

## 107 STATE STREET GASTROPUB

### Food & Beverage Menu

#### SHAREABLES

Wisconsin Cheese Curds – Beer-battered white cheddar, herb ranch — 12

Giant Pretzel – Warm Bavarian pretzel, beer cheese, mustard — 14

Duck Confit Wings – Crispy duck wings, chili-maple glaze — 15

*Smoked Whitefish Dip* – Great Lakes whitefish, herbs, kettle chips — 13

Chorizo Queso Fundido – Roasted poblanos, melted cheese blend, tortillas — 14

#### SOUPS & GREENS

Roasted Tomato Bisque — 8

Beer Cheese Soup — 9

State Street Salad – Roasted squash, pecans, cranberries, goat cheese, maple vinaigrette — 13

*Caesar With a Twist* – Brussels sprouts, parmesan, toasted crumbs — 12

Add chicken +6, crispy tofu +4

#### SANDWICHES & BURGERS

State Street Smash Burger – Two smashed patties, caramelized onions, house sauce — 15

Fried Chicken Sandwich – Buttermilk chicken, pickles, hot honey, slaw — 16

Short Rib Grilled Cheese – Beer onions, cheddar, provolone — 17

*Black Bean Veggie Burger* – Guacamole, tomato jam, greens — 14

Capitol Square Cubano – Mojo pork, ham, Swiss, pickles, mustard — 16

Served with fries or side salad.

#### PLATES

Fish & Chips — 17

Steak Frites — 24

Pork Schnitzel — 19

Seasonal Risotto — 17

LATE NIGHT (After 10pm)

