Killdevil Rum Club

2042 Atwood Ave

Owned & Operated by
Mitchell Turino

Killdevil Rum Club is a unique tropical bar concept in Madison, WI, heavily featuring the rainbow of flavors and styles that is rum. Located in the basement at 2042 Atwood Ave, Killdevil offers an immersive, speakeasy-style escape for cocktail enthusiasts.

Killdevil aims for a certain amount of education as well as consumption - rum has a rich, even dark, history, as do the cocktails that feature it. Tasting classes, cocktailing courses, and endless tidbits and trivias can serve as an on-ramp for customers and new cocktail fans.

Rum's long history and low-cost components means it tends to be more affordable than most other liquors, and a unique concept in a vibrant neighborhood means Killdevil is expected to have a steady revenue stream and good profitability.

Why rum?

Rum was the first American spirit - its trade through the East coast and the Caribbean defined generations of economic progress in the United States. Dozens of styles, hundreds of distilleries, and thousands of different bottles transformed the world through their distribution and development through the centuries. But as whiskey became the drink of the American patriot, the rum market fell to the wayside. These days, rum is part of a huge resurgence as a diverse, delicious, and creative spirit used in hundreds of traditional, modern, and tropical cocktails.

Who's in charge?

Mitchell Turino has 10 years of experience developing and running a high volume bar at I/O Arcade Bar, winner of Best Bar in Madison on three separate occasions, which opened in 2018 but began development in 2016. This experience is compounded from being in two different locations - having moved during the COVID-19 pandemic into a larger space - each with their own unique challenges. This means KDRC is a bar that will be run by an industry veteran to provide an organized, relaxed, and unique experience.

Where is this?

Killdevil is currently planned in the basement of 2042 Atwood Ave, near many other successful bars and restaurants like Bar Corallini, Alchemy, The Green Owl, Ideal, and the Green Room. It's a 2600 sqft ADA-accessible space with a very cool and understated entrance (like a Tiki speakeasy... or Tik-easy?). The space has ample room for storage and office space, as well as a secondary seating space that can be cordoned off for private events. The top floor is occupied by The Baked Lab, a bakery that aims to offer wine cafe vibes with lots of sweet treats.

Marketing

Much of the marketing for KDRC will be word of mouth, aided by Mitchell's other business, I/O. Hundreds of unique guests a week make it easy for word to spread about a literally underground bar nearby. But on top of that, there are also ample opportunities in the neighborhood, like direct marketing through the nearby Barrymore Theatre, working with the Williamson-Marquette Business Association, sponsoring the annual AtwoodFest, and more. The event space in the bar allows participation in public markets and makers' fairs.

Sales Plan

Most of the sales plan comes from the drinks - large drinks with a blend of rums, a wide array of ingredients, fun glasses, and exotic garnishes. Killdevil is largely about the exotic experience of tropical drinks and memorabilia in a colorful space. It's quiet, it's unassuming, but once inside, it's a whole new world far away from typical Madison nightlife.

Tropical drinks range from $8 for a simple tap cocktail to $50 for a sharable bowl for 4-6 people. The menu is split into 6 different menu sections:
1) Rum classics: cocktail standards. $8-16.
2) Tropical drinks: Zombies, Mai Tais, Jungle Birds, and a ton of other juicy, bright, strong drinks make up this section of the menu. $11-18.
3) Experiments: A small list of cocktails that we feel push rum in bold new directions. $10-18.
4) Sharables: Drinks designed to be shared between 2-6 people. $20-50.
5) N/A: Mocktails made with our high quality juices, teas, and syrups for those looking for a sober experience. $8-12
6) THC: A budding market trend that offers a different kind of buzz. $12-18.

