



CITY OF ROCHESTER HILLS
LIQUOR LICENSE APPLICATION

The Rochester Hills City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. Failure to provide all required information or attachments could result in a delay or denial of a liquor license.

City Council reserves the right to exercise reasonable discretion to determine who, if anyone, shall be entitled to the issuance of a license. As a general matter of policy, applicants for a license will need to demonstrate an identifiable benefit to the City and its inhabitants resulting from the granting of the license.

Type of license applying for (check all those that apply):

Form with checkboxes for license types: New Class C License (checked), Class C License (transfer), Microbrewery/Distiller, Resort (transfer), Tavern (transfer), and Other.

GENERAL INFORMATION:

Applicant's Name: Jeff & Rosemarie Baldwin Date: 6-15-22

Business Name: Baldwin's Brasserie

Address: 16981 18 Mile Rd Clinton Township Mi 48038

Phone: 586-557-6745 Email: rosemarie.baldwin@comcast.net

Are you the sole owner and proprietor? [X] Yes [] No

Is the business to be operated as a [] partnership, [] company, [] corporation, or [X] limited liability company?

Length of time business has been in operation: this location new but operators 20+years

List any other businesses you are affiliated with in and outside of the City of Rochester Hills:

J Baldwins (Clinton Township)

Testa Barra (Macomb Township)

SUBJECT PROPERTY:

Location of Proposed License: 3874 S Rochester Rd, Rochester Hills Mi 48307

Does applicant presently own the premises? Yes No

If no, name of owner of premises: Emily D'Agostini (Gateway 2 LLC)

Legal description of property: Parcel ID 15-34-477-018

APPLICANT INFORMATION:

Applicant's Name: Jeffrey W Baldwin Phone No.: 586-557-6745

Address: 33140 Venetian Pointe Dr City: Harrison Township ST: MI

Age: 62 Citizenship: USA Date of Birth: 09/10/1959

Birthplace: (City/ST): Detroit, MI

If naturalized, year and place: _____

If the applicant is a partnership, company, corporation or limited liability company, give the names, addresses and dates of birth of all persons who will have any financial investment in the licensed business or who will share in the profits of the licensed business:

If a partnership, please complete the following:

Partner's Name: Rosemarie Baldwin Phone No.: 248-703-8599

Address: 33140 Venetian Pointe Dr City: Harrison Township ST: MI

Age: 60 Citizenship: USA Date of Birth: 10/16/1961

Birthplace: (City/ST): Parma, OH

If naturalized, year and place: _____

Manager's Name: Jeffrey L Baldwin Phone No.: 586-260-4945

Address: 38525 Trillium Place

City: Harrison Township ST: MI

Age: 32

Citizenship: USA

Date of Birth: 10/09/1989

Birthplace: (City/ST): Detroit, MI

If naturalized, year and place: _____

If a corporation, provide the names, addresses and date of birth of each of the officers and directors:

NAME	ADDRESS	DATE OF BIRTH

Has applicant (or any other individuals listed above) ever been convicted of a felony?

Yes No

If convicted of felony, please explain: _____

ADDITIONAL INFORMATION REQUIRED: (Please provide the following)

Evidence of financial responsibility (submit detailed financial statements for past 5 years). *SEE TABS P&L / BANK / TAXES*

Floor plan, including seating and bar layout and total occupant capacity.

SEE ATTACHMENT @ BACK

Menu (food and drink). Provide the percentage of gross revenue from the sale of food. SEE MENU TAB

Authorization to Obtain Information & Release for Purposes of Licensure (form included in application packet)

Has the applicant ever applied for a liquor license previously? Yes No

Has this applicant ever been denied a liquor license? Yes No

Have there been any recent liquor licenses at this location? Yes No

Was a liquor license ever suspended or revoked? Yes No If yes, explain the circumstances:

Describe the proposed character/type/theme of establishment: _____

Fine dining with chef inspired fresh food & craft cocktails

What proposed or actual commitments are being made by the applicant to establish permanency in the community?

Lifelong residents & business owners in Michigan

What other factors should the Rochester Hills City Council consider?

Trusted history of proper responsible liquor license ownership and business community involvement & support.

We run 2 very successful restaurants and employ 125+ community members.

SIGNATURES:

By signing this application, the property owner is granting approval for the applicant to seek a liquor license at this location. By signing this application, the applicant and contact person are indicating that all information contained in this application, all accompanying plans and all attachments are complete and accurate to the best of his or her knowledge. **This application is not valid unless signed by the property owner.** A review fee is required at the time of application in accordance with the fee schedule as adopted by the City Council.

Signature(s) of Property Owner: Eric Kuhn 6-15-22
(Name) (Date)

Signature of Applicant: Jeffrey Balducci 6-16-22
(Name) (Date)

Frank Cab 6-16-22

Signature of Contact Person: Eric Wilson 6-16-22
(Name) (Date)

APPLICATION FEE:

\$1,000.00 made payable to the *City of Rochester Hills*

NOTE:

Applicant must meet with the Liquor License Technical Review Committee prior to appearing before City Council.

In addition to completing the Liquor License application, any new establishment serving alcoholic beverages will also need to complete the Planning Department's Development Application to apply for a Conditional Land Use (as indicated in Section 138-4.300 of the City's Zoning Ordinance).

3 Products and Services

Baldwin's Brasserie will be a comfortable, trendy, and innovative French restaurant focused on **J.Baldwin's & Testa Barra's** best, along with French inspired culinary cuisine. Our goal is to make our customers feel as if they are enjoying a VIP hospitality experience.

The decor and theme is centered around an open kitchen that will showcase culinary chefs preparing menu to order.

We will also have a large and captivating bar area, which will be perfect for happy hour, or waiting for a table on a busy weekend night. The energy and atmosphere of the restaurant is high, creating a vibrant place where people will want to gather.



The real power and energy of the restaurant comes from the attentive and courteous service provided by our floor staff, and the indescribably delicious entrees prepared by our motivated kitchen team. Each night that we are open, multiple managers are present.

Our executive culinary team carefully orchestrates the proper execution of the kitchen, so that all food comes out prepared perfectly, and on time. The General

Manager attends to the bar and spirits as well as the dining room. The Dining Room Supervisor attends to the flow of the dining room, to facilitate outstanding customer service and satisfaction. Our floor managers are extremely high profile, taking the time to greet every customer at some point in their stay.

Our customer service policy is simple: All customers must leave happy and fulfilled relating to our service and food promise!

70% TO 72% FOOD SALES

3.1 Competitive Comparison

Competition comes from major chains and from various independent restaurants currently located in the area such as:

- Rochester Chop House - Intimate spot with raw bar & elegant dining space for steak & seafood accompanied by live piano.
- Kruse & Muer - Local seafood & pasta chain known for homemade bread features a black marble bar & 4 dining areas.
- Bill's - Upscale casual restaurant focusing on farm to table, local products, small producing wine vendors and craft cocktails
- Silver Spoon - Casual Italian restaurant furnishing traditional dishes & wine in a charming setting.

Baldwin's Brasserie will offer:

- A contemporary twist on a modern French and American menu. Featuring charcuterie, pâté, and other classic French dishes, as well as Baldwin's top selling favorites.
- Contemporary French restaurant & bar serving classic French-influenced cuisine with a slightly modern twist catering to both adventurous and traditional diners alike.
- Perfectly cooked prime Angus steaks that will melt in your mouth
- Only the freshest seafood the market has to offer, and a raw bar experience.
- Unique stone-fired pizzas that are crispy with fresh ingredients, purchased from local farmers
- Freshly made salads that use seasonal ingredients and are grown organically
- No one else in the industry will serve cuisine as delicious as ours.
- An atmosphere of modern sophistication with a large welcoming bar, banquette seating with a one of a kind chef's table.



Our most competitive edge is our managers, and their ability and willingness to create goodwill among our customers, and to overcome any perceived difficulty, and indeed, turn it around into a positive experience.

3.2 Product and Service Description

Baldwin's Brasserie's menu will consist French and American classics with a culinary innovative style of flavor and product collection. It will offer unique starters, freshly made salads, premium steaks and seafood, stone-fired pizzas, and signature homemade desserts.

From the bar patrons can order a wide range of regional wines, as well as craft and domestic beers including the most popular microbrews. The bar will also offer premium handmade craft cocktails.

As part of the **Baldwin Restaurant Group**, **Baldwin's Brasserie** will share the rights to the exclusive Ice Martini machine imported from Italy. Restaurants belonging to the **Baldwin Restaurant Group** will be the only restaurants in the area to serve beverages in this glass made of ice.

