



PLAZA
STREET
PARTNERS

La Crosse, WI

SUBJECT PROPERTY

3710 State Road 16, La Crosse, WI 54601
Parcel #:17-10692-0



THE BRAND: Seven Brew

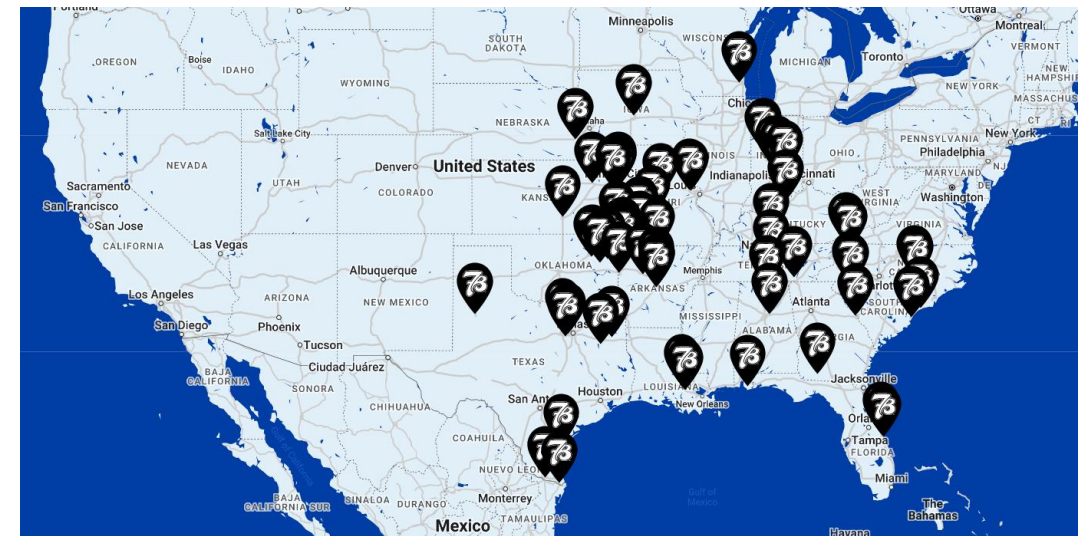
→ *A revolution is brewing!*

7 Brew Coffee is one of the fastest-growing franchises in the country.

→ 7 Brew was born from a desire to change drive-thru coffee into a fun, mind-blowing experience for everyone. We dreamed of serving premium coffee in record time and making new friends while we're at it.

→ **Corporate Headquarters:** Rogers, Arkansas - 2017 **Existing Locations:** 80+ **Future Locations:** 17 new stores in Wisconsin (5 years)

→ Second location in La Crosse: *We estimate this location to be open by Winter 2026*



THE OPERATOR: Brew 4 You

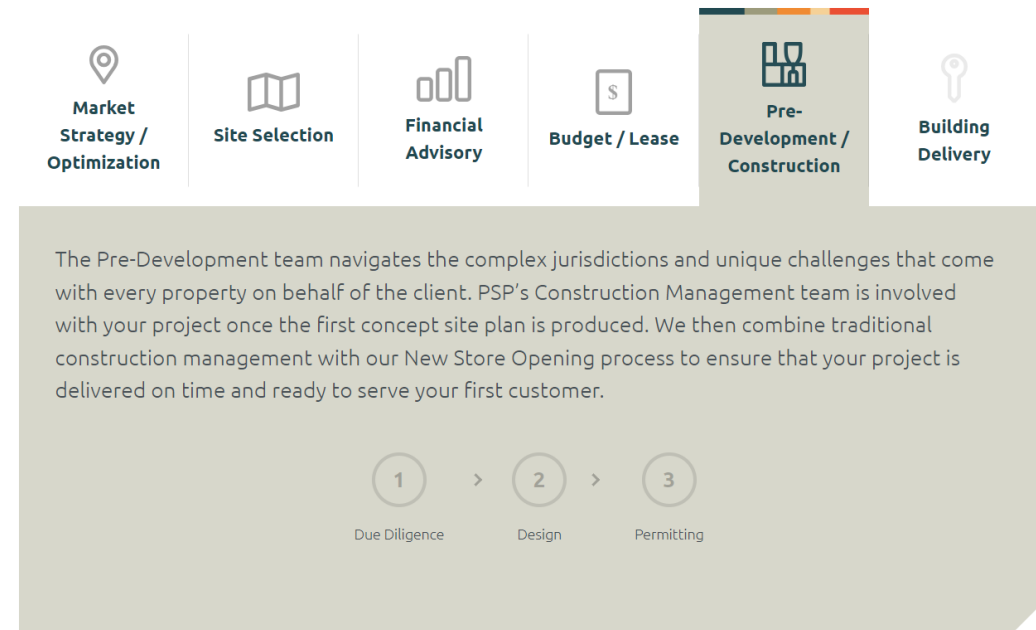
- ➔ **Brew 4 You** is a Seven Brew franchisee/operator committed to opening 17 new locations in Wisconsin over the next 5 years.
- ➔ **Brew 4 You** is managed by 3 partners:
Jonathan Lippincott
Loren Lippincott
Kayla Smith
- ➔ They are experienced franchisees with over 10 years of experience operating a Planet Fitness in Missouri.
They had some of the highest employee retention rates in the franchise.
- ➔ Jonathan and Kayla live in Eau Claire, WI