Sample Menu

Wine - Cabernet Sauvignon, Malbec, Chardonnay, Albariño, champagne, rose
Beer - High Life, Modelo, Red Stripe, PBR, Mango Cart, local sour beer, local IPA

Cocktails:

Tropical:
Mai Tai - Two rums, orange liqueur, lime, house-made almond syrup
Three Dots and a Dash - Rhum agricole, lime, orange, falernum, allspice dram
Zombie - Three rums, grapefruit, house-made grenadine, herbstura, cinnamon, falernum, lime
Hurricane - Rum, passionfruit, lemon, orange
Painkiller - Rum, pineapple, orange, lime, coconut
Humuna Humuna - Gin, lemon, pineapple, almond, bitters
Ancient Mariner - Two rums, lime, grapefruit, allspice dram, Angostura bitters
Lei-Lani Volcano - Coconut rum, pineapple, lime, guava
Killdevil Rum Barrel - Top secret! Rums, spices, citrus

Rum classics:
Daiquiri - Rum, sugar, lime
Cuba Libre - house-spiced rum, Coca Cola, lime juice, Angostura bitters
Wray & Ting - Wray & Nephew overproof rum, Ting grapefruit soda
El Presidente - Aged rum, dry vermouth, orange curacao, grenadine
Mojito - Unaged rum, sugar, lime, soda, mint
Kingston Negroni - Overproof Jamaican rum, Campari, sweet vermouth, orange

Our experiments:
Last Bird - Rum, gin, Campari, Luxardo, pineapple, lime, simple
Planet of the Apes - Rum, creme de banane, coconut cream, oat milk
Passion Plane - Rum, amaro, passion fruit liqueur, lemon
Tequila Saturn - Tequila, lemon, passion fruit syrup, almond syrup, falernum

Sharable cocktails:
Scorpion Bowl (2-4 people) - gin, brandy, two rums, grenadine, pineapple juice, orange juice, almond syrup
Fugu for Two(-Gu) - Infused vodka, coconut rum, lime, lemon, tamarind, champagne
Tempest Bowl - Tequila, apple brandy, guava, pineapple, lime, almond

Mocktails:
Samoan Sunset - Hibiscus tea, strawberry-basil shrub, lemon, soda
Pain-free - Pineapple shrub, orange, coconut, nutmeg
Isle of Kentucky - Bourbon-barrel aged tea, lemon, passionfruit, honey

Food
Cold Noodle Bowls - Sesame, thai lemongrass, sriracha peanut vegetarian noodle bowls
Batch Bakehouse Pretzels
Charcuterie

Rum Distillery list (tentative)

Barbados
Planteray
Mt Gay
Foursquare
Bumbu

Brazil
51
Leblon

Cuba(n-style)
Havana Club
Bacardi

Dominican Republic
Guatemala
Ron Zacapa
Botran

Guyana
Hamilton
El Dorado
Angostura
Lemon Hart

Haiti & Martinique
Clement
Barbancourt
Rhum JM
Jamaica
Hampden Estate
Smith & Cross
Doctor Bird
Appleton Estate
Wray & Nephew
Worthy Park
Myer's
Denizen

Nicaragua
Flor de Cana

Panama
Don Pancho

Puerto Rico
Don Q

Bacardi
Ron del Barillito

Venezuela
Diplomatico

Local
State Line
Old Sugar
Doundrins
Yahara Bay
Great Lakes

American
Chicago Cane Collective
Tattersall

South-east Asia
Tanduay
Batavia Arrack

KILLDEVIL RUM CLUB

2044 ATWOOD AVE.
MADISON, WI 53704

PROJECT GENERAL NOTES:

