



# THE BUSINESS BUILDER

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Winter 2019/2020



## Tangent Kitchen & Taproom Helps the Vintage Brewing Family Grow

**W**hile Friede & Associates was busy constructing Vintage Brewing Company in Sauk City in 2017, planning had already begun for the company's fourth location on Madison's near eastside. Vintage Brewing Company President Mark Kraemer disclosed to the Friede team that they were in negotiations to lease the first floor of a building that would be built at the corner of Livingston Street and the 800 block of East Washington Avenue.

Ultimately, this project would consist of a 7,186 square foot commercial build-out on the main floor of an eight-story office tower that was under construction simultaneously. This space would act as a satellite location for the growing company, similar to its sister location at Vintage Spirits & Grill, located near the UW campus. Both satellite locations rely upon the infrastructure they developed at their West Madison Vintage Brewing Company location on Whitney Way and their full brewing operation in Sauk City.

This new eastside location would

have a more urban feel, rather than the comfortable supper club aesthetic of their other locations. The new bar would take advantage of its location adjacent to Madison's newest entertainment venue, The Sylvee, and to cater to the growing millennial crowd living in a series of new high-rise apartment complexes nearby. The resulting design would feature more exposed and fabricated metal features, take advantage of the building's extensive glass exterior, provide two separate three-season exterior dining areas, and feature an enormous wall mural that is visible from East Washington Avenue.

With everything in place and operational, the \$1.3 million project opened for business during the third week of January 2019. Ultimately, this project was successful because of the communication between the project team and their coordination with the

contractors constructing the eight-story office building in which Tangent is located. The team overcame an incredibly tight site, flooding, poor soils, limited space, and the challenge of building in downtown Madison to bring a new

member to the successful Vintage Brewing Company family.

Most recently, the attention Vintage Brewing Company received at the 2019 Great American Beer Festival has prompted Vintage's owners to

reconsider the branding and how they position Tangent Kitchen & Taproom in the marketplace. Because it is now more evident that it is connected to Vintage and is a sibling to the brewpub's three other locations, Tangent underwent a rebranding and reopened the first week of December as Vintage Brewing Company-Capitol East with a new atmosphere and new food offerings that more closely match the other locations.

*Vintage Brewing Company was recently awarded two gold medals and earned the title Large Brewpub of the Year at the 2019 Great American Beer Festival.*



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# New Winery Joins A Growing Wisconsin Industry

When Matt and Kristin Boegner first contacted Friede & Associates to discuss their plans for a new 4,000-square-foot multipurpose building, we never would have guessed that the project would result in Balanced Rock Winery, one of Wisconsin's premier wineries, restaurants and event spaces. Located on the south side of Baraboo, Wisconsin on the doorstep of Devils Lake State Park, the new 6,000-square-foot building includes a beautiful tasting area, retail space, outdoor seating, grape crushing pad, and events stage. Guests can now tour the facility to view Balanced Rock Winery's wine-making process, enjoy a beverage in their tasting room, bask in the sunshine on

the outdoor patio, or enjoy local musicians performing during the summer months.



The goal of bringing a unique winery experience to the City of Baraboo began in 2015, when after years of searching for a location with the perfect soil, sun exposure and temperature for growing grapes, Matt and Kristin Boegner found a surprising location within the city limits—a city-owned 23-acre site that was a remnant of an old industrial park project that had most recently been used as a corn field, soybean

field and driving range by the adjacent Baraboo Country Club. While negotiating with the City for the purchase of the property, Matt Boegner contacted Friede & Associates to help develop the *continued below*



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project. Due to the extensive site work required to transform a portion of the property's hillside into a project site, our team enlisted the help of General Engineering whose expertise enabled our team to create a civil engineering plan that met both the initial construction plans as well as future options for expansion. The site includes space for the development of seven acres for growing wine grapes.

Additionally, we partnered with architectural designer Blake Hebert of Hebert Design in Madison to help the Boegners visualize the future of Balanced Rock Winery, all while keeping the project on budget. Though the Boegners had originally expected to construct a building with limited finishes, our team was able to value engineer

the project, maximizing their tight budget. Utilizing flexible and economical ladder frame wood wall systems that would be constructed off-site at Hartje Lumber, was one example of the cost-saving techniques used on this project.



When people refer to "wine country," they usually mean Napa Valley. Today, thanks to boutique wineries like Balanced Rock, Wisconsin is quickly becoming known as the Midwest destination for wine lovers. With more than 200 wineries in the state and nearly 1,500 acres devoted to growing grapes, there's no sign of the industry slowing down. Friede & Associates would like to raise a glass

to Balanced Rock Winery for the opportunity to collaborate on their unique and beautiful project.

