

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning JULY 1ST 20 11 ;
ending JUNE 30TH 20 12

TO THE GOVERNING BODY of the: ☐ Town of
☐ Village of } MADISON
☒ City of }

County of DANE Aldermanic Dist. No. _____ (if required by ordinance)

1. The named ☐ INDIVIDUAL ☐ PARTNERSHIP ☒ LIMITED LIABILITY COMPANY
☐ CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): SQUARE WINE CO.

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>PARTNER</u>	<u>ANDREA L. HILLSEY</u>	<u>1810 HISTER ST. MADISON, WI 53713</u>
Vice President/Member	<u>PARTNER</u>	<u>ALAN MICHAEL PARR</u>	<u>14405 SW 69TH CT. MIAMI, FL 33158</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>ANDREA L. HILLSEY</u>		
Directors/Managers			

3. Trade Name SQUARE WINE CO. Business Phone Number (414) 396-8010 OWNER
4. Address of Premises S. N. PINCKNEY MADISON, WI Post Office & Zip Code 53703

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? ☒ Yes ☐ No
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? ☐ Yes ☒ No
8. (a) Corporate/limited liability company applicants only: Insert state WISCONSIN and date 2/15/12 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? ☐ Yes ☒ No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☒ No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) ALL ALCOHOLIC BEVERAGES WILL BE SOLD & SERVED ON
10. Legal description (omit if street address is given above): THE SALES FLOOR OF S.N. PINCKNEY
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☒ Yes ☐ No
(b) If yes, under what name was license issued? SAVOIR FAIRE CARDS & GIFTS
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] ☒ Yes ☐ No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] ☒ Yes ☐ No
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ Yes ☒ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 23 day of April, 20 12

Wenay E. Barta
(Clerk/Notary Public)

My commission expires 5/6/2012

Andrea Hillsey
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>4/23/12</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

LIC LIB-2012-00280

AD-4
PD-406

26179

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC SQUARE WINE COMPANY LLC
2. Address of Licensed Premise 5 N. PINCKNEY ST., MADISON, WI 53703
3. Telephone Number: (248) 396-8070 4. Anticipated opening date: JUNE 2012
5. Mailing address if not opening immediately OWNER'S CELL # 1810 FISHER ST., MADISON, WI 53713
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? ☐ Yes ☒ No
7. Are there any special conditions desired by the neighborhood? ☐ Yes ☐ No
 Explain. UNSURE.
8. Business Description, including hours of operation: RETAIL WINE SHOP WITH BEER
AND WEEKLY WINE TASTINGS. HOURS: TUE-THU. 10:30AM-8PM F&SAT. 10:30AM-9PM
SUN. 12PM-6PM M. CLOSED
9. Do you plan to have live entertainment? ☒ No ☐ Yes—What kind? _____
10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**
5 N. PINCKNEY STREET LEVEL, ROUGHLY 1,700 SQ. FT., WINE RACKS
ALONG WALLS, STACKERS IN CENTER OF STORE, TASTING TABLE IN
REAR OF STORE. ALL WINE/BEER SOLD WILL BE ON SALES FLOOR
11. Are any living quarters directly or indirectly accessible and under control of the applicant? ☐ Yes ☒ No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.
12. Describe existing parking and how parking lot is to be monitored. NO PARKING ASSOCIATED
WITH BUSINESS, PUBLIC PARKING ON STREETS AND IN GARAGES
13. Describe your management experience, staffing levels, duties and employee training.
RUN AND
THE STORE WILL BE MANAGED BY ANDREA HILLSEY, 6 YEARS EXPERIENCE
MANAGING RESTAURANT AND WINE RETAIL. POSSIBLE SEASONAL HELP,
EMPLOYEE WOULD BE REQUIRED TO GET A BEVERAGE SERVER LICENSE.
14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

ANDREA HILLSEY
Name

1810 FISHER ST., MADISON, WI 53713
Address

15. Utilizing your market research, who would you project your target market to be?

YOUNG PROFESSIONALS, BABY BOOMERS, CONSUMERS INTERESTED
IN ORGANICS AND SUSTAINABILITY

16. What age range would you hope to attract to your establishment? 25-60

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

ADVERTISE: ISTHMUS, EDIBLE MADISON (WINE TASTING, WINE)

