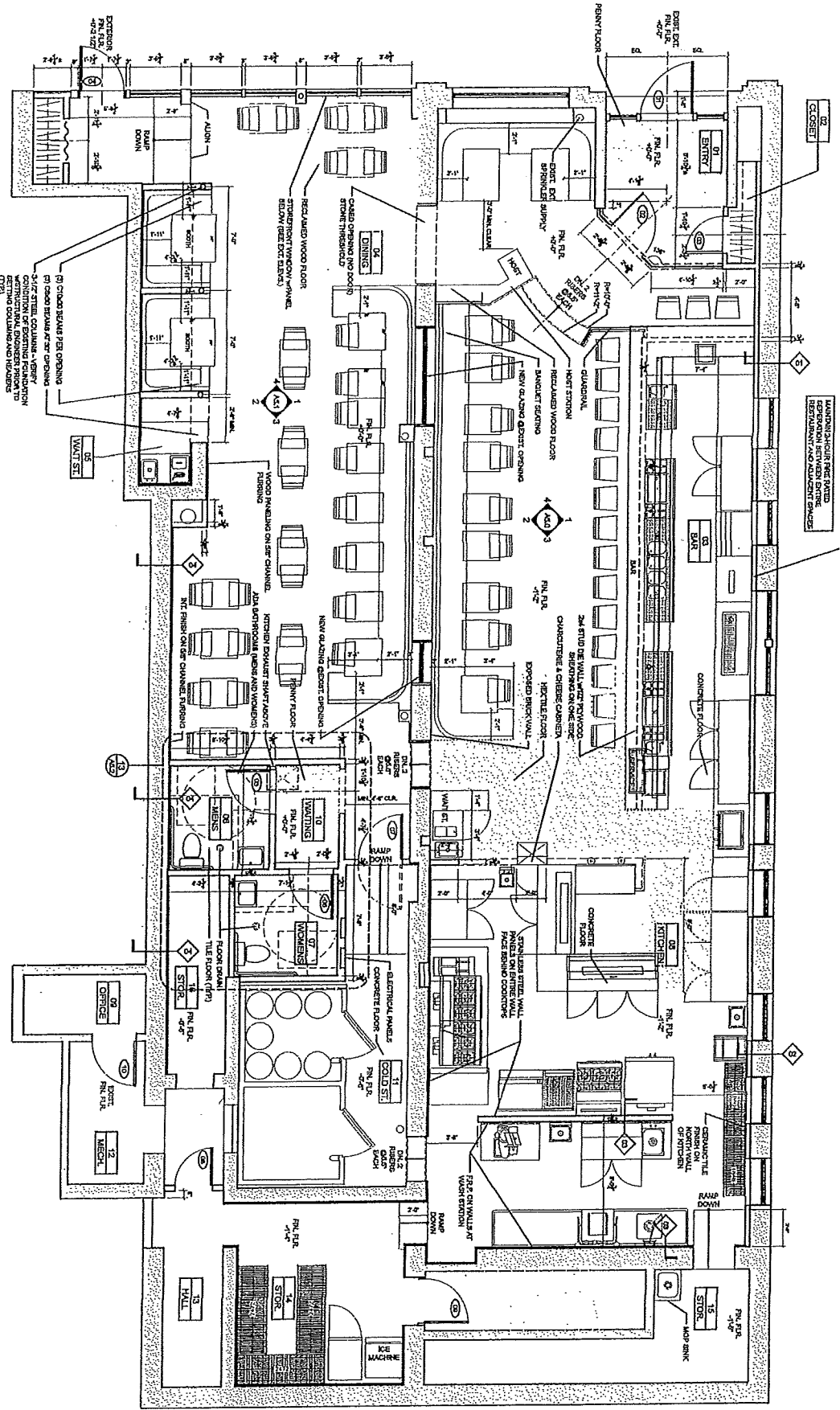


**FLOOR PLAN**  
1/8"=1'-0"



