



# 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

## Section 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 may 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.

- This application is for the license period ending June 30, 2014.
- List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

Ultra Mart Foods, LLC

- Trade Name (doing business as) Metro market # 6434

- Address to be licensed 6010 Cottage Grove Rd, Madison, WI 53718

- Mailing address P.O. Box 473, MS-2650, Milwaukee, WI 53201

- Anticipated opening date 6/10/14

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
 No  Yes (explain) \_\_\_\_\_

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No  Yes (explain) \_\_\_\_\_

## Section 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 stored only on the premises as approved by Common Council and described on license.

Single story retail grocery and liquor, includes

on-premise consumption of beer, wine & spirits

11.  Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity 300 - employees & customers  
↳ not all related to on-premise consumption
13. Describe existing parking and how parking lot is to be monitored. on-premise consumption  
- Surface parking lot with 300 parking spaces.  
- will be monitored by several video cameras
14. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to \_\_\_\_\_ (name of licensee)
15.  Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Scott Gordon
17. City, state in which agent resides Marshfield, WI
18. How long has the agent continuously resided in the State of Wisconsin? 12 years
19.  Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed 4/14/2011 - also
21. State and date of registration of corporation, nonprofit organization, or LLC. WI, 11/23/51  
Served as liquor agent - see attached license copy for Plover, WI
22. In the table below list the directors of your corporation or the members of your LLC. the Cops in Plover, WI  
 Attach background check forms for each director/member.

Title	Name	City and State of Residence
President	Darren W. Karst	Lake Forest, IL
VP/Secretary	Edward G. Kitz	Hartland, WI
VP/Treasurer	William L. Dowling	New Berlin, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Edward G. Kitz - VP of Ultra Mart Foods, LLC

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) Roundy's Supermarkets, Inc is the sole member of Ultra  
 25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, <sup>mart</sup> or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin? <sub>Foods, LLC</sub>  
 No  Yes (explain) please see attached store list of stores  
operated by ultra mart Foods, LLC

**Section 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 food service and incidental consumption  
of beer, wine and spirits

28. Hours of operation 6am - 11pm daily

29. Describe your management experience Roundy's, Inc. operates over  
170 grocery stores, over 140 with alcohol sales.

30. List names of managers below, along with city and state of residence.  
Scott Gordon, marsh field, WI

31. Describe staffing levels and staff duties at the proposed establishment approximately  
50 frontend employees, with additional staff in each specialty  
department to service customers and prepare food; additional  
employees will maintain the center store.

32. Describe your employee training \_\_\_\_\_  
All cashiers 18 years of age and older will complete an online  
Responsible Beverage Server Training course in addition to  
cashier training; employees in specialty departments will be  
trained on existing standard operating procedures and policies.

33. Utilizing your market research, describe your target market.

The store will target grocery shoppers of all types, including those looking for organic offerings to those looking for value items.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

- groceries - food, beverages, cleaning supplies and toiletries  
- will advertise via radio, newspaper, mailings, internet

35. Are you operating under a lease or franchise agreement?  No  Yes

36. 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?  
 No  Yes N/A

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? pianist will perform regularly Friday-Sunday

38. What age range do you hope to attract to your establishment? all ages

39. What type of food will you be serving, if any?  
 Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners Menu attached - sample - subject to change

41. During what hours of operation do you plan to serve food? 7am - 10pm daily

42. What hours, if any, will food service not be available? 6am-7am + 10pm-11pm daily

43. Indicate any other product/service offered. full service grocery store

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? None

During what hours do you anticipate they will be on duty? N/A

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? 6 stools located by sushi bar  
 How many bartenders do you anticipate having work at one time on a busy night? where beer & wine will be offered
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 35+
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? 8.5%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 1%  
 What percentage of your advertising budget do you anticipate will be drink related? 1.5%
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?  No  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:  
1.1 % Alcohol 82.8 % Food 16.1 % Other Total store percentage
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.

