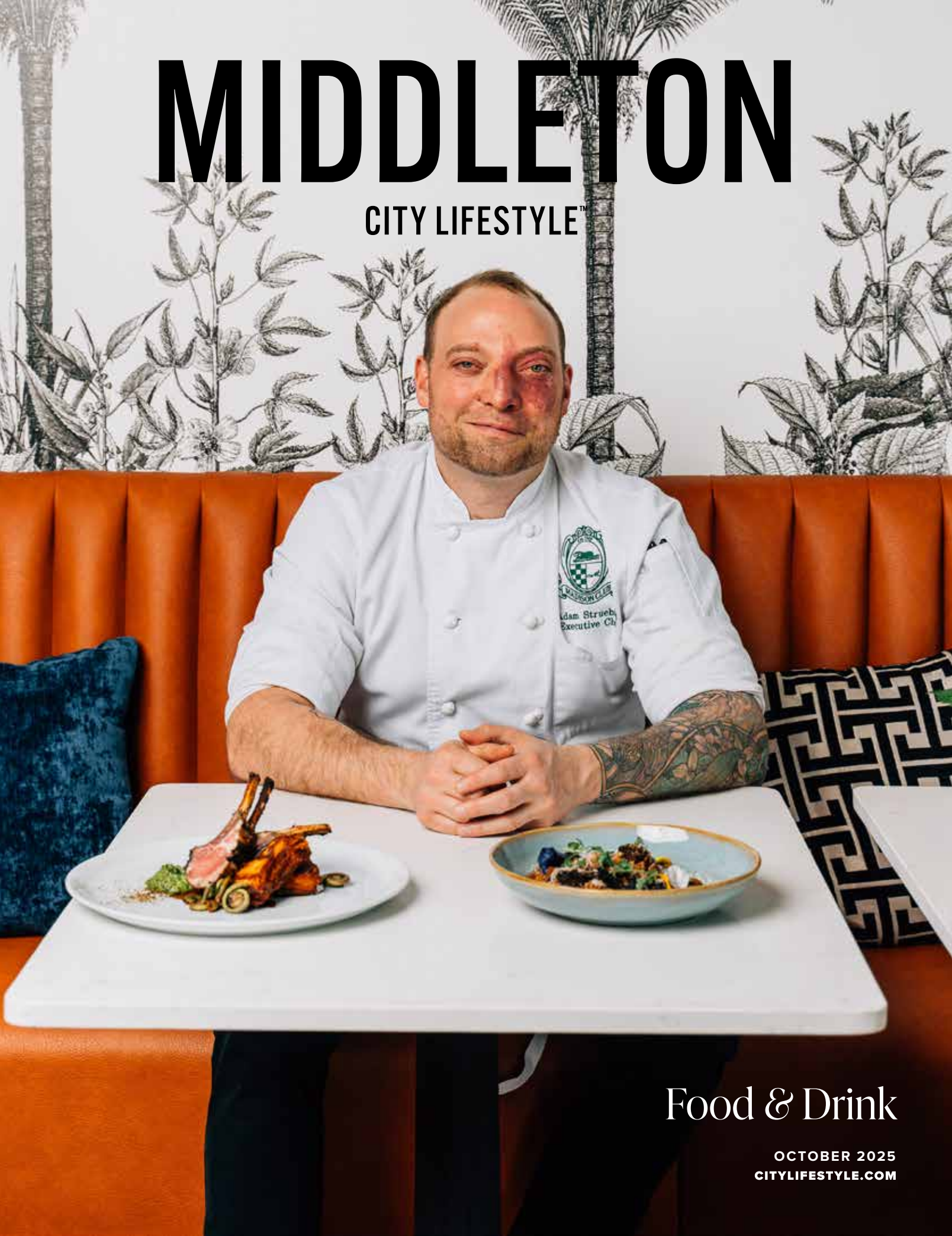


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Food & Drink

Food and drinks always taste better when shared, and our community gives us endless reasons to gather. Whether around a family table, at a favorite neighborhood spot, or while discovering something new, they have a way of bringing people together. This issue goes beyond the everyday: it's about the experiences, craftsmanship, and sophistication that come from the people behind the products. We hope you're hungry!



At *Venterknoll Farms*, Daniel Venter raises full-blood Wagyu cattle with a focus on quality, health, and flavor. Last year, we told his story. Now, we highlight the best and most popular products he has to offer. From tender steaks to juicy smash burgers and Romanian-style sausages, their lineup showcases what makes Wagyu so special in both taste and nutrition. These products can be ordered directly to your door for that next special meal.

