	LICLIA-2015-00238 3811,
∬. Ma.	City of Madison Liquor/Beer License Application On-Premises Consumption: Class B Beer Class B Liquor Class C Wine Off-Premises Consumption: Class A Beer Class A Liquor
Se 1.	ction A – Applicant If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter? ☐ Yes (language:) ☐ No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this mage delay your application process) Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin
	costo alguno. ¿Le gustaría tener un/a intérprete? □ Sí, lenguaje □ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.
2.	This application is for the license period ending June 30, 20 15.
3.	List the name of your □ Sole Proprietor, □ Partnership, □ Corporation/Nonprofit Organization of ⊠Limited Liability Company exactly as it appears on your State Seller's Permit.
	Ultimate Mart, LLC
4.	Trade Name (doing business as) Copps #8114
5.	Address to be licensed 420 Whitney Way
6.	Mailing address PO Box 473, ms-2u50, milwaukee, WI 53201
7.	Anticipated opening date
8.	Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2? ☑ No ☐ Yes (explain)
9.	Does another alcohol beverage licensee or wholesale permitee have interest in this business?
	☑ No □ Yes (explain)
Se 6	ction B—Premises Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and

service, and/or storage of alcohol beverages and records. Alcohol beverages may be sol stored only on the premises as approved by Common Council and described on license.

One Story	building;	liquor	area	66,680 sq H	

11.	$\hfill\Box$ Attach a floor plan, no larger than 8 ½ by	14, showing the space described above.
12.	Applicants for on-premises consumption: li	st estimated capacity N/A
13.	Describe existing parking and how parking	lot is to be monitored.
	surface parking lot with 3?	35 parking spaces
	will be monitored by several	Video Cameras
	Was this premises licensed for the sale of li	
	□ No ☑ Yes, license issued to <u>\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\</u>	Mart Foods, LC (name of licensee
15.	☐ Attach copy of lease.	•
This	ction C—Corporate Information section applies to corporations, nonprofit or proprietorships and partnerships, skip to Se	ganizations, and Limited Liability Companies only. ection D.
16.	Name of liquor license agent <u>Wanda</u>	Long
17.	City, state in which agent resides <u>Madus</u>	son, WI
18.	How long has the agent continuously reside	ed in the State of Wisconsin?
19.	☐ Appointment of agent form and background	und check form are attached.
20.	Has the liquor license agent completed the	responsible beverage server training course?
	☐ No, but will complete prior to ALRC mee	eting 🗓 Yes, date completed <u>2008</u>
21.	State and date of registration of corporation	, nonprofit organization, or LLC.
	WI, 12/17/14	
	In the table below list the directors of your of Attach background check forms for each Title Name	
	President Treas Michael P. Tyrzen	
	Vice President Bec. Edward G. Kitz	
	Vice President William L. Dowling	
	``	
23.	demand required or permitted by law to be	C. This is your agent for service of process, notice o served on the corporation. This is not necessarily the
	same as your liquor agent.	

Edward G. Kitz, VP of Ultimate Mart, LLC

24.	Is applicant a subsidiary of any other corporation or LLC?				
	Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member,				
25.	or any manager hold any interest in any other alcohol beverage license of permit in whoseness.				
	□ No □ Yes (explain) please see attached list of stores operated by Ultimate mart, LLC				
Sec	ction D—Business Plan				
26.	What type of establishment is contemplated? □ Tavern □ Nightclub □ Restaurant □ Liquor Store □ Grocery Store				
	☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps				
	□ Other				
27.	Business description full service retail grocery store with liquor				
	sales for off premise consumption				
	·				
28.	Hours of operation <u>loam - 11 pm</u> daily				
29.	· Oa mary Chromany Vate Inc				
20.	operates 148 grocery Stores with liquor sales				
	operates to grocery stores with				
30.	List names of managers below, along with city and state of residence.				
	Wanda Long, Madison, WI				
	Volational Loring, monacolit, vis				
31.	Describe staffing levels and staff duties at the proposed establishment <u>approximately</u>				
	30 frontend employees with additional staff in each specially				
	department to service customers and prepare food; additional employees will maintain the center store. Describe your employee training				
32.	employees will mountain the center store. Describe your employee training				
	All cashiers 18 years of age and older will complete an online				
	Reduced to Reversed Senser Teginine course in addition to cashier				
	I really an along the departments will be trained				
	On existing Standard operating procedures of policies				
	On Chairing and the second of				