18. Are you operating under a lease or franchise agreement? ☒ Yes (attach a copy) ☐ No

19. Owner of building where establishment is located: RICHARD & KATHERINE BENTLEY

Address of Owner: 7301 LONGMEADOW RD., MADISON, WI 53717 Phone Number (608) 836-5511

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? ☐ Yes ☒ No

21. List the Directors of your Corporation/LLC

<u>ANDREA HILSEY</u>	<u>1810 FISHER ST., MADISON, WI 53713</u>
Name	Address

<u>ALAN (MIKE) PARR</u>	<u>14405 SW 69TH COURT, MIAMI, FL 33158</u>
Name	Address

_____ Name	_____ Address
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22. List the Stockholders of your Corporation/LLC

<u>ANDREA HILSEY</u>	<u>1810 FISHER ST., MADISON, WI 53713</u>	<u>50%</u>
Name	Address	% of Ownership

<u>ALAN (MIKE) PARR</u>	<u>14405 SW 69TH COURT, MIAMI, FL 33158</u>	<u>50%</u>
Name	Address	% of Ownership

_____ Name	_____ Address	_____ % of Ownership
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23. What type of establishment are you? (Check all that apply) ☐ Tavern ☐ Nightclub ☐ Restaurant

☒ Other Please Explain. RETAIL WINE SHOP WITH BEER AND ^{WEEKLY} WINE TASTINGS

24. What type of food will you be serving, if any? NONE

☐ Breakfast ☐ Lunch ☐ Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? ☐ Appetizers ☐ Salads ☐ Soups ☐ Sandwiches ☐ Entrees

☐ Desserts ☐ Pizza ☐ Full Dinners

26. During what hours of your operation do you plan to serve food? NONE

27. What hours, if any, will food service not be available? ALL
28. Indicate any other product/service offered. WINE, BEER,
29. Will your establishment have a kitchen manager? ☐ Yes ☒ No
30. Will you have a kitchen support staff? ☐ Yes ☒ No
31. How many wait staff do you anticipate will be employed at your establishment? 0
During what hours do you anticipate they will be on duty? -
32. Do you plan to have hosts or hostesses seating customers? ☐ Yes ☒ No
33. Do your plans call for a full-service bar? ☐ Yes ☒ No
If yes, how many bar stools do you anticipate having at your bar? -
How many bartenders do you anticipate you would have working at one time on a busy night? -
34. Will there be a kitchen facility separate from the bar? ☐ Yes ☒ No
35. Will there be a separate and specific area for eating only? ☐ Yes ☒ No
If yes, what will be the seating capacity for that area? -
36. What type of cooking equipment will you have? ☐ Stove ☐ Oven ☐ Fryers ☐ Grill ☐ Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? ☐ Yes ☒ No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
0
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 0
What percentage of your advertising budget do you anticipate will be drink related? 100%, WINE TASTINGS, WINE
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☐ Yes ☒ No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☐ Yes ☒ No
-

42. What is your estimated capacity? 50 ENTIRE STORE (BASED ON PRIOR SPACE)

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	95 %
Gross Receipts from Food and Non-Alcoholic Beverages	%
Gross Receipts from Other	5 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? ☐ Yes ☒ No
You may be required to submit documentation verifying the percentages you've indicated.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 23 day of April, 2012

Wenay E Banta
(Clerk/Notary Public)

Andrea Hilkey
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 5/6/2012

ALRC Members,

Listed below are voluntary license conditions that I agree to adhere by as to give the city confidence that my business will not be a drain on community resources. Though I am applying for Class B licensure my business will resemble much more a retail wine shop than a wine bar or restaurant. I have also included in this packet a copy of my resume so the committee may better understand my background and character.

