

Locally Owned Businesses

Fitchburg Active Women's Group

List Compiled at the March 2025 meeting

Restaurants

[The Silk Road Restaurant](#)

1920 Park Street, Madison

Authentic Central Asian Halal Restaurant, run by owner/chef Manuchehr "Manu" Kholov who was born in a village in the Faizabad region of Tajikistan.

[Zafferano Ristorante](#)

2969 Cahill Main, Fitchburg

Vijay Krishnan and his cousins Akash Venkatraman and Pooja Venkatraman own Zafferano Ristorante, an Indian-Italian fusion restaurant.

[Hubbard Ave Diner](#)

7445 Hubbard Ave., Middleton

The ultimate standard diner, serving classic meals and all-day breakfast.

[The Great Dane](#)

2980 Cahill Main, Fitchburg

College friends Eliot Butler and Rob LoBreglio opened the first location in November 1994, with the locations known for house-brewed beers, cheese curds, and specialty burgers.

[Dhaba Kitchen](#)

5957 McKee Road, Fitchburg

The bistro offers lunch and dinner menus with options that reflect the best features in Indian Cuisine. Owner Sumanjit Singh also owns Dhaba Indian Bistro in Middleton.

[Pancake Café](#)

6220 Nesbitt Rd., Fitchburg

Locally Sourced Ingredients. Pancake Café is a family-owned business established in 1998 in Middleton, Wisconsin, with 5 locations in the Wisconsin and Illinois area.

[Glass Nickel Pizza](#)

3191 Muir Field Road, Fitchburg

Founded by Brian Glass and Tim Nicholson, the company is known for commitment to the local community, fresh food, great service, and growing green initiatives.

[Tapatios Cocina Mexicana](#)

2990 Cahill Mall

Owned by Leticia and Daniel Hernandez, Tapatios is part cantina, part culinary adventure – it serves up style and substance with a side of Wisconsin charm.

[Quivey's Grove](#)

6261 Nesbitt Rd., Fitchburg

Charming, antique-filled Traditional American restaurant & bar in a historical former mansion and horse stable on scenic landscaped grounds. The current owners have decided to retire and are looking for a buyer for the business.

[Curry in a Box](#)

3050 Cahill Main, Fitchburg

Locally owned and sourced curry specialty restaurant. All the curry dishes are based on 7 kinds of Thai and Indian curry sauces.

[Laredo's Mexican Restaurant](#)

2935 Fish Hatchery Rd., Fitchburg

Laredo's is a family-owned restaurant serving the people of Madison WI since 1998.

[Paddy Mac's Pub & Grill](#)

608a W. Verona Ave., Verona

A family friendly, locally owned Verona Neighborhood Pub whose mission is to take your sports viewing experience to the next level!

[Flight Wine & Bourbon Bar](#)

4893 Lacy Rd Ste 101, Fitchburg

Located in the Terravessa neighborhood, this winery, owned by Joyce and Steve Dieter, features wine, bourbon, and cocktails. Limited food menu available.

[Seminole Tap](#)

5956 Executive Dr., Fitchburg

A casual neighborhood sports bar with a diverse menu of local ingredients and daily specials.

[The Rusty Bee Lounge](#)

5134 E. Cheryl Parkway, Fitchburg

Co-owners Derek Wolff and Hawk Sullivan — who also owns the Atomic Koi, Jade Monkey and Hawk's Bar & Grill — opened the bar in 2024. All drinks are made with ingredients from local distributors and prepped in-house.

[Hop Haus Brewing Co](#)

2975 Sub-Zero Pkwy, Fitchburg

The American brewpub offers craft beer, a full kitchen, bar, and rooftop patio. Owners Phil and Sara Hoechst are Verona residents, and Phil had been homebrewing as a hobby while working as a physical therapist before starting the business.

Coffee Shops and Breakfast & Lunch Restaurants

[Oasis Café](#)

2690 Research Park Dr., Fitchburg, WI

Owned by Casey Thompson and Thomas Beckwith-Thompson (who also own Fair Trade Coffee in downtown Madison), the café offers a variety of locally sourced food and beverages, including their signature Russian pelmeni dumpling

[Rolling Pin Bakery](#)

2935 Fich Hatchery Rd., Fitchburg

Co-owners Tanya Laiter and Bill McKlight have a passion for creating edible art, and offer a variety of European baked goods, specialty cakes, and a cozy café setting for breakfast and lunch.

[Sow's Ear](#)

125 S. Main Street, Verona

Locally owned and operated since 2000, The Sow's Ear is the Midwest's first combined yarn store and coffee shop!

[Firefly Coffeehouse](#)

114 N. Main Street, Oregon

Owners Jeanne & Uriah Carpenter are 27-year Oregon residents who purchased the business in 2017 and began specializing in sourcing local ingredients for from-scratch breakfast, lunch and bakery, all made in-house, every day.

