



**All day cafe and cocktail bar, coming soon to:
1145 Manhattan Ave, Brooklyn**



Photo: Estereo, Chicago, IL

CONCEPT

Estereo is a hybrid cafe, cocktail bar, and immersive music, art, and beverage experience. The crown jewel of Estereo's menu is a concise cocktail list focused on bright and expressive Latin-American spirits, including pisco, cachaca, agricole, mezcal, tequila, singani and rum.

The cocktails are prepared with seasonal fruits that are juiced in-house daily, and purchased through local farms and independent purveyors. With quality and simplicity at the forefront, Estereo's cocktails have earned respect and admiration from connoisseurs and novices alike.

An extensive spirits list features agave spirits, several of which are showcased in flights dedicated to highlighting producers or region. Estereo's backbar pays homage to the heritage of these spirits and their producers, with a notable absence of big-named or celebrity-endorsed brands.

Day or night, an eclectic mix of classic Latin and Caribbean sounds on vintage vinyl fill the space, creating a vibrant yet laid back vibe. While a rotating showcase of locally curated art adorns the walls.

DAY TO NIGHT

An all day approach allows the space to serve multiple functions within the context of a community hub. Early in the day guests can linger over a cup of coffee as they sift through emails on their laptop utilizing complimentary wi-fi, a commuter can swing in during happy hour for a cocktail and snack, and the energy continues to ebb and flow throughout the night as groups meet up for pre-dinner cocktails or an evening nightcap.

Locally made pastries, empanadas and other bites are served throughout the day, allowing us to collaborate with regional purveyors. The occasional one-off food pop-up will highlight a wide array of local culinary talents, furthering our commitment to a community-based model.



Instagram: [@estereo_chicago](https://www.instagram.com/estereo_chicago)

FOOD & BEVERAGE MENU

FOOD

EMPANADAS

- STEAK AND POTATO • 6
- CHICKEN SALSA VERDE • 6
- ROASTED GARLIC PORK LECHON • 6
- POBLANO, CHEESE, POTATO • 5
- DAILY SPECIAL • 6

TAMALES

- PORK/CHICKEN/CHEESE (V) • 7

PASTRIES

- CUBANO CROISSANT • 4
- GUAVA AND CREAM CHEESE CROISSANT (V) • 4

BREAKFAST TACOS

- CHORIZO, PAPAS, Y HUEVO • 5
- MACHACA CON HUEVO • 5
- HAM, EGG, AND CHEESE • 5

CHIPS

- PLANTAIN CHIPS (V) • 3



N/A BEVERAGE

- LAGUNITAS HOP WATER**
CHICAGO • 6
- TOPO-CHICO MINERAL WATER**
MEXICO • 3
- MEXICAN COCA-COLA**
MEXICO • 3
- COCONUT DATE HORCHATA**
ESTEREO • 4
- GINGER & LIME SODA**
ESTEREO • 4
- COCONUT & LIME SODA**
ESTEREO • 4
- SPICY MANGO & LIME SODA**
ESTEREO • 4