Following are some of the items that can be found on our menu:

3.2.1 Starters

Signature Calamari

Lightly seasoned with diced tomatoes, scallions, and capers in a lemon butter sauce

Eifel Tower

Two tears of shrimp cocktail, oysters on the half shell, and lobster claws, lemons, cocktail sauce, mignonette

Tuna Tartare

Wasabi aioli, pickled scallion bulb, ginger slaw, lemon- truffle vinaigrette

Country Pâté

Veal, pork, Foie gras, pistachio, dehydrated apricot, wrapped in bacon, Dijon aioli, frisee, duck fat vinaigrette, crostini



3.2.2 Soups & Salads

Onion Soup Gratinee
French onion soup, gruyere, buttery crostini

Lobster Bisque
Rich lobster stock, cream, butter poached lobster, puff pastry

Niçoise Salad
Butterhead lettuce, frisee, haricot verts, shallot, olives, smoked potatoes, truffle-deviled egg, HDP vinaigrette

Roasted Beet Goat Cheese
With glazed walnuts, sliced pears, mixed greens, crispy kale Brussel chips and honey Dijon dressing



3.2.3 Skate or Pie Flatbreads

Double Pepperoni
Tomato sauce, large cut and small cut pepperoni, roasted garlic, gruyere, gouda, & mozzarella cheese

Daisy Pie
Tomato sauce, mozzarella, basil, shaved locatelli

Potato Leek
Béchamel, leeks, caramelized onion, mozzarella, gruyere, sliced potato

Our Way
Chef's choice rotating flatbread



3.2.4 Entrees

Fire Roasted Australian Lamb Chops

Fire roasted chops, served with sautéed spinach, feta cheese, tomatoes, and garlic, over smashed potatoes and Gorgonzola zip sauce

Duck Breast

Seared duck breast served with smoked-crushed potatoes, onion soubise, madeira reduction

Chartreuse Chicken

Herb roasted airline chicken, garlic sautéed haricot verts, pommes puree, cream, yellow chartreuse velouté

Seabass

Faro risotto, roasted romanesco, St. Germaine cream sauce

Salmon

Carrot confit, beurre blanc, pommes puree, scallion

Espresso-Encrusted Filet Mignon

Duck fat caramelized onion, pommes puree, zip sauce, haricot verts



3.2.5 Desserts

Dreamy Crème Brulée

Chamomile, lavender, white chocolate shavings

Chocolate Soufflé

Served with luxardo cherries and vanilla bean gelato

Blood Orange Sorbet

Served with fresh berries, and oleo

BALDWIN BRASSERIE

La Mer

EIFEL TOWER

Two tears of shrimp cocktail, oysters on the half shell, and lobster claws, lemons, cocktail sauce, mignonette 54

OYSTERS

Blue Point

½ dozen 16/ 1 Dozen 30

TUNA TAR TAR

wasabi aioli, pickled scallion bulb, ginger slaw, lemon- truffle vinaigrette 15

SEABASS

Faro risotto, roasted Romanesco, St. Germaine cream sauce 38

SALMON

Carrot confit, beurre blanc, pommes puree, scallion 26

Soups & Salad

NICOISE

Butterhead lettuce, frisee, haricot verts, shallot, olives, smoked potatoes, truffle-deviled egg, HDP vinaigrette 16

HOUSE

Mixed greens, tomato, hericot verts, shaved carrot HDP vinaigrette 8

CAESAR

Butter head lettuce, shaved gruyere, Caesar dressing, radish, sour dough crouton 12

ONION SOUP GRATINEE

French onion soup, gruyere, buttery crostini 8

LOBSTER BISQUE

Rich lobster stock, cream, butter poached lobster, puff pastry
8 cup/ 13 bowl

Appetizers

CHARLEY'S BEEF TARTARE

Hand cut USDA prime sirloin, olive oil, shallot, caper, Dijon, egg yolk, balsamic 17

CHARCUTERIE PLATE

Cured meats, artisan cheeses, truffle almonds, pepper jam, whole grain mustard 16

POTATO-LEEK CROQUETS

Crispy spheres of potato, & caramelized leek served with herbs de province aioli 8

COUNTRY PATE

Veal, pork, Foie gras, pistachio, dehydrated apricot, wrapped in bacon, Dijon aioli, frisee, duck fat vinaigrette, crostini 14

VEGETABLE CRUDITES

Pickled & cold roasted vegetables, green goddess, onion soubise, pickled scallion bulb, crunchy potato skin 8

CANELONNI

Sausage-leek cannelloni, truffle ricotta, bechamel, fried basil, fresno oil, sexy breadcrumb 14

Entrees

DUCK BREAST

Seared duck breast served with smoked-crushed potatoes, onion soubise, madeira reduction 28

CHARTREUSE CHICKEN

Herb roasted airline chicken, garlic sautéed haricot verts, pommes puree, cream, yellow chartreuse velouté 23

ROASTED MUSHROOM GNOCCHI

Potato dumplings, roasted mushrooms, spinach, brandy, crispy shallots 19

TAGLIATELLE RAGU

Red wine duck ragu, tagliatelle pasta, locatelli cheese, basil 22

PASTA FONDU

Guyere, locateli & gouda bechamel, fusilli pasta, toasted breadcrumb, fresh herbs 18

B.B BURGER

Fresh ground American kobe, melted brie, crispy onion, Dijon aioli, lettuce, served with truffle fries 18

T-BONE STEAK

Maitre' d butter, pommes puree, zip sauce, crispy shallots, garlic sautéed broccoli 46

ESPRESSO ENCRUSTED FILET MIGNON



Duck fat caramelized onion, pommes puree, zip sauce, haricot
verts 38

Skate or Pie Flatbreads

DOUBLE PEPPERONI

Tomato sauce, large cut and small cut pepperoni,
roasted garlic, gruyere, gouda, & mozzarella cheese 15

DAISY PIE

Tomato sauce, mozzarella, basil, shaved locatelli 15

POTATO LEEK

Béchamel, leeks, caramelized onion, mozz, gruyere,
sliced potato 15

OUR WAY

Chefs choice rotating flatbread MP

Desserts

DREAMY CRÈME BRULE

Chamomile, lavender, white chocolate shavings 9

CHOCOLATE SUFLE

(Please allow 30 minutes) Served with luxardo cherries
and vanilla bean gelato 22

BLOOD ORANGE SORBET

Served with fresh berries, and oleo sacrum 4

CHEESECAKE DU JOUR

Chefs choice rotating cheesecake MP

TEQUILA COCKTAILS

CLEAN SLATE

*Mi Campo Tequila, Lime,
Agave, Orange Peel, Salt 13*

SMOKE ON THE WATER

*Illegal Joven Mezcal, Lime, Agave,
Japanese, Chili Lime Bitters, Cedar
Smoked Glass 15*

JUS' MEZZIN'

*Illegal Joven Mezcal, Lime, Agave,
Mint, Soda 15*

KRONIK

*Ghost Tequila, Cucumber Juice,
Lime, Cilantro, Peppercorn 14*

WHISKEY COCKTAILS

SPICED BOURBON

*House Infused Bourbon with Cloves,
Cinnamon, Star Anise, Golden
Raisins, Orange 13*

