Banzo – Business Plan for Liquor License Application

Madison, Wisconsin

1. Executive Summary

Banzo is a well-established fast-casual Mediterranean restaurant that has operated in Madison, Wisconsin for nearly 15 years. Known for its warm, inviting atmosphere and award-winning handmade Mediterranean cuisine, Banzo serves a loyal customer base of neighborhood regulars, new residents, and diners who value high-quality ingredients and a welcoming environment.

To enhance the guest experience, remain competitive, and increase revenue, Banzo plans to introduce a thoughtfully curated craft cocktail program that complements its Mediterranean menu. This business plan outlines the concept, operational approach, and responsible-service measures that will guide the addition of alcoholic beverages to the restaurant.

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2. Company Overview

Founded in Madison, WI, Banzo has become a neighborhood staple and has earned *Best of Madison* awards in the Mediterranean/Middle Eastern category for more than 10 consecutive years. The restaurant operates with a fast-casual counter-service model and offers dine-in, takeout, delivery, and catering.

Banzo is recognized for its commitment to high-quality ingredients, environmentally conscious practices, meaningful community engagement, and a strong, supportive workplace culture.

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3. Concept & Proposed Cocktail Program

Banzo plans to introduce a small, focused craft cocktail menu that enhances the overall dining experience while maintaining simplicity and efficiency. Key components include:

- A curated list of signature cocktails incorporating Mediterranean-inspired flavors such as citrus, herbs, and regionally influenced spirits.
- One to two rotating seasonal cocktails featuring fresh, local ingredients.
- Batch-prepared cocktails stored securely in the back-of-house, allowing staff to pour drinks quickly and consistently.
- The potential inclusion of zero-proof craft beverages to accommodate guests who prefer non-alcoholic options.

This program aligns with Banzo's culinary identity and the expectations of guests who value quality, thoughtful preparation, and consistency.

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4. Market & Customer Base

Banzo serves a diverse yet cohesive customer base, primarily composed of:

- Long-time regulars who dine with Banzo frequently
- New residents in the area discovering high-quality, community-oriented restaurants
- Guests who prioritize fresh ingredients, scratch-made food, and a warm, welcoming atmosphere

The introduction of craft cocktails is expected to deepen engagement with these guests and enhance their overall dining experience, while attracting additional patrons seeking full-service-quality beverages in a casual setting.

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5. Operations & Staffing

The cocktail program is designed to be operationally efficient and require no major workflow changes:

- No additional staffing is needed. Current staff will receive all required alcohol-service training.

- Banzo will appoint a designated Liquor Agent to manage compliance and oversee the program.
- Planned small investments include:
    - Staff training and certification courses
    - Secure bar equipment and dispensing tools
    - Locking storage cabinets for alcohol inventory

Batch preparation and streamlined service ensure that cocktails can be served quickly without impacting food operations.

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6. Safety, Compliance & Responsible Service

Banzo prioritizes safety and compliance in all aspects of service. Alcohol service will follow strict procedures, including:

- Responsible server training for all staff who serve alcohol
- Rigorous ID verification for all alcohol purchases
- Secure storage with controlled access for all alcoholic products
- Ongoing monitoring and oversight by the Liquor Agent

These measures ensure responsible service and a safe dining environment for all guests.

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7. Community Impact & Reputation

Banzo has earned a strong reputation in Madison for nearly 15 years through:

- Consistent recognition as one of the city's top Mediterranean restaurants
- Regular donations and volunteer partnerships with local nonprofit organizations

- Environmentally conscious initiatives and sustainable operating practices
- A commitment to positive staff culture and community-building

The introduction of a modest and well-managed cocktail program will allow Banzo to continue evolving while maintaining its community-focused identity.

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8. Financial Outlook

Adding a small craft cocktail menu is expected to:

- Increase average check value
- Boost overall revenue
- Attract additional guests seeking a more complete dining experience
- Strengthen the restaurant's competitive position in the neighborhood

Because of the batch-preparation model and minimal capital investment, the financial risk is low and the potential return is strong.

