

AN UNMISTAKABLE ORIGINAL

There is nothing more authentic than an original.
The Charmant name as a source of inspiration captures the fine balance between proud tradition and graceful sentiment. It effortlessly blends a timeless aspiration with contemporary appeal, giving the community a welcoming sense of belonging.



The Charmant Hotel is located in the historic former Joseph B. Funke Candy Co, built in 1898.



Before the close in 1933, Funke Candy Company made more than 175 different kinds of chocolates, including the Charmant Chocolates.



Charmant Chocolates' packaging detail, made at Funke Candy Company (1920).



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Charmant

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Key Card + Sleeve and cards



Charmant

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Charmant

102 JAY STREET, SUITE 400
LA CROSSE, WI 54601
+1 866-697-7300
INFO@ THECHARMANTHOTEL.COM
THECHARMANTHOTEL.COM

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JOHN SMITH
GENERAL MANAGER
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Post Card Series



Charmant

FUNKE'S MOVE STAR DEAL (1930)
24 BOXES COST \$12.50

102 JAY STREET, SUITE 400
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Charmant

FUNKE'S HALLOWEEN DEAL (1930)
24 BOXES COST \$12.50

102 JAY STREET, SUITE 400
LA CROSSE, WI 54601



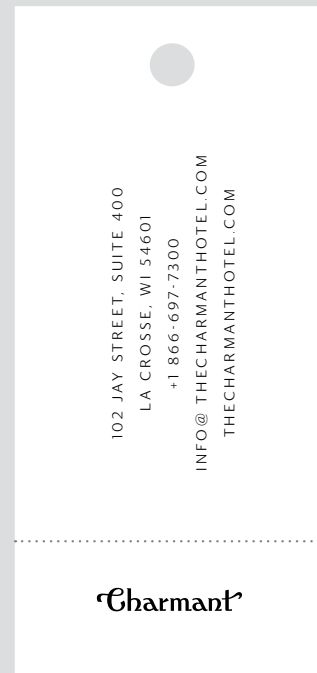
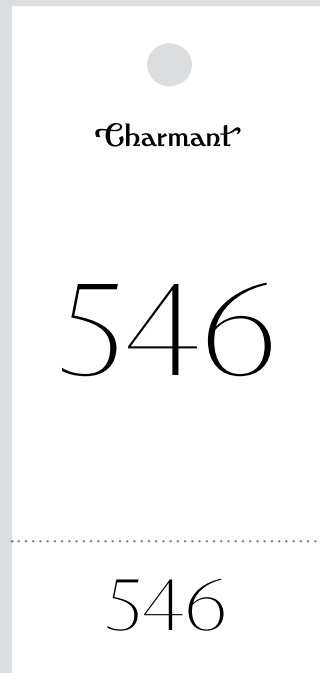
GUEST SURVEY						
LOREM IPSUM						
EXCELLENT	5	4	3	2	1	POOR
LOREM IPSUM						
EXCELLENT	5	4	3	2	1	POOR
LOREM IPSUM						
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Each moment is a simple, refined variation on a classic theme.



