





# Mad Rabbit Cafe

## Share with the Rabbits

**Sauced up Fries** fries / kale pesto / house made cashew cheez

**Loaded Fries** fries / cashew ranch / chipotle sauce / house made cashew cheez / chorizo / sriracha

**Fried Bunny-less Balls** house made cashew cheez / sushi rice / panko / lemon herb dipping sauce

**Cheez Board** rotating boutique vegan cheeses from Rebel Cheese

## Flatbreads (walnut chorizo or field roast)

**The Californian** Italian sausage / onions / peppers / kale pesto / house made cashew cheez

**The Mojave** chorizo / serrano's / onions / toasted almond chipotle pesto / house made cashew cheez

**The Coneja Plana** Romesco / caramelized onions / sliced mushroom / Rebel Cheese mozzarella

**Name TBD** kale pesto / artichoke hearts / mushroom / sun-dried tomatoes / olives / house made cashew cheez

## Salads (add-on: avocado, grilled tofu, mushrooms)

**The Mad-House Salad** spring lettuce / cherry tomatoes / red onion / cucumber / shredded carrot / champagne vinaigrette

**Greek Salad** Chopped Romain / tomato / cucumber / bell pepper / red onion / olives / vegan feta / Greek salad dressing

**Name TBD** chopped romaine / artichoke hearts / peppers / tomatoes / mushrooms

**Southwest Salad** romaine / cherry tomatoes / bell peppers / corn / black beans / avocado / cilantro / crispy strips / chipotle dressing

## Soup

Rotating weekly soup features

## Burgers

**The Mad Rabbit Burger** lettuce / tomato / mayo / pickled onion / house made cashew cheez

**The Smokehouse** BBQ sauce / smokehouse mushrooms / onion rings / house made cashew cheez

**The Freaky Kouneli** lettuce / vegan feta sauce / red onion / tomato / cucumber / olives / Greek dressing

**The Desert Cottontail** chipotle pesto / smokehouse mushrooms / blistered serrano's / lettuce / house made cashew cheez

**The Coneja** Romesco / Caramelized Onions / vegan provolone / mayo / arugula

## Sandos and Wraps:

**No Harm, No Fowl** fried chikin' / chipotle sauce / cabbage slaw / pickled onions / ranch

**Buffalo Sando** fried chikin' / buffalo sauce / lettuce / diced celery / ranch

**Southwest Tofu Wrap** grilled tofu / ranch / shredded lettuce / black beans / corn / roasted peppers / grilled onions / tortilla

**Bahn Mi** marinated and grilled tofu / pickled daikon and carrot / jalapeno / mayo / diced cucumber / cilantro

**Fiesta Wrap** chipotle sauce / cabbage slaw / seared chikin or grilled tofu / cashew ranch / tortilla

# Beverages

## BEER

ROTATING TAPS 9

### BOTTLE & CAN SELECTIONS

<b>SIX POINT "THE CRISP" PILSNER 12oz</b> BROOKLYN, NY	7
<b>BROOKLYN CIDER HOUSE "ROSE" CIDER 12oz</b> BROOKLYN, NY	8
<b>ALVARADO ST. "MAI TAI P.A." IPA 16oz</b> MONTEREY, CA	9
<b>TEMESCAL BREWING "HAZY" IPA 16oz</b> OAKLAND, CA	9
<b>PRAIRIE "BOMB" IMPERIAL STOUT 12oz</b> KREBS, OK	13
<b>DE GARDE "THE SERENE" SOUR ALE 750ml</b> TILLAMOOK, OR	31
<b>DUPONT "SAISON" FARMHOUSE ALE 375ml</b> BELGIUM	12
<b>HALF ACRE "DAISY CUTTER" PALE ALE 16oz</b> CHICAGO, IL	8
<b>UNTITLED ART "FLORIDA" YUZU SELTZER 12oz</b> WAUKANEE, WI	8
<b>ATHLETIC BREWING CO. Non Alcoholic "IPA" or "GOLDEN" 12oz</b> SAN DIEGO, CA	7

*\*All Wines and Vintages are subject to availability\**

# **Wine List**

## **White**

**Chardonnay Laetitia Arroyo Grande Valley 2019 – \$44.00**

**Sauvignon Blanc Vina Robles, Jardine, Paso Robles 2019 – \$40.00**

**Pinot Grigio, Bollini, Veneto, Italy – \$11.50**

## **Red**

**Seghesio, Sonoma County – 2018 – \$36.00**

**Cabernet Sauvignon, Tobin James Reserve, Paso Robles – \$14.00**

**Merlot, Wild Horse, Paso Robles – \$12.50**

**Zinfandel, Calcareus “Twisted Sisters”, Paso Robles – \$12.00**

## ***Sparkling***

**Zardetto, Prosecco Brut, Italy N.V. – \$40.00**

**LaMarca, Prosecco, Italy N.V.- \$24**

## **Non-Alcoholic**

**Pepsi. Diet Pepsi, Mt. Dew, 7-Up, Rotating non-alcoholic beers**



**The Mad Rabbit Cafe**  
**“mad with flavor, mad with fun”**

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## What is Mad Rabbit?