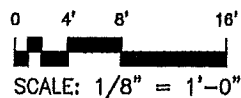
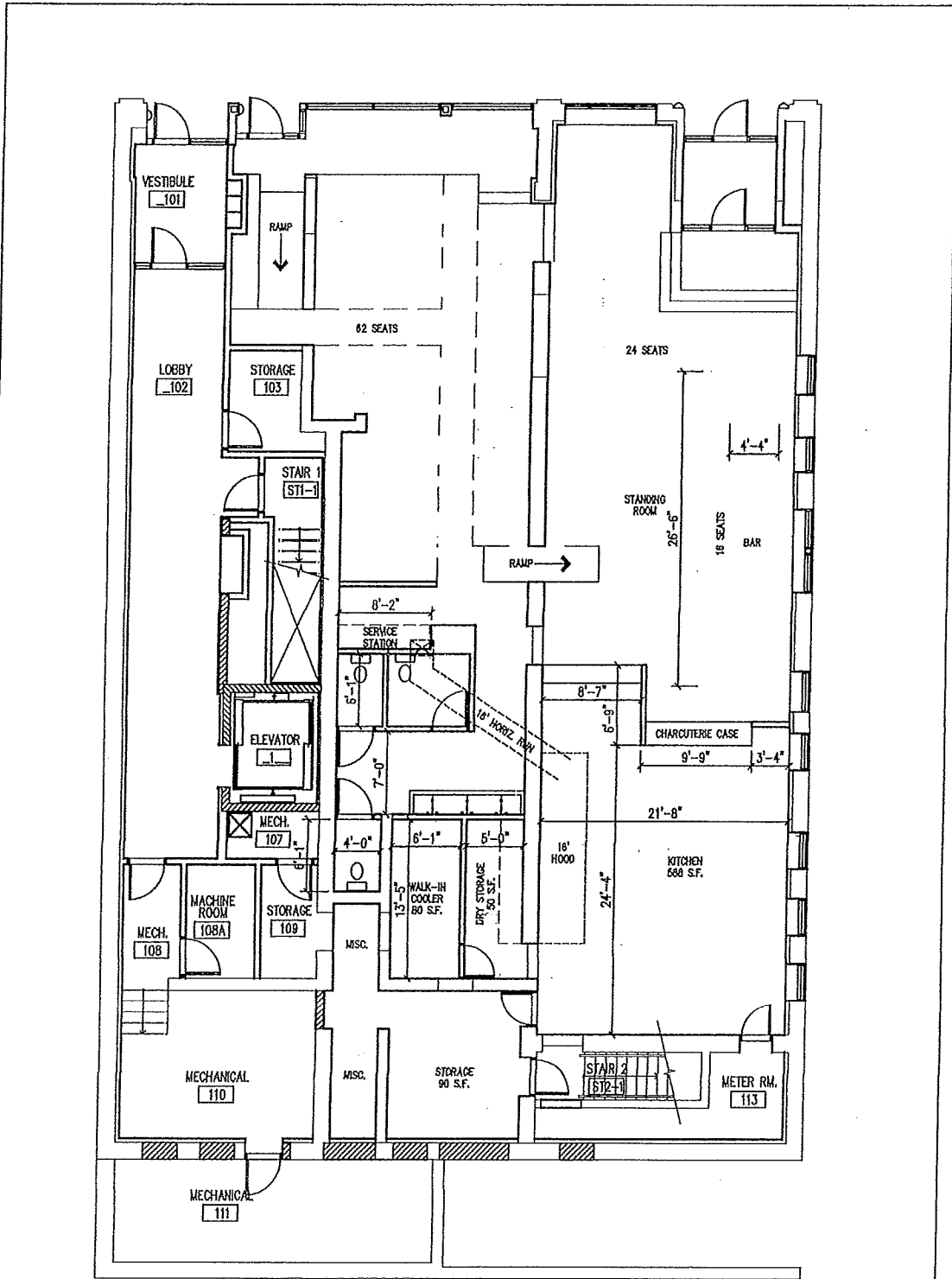
**FOX AND BIRD**

