

Glou Glou

MSN ★ WIS

Shareable Small Plates Menu

Mix & Match For The Mood

Glou Glou Snack Mix, \$6

A Spanish mix of Langueta almonds, pistachios, fava beans, chic peas and giant crunchy corn kernels.

(Source: Elegant Foods, Contains: Nuts, Vegan)

Marinated Olives, \$6

Hojiblanca, Gordal, Cuquillo, and Arbequina olives, herbs and natural red pepper following a traditional recipe used in Andalusian homes each year upon the arrival of the harvest.

(Source: Elegant Foods, Gluten-Free, Vegan)

Vegetables Escabeche, \$8

A global take on the relish tray - pickled cauliflower, carrots, radishes, and garlic

(Source: In-house, Gluten-Free, Vegan)

Greek Dolmas, \$8

Tender grape leaves stuffed with Arborio rice, onion, mint and dill, wrapped by hand.

(Source: Elegant Foods, Gluten-free, Vegan)

Kale Caesar Salad w/ Greek Yogurt Dressing, \$8

Topped with aged shaved parmesan and croutons

(Sources: Elegant Foods Cheese, In-house dressing w/o egg products, In-house baked croutons, Contains: Dairy, Vegetarian)

Sourdough Bread & Pleasant Ridge Reserve, \$12

Award winning Wisconsin cheese served with Madison Sourdough fresh bread & orange fig spread.

(Source: Elegant Foods, Madison Sourdough Company, Vegetarian)

Spanish Tortilla, \$10

In-house baked potato & onion frittata, served room temp Basque pintxos style

(Source: In-house, Golden Foods, Vegetarian)

Charcuterie Board, \$18

Local pate, coppa, & salami from Heritage Farms served with Madison Sourdough bread & orange fig spread.

(Source: Heritage Farms, Elegant Foods)

Add a side of sourdough bread to any dish, \$4, add garlic basil butter, \$6

(Source: Madison Sourdough Company, Elegant Foods)



Dessert

Fraisier, \$10

A classic French cake featuring layers of dacquoise biscuit, a rich pastry cream and fresh strawberries, made in-house.

(Gluten free, Contains Nuts, Vegetarian)

Flourless Chocolate Cake, \$10

A decadent, dense dessert that's perfect for chocolate lovers, the velvety texture melts in your mouth, & is made in-house.

(Gluten free, Nut free, Vegetarian)

Basque Cheesecake, \$10

Originating from the Basque region of Spain, this cheesecake is known for its simple ingredients and rustic presentation. Rich & indulgent, it features a unique burnt top, a creamy, custard-like interior, & is made in-house.

(Gluten free, Nut free, Vegetarian)



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PETITE PLATES | ARTISAN WINES

Business Plan Summary

General Company Description

GlouGlou is a casual European-style bistro specializing in wine paired with small sharable plates as well as a member's wine club.

Mission Statement

GlouGlou is a welcoming wine and food space that features global small and sharable plates paired with a sommelier-selected wine list that elevates small artisan wineries.

Vision Statement

We are a family raising our children in the same neighborhood and seek to provide a welcoming community environment through:

- community wine dinners, guest chefs and food trucks, food and wine classes, and a wine club
- redefining and elevating customer-first hospitality through thorough staff training and a welcoming and safe ambience
- support of local community organizations through fundraising efforts and events

Core Competencies

Owner MJ Hecox offers an extensive background in operations, marketing, and branding, previously serving in Director positions for UW-Madison and Wisconsin Public Media. She holds an MBA in Wine Marketing and Management from INSEEC University in Bordeaux, France (completely remotely due to the pandemic), and is a Napa certified sommelier.

She has consulted extensively with restaurants and and previously served as Faculty at Madison College. Most recently, MJ led all customer communications and wine buying for Ourglass wine club, winning Decanter's 2023 Best UK Wine Subscription of the Year.

MJ's seasoned background in all elements of marketing, pricing and accounting, product fulfillment, education, project and team management as well as customer service situates her to successfully launch, manage, and scale GlouGlou.

Legal form of ownership is LLC due to the benefits of limited liability, separate business and personal recordkeeping, pass-through taxation, and flexible business structure.

Global Bistro

GlouGlou inhabits a 37-seat bar and dining room serving small and sharable plates. Food menu will feature global small plates and sharable dishes with an emphasis on local purveyors. Although the beverage menu will emphasize wine pairings there will also be a small selection of craft beers as well as an extensive list of non-alcoholic options.

Compliance and Safety

GlouGlou will adhere to all local, state, and federal regulations, ensuring operational compliance and a safe environment for staff and guests.

- All wine servers will maintain their bartender licenses.
- Liability insurance and necessary permits will be kept up to date to mitigate operational risks.