Thanks,
Andrea Hillsey

Voluntary License Conditions

- Under the Class B license I will only be serving wine and beer.
- I will never close later than midnight. Typical hours will resemble that of a retail wine shop, however I would like to host occasional events that may go later into the evening than my regular hours.
- There will be a limited number of seats at my location. I plan on having approximately 6 bar stools.
- I will hold tasting events only 1-2x/week



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
PHONE: 608-266-2776 FAX: 608-261-6248
EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

SQUARE WINE COMPANY LLC
1810 FISHER ST
MADISON WI 53713-1327

Letter ID: L0163174432
Batch Index: 461173248-33

Wisconsin Department of Revenue

Seller's Permit

LEGAL/REAL NAME: SQUARE WINE COMPANY LLC
BUSINESS NAME: SQUARE WINE COMPANY
5 N. PINCKNEY ST.
SUITE B
MADISON WI 53703

The seller whose name appears above is authorized to engage in the business of selling tangible personal property and taxable services at the location shown. This permit is not transferable and is not valid at any other location. This permit must be conspicuously displayed at the place of business for which issued. Return this permit to the Department if you discontinue sales of taxable property and services at this location.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., this permit should be displayed or carried with you to the various events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1027845062-02

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. **Name of the limited liability company:**

Square Wine Company LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**

Andrea Hillsey

Article 4. **Street address of the initial registered office:**

1801 Fisher Street
Madison, WI 53713
United States of America

Article 5. **Management of the limited liability company shall be vested in:**

A member or members

Article 6. **Name and complete address of each organizer:**

Andrea Hillsey
1801 Fisher Street
Madison, WI 53713
United States of America

Michael Parr Parr
14405 S.W. 69 Ct.
Miami, FL 33158
United States of America

Other Information. **This document was drafted by:**

Mike Jagoda
Not executed in Wisconsin

Organizer Signature:

Andrea Hillsey

Michael Parr Parr

Date & Time of Receipt:

2/9/2012 4:39:00 PM

Credit Card Transaction Number:

201202092883084

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**

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Filing Fee: \$130.00

Total Fee: \$130.00**ENDORSEMENT****State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
2/9/2012	

FILED 2/15/2012	Entity ID Number S093759
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Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Andrea Hillsey, officer/member for Square Wine Co.
(Corporation/LLC), doing business as Square Wine Co., authorize and appoint
Andrea Hillsey (Name) as the liquor/beer agent for the premise
located at S. North Pinckney, Suite B.

Subscribed and sworn to before me this

23 Day of April, 2012

Wendy E. Bortus
Notary Public, Dane County, Wisconsin

My Commission Expires 5/6/2012

Andrea Hillsey
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Andrea Hillsey, appointed liquor/beer agent for
Square Wine Co. (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 50 %.