THE DEVELOPER: Plaza Street Partners



- ➔ Plaza Street Partners is a process management company that partners with QSRs and other free-standing retailers in need of high-volume, value-added, new-unit delivery system to grow their brand.
- ➔ ✓ PSP has partnered with Brew 4 You to help grow the Seven Brew brand in Wisconsin.
- ➔ **Headquarters:** Kansas City, KS
Build-to-suit: 180+
Brands: 12+
7 Brew In Progress with PSP: 9+



Learn more at: <https://www.plazastretpartners.com/>

EXTERIOR PHOTOS



EXTERIOR RENDERINGS



PICK-UP WINDOW ELEVATION

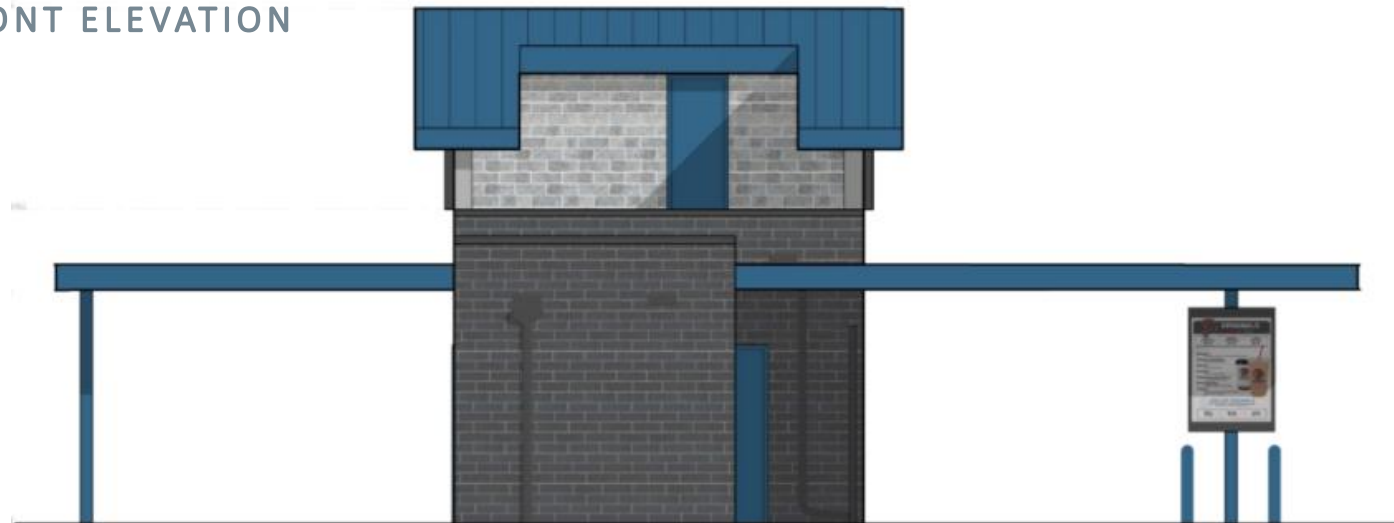


DRIVE-THRU ELEVATION

EXTERIOR COLORED ELEVATIONS



FRONT ELEVATION



BACK ELEVATION

THE MENU



THE SEVEN ORIGINALS

BLONDIE (270-850 CAL)
CARAMEL & VANILLA BREVE

BRUNETTE (280-850 CAL)
HAZELNUT & CARAMEL MOCHA

SMOOTH 7 (260-840 CAL)
WHITE CHOCOLATE & IRISH CREAM BREVE

WHITE CHOCOLATE MOCHA (280-850 CAL)
WHITE & MILK CHOCOLATE MOCHA

CINNAMON ROLL (300-770 CAL)
BROWN SUGAR CINNAMON & WHITE CHOCOLATE BREVE

GERMAN CHOCOLATE (280-860 CAL)
COCONUT & CARAMEL MOCHA

TRIPLE 7 (180-840 CAL)
A SMOOTH 7 WITH 6 ESPRESSO SHOTS

ICED, HOT, or CHILLER



CUSTOMIZE EVERYTHING

EXTRA ESPRESSO
(5 CAL)

**SUGAR
FREE**

**SWEETNESS
LEVELS**

MILK ALTERNATIVES
OAT, ALMOND OR COCONUT

CLASSICS

ICED or HOT

LATTE (120-320 CAL)

MOCHA (200-520 CAL)

BREVE (250-660 CAL)

CARAMEL MACCHIATO (210-850 CAL)

CAPPUCCINO (100-260 CAL)

HOUSE BLEND (10-20 CAL)

CHAI LATTE (160-400 CAL)

MATCHA LATTE (170-390 CAL)

COCOA (250-630 CAL)



SEVEN ENERGY

ICED or CHILLER

(10-560 CAL)

A PREMIUM ENERGY DRINK
CREATED BY 7 BREW!