[Icki Sticki](#)

407 W. Verona Ave, Verona

In 2019, Jessica and Daniel Jackson opened the café with a vision to create a welcoming space where people could come together to enjoy artisan coffee, fresh food, and meaningful connections. There are also locations in Mt. Horeb and Madison.

[Finca Coffee](#)

2500 Rimrock Rd., Madison

With a Salvadoran-focused cuisine, Finca Coffee offers breakfast and lunch options of quick bites, small plates, and vegetarian options. Marleni Valle and her husband Silas obtain their coffee from 4 Monkey Coffee Roasters in El Salvador.

[Tati Co](#)

4889 Lacy Road, Fitchburg

A local marketplace, owned by owners are Nan Jiang and his wife Sherry Yu, that is committed to sustainability, Tati Co is located within the Terravessa neighborhood, focusing on coffee, food, and goodies.

[Yola's Cafe](#)

494 Commerce Drive, Madison

Yola's Café is named for the grandmother of the owner Lance Ratze. Their goal is to provide an uplifting café with great coffee, homemade baked goods, and fresh food.

Ice Cream, Treats, and Bakeries

[Chocolate Shoppe Ice Cream](#)

2685 Research Park Dr., Fitchburg

Chuck and Nancy Deadman opened Chocolate Shoppe in 1962. It now encompasses four ice cream parlors and a manufacturing plant in Madison, Wisconsin. The manufacturing facility produces ice cream, and supplies independent restaurants and scoop shops nationwide.

[Tropical Smoothie Café](#)

6231 McKee Road, Fitchburg

A franchise location with made-to-order smoothies, wraps, sandwiches, and flatbreads. The corporate headquarters are in Atlanta, Georgia.

[La Concha Bakery](#)

3054 Fish Hatchery Rd., Fitchburg

Mexican bakery with freshly baked sourdough, sweet conchas, handcrafted pastries, and sandwiches.

[Chocolate Caper](#)

105 S. Main St., Oregon

A family-owned community-driven maker of chocolates and candies.

[Craig's Cake Shop](#)

604 W. Verona Ave. Verona

Custom cakes, mini cakes, cupcakes and other desserts for everything from weddings to birthdays and everything in-between.

[Nothing Bundt Cakes](#)

7414 Mioneral Point Road, Madison

Kay Lies has been the franchise owner of this location since 2019. The main headquarters is in Addison, Texas.

Food sources (Retail, Catering, and Farmer's Markets)

[Conscious Carnivore](#)

3236A University Ave, Madison

The store offers high quality, pasture raised meats without antibiotics or hormones. The meats are certified organic, grass-fed, and humanely raised. The butcher shop works with Wisconsin farmers to provide ethically sourced humanely-slaughtered animals.

[Woodman's Food Market](#)

725 South Gammon Rd, Madison

3817 Milwaukee Street, Madison

While Woodman's has grown to 19 stores in Wisconsin and the greater Chicago area, it remains headquartered in Janesville, and has been an employee-owned company since 1998.

[Miller & Sons Supermarket](#)

210 S. Main St., Verona

The history of Miller & Sons is a testament to the enduring nature of family-run businesses. The Miller family's involvement spans over a century, and they are known for providing old-fashioned service.,

[Penzeys Spices](#)

3252 University Ave., Madison

A renowned spice retailer offering a wide range of high-quality spices, herbs, and blends. Headquartered in Wauwatosa, it is a family-owned business founded in 1812.

[Willy Street Co-op](#)

6825 University Ave., Middleton

A cooperatively owned grocery business that sells fresh, local, organic, and natural foods in Madison and Middleton.

[Hilldale Farmer's Market](#)

454 N. Midvale Blvd, Madison

Local vendors every Wednesday and Saturday May through October from 8 a.m. – 1 p.m.

[Westside Community Market](#)

505 S. Rosa Rd., Madison

Community farmer's market, Saturdays April 12 – Early November, 2025, 7 am—12:30 pm, in the University Research Park.

[Late Winter Farmer's Market](#)

Garver Feed Mill, 3241 Garver Green, Madison

Locally-produced items available Saturdays Jan 4 – April 5, 2025 from 8 am - noon

[Dane County Farmers' Market](#)

Capitol Square, Madison

Wednesdays, April 23 - Nov 5, 2025 from 8:30 am – 1:45 pm

Saturdays, April 12 – Nov 8, 2025, from 6:15 am – 1:45 pm

[Fitchburg Center Farmers Market](#)

5511 E. Cheryl Pkwy (Agora Pavilion), Fitchburg

Thursdays, May 1 through Oct 30, 2025 from 3:00 pm – 6:00 pm

[Community Supported Agriculture programs](#)

Here is a sample of farms with drop-off locations in Fitchburg.