MEN IN BLACK

*Redemption Bourbon, Montenegro
Amaro, Angostura Bitters, Luxardo
Cherry 14*

BOURBON & BERRIES

*High West Bourbon, Blackberry
Puree, Ginger, Lemon, Mint 14*

CADILLACS IN MANHATTAN

*Angels Envy Rye, Grand Marnier
Cuvee Louis Alexander,
Vya Vermouth, Bitters 19*

MULES

KENTUCKY 13

BALDWIN 12

CABO 13

BOTANICAL 12

SPICY

CLASSIC COCKTAILS

MARGARITA 12

NEGRONI 13

MANHATTAN 13

PALOMA 12

BOULEVARDIER 13

PROVEN CLASSICS

BRG OL' FASHION

*Redemption Rye, Orange Oleo
Saccharum, Angostura Bitters,
Luxardo Cherry 14*

THE GUILTY ROSE

*Hard Head Gin, Campari,
St. Germaine, Lemon, Agave,
Rose Petals 14*

THE CHANDELIER

*House Infused Pear Lavender
Vodka, Domaine de Canton,
Lemon, Bubbles 14*

MCCOY MOJITO

*Real McCoy 5 yr. Rum, Lime,
Ginger, Mint, Agave, Soda 13*

STRAWBERRY FIELDS

*Strawberry Basil Vodka,
Orange Liqueur, Lemon,
Strawberry Basil Puree 12*

HOT HEMINGWAY

*Bacardi Rum, Ancho Reyes Verde,
Lime, Cucumber, Agave 13*

AVIATION

*Aviation Gin, Creme de Violet,
Maraschino Liqueur, Lemon 14*

MOCKTAILS

NOLOMA

Grapefruit Soda, Agave, Lime 6

STRAWBERRY BASIL COOLER

*Fresh Strawberries, Basil, Lemon
Soda 6*

BLACKBERRY NOJITO

*Mint, Blackberry Puree, Lime,
Ginger, Soda 6*

CUCUMBER FRESCA

*Cucumber Juice, Lime, Agave,
Cilantro, Soda 6*

WHITE WINE BOTTLE ONLY

PINOT GRIGIO/santa margherita/alto adige - green apple, citrus, crisp, minerality 65
 SAUVIGNON BLANC/groth/napa - jasmine, lemon pith, tangerine 65
 SAUVIGNON BLANC/comte lafonde/sancerre - crispy apple, grapefruit, lemon, bright and acidity 99
 VOUVRAY/sauvion/loire - asian pear, honeysuckle, white peach 49
 ALBARINO/martin codax/rias baixas - tart, floral, juicy lime, stone fruit 49
 ROSE/love drunk/willamette - strawberry, rhubarb, ripe melon 49
 CHARDONNAY/celani/napa - apricot, baking spices, lemon curd 99
 CHARDONNAY CHABLIS/fourrey/burgandy - crisp, mineral, unoaked 65
 CHARDONNAY/joseph drouhin/meursault - honey citrus, baked apple, butterscotch 149
 CHARDONNAY/far niente/napa - elderflower, buttered pear, tropical fruit 109

RED WINE BOTTLE ONLY

PINOT NOIR/illaha/willamette-cherry, earth, baking spice 75
 PINOT NOIR/arnoux chorey les beaune/burgundy-rose blossom, raspberry, earth 79
 PINOT NOIR/emeritus/russian river - strawberry, plum, wild flowers 99
 PINOT NOIR/patz & hall/carneros-rose petals, raspberry, cocoa 139
 CABERNET SAUVIGNON/bonanza/california - dark berries, vanilla, silky 46
 CABERNET SAUVIGNON/hanna/alexander valley - blackberry, lush plum, cigar box, nutmeg 79
 MERLOT/boomtown/columbia valley - cherry hand pie, chewy tannins, peppered blueberry, black licorice 45
 BLEND/hedges/red mountain, black fruits, chocolate, licorice 69
 MERLOT/saint emilion de quintus/bordeaux - fix, prune, toasted almond 79
 CABERNET SAUVIGNON/quilt/napa - cocoa, brown sugar, blackberry pie 69
 BLEND/two² by alpha omega/napa-strawberry jam, tobacco, hibiscus 79
 CABERNET SAUVIGNON/caymus/napa (1 liter) - blackberry jam, chocolate covered cherry, vanilla, leather 159
 SUPER-TUSCAN/querciabella mongrana/tuscany - fresh cherry, dusty earth, tobacco 59
 BLEND/red schooner "transit"/caymus - australian shiraz and cabernet 99
 SHIRAZ/mollydooker 'the boxer'/australia - ripe blackberry and blueberry, vanilla licorice 69
 MERLOT/treffethen "cowgirl & pilot"/napa-dark cherry, plum, cassis 159
 BLEND/celani 'tenacious' /napa - currant, plum, dried tobacco, earthy undertones 139
 CABERNET SAUVIGNON/stag's artemis/napa-dried fruit, dark chocolate, toasted oak 149
 AMARONE/luigi righetti/veneto - dark chocolate, raisins, berry jam, leather 75
 BLEND/CHATEAUNEUF-DE-PAPE/la nerthe/rhone-dried strawberries & herbs, black cherry, pepper 129

WHITE WINE POURS & BOTTLE

MOSCATO d'ASTI/vicetti/piedmont 12 17 46
 RIESLING/kabinett/carl ehrhard/rheingau 12 17 46
 ROSE/st. andrieu/provence 11 15 42
 SAUVIGNON BLANC/ three brooms/marborough 14 19.5 52
 SAUVIGNON BLANC/ thomas "les créots"/sancerre 15 22 58
 VERDICCHIO/ancrea felici/central italy 13 18 50
 PINOT GRIGIO/il casato/valdadige 10 13.5 38
 CHARDONNAY/la p'tit paysan/monterey 13 18 50
 UNOAKED CHARDONNAY/saracina/mendocino 14 19.5 52

RED WINE POURS & BOTTLE

SWEET RED/tutto mio/italy 10 13.5 38
 CHIANTI CLASSICO/d'albola/tuscany 10 13.5 38
 PINOT NOIR/benton lane/willamette 14 19.5 52
 PINOT NOIR/belle glos clark & telephone/santa maria 18 25 69
 MALBEC/proemio/mendoza 10 13.5 38
 BLEND/donati claret/central coast 12 17 46
 CABERNET SAUVIGNON/scotto/lodi 11 15 42
 MALBEC/piatelli grand reserve/lujan du cuyo 15 22 58
 MERLOT/emmollo/napa 18 25 69
 CABERNET SAUVIGNON/vina robles/paso robles 14 19.5 52
 BLEND/paraduxx/napa 18 25 69
 CABERNET SAUVIGNON/heritance/napa 20 28 75

**CANT DECIDE?
GET A WINE
FLIGHT FOR \$19**

Enjoy three 3 oz pours of any wine
of your choice glass pours only

**BUBBLES**

SPARKLING BRUT
les allises/france
flute 5 bottle 30

PROSECCO
zonn/italy - split 10

M.LAWRENCE
"sex" brut rose/
michigan 45

TAITTINGER
'la francaise' brut/
reims 119

VEUVE CLIQUOT
'yellow label' brut/
reims 129

HOME

MENUS

ORDER CARRYOUT ONLINE

ONLINE RESERVATIONS

EVENTS

BUY GIFT CARDS

CATERING

CHINA / CATERING RENTALS

ABOUT US

VISIT J. BALDWIN'S
RESTAURANT

CONTACT

COCKTAILS

THE BAR'S STORY

Our cocktail menu goes through frequent additions to make space for our newest creations. Just last year Blatiné, Joff, and Justin created our very own Hard Head Gin to shelf beside our signature tequila a favorite since 2017.

When you join us at the bar, we hope you feel the importance of the history that led you to the present. We hope to share with you our newest inspirations through our creations. Most of all, we hope to connect with you and add your story to the fabric of our own.

The Bar at Testa Barra has its own values: connection, education, and creation. We invite you to share these values when you are making your selections.

BRG PROVEN CLASSICS

BRG OL' FASHION

Redemption Rye, Orange Oleo
Saccharum, Angostura Bitters, Luxardo
Cherry 14

LUMINOUS

Blueberry Vodka, St. Germaine,
Pomegranate, Lemon, Agave, Lavender
Bitters 13

CATCH ME AÇAI

Green Tea Infused Gin, Açai Berry
Puree, Agave, Lemon Lime Soda 12

WITHOUT A PADDLE

Ming River Baijiu, Mezcal, Ancho Reyes,
Lime, Ginger, Spiced Dipped Paddle 15

MCCOY MOJITO

Real McCoy 5 yr Rum, Lime, Ginger,
Mint, Agave, Soda 13

TESTA DURA

Hard Head Gin Infused With Charred
Rosemary Sprig, St. Germaine, Lemon,
Lime, Agave, Peychaud Bitters 14

SPICE OF LIFE

Cucumber Infused Vodka, Aloe Liqueur,
Lime, Agave, Chili Lime Bitters 14

BIRDS N' THE BEES

Barrel Aged Hard Head Gin, Lemon,
Thyme, Ginger, Honey, Bubbles, Bee
Pollen, Served on a Board for Two with
Assorted Floral and Savory Garnish 26

TEQUILA COCKTAILS

KRONIK

Ghost Tequila, Cucumber, Lime,
Cilantro, Peppercorn 14

TEQUIL' IN ME SOFTLY

Calrosa Anejo, Cinnamon, Angostura,
Orange Bitters 17

SPICY GHOST

Ghost Tequila, Lime, Agave, Pineapple,
Serrano Pepper, Noir Float 15

JUS' MEZZIN'