COFFEE

FOUR LETTER WORD ROASTERS

- D RIP COFFEE**
4
- ESPRESSO**
3
- CAFE CON LECHE**
LATTE • 4
- CAPPUCCINO • 4
- MACCHIATO • 4
- COLD BREW**
6

COMPLIMENTARY WI-FI AVAILABLE

COCKTAILS

PISCO

TACAMA & BIONDI PISCOS, SEEDLING FARMS PEARS, AMARO NONINO, LIME, CANE SUGAR, CARBONATION • 13

CACHAÇA

PITÙ CACHAÇA, AGUARDIENTE DE CAÑA, COCONUT, PASSION FRUIT, LIME • 12

AGRICOLE

SAN ZANJ HAITIAN RUM, TROIS RIVIERÈS BLANC, CUCUMBER, BLANC VERMOUTH, SEA SALT, LIME • 12

MEZCAL

VAGO & KOCH MEZCALES, HIBISCUS, LIME, SEA SALT, CARBONATION • 14

TEQUILA

CASCAHUÍN & LUNAZUL TEQUILAS, SOTOL, PRICKLY PEAR, LIME, MALDON SEA SALT, CARBONATION • 13

PALOMA

SIEMBRA VALLES & LUNAZUL TEQUILAS, GRAPEFRUIT, LIME, MALDON SEA SALT, CARBONATION • 13

RUM

SANTA TERESA AND BACARDI RUMS, PARANUBES, MICK KLÜG FARMS CONCORD GRAPE, XILA LICOR DE AGAVE, LIME • 11

STIRRED

TRÁKAL, STRAWBERRY INFUSED CAMPARI, COCCHI VERMOUTH • 12

COFFEE

4-LETTER WORD COLD BREW, HOUSE HORCHATA, CAÑADA AGUARDIENTE DE CAÑA, AVERNA • 12

* \$1.00 FROM EVERY COFFEE COCKTAIL SOLD IN OCTOBER WILL BE DONATED TO HOWARD BROWN HEALTH CENTER.

FROZEN

AGUARDIENTE DE CAÑA, CHARANDA, DOMINICAN & JAMAICAN RUMS, BANANA, GUAVA, LIME • 13

BEER

JALEPEÑO INFUSED LUNAZUL TEQUILA, KLÜG FARMS RASPBERRY, LIME, CASA HUMILDE SAL Y LIMÓN • 11

RAICILLA

VENENOSA TABERNAS & SIERRA, PIÑA, TAMARINDO AGUA FRESCA, LIME, CARBONATION • 14

SINGANI

PEAR INFUSED SINGANI 63, GINGER, LIME, CANE SUGAR, MINERAL WATER • 11

BREEZY PICK YOUR SPIRIT WITH

YERBA MATE, FALENNUM*, SODA, LIME • 12

* FALENNUM CONTAINS NUTS

DRAFT BEER

- PACÍFICO**
LAGER • MEXICO • 4.5% • 5
- CASA HUMILDE MAIZAL SAL Y LIMÓN**
MEXICAN LAGER • CHICAGO • 4.7% • 8

WINE

- NO FINE PRINT LIL FIZZ** • 8.5^{oz}
WHITE BLEND • CALIFORNIA • 12% • 14
- HOGWASH ROSÉ** • 8.5^{oz}
GRENACHE • CALIFORNIA • 12% • 14
- CYCLES GLADIATOR** • 12.7^{oz}
PINOT NOIR • CALIFORNIA • 12% • 14

PACKAGED BEER

- MODELO**
LAGER • MEXICO • 4% • 5
- WHINER MIAOU**
BELGIAN WILD WHEAT ALE • CHICAGO • 6.5% • 8
- WHINER FLAMINGO PRINCE**
A BEER-SPIKED KOMBUCHA • CHICAGO • 6% • 8
- CASA HUMILDE MAIZAL** • 16^{oz}
MEXICAN LAGER • CHICAGO • 4.7% • 8
- CASA HUMILDE CAMPESINO** • 16^{oz}
SAISON • CHICAGO • 4.7% • 8
- CRUZ BLANCA PALM SHADE**
HAZY PALE ALE • CHICAGO • 6% • 8
- KARBEN4 FANTASY FACTORY**
INDIA PALE ALE • MADISON, WI • 6.3% • 8
- RIGHT BEE CIDER**
DRY CIDER • CHICAGO • 6% • 8

WWW.ESTEREONYC.COM



MUSIC & ATMOSPHERE

The Estereo music program primarily explores Latin music from the 1960s-1970s, along with the evolution of sounds that grew from this unique period.

Music selections and curators will be chosen based on their expertise and perspective on this genre and era of music, and will be played from collections of LPs.

Music selections from the 1960s-1970s played back from LP are inherently less compressed, maintaining more overall dynamics with less RMS and LUFS loudness over time, and significantly less sub frequency bass content that can result in excessive or difficult to mitigate sound bleed

The entire audio system will be custom tuned to the acoustics of the room and direction of the music program, removing any unnecessary frequency content or overcompensation that can often plague poorly designed sound systems.



Instagram: [@estereo_chicago](https://www.instagram.com/estereo_chicago)



THE SPACE

Estereo's welcoming space is a bright and breezy open-air haven during warmer months, and provides a sun-drenched escape during colder months.

A sleek minimalist design pulls in organic textures and warmth with signature details, like glass garage doors, patterned tile floors, a custom cement bar top, and brass accents throughout.

Details transition from day to night, exposing colorful string lights, edison bulbs in a variety of hues, and disco balls.



