



Plant Joy Deli

After surviving breast cancer, I learned a lot about food, my body and survival. I learned through rigorous treatments and lifestyle changes that the food we eat affects everything we do. Today, I use food as a first defense in preventing disease and maintaining optimal health. Learning about food as medicine *literally* saved my life.

At Plant Joy, we're passionate about the many preventative benefits of plant foods and their connection to our health. Healthy foods should be accessible and available to anyone who wants to eat better. In 2019, Plant Joy moved into a shared commercial kitchen and launched our multi-county meal delivery service. As sales and projections continue to grow, our vision to create a 100% vegan kitchen and marketplace has never been more alive and attainable than today. Currently, we have 8 part-time employees who prepare the food, deliver the food and work pop up events in the community.

The PJD is an expansion of Plant Joy's vegan meal delivery service and the flagship location for our plant-based food movement. Our dedicated vegan commercial kitchen will allow us to supply fresh and frozen "heat and eat" meals, homemade vegan meats and cheeses, daily specials, and catering six days a week. Store hours of operation will be Tues. - Sunday 7am - 3pm. Fresh deli items and daily specials will encourage in store traffic and assist with promoting the new deli. The marketplace will offer local vegan goods from Wisconsin vendors, making PJD a destination for any veggie lover.

The Plant Joy brand is excited to be expanding into Wauwatosa. We are taking over the lease at 6108 W Bluemound and need to make a few code-compliant improvements. Back of the house needs a mop sink, a 3-compartment sink, and the electrical system needs to be upgraded to handle more commercial cooking equipment. We plan to add an outdoor seating for summer and fall months on the north side on the property with no more than 4 tables.

The Plant Joy Deli (PJD), will be Milwaukee's first and only dedicated plant-based delicatessen. This neighborhood deli and marketplace will energize and popularize plant based foods in the Wauwatosa and Bluemound Heights neighborhoods. We look forward to community partnership and collaboration with the city. Thank you for considering our business for a Conditional Use Permit.

Sincerely,
Amberlea Childs
Plant Joy Deli, Owner