Illegal Joven Mezcal, Lime, Agave, Mint,
Soda 15

WHISKEY COCKTAILS

CHERRY SPICED BOURBON

House Infused Bourbon, Dried Michigan
Cherries, Cloves, Cinnamon, Star Anise,
Orange 14

POM & RYE

High Rye Whiskey, Pomegranate,
Ginger, Lemon, Mint 13

BOURBON NOIR

Redemption Bourbon, Montenegro
Amaro, Angostura Bitters, Luxardo
Cherry 14

CADILLACS IN MANHATTAN

Angels Envy Rye, Grand Marnier Cuvee
Louis Alexander, 1/2 Vermouth, Bitters
19

CLASSIC COCKTAILS

MARGARITA 12

NEGRONI 13

MANHATTAN 13

PALOMA 12

BOULEVARDIER 13

MULES

KENTUCKY 13

CABO 13

ITALIAN 12

TESTA 12

BOTANICAL 12

MOCKTAILS

NOLOMA

Grapefruit Soda, Agave, Lime 6

STRAWBERRY BASIL COOLER

Fresh Strawberries, Basil, Lemon, Soda
6

BLACKBERRY NOJITO

Mint, House Blackberry Puree, Lime,
Ginger, Soda 6

CUCUMBER FRESCA

Cucumber Juice, Lime, Agave, Cilantro,
Soda 6

Hours

Monday: Closed
Tuesday-Thursday: 3pm-10pm
Friday-Saturday: 3pm-11pm
Sunday: 11am-6pm

Get in Touch

[Facebook](#)

[Twitter](#)

[YouTube](#)

[Instagram](#)

Contact Info

Testa Barra

48824 Romeo Plank Road
Macomb Township, MI 48044
Phone : 586-434-0100

Exhibit B

Job Name: 3792 S. Rochester Rd
Tenant: Baldwin's Brasserie
Date: 3.23.2022; updated 4.5.2022
RE: Interior Buildout

Division 1 - General Requirements

Building Application, Plan Review & Permit:

General Liability & Builder's Risk Insurance:

Temporary Facilities:

Includes lifts, dumpsters, porta john, clean up

Supervision:

Sight supervision and contract administration

Design:

Landlord will furnish a ***mutually agreed upon plan*** for submission to the City of Rochester Hills for the mechanical, electrical, and plumbing (MEP) plan review and permitting. Tenant shall engage architect and provide Landlord CAD of construction documents for Landlord to use to coordinate same. ***It is expressly understood that the floor plan, MEP, and scope for fit and finish of this project contained herein must be mutually agreed upon with a final plan and spec.***

Division 2 - Site Work

Material and labor to install screen for linen bins at back service door per mutual agreement.
Landscaping in front outdoor dining area (per mutually agreed upon plan).
Ornamental fence for outdoor dining area per mutually agreed upon plan and spec.
Upgraded rear entrance canopy, sconces, and door per mutually agreed upon spec.

Division 3 - Concrete

Material and labor to install 4" slab on grade over compacted sand and vapor barrier

Division 4 - Masonry

Masonry veneer architectural wall detail near captain's table per mutually agreeable plan and material spec.

JAZZORD 002R-MCH-02
20-HCB-11200 000702A

Division 5 - Metals

Architectural metal barrel ceiling detail per mutually agreed upon plan and spec.
Architectural metal to hang drop shelving detail over bar per mutually agreed upon plan and spec.
Exterior metal architectural details on exterior façade per mutually agreed upon plan and spec.
Approximately 550 L.F. of interior and perimeter walls, taped, mudded, sanded,
insulated as required by code per mutually agreeable plan.

Division 6 - Wood, Plastics, Composites

Architectural vertical wood/foam panel ceiling detail per mutually agreeable plan and spec.
Wood trim details including paneling and nitch details per mutually agreeable plan and spec.

Division 7 - Thermal & Moisture Protection

Fire suppression throughtout; excludes kitchen equipment per mutually agreeable plan.

Division 8 - Doors & Windows

Sliding door and structural steel at event space per mutually agreeable plan and spec.
Vestibule doors at air lock per mutually agreeable plan and spec.
Doors, frames, and hardware per mutually agreeable plan and spec.

Division 9 - Finishes

Flooring throughout per mutually agreeable plan and spec.

Division 10 - Specialties

N/A

Division 11 - Equipment

N/A

Division 12 - Furnishings

N/A

Division 13 - Special Construction

N/A

Division 14 - Plumbing

Underground, & rough wall plumbing per mutually agreeable plan. Includes finish plumbing and fixtures for bathrooms. Includes hot water tank. Does not include kitchen sinks/fixtures, or bar sinks/fixtures and finish plumbing installation of same.
Includes gas pipe distribution per mutually agreed upon plan.

Division 15 - HVAC

General HVAC for dining area & MUA for kitchen area per mutually agreeable plan and spec.
Includes roof penetrations. Does not include exhaust for kitchen equipment.

Division 16 - Electrical

Panels, transformers and distribution.

Exterior accent lighting per mutually agreeable plan and spec.
Interior electrical per plan includes recessed cans, light fixture preps,
and puck lighting. Does not include decorative lighting fixtures.

This scope of work does not include front bar and back bar improvements.

Job Name: 3792 S. Rochester Rd
Tenant: Baldwin's Brasserie
Date: 3.23.2022; updated 4.5.2022
RE: Interior Bulldout

Division 1 - General Requirements		
Building Application, Plan Review & Permit:	\$5,000.00	- \$10,000.00
General Liability & Builder's Risk Insurance:	\$2,500.00	- \$3,000.00
Temporary Facilities: Includes lifts, dumpsters, porta john, clean up	\$10,000.00	- \$20,000.00
Supervision: Sight supervision and contract administration	\$70,000.00	- \$80,000.00
Design: Landlord will furnish a <i>mutually agreed upon plan</i> for submission to the City of Rochester Hills for the mechanical, electrical, and plumbing (MEP) plan review and permitting. Tenant shall engage architect and provide Landlord CAD of construction documents for Landlord to use to coordinate same. <u><i>It is expressly understood that the floor plan, MEP, and scope for fit and finish of this project contained herein must be mutually agreed upon with a final plan and spec. The costs provided are estimated ranges based off of Design Prototype Plan dated March 8, 2022.</i></u>	\$40,000.00	- \$50,000.00
Division 2 - Site Work		
Material and labor to install screen for linen bins at back service door per mutual agreement.	\$10,000.00	- \$20,000.00
Landscaping in front outdoor dining area (per mutually agreed upon plan).	\$5,000.00	- \$10,000.00
Ornamental fence for outdoor dining area per mutually agreed upon plan and spec.	\$10,000.00	- \$15,000.00
Upgraded rear entrance canopy, sconces, and door per mutually agreed upon spec.	\$20,000.00	- \$25,000.00
Division 3 - Concrete		
Material and labor to install 4" slab on grade over compacted sand and vapor barrier	\$40,000.00	- \$50,000.00
Division 4 - Masonry		
Masonry veneer architectural wall detail near captain's table per mutually agreeable plan and material spec.	\$15,000.00	- \$25,000.00
Division 5 - Metals		
Architectural metal barrel ceiling detail per mutually agreed upon plan and spec.	\$35,000.00	- \$45,000.00
Architectural metal to hang drop shelving detail over bar per mutually agreed upon plan and spec.	\$25,000.00	- \$35,000.00
Exterior metal architectural details on exterior façade per mutually agreed upon plan and spec.	\$50,000.00	- \$60,000.00
Approximately 550 L.F. of interior and perimeter walls, taped, mudded, sanded, insulated as required by code per mutually agreeable plan.	\$165,000.00	- \$185,000.00
Division 6 - Wood, Plastics, Composites		
Architectural vertical wood/foam panel ceiling detail per mutually agreeable plan and spec.	\$50,000.00	- \$60,000.00
Wood trim details including paneling and nitch details per mutually agreeable plan and spec.	\$50,000.00	- \$60,000.00
Division 7 - Thermal & Moisture Protection		
Fire suppression throughout; excludes kitchen equipment per mutually agreeable plan.	\$33,000.00	- \$36,000.00

Division 8 - Doors & Windows

Sliding door and structural steel at event space per mutually agreeable plan and spec.	\$20,000.00	-	\$25,000.00
Vestibule doors at air lock per mutually agreeable plan and spec.	\$5,000.00	-	\$8,000.00
Doors, frames, and hardware per mutually agreeable plan and spec.	\$15,000.00	-	\$25,000.00

