

Olbrich Biergarten Proposal

Alcohol License Informational Meeting

Imagine a beautiful Saturday summer evening with a light breeze off of Lake Monona, a view of the downtown skyline, friends and families all around, and a cold beer in your hand. Olbrich Biergarten will bring visitors of Olbrich Park these good feelings of *gemütlichkeit*—a unique German word describing friendliness and good cheer. Our vision is to provide a public place for responsible enjoyment of a beer or glass of wine in a remarkable and underused park setting.

As part of a public bid process, Madison Parks selected us to provide one of two new place-making concepts at Olbrich Park, alongside Rutabaga Paddlesports, who will provide water sport recreational activities and rentals. While our business is primarily serving concessions, our vision is for a vibrant park experience. To this end, we propose to collaborate with Madison Parks and other vendors and stakeholders to support a well-rounded park experience for visitors of all ages.

- Patrons are welcome to bring their own food to the biergarten (outside alcohol is not permitted per ordinance).
- As part of our partnership with Madison Parks, we will be making significant, needed infrastructure improvements to the Olbrich Beach House.
- Other potential future collaborations include supporting a Friends of Olbrich Park group.

We will work diligently to create a park experience that brings Madisonians and visitors together in a lively and family-friendly atmosphere. We hope you will support our vision as we begin the process of obtaining the necessary permits and licenses to make the Olbrich Biergarten a reality.

Proposed Seating Area



Operating Details

Proposed Hours

| | |
|-----------|-----------|
| Monday | 4 - 10pm |
| Tuesday | 4 - 10pm |
| Wednesday | 4 - 10pm |
| Thursday | 4 - 10pm |
| Friday | 3 - 10pm |
| Saturday | 12 - 10pm |
| Sunday | 12 - 10pm |

Nightly last call 9:30pm

Sample Menu

Food

| | |
|-----------------|----------------|
| Giant Pretzel | \$7 (serves 2) |
| Mustard Cup | \$1 |
| Cheese | \$2 |
| Mini Brat | three for \$4 |
| Veggie Brat | three for \$4 |
| Potato Salad | \$2 |
| Ice Cream Treat | \$4 |

Beverages

| | |
|---------------|-------|
| Beer Pint | \$6 |
| Cider Pint | \$6 |
| Beer Pitcher | \$14 |
| Glass of Wine | \$7 |
| Sport Drink | \$2.5 |
| Root Beer | \$2.5 |
| Bottled Water | \$2 |

Contact Information

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