



FORWARD CRAFT & COFFEE

CAFÉ

- CappuccinoSM \$0.00 M \$0.00 Lg \$0.00
AmericanoSM \$0.00 M \$0.00 Lg \$0.00
EspressoSM \$0.00 M \$0.00 Lg \$0.00
LatteSM \$0.00 M \$0.00 Lg \$0.00
French PressSM \$0.00 M \$0.00 Lg \$0.00
Drip HouseSM \$0.00 M \$0.00 Lg \$0.00
Drip SpecialtySM \$0.00 M \$0.00 Lg \$0.00
Pour over flight \$0.00

FOOD

- Bagel \$0.00
Croissant \$0.00
Muffin 0.00
Cookie 0.00
Charcuterie \$0.00
Cheese Plate \$0.00
Chips \$0.00

BEER

1. Stout \$0.00
2. Stout \$0.00
3. Stout \$0.00
4. Stout \$0.00
5. IPA \$0.00
6. IPA \$0.00
7. IPA \$0.00
8. IPA \$0.00
9. Lager \$0.00
10. Lager \$0.00
11. Lager \$0.00
12. Sour \$0.00
13. Sour \$0.00
14. Sour \$0.00
15. Seltzer \$0.00
16. Seltzer \$0.00
17. Fruited \$0.00
18. Fruited \$0.00
19. Other \$0.00
20. Other \$0.00

RETAIL

- Whole bean coffee
T-shirt
Hoodie
Hat
Mugs
Six Pack
Growlers
Crowlers
Other

To-Go

Cans & Bottles Individually Priced

Forward Craft & Coffee

2022 Business Plan



ADDRESS: 1906 Gulseth St. Madison, WI 53704

PHONE: 920-470-7036 | **E-MAIL:** drink@forwardcraft.com

WEBSITE: forwardcraft.com

Company Description

A. Ownership Information

Legal Name: Forward Craft & Coffee LLC.
 Owners: Danny Podell 51%, Chad Walhood 39% and Melissa Moss 10%
 Date Organized: 2/4/2021

B. Mission Statement

Forward Craft & Coffee wants to create a positive, safe space for all people who want to enjoy quality drinks. Placing an emphasis on craft beer and craft coffee, we will be serving a diverse portfolio of drink offerings that can be enjoyed both on and off premise. Beyond our product lines of coffee, beer, seltzers, ciders, and more, Forward Craft & Coffee looks to create an inclusive culture that produces a sense of belonging. Whether it's a morning cup of coffee, an afternoon pick-me-up, or a night out with friends.

C. The Vision

Our vision is to become a staple for craft drinks on Madison's east side, eventually expanding locations around Wisconsin. We strive to offer our clients a wide array of quality beverages in a relaxing and fun atmosphere. While we're not reinventing the wheel, we believe by servicing a diverse portfolio in the beer and coffee markets specifically, we can integrate both industries in a way that will open up opportunities that haven't been utilized before.

D. Products and Services

Products⁸

Coffee	Alcohol	Retail	Consumables	Other
Hot Drinks Pour Over Drip Lattes Mochas Americano Espresso Macchiato Cortado Cappuccino Hot Chocolate Loose Leaf Tea Cold Drinks Cold Brew Iced Coffee Iced Latte	On-Premise Tap Beer Tap Seltzers Tap Ciders Tap Mead Tap N/A Beer cans/bottles Seltzers cans Ciders cans/bottles N/A cans/bottles Off-Premise (To-Go) Beer cans/bottles Seltzers cans/bottles Ciders cans/bottles Mead cans/bottles	Apparel T-shirts Long Sleeves Hoodies Sweatshirts Baseball Caps Stocking Caps Glassware 2oz samplers 8oz snifters 16oz pints 16oz snifters 10oz stemless 10oz stems Crowlers Cans Growler Bottles	Food⁹ Carry-in Slide Chips Charcuterie Platters Baked Goods Third-Party Retail Coffee Bags (Whole Bean) Syrups Honey BBQ Sauce Spices Ground Coffee Mocktail Kits Craft Soda Flavored Seltzer	Private Events Education Subscriptions Memberships