Division 9 - Finishes

Flooring throughout per mutually agreeable plan and spec.	\$70,000.00	-	\$80,000.00
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Division 10 - Specialties

N/A

Division 11 - Equipment

N/A

Division 12 - Furnishings

N/A

Division 13 - Special Construction

N/A

Division 14 - Plumbing

Underground, & rough wall plumbing per mutually agreeable plan. Includes finish plumbing and fixtures for bathrooms. Includes hot water tank. Does not include kitchen sinks/fixtures, or bar sinks/fixtures and finish plumbing installation of same. Includes gas pipe distribution per mutually agreed upon plan.	\$100,000.00	-	\$125,000.00
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Division 15 - HVAC

General HVAC for dining area & MUA for kitchen area per mutually agreeable plan and spec. Includes roof penetrations. Does not include exhaust for kitchen equipment.	\$200,000.00	-	\$250,000.00
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Division 16 - Electrical

Panels, transformers and distribution. Exterior accent lighting per mutually agreeable plan and spec. Interior electrical per plan includes recessed cans, light fixture preps, and puck lighting. Does not include decorative lighting fixtures.	\$175,000.00	-	\$195,000.00
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This scope of work does not include front bar and back bar improvements.

Total Budgeted for Scope of Work \$ 1,220,500.00 - \$ 1,497,000.00



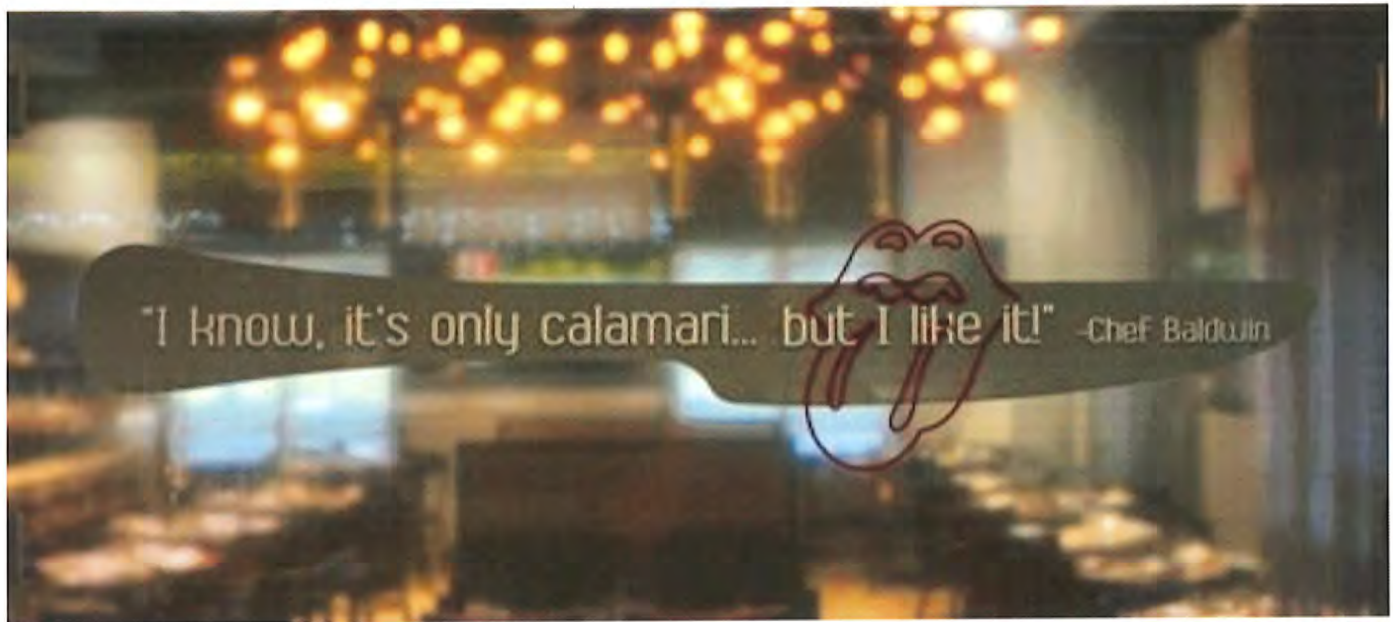
Baldwin Restaurant Group
Announces Rochester

March, 2022



BALDWIN
RESTAURANT GROUP

Our Singular Story...It All Started With the Calamari



J.Baldwin's Restaurant opened its doors in 2004. It started with a story, followed by an expansion. The story continued with a second location featuring an award-winning culinary and beverage program with iconic branded beverage launches. They earned multiple awards and created amazing loyal customers with a culture club of team members.

The second location is named Testa Barra, the "ying & yang" of Jeff and Rosemarie Baldwin. Rosemarie's maiden name is Testa. Barra is an island off the coast of Scotland, highlighting Chef Jeff's English and Scottish heritage. Passing on the torch to the second generation of Baldwins. Hence, the Baldwin Restaurant Group was formed in 2016.




JBALDWIN'S
RESTAURANT • LOUNGE • GALLERY
EST. 2004



|||
TESTA BARRÁ
KITCHEN & COCKTAILS

Baldwin Restaurant Group Players

Jeff Baldwin
"The Real J. Baldwin"
Founder / President



Rosemarie Baldwin
Chief Marketing Officer
Chief Financial Officer



Jeffrey Baldwin
Director of Operations



Michael Baldwin
Corporate Chef &
Processes



Gabriella Baldwin
Corporate Chef & Events



Baldwin Restaurant Group Players

Chef Jeff Baldwin is the President and Founder of the Baldwin Restaurant Group. He has been working in the restaurant industry for over 30 years. He is hands-on at both J.Baldwin's and Testa Barra, overseeing the entire operation through the leadership of the second generation. Some of Jeff's landmark successes include:

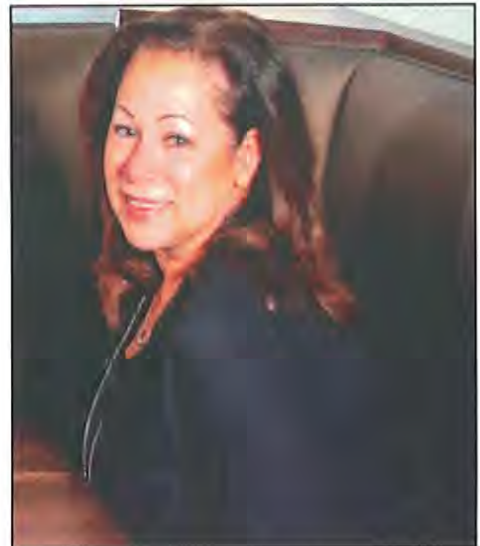
- **2020** – Baldwin Restaurant Group successfully operates through 18 months of the core pandemic with restaurant closures over 6 months. Jeff Baldwin singularly held the team together and retained over 85% of original members through cultural and financial incentives.
- **2017** – Testa Barra, the second restaurant in the newly formed Baldwin Restaurant Group opened its doors.
- **2007, 2009, 2011 & 2014** - J.Baldwin's Restaurant was voted the Best New American Restaurant in the Detroit area.
- **2006** - Jeff was voted the Best Chef and Entrepreneur in Macomb County.
- **2004** - opened up his own restaurant and catering company, J.Baldwin's, featuring his award-winning calamari and stone fired pizza.
- **1996** - became an advisor to the Michigan Culinary Olympics team in Berlin, Germany.
- **1994** - Jeff was the Executive Chef of Detroit's best waterfront restaurant, Mac & Ray's, where he first appeared on Food Network.
- **1986** - Jeff became the Executive Chef of the famous Whitney Restaurant in Detroit, where he first introduced his award-winning Signature Calamari.
- **1982** - At age 21, Jeff became the youngest Executive Chef of the Van Dyke Place Restaurant, voted "Best Restaurant" in the Detroit area. Jeff was also one of the youngest graduates of the Culinary Institute of America in Hyde Park, New York.