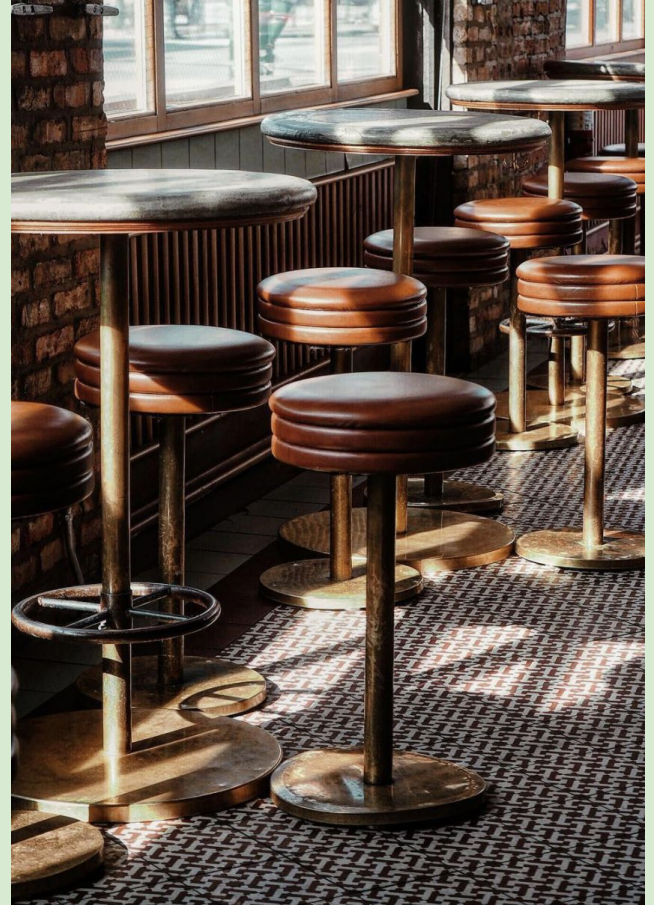
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THE DESIGN

Designed by partner, Kevin Heisner, in conjunction with local architecture firm Cycle Projects (Lilia, Anella, Think Coffee), Estereo Greenpoint will transform an empty former auto garage into a bright and inviting neighborhood escape with industrial and stylish charm.

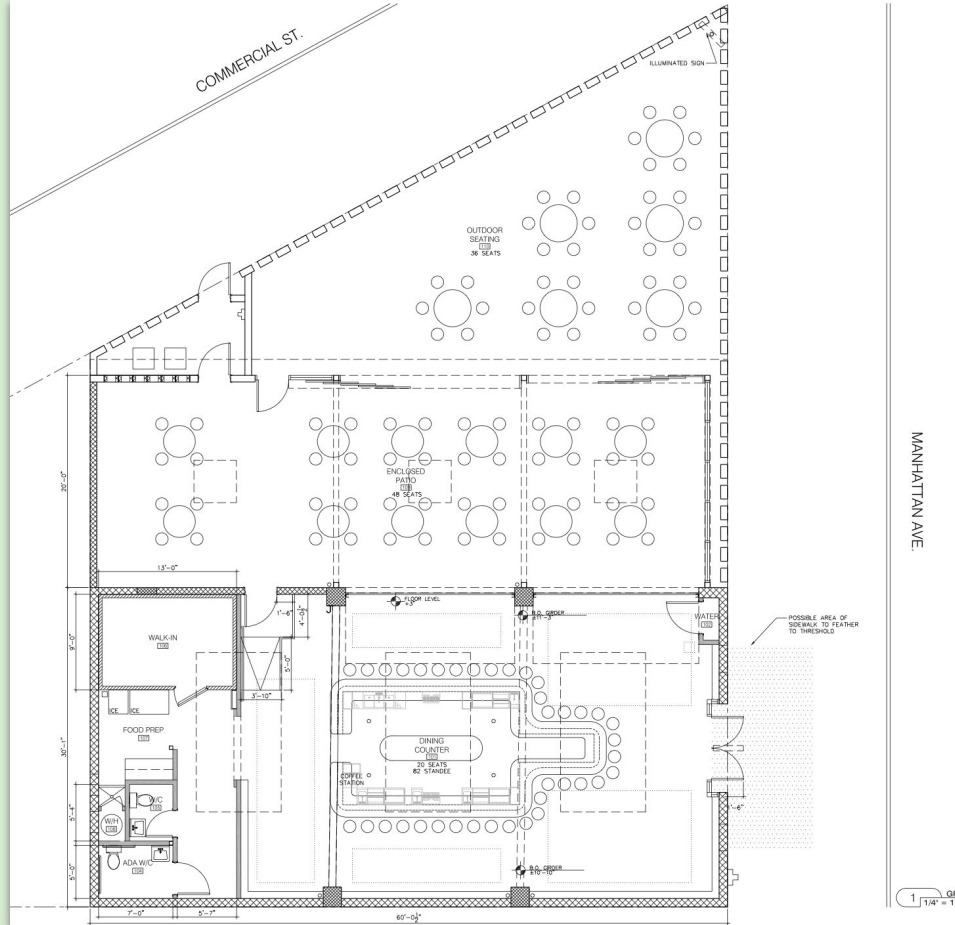
Three large skylights over the main seating area let natural light bathe the interior, giving new life to the north end of Greenpoint.