33.	Utilizing your market research, describe your target market.		
	The Store Will target grocery shoppers of all ages of types,		
	including those looking for organic offerings to those looking for value		
34.	Describe how you plan to advertise and promote your business. What products will you be advertising?		
	groceries, food, beverages, cleaning supplies a tolletries		
	- Will advertise via tadio, newspaper, mailings & internet		
35.	Are you operating under a lease or franchise agreement? ☐ No ☐ Yes		
	Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? \Box No \Box Yes \bigvee \Box		
This	ction E—Consumption on Premises \mathbb{N}/\mathbb{A} s section applies to Class B and Class C applicants only. Class A license applicants (consumption premises) may skip to Section F.		
37.	Do you plan to have live entertainment? ☐ No ☐ Yes—what kind?		
38.	What age range do you hope to attract to your establishment?		
39.	What type of food will you be serving, if any?		
40.	Submit a sample menu if applicable. What will be included on your operational menu? □ Appetizers □ Salads □ Soups □ Sandwiches □ Entrees □ Desserts □ Pizza □ Full Dinners		
41.	During what hours of operation do you plan to serve food?		
	What hours, if any, will food service <u>not</u> be available?		
43.	Indicate any other product/service offered.		
44.	Will your establishment have a kitchen manager? □ No □ Yes		
45.	Will you have a kitchen support staff? ☐ No ☐ Yes		
46.	How many wait staff do you anticipate will be employed at your establishment?		
	During what hours do you anticipate they will be on duty?		
47.	Do you plan to have hosts or hostesses seating customers? ☐ No ☐ Yes		

48.	Do your plans call for a full-service bar? □ No □ Yes If yes, how many barstools do you anticipate having at your bar? How many bartenders do you anticipate having work at one time on a busy night?
49.	Will there be a kitchen facility separate from the bar? ☐ No ☐ Yes
50.	Will there be a separate and specific area for eating only?
	□ No □ Yes, capacity of that area
51.	What type of cooking equipment will you have? □ Stove □ Oven □ Fryers □ Grill □ Microwave
52.	Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? ☐ No ☐ Yes
53.	What percentage of payroll do you anticipate devoting to food operation salaries?
54.	If your business plan includes an advertising budget:
	What percentage of your advertising budget do you anticipate will be related to food?
	What percentage of your advertising budget do you anticipate will be drink related?
55.	Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☐ No ☐ Yes
56.	Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? $\ \square$ No $\ \square$ Yes
57.	All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
	% Alcohol % Food % Other
58.	Do you have written records to document the percentages shown? ☐ No ☐ Yes You may be required to submit documentation verifying the percentages you've indicated.
	tion F—Required Contacts and Filings I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. □ No □ Yes
60.	I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61.	I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62.	I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63.	I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64.	I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☐ Yes

Transfer of Ownership

(letter to surrender previous license)

To be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.

The <u>Class A Beer a Liquor</u> Class of License	license for the premise located at
620 Whitney Way Street Address	will be relinquished upon the
approval of the application and the issuance of the sa	ame type of license for the same
premises to Utimate Mart, LC License Applicant	•
There have been no convictions for violations during	g the current license year, nor are
there any pending violations against the present licer	nsee except as follows:
None	V-1
Willy M. NP I Treasurer	3/18/15
Signature of Present License Holder	Date
Vittamart Foods, LLC	





City of Madison Class A Beer Class A Liquor License No. 72333-79983



ULTRA MART FOODS LLC COPPS FOOD CENTER #8114 Expiration Date Date Issued 06/30/2015 06/25/2014

LIQUOR/BEER AGENT: JÖSHUA J CLARKE

620 S WHITNEY WAY MADISON, WI 53711



Ful MAn (Maribeth Witzel-Behl

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

Premise - one story building, 1 sales area, display area and 1 storage room.

Common Council granted license February 5, 2008.

Expiration Date

06/30/2015

Not Transferable. Post entire license in a conspicuous place.

Payment of Taxes on Liquor/Beer License Transfer

I, William L. Dowling, Vice President of Vitimate mart, LLC Name, applicant for			
a liquor and/or beer license for the premise located at whitney way, have			
read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand			
that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments			
must be paid before the Office of the City Clerk can issue said license.			
Signature of Applicant Whimate Mart, LLC Date			
Subscribed and sworn to before me this 18 th day of March , 2015 YOUGH H Ditschart Notary Public, Dane County, State of Wisconsin My Commission Expires 3112/17.			

Ultimate Mart, LLC

Store Name	Address	City	State	Zip
PICK 'N SAVE #6343	2643 EASTERN AVE.	PLYMOUTH	WI	53073-
PICK 'N SAVE #6432	1317 N 25TH ST	SHEBOYGAN	WI	53081
COPPS #8101	1850 PLOVER RD.	PLOVER	WI	54467-
COPPS #8102	2538 IRONWOOD DRIVE	SUN PRAIRIE	WI	53590
COPPS #8107	1291 LOMBARDI ACCESS RD.	GREEN BAY	WI	54304-
COPPS #8111	2064 LIME KILN RD.	BELLEVUE	WI	54311-
COPPS #8114	620 WHITNEY WAY	MADISON	WI	53711-
COPPS #8115	406 HIGHWAY 64	ANTIGO	WI	54409-
COPPS #8118	2400 W. WISCONSIN AVE.	GRAND CHUTE	WI	54914-
COPPS #8121	900 E. RIVERVIEW EXPRESSWAY	WISCONSIN RAPIDS	WI	54494-
COPPS #8123	2700 N. BALLARD RD.	APPLETON	WI	54911-
COPPS #8124	1530 S. COMMERCIAL ST.	NEENAH	WI	54956-
COPPS #8127	256 S. LAKE ST.	PHILLIPS	WI	54555-
COPPS #8128	6800 CENTURY AVE.	MIDDLETON	WI	53562-
COPPS #8130	640 EAST MAIN STREET	SUN PRAIRIE	WI	53590
COPPS #8131	6655 MCKEE RD.	MADISON	WI	53719-
COPPS #8132	1500 PINECREST AVENUE	STEVENS POINT	WI	54481
COPPS #8175	950 E. MAIN ST. / N2573 Plaza Road	WAUTOMA	WI	54982-
COPPS #8178	2502 SHOPKO DR.	MADISON	WI	53704-
COPPS #8179	261 JUNCTION RD.	MADISON	WI	53717-
COPPS #8180	3650 UNIVERSITY AVE.	SHOREWOOD HILLS	WI	53705-
COPPS #8181	6540 MONONA DR.	MONONA	WI	53716-
COPPS #8182	3010 CAHILL MAIN	FITCHBURG	WI	53711-
COPPS #8183	1312 S. PARK ST.	MADISON	WI	53715-
COPPS #8185	3300 CALUMET AVENUE	MANITOWOC	WI	54220
COPPS #8186	1819 MAIN STREET	GREEN BAY	WI	54302
COPPS #8187	511 W CALUMET ST	APPLETON	WI	54915

ROUNDY'S SUPERMARKETS, INC.

PICK 'N SAVE · COPPS · METRO MARKET · MARIANO'S

PO Box 473 Milwaukee, WI 53201 414-231-5000

April 2, 2015

City of Madison Office of the City Clerk 210 Martin Luther King Jr Blvd, #103 Madison, WI 53703

Re: Copps Business Plan

Dear City Clerk:

The Copps located at 620 Whitney Way will transfer ownership for tax purposes from Ultra Mart Foods, LLC to Ultimate Mart, LLC. Both entities are wholly-owned subsidiaries of Roundy's Supermarkets, Inc. This change will not affect the operation of the store. The store will continue to have the same offerings, which are outlined below, and will operate from 6:00 a.m. to 11:00 p.m. daily.

- 1. Produce: The store will provide an extensive fresh produce department with a wide variety of fruits and vegetables. Included will be a salad bar as well as prepared salads and cut fruit. A wide variety of organic offerings will be available.
- 2. Meat and Seafood: The store will provide full service meat and seafood. In addition to full service offerings, there will be self-service options for fresh meat as well as frozen meat and seafood.
- <u>3. Bakery</u>: Fresh bakery products will be available. This will include artisan breads baked on premises as well as homemade desserts.
- 4. <u>Deli</u>: The store will provide a full service deli. In addition to prepared salads, meats and cheeses, Roundy's Chef's Collection will be available. This features restaurant quality prepared meals for customers to take home or enjoy on premises. Grab and go sandwiches and other offerings including deli trays and wraps will also be provided. This area will also feature a hot soup bar and hot food bar.
- <u>5. Frozen</u>: The store will have a full line of frozen items featuring name brand and organic & natural offerings.
- <u>6. Dairy</u>: The store will have extensive dairy department that features fresh milk, eggs and cheeses. Natural, organic and soy products will all be available.
- 7. Wine and Spirits: A wide selection of beer, wine and spirits will be available.
- 8. Center Store: Not only will customers be able to get the best in fresh items, they will also have access to all the name brands they expect to complete a full grocery shop. Included will be full lines of natural and organic selections.
- 9. Floral: The store will include a full floor department with fresh flowers rivaling the best local florist.



City of Madison April 2, 2015 Page 2

Copps aims to provide customers with a superior shopping experience. The best meats, vegetables, fruits and specialty items will be available. At the same time customers will be able to enjoy a full line of name brand grocery products at competitive prices.

Very truly yours,

ROUNDY'S SUPERMARKETS, INC.

George H Pétrohect

Jessica M. Ditscheit

Paralegal



