



**S N A C K S**

**Fried Local Cheese Curds** (V) 9  
*classic or buffalo style*  
house-made buttermilk ranch dressing\*

**Warm Marinated Olives** (V) 7  
house-made ricotta, grilled bread, chives

**Hand-Cut Cone of Fries** (V) 5  
with house-made aioli\*

**Brussels Sprouts** 8  
apple cider reduction, bacon

**Honey Nut Squash** 8  
shallot & rosemary compound butter,  
pleasant ridge reserve cheese

.....

**S M A L L P L A T E S**

**Golden Beet Borscht** 8  
crème fraiche, beet chips, pickled cabbage

**Buttermilk Salad** (V) 8  
Vitruvian Farm field greens, heirloom carrot,  
radish, Roth Kase blue cheese,  
house-made buttermilk ranch\*

**Beef Carpaccio** 11  
shaved tenderloin, kale, kuri squash, roasted  
shiitake, pickled mustard seed, Sarvecchio tuile,  
black garlic vinaigrette

**Pear Salad** (V) 9  
arugula & frisee, puffed quinoa, grilled pear,  
candied pecans, prairie sunset cheese,  
maple vinaigrette

.....

**S W E E T S**

**Flourless Chocolate Cake** (V) 8  
white chocolate macadamia nut crumble,  
strawberries, whipped cream

**Dark Chocolate & Cherry Custard** 6  
whipped cream, Luxardo cherry,  
almond cocoa crumble

**Crème Brulee** 7  
pumpkin, candied bacon

**Honey Cinnamon Cake** 8  
orange, strawberry, mint

(V) These items are or can be prepared vegetarian. Please ask your server about gluten free or vegan options. substitute gluten-free buns | \$2

**HUNGER**

November 13th - 19th, 2017

**BOARDS**

**House- Made Ricotta** 16 / 24  
beauty heart radish, purple daikon,  
brûléed grapefruit, bacon, arugula,  
brown butter vinaigrette,  
Madison Sourdough baguette

**Ploughman's** 18 / 26  
selection of Underground Meats'  
charcuterie, specialty local cheeses,  
house-made pickled vegetables, honey,  
Madison Sourdough baguette



**L A R G E P L A T E S**

**Braised Pork Belly** 22  
Marr's Valley View Farms' bacon & Alsum sweet corn fritters, Elderberry Farm's red frilly mustards, house-made tomato jam

**Sockeye Salmon** 24  
honey bourbon glazed Sitka salmon, lemon rice pilaf, broccolini,  
brown butter carrot puree

**Warm Quinoa Salad** (V) 19  
rainbow chard, local mushrooms, sautéed onion,  
winter squash, pine nuts

**Roasted Kuri Squash Dumplings** (V) 20  
Elderberry Hill Farm's baby carrots, wild mushroom, Chinese broccoli, bok choy, lemongrass mushroom consommé, beauty heart radish, black sesame

**Pork Pappardelle** 21  
pappardelle pasta, Valley View Farms' pork sausage & San Marzano tomato ragu, house-made ricotta, chives, SarVecchio

**Chicken Breast** 26  
apple cider glazed bone-in chicken breast, Elderberry Farm's butternut squash & sage risotto, Door County cherry & apple chutney

**Moules Frites**\* 14/18  
Prince Edward Island mussels,  
white wine, thyme, oregano, bay leaf, onion, aioli\*, lemon, chili flake, hand-cut fries

**Steak Frites**\*  
**Butchers Cut (7oz)**\* 28  
**Tenderloin (7oz)**\* 35  
locally sourced beef, red wine shallot butter, hand-cut fries, field greens



**Lamb Sliders**\* 16  
with choice of side  
seasoned lamb and pork, Door County cherry mostarda, caramelized shallot aioli\*, smoked gouda, mustard greens, toasted pretzel bun  
**Add another slider for \$4**

**Merchant Burger**\* 16  
with choice of side  
house-ground grass-fed beef burger,  
Valley View Farm's bacon,  
Montchevre goat cheese, Braeburn apples, arugula, shallot aioli & beet chips

**Classic Burger**\* 14  
with choice of side  
house-ground grass-fed beef burger,  
aioli\*, toasted brioche bun,  
served with a side of lettuce,  
tomato, onion, & pickle  
add cheese, bacon, or an egg\* | \$1  
{Yellow Cheddar, Smoked Gouda, Deppeler's Swiss}

\*Eggs served over-easy, poached, sunny-side-up, or soft-boiled, and hamburgers and steaks that are served rare or medium-rare will be served upon the consumers' request. Whether dining out or preparing food at home, consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

20% Gratuity will be added to parties of 6 or more.

**MERCHANT SUPPORTS OUR COMMUNITY  
BY SOURCING LOCALLY**



*A special thanks to the dedicated local farmers,  
producers & distributors that make this menu possible.*

Monday – Friday  
3PM – Bartime  
Saturday & Sunday  
9AM – Bartime



MADISON, WI

121 S. Pinckney St.  
Madison, WI, 53703  
(608) 259-9799

[www.merchantmadison.com](http://www.merchantmadison.com)

Executive Chef: Evan Dannells  
Executive Sous Chef: Tyler Sundby