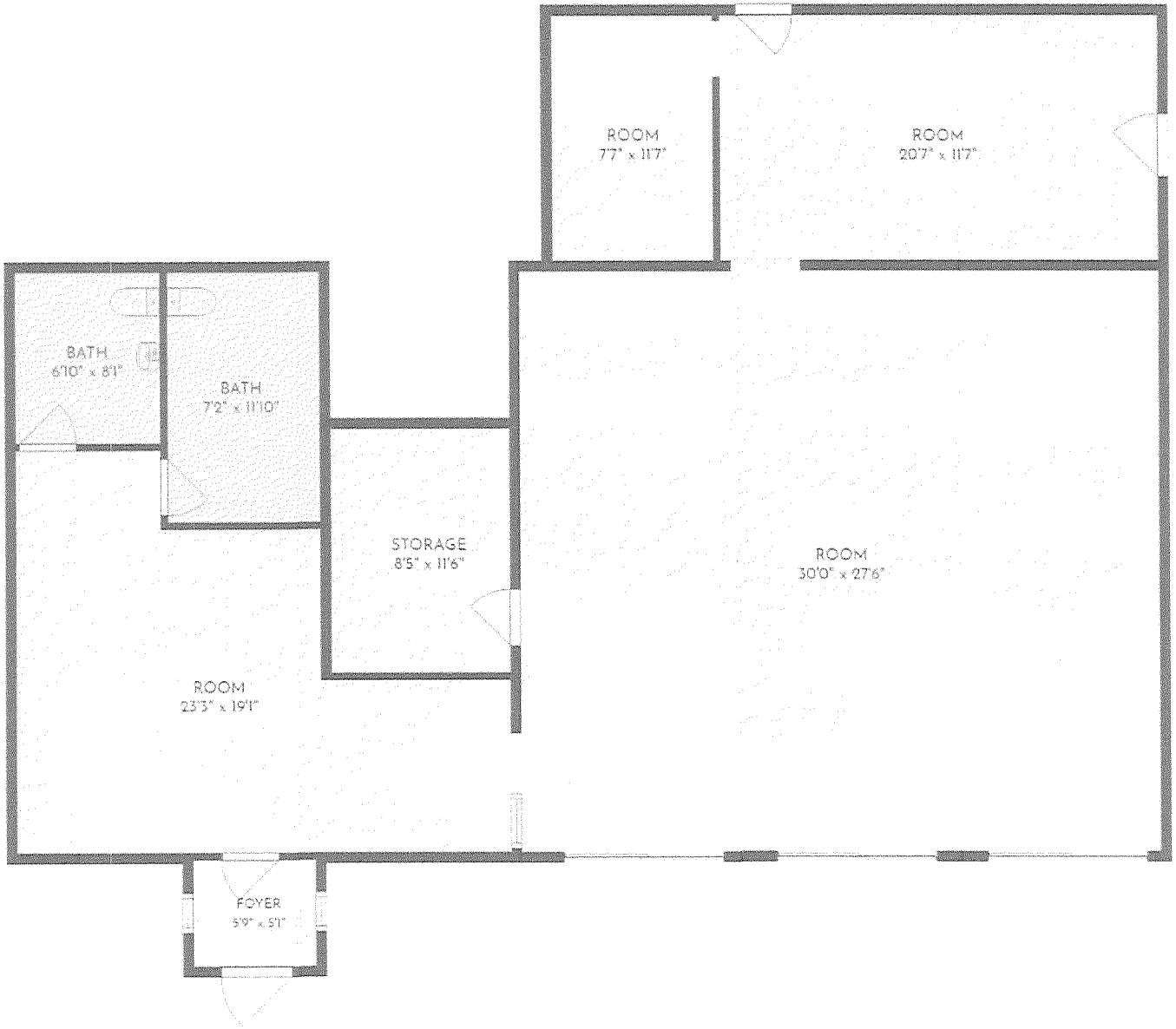

TOTAL: 482 sq. ft
1st floor: 482 sq. ft
EXCLUDED AREAS: FOYER: 29 sq. ft, ROOM: 1179 sq. ft, STORAGE: 97 sq. ft,
WALLS: 106 sq. ft

FLOOR PLAN CREATED BY CUBICASA APP. MEASUREMENTS DEEMED HIGHLY RELIABLE BUT NOT GUARANTEED.

The Oaks Lounge

Concept Overview

The Oaks Lounge is a welcoming neighborhood bar and grill in Madison, Wisconsin. The concept focuses on a relaxed atmosphere where everyone is welcomed, feels comfortable, offering quality drinks, bar food, community events, and friendly service.