**Section F—Required Contacts and Filings**

59. 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

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
66. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776]  No  Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  
 No  Yes

**Section G—Information for Clerk's Office**

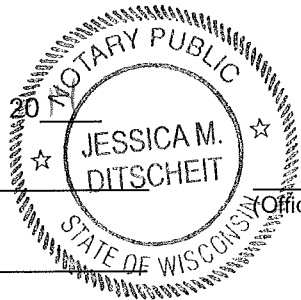
68. State Seller's Permit 4 5 6 - 0 0 0 0 5 6 0 9 7 5 - 0 4
69. Federal Employer Identification Number 39-0854535
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Jessica Ditscheit  
 E-mail address jessica.ditscheit@roundus.com  
 Phone 414-231-5904 Preferred language English
71. Corporate attorney, if applicable: Name N/A  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Read carefully before signing in front of a notary:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 28<sup>th</sup> day of April, 2014

Jessica M Ditscheit  
 (Clerk/Notary Public)



[Signature] - VP  
 Officer of Corporation/Member of LLC/Partner/Sole Proprietor

My commission expires 3/12/17

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number <u>LC11B-2014-00286</u>		

A-3  
 P-627

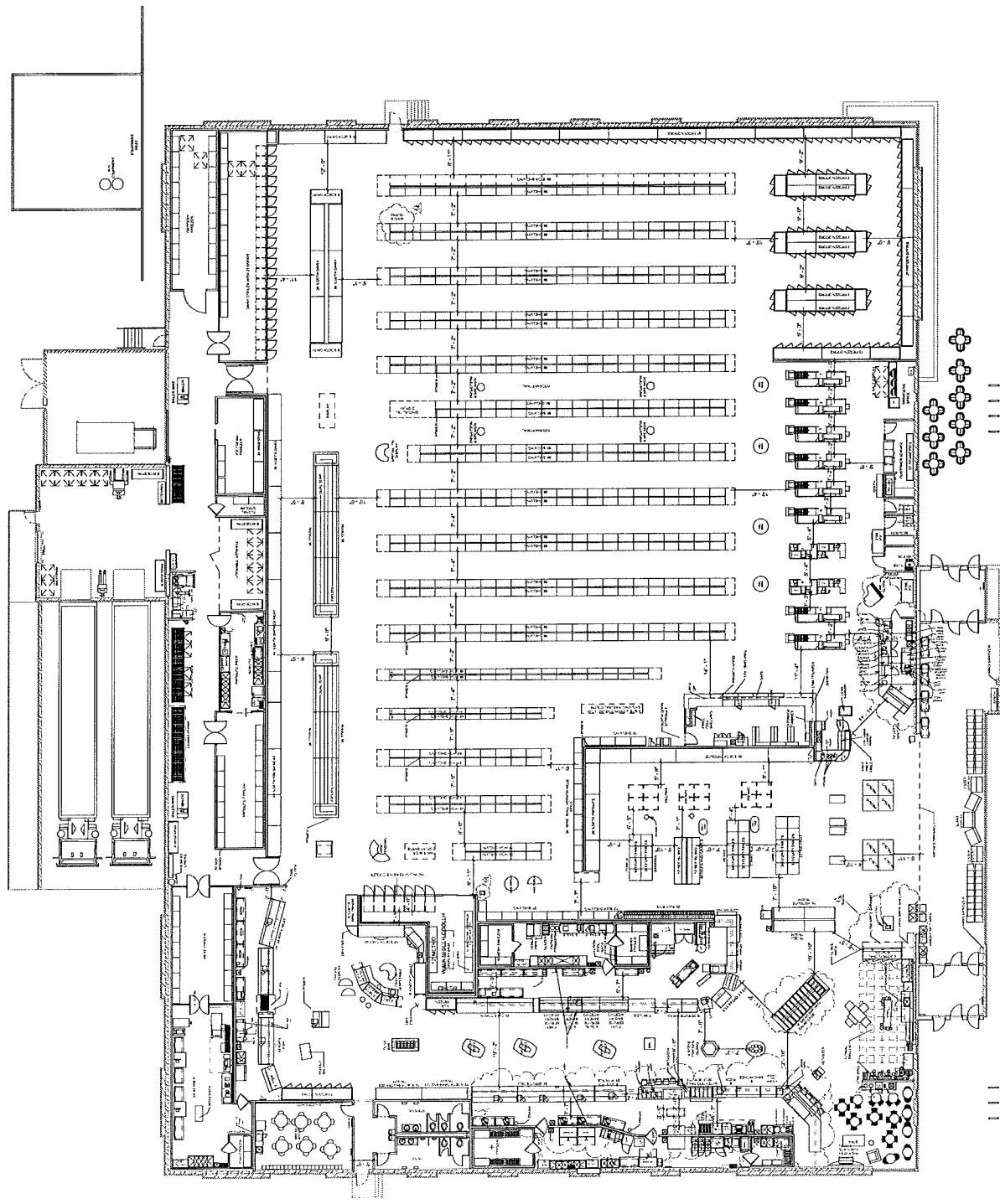
EUCON	
12	CONCRETE WALLS
13	CONCRETE FLOOR
14	CONCRETE CEILING
15	MECHANICAL
16	ELECTRICAL
17	PLUMBING
18	PAINT
19	FINISHES
20	LANDSCAPE
21	EXTERIOR
22	INTERIOR