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Charmant



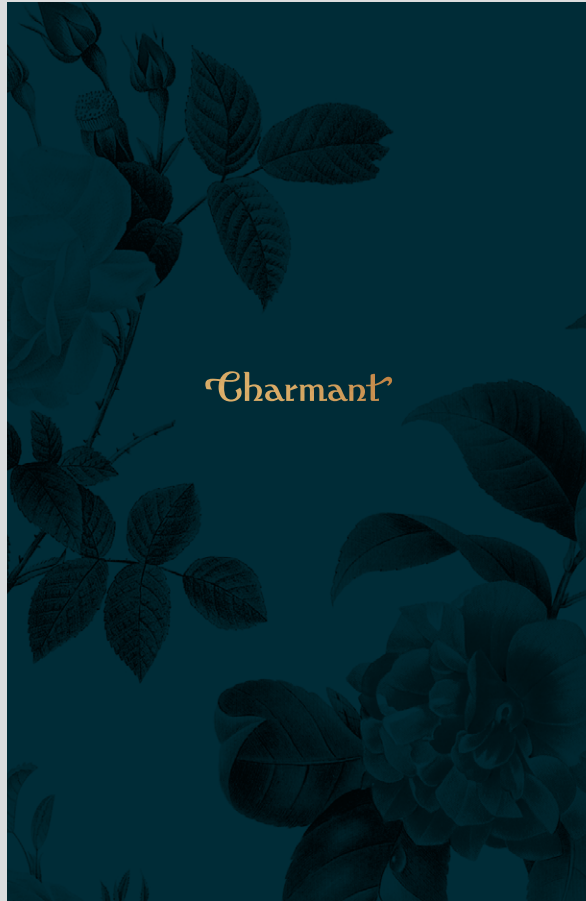
BEER	
<p>DOMESTIC BEERS</p> <p>3 SHEEPS BAAAD BOY BLACK Wheat Ale Sheboygan, WI 5</p> <p>BUFFALO WATER BISON BLONDE Lager Milwaukee, WI 5</p> <p>CAPITAL ISLAND Middleton, WI. 5</p> <p>CENTRAL WATERS OUISSONSING Red Ale Amherst, WI 5</p> <p>CENTRAL WATERS SOLITUDE IMPERIAL STOUT Amherst, WI. 5</p> <p>COORS LIGHT Golden, CO 4</p> <p>CRISPIN CIDER Minneapolis, MN 6</p> <p>FOUNDERS PALE ALE Grand Rapids, MI 5</p> <p>GOOSE ISLAND MATILDA Chicago, IL 9</p>	<p>IMPORTED BEERS</p> <p>AMSTEL LIGHT Holland 5</p> <p>CORONA Mexico 5</p> <p>CORONA LIGHT Mexico 5</p> <p>GUINNESS Ireland 5</p> <p>HACKER-PSCHORR WEISSE Germany 8</p> <p>STELLA ARTOIS Belgium 5</p> <p>SEASONAL BOTTLES</p> <p>We always have several seasonal bottles available Ask your server for today's selection</p> <p>DRAUGHT BEER</p> <p>Ask your server about our beers on draught</p>

COCKTAILS
<p>1907 OLD FASHIONED CLASSIC Barrel 1907 whiskey, muscovado syrup and trinity bitters served on a large cube An "Old Fashioned" twist on the Old Fasioned, a unique and spirit forward sipper 12</p> <p>RENAISSANCE MAN[HATTAN] Bulleit Bourbon, Carpano Antica Vermouth, Amaro Nonino, Fernet Branca A seasonal version of the classic you're sure to enjoy 13</p> <p>WARRE'S RAGE Rehorst Gin, Aperol, Port, Muscovado, Bolivar bitters A rich and warm spin on a negroni 12</p> <p>APRICOT FIZZ House infused citrus vodka, lemon, apricot liqueur, Cherry Bark Vanilla Bitters + egg white shaken with ice topped with prosecco 11</p> <p>DAY OF THE SHOUT Milagro anejo tequila, mezcal, Dolin Blanc vermouth, lime, Top Note bitter orange syrup, Jamaican #2 bitters A smoky margarita style drink with an herbaceous finish 14</p> <p>TOKYO MULE Rehorst Gin, sake, lemon + ginger beer combine for an Eastern spin on the Moscow Mule 10</p>