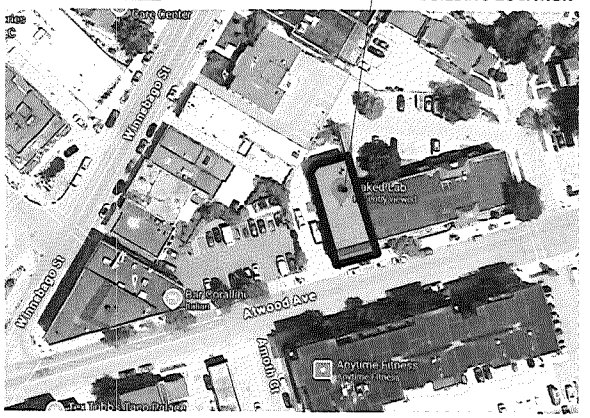
1. CONTRACTOR SHALL NOTIFY ARCHITECT IMMEDIATELY UPON DISCOVERING ANY DISCREPANCIES OR CONFLICTING INFORMATION IN THESE DOCUMENTS. CONTRACTOR SHALL CAREFULLY REVIEW AND COMPARE ALL DRAWINGS DURING THE BIDDING PERIOD AND BEFORE INSTALLATION OF THEIR WORK. ANY INCONSISTENCIES IN THE DRAWINGS SHALL BE REPORTED PROMPTLY TO THE ARCHITECT AND ENGINEER(S) FOR CLARIFICATION.
2. DO NOT SCALE DRAWINGS. THE DRAWINGS ARE NOT NECESSARILY TO SCALE - USE GIVEN DIMENSIONS. DIMENSIONS TAKE PRECEDENCE OVER SCALE. CONTRACTOR TO VERIFY ALL DIMENSIONS IN FIELD.
3. CONTRACTOR SHALL NOTIFY ARCHITECT AND OWNER IMMEDIATELY UPON DISCOVERING ANY UNANTICIPATED EXISTING SITE CONDITIONS AFFECTING THE EXECUTION OF THESE DOCUMENTS (SUCH AS HAZARDOUS MATERIALS, ETC.).
4. CONTRACTOR SHALL ABIDE BY ALL LOCAL, STATE AND FEDERAL CODES AND REGULATIONS GOVERNING THIS PROJECT.
5. JOB SITE SHALL BE BROOM SWEPT AND CLEAN AT THE END OF EACH DAY. ALL DEBRIS SHALL BE PICKED UP AND DISPOSED OF PROPERLY INTO APPROVED CONTAINER.
6. MAINTAIN DESIGNATED EGRESS ROUTES DURING CONSTRUCTION BY KEEPING CLEAR OF CONSTRUCTION DEBRIS AND CLEARLY MARKING THE PATH OF EGRESS TRAVEL.
7. ALL MECHANICAL (HVAC), ELECTRICAL, PLUMBING AND FIRE PROTECTION TO BE BY A DESIGN-BUILD DELIVERY METHOD AND ARE SUBSEQUENTLY NOT PART OF THESE DOCUMENTS. IT IS THE MEP CONTRACTOR'S RESPONSIBILITY TO COORDINATE WITH THE GENERAL CONTRACTOR AND WITH THESE DRAWINGS THE FINAL DESIGN, RETROFIT AND INSTALLATION OF THESE SYSTEMS. NOTIFY THE ARCHITECT PRIOR TO MAKING ANY REVISIONS TO THE STRUCTURE OR ARCHITECTURAL FEATURES.
8. HVAC CONTRACTOR SHALL SUBMIT PROPER DESIGN DRAWINGS AS NEEDED FOR PLAN APPROVAL AND BUILDING PERMITS.
9. WITHIN THIS DOCUMENT "NORTH, SOUTH, EAST, WEST" ARE REFERRED TO AS PROJECT NORTH AND MAY NOT BE TRUE NORTH.
10. ALL EXPOSED WOOD AND/OR WOOD IN CONTACT WITH CONCRETE OR MASONRY SHALL BE PRESSURE TREATED.
11. PROVIDE GFI OUTLETS NEAR WATER SOURCES AND AS REQUIRED BY IEC.
12. PROVIDE FIRE BLOCKING AND DRAFTSTOPPING THROUGHOUT BUILDING PER IBC CHAPTER 7.
13. SUBMIT ALL FIXTURES, APPLIANCES, MATERIALS, SHOP DRAWINGS, PLAN MODIFICATIONS TO THE ARCHITECT FOR REVIEW AND APPROVAL.
14. IN SOME CASES THE SELECTION OF SPECIFIC ACCESSORIES, HARDWARE, MATERIALS OR FINISHES MAY NOT BE AVAILABLE AT ISSUANCE OF THESE DRAWINGS. THESE INSTANCES ARE INDICATED WITH "TBD", OR "TO BE DETERMINED". IN THESE SITUATIONS, THE CONTRACTOR SHALL BE RESPONSIBLE FOR PROVIDING APPROPRIATE ALLOWANCES TO COVER THE MATERIAL AND INSTALLATION FOR THAT ELEMENT, BASED ON THE BEST INFORMATION PROVIDED. IF NO INFORMATION IS PROVIDED, ASSUME A MID-RANGE PRODUCT COST TO SATISFY THE INTENT OF THE PROJECT. THE CONTRACTOR SHALL CLEARLY STATE IN THEIR BID PROPOSAL WHAT THE ALLOWANCE VALUE AND UNIT PRICE IS, LISTED SEPARATELY FOR EACH ITEM.
15. IF THE CONTRACTOR ELECTS TO NOT PROVIDE A PRICE FOR ANY ELEMENT CONTAINED IN THESE DOCUMENTS, FOR WHATEVER REASON, THE CONTRACTOR SHALL CLEARLY INDICATE THIS EXCLUSION IN THEIR BID PROPOSAL. IF NO EXCLUSION IS MADE, IT IS THE CONTRACTUAL OBLIGATION OF THE CONTRACTOR TO PROVIDE THE ELEMENT IN ACCORDANCE WITH THE GENERAL INTENT OF THE DRAWINGS.
16. IN THE EVENT OF CONTRADICTION OF DOCUMENTS, SPECIFICATIONS SHALL TAKE PRECEDENT. IF A CONTRADICTION REMAINS, OR IF THE SPECIFICATION DOES NOT CLARIFY, THEN THE CONTRACTOR SHALL ASSUME THE MOST EXPENSIVE OF THE MATERIALS AND INSTALLATION WHEN COMPARING THE CONTRADICTORY ITEMS.

SHEET INDEX

SHEET NUMBER	SHEET NAME	REVISIONS MARK	REVISIONS DATE
GENERAL			
G002	BUILDING CODE & ENERGY ANALYSIS		
G003	FIRE SEPARATION & EGRESS PATH		
EXTERIOR ELECTRICAL			
E0101	SITE LIGHTING PLAN		
ARCHITECTURAL GENERAL			
A001	SYMBOLS & ABBREVIATIONS		
ARCHITECTURAL DEMOLITION			
AD101	EXISTING & DEMO FLOOR PLAN		
ARCHITECTURAL			
A101	LOWER LEVEL PLAN		
A102	LOWER LEVEL REFLECTED CEILING PLAN		
A401	ENLARGED FLOOR PLANS		
A501	PLAN DETAILS		
A601	DOOR AND WINDOW SCHEDULES		

PROJECT LOCATION

BUILDING LOCATION



NEED OWNERES INFO

PROJECT CONTACTS:

OWNER:
MITCHELL TURSO
[ADDRESS]
[CITY, STATE ZIP CODE]

CONTACT:
MITCHELL TURSO (OWNER)
[PHONE NUMBER]

ARCHITECT:
SKETCHWORKS ARCHITECTURE, LLC
2501 PARMENTER STREET, SUITE 300A
MIDDLETON, WI 53562

CONTACT:
AARON CLARK (PROJECT ARCHITECT)
MIGUEL REA (DESIGNER)
608-836-7570

GENERAL CONTRACTOR:
[COMPANY NAME]
[ADDRESS]
[CITY, STATE ZIP CODE]

CONTACT:
[NAME] (OWNER)
[PHONE NUMBER]