Mad Rabbit (MR) is a vegan restaurant and catering business, established in November 2022 owned by Nathaniel Anger (Nate). MR is licensed and operates in the greater Madison Wisconsin area. MR is also marketed as "14 Carrot Catering".

## Mission

MR's mission is to offer high-quality, quickly executed, animal-free cuisine to the growing vegan population in the Greater Madison area while also appealing to non-vegans with food they won't believe is meat-free, dairy-free, and egg-free. MR's uses local, seasonal ingredients consistent with the farm to fork movement and offers vegan cuisine through its restaurant and at catered events.

## Vision

MR's vision is to become the premier establishment for plant-based food and become a sought-after option for all diners in the Greater Madison area. MR strives to be the face of the new plant-based food movement that sets the bar for what meat-free/dairy-free food can be while measuring up to the dining expectations of a foodie city.

## Values

- We believe harm-free dining experience can be fun.
- We believe that vegan cuisine sacrifices nothing in terms of flavor.
- We believe that anyone can afford to eat high-quality vegan cuisine.
- We believe in using local ingredients.
- We believe in minimizing our carbon footprint.
- We believe in being accessible to people from all walks of life.
- We believe in opening people's minds to the effects of food choices.
- We believe that animal life can be preserved effectively without sacrificing the joys of the human experience.

## The Team

### MR's Owner/Head of Operations Nathaniel Anger (Nate)

Nate grew up in Sacramento and was committed to the community. His passion for food began in high school when he entered the hotel catering industry and resulted in 15 years working in catering and fine dining restaurant management. During his nine years at the Citizen Hotel, Nate managed the daily operations for the catering and restaurant team including high-end weddings, corporate events and conventions, retirement parties, and holiday parties. He managed a staff of 30 servers and bartenders, kitchen staff, plus handled the administrative duties. Nate also absorbed "front of the house" management duties of the prestigious Grange Restaurant, working alongside some of the finest and most influential chefs in Sacramento.

Nate resigned his position as Food and Beverage Manager at the Grange Restaurant, and as Banquet Manager of the Citizen Hotel, to pursue his first plant-based food business, Rabbit Food Revolution. Rabbit Food Revolution Food Truck and Catering launched in early Spring of 2020. The COVID-19 pandemic and the chain of events that followed were an extreme challenge to the new business. However, due to the experience and well-received food the business made it through the most difficult business climate imaginable. RFR was

even able to turn a profit in their second year of operations and received multiple awards and accolades for its creative and tasty menu offerings. RFR closed in May of 2022 and sold to a new owner upon Nate and his family's move to Sun Prairie, Wisconsin.

MR's plan is to continue the style and tradition that started in Sacramento and thrive in their new home of Wisconsin by bringing their unique and elevated menu to the capital city. Experience, drive, and passion is the backbone of what made RFR special and will make MR an even better establishment.

MR's advisors are comprised of family, friends, and colleagues who are committed to MR's success.

- **Laurie Brown** (was Head Chef of Rabbit Food Revolution): Currently is a sous chef for an upscale traveling catering company and will function as advisor and trainer for MR.
- **Patty Moore** (BS Accounting, MBA): Currently a Senior Business Intelligence Consultant with Jack Henry and Associates; has been an advisor to two start-ups; and is a former credit union CEO and CFO. Patty offers accounting/financial/start-up expertise.
- **Levi Moore** (BA Digital Media, MS Information Systems): Currently a software engineer with Priority and has been a partner in a start-up. Levi offers web development expertise.
- **Allison Moore** (BA Media Communications): Self-employed marketing consultant and previously employed by United Way and Honey Agency. Allison offers social media and marketing expertise.

## Industry and Market Analysis

### Industry Profile

The restaurant industry consists of over 100 restaurants and bars of varying service styles and cuisine. From high level fine dining to quick service, from to-go all the way to beer garden restaurants, food trailers and home style cuisine. Madison cuisine tends to stay regionally focused to emphasize the local agriculture and dairy industry. Fish fry's are extremely common for Friday nights, cheese curds served in every restaurant and there is a rainbow of ethnic food from the south pacific, south America and Europe. Madison stays casual but has the talent and market for finer dining and has mass appeal for meat eaters, cheese heads, vegans, and vegetarians.

### Competition

Because veganism has doubled in the past five years, food vendors are seizing the opportunity to offer vegan options. UW Madison has made it public that 20% of its campus menu is geared towards vegetarians and vegans. Almost any restaurant you walk into will have multiple plant-based options. Madison is slow to catch up to the vegan demand that we see throughout the country and state. Milwaukee and Madison both frequently show up on travel lists for the most vegan/vegetarian friendly cities in the US. Only a select few have stepped up to fill this demand and we plan to challenge their market share. These are our competitors in the plant-based market: