

What are some of the things you do to give back to the community? We have been working with Sandburg Elementary School with clothing and food drives for the past 10 years. We have also donated many gift baskets to local charities for auction.

How do you build trust with clients, patients, or customers? We listen to their wants and needs, coupled with our professional knowledge to give them the service that will provide them with the best outcomes.

What makes your event (or attraction) popular? Staff and positive energy.

What makes your business popular with families? We offer services to cater to all members of the family from cuts and colors to nails and spa services like massages, lash extensions and facials.

FAVORITES:

Kneaded Relief Day Spa & Wellness
Rejuvenation Spa

Best Tattoo Shop

PRETTY IN INK

6808 University Ave.,
Middleton, WI, 53562
(608) 333-7695

prettyininkmadison.com

Welcome to Pretty in Ink! A chic tattoo studio located on University Ave in Middleton, WI that pro-

vides professional fine line tattoos and permanent makeup. Comfort and tranquility are the foundation of Pretty in Ink's design. It is important that you feel welcome, relaxed, and not judged.

How long have you been in business? 1.5 years.

What makes you stand out from the competition? I specialize in minimalist fine line black and gray tattooing. With small needle configurations, I can achieve more delicate linework, details, and softer shading. This style allows you to partake in tattoo culture without committing to the heavier aesthetic of more traditional tattoos. They are a great beginner-friendly entry point for first tattoos. In addition, they put less stress on the skin than a bolder tattoo, so they also tend to heal faster and have less risk of infection.

What's something your customers may not know about your business? Owner, Becky is a 4x certified Permanent Makeup Artist and licensed tattoo practitioner. She loves to stay current with the latest products, trends, and styles. She believes in hard work, continued education, and having an open mind.

What brings customers back to your business? I make my clients feel welcome and as comfortable as possible and like to show them that I am just as picky as they are with the outcome of their tattoo or permanent makeup service!

What makes your business a good place to work? Pretty in Ink has only one employee, owner Becky! It's a lot of work, but I hold myself to high

standards and get up every morning looking forward to working with my clients. If I did have employees, I would want a diverse, supportive workplace, with a clear purpose, and a commitment to excellence.

What do you love most about having your business in this community? I have the best clients! The Madison area is a vibrant cultural hub of art, music, food, and recreation and I feel so honored to be a business within it. We have such amazing people here and I wouldn't change a thing.

What can customers expect when they walk through your doors? I want you to feel welcome! Know that you are being well taken care of and understood.

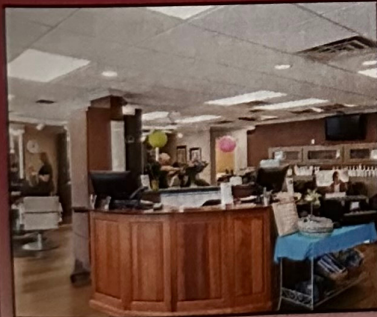
What does it mean to be voted Madison.com's People's Choice? It means that my clients are happy! It shows all of the hard work and dedication that I have put into Pretty in Ink. I can't thank all of my supporters and client's enough!

What are you most proud of? I am most proud of the reputation that I have created. I genuinely love hanging out with my clients and giving them tattoo services that put smiles on their faces. A lot of clients tell me on their way out "This is the best tattoo experience that I've ever had."

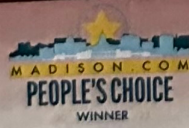
What is your secret to good customer service? I love being open and honest with my clients! Genuinely listen, encourage them to ask questions, and never make them feel judged.

What are some of the things you do to give back to the community? I have so many clients that are also business owners, so I love to ask for

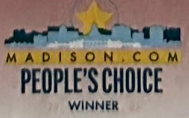
THANK YOU FOR VOTING DUWAYNE'S SALON THE PEOPLE'S CHOICE



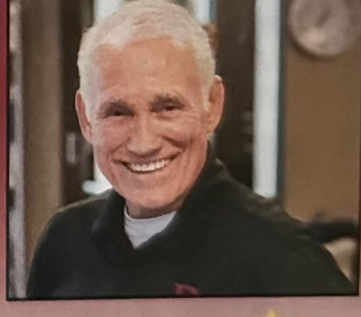
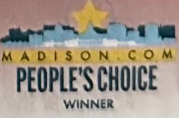
BEST HAIR SALON



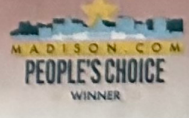
BEST NAIL SALON



BEST HAIRSTYLIST



BEST BARBER



At DuWayne's Salon we are a family of hair artists that strive for the highest standard of styling while creating the ultimate salon experience.

Always looking to grow this winning team, apply today!

2114 N Sherman Ave, Madison | 608-241-0323 | www.duwaynessalon.com

ways that I can support them by giving out business cards or sharing social media posts and stories. Pretty in Ink has donated to special charities and last December, gave 5% of sales to a dog rescue organization.