PRELIMINARY

sketchworks architecture

ARCHITECT / ENGINEER OF RECORD

KILLDEVIL RUM CLUB
TENANT IMPROVEMENT
2044 ATWOOD AVE.
MADISON, WI 53704

Project Status

PROJ. #: 25001-01

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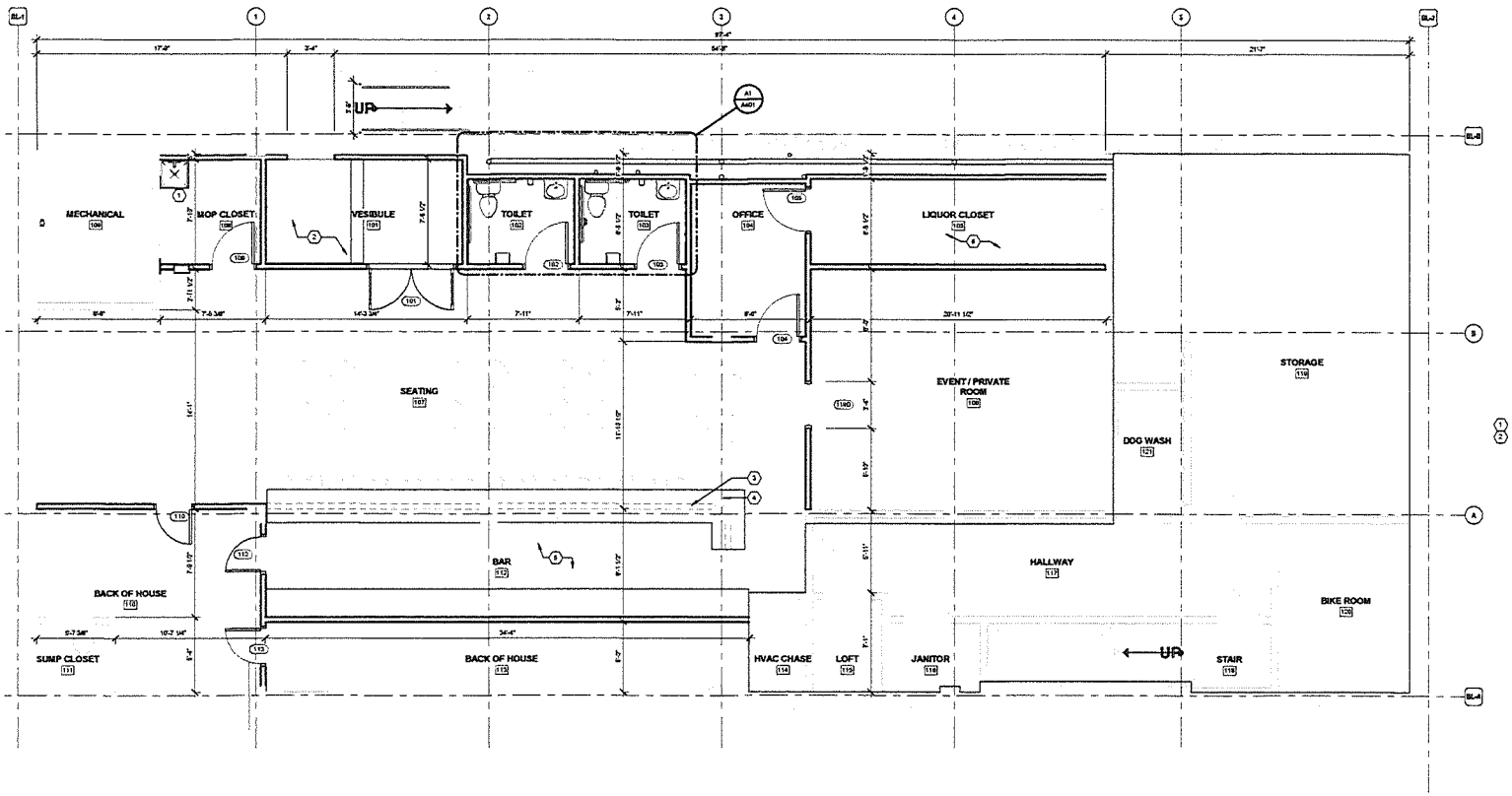
COVER SHEET

G001

-ANY SPECIAL CASEWORK IN THE BAR
-WHAT TYPE OF FLOORING
-WALL PAINT?
-WHAT TYPE OF PLATFORM AT VESTIBULE
-ARE WE FURRING ANY COLUMNS/



A1 LOWER LEVEL NEW
1/4" = 1'-0"

GENERAL PLAN NOTES:

A. MECHANICAL, ELECTRICAL, PLUMBING AND FIRE PROTECTION IMPROVEMENTS TO BE DESIGN BUILD, UNLESS NOTED OTHERWISE. DESIGNED AS REQUIRED BY CURRENT BUILDING CODES. MEP DESIGN BUILD CONTRACTOR(S) RESPONSIBLE FOR ENSURING CODE COMPLIANT CONSTRUCTION OF NEW SYSTEMS IN TENANT SPACES.