ISSUE DATE  
UPDATED FLOOR PLAN 03/18/13

TITLE: EXT. ELEV.  
DATE: 03/18/13  
PROJECT #: 1212

DRAWING NO. **SK5**

General Layout (first draft) for Fox and Bird



**TOTAL SEATS: 102**  
 \*ACTUAL ALLOWABLE OCCUPANCY  
 MAY BE LOWER

# HERITAGE TAVERN

## CHARCUTERIE & CHEESE

Choice of house cured meats and local cheeses with roast points and traditional accompaniments

wagyu bresaola  
country ham wrapped fig  
coppa picante  
nduja & escargot  
foie gras & pork liver mousse

Wischago, aged sheep milk, Hidden Springs Creamery  
Blue Paradise, double cream blue cheese, Hook's Cheese Co.  
Bent River, camembert, Alemar Cheese Company  
Donatello, sheeps milk, Cedar Grove Cheese  
Pleasant Ridge Reserve, Uplands Cheese Company

choose one: 6 choose two: 10 choose three: 15 choose six: 23 whole board: 35

## SMALL PLATES

### ASSORTED DEVILED EGGS ✦

half-dozen - 9

dozen-adds truffled egg - 19

### ROASTED BEET SALAD (V, G)

poached figs, aged goat cheese, macadamia nut butter, dark chocolate, red wine poached pear

14

### TEMPURA BACON-WRAPPED CHEESE CURDS

sweet potato, trio of dipping sauces

12

### SAVORY WATERCRESS SOUFFLE

watercress pesto, black walnut, radish, bacon powder, Wischago cheese

17

### GRILLED OCTOPUS & SPICY SOPPRESSATA

beer ponzu, beauty heart radish, white soy emulsion, winter greens, botarga, fried sea beans

17

### CRISP PORK BELLY & BLACK FIN TUNA ✦

seared foie gras, pickled mango, pineapple-mango compote

21

### SPRING ONION & POTATO SOUP (G)

butterball potatoes, quail yolk, spinach puree

15

### SMOKED WHITEFISH & HEIRLOOM APPLE SALAD

golden beet, pumpernickel-sunflower seed crumble,  
sunflower dressing, salmon roe

15

## LARGE PLATES

### PAN SEARED SEA BASS

roasted sunchokes, grilled fennel, frisée, parsnip puree, vanilla-scented orange beurre blanc, hazelnuts

31

### HERITAGE PORK SCHNITZEL & KNOCKWURST

braised red cabbage, sour cream spätzle, pickled aronia berries, mustard cream sauce, pork reduction

29

### BOUILLABaisse ✦

market fish and shellfish, fingerling potato, roasted fennel, tomato and shellfish broth, garlic sabayon

31

### CAULIFLOWER TORTELLINI (V)

chestnuts, cabbage, leeks, creme fraiche, black garlic emulsion, candied lemon,  
Sicilian pistachios, chestnut tuile

28

### CORIANDER CRUSTED BEEF STRIPLOIN (G) ✦

celery root gratin, butternut squash, Brussels sprouts, pickled leek, bacon,  
red wine reduction, celery root crumble

36

### PEANUT OIL FRIED WHITEFISH (G)

coconut red curry sauce, market vegetable slaw, pickled green papaya, sticky rice

29

## FAMILY STYLE

### CHAR SIU HERITAGE PORK SHOULDER & TUNA ✦

market vegetable slaw, ssamjang, bibb lettuce

35 per person for groups of 2 or more

✦ : Consuming raw or undercooked meats, poultry, seafood,  
shellfish or eggs may increase your risk of foodborne illness.

(G) : gluten free, (V) : vegetarian

20% gratuity for parties of 6 or more

HERITAGE ✦ TAVERN

HERITAGETAVERN.COM

## Social Media

When Promoting SloPig, Dan and Chad realized after the first event that over 50% of ticket sales were driven through the Internet, particularly Facebook. Armed with this knowledge, for the second event they set out to intensify their presence on Facebook and work more heavily into twitter. The results were very promising. Not only does the traffic on Facebook and twitter help, but as an added bonus the more traffic and links are shared through these social media sites the higher your Google score is which translates to getting into more and different search parameters. Meaning that it's a compounding benefit. The more an event or restaurant or anything for that matter is mentioned the more it's likely to show up on your screen. The more it shows up on your screen the more you are likely to talk about it with your friends and there is a greater chance that the event in this case will sell more tickets. Our focused attention to social media outlets translated to a higher turnout for our Milwaukee event and we now realize the power of these media tools. After two events we are getting better and better at growing our group of followers and friends and plan on having many more by the time we open our doors next year.