How do you build trust with clients, patients, or customers? Showing consistency, reliability, authenticity, and being transparent.

What makes your tattoo shop popular? Having a private studio, located in a great area and in a building with other amazing beauty professionals.

FAVORITES:

Blue Lotus Tattoo & The Piercing Lounge
Steve's Tattoo & Body Piercing

Best Yoga Studio

DRAGONFLY HOT YOGA

Downtown, Fitchburg & Middleton
(608) 203-9000

www.dragonflyhotyoga.com

FAVORITES:

Inner Fire Yoga
Stoughton Yoga



FOOD & DRINK

Best Bakery/Bread Store

GREENBUSH BAKERY

5225 High Crossing Blvd.
Madison, WI 53718
1402 Regent Street
Madison, WI 53711
(608) 416-5544

www.greenbushbakery.com

Certified Kosher bakery primarily making donuts and fritters fresh every day!

How long have you been in business? 27 years.

What makes you stand out from the competition? The quality of our ingredients can't be beat. We know what we do best and we have mastered what we do.

What's something your customers may not know about your business? We are a family owned business with 3 generations involved.

What brings customers back to your business? Consistent quality product that our customers know they can count on us for every time they step in our doors.

What makes your business a good place to work? Our employees are like family to us.

What do you love most about having your business in this community? Madison is such a unique city and continues to grow. There are many staple food

destinations and we love being one of them in the area!

What can customers expect when they walk through your doors? We make anywhere from 40-80 different types of donuts fresh every day at both locations.

What does it mean to be voted Madison.com's People's Choice? Having continued support from the community over our years in business means a lot. Winning awards like this are little reminders that you are doing things the right way.

What are you most proud of? Being able to bounce back from COVID and keep operations running smoothly has been very stressful and challenging the last few years. Being able to get through the thick of that and keeping the business operating at where it is has been very rewarding though.

What is your secret to good customer service? Sometimes it can be easy because everybody should be happy when they are coming to get donuts! But getting to know customers on a personal level and being interactive with them when they are in our stores is what we shoot for.

What are some of the things you do to give back to the community? We try to do as much as we can throughout the community. We make many donations to food pantries and homeless shelters in the area like Sunshine Place, Porchlight, St. Vincents, Luke House, etc. We also try to make donations to fundraisers and charities that are important to us like VFW Post 501, Tom Gugel Foundation (which supports local athletics and students), Dane County Humane Society, various Walks/Runs/Golf Outings in the area just to name a few.

How do you build trust with clients, patients, or customers? Being consistent with your product is key. With how things have been the last few years with the increase in cost of goods, we haven't taken any shortcuts to cut the costs of our goods that would affect the quality of product we are producing.

What makes your bakery popular? Who doesn't love donuts!

What makes your business popular with families? Both locations are accessible by bike so we have a lot of families on the weekends biking to our stores. We started handing our donut stickers a couple years ago to our little donut lovers that come in to our stores and has become a very popular thing for the regulars.

FAVORITES:

Clasen's Bakery
Madison Sourdough

Best Bar

BUCK & HONEY'S

Monona, Waunakee, Sun Prairie & Mt. Horeb

<https://buckandhoneys.com>

Off Broadway Drafthouse
Great Dane Pub & Brewing Co.

Best BBQ

BEEF BUTTER BBQ

3001 N Sherman Avenue
Madison, WI, 53704
(608) 640-5000

www.beefbutterbbq.com

Beef Butter BBQ Texas Style BBQ Voted Best of Madison and People's Choice for the Best BBQ and Best Caterer. Dine-in, Take-Out, Catering.

How long have you been in business? 5 years

What makes you stand out from the competition? Beef Butter BBQ starts with Black Angus Prime Beef, which is less than 1% of all beef available out in the marketplace. We smoke our meats on our special smokers with seasoned split oak wood from farms in Mount Horeb.

What's something your customers may not know about your business? Beef Butter BBQ is actually the food of choice for UW Coaches to feed their team and when they bring in new recruits for Football, Basketball, and women's Volleyball.

What brings customers back to your business? Our great food, and friendly staff.

What makes your business a good place to work? Everyone gets paid fairly and treats others with respect.

What do you love most about having your business in this community? The community is awesome and we give back every day.

What can customers expect when they walk through your doors? Hello, welcome to Beef Butter BBQ, is this your first time or a returning customer? We walk them through the menu and offer samples.

What does it mean to be voted Madison.com's People's Choice? It is an honor to be voted by the community.

What are you most proud of? That customers and businesses keep coming back.

What is your secret to good customer service? Have fun.

What are some of the things you do to give back to the community? Feed first responders, donate smoked turkeys to the homeless, give at hundreds of fans in hot weather.

How do you build trust with clients, patients, or customers? Delivery on expectations.

What makes your event (or attraction) popular? Great food. We always make the hosts look like heroes.

What makes your business popular with families? Great Food.

FAVORITES: