



— FEATURING LOCAL DISTILLERIES —
DETROIT



THE SPIRIT ROOM

The Spirit Room Experience

The Spirit Room is a concept developed by the leaders behind Plum Market, the upscale full service retail chain specializing in all natural foods, wine and beer, and wellness essentials. In addition to full service stores, Plum Market also has more than 15 small format locations serving millions of guests per year, with quick-service meal, coffee, and beverage options geared for speed and efficiency. Plum Market is a progressive and innovative leader with an extensive legacy of industry connections to beverage brands like MoëtHennessy, Gallo, and Kermit, as well as Natural and Organic brands like Niman Ranch Meats, D'Artagnan Chicken, and the entire UNFI brand catalog. Plum Market's Sommeliers and Executive Chefs are repeatedly touted for their award winning dining experiences across all retail formats.

Our Bar Options

The Spirit Room features a wide selection of long favored essential labels alongside a rotation of boutique varietals to enhance each season. Our Sommeliers are on hand to offer pairings that complement dining while appealing to guests' unique preferences. Since every city has their own craft beer scene, our beer list is intentionally local-leaning, adding a level of authenticity to the travel experience.

Our Food Menus

Our crave worthy recipes include all natural meats, sustainable seafood, cage-free eggs, and peak of season locally sourced and organic ingredients whenever possible. We start with legacy recipes handed down to us then add influences ranging from the Mediterranean to Asia, and span health conscious recipes to comfort food classics made from ingredients with integrity.

Our Service Forward Approach

We have invested heavily in our training programs to ensure our Teams are aligned with our culture and values and are set up to succeed in their roles. We've partnered with ZingTrain™ mentors to develop specialized courses that span virtual interactive orientations, real time shift training, and workshop sessions to provide an in-depth knowledge of wines, craft beer, gourmet pairings, and guest satisfaction.

INDUSTRY RECOGNITION & AWARDS

Awards

- FM Top 50 2018: 50. Plum Market Food Service
- Airport Council International Excellence in Airport Concessions
- Eater 2016 2nd Place, Best New Food & Beverage Quick-Service Concept
- Food & Wine 10 'Secret' Supermarkets You're Going to Love
- Food & Wine Best Regional Markets
- Catersource Achievement in Catering Excellence Award Finalist
- Market Watch Leaders 2010 Retailer of the Year
- Market Watch Leaders 2022 Best Marketing
- Wine Enthusiast Magazine Best Wine Shops in the U.S.



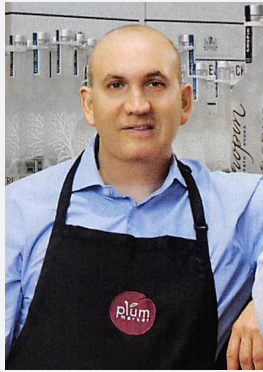
CONCEPT DRAWINGS



CONCEPT DRAWINGS



LEADERSHIP TEAM



MATT JONNA

CEO & COFOUNDER

Matt has over 25 years of experience in the food and beverage industry. After leaving the Whole Foods National Operations Team, he opened the first Plum Market in 2006 with a focus on Natural, Organic, and Locally crafted items.



MARC JONNA

COFOUNDER

Marc has over 30 years of experience in the natural and specialty retail industry. In 2006, after 7 years on the Whole Foods National Leadership Team, Marc left to join Matt in cofounding Plum Market.



ANTHONY MINNE

CMS ADVANCED SOMMELIER, NATIONAL WINE DIRECTOR

With over 20 years of industry experience working in restaurants, retail, and distribution, he helped build Plum Market's wine selections in our locations across the country. He is currently pursuing his Master Sommelier Diploma.

JASON VOGEL

DIRECTOR OF SMALL FORMAT

Jason is the project manager for all new accounts. He is responsible for ensuring our locations are adhering to the Plum Market standard.



MADELINE TRIFFON

MASTER SOMMELIER

As Plum Market's First Lady of Wine and in-house Master Sommelier, Madeline uses her expertise to direct wine tastings, hand select wines for retail, and serve as a corporate wine educator.



TRAVIS REEVES

BEVERAGE COORDINATOR

Travis' foundation is built on 20 years of restaurant experience primarily running beverage programs, including store and satellite location openings, as well as coordinating and operating eCommerce sales.



DENNIS WALSH

BEVERAGE COORDINATOR

Denny has enjoyed 50 years in the Wine, Beer, and Spirits industry, primarily in retail wine with brief stints in on-premise and wholesale. He also owned a retail Wine shop for 25 years.



ELIZABETH BROUSSEAU

DIRECTOR OF PREPARED FOODS & EXECUTIVE CHEF

Chef Liz has been awarded a gold medal in the ACF Regional Hot Food Championship and spent 3 years as personal chef to Michigan Governor Jennifer Granholm before becoming the Executive Chef and Food and Beverage Director at California's Saddle Creek Resort.