Over the past six years, Mike and Kari Heller have built *Red & White Winebar* into a true community hub in Waunakee. With more than 40 bourbons, carefully selected wines, and a calendar full of events, it's a place to sip, sample, and stay awhile. We're spotlighting a few standout bottles worth trying, though chances are you'll find yourself going back for more than just the drinks.

A Madison staple since 1909, *The Madison Club* remains a trusted source for an elevated experience where families can celebrate, socialites can unite, and leaders can grow together. Go behind the scenes with Executive Chef Adam Struebing, a culinary artist with a wild imagination and a passion to create one-of-a-kind experiences. His focus on local farms and innovative menus makes it a timeless yet ever-changing journey for your senses.

And what's a Food & Drink issue without recipes? This month's dishes bring a seasonal twist with a creative nod to the spooky season.

From bourbons to beef, and everything in between, we hope this issue gives you something new to try and savor. Happy eating (and drinking)!

Cole Spitler

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CITY LIFESTYLE™

October 2025

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Adam Struebing of
The Madison Club.

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OCTOBER 2025

city scene

WHERE NEIGHBORS CAN SEE AND BE SEEN



1 - 5: Barre3 Middleton hosted a pop-up event featuring an outdoor class and local vendors 6: Gilda's Club at Get Moving Middleton
7: Get Moving Middleton

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Madison's only private city club—where connections flourish, celebrations shine, and every visit feels like your best day out (or in). Whether you're hosting clients in our reimagined executive meeting spaces, planning a holiday party that dazzles, or savoring a dining experience crafted by Chef Adam, The Madison Club is where it all comes together.

Your membership also travels with you. With access to more than 150 domestic clubs, 70 international partners, and multiple local affiliations, you'll always have a place to meet, dine, stay, or play—at home or abroad. This season brings even more reasons to belong:

- **Executive Meeting Spaces:** Newly updated, tech-equipped rooms designed to impress.
- **Holiday Parties Made Effortless:** Sparkling soirées and intimate dinners, with festive décor through January.
- **Chef-Driven Dining:** Locally sourced, globally inspired cuisine and wine dinners led by Chef Adam.
- **Badger Game Shuttle:** \$45 round-trip service with drinks included, making game day easy and fun.
- **Weddings with Timeless Elegance:** Awarded Best of Weddings by The Knot, with five stunning spaces, on-site planning, and cuisine to make your day unforgettable.


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OCTOBER 2025

business *monthly*

A ROUNDUP OF NEWS FROM LOCAL BUSINESSES



Photography by Madison Reading Project

“Classroom Kickstart” Launches to Provide Local Teachers with Free Books

Madison Reading Project’s Classroom Kickstart program offers Dane County educators free, culturally diverse books to build their classroom libraries. From August 19–22, over 700 teachers could select up to 25 new books. This year introduces the “Clear the Book List” campaign, highlighting nominated teachers and inviting the community to support them by purchasing books. Explore how you can get involved: <https://www.madisonreadingproject.com/classroomlibraries>



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Photography by DC Brothers Repair and Remodel

DC Brothers Repair and Remodel Celebrates 2nd Anniversary

DC Brothers Repair and Remodel celebrates 2 years of excellence! Founded in 2023 by two brothers rooted in family values, the company now thrives under the stewardship of one brother, upholding their original promise: honesty, authenticity, transparency, and a family feel in general contracting. DC Brothers are thankful for entrusting them to bring your vision to life! Here’s to building stronger homes and communities.



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Photography by F45 Madison West

F45 Madison West Is Back - Stronger Than Ever!

When F45 Madison West suddenly closed last November, three members couldn’t imagine losing the place that had become their fitness home. So, they teamed up, reopened the studio, and brought back the workouts and community everyone loved. Now, the doors are open again and you’re invited to be part of the comeback. Try a week FREE - scan the QR code, head to their website, and use code MIDDLETON at checkout.



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ARTICLE BY MIDDLETON CITY LIFESTYLE
PHOTOGRAPHY BY ASHLEY HICKS

*From Bourbon to Wine,
Find Your Next Favorite Pour
at Red & White Winebar*

Six years ago, Mike and Kari Heller opened Red & White Winebar in Waunakee. Through fundraisers, regular events, and signature *B.S. & Bourbon* nights, they've built a community hub. It's truly a place to kick back, drink up, and hang out.

