

Banzo – Business Plan for Liquor License Application

Madison, Wisconsin

1. Executive Summary

Banzo is a well-established fast-casual Mediterranean restaurant that has operated in Madison, Wisconsin for nearly 15 years. Known for its warm, inviting atmosphere and award-winning handmade Mediterranean cuisine, Banzo serves a loyal customer base of neighborhood regulars, new residents, and diners who value high-quality ingredients and a welcoming environment.

To enhance the guest experience, remain competitive, and increase revenue, Banzo plans to introduce a thoughtfully curated craft cocktail program that complements its Mediterranean menu. This business plan outlines the concept, operational approach, and responsible-service measures that will guide the addition of alcoholic beverages to the restaurant.

2. Company Overview

Founded in Madison, WI, Banzo has become a neighborhood staple and has earned *Best of Madison* awards in the Mediterranean/Middle Eastern category for more than 10 consecutive years. The restaurant operates with a fast-casual counter-service model and offers dine-in, takeout, delivery, and catering.

Banzo is recognized for its commitment to high-quality ingredients, environmentally conscious practices, meaningful community engagement, and a strong, supportive workplace culture.

3. Concept & Proposed Cocktail Program

Banzo plans to introduce a small, focused craft cocktail menu that enhances the overall dining experience while maintaining simplicity and efficiency. Key components include:

- A curated list of signature cocktails incorporating Mediterranean-inspired flavors such as citrus, herbs, and regionally influenced spirits.
- One to two rotating seasonal cocktails featuring fresh, local ingredients.
- Batch-prepared cocktails stored securely in the back-of-house, allowing staff to pour drinks quickly and consistently.
- The potential inclusion of zero-proof craft beverages to accommodate guests who prefer non-alcoholic options.

This program aligns with Banzo's culinary identity and the expectations of guests who value quality, thoughtful preparation, and consistency.

4. Market & Customer Base

Banzo serves a diverse yet cohesive customer base, primarily composed of:

- Long-time regulars who dine with Banzo frequently
- New residents in the area discovering high-quality, community-oriented restaurants
- Guests who prioritize fresh ingredients, scratch-made food, and a warm, welcoming atmosphere

The introduction of craft cocktails is expected to deepen engagement with these guests and enhance their overall dining experience, while attracting additional patrons seeking full-service-quality beverages in a casual setting.

5. Operations & Staffing

The cocktail program is designed to be operationally efficient and require no major workflow changes:

- No additional staffing is needed. Current staff will receive all required alcohol-service training.

- Banzo will appoint a designated Liquor Agent to manage compliance and oversee the program.
- Planned small investments include:
 - Staff training and certification courses
 - Secure bar equipment and dispensing tools
 - Locking storage cabinets for alcohol inventory

Batch preparation and streamlined service ensure that cocktails can be served quickly without impacting food operations.

6. Safety, Compliance & Responsible Service

Banzo prioritizes safety and compliance in all aspects of service. Alcohol service will follow strict procedures, including:

- Responsible server training for all staff who serve alcohol
- Rigorous ID verification for all alcohol purchases
- Secure storage with controlled access for all alcoholic products
- Ongoing monitoring and oversight by the Liquor Agent

These measures ensure responsible service and a safe dining environment for all guests.

7. Community Impact & Reputation

Banzo has earned a strong reputation in Madison for nearly 15 years through:

- Consistent recognition as one of the city's top Mediterranean restaurants
- Regular donations and volunteer partnerships with local nonprofit organizations

- Environmentally conscious initiatives and sustainable operating practices
- A commitment to positive staff culture and community-building

The introduction of a modest and well-managed cocktail program will allow Banzo to continue evolving while maintaining its community-focused identity.

8. Financial Outlook

Adding a small craft cocktail menu is expected to:

- Increase average check value
- Boost overall revenue
- Attract additional guests seeking a more complete dining experience
- Strengthen the restaurant's competitive position in the neighborhood

Because of the batch-preparation model and minimal capital investment, the financial risk is low and the potential return is strong.

9. Conclusion

Banzo is well positioned to responsibly offer a selection of craft cocktails that enrich the guest experience and align with the restaurant's commitment to quality and community. With a strong history in Madison, a loyal customer base, and a thoughtful operational plan, Banzo will ensure that alcohol service is handled safely, effectively, and in a way that enhances its role as a neighborhood fixture.

Banzo

HAND-MADE MEDITERRANEAN

Step 1: What do you want?

