

BizSnaps

A Snapshot look at local businesses

Susan & Pat Hagan & Family Fins Bar & Grill

723 N. Ellendale Rd.
608-884-0346

Hours: 11-Close
1/4 mile east of I-90 Exit 163 at 59
and the Rock River



When was business started? March 2007

Describe your products/services: We have brick oven fired pizzas, entree salads & grilled sandwiches (Panini). All of our food is prepared daily with fresh ingredients. Our menu was recently expanded to include more options.

What do you do that differentiates you from your competitors? Fins was created with fun in mind with great food prepared in an open kitchen. Our location is perfect for arrival by boat, with pontoon & fishing boat rentals. We have a large outdoor bar on our enormous deck with live entertainment every weekend. We offer an alternative menu.

How did you get interested and/or started in this business? We thought that the location had high potential and conducive to an island atmosphere. Our decorating is bright, tropical and inviting. Just seemed like a great idea.

What kind of training or background do you have? We both have significant management experience but no restaurant experience (unless you count eating out - then we have a lot!) The key is listening to the experts and never pretending you know everything.

What have you learned from this business? It's fun. It's hard work. It gets better every day.

What are your future plans for your business? We will be expanding our "fun" line late summer, early fall. Our goal is to create a place to spend a snowy afternoon. Look for more on this!

What or who has had the most influence in the way you do business? Several of our favorite restaurants in Chicago and Phoenix - the open kitchen, our brick fired pizza oven, menu choices - no deep fryer.

Do you have a favorite saying that applies to your business? Several! If life hands you limes, make margaritas. Bark less, wag more

What do you find most rewarding about this type of work? We have met many great people since opening in March which is by far the best!

What type of customers uses your products/services? We serve a lot of families early in the evening & our kids menu is super. We have 2 outdoor decks, with a full service outdoor bar. It's ideal for large parties & private events.

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