Baldwin Restaurant Group Players

Rosemarie Baldwin is the Chief Marketing Officer and Concept Director for **Baldwin Restaurant Group**. She has been in the Marketing industry for over 30 years. Some of her landmark successes include:

- **2020** – Retrofitted the infrastructure to support all safety protocols and regulations for safe operations during the pandemic as well as continued marketing and financial efforts.
- **2019** - Appeared on Food Network with her family, where they won their episode of Valerie Bertinelli's Family Food Showdown.
- **2016** – Spearheaded the restaurant design and branding of Testa Barra, and social media presence.
- **2015** – Rosemarie joined the Baldwin Restaurant Group as the Chief Marketing Office and launched the catering events division.
- **1999 - 2015** - Rosemarie was an executive at Macy's Department Stores. She has contributed to multiple marketing and visual merchandising concepts.
- **2008** - Researched and launched the newest concept drink called the Ice Martini. That year vodka sales increased by 27%. Instant success!
- **2002** - While working at Marshall Field's, Rosemarie received various Corporate Marketing Awards for Team Development.
- **1995** - elected to the National Association of Display Industries Advisory Council. She held this position for five years.
- **1993** - Rosemarie was featured in an article in *Display and Design Magazine* as one of the top women executives in the industry.
- **1991** - Rosemarie received a prestigious award from the National Association of Display Industries for Outstanding Visual Merchandising. Rosemarie was the youngest Vice President of a specialty store group located in the East Coast. She successfully managed a \$1,000,000 marketing budget.



Baldwin Restaurant Group Players

Jeffrey Baldwin is the Director of Operations for the Baldwin Restaurant Group, overseeing both J.Baldwin's and Testa Barra.

- In 2016, joined the Baldwin Restaurant Group as Director of Operations. He created a sommelier program, giving the Baldwin Restaurant Group more sommeliers than any other restaurant in the metro Detroit area.
- Developed multiple educational programs for team to advance in the hospitality industry. Responsible for all prime costs for profitable operational results. He also took the lead in all the technology of the infrastructure as well as developed a winning service team.
- Partnered with a local distillery and developed an exclusive Testa Barra "Hard Head Gin" spirit. Company currently is #1 spirit for Detroit City Distillery. 2021 expanded launch with a Hard Head barrel aged gin, equally successful.
- Prior to joining the Baldwin Restaurant Group, Jeffrey worked in the sales industry in Pittsburgh, for a progressive industrial Fortune 500 company.
- He also worked for Dow Chemical in their Business Service Rotational Program as a Business Analyst. His areas of focus were Customer Service and Supply Chain. Jeffrey has won multiple Gold, Platinum and Diamond awards for exemplary project development execution.
- Graduated from Northwood University with a Bachelor's degree in Entrepreneurship and Business Marketing. Member of DECA for 8 years, which has helped him emerge as a leader and entrepreneur.
- Studied abroad in both Paris and London, focusing on marketing, hospitality and regional restaurant exclusiveness as it relates to one-of-a-kind dining experiences.
- Jeffrey grew up in the restaurant business. He worked as a host, server and expediter at J.Baldwin's Restaurant from the time he was 15 until he graduated from college. He enjoys being at the front of the house, driving enlightened hospitality, and developing strong teams.



Baldwin Restaurant Group Players

Michael Baldwin, along with his wife Gabriella, is the Executive Chef at Testa Barra and J.Baldwin's.

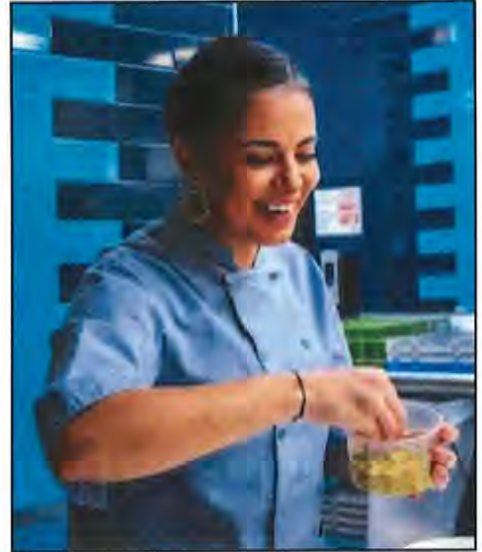
- Michael led the opening of the newest restaurant concept, Testa Barra as executive co-chef in 2017, with a farm-to-table, modern Italian inspired menu.
- In 2019, Michael appeared on Food Network with his family, where they won their episode of Valerie Bertinelli's Family Food Showdown.
- Specializes in inventory management and prime cost control, as well as purchasing, supporting local vendors with competitive positioning for BRG.
- In 2015, launched the Skate or Pie brand, with multiple highly successful, sold out pop-up restaurants.
- Graduated from the Culinary Institute of America in Hyde Park, NY, one of the most prestigious institutes in America. Graduated with a Bachelor's degree in Culinary Science, Hospitality in 2014. He is a second-generation graduate of the CIA, in succession of his father, Jeff Baldwin.
- After graduation, Michael worked at J.Baldwin's, aggressively learning and contributing at a new level, expanding the menu, supporting the running of a successful iconic restaurant, and developing new customer relationships.
- As part of his externship at the CIA, Michael studied in Italy and focused on regional, rustic farm fed dishes by local sourcing with authentic aged organic ingredients that he brings to the Testa Barra brand.
- While attending the CIA Michael worked at the Signature Room in the John Hancock Building in Chicago as part of his internship and education training. Worked in New York City and Greenwich, Connecticut doing high profile events.
- Michael also grew up in the restaurant industry, although he preferred to be in the back of the house with his father. He started out bussing tables and washing dishes, and when he was old enough, he was able to cook alongside his dad with cooking classes.
- At the age of 12, he was on Fox 2 news and stole the show!!!



Baldwin Restaurant Group Players

Gabriella Baldwin, along with her husband Mike, is the Executive Chef/Events at Testa Barra.

- Gabriella led the opening of the newest restaurant concept, Testa Barra as executive co-chef in 2017, with a farm-to-table, modern Italian inspired menu.
- As the Events executive chef, Gabriella heads up the catering division for Baldwin Restaurant Group.
- Gabriella is an expert in wine pairing dinners, kitchen management, kitchen operations, and customer service. An important aspect of the job for Chef Gabriella is to embrace the front of house to hand-sell her and Chef Michael's decadent creations face to face with her clientele.
- Food columnist for Macomb Now magazine edition, Local Pour.
- Gabriella competed on multiple Food Network shows including Family Food Showdown along with Michael and Rosemarie Baldwin. She appeared twice on Guy's Grocery Games (1 win & 1 appearance), and another Food Network show that cannot be disclosed yet due to NDA prior to its airing date (TBD).
- In 2015, launched the Skate or Pie brand, with multiple highly successful, sold out pop-up restaurants.
- Started with J.Baldwin's after graduation in 2013 leading the events department as lead sales and catering chef. Gabriella branched herself out training in all departments of 'front of house' by managing the dining room and working the host stand.
- Graduated from the Culinary Institute of America finishing her curriculum at their Italian Restaurant "Catarina Di Medici" and their French fine dining restaurant "Bocus".
- Attended Long Island University with a major in Mass Communication and minor in Broadcast Journalism.
- Worked in New York City and Greenwich, Connecticut doing high profile events.



Expansion into Rochester, Michigan

Baldwin Restaurant Group announces their new concept restaurant...Baldwin Brasserie & Oyster Bar. Opening April, 2023, developer P. Eugene D'Agostini, founding principal of D'Agostini Companies.



Culinary First

EVERYONE
WANTS IN



Culinary First



Culinary First



Culinary First



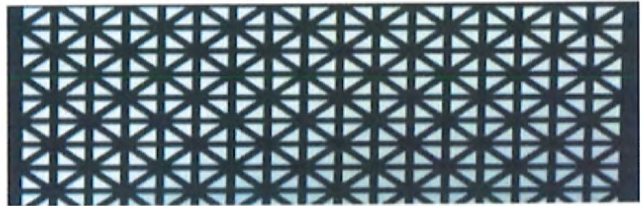
Private launch of Hard Head Gin.