B. PROVIDE SOUND INSULATION IN ALL DEMISING WALLS AND INTERIOR WALLS, UNLESS NOTED OTHERWISE.

C. ALL INTERIOR WALLS TO BE WAA UNLESS NOTED OTHERWISE.

D. PROVIDE MOISTURE RESISTANT GWB AT ALL PLUMBING WALLS.

E. PROVIDE ACCESSIBLE TOILET ROOM FIXTURES AND ACCESSORIES PER MOUNTING HEIGHTS INDICATED ON SHEET A001.

F. PROVIDE 2x BLOCKING AT ALL GRAB BAR LOCATIONS PER ANSI A117.1 2009

G. PROVIDE ADA APPROVED THRESHOLDS AT ALL NEW FLOOR TRANSITIONS AND DOORWAYS.

H. EXTERIOR DIMENSIONS ARE FROM GRIDLINE TO GRIDLINE, OR TO EDGE OF FOUNDATION WALL UNLESS NOTED OTHERWISE. PLEASE CONTACT ARCHITECT WITH ANY DISCREPANCIES.

I. INTERIOR DIMENSIONS FOR NEW CONSTRUCTION ARE TO FACE OF FRAME OR COLUMN CENTERLINE UNLESS NOTED OTHERWISE. ALL DIMENSIONS FROM EXISTING WALLS ARE FROM FINISH FACE UNLESS NOTED OTHERWISE.

J. ALL DOORS WITH A CLOSE PROXIMITY OF A PERPENDICULAR WALL SHALL HAVE A TYPICAL DIMENSION OF 4" FROM FACE OF FRAME TO DOOR OPENING UNLESS NOTED OTHERWISE.

K. VERIFY ALL EXISTING CONDITIONS AND ADJUST WALL DIMENSIONS ACCORDINGLY. CONTACT ARCHITECT WITH ANY DISCREPANCIES.

L. CONTRACTOR SHALL NOTIFY ARCHITECT, ENGINEER AND OWNER IMMEDIATELY UPON DISCOVERING ANY UNANTICIPATED STRUCTURAL CONDITIONS OR DISCREPANCIES WITH PROPOSED MODIFICATIONS.

M. FIRE EXTINGUISHER CABINETS SHALL BE RATED TO MEET THE ASSOCIATED WALL FIRE RATING.

N. GENERAL CONTRACTOR TO SECURE CONSTRUCTION AREA DURING CONSTRUCTION WORK. SEAL ALL DOORS AS REQUIRED. CONSTRUCT AND MAINTAIN A FLOOR TO CEILING DUST BARRIER, TO PROVIDE SEPARATION FOR DUST, DEBRIS AND SOUND.

O. GENERAL CONTRACTOR TO COORDINATE CONSTRUCTION SCHEDULE TO MINIMIZE IMPACT ON EXISTING BUILDING OPERATIONS AND PLANNED EVENTS. CONSTRUCTION SPACE MUST BE CLEAN AND AVAILABLE FOR USE PERIODICALLY PER OWNERS REQUEST. VERIFY SCHEDULED EVENTS WITH OWNER PRIOR TO CONSTRUCTION START AND ARRANGE CONSTRUCTION SCHEDULE TO MEET OWNER'S NEEDS. COORDINATE SYSTEMS AND UTILITY SHUT DOWNS WITH OWNER PRIOR TO COMMENCEMENT OF WORK.

HATCH PATTERN KEY:

NEW CONSTRUCTION

EXISTING CONSTRUCTION

KEYNOTES:

1 MOP SINK
2 PLATFORM, COORDINAE WITH OWNER
3 HALF WALL
4 BAR COUNTER, COORDINATE WITH OWNER FOR FINAL LOCATION
5 COORDINATE WITH OWNER FINAL LOCATION OF BAR EQUIPMENT
6 COORDINATE WITH OWNER FINAL LOCATION OF CLOSET SHELVING

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PLAN NORTH
TRUE NORTH ROTATION

0' 1' 2' 4'
0' ½' 1' 1"
SCALE: 1/4" = 1'-0"

LOWER LEVEL PLAN

A101