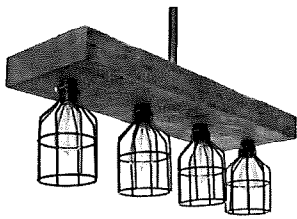


BUSINESS DESCRIPTION

Twisted Grounds will seek to provide a rustic chic atmosphere equipped with a wood bar, concrete flooring, industrial lighting, piped shelving, a fireplace, chesterfield couches, and antique furniture. We strive to provide multiple customer experiences and solutions within the business to accommodate the differentiating needs of our neighborhood demographic. This includes study sections for today's numerous remote workers, comfortable couch seating for those looking for a more relaxed environment, and order ahead functionality for those on the go.



Twisted Grounds will focus on quality and efficiency. We will only offer exceptional coffee roasted by JBC Coffee Roasters: in December of 2018, Forbes named JBC as, "One of the 12 best coffee roasters in the U.S." The Twisted Grounds staff will be efficient and friendly. We will implement a loyalty program to gain and retain regulars. Our staff will become familiar with our customers and will make a conscious effort to learn our customers by name.



JD's Bakery



Support for other Madison local businesses is important to us. All of our bakery items will come from local bakeries including JD's Bakery, Café Brittoli, and Batch Bakehouse. As Twisted Grounds continues to evolve and grow, we would love to bake some of our own items in-house.



Our menu will be concise and selective. People are bombarded with having to make numerous decisions throughout their days. Twisted Grounds wants to take some of that chaos away. Our focus will be on serving consistent quality fresh food. With only the best recipes, there is something on the menu for all. Even if one orders the simple "Classic Breakfast Sandwich," we want that to be the best "Classic Breakfast Sandwich," our customers have ever had each and every time.



Twisted Grounds wants to bring our own unique flair to our community. With multiple specialty items in rotation on the menu – we will always have items you may have never heard of but won't want to wait to try (such as indulging in one of our heavenly bubble waffles).

Our goal is to be the center of our neighborhood. We are so fortunate to be located in an amazing community, and it is extremely important for us to be involved. Twisted Grounds encourages group meetings at our location as well as different events and fundraisers. We plan to have an active social calendar and cannot wait to give back to the amazing community that has accepted us.

FOOD MENU

Every item on our food menu will be offered all day. The number for each option will remain the same; however, the choices and flavors for each will continue to evolve and change depending on the time of year. The pricing for each item can be found in the Appendix Section (Pg. 60-72).

3 Breakfast Sandwiches

1. *Light*
 - a. Egg White, Avoc. Spread, Spinach, & Garlic Aioli/Goat cheese
2. *Classic*
 - a. Sausage or Bacon, Egg, Cheddar Cheese
3. *Hearty*
 - a. Sausage, Bacon, Egg, Avoc. Spread, Siracha Aioli, Sweet Peppers, Cheese

***4 bread choices: English Muffin, White Toast, Wheat Toast, Bagel

2 Bowls

1. *Asian Bowl*
 - a. Broccoli, Carrots, Green Beans, Red Onion, Peppers, & Egg on top
 - b. Teriyaki & Soy Sauce
2. *Hearty Veggie Bowl*
 - a. Broccoli, Cauliflower, Potatoes, Onions, Avoc, Mushrooms, & Egg on top
 - b. Siracha Aioli Drizzle

3 Toasts

1. *Avocado Toast*
 - a. Avocados, Cilantro, Lime Juice, Red Pepper Flakes, (optional add egg)
2. *Southwest Avocado Toast*
 - a. Avocado Spread, Salsa, Cayenne Pepper, (optional add egg)
3. *PB, Banana, Cin., Honey Toast*
 - a. PB, Banana, Cinnamon, Honey, Wheat Toast

***All on Wheat Toast

5 Paninis/Sandwiches

1. *Chicken Pesto Panini*
 - a. Chicken, Tomatoes, Fresh Mozz., Pesto, Wheat Bread
2. *Buffalo Chicken & Bacon Grilled Cheese*
 - a. Bacon, Chicken, Buffalo Sauce, Cream Cheese, Celery Stick, Green Onions, Cheddar Cheese, & Wheat Bread
3. *Avocado Veggie Panini*
 - a. Roasted Cherry Tomatoes, Mushroom, & Peppers, Avoc. Spread, Mozz. Cheese, White Bread
4. *Turkey Avoc. BLT*
 - a. Turkey, Avoc. Spread, Bacon, Romain Lettuce, Tomato, Garlic Aioli, Cheese, Wheat Toast
5. *Club Sandwich*
 - a. Turkey, Ham, Colby-jack Cheese, Bacon, Tomato, Lettuce, Garlic Aioli, Honey Dijon Mustard, White Bread