Executive Summary

The Oaks Lounge is a locally owned establishment with the goal of providing a welcoming casual gathering, community focused environment place for local residents, families, and visitors alike. The business will focus on excellent customer service, affordable food and beverage offerings, and a community centered experience for creating lasting memories.

Our vision extends beyond a simply operating bar and restaurant. Our goal is to establish a destination that serves a cornerstone of the community, a place where people from all backgrounds feel welcome, respected and appreciated. We are committed to creating and establishment that contributes positively to the neighborhood and local economy by providing employment opportunities.

Mission Statement

To create a comfortable and inclusive lounge where guests can enjoy great food, drinks, and conversation while feeling welcomed and valued customers.

We strive to provide a trusted gathering space that strengthens community connections, supports local initiatives, and creates memorable experiences for every person who walks through our doors.

Business Description

The Oaks Lounge will operate as a bar and restaurant offering appetizers, burgers, wings, specialty cocktails, beer, wine, and non-alcoholic beverages. The environment will emphasize hospitality, consistency, and community engagement.

Market Analysis

Madison's food and beverage industry continues to benefit from a strong local customer base. The Oaks Lounge will differentiate itself through its welcoming atmosphere, approachable menu, and neighborhood focus.

Marketing Strategy

Marketing efforts will include social media promotion such as Facebook and Instagram, local sponsorships, community events, and partnerships with local businesses.

One of the core foundations of The Oaks Lounge is community involvement.

As Madison residents, we recognize the importance of supporting local families, schools, organizations, and small businesses. The Oaks Lounge will actively seek opportunities to give back through sponsorships/scholarships, fundraising events, partnerships, and participation in local community initiatives.

Examples of community engagement include:

- Supporting local youth sports teams
- Sponsoring community events
- Hosting fundraising nights for schools and nonprofits
- Collaborating with local vendors and suppliers
- Providing employment opportunities to local residents

- Our commitment to community involvement helps ensure that The Oaks Lounge becomes more than a business that it will become a valued community partner.

Operations Plan

Operations will focus on efficient service, food safety, responsible alcohol service, employee training, and maintaining a clean and inviting facility.

Management Structure

Ownership and management will oversee financial performance, staffing, marketing, compliance, and daily operations while promoting a positive workplace culture.

Financial Goals

The primary goals are sustainable growth, profitability, strong customer retention, and responsible reinvestment into facility improvements and guest experiences.

THE OAKS LOUNGE

Great Food • Cold Drinks • Good Times

SIGNATURE SANDWICHES

The Oaks Burger
Fresh burger topped with lettuce, tomato, sliced red onion, and our signature sauce, served on a toasted brioche bun.

BLT Sandwich
Four slices of hardwood-smoked bacon, melted pepper jack cheese, lettuce, tomato, and mayo, served on toasted white bread.

Picante Burger
Jalapeños, Pepper Jack Cheese & Chipotle Mayo on a Brioche Bun.

Bacon Burger
6 oz. burger topped with crispy bacon on a Brioche Bun.

APPETIZERS & SIDES

House Wings
6 Pieces 12 Pieces
Choose Your Flavor:
Buffalo • BBQ • Garlic Parmesan • Sweet Chili

Cheese Curds
French Fries
Sweet Potato Fries
Onion Rings
Yuca Fries
Tostones
Jalapeño Poppers

DRAFT BEER

Local Lager
IPA
Wheat Beer
Modelo
Michelob Ultra
New Glarus Spotted Cow
Lake Louie Warped Speed Scotch Ale
Local Sour Draft Beer
Ask your server about current selections and pricing.

BOTTLES & CANS

Busch Light
Pabst Blue Ribbon
Miller Lite
Bud Light
Corona
Coors Light
Heineken

COCKTAILS

House Margarita
Tequila, lime juice, and orange liqueur.

Wisconsin Old Fashioned
Bourbon, bitters, sugar, and orange peel.

Moscow Mule
Vodka, ginger beer, and fresh lime.

House Mojito
Rum, mint, lime, and soda water.

Bloody Mary
Tomato juice, Worcestershire sauce, horseradish, hot sauce, lemon juice, and black pepper. Garnished with celery, olives, carrot, pickle, and cheese.

Paloma
Tequila, fresh lime, and grapefruit soda.

WINE

House Red (Glass)
House White (Glass)

NON-ALCOHOLIC

Soft Drinks
Sparkling Water
Lemonade
Iced Tea

THANK YOU FOR VISITING THE OAKS LOUNGE