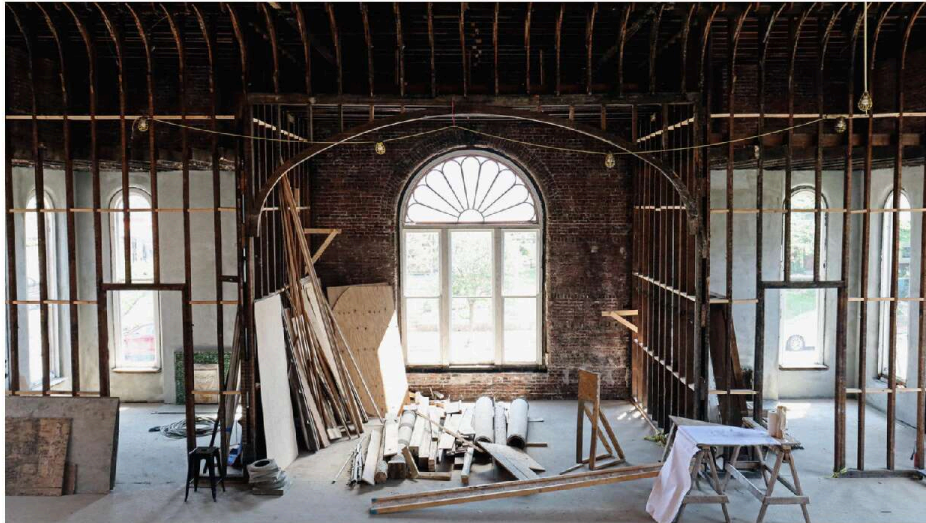


A new wine bar coming to East Nashville



Nashville TN

Alcohol Main Street Food Cocktails Community

LEAD INVESTOR



Edward D Lanquist

I believe that a true wine focused bar will be successful in Nashville. I also believe that with Alex's experience and knowledge that he can make it a success. The location is central to growing portions of Nashville. The location is large enough to house big gatherings while also have private dining rooms. The potential for having industry events at non-peak hours has potential to drive revenue and traffic. The potential for a diversity of stakeholders also has the potential for driving greater traffic.

Invested \$200,000 this round & \$100,000 previously

Highlights

- 1 🍷 Owned and operated by the former wine director of Bastion and Henrietta Red
- 2 🍴 Food with tasting menu creativity in a down-to-earth atmosphere.
- 3 🌐 Focused on wine education and exploration
- 4 📍 Located one block from 5 Points in a recently converted church

Our Founder



Alexander Burch Owner

Former Wine Director at Bastion - Advanced Sommelier



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Another glass is never a Bad Idea.

I've had the honor of working with some of Nashville's best restaurant talent and serving thousands of amazing people over the last decade. I've learned so much from this city and the people I've worked with.

Now I want to start giving back.

Bad Idea will be a dynamic restaurant and bar with a focus on exploration through wine in the Five Points neighborhood.

Bad Idea will be a neighborhood restaurant, a center for wine education, and a lively gathering place. As I work to open it, my team and I want to invite Nashville to help make it happen.



I am Alex Burch. For the last 5 years, I served as the wine director for Bastion - one of Nashville's most beloved restaurants. I am an Advanced Sommelier through the Court of Master Sommeliers and a passionate wine educator. I love making the complex world of wine fun and approachable—helping people discover new grape varieties and unknown regions where delicious wine is produced.

This is what BAD IDEA is about:

Celebrating wine exploration and education,
Bad Idea boasts an eclectic and lively wine selection,
complemented by fresh and inventive fare.

Our beverage program

Dynamic and diverse, our wines will celebrate variety in style, origin, and availability. Bad Idea will be a place for everything from enjoying a favorite glass of red to discovering wines and regions you've never explored before.

To achieve this, Bad Idea will offer three distinct wine lists:

- **Fly Blind** - house-selected wine flights that encourage guests to explore new flavors and taste some of the wine world's 'hidden gems'

- **The Short List** - a condensed list that covers a wide range of styles and price points and includes wines by the glass
- **The Long List** - an exclusive bottle list loaded with anecdotes that dive deep into tasting notes and explanations of various regions, producers, and winemaking methods

Bad Idea will also celebrate the equally distinctive and varied character of tea. Our list will feature house blends for both hot and iced teas, as well as a selection of loose-leaf teas from around the world.

