

GWABA BUSINESS HIGHLIGHTS



Greater Williamson Area Business Association (GWABA)
1221 Williamson Street
Madison, WI 53703
608.251.0884

2006 Officers:

Anya Firszt, *President*
Dick Guyot, *Vice President*
Lindsey Lee, *Treasurer*
Sarah Hole, *Secretary*

GWABA 2006 Calendar:

January 17	Holiday party (location TBA) 5 to 8 pm
February 14	Business meeting Wil-Mar 7:30 am
March 14	Luncheon (location TBA) Noon
May 2	Taste of Willy Street 5:30 to 8:30 pm
May 9	Business meeting Wil-Mar 7:30 am
September 12	Business meeting Wil-Mar 7:30 am
November 14	Luncheon (location TBA) noon

Contact Information:

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RP'S FRESH PASTA

RP's Fresh Pasta expands to larger building site for greater production capacity and retail storefront space, and dine-in amenities—Anya Firszt.

Peter Robertson, owner of RP's Fresh Pasta, has for 9 years operated from the same 1,800 square foot facility located at 1353 Williamson Street—but in early May, the business plans to relocate to a new production and storefront facility located

freezer walk-in units (cool!), offices, and classroom and demonstration kitchen. Sales projections for the first year of operation are estimated to be \$1 million—more than doubling the 2005 annual sales base of \$470,000. The number of full-time employees is currently 6, which is expected to increase to 10 by the time of the opening. The internal working space is made “more” worker and eco-friendly throughout the facility by the



Peter Robertson and RP's Fresh Pasta are on the move.

at 1133 E. Wilson Street—facing what is slated to be the future home of the Urban Open Space Foundation's *Central Park*.

The new 6,700 square foot facility will allow the business to more than triple the current production space, and includes 1000 square feet of refrigerated and

installation of groupings of windows in the interior walls allowing daylight into the space.

The business will continue to produce pasta and sauce products for the 80 plus food service and retail accounts, and wholesale distribution accounts—the space will also boast a larger retail storefront, AND classroom space for guest chefs to host classes and “big night” dinners (40 seats/family style format). PR's signature items include the “Ecco La Pasta” dry flour line of pasta and gnocchi that are currently available in local and regional retail sites. The “Ecco

GREATER WILLIAMSON AREA BUSINESS ASSOCIATION MEMBERS

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