4 Salads

1. *Chicken Caesar Salad*
 - a. Dressing
 - i. Garlic Cloves, Anchovy fillets, Croutons, Lemon Juice, Worcestershire Sauce, Parsley, Dry Mustard, Red Wine Vinegar
 - b. Chicken, Romaine Lettuce, Parmesan Cheese, Eggs
2. *Southwest Chicken Salad w/ Creamy Cilantro Dressing*
 - a. Dressing
 - i. Sour-cream, Cilantro, Lime Juice, salt
 - b. Chicken, Romaine Lettuce, Avocado, Cherry Tomatoes, Black Beans, Corn, Cilantro
3. *Feta Cashew Salad*
 - a. Dressing
 - i. Sugar, Dry Mustard, Soy Sauce, Minced Onion, Red Wine Vinegar, Vegetable Oil, Poppy Seeds,
 - b. Mixed Lettuce, Apples, Cranraisins, Crumbled Feta, Cashews
4. *Honey Mustard Chicken Salad*
 - a. Dressing
 - i. Honey, Whole Grain Mustard, Smooth & Mild Dijon Mustard, Olive Oil, Apple Cider Vinegar, Minced Garlic
 - b. Chicken, Bacon, Romaine Lettuce, Cherry Tomatoes, Avocado, Red Onion, Corn Kernels

DRINK MENU

The drink options will always be available. However, we will rotate the specialty options depending on the time of year. If certain specialty drinks become customer favorites, we will add them to the permanent menu. The pricing for each item can be found in the Appendix Section (Pg. 60-72).

Espresso & Coffee

1. Drip Coffee
2. Cold Brew
3. Hot Tea
4. Iced Tea
5. Americano
6. Latte
7. 3-4 Specialty Lattes
8. Cappuccino
9. Mocha
10. White Mocha
11. Chai Latte
12. Macchiato
13. Espresso
14. Breve
15. Café au lait
16. Cortado
17. Steamer
18. Red Eye
19. Black Eye
20. Hot Chocolate

Blended Beverages

1. 4 Smoothies
2. 4 Specialty Blended Coffee Drinks
3. Blended Chai
4. Blended Hot Chocolate

Beer & Wine

1. 4 Tap Beers
2. 4 White Wines
3. 4 Red Wines

BAKERY CASE

All of our bakery case items will come from local bakeries—Café Brittoli, Batch Bakehouse, and JD's Bakery. Some items will also initially come from food distributors such as Elegant Foods and Gordon Food Service. These options will also continue to evolve and change depending on the time of year. The pricing for each item can be found in the Appendix Section (Pg. 60-72).

5 Muffins

1. Vegan Blueberry Muffin
2. Blueberry Muffin
3. Banana Muffin
4. Choc. Chip Muffin
5. One Additional Muffin

5 bagels

1. Plain Bagel
2. Cinnamon Raisin Bagel
3. Everything Bagel
4. Sundried Tomato Bagel
5. Sesame Seed Bagel

2 Pies/Cheesecakes

1. Strawberry Rhubarb
2. Colossal Caramel Fudge Cheesecake

4 Sweet Breads

1. Pumpkin Choc. Chip Bread
2. Vegan Zucchini Walnut Bread
3. Iced Lemon Pound Cake
4. Choc. Chip Pound Cake

2 Croissants

1. Chocolate Croissant
2. Almond Croissant

1 Cookie

1. Choc. Chip

2 Scones

1. Blueberry Lemon Scone
2. Choc. Chip Scone

5 Donuts/Rolls

1. Morning Bun
2. Morning Bun with Nuts
3. Apple Fritters
4. Cinnamon Roll
5. Selection of Donuts

3 Dessert Squares/Brownies

1. Peanut Butter Bars
2. Blondie Bar
3. Double Choc. Brownie Bar

GRAB-N-GO

When customers stop in for their morning coffee and breakfast, they will also have the opportunity to purchase a fresh daily-made sandwich or salad for lunch to-go. We will also have many different snack options. These options will also continue to evolve and change depending on the time of year. The pricing for each item can be found in the Appendix Section (Pg. 60-72).

Bottled Beverages

1. Skim Pint
2. 2% Pint
3. Choc. Pint
4. 2 Izze Flavors
5. Sprecher Root beer
6. Apple Juice
7. Orange Juice
8. Lemonade
9. V8 Peach Mango
10. Arnold Palmer Arizona Iced Tea
11. Smart Bottled Water
12. Regular Bottled Water
13. Coke
14. Diet Coke
15. Sprite
16. Diet Sprite
17. Cadence Cold Brew Cans

Packaged Food

1. 4 Salads
2. 3 Sandwiches
3. Breakfast Boxes
4. 2 Protein Boxes
5. Homemade Protein Balls
6. Fruit Parfaits
7. Veggie Cups with Dip
8. Fruit Cups with Dip
9. Bananas
10. Apples

Pre-Packaged Food

1. Hummus & Pretzels
2. Guac. & Chips
3. String Cheese
4. Jerky Sticks
5. Cheese Curds
6. Plain Chips
7. BBQ Chips
8. Salt & Vinegar Chips
9. Trail Mix

ADDITIONAL PRODUCTS & SERVICES

PRODUCTS

Store Apparel & Items

1. Beanies
2. T-Shirts for Men and Women
3. Girls Tank Tops
4. Snap-Backs
5. Magnets
6. Stickers
7. Coffee Mugs
8. Travel Mugs
9. Water Bottles

Additional Offered Menu Items

1. 6 Ice Cream Flavors
 - a. These will rotate
2. 2 Bubble Waffles
 - a. Ice Cream wrapped in a bubble waffle cone with chocolate, caramel, etc.
3. 2 Homemade Ice Cream Sandwiches

SERVICES

1. SpeedETab: Mobile Ordering for Pick-up