The interior of the building opens with garage doors into a 1,200 sq foot patio space covered by a steel awning and glass enclosure with sliding doors bringing in fresh air. The enclosure keeps this area comfortable for use year-round while also mitigating any noise bleed, preventing any neighborhood disturbances.

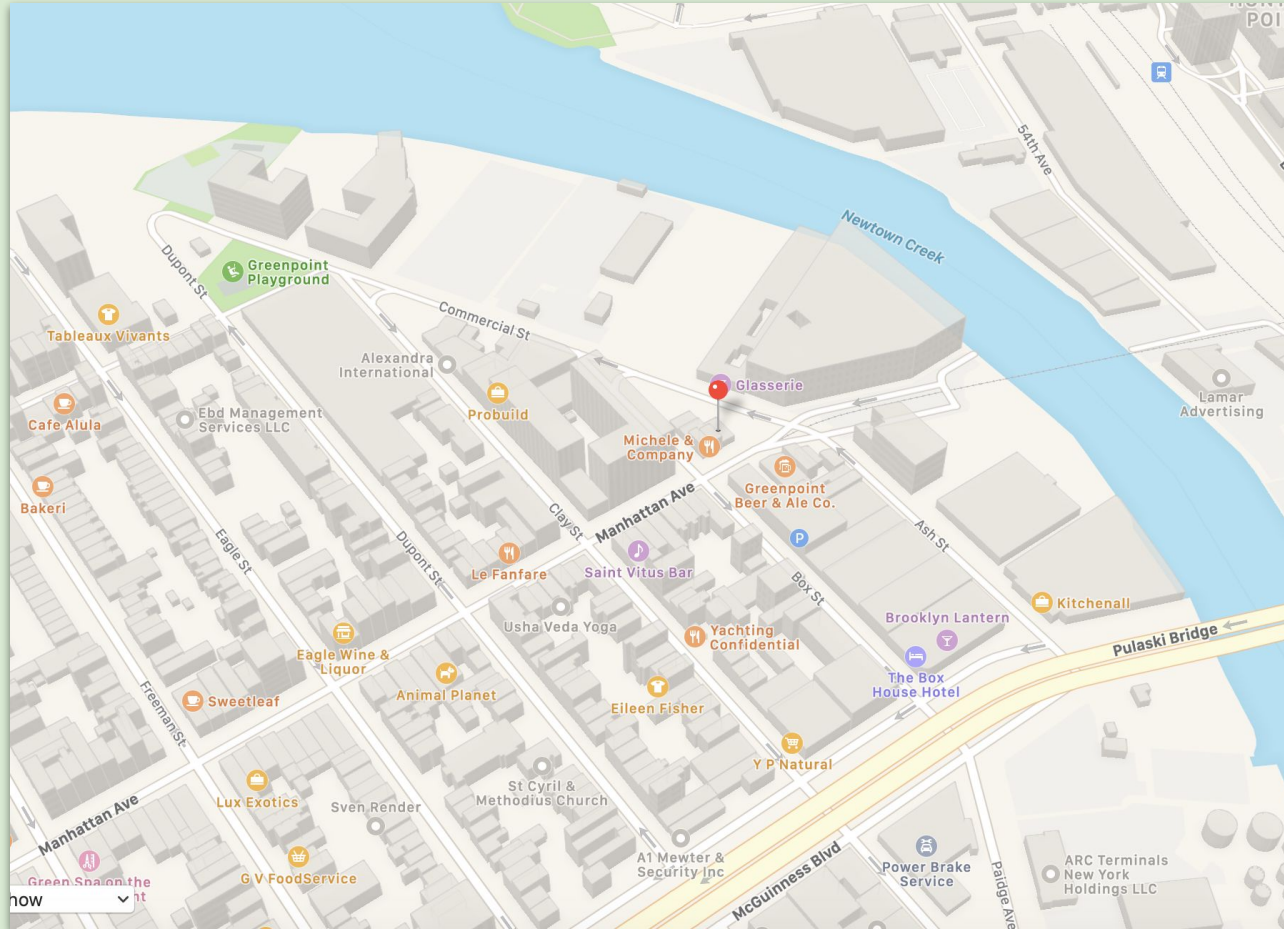


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FLOOR PLAN



LOCATION: 1145 Manhattan Ave at Commercial St



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OUR COMMITMENT AS NEIGHBORS

SOUND

We work with audio professionals, [UnCanned Music](#), on all aspects of sound design and music curation to achieve an overall sound experience that balances musical tone and presence with comfortable ambience, conversation and appropriate sound pressure levels.

Using careful speaker equipment choices, placement locations and sound absorptive insulation panels, Uncanned Music will create a polished, clear and high-fidelity sound design that is also warm, even and enveloping; never harsh or obtrusive.

The design and focus of the sound system will be for optimal fidelity, tone, and musical character – without using high sound pressure levels that interfere with conversation or bleed outside of the establishment and potentially disturb neighbors.

No music will be played outdoors.

Management and/or ownership will be on duty at all times, who will be able to make sure that there is no excessive noise coming from the premises. This person will make sure that the premises does not become disorderly.

OUR COMMITMENT AS NEIGHBORS

SOUND-PROOFING & BLEED MITIGATION

Acoustic Treatment, specifically absorptive insulation panels with an overall NRC=1.0, will be used extensively throughout the design of the space. This type of Acoustic Treatment provides significant reduction in ambient the noise from service and conversation, allowing better intelligibility of both speech and music at lower volumes by reducing reverberation and competitive loudness between sources. This will result in lower overall dB levels produced from both the sound system and customer service. Acoustic Treatment of this type also mitigates sound bleed and vibration transfer through the surfaces on which is it mounted.