BEVERAGE PARTNERS

The Spirit Room creates a place to indulge in hand-selected wines and chef crafted food, while unwinding in an elevated yet welcoming atmosphere. We commit to delivering a personal experience for each guest with our combination of superior wines and local craft beers, knowledgeable and welltrained Team Members, and undeniable guest service.

Our Wine and Beer Department is home to the best selection, the best service, and the best prices on top selling and hard sought beverages of each category. We have developed special partnerships in every region across the globe and have been working with our beverage partners for over 30 years. Our team is excited to show off the freshest new finds and rare gems.



Constellation
Brands



E&J Gallo Winery



EMPSON USA
The Art of Fine Wine



KERMIT LYNCH
WINE MERCHANT



KOBRAND

MoëtHennessy

Rosenthal

The Malibu Estate
Wine Bar and Patio

TAUB FAMILY
COMPANIES



TERLATO
ALWAYS EXCEPTIONAL



WINEBOW
FINE WINE + SPIRITS

WILSON DANIELS
SINCE 1978



SAMPLE MENU

SNACKS

BREAD & CRACKER ASSORTMENT

With Fig Jam, Cultured Buttermilk, or Vegan Herb Pesto

SWEET & SAVORY GLAZED MIXED NUTS

HERB MARINATED OLIVES

FLATBREADS

VEGAN WILD MUSHROOM CONFIT

Vegan Herb Pesto and Arugula

FIG & PROSCIUTTO

Delice de Bourgogne and Greens

SPANISH CHORIZO & 3 MONTH MANCHEGO

Caramelized Onion and Pickled Pepper

WHIPPED CHEVRE & STRAWBERRIES

Herbal Honey and Mint

SALADS

ARTISAN GREENS

Honey Crisp Apple, Dried Cherries, Glazed Pecans, and Sherry Vinaigrette

BURRATA CAPRESE

Whole Milk Buffalo Burrata, Marinated Tomatoes, Basil, and House Bread

ROASTED BEETS & CARROTS

Whipped Chevre, Mint, and Pine Nuts

PLATES & BOARDS

THE SPIRIT ROOM BOARD

Assortment of Artisan Cheeses and Cured Meats with Accompaniments

ARTISANAL CHEESE & FRUIT

Assortment of Artisan Cheeses, Fig Jam, Seasonal Fruit, Crackers, and House Bread

CHARCUTERIE BOARD

Assortment of Cured Meats, Pickles, Spicy Mustard, Crackers, and House Bread

CRAB CAKES

Lemon Caper Remoulade and House Bread

BAKED MEATBALLS & MARINARA

Fresh Mozzarella, House Bread, and Herb Pesto

ROASTED ZA'ATAR CAULIFLOWER

Tahini Vinaigrette, Crunchy Chickpeas, Pita Crisps, and Cilantro Gremolata

CHOCOLATE

Single Origin Chocolates, Seasonal Fruit, Herbal Honey, Chevre, and Raincoast Crisps

SAMPLE WINE, BEER, & SPIRITS MENU

WINE

FAMILLE PERRIN BLANC, ROSÉ, AND ROUGE 2016 WINE FROM VENTOUX AND LUBERON (FRANCE)

Southern Rhône wines exclusive to Plum Market in Metro Detroit. The Perrin Family are owners of Château de Beaucastel in Châteauneuf-du-Pape.

M. LAWRENCE 'SEX' ROSÉ SPARKLING DRY (LEELANAU, MI)

KRIS PINOT GRIGIO DELLE VENEZIE 2017 (ITALY)

MARTÍN CÓDAX ALBARIÑO 2017 RÍAS BAIXAS (SPAIN)

KIM CRAWFORD SAUVIGNON BLANC 2018 MARLBOROUGH (NEW ZEALAND)

CLOUDY BAY SAUVIGNON BLANC 2018 MARLBOROUGH (NEW ZEALAND)

BLACK STAR FARMS 'ARCTUROS, SUR LIE' UN-OAKED CHARDONNAY 2016 OLD MISSION (MICHIGAN)

J. DROUHIN MACON-VILLAGES CHARDONNAY 2017 WHITE BURGUNDY (FRANCE)

RODNEY STRONG CHARDONNAY 2017 SONOMA (CALIFORNIA)

ENROUTE BY FAR NIENTE CHARDONNAY 2015 RUSSIAN RIVER VALLEY

CHATEAU FONTAINE DRY RIESLING 2016 LEELANAU PENINSULA

CHATEAU GRAND TRAVERSE 'SEMI-DRY' RIESLING 2017 OLD MISSION (MICHIGAN)

MIRAVAIL ROSÉ 2017 CÔTES DE PROVENCE (FRANCE)

