**BAR TUTTO** (Joe Flamm & Day Off Group/Frank Callero, Kara Callero & Steve Zaleski)

***Celebrity Chef-Driven, All Day, Upscale Dining & Neighborhood Socializing In An Affordable Location***

**-All Day Casual Italian Café, Wine Bar & Restaurant**
-1110 W. Carroll.
-Fulton Market/West Loop/Near West Side

Year Opened: 2025
Size: 4,000 sq ft est
Dining Cost: $$/Surcharge: 4%
Frequent Diner Rewards Program: NO.
Annual Revenue
**Neighborhood Crime Profile:** Fulton Market/West Loop

Fulton Market is a sub-neighborhood of the larger West Loop neighborhood which is part of the Near West Side Community Area. The Near West Side Community Area is the largest Community Area in our target market. Twice the geographic size of the Near North Side Community Area, it has about 40% less population. With a dense population of 29,000 and 2.0 sq miles, the West Loop contains 43% of the population and 35% of the acreage in the Near West Side Community. In addition to one of the youngest age profiles (65% 25-44), it is by far the most affluent neighborhood in the Near West Side Community area. **The raw volume of property crime and violent crime in the Near West Community Area is the highest in our target market.** Because the population is 40% less than the Near North Side, the per-capital crime rate is also high. While high in violent crime, **most of the crime is concentrated in the dangerous far west part of the Community Area that borders East & West Garfield Park, about two miles west of the West Loop**. The highest number of property crimes in the Near West Side are also in the western areas while the southwest areas experience the lowest volume of property crime. The northern sections have the highest per-capital risk while **the northeast (West Loop) is considered the safest.** As a fast developing, industrial chic, urban playground, **some of the West Loop's outlying areas and industrial stretches lack adequate lighting**. Like any booming urban neighborhood pulling in the crowds, the West Loop is **subject to high rates of opportunistic crime, including property crime, car break-ins, vehicle theft and isolated robberies**. The West Loop is a high-energy, constantly busy, culinary row and corporate hub with loft conversions, modern mid-rises and luxury vertical high-rises. The Fulton Market sub-neighborhood is highly commercial, condensed and energetic **Perhaps a bit safer than the generally safe West Loop,** Fulton Market neighborhood is distinguished by its gleaming concentration of high-rise corporate tech HQs and fast paced construction. Sitting in **one of the safest parts of the Near West Side**, Bar Tutto's Fulton Market evening active location is surrounded by new tech offices, Chicago's most dynamic culinary frontier, upscale residential facilities, ongoing construction, redevelopment, high foot traffic and private security. While most categories of Chicago crime have been trending lower, important to note that sexual assaults during the first half of the year were only slightly lower. Auto thefts rose 8.5% during the same period while non -resident burglaries (auto burglaries) jumped 132%.

Compared to 2019, auto burglaries increased by more than 400%. Given the big increase in Chicago's auto burglaries, we would **park smart, avoid side streets and dimly lit streets, particularly at night. As with any large city, visitors should stay alert and keep their phones and wallets secure at all times.**

Click HERE for more on neighborhood crime by zip code, block & address.

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Opened in late 2025, the all-day Bar Tutto is probably the smallest of the Day Off Group's four restaurants. Given the spacious outdoor seasonal patio, the mid-sized restaurant may be over 4,000 sq ft. Located on the ground floor of a new high rise building at 1110 West Carroll in the West Loop, Bar Tutto draws inspiration from the casual trattorias and wine bars that line Italy's piazzas.

The new, airy, European-inspired, neighborhood type café/restaurant/wine bar was designed for hanging out, something European Italians of all ages are addicted to. The design dynamics have created a vibrant, comfortable, inviting, warm and cozy atmosphere to facilitate interaction. The high ceilings, bright floor to ceiling windows, brick walls, vintage rugs, millwork, marble tables, open kitchen and chef's counter all contribute to the rustic atmosphere.

*Designed by **celebrity Chef Joe Flamm, Director of the Day Off Group,** the superb menus of the modern Italian café, weekday lunch, weekend brunch and dinner were designed with a bistro mindset. The menus are among the most unique in Chicagoland. Working together, the fresh produce, seafood, crostini, pastas and elevated protein preparations left us longing for more.*

*Everything that came to our table made our toes curl. The three pastas, Bavette steak, lamb strips and pork shank are among the most popular dishes. The prawns, several crostino and numerous salads are also home runs. Making his bones under chef Tony Mantuano (Spiaggia), often called the Godfather of fine Italian dining, Flamm obviously loves being in an Italian kitchen. Click HERE for menus. On a personal level, we found the food and menu at Bar Tutto superior to il Carciofo and Rose Mary.*

Heavy on sparkling wine, the beverage menu focuses on Italian aperitifs, spritzes, Italian Cocktails (Aperol & Campari), and rotating European wines that are not limited to Italy, including many lesser-known wines.