Pita

Sandwich \$12

Filled with hummus, pickles, chips, and chopped salad

Salad Bowl \$14

Mixed greens with chopped salad, olives, chickpeas, feta, and lemon agave dressing

Rice Bowl \$13.50

Majadra rice, chopped salad, and hummus

Hummus

Bowl \$11.75

Homemade hummus with pita

Step 2: How do you want it?

Banzo

Classic Falafel Fried Fresh

Harvest

Classic Falafel + Seared Eggplant

Batata

Sweet Potato Falafel

F-Bomb

Classic Falafel + Choice of Chicken (+ \$2.50)

Chick

Marinated Chicken Tenderloin (+ \$2.50)

Shawarma

Slow Roasted Chicken Thighs (+ \$2.50)

Kofta

Ground Beef Kebabs In Curry Sauce (+ \$2.50)

Lamb

Turkish Coffee Glazed (+ \$10)

Sides? ^{1 for \$4.50} ^{3 for \$12.00}

Falafel

Batata

Hummus + Pita

Babaganush + Pita

Hand Cut Fries

Majadra Rice

Chopped Salad

Couscous Tabouli

Roasted Beet Salad

Moroccan Carrots

Fried Cauliflower

Extras?

Lentil Soup - cup \$3.50 bowl \$5.50

Hand-cut Chips \$2.50

Pita Chips \$2.50

Pita \$2.50

Falafel or Eggplant \$2

Pickled Red Onions \$1

Tea Egg \$2

Chicken \$3.50

Baklava \$4.50

Salted Tahini Chocolate Chip Cookie \$2.25

Sauces \$0.50 - tahini, yogurt dill, chili garlic (hot), or green chili (hot)

Ready to order?

Tuesday - Saturday 11am-9pm
2105 Sherman Ave
Madison, WI 53704

call

(608) 441-2002

online

BanzoMadison.com



Barzo

HAND-MADE MEDITERRANEAN

Deli Items

- | | |
|---|---|
| Salads and Spreads 16oz
\$11 each or 3 for \$30 | Sauces 6 oz. \$3 |
| • babaganush | • tahini |
| • chopped salad | • yogurt dill |
| • couscous tabouli | • chili garlic (hot) |
| • roasted beet salad | • green chili (hot) |
| • Moroccan carrots | • lemon agave dressing |
| Homemade Hummus
16 oz. \$6.99 | Sliced Dill Pickles
6 oz. \$3 |
| Take and Bake Falafel
(12 pieces) \$6.99 | Kalamata Olives
6 oz. \$6 |
| | Pita (package of 4) \$8 |

Take and Bake Family Meal \$60

- 1 lb. majadra rice, 1 lb. chicken, 12 falafel, 16 oz. chopped salad, 16 oz. homemade hummus, 4 pitas and sauces *vegan option (no chicken, double falafel)



(608) 441-2002 BarzoMadison.com

Drinks

Spindrift \$2.50

lemon lime
grapefruit
pineapple
nojiro

San Pelligrino \$2.50

plain
lime
cherry
peach

Specher Sodas \$3

root beer
low-cal root beer
cherry cola
cream soda

Let It Ride Kombucha \$5

ginger
blueberry
raspberry

Iced Chai-der \$6

Apple Juice Box \$1.50

Water (12oz can) \$2.50

Wine

By The Bottle \$24

pinot grigio
pinot noir
cabernet sauvignon

By The Can \$8

malbec
cabernet sauvignon
chardonnay
pinot grigio
rosé

Sangria \$8

house-made red wine sangria
w/ grapes and pears

Coffee & Tea

Iced Turkish Coffee \$6

black
with oat milk

Coffee \$3

"Banzo Blend" by Just Coffee Coop

Home-Brewed Iced Tea \$3.50

unsweetened black tea brewed w/
mint leaves and tart cherry

Yerba Mate \$4

revel berry
enlighten mint

Teasider Hot Tea \$3

Banzo Blend (black tea w/ lemon, mint, hyssop)
earl gray
green
midwest mint (caffeine free)