## Direct Email

Fox and Fox Has an email list of over 500 people. We plan to use this asset to attract Guests to or pre-opening "popup" events and after the restaurant opens, to special dinners and events.

## Blog

The Commissary Kitchen is important in our production of our food and beverage products before the restaurant opens. We will be producing our cured meats testing recipes, perfecting sodas and bitters and the systems to go along with them. We also plan to blog about the restaurant in the months leading up to the opening. Aviary, a Chicago based molecular mixology cocktail bar, did this, as are many restaurants that are opening soon. They produced short videos as they were working out recipes for their cocktails. The videos are on You Tube and received an incredible number of hits through Facebook and Twitter. When aviary opened they were full with a three-month wait for reservations. Though we don't think a Madison restaurant will ever have a three-month waiting list the idea was proven to work.

## Print

Print advertisement is becoming a less important form of media and will be used sparingly throughout the first year of business.

## Television

Dan Participates in a demonstration once a month on Channel 27 News in the morning. It is unlikely that Fox and Fox will pay for television advertisement.

2. Temperature- an overlooked aspect of the cocktail. 3. Presentation- Chad's style is to use garnishes sparingly. He prefers to let the glassware and the color in the drink to speak for itself. On glassware, Chad is an antique hound. Antique and period glassware will be a staple of cocktail presentation at the Fox and Bird bar.

**Hours of Operation:** Kitchen open till midnight daily

Monday 11am -1am

Tuesday 11:30 am- 1am

Wednesday 11:30 am- 1am

Thursday 11:30 am -1 am

Friday 11:30 am – 2 am

Saturday 9am -2am

Sunday 9am- 1am

**Services:** Lunch Served Tuesday-Friday from 11am-2 pm bar menu available all day

dinner menu 5-10pm bar menu from 10-midnight

Saturday, and Sunday: Brunch Served from 9am-2pm, bar menu available 2pm-midnight  
dinner from 5- 10pm

Monday (Service Industry Brunch) from 11am-2pm

## **Similar restaurant style and inspirations**

Purple Pig (Chicago)

Fedora (New York)

Publican (Chicago)

MomoFuku (New York)

Girl and The Goat- (Chicago)

Commonwealth (Atlanta, Seattle)

Magnolia (San Francisco)

Longman and Eagle (Chicago)

Franklin Mortgage and Investment Co. (Philadelphia)

## **Marketing strategies**

Marketing has changed dramatically over the last decade and even within the last 3 years. The advent of the Internet and in particular social media have spawned a new and cheaper but sometimes more difficult marketing strategy. This is a situation that Dan and Chad have seen and already participate in. Though there is still a place for the old standards (print, television and radio) the pendulum has swung heavily towards the Internet being dollar for dollar the best form of advertising for restaurants and events.

## House-made Cordials and Syrup, Pickles, Jams and Garnishes

Piggy backing on the living menu that Chef Dan will be implementing, Chad will also be utilizing products in season. The bar has many options as is pertains to preserving and utilizing products. The Coordination between the kitchen and the bar will be an important relationship in this process. Extra products from each area can be utilized to compliment the other.