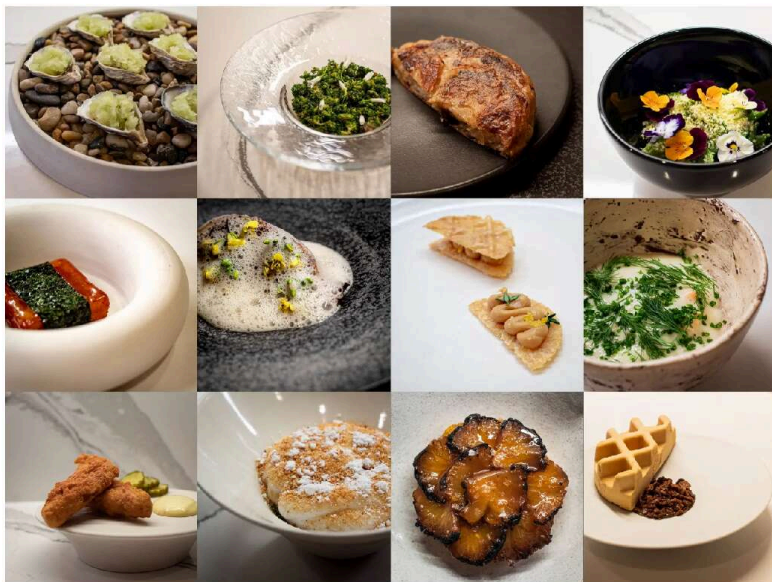
The menu is designed be approachable and exciting, while pairing well with a hand-selected roster of wines.

Our food program

Great wines deserve to be enjoyed alongside food of the same caliber.

I have worked alongside the best kitchen talent in Nashville over the past decade. Bad Idea’s kitchen will pull on that talent to build a team that creates an ever-evolving menu of exciting, yet approachable, food to compliment our ever-changing, hand-selected wine list.

Dinner guests will be satisfied with 2-3 plates, but the menu will be designed for bigger groups to share a large variety.



Example Dinner, Late Night, and Dessert Menus

Bad Idea

Bread and Butter
Sourdough and butter du jour.
Oysters (Half Dozen)
No punting any punches here.
Chicken Liver and Black Malt Macaroni, 2pcs
Savory Macaroni with a Ci Usen Liverfruit Filling
Hot Chicken Plantain, Bread Mayo, Pickles
Santan-fried in hot chicken fat with white bread mayo.
Funnel Cake, Trillium Cheese and Strawberries
Our counter statement to a cheap patio.
Mussel Millefeuille
Layers of brick cough and mussel "fudge."
Seaweed Tomato Sandwich
Tomato, Seaweed Mayo, Martin's Roll
Fry Bread, Nougat, Buttermilk Curd
Road above
BBQ Salad
Steak, Smoked & Fermented Red Onions and Chive
Agnotoni (hototating)
It's the good
Wheat (Bread) and Potatoes
Beef, Haystack Onions, Pepper Potato Cream Sauce

Bad Idea

8 **Chicken Wings (6 assorted)**
Fermented Pepper and Bleu Cheese Emulsion
24 **Pig Tail Corn Dog**
Served with Apple Mustard
10 **Bologna Musubi Sandwich**
Bologna, Kewpie Mayo, Rice, Seaweed
6 **Pork Sandwich**
Smoked Pork, Sticky Deer and Mustard Seed Pork Jus
12 **Fried Ice Cream Sandwich**
Not enough room to describe how good this is.

Bad Idea

12 **Cake Bar, Hazelnut and Chocolate**
8 **Fried Potato Ice Cream Sundae**
6 **Funnel Cake, Trillium Cheese and Strawberries**
12 **Cream Puff, Black Cocoa and Vanilla**
6 **Chamomile Custard and Yeast Creme de Caramel**

Food Program

- Because great wines should be enjoyed alongside food of the same caliber.
- Dinner guests will be satisfied with 2-3 plates, but most parties will enjoy ordering a large variety of plates to share.
- A special late-night menu will be available from 10:00 p.m. - 12:30 a.m.

There will also be a distinctive late-night menu available from 10 PM to 12:30 AM.

Our location: 11th and Russell next to Five Points

Taking over a former church located at 1021 Russell Street in East Nashville, Bad Idea will bring a new focal point to the neighborhood in a building that was nearly destroyed in the March 2020 tornado.

The space will celebrate wine service with the bar as the focal point, and it will be large enough to comfortably accommodate over 80 guests. (Everyone can enjoy a clear view of the bar and the soaring ceilings of the former sanctuary.)



Wine education and events

Given Bad Idea's focus on wine education, there will also be opportunities to expand beyond the core bar and restaurant concept.

- **Wine classes** - Alex and the staff will lead regular wine classes for wine drinkers of all levels, from beginner tasters to seasoned oenophiles.
- **Regional tasting dinners** - We may host ticketed events featuring wine and food from a specific region of the world.
- **Pop up dinners** - There will be a regular rotation of awarded, well-known, or up-and-coming chefs bringing unique menus, tastes, and wine tasting opportunities to Bad Idea's space.
- **Private dining spaces** - The restaurant will be equipped to host private

events of all sizes.



*****Investor requirements*****

Due to Tennessee state law, Potential investors must attest to the fact that they have do not have a prohibited ownership interest in an alcohol manufacturer or distributor.