indefinitely, therefore evolving and keeping up with market trends. (espresso menu attached)

Marketing and sales

Our marketing strategy will be simple but effective, relying on common methods of marketing such as a heavy social media presence. As we are a brick and mortar space we will also utilize our sheer visual presence as a tool for attracting customers. The storefront is in a heavily trafficked area and has substantial windows which allow passerby an enticing view into the interior, showcasing seating, bakery products and eye-catching coffee roasting equipment. Additionally both partners have an existing loyal customer base from current ventures, as well as substantial existing connections in the industry. This will allow us to generate anticipation and excitement from people who look forward to being able to get their favorite products in a new location, as well as allow for cross advertising with other local businesses whose products we may feature, and vice versa. We will also run seasonal and weekend specials which will keep offerings novel and our base interested for the long term. We will build a list of customer contacts and use email newsletters as a tool to inform our customers of specials, discounts and news. We have found engagement via email to be a strong tool in other ventures.