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9. Conclusion

Banzo is well positioned to responsibly offer a selection of craft cocktails that enrich the guest experience and align with the restaurant's commitment to quality and community. With a strong history in Madison, a loyal customer base, and a thoughtful operational plan, Banzo will ensure that alcohol service is handled safely, effectively, and in a way that enhances its role as a neighborhood fixture.

HAND-MADE MEDITERRANEAN

Banzo

Step 1: What do you want?

Pita Sandwich $12
Filled with hummus, pickles, chips, and chopped salad

Rice Bowl $13.50
Majadra rice, chopped salad, and hummus

Salad Bowl $14
Mixed greens with chopped salad, olives, chickpeas, feta, and lemon agave dressing

Hummus Bowl $11.75
Homemade hummus with pita

Step 2: How do you want it?

Banzo
Classic Falafel
Fried Fresh

Harvest
Classic Falafel +
Seared Eggplant

Batata
Sweet Potato
Falafel

F-Bomb
Classic Falafel +
Choice of Chicken
(+ $2.50)

Chick
Marinated Chicken
Tenderloin
(+ $2.50)

Shawarma
Slow Roasted
Chicken Thighs
(+ $2.50)

Kofta
Ground Beef Kebabs
In Curry Sauce
(+ $2.50)

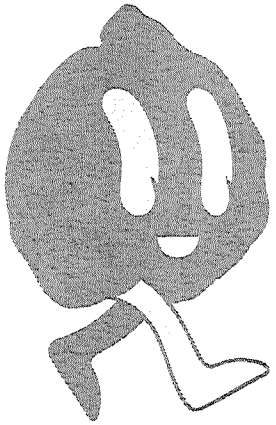
Lamb
Turkish Coffee
Glazed (+ $10)

Sides? *1 for $4.50 3 for $12.00*

- Falafel
- Batata
- Hummus + Pita
- Babaganush + Pita
- Hand Cut Fries
- Majadra Rice
- Chopped Salad
- Couscous Tabouli
- Roasted Beet Salad
- Moroccan Carrots
- Fried Cauliflower

Extras?

Lentil Soup - cup $3.50 bowl $5.50
Hand-cut Chips $2.50
Pita Chips $2.50
Pita $2.50
Falafel or Eggplant $2
Pickled Red Onions $1
Tea Egg $2
Chicken $3.50
Baklava $4.50
Salted Tahini Chocolate Chip Cookie $2.25
Sauces $0.50 - tahini, yogurt dill, chili garlic (hot), or green chili (hot)



Ready to order?

Tuesday - Saturday 11am-9pm

2105 Sherman Ave
Madison, WI 53704

call
(608) 441-2002

online
BanzoMadison.com

Deli Items

Salads and Spreads 16oz
$11 each or 3 for $30

- babaganush
- chopped salad
- couscous tabouli
- roasted beet salad
- Moroccan carrots

Homemade Hummus
16 oz. $6.99

Take and Bake Falafel
(12 pieces) $6.99

Sauces 6 oz. $3

- tahini
- yogurt dill
- chili garlic (hot)
- green chili (hot)
- lemon agave dressing