## A Very Brief History of Cocktails

The revival of early 20<sup>th</sup> century cocktails is now in full swing. The Cocktail revolution started in New York City about a decade ago and has been trickling across the country ever since. History- in the mid 19<sup>th</sup> century the cocktail was born. The First cocktail ever made was the Old Fashioned (1840's) though it is not the one you are probably familiar with as a Wisconsin resident. The original Old Fashioned contained Spirit of your choice (usually Bourbon), Bitters and sugar (occasionally with the addition of an orange peel). Originally called simply a Cocktail. Towards the end of the 19<sup>th</sup> century started the first cocktail revolution. Bartenders such as Jerry Thomas started to expand the cocktail craft (making the original cocktail to be renamed the old fashioned). Books were published and for the first time in American history you could order the same drink in San Francisco and NYC and could count on it being mostly the same. Drinks that were spawned from this period are still ordered today. Drinks such as; The Manhattan, Martinez (the precursor to the martini) the Old Fashioned, Last Word the list goes on. This boom in cocktail creation continued through the Gilded Age where cocktails such as the Aviation, Golden age, Jack Rose. One would think that the prohibition may have put an end to this trend and for many it did. The Bartending profession was stymied. Some went underground to speakeasies others went overseas to Europe and the Caribbean. Though The Cocktail was not dead in America it was certainly on life support. During the prohibition in The States many cocktails were created but because of the lack of high quality domestic liquor and the almost complete absence of imported liquors lead to sugary concoctions to cover up the unrefined flavors of "bathtub gins" and "Moonshine-esque Whiskeys". When the Prohibition was lifted a generation of bartenders had been lost and most of their knowledge with them. Enter soda mixers and the overly sugary cocktail syrups and flavorings that plagued the 70's 80's and 90's. Bartending was no longer a respectable profession and was suffering for it.

Along came Dale Degraff and the second revolution. His research and tutelage brought about a new generation of bartenders and bartending books that spawned a new generation. This Cocktail trend has reached Madison with the openings of Merchant, Nostrano and The Underground Food Collective.

## Cocktails at Fox and Bird

Making a good drink has three components. 1. The blending and balance of flavors- Chad Vogel's 10 years as a Chef is a real asset in this department. Blending requires experience in tasting many different ingredients cataloging that flavor in your mind and being able to recall that flavor and using this to your advantage. Chad excels in this area.

## **Living menu**

A constantly rotating menu to accommodate for seasonal produce and customer desires over the course of the year. Madison offers a bounty of local produce constantly changing with the seasons. Fox and Bird will change with them. Utilization of product is the biggest reason for this sea change in chef driven restaurants. The utilization of products at their peak is what separates a good restaurant from a great one. This mentality is brought to the table all year long whether it be using the fruit and vegetables as soon as they are plucked from the plant or pickling and preserving them while in season to be used in the lean months of the winter.

## **Bar and cocktail program**

Over the past decade there has been a radical shift in the way spirits, wine and beer are thought about, sold and produced. Madison tastes have caught up to this trend. The quality of the cocktails and beer have improved immensely. Fox and Fox plan on not only joining this movement but also pushing it forward. Fox and fox will be implementing a craft cocktail program including but not limited to craft sodas, house made bitters, shrubs and cordials and uniquely blended cocktails and aperitifs.

### **Craft sodas**

In recent years craft sodas have been springing up Q tonic, fever tree and Ting to name a few, none can match the speed of service at the point of sale that Coke and Pepsi can with their bag in a box and soda gun method. This has been on Chad's mind for a number of years and has a plan to change it. During the Prohibition, house made sodas gathered much popularity. Nearly every drug store had their own blends of syrup and carbonated water (mostly to cover-up the drugs they were putting in to their tonics). Before the introduction of the bag in a box program now being used by coke and Pepsi, sodas were made in kegs much like beer. Chad Vogel has been working on a line of house made craft sodas for mixing in cocktail and to be drunk on their own. Sodas will include: Cola, Tonic, N/A Ginger beer, Citrus, Grapefruit and a seasonal soda like blood orange, blueberry, and rhubarb. In making your own style of soda one can control the flavor profile more accurately. Which can make a better mixer for cocktails and a more interesting N/A drink.