REDS	
FARMLANDS PINOT NOIR Willamette Valley, Oregon / 2012	35
PENNER-ASH PINOT NOIR Willamette Valley, Oregon / 2012	40
FLEUR PINOT NOIR Carneros, California / 2012	50
LEROY BOURGOGNE Burgundy, France / 2009	49
WOODENHEAD PINOT NOIR Russian River Valley / 2010	60
FARMERS JANE FIELD RED Santa Barbara County, California / 2010	57
BERONIA CRIANZA Rioja, Spain / 2009	35
VINA MAYOR TEMPRANILLO RESERVA Ribera del Duero, Spain / 2007	40
MONTES TWINS RED WINE Colchagua Valley, Chile / 2011	50
LLAMA MALBEC OLD VINES Mendoza, Argentina / 2013	49
QUIVIRA GRENACHE Dry Creek Valley, Sonoma, California / 2010	60
QUINTA DO INFANTADO DOURO Covas do Douro, Portugal / 2009	57
VILLA ANTINORI TOSCANA Italy / 2011	48

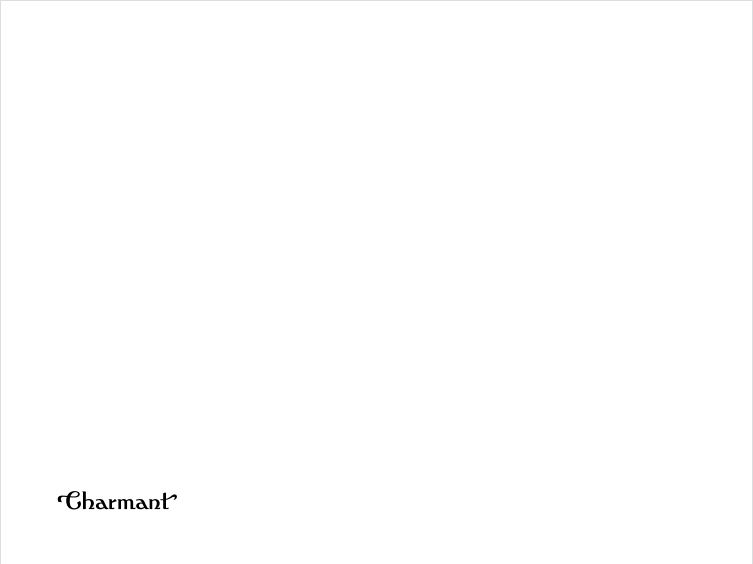


DINNER	
<p>SMALL</p> <p>SOUP moky split pea, rye croutons, sherry crema 8</p> <p>BABY GREENS peppered crottin, frisee, arugula, bosc pear, spiced cabernet 10</p> <p>BISON TARTARE mizuna, pumpernickel, sarvecchio, egg yolk, caperberry 12</p> <p>WEDGE SALAD grilled little gem, blue cheese, bacon, cured tomato 11</p>	<p>LARGE</p> <p>MILLER FARM CHICKEN moky split pea, rye croutons, sherry crema 32</p> <p>STURGEON peppered crottin, frisee, arugula, bosc pear, spiced cabernet 26</p> <p>DUCK BREAST mizuna, pumpernickel, sarvecchio, egg yolk 25</p> <p>DUCK SAUSAGE cotechino, cranberry beans, poached duck egg 25</p> <p>DUROC PORK CHOP grilled little gem, blue cheese, bacon, cured tomato 30</p>
<p>MEDIUM</p> <p>MUSHROOM FRICASSE white port, pork belly, anson mills grits, mascarpone 18</p> <p>YUKON POTATO Lager Milwaukee, WI 20</p> <p>KALE & CAULIFLOWER grilled little gem, blue cheese, bacon, cured tomato 15</p> <p>CHEESE BOARD grilled little gem, blue cheese, bacon 15</p> <p>YUKON POTATO white port, pork belly, anson mills grits 18</p>	<p>SWEET</p> <p>S'MORES pomegranate gel, walnut brittle 8</p> <p>SOUR CREAM PANNA COTTA honey lavender 7</p> <p>KALE & CAULIFLOWER grilled little gem, blue cheese, bacon, cured tomato 6</p> <p>TARTE TATIN pomegranate gel, walnut brittle 4</p>

