



PRESS RELEASE  
March 17th, 2020

Lucille and Merchant are joining forces to create a comforting neighborhood and industry-driven curbside takeout and delivery menu.

Patrick Sweeney, Principal of the RNO Hospitality Group, explains, "Our management team came together and asked ourselves how we can play a role in providing comfort and nourishment to our guests, people in the industry, and the surrounding community during this national pandemic."

The result is a menu jointly crafted by Chef Andrew Vogel of Merchant and Chef Gorman Hayes of Lucille that contains our signature dishes built for transportability, with Lucille's pizzas taking center stage, but many of Merchant's signature dishes available as well. Menu prices will be lowered on these items so that they can be accessible to all.

One new element to the menu available to the public will be a daily meal jointly created by the chefs called our "Bodega Box", which is specifically targeted to students and industry folk. "We were thinking of ways to support all the stranded and furloughed service industry friends around town, and we started channeling the bodegas in East Harlem in New York and in Miami, who serve rice, beans, and fried plantains, with all kinds of stews, fried chicken, and roast pork," says Tim Williams, who heads up Culinary Operations for the RNO Hospitality Group. Chef Gorman follows, "This is the kind of food we want to cook for ourselves and our families." Chef Andrew Vogel continues, "we need to take care of our own, first and foremost, so that we can continue to take care of the community as a whole."

The Bodega Box, which includes rice, beans, fried plantains, and a daily protein entree will be offered for \$10 per person, but \$5 per person for the service industry and all students.. President of RNO, Josh Berkson, lived in East Harlem for 10 years prior to starting Merchant with Patrick Sweeney in 2010. "I have strong memories of turning to food like this when I needed comfort in New York City. These flavors give me a sense of community, that we are together here in Madison, even though we cannot necessarily dine and worship together. I hope this food will provide nourishment, comfort, and pleasure."

"We are here to serve. That's what we do." says Stephanie Dufek, GM of Merchant. Roger Barts, interjects, "We provide comfort and calmness." Roger is RNO's Creative Director of Beverage. "We will be putting together a cocktail of the day, with instructions so you can have an inspired beverage at home. We have lots of great wine, and a can of beer will go plenty well with our Bodega Box!"

The street-side takeout counter in the back of Lucille on Pinckney Street will be used as an outpost residing between the two restaurants Merchant and Lucille. "It's the



perfect place to serve the public during this time as it faces the street and its right by our back door so we can safely run food out to people's cars if needed," says Tara Duffin, Lucille's General Manager. "We also will be putting into place a 'no-contact' delivery service, with stringent health screening of all workers who are making food on-site. Safety, comfort, accessibility, and sustainability is what we have in mind."

Lucille and Merchant's curbside menu will be available at Lucille's take out counter on Pinckney Street as well as "no-contact" delivery and online take out starting Thursday, March 19th.

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

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

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

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