Mike and Kari encourage guests to leave expectations at the door. They believe traditional drink and food pairings are too limiting, and the best way to discover a new favorite is to explore.

In addition to wines, they offer an impressive selection of over 40 bourbons. We're highlighting several standout bourbons and wines, so if any catch your eye, stop by for a tasting, split a bottle with friends, or take home to enjoy.



REDS

SURANI PRIMITIVO ZIO AND DIXIE & BASS RED BLEND

Surani (Italy) and Dixie & Bass (Columbia Valley, Washington) are great samplings that fall between light and full-bodied reds. Traditionally, Surani pairs well with cheese boards, and Dixie with beef.

CONTINUED >

WINES

WHITES

KIND OF WILD AND QUATTRO THEORY

As a chardonnay, Kind of Wild (South of France) falls on the easy-going side. Quattro Theory is a versatile semi-dry sauvignon blanc, the world's fastest-growing white varietal, and hails from Napa.



KENTUCKY BOURBONS

MC HENRY 10 YEAR BOTTLED IN BOND

Crafted by Heaven Hill, this 100-proof bourbon delivers a smooth, sweet finish with minimal heat, an ideal entry point for Bourbon drinkers. Enjoy neat, with water, or on the rocks to reveal subtle flavor changes.



BLADE AND BOW

Produced at Louisville's Stitzel-Weller, Blade and Bow provides smooth and easy drinking. Their bottles contain 5 unique, collectable keys that honor bourbon's five crafting steps. Great for beginners, it makes for a perfect nightcap.





LA FLAMME

Aged 5 years and finished 8 months in Armagnac barrels, this J. Henry (Dane, WI) bourbon offers a complex yet sweet finish. Released annually in the fall, it appeals to both seasoned drinkers and novices seeking a smoother, refined experience.

LOCAL BOURBONS


LIMOUSIN RYE

From Dancing Goat Distillery (Cambridge, WI), this rye delivers a spicier, hotter profile that some experienced drinkers embrace. For novices who find it too intense, it's an ideal mixer for Old Fashioneds and Manhattans.



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ARTICLE BY MEL BOBAN

HALLOWEEN



SNACK IDEAS

How To Stay Festive And Healthy? Sure Thing

Halloween is typically filled to the brim with salt, sugar and carbs. It can be hard to stay on the nutrition wagon during spooky season, but there are plenty of fun ways to add a festive spin to favorite healthy dishes.

pumpkin **FRUIT BOWL**

With luck finding a melon or watermelon at the store, simply carve it like a jack-o-lantern and make the mouth large enough to have other sliced fruit emerging, such as cut pineapple, sliced grapes and apple chunks. Along the side, peel mini oranges and add a green stem to mimic pumpkins.

spooky **CHARCUTERIE**

These fan favorite boards can easily be kept healthy with some additions. Make any treat spooky with edible eyeballs. Adding them to a small snack such as mini bell peppers or grapes and strawberries is a fun way to stay on theme without sacrificing a healthy streak. Eyeball salami rolls also can be added, starting first with a green olive in the center, surrounded by a roll of mozzarella cheese and then surrounded by salami or even prosciutto.

stuffed **PEPPERS**

This fall staple easily can be incorporated into a fall gathering or Halloween night by carving jack-o-lantern faces in orange peppers, and resuming a favorite recipe from there. Serving bread on the side? Use a skull or pumpkin shaped cookie cutter to re-shape it.

ghostly **DIP**

Hummus and pitas can be made scary in no time. Use a ghost shaped cookie cutter to shape pita bread, lightly toast and serve with red pepper hummus, which is usually orange in color.

jack-o-lantern **VEGGIE TRAY**

The easiest bet for a quick and healthy Halloween treat? You can't go wrong with a veggie tray shaped like a jack-o-lantern. Use baby carrots as the base, and cucumber or celery to shape the mouth and stem. The eyes? Two round bowls of veggie dip.



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ARTICLE BY MIDDLETON CITY LIFESTYLE | PHOTOGRAPHY BY TYLER IKE



Beef *Products*

MICI

Mici is a Romanian meat that can be made from ground beef, pork, or lamb and shaped into small, skinless sausages. Traditionally grilled and served with mustard and vegetables. A national favorite, these juicy, flavorful bites are perfect for casual dining. VKW Mici is exclusively Wagyu beef.