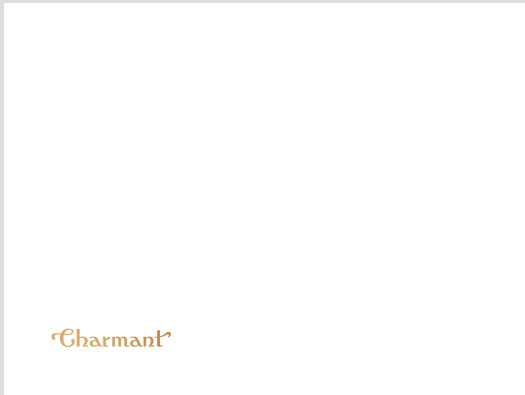


BREAKFAST	
<p>OMELETTE create your own, three eggs or whites; choice of ingredients; served with breakfast potatoes and toast 15</p> <p>CLASSIC two eggs any style with breakfast potatoes and toast 13</p> <p>STEAK AND EGGS skirt steak with two eggs, any style, with breakfast potatoes and toast 15</p> <p>OEUF CHARMANT two poached eggs on brioche with local ham and classic hollandaise 15</p> <p>BRIOCHE FRENCH TOAST real Wisconsin butter and local maple syrup 18</p> <p>SOUR CREAM PANCAKES real Wisconsin butter and local maple syrup 15</p> <p>GRIDDLED EGG SANDWICH american cheese, ham, bacon or sausage real Wisconsin butter 18</p>	<p>BEVERAGES</p> <p>FRESH-SQUEEZED ORANGE OR GRAPEFRUIT JUICE 8</p> <p>CRANBERRY, TOMATO OR APPLE JUICE 5</p> <p>CAPITAL ISLAND Middleton, WI. 8</p> <p>CENTRAL WATERS OUISCONSING Red Ale Amherst, WI 5</p> <p>CENTRAL WATERS SOLITUDE IMPERIAL STOUT Amherst, WI. 5</p> <p>LATTE, CAPPUCCINO OR MOCHA 5</p>
	<p>SIDES</p> <p>EXTRAS POMMES FRITES CURED BACON LOCAL HAM MIXED BERRIES MIXED FRUIT ASSORTED PASTRIES STEEL CUT IRISH OATMEAL LOX AND BAGEL YOGURT PARFAIT 6</p>

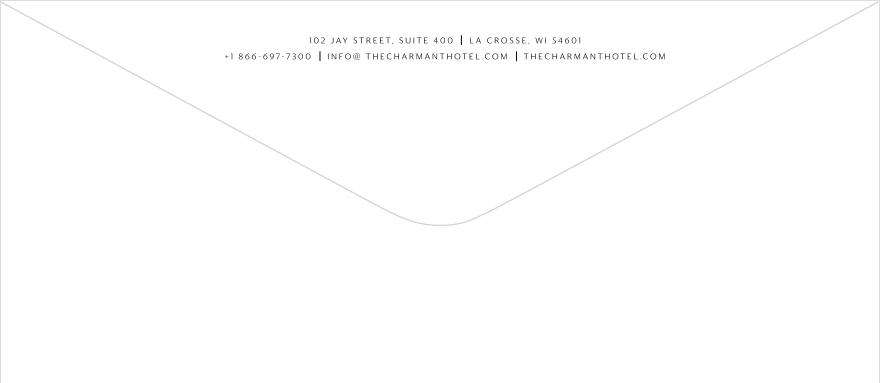
Oversized Envelopes



Card Envelope



Number 10 Envelope



The Charmant brand has evolved introducing subtle aesthetic accents



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TOP 10 MUST DO LIST

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QUASITI BERSPIS
REHENIHIL EX



LOREM IPSUM ACT
+1 866-697-7300
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02

ERSPIS REHENIHIL
EX EVELIBEAQUO



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QUASITI BERSPIS
REHENIHIL EX