INFUSE WITH ANY FLAVOR!
ORIGINAL OR SUGAR-FREE

RED BULL AVAILABLE
UPON REQUEST



SEVEN FIZZ

(0-440 CAL)

SPARKLING WATER INFUSED WITH
ANY FLAVOR! CREAM AND
WHIPPED CREAM OPTIONAL.



TEAS

(0-400 CAL)

ICED or HOT

SWEET UNSWEET
PARIS EARL GREY
GREEN CINNAMON SPICE
DECAF



KIDS

KIDS FIZZ (0-110 CAL)

COCOA (190 CAL)

SMOOTHIES (210-230 CAL)



SMOOTHIES

(330-740 CAL)

STRAWBERRY MANGO
PIÑA COLADA PEACH
GREEN APPLE WILDBERRY
BLUEBERRY POMEGRANATE



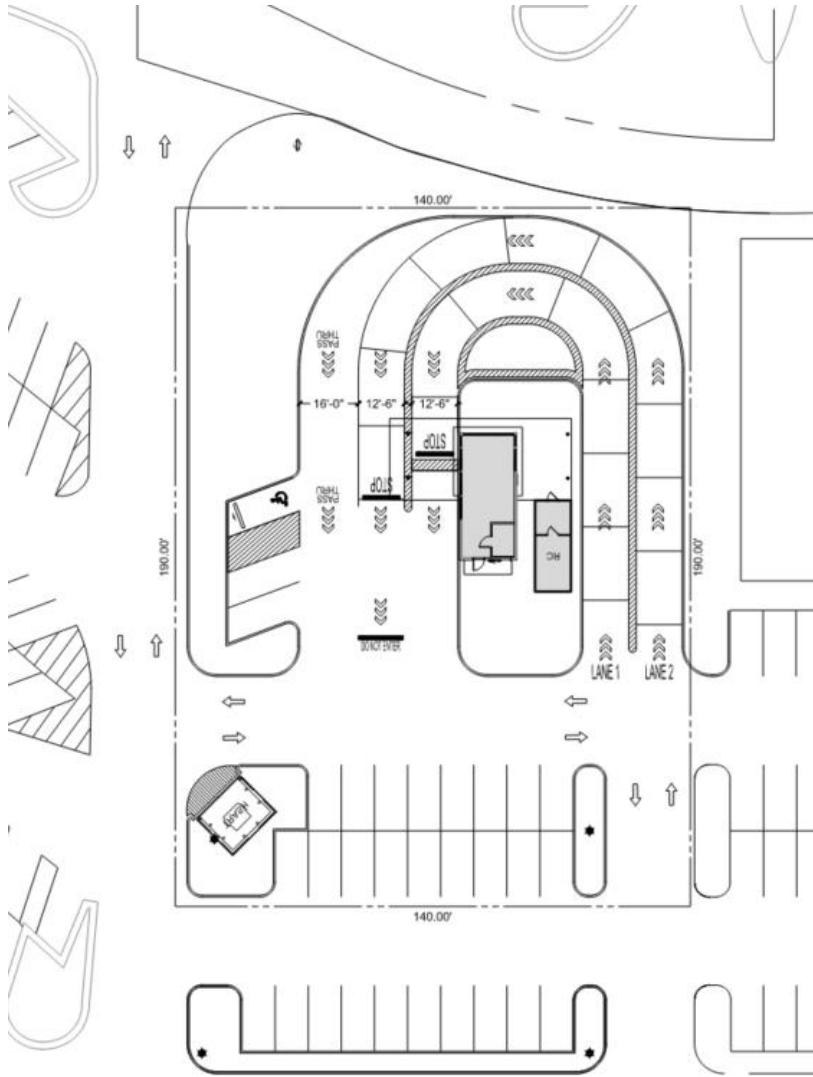
SHAKES

(250-950 CAL)

THE CLASSIC FLAVORS OR
MAKE IT YOUR OWN!



CONCEPT SITE PLAN



Summary of the proposed development

- **Location:** 3710 State Road 16, La Crosse, WI 54601
- **Parcel ID:** 17-10692-0
- **Size of site:** 0.81 acre
- **Current Zoning:** C-2
- **Current Land Use:** Parking lot
- **Proposed Use:** Seven Brew with a double drive-thru
- **Building square footage:** 510 ft + cooler
- **Access from:** internal Mall driveway
- **Signage:** on building / freestanding sign if allowed

Thank you!