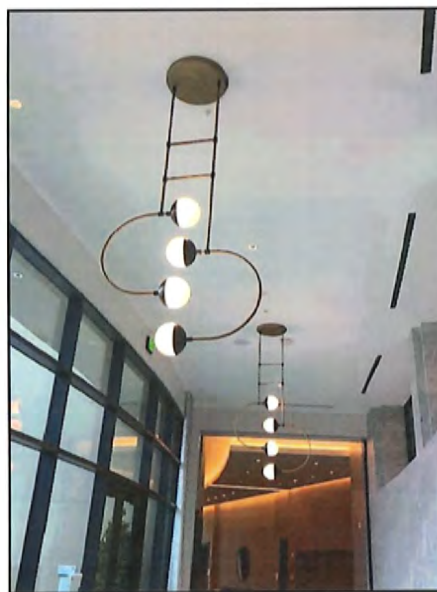
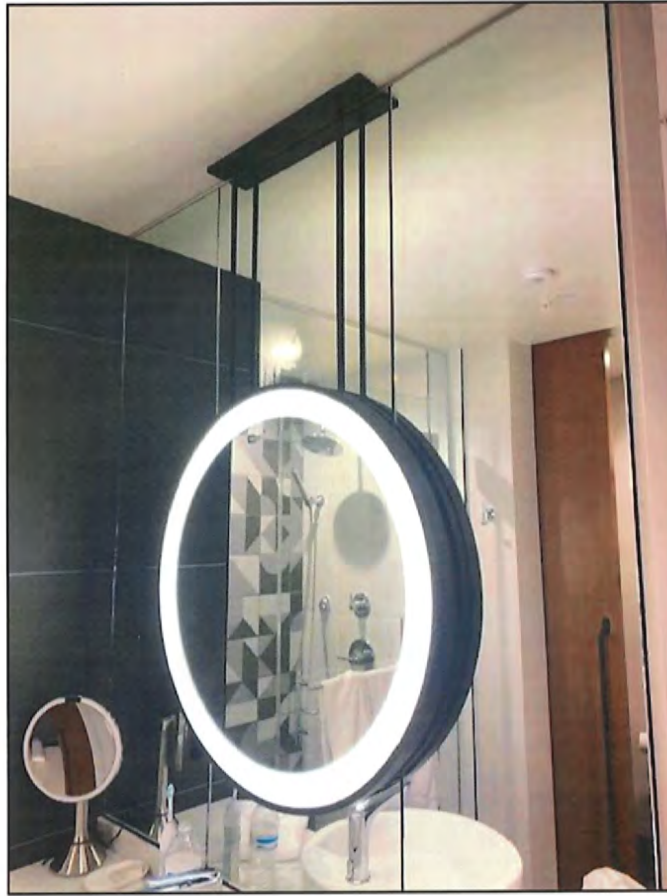
A series of successful wine dinner events.



Environment Later...Cheers!



Environment Later...Cheers!



Talk of the Town

The Baldwin Restaurant Group is regularly featured in newspapers, magazines, and television. The opening of Testa Barra was a huge newsworthy event and was featured in a wide array of media.

Baldwin Group Opens Testa Barra Restaurant in Macomb Township, Draws Groovy Foodies

BY STEPHANIE SHENOUDA

Published Wednesday, August 2, 2017



Testa Barra's menu and atmosphere are geared towards groovy foodies.

PHOTO COURTESY TESTA BARRA

a modern execution," adds Rosemarie

Their menu includes hand-tossed pizzas, salads, homemade pasta dishes, bone-in entrees including lamb shank, polio puttanesca, short ribs, and pork chops, fish, polenta fries, and more.

Rosemarie says that Testa Barra's menu and atmosphere are geared towards "millennials and groovy foodies" who are looking for original culinary concepts and aren't afraid to have fun with their food.

"Groovy foodies aren't about age. It's about an individual that seeks out independent menus and restaurants and that's why they're groovy, because that's what they're looking for, no matter what area they're in," she says.

While their business has always been a family affair, the new restaurant is being manned by a second generation of Baldwins, including youngest son, Mike Baldwin, and his fiancée, Gabriella Rodriguez, who are both chefs at Testa Barra. Oldest son Jeffrey Baldwin has also come aboard as director of operations, juggling responsibilities at both restaurants. The name itself is a combination of Rosemarie's maiden name (Testa) and Barra, the name of an island off the coast of Scotland, an homage to Jeff's Scottish and English heritage.

Prior to opening his own establishments, Jeff served as an executive chef in several metro Detroit kitchens, including MacRay Harbor in Harrison Township, the former Van Dyke Place in Detroit's Indian Village neighborhood, and The Whitney in Detroit.

Though the Baldwins considered opening Testa Barra in different parts of metro Detroit, they ultimately decided to stay in Macomb Township because research indicated most of their customers hailed from the local area. Testa Barra is located within five miles of J. Baldwin's.

"We wanted our customers who supported the J. Baldwin's story to know that they could trust and take a chance on the new concept, as opposed to going to downtown Detroit or to Plymouth where you're trying to prove yourself as a brand," says Rosemarie. "People want to drive less than three miles to go to great restaurants, and there's this demographic in this particular area that's craving local products and from-scratch kitchens, and that's what we provide."

This article appears in the August 2017 issue of *Daily News*.
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After their first restaurant, J. Baldwin's in Clinton Township, celebrated 13 years in business, owners Jeff and Rosemarie Baldwin have launched their second restaurant concept, a hybrid of traditional and modern Italian cuisine called Testa Barra Kitchen and Cocktails in Macomb Township.

Rosemarie Baldwin says the restaurant's décor was designed to evoke a "happy" feel, with a main dining room, a long bar with community seating, and a raised platform with seating dubbed the "naughty corner," as well as neon lights and decorations designed to encourage patrons to loosen up and enjoy.

"The flavor profile is very much out there with an authentic, northern Italian feel with



Located just north of downtown Detroit, Testa Barra brings the city cool quotient to a suburban strip mall.

How to Court Customers with Outside-the-Box Design

DESIGNS HEARKENING TO THE PAST AND TRENDY RETREATS ARE LURING EXPERIENCE-MINDED DINERS.

By Maggie Hennessy | January 2018 | Restaurant Design

In the age-old migration of 20- and 30-somethings, even the globetrotting, city-loving millennials are forgoing urban living for the more family-friendly suburbs. The northern Detroit suburb of Macomb Township—among the fastest growing in the Motor City's metro area—is full of such young parents who haven't abandoned their penchant for edgier, downtown-style dining. So when the team behind Italian stalwart J. Baldwin's started scouting locations for modern Italian Testa Barra, they saw potential to bring a taste of the city to a suburban strip mall.

"We leapt at the thought of creating something that felt like you were dining in an urban area without having to leave the neighborhood," says co-owner Rosemarie Baldwin. Executive chef and co-owner Jeff Baldwin adds that the area was laden with chains and devoid of independents, save for sports bars.

The group worked with local design firm JGA to transform the 5,600-square-foot former Mediterranean restaurant into the modern, multipurpose Testa Barra. A lounge with curved granite-topped bar and high-top tables calls for conversation over cocktails and modern shared plates like harissa-roasted rainbow carrots. In a small mezzanine area, a cozy corner booth is denoted the "naughty corner" under a neon sign, reflecting Testa Barra's cheeky vibe. The spacious dining room comprises lacquered wood tables and cozy banquettes overlooking an open kitchen, enclosed in a long chef's bar.

"The design—which is a little IKEA meets custom and one-off artist work—mimics the idea of being downtown, which is a little scrappier and less formulaic," says Ken Nisch, chairman of JGA. "The juxtaposition between found and made and really artist-driven brings that energy that's reflected in the modern food and craft cocktails."

Chef Jeffrey Baldwin, Jeff and Rosemarie's son, oversees the veg-forward menu with Chef Gabriella Rodriguez. Their approach mirrors the design, mixing the familiar (Jeff Sr.'s signature fried calamari in lemon butter sauce) with the unexpected (beet pappardelle with roasted beet pesto, Brussels leaves, and vodka sauce).

"Initially, we didn't bring Jeff's calamari to Testa Barra because we wanted to differentiate the concept," Rosemarie Baldwin says. "The day we added it, we sold 65 of them; customers were just so happy. It's an iconic piece of the brand that lended a bridge between the concepts. And it reflects that balance of comfortability with bringing in a different edge."

HOUR DETROIT

Review: Testa Barra Wows with Contemporary Dishes

The Macomb Township restaurant serves Italian fare that is on par with the burgeoning Detroit food scene.
Christopher Cook | July 26, 2018

Testa Barra, the year-old contemporary Italian restaurant in Macomb Township, does everything just so — which is to say they do it right and with a plus-sign.

The food is all-around good, the service is pleasant and never officious, and the atmosphere is friendly, without being over the top.

Viewed through the wider lens of restaurant dining in the northeastern tier of metro Detroit, Testa Barra is a standout, and I highly recommend it.