Speaker Positioning and Directivity will be carefully chosen to avoid sound bleed outside of desired areas. All speakers will be individually tuned to mitigate any resonances and undesirable characteristics.

All subwoofers used in the sound design will be compact models, with smaller drivers not capable of excessive SPL. In this design, subwoofers are not used to provide excessive levels of bass. Instead, they are implemented to further control the directivity and dispersion of low frequency content, removing it from the top speakers, and helping to further mitigate sound bleed. All subwoofers will also be decoupled from the surface on which they are mounted, to add additional mitigation of any vibration transfer that could result in potential sound bleed through adjacent surfaces or structures.

OUR COMMITMENT AS NEIGHBORS

CLEANLINESS

- All furniture will be appropriately stored inside the building as mandated by the Department of Consumer Affairs
- No bus tubs or food waste will be stored or left outside
- Will use garbage bags that will not allow liquids to spill out onto the sidewalk
- Tables, chairs and floors will be kept clean and tidy
- No smoking will be allowed within the sidewalk café space
- We will keep any a-frame or sign on a stand inside the café boundaries
- Sidewalk space will be swept and kept clean of food waste and debris throughout the shift and upon closing

FOOT TRAFFIC

- Furniture will be stored inside the business when not in operation
- Any plants will be pushed up against the façade when not in operation
- No lines will be formed outside
- There are no obstructions on the sidewalk

OUR COMMITMENT AS NEIGHBORS

USE OF SPACE & OPERATIONS

- Outdoor patio space closed at 11:00 pm nightly
- Exterior doors and windows closed at 11:00 pm nightly
- Business closes at 2:00 am nightly
- Door security presence to ensure the safe operation of the business and the orderly exit of guests at close
- We will not work with 3rd party promoters nor host similar type of parties
- This business will not operate as a nightclub



ACCOLADES & PRESS

READER

Chicago's alternative nonprofit newsroom

Estereo dances to a Latin beat in Logan Square

The Heisler Hospitality spot is a cafe by day, and by night a bustling bar focused on Latin American spirits.