Single Smash Burger — 10

Poutine — 11

Fried Chicken Bites — 9

## BEVERAGES

### DRAFT BEER

Working Draft "What's Next?" Pale Ale — 7

Spotted Cow — 6

Fantasy Factory IPA — 7

Riverwest Stein Amber — 6

Penguin Pale Ale — 6

### COCKTAILS

State Street Old Fashioned — 10

Capitol Mule — 9

Smoky Maple Manhattan — 12

Lavender Gin Fizz — 11

Session Margarita — 10

Autumn Spritz — 10

### WINE

White — Pinot Grigio 8/30, Chardonnay 9/34

Red — Pinot Noir 10/36, Cabernet Sauvignon 10/38

Sparkling — Prosecco 9/32

ZERO-PROOF

Cucumber Cooler — 7

Ginger-Lemon Fizz — 7

NA IPA (*rotating*) — 6

W. Miff/ia St.

Rear Doors

Women's  
Restroom

Men's  
Restroom

Booth Seating

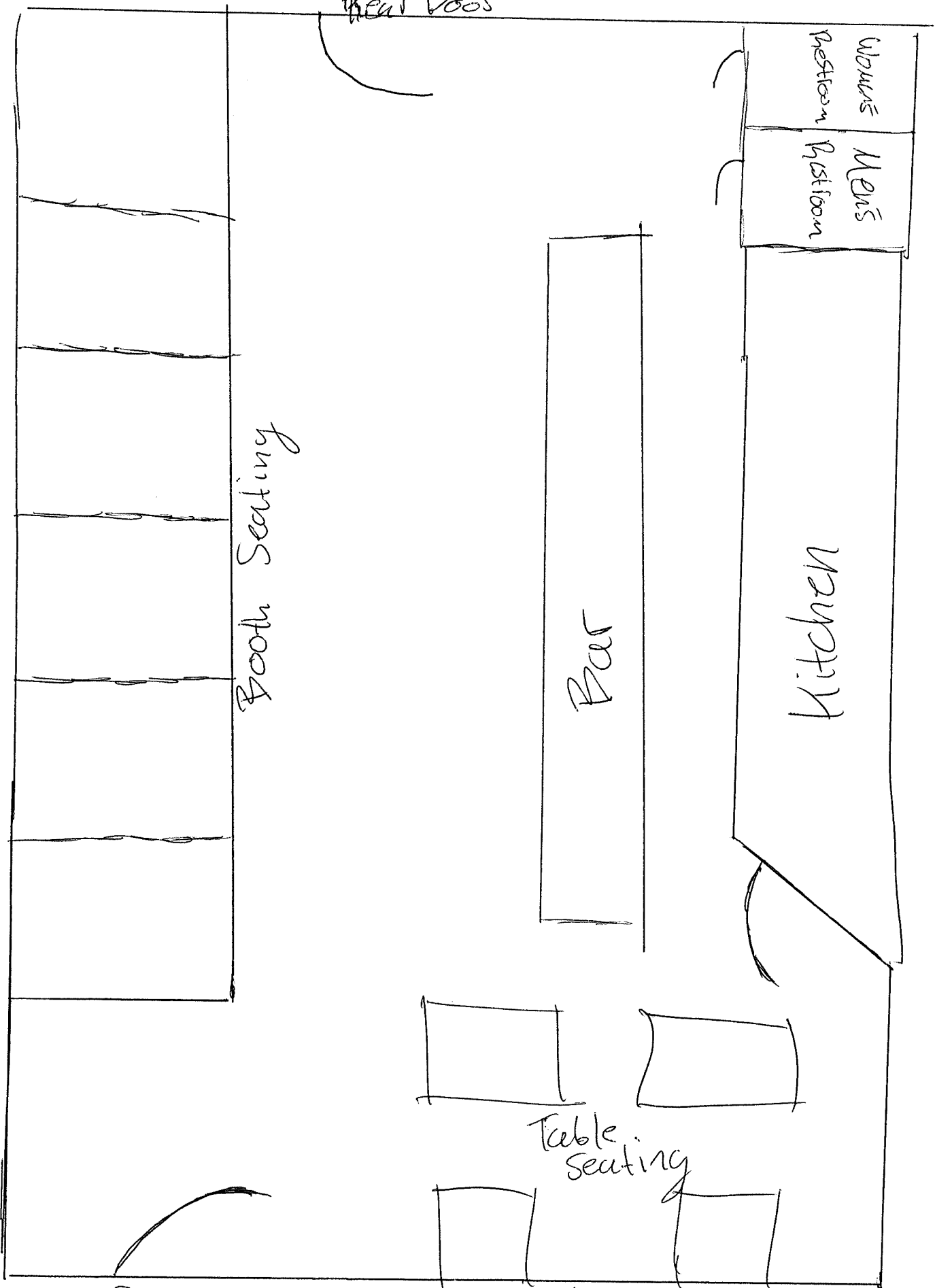
Bar

Kitchen

Table  
Seating

Front Door

State St.



# Business Plan

## 1. Executive Summary

The 107 State St Gastropub will be a chef-driven, locally focused bar and restaurant in the heart of downtown Madison, WI. The concept combines elevated comfort food, craft beer, curated cocktails, and a relaxed but refined atmosphere. Positioned between the Capitol Square and the University of Wisconsin campus, the location captures heavy foot traffic from students, professionals, locals, and tourists.

## 2. Mission Statement

To provide high-quality, inventive pub fare and a welcoming gathering place that celebrates Wisconsin ingredients, community, and hospitality.

## 3. Business Objectives

- Establish the gastropub as a top dining and drinking destination on State Street within year one.
  - Achieve profitability by month 18.
  - Build a loyal base of local customers and repeat visitors.
  - Maintain a rotating menu featuring local farms and breweries.
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## 4. Location Overview

**Address:** 107 State St, Madison, WI

This location offers:

- High pedestrian traffic
  - Proximity to UW–Madison
  - Event-driven surges (Farmers' Market, protests, campus events, concerts, theater shows, parades)
  - Visibility from Capitol Square footpaths
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## 5. Concept & Menu

### Food

- Elevated pub classics: smash burgers, confit wings, fish & chips, seasonal salads
- Shareables: cheese curds, pretzels with beer cheese, smoked dips
- Seasonal chef specials using local farms and producers

### Drinks

- 4-8 rotating Wisconsin craft beer taps
  - Classic and house-original cocktails
  - Small, curated wine list
  - Zero-proof cocktail and beer options
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## 6. Target Market

- Young professionals working near Capitol Square
  - UW–Madison students (especially graduate and professional students)
  - Downtown residents
  - Theatergoers
  - Tourists
  - Event-day traffic (Badger games, protests, concerts, farmers market)
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## 7. Competitive Analysis

State Street has heavy competition (bars, quick-service restaurants, casual sit-downs). The gastropub differentiates itself with:

- *Higher-quality food than typical bars*

- Strong identity around Wisconsin sourcing
  - A comfortable environment appealing to both students and professionals
  - More approachable, friendly vibe compared to upscale restaurants on the Square
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## **8. Marketing & Branding Strategy**

- Brand identity focused on local sourcing, comfort, and craftsmanship
  - Strong social media presence (Instagram, TikTok for menu reveals, tap changes)
  - Partnerships with local breweries and distilleries
  - Soft-opening events for influencers, local business owners, and service industry
  - Promotions around major UW and Capitol events
  - Loyalty program with digital punch rewards
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## **9. Operations Plan**

### **Hours**

- Lunch & dinner 7 days/week
- Late-night kitchen on weekends

### **Staffing**

- General Manager
- Chef / Kitchen Manager
- Line cooks & prep cooks
- Bartenders
- Servers & support staff