Testa Barra is a project of the second generation of the Baldwin family, which, for years, has owned the signature J. Baldwin's restaurant in Clinton Township. Founder Jeffrey Baldwin made his mark in the kitchens of some of Detroit's big-name restaurants in the '80s and '90s, such as The Whitney and Van Dyke Place. He opened J. Baldwin's in 2004.

J. Baldwin's menu tends to defy any ethnic pigeon-holing — Italian, Spanish, California, New Orleans. It ranges the culinary landscape. More than a dozen years down the road, the Baldwins opened Testa Barra in the spring of 2017.

Jeffrey's son, Jeffrey Jr., is the director of operations, and another son, Michael, is providing firepower as head chef in the kitchen. Michael is a 2014 graduate of the famous Culinary Institute of America in New Hyde Park, N.Y., along with his former classmate and fiancée, Gabriella Rodriguez.

Jeffrey Sr. is never far away, overseeing the back-of-the-house operations — and jumping in at the stove when needed, says family matriarch, Rose Baldwin (owner and director of marketing).



Photograph by Joe Vavala



Co-owners Mike Baldwin and Fernie Gabriella Rodriguez (left) at the Culinary Institute of America



Navarro Meatballs (veal, beef, and pork with red sauce and fresh ricotta)

"It's modern Italian cuisine of a type where you have deep flavors," Rose says of the menu. "But served in a modern way, with all kinds of elements from other places — like Sriracha or arrabiata sauce, or ravioli with butternut with a vodka sauce."

Testa Barra has a welcoming warm feel. The basic color palette of the walls is a greenish-yellow and gray, dotted throughout by the warm orange wood tones of the tables and chairs, while three high-top communal tables that can seat eight to 10 dominate the bar area.

To one side of the bar there's a garage-style roll-up door with window panes. Hugely popular nowadays with restaurants, it provides instant alfresco terrace dining in warmer weather, and adds a half dozen more four-seater tables in the busy times of a day.

Despite seeing several critical comments about Testa Barra online before our visit, we found nothing out of place, improperly prepared, plated, or served. It sometimes takes new restaurants a few months to settle in — to actually reach what it sets out to do and do it well. And after about 30 years of sniffing out good dining, I can say unequivocally that Testa Barra certainly has reached that level.



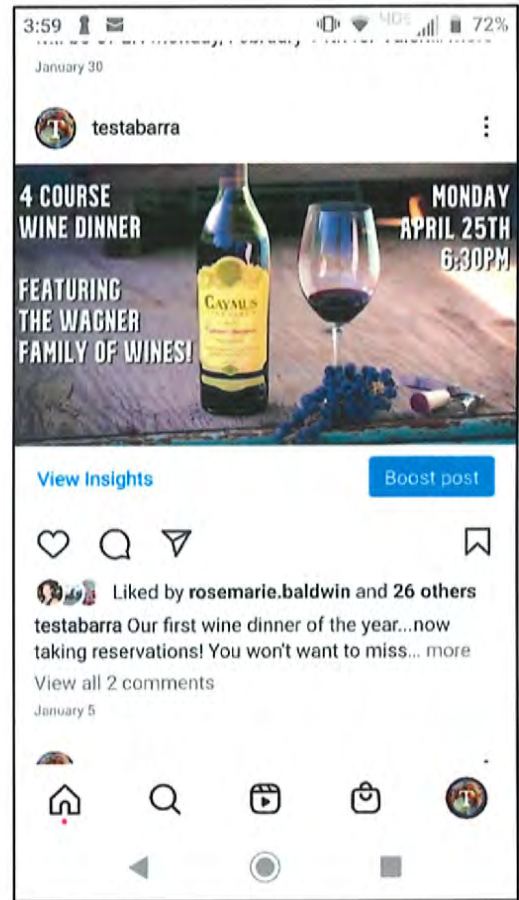
Carbonara Bolognese (veal, veal, egg, Parmesan, and pork)

Social Media Presence

Our Baldwin Restaurant Group website exhibits current information on special events, menu offerings, gift cards, online reservations and ordering.

The current websites for the Baldwin Restaurant Group receives over 18,000 hits per month, and we will leverage the knowledge we have acquired over the past 17 years to grow the website presence of Baldwin Brasserie. We also have an active email database of over 65,000 email addresses.

We will promote Baldwin's Brasserie our existing websites and social media platforms, as well as introduce a new social media presence for the new restaurant.



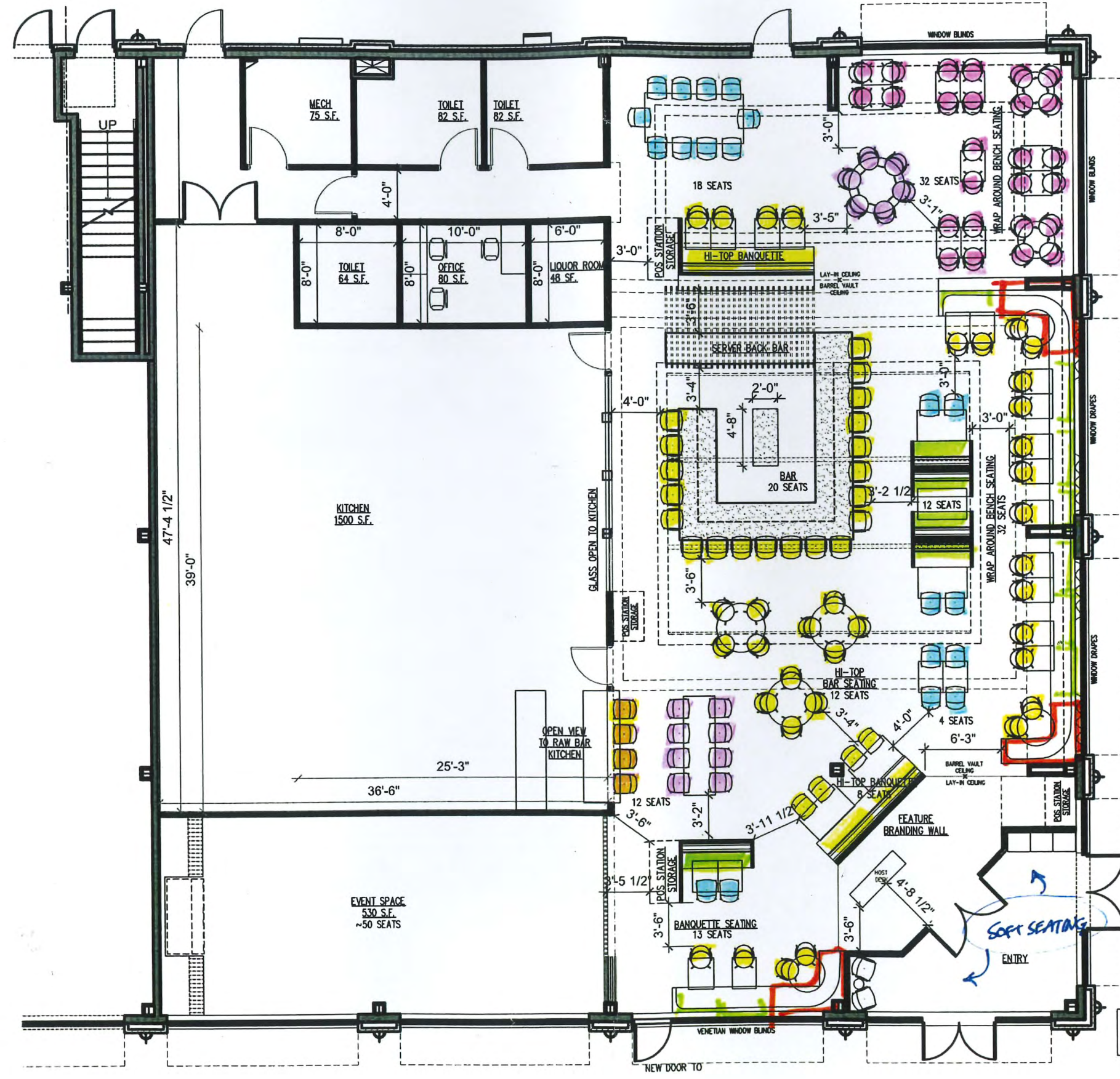
Social media channels:

- Facebook
- Twitter
- Instagram
- TikTok



FURNITURE PLAN

143 DINING SEATS
 20 BAR SEATS
 50 PRIVATE EVENT



04/05/2022
 TOTAL SEAT COUNT:
 213 SEATS
 20 BAR | 143 DINING | 50 EVENT