- [Wholesome Harvest](#) drops off at 2189 Conover Circle, Fitchburg
- [Blue Roof Orchard](#) drops off at 2774 Evoke Drive, Fitchburg
- [Small Farm CSA](#) drops off at All Saints Lutheran Church, 2915 Chapel Valley Rd.
- [Crossroads Community Farm](#) drops off at 5733 Rosslare Lane

Retail and Service

[Spring Green General Store](#)

137 W. Albany St., Spring Green

Half modern general store, and half café, housed in a colorful 1910 converted cheese warehouse. The general store has women's clothing, eco-friendly products, and gourmet groceries. The café offers lunch every day and a full breakfast menu on the weekends.

[The Purple Goose](#)

101 N. Main St., Verona

6890 Paoli Rd., Belleville, WI

The Purple Goose is a specialty clothing and accessories boutique with locations in Verona and Paoli (Belleville).

[Fitchburg Family Pharmacy](#)

3050 Cahill Main Ste 6, Fitchburg

Founder and pharmacist Thad Schumacher started Fitchburg Family Pharmacy in 2016 with a vision of creating a local pharmacy that provides personal service to all. They are a local pharmacy committed to bettering the community

[Dream House Dream Kitchens](#)

5117 Verona Road, Madison

Family-owned business with over 35 years of industry experience for guiding the entire process from concept to completion. A strong sponsor of the Clean Lakes Alliance.

[DC Interiors & Renovations](#)

3000 Cahill Main

Residential remodeling contractors.

[Linen and Clove](#)

606 W Verona Ave, Verona

Residential and commercial design services, from new home design, remodeling, and decor refreshes, to commercial design projects.

[Dwellings](#)

2924 Hardrock Rd. Fitchburg

Interior design and home furnishings, founded by sisters Jen and Julie.

[Jung's Garden Center](#)

6192 Nesbitt Rd., Madison

Extensive selection of plants, garden furniture, and high-quality garden tools. The company is headquartered in Randolph, WI, with Nathan, a 4th Generation Zondag, as President.

[K&A Greenhouse](#)

5555 Irish Lane, Fitchburg

A local, family business that provides high quality plants grown locally.

[Bon Bon Belle Bridal Boutique](#)

3111 Fish Hatchery Rd, Fitchburg

Exclusive wedding gowns and bridal accessories.

[Bilancio Eyewear](#)

5500 E. Cheryl Pkwy Ste 103, Fitchburg

Lisa Cuda McCarron founded Bilancio Eyewear in 2007 to offer a range of services including comprehensive eye exams, fitting of eyewear, and contact lenses. They also provide home service for the elderly.

[Tri-County Appliance](#)

156 N. Main St., Oregon

Family-owned and operated appliance store and service.

[Dorn Ace Hardware](#)

1348 Midvale Blvd, Madison

A family-owned chain of 4 stores in Dane County.

[Mystery to Me](#)

1863 Monroe St., Madison

Local, independent bookstore offering a broad mystery genre, general and literary fiction, non-fiction, science fiction, fantasy, rom-com, and a delightful children's section.

[Qēt Botanicals](#)

91 S. Main Street, Fort Atkinson

Lisa Brill launched Qēt Botanicals in 2013. She uses proven, plant-based ingredients to create natural skin care products without toxins, harmful chemicals, or preservatives, earning the EWG Verified® mark of the Environmental Working Group.

[ECCO Salon](#)

5500 E. Cheryl Pkwy Ste 120, Fitchburg

Offers salon services such as haircuts, waxing, and scalp massages.

[The Princeton Club](#)

2920 Hardrock Rd., Fitchburg

This privately held health club founded by Madisonian Dave Gerry now has 11 locations. It makes monthly contributions to the Carbone Cancer Center, American Heart Association and Second Harvest Food Bank.

[Goodman's Jewelers](#)

220 State Street, Madison

This is a privately held business, family-owned since its establishment in 1933, and continues to operate as a local, small business. It has a legacy of contributing to local organizations, such as the Goodman Community Center and the Boys & Girls Club of Dane County.

[Zimbrick Automotive Group](#)

2400 Rimrock Road, Madison

Local, family-owned business serving Madison & beyond for over 50 years, with 16 dealership locations.

Craft & Hobby Stores, and Home Goods

[Lynn's of Madison](#)

5928 Odana Rd, Madison

Lynn's, owned by Lynn Halme, and in business since 1980, specializes in needlework, art supplies and custom framing.

[Witchery Stitchery](#)

103 E. Front St., Mount Horeb

Witchery Stitchery is a full-service needlework shop, specializing in needlepoint, cross stitch and Hardanger. W/S inventories a wide assortment of fibers: silks, wool, cotton, floss, overdyes, metallics and others.

[Electric Needle](#)

4281 W. Beltline Hwy, Madison

A locally owned small business providing sewing machines (Pfaff, Viking, Janome), repairs, fabrics, notions, and classes. They also sponsor several *Sew for a Cause* initiatives.