We washed our food down with the lovely, affordable and acclaimed 2024 *Torre Roane Italian Pecorino* white wine. While Pecorino's flavor profile has been rediscovered, the low yielding varietal was approaching extinction a few years ago. Available by the bottle, Flamm's slightly creamier 2024 *Vinchio Vaglio Fruste Roero Arneis* is another high value, white ranking in the upper tier of Arneis wines. Click HERE for wines by the glass and HERE for bottles.

After fifty years of consumption, we have concluded that some of the best and most affordable white wines coming from Italy today include Etna Bianco (volcanic white from Sicily) Arneis, Gavi, Pecorino, Vermentino, the criminally underrated Verdicchio and some of the varietals from Campania. The affordable *Bucci Verdicchio* and the Sicilian *Planeta Chardonnay* are world class white wines. Another high-altitude volcanic soil Sicilian beauty, the red Etna

Rosso, is a home run Burgundy/Pinot Noir type gem. The 2022 *Etna Rossa 'A Rina* by Girolamo Russo is a good example of how exceptional the wine can be and why you don't have to spend a fortune on French Burgundies.

Bar Tutto's wine list is good, but in addition to those mentioned above, we would consider the low-cost Northern Italian *DePaolo Pinot Noir*, the best low cost, high value red Italian wine we have discovered. We would also recommend their high-value Pinot Grigio and some of the better whites from Campania, including the *Villa Matilde Greco di Tufo* and *Falanghina*. The micro-terroir Greco and Fiano blends from San Gregorio are also worth exploring.

Like other wine producing areas, the Italian wines vary significantly by vintage and producer, particularly producer. To ensure customer satisfaction, the varietal wines must be well selected by the Flamm team. Distributors and wine review services are not a solution or a substitute for the restaurant's tasting efforts. In addition to the **personal selection differentiation**, a great dynamic to brand around, **the delicious, lower cost and less known wines can reduce the sticker shock of dinning out.**

Leveraging the palate shift, **the creative introduction of varietals new to Americans could grow some marketing legs**. Pairing standup wine tastings, chosen by the Flamm team, with appetizer stations would be popular, fun and encourage socializing, including barn storming interactive social media marketing. **Making wine education & socializing part of the core experience,** the event would highlight the delicious and affordable Italian fare. It would also fill the restaurant with patrons eager to learn and socialize.

All paired with wine tastings, the selection differentiation, ongoing educational initiatives, other happenings, strolling Italian singers and Italian language classes all have marketing potential. Indeed, a little *La Dolce Vita* never hurt anyone. We would, however, avoid expensive wines, sit down wine dinners, wines selected by distributors, the pure pay to play model and vendor sponsored tastings.

Vendor personnel could certainly man their wine stations, but only after the Flamm team deemed their wines worthy of participating in the tasting. To enhance education, we would **start a wine club, blog and offer POURABLE VERTICAL FLIGHTS OF WINE (CARAFES) FOR SHARING that were featured at the different tastings.**

As the evening social scene develops, the bar offers a bird's eye view of the social interface and an ideal place for solo dining as well as casual dates. Teamed with good service, food and atmosphere, Bar Tutto is an ideal place for coffee, unique breakfast food, lunch, brunch, dinner, wine, nightcaps and socializing, all in one place. Weather permitting, outdoor patio seating is available.

Bar Tutto is bucking the trend towards large mega-luxury buildouts like the Carlyle Club and Naia. Like those luxurious amenity anchors, Flamm is, however, capturing the all-day revenue and doing it without the buildout cost. Too soon to estimate revenue, but Flamm and the Day Off Group have a homerun on their hands. Like the beckoning call of a mythical siren, we look forward to going back, hanging around, dining, enjoying wine and socializing without breaking the bank.

While Flamm's  il Carciofo has added a Monday-Friday, 4:30-6:30  Happy Hour along with rotating wine pours, **Bar Tutto does not currently offer a happy hour.** Special offerings. Opens 8:00 am & closes at 11:00 pm on weekends.  Click HERE for Yelp (4.2) images.