

Application for Conditional Use Permit

Pipsqueak Wine Plan of Operation/Business Summary January 9, 2024



Business Description

Pipsqueak Wine is a cozy combination wine shop/wine bar located in the East Tosa Neighborhood of Wauwatosa at 6410 W North Ave. Pipsqueak Wine will be a neighborhood and family friendly place to shop, relax, and drink. The decor will be trendy, but comfortable with an emphasis on service and ambiance. There will be an extensive selection of authentic and natural wines for either off-premise or on-premise consumption. There will also be wines by the glass and a carefully curated selection of beer.

There will not be a full sized kitchen, but there will be a small prep station behind the bar for cheese, charcuterie plates, and light snacks.

The space will be separated into a larger retail space with limited seating, and a smaller, more intimate bar space.

Hours of Operation

Monday 12pm-8pm (bar to open at 4pm)

Tuesday CLOSED

Wednesday 12pm-8pm (bar to open at 4pm)

Thursday 12pm-9pm (bar to open at 4pm)

Friday 12pm-9pm (bar to open at 4pm)

Saturday 11am-9pm

Sunday 11am-6pm

Staffing

Jonathan and Heather will be the primary staff during most of operating hours, with one full time and two part time employees as needed. Hiring will draw on industry connections to employ passionate and knowledgeable wine/hospitality professionals.

Ownership

Pipsqueak Wine will be owned and operated by Jonathan Blechman and Heather Mitchell.

Jonathan began his career in New York City in 2007 working as a Sommelier and manager for the Batali/Bastianich Group. He went on to manage a forty seat wine bar in New York's West Village called Lelabar. Jon served as the General Manager at this award winning wine bar for six years, until relocating to Chicago then Milwaukee. For the past two years Jon has worked as a Manager at Thief Wine in the Milwaukee Public Market.

Heather's career and interest in the wine industry began in 2004 while serving to pay her way through school. She's worked in both retail and restaurant management, as well as on the wine distribution side in New York, London, Tampa, and Chicago. Currently, she works as the Wine Director at Black Sheep.

Pipsqueak Wine is a Limited Liability Company (LLC), owned and operated by Jonathan Blechman and Heather Mitchell.

Mission/Vision Statement

Our mission is to provide both locals and people from all over Milwaukee with access to a well curated selection of small production and natural wine in a beautiful setting.

Core Values

Community: Our company exists because we want to emphasize community and promote real wine and cheese from family producers. We are passionate and want to communicate and share that passion.

Sustainability: Natural and Sustainable wine from careful producers encourages biodiversity and regeneration in farms and in nature.