CLOUDLINE PINOT NOIR 2017 WILLAMETTE OREGON

MEIOMI PINOT NOIR 2017 MONTEREY, SANTA BARBARA, SONOMA (CALIFORNIA)

POGGIO VIGNOSO CHIANTI 2017 TUSCANY (ITALY)

EVODIA GARNACHA 2016 ARAGON (SPAIN)

ALTOS DEL PLATA MALBEC 2017 MENDOZA (ARGENTINA)

CHÂTEAU DE CAMARSAC MERLOT 2015 BORDEAUX (FRANCE)

CELANI 'ROBUSTO' MERLOT 2017 NAPA VALLEY

H3 CABERNET SAUVIGNON 2015 HORSE HEAVEN HILLS (WASHINGTON)

BERINGER CABERNET SAUVIGNON 2015 KNIGHTS VALLEY (CALIFORNIA)

SMALL BOTTLES

LA MARCA PROSECCO (ITALY)

CHANDON ROSÉ (CALIFORNIA)

MOËT ET CHANDON IMPÉRIAL BRUT CHAMPAGNE (FRANCE)

VEUVE CLICQUOT BRUT CHAMPAGNE (FRANCE)

ENOMATIC

The Enomatic dispensing system is the most cutting edge in wine preservation technology. The system guarantees ideal serving temperature and precise measure, and uses nitrogen to ensure optimum freshness.

BEER

A selection of local brews will be offered along with global iconic brands in bottles.

SPIRITS

DETROIT CITY DISTILLERY (DETROIT, MI)

VALENTINE DISTILLING CO. (FERNDALE, MI)

TWO JAMES SPIRITS CO. (DETROIT, MI)

JOURNEYMAN DISTILLERY (THREE OAKS, MI)

GRAND TRAVERSE DISTILLERY (TRAVERSE CITY, MI)

IRON FISH DISTILLERY (THOMPSONVILLE, MI)

ANN ARBOR DISTILLING CO. (ANN ARBOR, MI)

MAMMOTH DISTILLING (TRAVERSE CITY, MI)

UGLY DOG DISTILLERY (CHELSEA, MI)

NEW HOLLAND (SAUGATUCK, MI)

COPPERCRAFT DISTILLERY (SAUGATUCK, MI)

SAMPLE SUNDRIES & CONVENIENCE ITEMS

HEALTH & BEAUTY

DR. BRONNER'S ASSORTED LIP BALM
EOS ASSORTED LIP BLM
SHIKAI TRAVEL ITEMS
RICOLA COUGH DROPS
EVERYONE HAND SANITIZING PRODUCTS

CHIPS & SALTY SUNDRIES

ANGIE'S BOOMCHICKAPOP POPCORN
DIRTY POTATO CHIPS
GOOD HEALTH SNACKS
SYMPHONY POTATO CHIPS
KETTLE BRAND POTATO CHIPS
PIRATE BRAND SNACKS
SKINNY POP POPCORN
STACY'S ASSORTED PITA CHIPS
WHISPS CHEESE SNACKS
VIDALIA BRANDS SWEET ONION PETALS

COOKIES

BISCOFF COOKIES SNACK PACK
TATE'S CRUNCHY COOKIES
NATURE'S BAKERY FIG BARS
LENNY & LARRY'S COMPLETE COOKIES

CANDIES & CHOCOLATE

SMART SWEET GUMMIES
SURF SWEET GUMMIES
PUR GUM ASSORTED
NEWMANS MINTS
YUM EARTH LICORICE
REED'S GINGER CHEWS
HONEY MAMA'S RAW CHOCOLATE

DRIED FRUITS & NUTS

BARNANA ORGANIC BITES ASSORTED
MEDITERRANEAN ORGANIC ASSORTED OLIVES
RHYTHM VEGGIE SNACKS
SAHALE ASSORTED SNACKS
FRONT PORCH PECANS

JERKY

CHEF'S CUT JERKY
EPIC ASSORTED PROTEIN BARS
COUNTRY ARCHER BEEF AND PLANT JERKY
NEW PRIMAL ASSORTED MEAT STICKS
NICK'S STICKS

SPECIALTY CANDIES & CHOCOLATES

CACAO CHOCOLATE BARS
CHAMBERLAINS CHOCOLATE COVERED POPCORN
CHAMBERLAINS CHOCOLATE COVERED MINI PRETZELS
CHAMBERLAINS CHOCOLATE BARK
CHAMBERLAINS CHOCOLATE TURTLES
JARDI CHOCOLATES ASSORTED DRAGEES
JARDI CHOCOLATES CHEWY CARAMELS
RIVER STREET SWEETS ORIGINAL PRALINES
RIVER STREET SWEETS PRALINE PECANS
RIVER STREET SWEETS PEANUT BRITTLE
XOCOLATI CHOCOLATE SINGLE ORIGIN CHOCOLATE BARS
XOCOLATI CHOCOLATE FLAVOR INCLUSION BARS