SMASH BURGERS

Smash Burgers only get better using Wagyu beef. Thanks to its rich marbling, each patty stays juicy while forming a perfect crust on a hot cast-iron pan. No oil needed, just press, sear, and flip once when mostly cooked through. Serve with your favorite fixings and enjoy!

Health Fact: All beef contains Delta-9 desaturase, but this key enzyme is only active in Wagyu. It converts saturated fat into monounsaturated fat, which aids digestion, lowers heart disease risk, and may help prevent type 2 diabetes.

CONTINUED >



Steaks

SIRLOIN STEAK

Sirloin steak is a fan favorite. Sourced from the lower back, it's richly marbled. Ideal for grilling or broiling, it's affordable and generous in size.

CHUCK EYE STEAK

Cut from the shoulder area, chuck eye compares to a ribeye at a fraction of the cost. Perfect for grilling, broiling, or pan-searing. This steak delivers a slightly firmer texture.

Health Fact: Fatty acid melting points in beef range from 78 to 110°F, with Wagyu typically at the lowest end, which allows our bodies to use it effectively, and grass-fed beef at the highest end.

Quick and Easy

SKINLESS HOTDOGS

These are a gourmet hot dog lover's dream! Full of flavor and fully Wagyu, these are a healthier and tastier alternative to your average hot dog.

SUMMER SAUSAGE

Enjoy their original or garlic summer sausage year-round and level up any charcuterie board.

BEEF STICKS

This quick and easy snack doesn't have to compromise your health.

Health Fact: The oleic acid in Wagyu enhances tenderness and makes it easier to digest than traditional beef. Some studies suggest it may help prevent heart disease and certain cancers.





VKW Beef vs Traditional Beef:

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Cost: Full-blood Wagyu is rare and priced accordingly, while cheaper "American Wagyu" is often under 50% Wagyu. VKW cattle are raised 30-36 months, compared to 18 at feedlots.

Bulk

Venterknoll Farms offers Wagyu beef in bulk, ideal for families or anyone seeking top-quality meat at great value. Choose from full, half, or quarter cow options to enjoy significant savings per pound and a freezer stocked with tender, flavorful cuts. A half cow can supply a family of 5 to 7 with beef for a year. At just \$16 per pound, bulk pricing is comparable to grocery store costs for traditional ground beef and steaks. Ordering is simple: place a deposit online, and the farm will coordinate processing and pickup with you directly.





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*The Social Cornerstone for Culinary Craftsmanship:
The Madison Club*



Since 1909, The Madison Club's network has been spun into the history of this city. Now 116 years young, it has stood the test of time, aged like fine wine infused by the muse of its members. Whether drawn in by the business, the social, or the fun, it is its elevated consistency that is second to none. With staff praised for being one step ahead, they are dedicated to ensuring all satisfactions are nailed on the head. Continually recognized as the "Best Place for Business" and a top-tier choice for weddings, their on-site event staff make planning both large and small gatherings a seamless process. The newly renovated interior tastefully intertwines the past with the present in a timeless design, so it may remain a vibrant hub for years to come. A trusted location outside the norm, a common ground for friendships to form.

CONTINUED >



The third-floor patio, overlooking Lake Mendota.



In the kitchen you will find a seasoned chef with an elaborate mind. Executive Chef Adam Struebing is a culinary artist who approaches food with a touch of magic and a hint of madness. For him, a meal extends far beyond the physical plate. You aren't just eating, you are experiencing.

With intentionality at his core, he empowers a dish to become much more, through farmers chosen with great reason to wild themes that mark a season. Inspired by the small

curiosities in life, Adam takes time to process the surrounding world and interpret it into ever-changing expressions designed to surprise and delight those lucky enough to sit at his table.

He masterfully translates an experience from one set of senses to another, bringing flavor to a song, taste to an emotion, and savor to a memory.

With a "middleman" approach to the importance of sustaining our local food system, Adam creates a link between "the ground to



Chef Adam foraging ramps in eastern WI.



Members during a "Strawberry Fields of Flavor" cooking class with pairings in May.

mouth," finding himself to be a catalyst that converts a neighboring farmer's livelihood into nutritious meals.

Adam doesn't just source food; he forges relationships. His dedication to these relationships extends beyond the kitchen, working directly with local farmers to understand their process and experience a day in their lives.