Beer, Cider & Hard Seltzer

PBR Tallboy \$4

Delta Beer Lab (16oz) \$6

German-style pilsner
hazy IPA
strawberry rhubarb sour
amber ale
porter

ACE Perry Craft Cider \$5

Spindrift Spiked Pineapple \$6

Non-Alcoholic

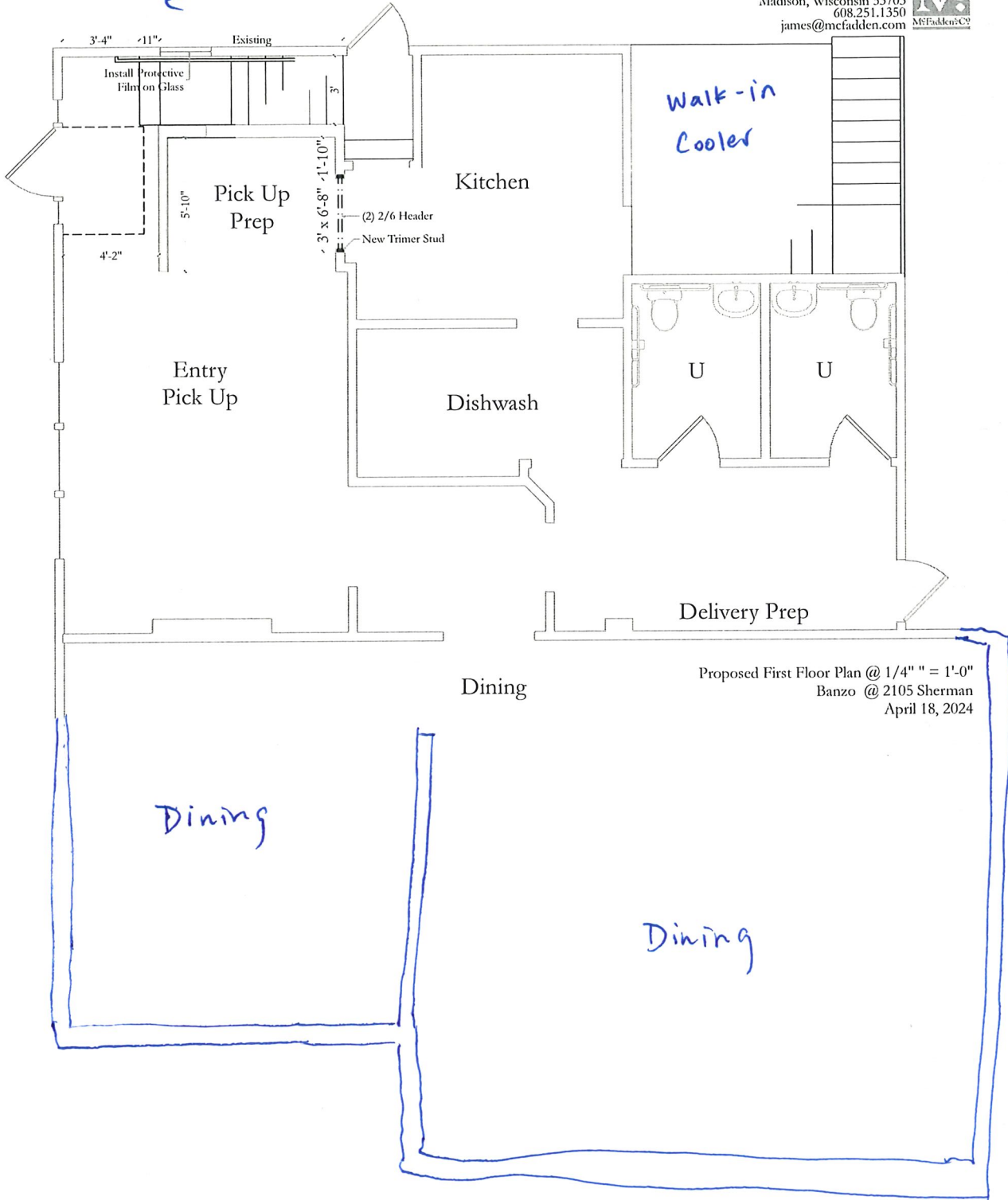
Hop Water \$5
Untitled Art Grapefruit Radler \$5
Honey Bee Cannabis Co
Ginger Lime THC Sparkling Water \$6

Cocktails

- Signature Cocktail #1 \$8
- Signature Cocktail #2 \$8
- Signature Cocktail #3 \$10
- Seasonal Cocktail \$11

→ upstairs (office + storage) - staff only
← downstairs (storage) - staff only

McFadden & Company
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Proposed First Floor Plan @ 1/4" = 1'-0"
Banzo @ 2105 Sherman
April 18, 2024