



WINTER

January 5th & 6th, 2019

FOR THE TABLE

BEVERAGES

Kin Kin Coffee 2.50	Rishi Tea 3.50
French Press 4.50/6	Fresh Squeezed Juice 4

COCKTAILS

The Merchant Bloody Choice Of Vodka, Gin or Tequila, Served With A High Life Pony	9
Corpse Reviver No. 2 Death's Door Gin, Orange Curacao, Lillet Blanc, Fresh Lemon Juice, Absinthe Rinse	9
Ramos Gin Fizz* Death's Door Gin, Orange Flower Water, Fresh Lemon And Lime Juice, Heavy Cream, Vanilla Infused Syrup, Egg White*, Soda	10
The Merchant Mimosa Fresh Orange Juice, Champagne, Death's Door Gin, Bittercube Jamaican Bitters #2	8

SIDES

Thick-Cut Bacon 5	Fries (v) 5
Sausage Link 5	2 Farm Eggs* 3
Ham Steak 5	Red Potatoes (v) 4
Fruit (v) 4	Field Greens (v) 4

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

*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.

Merchant supports the environment by using 100% biodegradable straws"

Scotch Eggs* 14 Panko Crust, Smoked Sausage, Soft Boiled Eggs*, Served With Mustard, Cornichon & Field Greens with Lemon Vinaigrette	Ploughman's 18 Local Charcuterie, Local Cheeses, House Pickled Vegetables, Marcona Almonds, Honey, MSC Baguette
Fried Cheese Curds (v) 8 Classic or Buffalo, Served with House-Made Buttermilk Ranch*	Steamed Mussels 14 Cape Bay Mussels, White Wine, Herbs, Aioli*, Lemon, Leek, MSC Baguette

LARGE PLATES

Warm Quinoa Salad , Rainbow Chard,, Poached Egg*, Summer Squash, Red Onions, Pine Nuts (v)	13
Brunch Salad , Elderberry Hill Farm Frisee, Valley View Farm Bacon Lardon, Poached Egg*, Fingerling Potatoes, Shallots, Bacon & Fines Herbes Vinaigrette (v)	12
Market Sandwich , English Muffin, Valley View Farms Pork Sausage, Scrambled Egg*, Widmer's Cheese Spread, Roasted Kuri Squash, Pickled Jalapeño, Mustard Greens	12
Yogurt & Granola , Natures Bakery Granola, Cinnamon Greek Yogurt, Candied Pecans, Spiced Pears, Dried Cranberries & Cherries, Dark Chocolate, Salted Caramel (v)	8
Two Egg Breakfast , Any Style Farm Eggs* Roasted Red Potatoes, Sourdough Toast, Choice Of Thick Cut Bacon, Sausage Link, or Ham Steak	13
Eggs Benedict , Smoked Ham Steak, Poached Eggs*, Hollandaise Sauce*, English Muffin, With Field Greens	16
Merchant Omelet , See Your Server For This Week's Selection, Served With Field Greens & Potatoes	13
Steak & Eggs , 6oz Grass-fed Flat Iron Steak*, Two Fried Farm Eggs*, Roasted Red Potatoes, Pepper Jam, Sourdough Toast	18
Brioche French Toast , Nutella Whipped Cream, Door County Cherries, Brandy Caramel, Toasted Hazelnut	14
Breakfast Burrito , Tequila Braised Pork Shoulder, Scrambled Eggs*, Black Beans, Corn Pico De Gallo, White Cheddar, Chives & Flour Tortilla, Cheddar Queso, with Salsa, Sour Cream & Field Greens	13
Pozole Rojo , Roasted Pork, Giant White Hominy, Tomatillo Broth, Side Of Cabbage, Radish, Cilantro, Jalapeño, Fried Corn Tortilla Strips	12
	Add An Egg* 1
Fried Chicken Sandwich , Choice Of Classic or Buffalo Style, Buttermilk Fried Chicken, Poppysseed Coleslaw, Aioli*, Brioche Bun, with Field Greens	14
Croissant Breakfast Sandwich , Uphoff Farms Smoked Ham, Deppler's Swiss, Any Style Farm Egg*, Dijon Mustard, with Field Greens	13

**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

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Sous Chef: Adam Gallagher