Chicago's diagonal streets mean that the city has a fair share of oddly shaped buildings—and businesses with unusual layouts—but I've never seen one embrace its triangular configuration as completely as Estereo, the Latin-inspired cafe and bar at the pointy intersection of Milwaukee and Sacramento that Heisler Hospitality opened this summer. Not only does the bar itself form a triangle, following the lines of the walls, but the track lighting is also arranged in concentric triangles. Glass-paneled garage doors dominate two of the three sides, flooding the space with light and, when the doors are open in warm weather, turning the place into the closest thing to alfresco drinking you can accomplish indoors.

Estereo is a cafe by day, bar by night, opening at 8 AM (11 on the weekends) and not closing until 2 AM (3 AM on Saturdays). Of course, you can order a breakfast cocktail if you'd like; I'd go with the one called Coffee, a sweet and creamy concoction made with Batavia Arrack, Averna, coconut horchata, and Dark Matter Chocolate City coffee. It's

Chicago Tribune

From coffee to cocktails, Estereo brings Latin spirits and vibes to Logan Square

I'm very particular about my Sundays. It's a sacred day that's my own to hang loose, let my hair down and take in the breeze. Sundays are musical. They're cultural. They're spiritual—and I'm not talking religion. To sum it up with a single place, a perfect Sunday is Estereo, Logan Square's new coffee and cocktail bar that celebrates the soul of Latin American music and spirits of the liquid persuasion—pisco, cachaca, tequila, rum. This no-frills lounge from Heisler Hospitality group (Sportsman's Club, Pub Royale) both introduces and reintroduces Latin spirits in their purest, most divine form to a neighborhood rooted in Latin heritage. And with a vast vinyl collection of Latin soul records, Estereo might be able to link old school- and neo-Logan Square in a way that the quickly gentrifying neighborhood has yet to see.

The vibe: Situated on the corner of Milwaukee and Sacramento avenues, seven wooden roll-up garage doors make up two sides of the triangular space (and are the only indication that you're in the right place because there isn't a sign up just yet). On a warm day, smooth sounds of rare Mexican psych-funk flowing through the open doors are an irresistible invitation to venture inside Estereo. Inspired by the team's individual travels through Cuba, Mexico and Central America, Estereo (Spanish for "stereo") brings the all-day bar concept, prevalent in Latin American countries, to Logan Square. Part coffee bar, part cocktail haven, Estereo's easy breezy atmosphere is just as ideal for a daytime coffee break as it is an evening hangout. Leather and brass bar stools surround the large island bar lined with light wood and a cement bar top. Handsome red and white tiled floors reminiscent of traditional Havana designs warm the airy space, along with an exposed brick wall with brightly colored hand-painted menu boards.

Estereo

The kind of place you could spend an entire day in: a Dark Matter-pouring coffee shop by day and a Latin-tinged bar by night, with an easy-breezy vibe from open to close. (Plus, sandwiches are available for sustenance.)

WHO'S THERE: Freelancers in the morning, partyers in the evening

WHAT TO ORDER: Coffee cocktail (\$10): coconut-date horchata, cold-brew coffee, Amaro Averna, Batavia arrack

Time Out Says



You might as well be walking into a Wes Anderson film when you enter Estereo, where everything is tinted slightly yellow-gold and patterns—from tiled floors to detailing on the bar—make you feel like you're on set. The all-day bar from Heisler Hospitality (Pub Royale, Sportsman's Club, Trenchermen, Queen Mary Tavern) has a "leave your worries at the door" vibe that transports you to an island town where three old guys wearing oversized button-downs sit at the bar all day long. And you can sit all day long, too. The bar opens daily at 11am with coffee from Dark Matter and pastries like guava croissants and chocolate croissants, while afternoons offer a list of ten cocktails based on specific spirits.

The logo for Time Out, featuring the words "Time Out" in a white, rounded, sans-serif font with a slight shadow effect, set against a black background.