### **House made Bitters Program**

Over the last 5 years bitters has been making a serious comeback. Paired with the rediscovery of pre-prohibition cocktails. Towards the end of the 19<sup>th</sup> century and the beginning of the 20<sup>th</sup> bitters were indispensable ingredients in cocktails. The rediscovery of these long forgotten cocktails spawned a growth in the bitters market with several new bitters companies forming and many bars making their own brands. Bittercube, a Milwaukee based company makes their bitters at the Yahara Bay distillery is a good example of this trend. Chad Vogel has been working on a bitters program over the last two years and has a line of bitters called Geo. Vogel bitters company with products coming to the market very soon. Bitters flavors in production; Grapefruit, Lemon, Island, Orange and Blueberry with others nearing completion.

## **The Bar Room**

Fox and bird is actively searching for an early 1900's era bar or equivalent design. The bar itself will seat 15-18 guests while the bar room will seat another 25. The bar will house over 200 spirits, 8-12 taps and a healthy wine list under the direction of Chad Vogel. The tables will be made from reclaimed wood and the seats will be burgundy or black quilted tufted leather banquettes and chairs. Antique chandeliers and sconces will be the main sources of lighting.

## **Dining Room**

It is a very important consideration of Dan and Chad to have a separation of the dining room and bar areas. Though keeping the same theme (sconces, chairs, tables flooring) the music levels, lighting levels and overall volume levels are what comes into consideration when one has such a large range of food options and prices. It is very important to be aware that the two rooms have a unique dining experience to offer.

## **Farm to table**

Farm to table an idea that is now becoming a movement with momentum that transcends towns, cities, counties, states and nations. Beginning in the late eighties and catching fire within the late decade, farm to table is a movement referring to the length of time and location to where and when it makes it to your fork. Alice Waters (Chez Panisse) and Jerry Traunfeld (The Herbfarm), the earliest sponsors and founders of this movement simply asked the question why. Why is it that the vegetables that are grown less than 20 miles away have to travel an extra hundred miles to get back to me. A very reasonable question but one that had been lost in the fabric of the American concuss. With the years of mass production and the idea that we could feed the world we lost track of the fact that we still have to feed our neighbors. Enter farm to table.

Farm to table and Madison

Madison is positioned to be the model for the farm to table movement into the future. With Madison's proximity to local farms and more than its fair share of quality chefs it is poised to not only join the farm to table movement but lead it.

Dan Fox is a leading figure in the farm to table movement. Using over 30 different local farmers and Cheese mongers along with his own heritage breed pig farm operation. Dan has been feeding this movement over the last 7 years in Madison.



Business Plan For

# Fox and Bird

127 East Mifflin St, Madison Wisconsin

Farm to table dining paired with a innovative cocktail and beverage program in a classic old world tavern feel is the idea behind Fox and Bird.

## **-Mission-**

Fox and Bird will become one of Madison and Southern Wisconsin's award winning Farm to Table restaurants focused on the comfort of everyday dining.

- Emphasis on local food
- Seasonally driven menu
- Globally influenced cuisine using Wisconsin ingredients
- Robust and Innovative Cocktail and Beverage Program

## **Concept**

The Fox and bird will be an approachable Farm to Table restaurant with an undertone of old world ambience and technique and will carry a substantial amount of integrity in its food and beverage at approachable price points. Fox and Bird will be a medium sized 65 - 80 seat restaurant serving approachable fine dining cuisine and beverage. The restaurant design will utilize reclaimed woods from the mid-west, antiques, and worn wood tables to create a high-end yet "lived in" feel. The restaurant's concept can be compared to Modern Gastropubs in major metropolitan markets.

Modern Gastropub is representative of the quality that you would find in a major metropolitan area such as Chicago or New York City. A bar restaurant that serves mid to high-end food and beverage to a mid to upper class and above market.

## **Restaurant Feel and Ambience**

The location at 127 E Mifflin Street offers a unique space to Madison. We have seen two different Restaurants do well in this location. The first, Cafe Montmartre, offered a dark and intimate space. The second, the underground kitchen which offered a higher quality of food and a bit brighter lighting but still intimate. It is encouraging that two restaurants succeeded in this space.

Fox and Bird plans on doing a bit of a blend of these two ambiances. Dan and Chad are planning on using dark woods and mellow but focused lighting to achieve the proper amount of intimacy.