Whether waist-deep in a freezing cranberry bog or exploring the earth's floor in search of a wild onion, Adam is always ready to get his hands dirty to expand his knowledge. With a mind wide open, these experiences give him the notion to set his next event, dish, or excursion in motion.

As a chef who sees food as both a medium for connection and a fleeting form of art, he thrives in the versatility of the Club. From leading members on an annual morel mushroom foraging trip to curating exclusive events based on his global travels, Adam turns every occasion into an immersive moment. This approach, where the chef gets to know the members and their tastes, transforms every meal into a personalized experience. Adam's philosophy isn't about simply serving food; it's about making a connection, sparking an emotion, and leaving a lasting impression that goes well beyond the last bite.

John Stauner, owner of James Lake Farms, sharing cranberry growth insights.





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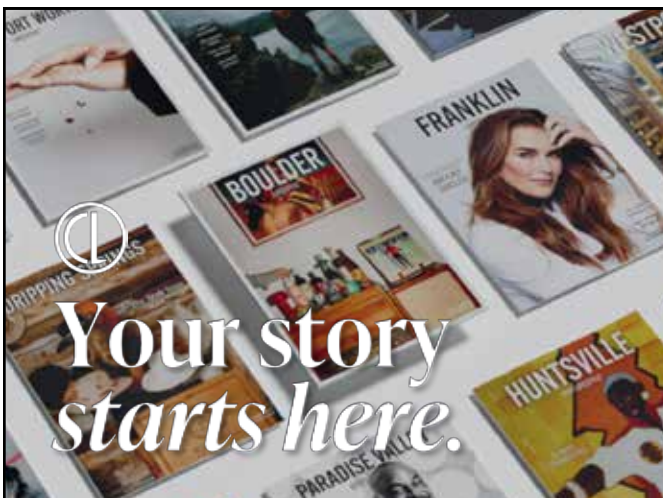
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OCTOBER 2025

events

A SELECTION OF UPCOMING LOCAL EVENTS

OCTOBER 2ND

Wine(d) Around the World

331 E Main Street, Waunakee / 6:00 PM

Hosted by Red & White Winebar, Wine(d) Around The World is a Carpe Vinum Wine Club Event. Head over and taste 24 different wines from around the world and learn about their exclusive wine club, Carpe Vinum. Tickets are \$20 for non-club members and \$10 for members, available on their website or in person.

OCTOBER 4TH

Stars Hollow Days

Stone Horse Green - 7550 Hubbard Ave, Middleton / 3:00 PM

Channel your inner Gilmore Girls at this charming fall gathering complete with flannel, coffee, and cozy vibes. Enjoy live music, a bonfire, s'mores, and themed fun inspired by the beloved series. Whether you're a Lorelai or a Luke, this is your chance to relive Stars Hollow right in downtown Middleton.

OCTOBER 5TH

Gilda's Run/Walk

7907 UW Health Court, Middleton / 10:00 AM

Join a heartwarming community event supporting families affected by cancer with a 5K run or a relaxed 2-mile walk (virtual option available). Finish with a festive picnic featuring Ruth's Chris burgers (veggie options), family-friendly activities, and a spirit of hope and strength.

OCTOBER 11TH

Family Fall Festival at The Bruce Company

2830 Parmenter Street, Middleton / 11:00 AM

Embrace autumn's charm at this free, family-friendly festival hosted by The Bruce Company garden center. Kids can pet gentle farm animals, paint pumpkins, enjoy face painting, strike a pose in the seasonal cabin, and marvel at balloon art—all set in a warm, harvest-themed outdoor atmosphere.

OCTOBER 16TH

Wisdom Prairie Fall Tour

4200 Co Hwy M, Middleton / 1:00 PM

Step into fall's naturally vibrant canvas with guided walks through restored prairies, woodlands, and savannas at Holy Wisdom Monastery. Tours last one to two hours, led by expert guides who share insights into prairie restoration and seasonal ecology. Register in advance for a peaceful and illuminating fall nature experience.

OCTOBER 16TH

Old Fashioned Thursday feat. Bachmanns Pools & Spas

331 E Main Street, Waunakee / 6:00 PM

On Thursdays, Red & White Winebar is hosting 'Old Fashioned Thursdays' featuring a different local celebrity bartender each week. Thursday, October 16th, is Bachmann Pools & Spas. Cash tips will support the Waunakee Swim program. Come by for a fun night of high energy and a DJ spinning good tunes!

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