Heisler

HOSPITALITY

Helmed by well-known hospitality entrepreneur Matt Eisler and renowned designer Kevin Heisner, Heisler creates unique, concept-driven drinking and dining establishments. Taking an unconventional and organic approach towards each individual project while infusing their distinctive sensibilities, Heisler develops award-winning concepts that are current, refined, and timeless. Together, they have not only become known for their forward-thinking projects, but also for their efforts to mentor and champion the people they work with.

heislerhospitality.com

OUR PORTFOLIO

Lone Wolf | 806 W. Randolph St, Chicago

Chicago Magazine Best New Bar (2013)

Sportsman's Club | 948 N. Western Ave, Chicago

Chicago Magazine's 50 Best Bars

GQ Chicago's Best Bars

Conde Nast Traveller Chicago's Best Bars

Queen Mary | 2125 W Division St, Chicago

Chicago Magazine Best New Bar (2015)

Pub Royale | 2049 W Division St, Chicago

Bon Appetit Best New Restaurant (2015)

Chicago Magazine Best New Bar (2015)

Revel Room | 1566 N Milwaukee Ave, Chicago

Chicago Magazine Best New Bar (2013)

Pizza Lobo | 3000 W Fullerton Ave, Chicago - opened Summer, 2020

Chicago Magazine 10 Best New Pizzas (2021)

Nights & Weekends | 1009 W Lake St, Chicago - opened Fall, 2021

Chicago Magazine Hot List (February, 2022)



MATT EISLER | CO-OWNER

A respected name in Chicago's hospitality industry, Matt's eye for opportunity and ability to craft successful concepts has led to the growth of Heisler's diverse portfolio. Matt attended the University of Notre Dame, where he studied business and was a three-time hockey MVP. Presented with the opportunity to follow his passion, Matt signed with the National Hockey League's Calgary Flames where he played for three years. In 2004, he hung up his skates to begin his foray into the hospitality industry and opened his first bar, Elm Street Liquors. In 2009, Matt was included in the prestigious Crain's Chicago Business '40 Under 40' list for his work in the hospitality industry.

KEVIN HEISNER | CO-OWNER & DESIGNER

Kevin is a Chicago native and School of the Art Institute graduate, whose career has taken him around the world, from Istanbul to Africa. With each project, Kevin masterfully juxtaposes rawness with refinement, creating eclectic gathering spaces. Kevin's work has been recognized both locally and nationally in publications such as *Chicago Magazine* and *Hospitality Design*. Additionally, Kevin has a successful art career under the pseudonym Shlumper. He is based in Chicago and Brooklyn, but his private collections and public installations are shown globally.

JEFF DONAHUE | VP OF OPERATIONS

After graduating from Northern Illinois University, Jeff found his calling in hospitality through eating, drinking and working his way through the many layers of Chicago's bar and restaurant scene. That passion for hospitality has driven his pursuit of inspiration through travel and exploration locally and abroad. Jeff is a partner in some of Chicago's most buzzworthy and respected institutions, in and outside of Heisler, including Sportsman's Club, Estereo, Ludlow Liquors and Big Kids.

GIVING BACK TO THE COMMUNITIES WE SERVE

Community Cocktails is our ongoing company-wide philanthropic initiative. It allows all of our bar and restaurant concepts to collectively make an impact on a hyperlocal level by reinvesting in our communities.

Each month we highlight and raise funds for a local community-based organization that helps bridge gaps of racial, economic, gender and environmental inequities. At minimum, \$1 from a highlighted cocktail is donated back into the chosen organization for the entirety of that month.

Since launching this initiative in May 2021, Heisler has donated over \$13,000 to community organizations.



We'd love to meet you!
For questions, comments, or concerns regarding
Estereo Greenpoint, please contact us at
estereobk@heislerhospitality.com

If you would like to support us, please sign our petition
for our application for an on premise liquor license for
Brooklyn Community Board #1.

 : **[@estereo_chicago](https://www.instagram.com/estereo_chicago)**

A vintage neon sign for 'ESTEREO' is mounted on a wooden building. The sign is a large, multi-colored octagonal shape with a maroon top section and a yellow bottom section, separated by a light green horizontal band. The word 'ESTEREO' is written in white neon letters across the green band. The sign is supported by a black metal arm and a chain. The background shows a clear blue sky and some tree leaves.

ESTEREO