Subscribed and sworn to before me this

23 Day of April, 2012

Wendy E. Bortus
Notary Public, Dane County, Wisconsin

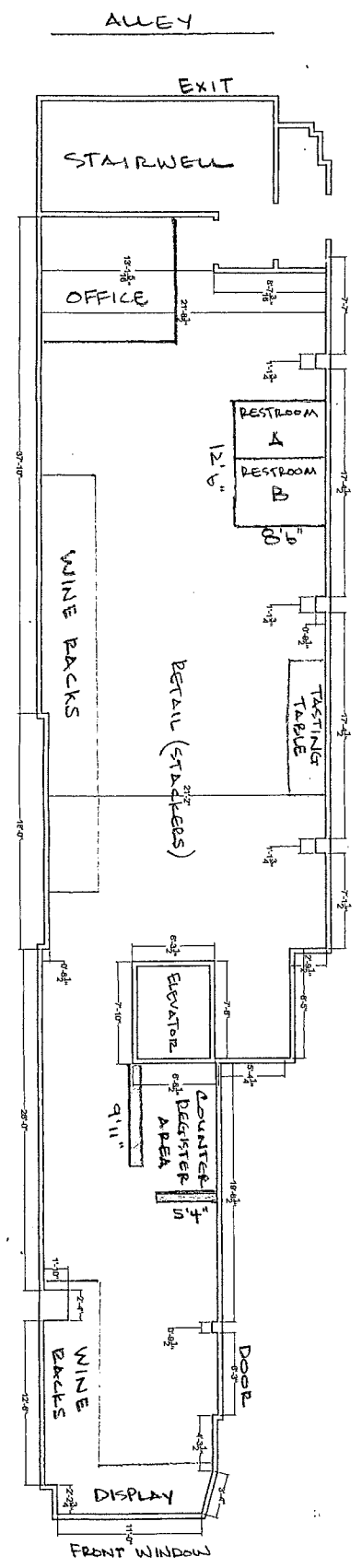
My Commission Expires 5/6/2012

Andrea Hillsey
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

5 N. PINCKNEY FOOD PLAN

GENERAL APPEARANCE OF THE
 ROOMS IS TO BE
 AS SHOWN TO
 BE A PRECISE DIRECTION



QUIZNOS SUITE A
 5 N. PINCKNEY

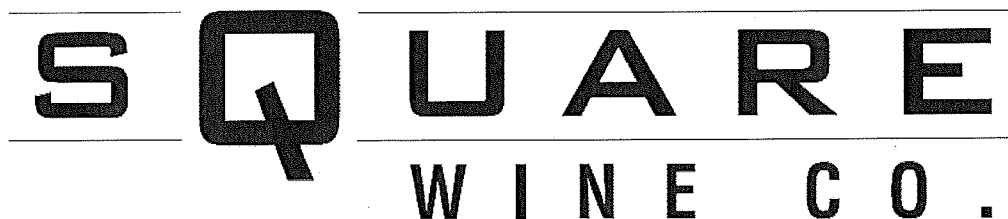


N. PINCKNEY ST.

deb
 interiors

• Interior Design
 • Project Management
 608-444-0970

MADISON WI. □ EST. 2012



Executive Summary

Business Description and Vision

- **Mission Statement**
Square Wine Co. will be a small, specialty retail wine shop located in downtown Madison, Wisconsin. It is the mission of Square Wine Co. to become the city's premier wine shop through a focus on small production wineries, educational experiences, and customer service. This is a wine shop rooted in the farm to fork movement, with emphasis on wines that reflect a place.
- **Company Vision**
Square Wine Co. is rooted in organic growth, with no plans to open other locations. It is the company's focus to grow slowly in sales while still executing the established mission and goals of providing passion, excellent customer service, and educational opportunities. This company looks to turn a profit, while providing a sustainable life for the operating partner.
- **History of the Business**
This was an idea reflects the partner's past experiences and her vision of what the Madison wine scene could become. Andrea Hillsey has a passion for wine and wants to share it, this coupled with the fact that the Madison market has a void of any hands on retail wine shops, makes Square Wine Co. a need this city has. This is a business model based loosely on a wine shop in Coral Gables, Florida that Andrea Hillsey worked very closely with.
- **Key Company Principals**
 - Personal service
 - Market trends
 - Social media
 - Education/tasting opportunities
 - Small production wines, beers
 - Transparency

Definition of the Market

- **Industry and Outlook**
 - The United States surpassed France in 2010 as the largest wine-consuming nation. (<http://www.wineinstitute.org>)
 - 17 consecutive years of growth in wine consumption in the United States.

- <http://www.wineinstitute.org>
 - Millennials, those born in the 1980s and early 90s are welcoming wine into their everyday lives, enjoying wine in a more casual setting than past generations. (<http://www.winemarketcouncil.com>)
 - 20% of the population drinks 91% of wine by volume. (<http://www.winemarketcouncil.com>)
 - People will go back to drinking wines from classic regions. (<http://www.rmgtnmagazine.com>)
 - Off premise wine growth exceeds that of on premise, and will for sometime because of economic issues. (<http://www.winebusiness.com>)
 - There is clearly a growing demand for green wine, but the labeling often confuses consumers. In the beer industry, local, craft beers are the future. (<http://www.restaurantinformer.com>)
 - There is an obvious trend towards tech savvy wine consumers. Over half of all wine consumers are on Facebook and Twitter. Also, over 40% use the Internet to gather information on wine. (<http://www.restaurantinformer.com>)
- Critical Needs
 - Emphasis on education/experiences
 - Small production wines that match Madison's food philosophies
 - Excellent customer service
 - Wine, beer trends
- Target Market
 - Downtown Madison and surrounding area residents that range between the ages of 25-60 years. Generally, our customers will have discretionary income, be educated, and place value on food and food culture.
- Profile of Target Client
 - Young professional
 - Local, organic supporter
 - Baby boomer
- Market Share
 - As Square Wine Co. aims to be a small, niche wine shop within the Madison market, it is predicted that the store will maintain 15% of the market.
 - Current Competitors and Market Share
 - Barriques (6 locations) 30%
 - Cork and Bottle 5%
 - Riley's Wines of the World 15%
 - Steve's (3 locations) 50%

Description of Products and Services

- Description of Products and Services
 - Wine

Square Wine Co. will sell small production, sustainably farmed wines that represent the terroir from which they came, wines with a story for off site consumption. We will not carry any wines that can also be found in local grocery stores. The company will work on a 30% profit margin. There

will be a 10% case discount.