Sliced Dill Pickles
6 oz. $3

Kalamata Olives
6 oz. $6

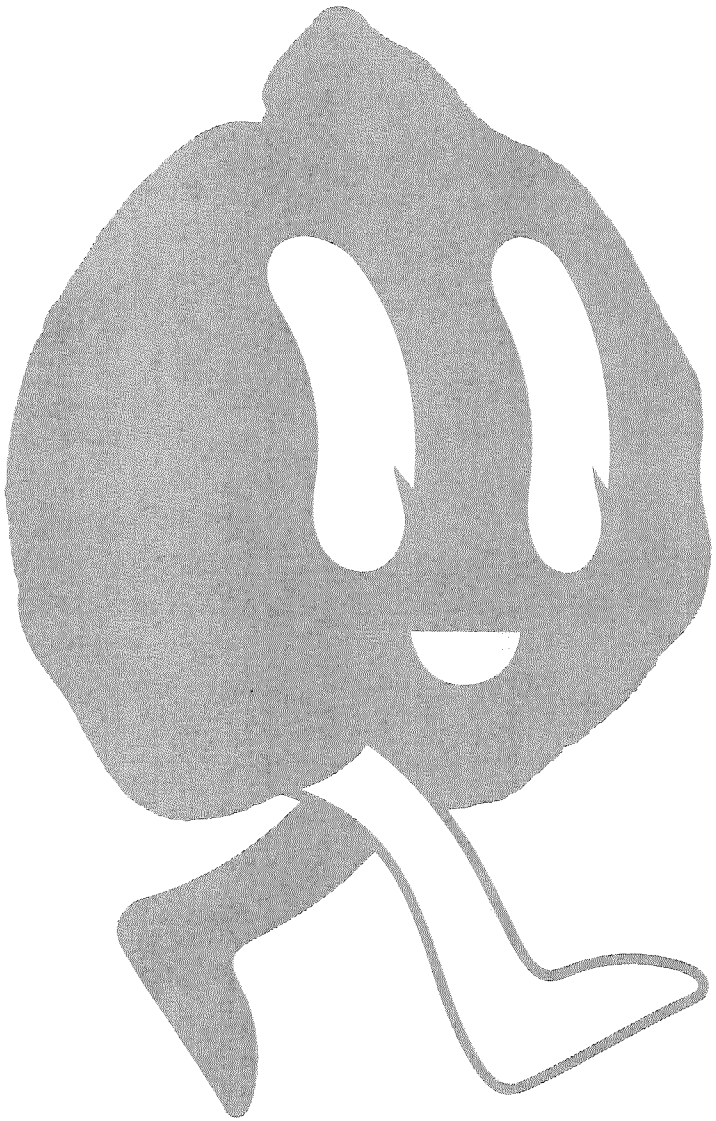
Pita (package of 4) $8

Take and Bake Family Meal $60

1 lb. majadra rice, 1 lb. chicken, 12 falafel, 16 oz. chopped salad, 16 oz. homemade hummus, 4 pitas and sauces *Vegan option (no chicken, double falafel)

HAND-MADE MEDITERRANEAN

Banzo



(608) 441-2002 BanzoMadison.com

Drinks

Spindrift $2.50
lemon lime
grapefruit
pineapple
nojito

San Pelligrino $2.50
plain
lime
cherry
peach

Specher Sodas $3
root beer
low-cal root beer
cherry cola
cream soda

Let It Ride Kombucha $5
ginger
blueberry
raspberry

Iced Chai-der $6

Apple Juice Box $1.50

Water (12oz can) $2.50

Wine

By The Bottle $24
pinot grigio
pinot noir
cabernet sauvignon

By The Can $8
malbec
cabernet sauvignon
chardonnay
pinot grigio
rosé

Sangria $8
house-made red wine sangria
w/ grapes and pears

Coffee & Tea

Iced Turkish Coffee $6
black
with oat milk

Coffee $3
"Banzo Blend" by Just Coffee Coop

Home-Brewed Iced Tea $3.50
unsweetened black tea brewed w/
mint leaves and tart cherry

Yerba Mate $4
revel berry
enlighten mint

Teasider Hot Tea $3
Banzo Blend (black tea w/ lemon, mint, hyssop)
earl gray
green
midwest mint (caffeine free)

Beer, Cider & Hard Seltzer

PBR Tallboy $4

Delta Beer Lab (16oz) $6
German-style pilsner
hazy IPA
strawberry rhubarb sour
amber ale
porter

ACE Perry Craft Cider $5

Spindrift Spiked Pineapple $6

Non-Alcoholic
Hop Water $5
Untitled Art Grapefruit Radler $5
Honey Bee Cannabis Co
Ginger Lime THC Sparkling Water $6