## Media Lined Up

There are a few news outlets that have expressed interest in doing stories on an upcoming Restaurant from Dan Fox and Chad Vogel. There are as follows:

Wisconsin Foodie  
Madison Magazine  
Journal Sentinel

Dan Fox and Chad Vogel have been implementing a unique strategy to create a buzz. Under the moniker of Fox and Fox, Dan and Chad have been creating events to promote themselves and future endeavors such as this. In the last year we have created and executed five different events with more to follow in the coming months. Our first pop-up in June of last year, a suckling pig dinner for 25, the second, a pig and punch dinner for 60 complete with a 4 ft. ice sculpture a spread of hors d'oeuvres. The 3<sup>rd</sup> event, SloPig. Started as a single event in Madison last October to another in Milwaukee and another in the planning stage for Chicago this upcoming fall. This is Fox and Fox's Flagship event. The Madison event SloPig drew over 300 people and over 400 in Milwaukee. The last event was at the Livingston Inn. Dan made a menu modeled after a 1912 Escoffier menu and Chad paired cocktails, wines or aperitifs with each course.

## Key Personnel

Chad Vogel

*Cocktail Specialist and event organizer* – **SloPig** Madison, WI

*Bartender*- **Maduro** Madison, WI

*Bartender*- **Argus** Madison, WI

*Bar Manager*- **Nostrano** Madison, WI

*Line Cook*- **Osteria Papavero** Madison, WI

*Bar Manager*- **Kushi bar Muramoto** Madison, WI

*Meat Saucier*- **Sardine** Madison, WI

*Bartender*- **Weary Traveler Free House** Madison, WI

*Chef/ General Manager*- **FlatIron Tavern** Madison, WI

*Kitchen Manager*- **Eldorado Grill** Madison WI

*Lead Line Cook*- **Stevens Point Country Club** Stevens Point, WI

*Line Cook*- **Barley Johns Brew Pub** Minneapolis, MN

*Saucier*- **The Inn at Cedar Crossing** Sturgeon Bay, WI

Chad Vogel

Owner/Bar Manager- Beverage Director

Bar Menu Planning and Production  
Event planning  
Operational oversight of service  
Bar Training  
PR and Advertising oversight  
Bartender hiring  
POS setup and Maintenance  
POS, Daily sales and Cash Manager  
Bartender

Dan Fox

Owner/Executive Chef  
Food Menu Planning and Production  
Food Menu Costing and Management  
Kitchen hiring firing and final approval  
Catering and special event planning

General Manager  
Service Oversight  
Service Staff Hiring  
Service Staff Training  
Booking and reservation manager  
Daily Sales and Cash Reconciling

## **Growth Strategies and Long Term Vision**

Partners Dan Fox and Chad Vogel plan to have Fox and Bird be the first of many operations under an umbrella management company. The bigger vision includes multiple restaurants, bars, retail operations, value added program, and locally farmed products managed with a commissary kitchen space. The commissary kitchen space will allow the company to manage costs and quality while expanding into multiple operations.

## **Press**

Chad Vogel

[http://m.host.madison.com/entertainment/video/capital-cocktails-chad-vogel-s-bird-of-omen/vmix\\_8bfe5cc8-2d04-11e1-aa92-001871e3ce6c.html](http://m.host.madison.com/entertainment/video/capital-cocktails-chad-vogel-s-bird-of-omen/vmix_8bfe5cc8-2d04-11e1-aa92-001871e3ce6c.html)

<http://www.thedailypage.com/isthmus/article.php?article=35916>

<http://andredarlington.com/tag/chad-vogel/>

[http://host.madison.com/entertainment/dining/article\\_0f77d79b-3724-5832-abf9-3c26de021e22.html?mode=image&photo=3](http://host.madison.com/entertainment/dining/article_0f77d79b-3724-5832-abf9-3c26de021e22.html?mode=image&photo=3)

<http://www.madisonmagazine.com/Madison-Magazine/March-2011/Perfect-Storm/>