- Tastings and Education

A core value of the company is to empower customers with knowledge and also offer unique wine experiences. The company will offer such tastings as working with local restaurants to offer wine dinners, private wine tasting events/parties, and weekly tastings every Friday evening. Weekly tastings at the store will be \$20 for a tasting of 7-10 wines. Restaurant tastings and dinners will have varying prices depending on the wines and food served.

- Beer

Square Wine Co. will also carry a small collection of local and Belgian beers that are in line with the company's vision for off site consumption. The company will work on a 20% profit margin.

- Explain How Competitive

- Square Wine Co. will be competitive in the Madison market by putting a strong emphasis on educational experiences, customer service, and by carrying a unique selection of wine, beer, and accessories. Square Wine Co. will also be tech driven with a focus on social media.

Organization and Management

- How Organized

- Square Wine Co. daily operations will be run by Andrea Hillsey, the company will hire a part time employee, if necessary, in the future.

- Legal Structure

- LLC - Square Wine Co. will be a Madison, Wisconsin retailer of small production wine and beer. The company will be formed as a privately held corporation in which Alan Parr and Andrea Hillsey will own 100% interest.

- Licenses and Permits Needed

- Class B Licenses – Allows for on-premise consumption and also retail sales.

- Biographies

- Investing Partner: Alan Michael Parr

- Operating Partner: Andrea Hillsey

Andrea was born in 1983 and grew up outside of Detroit, Michigan. Andrea attended Purdue University in West Lafayette, Indiana on an athletic scholarship. She received her Bachelor of Arts degree in 2005. While at Purdue, Andrea became an All-American athlete in softball and in her final year took an entry-level wine class that would forever change her. After graduating, Andrea decided to take a few years off from academic studies and move to Madison, Wisconsin. While in Madison, she assisted in opening a P.F. Chang's China Bistro. Within a year of working for P.F. Chang's, she was promoted to beverage manager and also developed a strong affinity for wine. Andrea then moved to Miami, Florida to pursue graduate school at Florida International University earning a Master's degree in Hospitality and Tourism Management in 2010. In her free time, she worked at Wolfe's Wine Shoppe, a local

Miami wine boutique. Upon graduation Andrea worked the 2010 vintage at Chehalem, a well-respected winery in the Willamette Valley, Oregon. Andrea then returned to Madison, Wisconsin in early 2011 and has been employed at Steve's Wine-Beer-Spirits as a wine specialist since. She is currently taking sommelier classes through the International Sommelier Guild to become a certified sommelier. It is her hope to open a small, specialty wine shop similar to the one she worked for in Miami. See attached résumé for further detail.

Marketing and Sales Strategy

- Explain Demand
 - There is a growing trend for our targeted consumer to want to be connected to the products he or she buys, whether this is through local, organic, or socially responsible companies. Consumers want to be able to trace the food and beverages they are buying back to a farm (vineyard) and/or family. The days of consumers blindly supporting factory driven agricultural products is declining rapidly in our targeted market.
- Channels of Distribution
 - Retail
 - Bricks & Mortar
 - Internet (future)
- Sales Strategy
 - Price
 - 20% profit margin on beer (ex. \$8 cost = \$10 retail)
 - 30% profit margin on wine (ex. \$7 cost = \$10 retail)
 - Volume discounts of 10% on a case (12 bottles)
 - 40% profit margin on accessories (ex. \$6 cost = \$10 retail)
 - Promotion
 - Relationships with restaurants
 - Print ads in Edible Madison, Our Lives, Isthmus
 - Slow Food membership
 - Products
 - Tangible
 - Wine
 - Wine Accessories
 - Beer
 - Intangible
 - Tastings/Private Events
 - Customized Service
 - Place
 - Retail store front in downtown Madison on the Capitol Square
 - Possible internet sales in future