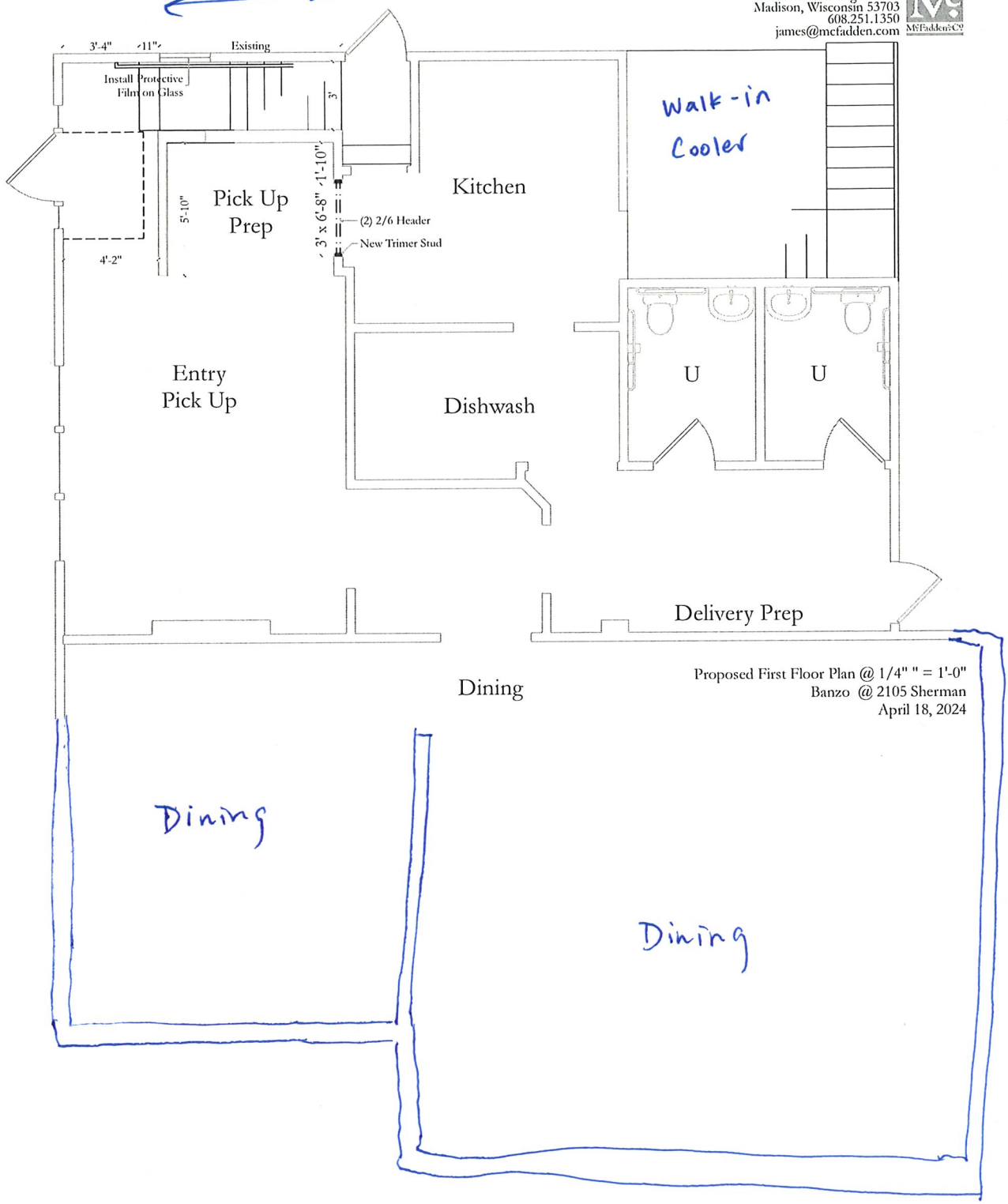
Cocktails

- Signature Cocktail #1 $8
- Signature Cocktail #2 $8
- Signature Cocktail #3 $10
- Seasonal Cocktail $11

→ upstairs (office + storage) - staff only

← downstairs (storage) - staff only

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



Proposed First Floor Plan @ 1/4" " = 1'-0"
Banzo @ 2105 Sherman
April 18, 2024