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QUASITI BERSPIS
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QUASITI BERSPIS
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ERSPIS REHENIHIL
EX EVELIBEAQUO



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10

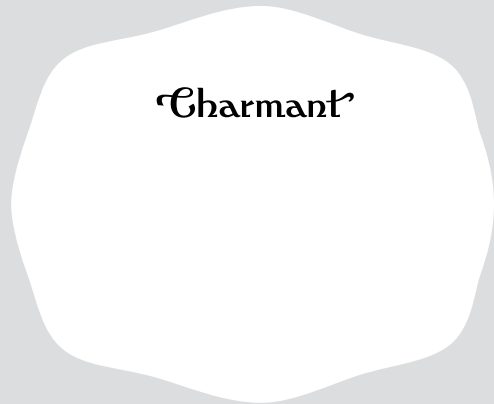
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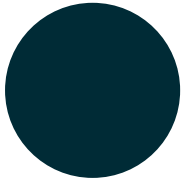
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Charmant



Color Palette



PANTONE 547 C

C =75
M=5
Y=15
K=90

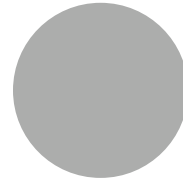
R=0
G=43
B=54



COOL GREY 1C

C = 0
M=0
Y=1
K=8

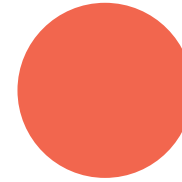
R= 235
G= 235
B=233



COOL GREY 4C

C = 0
M=0
Y=2
K=38

R= 172
G=173
B= 172



PANTONE 7416C

C = 0
M=75
Y=72
K=0

R=242
G=102
B=78



PANTONE GOLD

Do not use CMYK

-
-
-

Do not use RGB

-
-



PATTERN 01



PATTERN 02



PATTERN 03



PATTERN 04

Darby Sans Poster
(Commercial Type)

Light

Light Italic

XLight

XLight Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Mercury Text Grade 1
(Hoefler&Co)

Regular

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Each moment is a simple, refined variation on a consistently classic theme.

RICOTTA RAVIOLI

blistered cherry tomato, roasted pine nuts, parmesan

HERB ROASTED CHICKEN

rosemary, red chili, garlic, smoked paprika

BUTTER BEAN

sunny egg, parmesan, grilled sourdough

HOUSE MADE CAVATELLI

chantrelle mushrooms, fava beans, cloumage cheese

The Charmant Hotel was open in the summer of 2015. Located in the historic former Joseph B. Funke Candy Co. the Charmant derives its name from the French word for charming—fitting, as this 67 room hotel promises to have an abundance of it. Located at 101 State Street in downtown La Crosse, the building was originally constructed in 1898 with an addition to the east end completed in 1905. Until 1933 the Joseph B. Funke Candy factory operated out of the large brick structure anchoring the downtown area. The building served many purposes in the following years. Don and Roxanne Weber purchased the property in 2013 and contracted with Aparium to bring the development to life shortly thereafter.

The Charmant Hotel, a 67-room upscale boutique hotel in historic downtown La Crosse, Wisconsin. The Charmant Hotel is a renovated candy factory, built in 1898.

Architectural details of the original building have been preserved and reimaged, including maple wood flooring, wood beams, and exposed brick. Some say these materials still emanate the sweet smell of candy. Regarding our name, Charmant was a premium line of chocolates produced by the former Joseph B. Funke Candy Company. Charmant is also the French word for “charming,” reflecting our La Crosse hotel’s friendliness, whimsy, and allure.

Embracing locals and visitors alike, The Charmant Hotel will be the heart of hospitality in La Crosse. Our downtown La Crosse hotel rooms and suites will feature premium amenities. Event spaces will be available for business gatherings. Our restaurant will feature a warm, inviting ambiance serving market driven, rustic French influenced cuisine using fresh ingredients sourced from local and regional farmers and purveyors at our historic hotel in La Crosse.



Charmant