SUPERMARKET INC.  
 872 E. WISCONSIN AVENUE  
 MADISON, WI 53706  
 414.251.5800

METRO MARKET #624  
 MADISON, WI

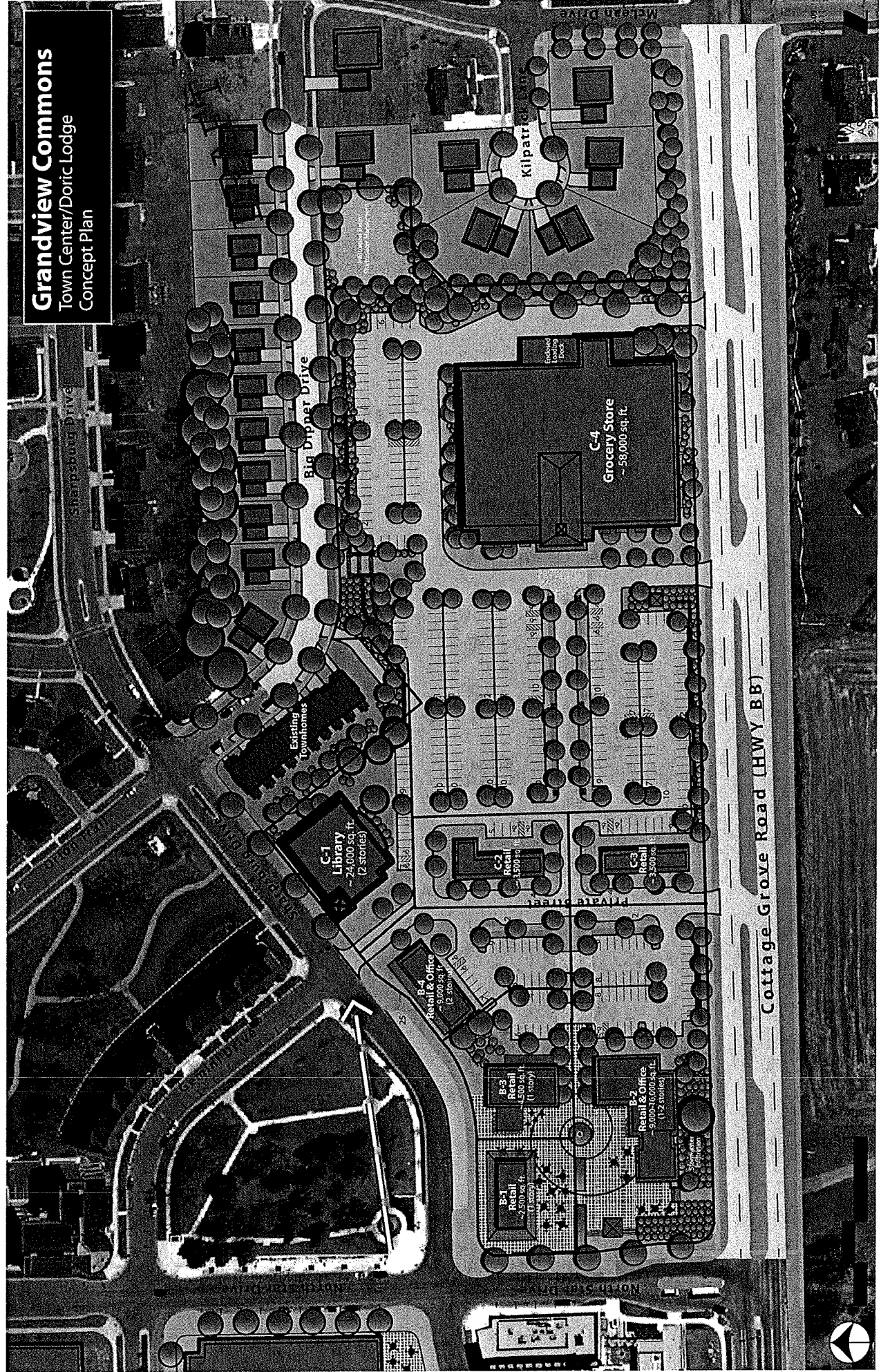
PROPOSED FLOOR PLAN

1783-043  
 05/2010  
 3/2" = 1'-0"



PROPOSED FLOOR PLAN 1783-043  
 5/20/10  
 3/2" = 1'-0"

**Grandview Commons**  
 Town Center/Doric Lodge  
 Concept Plan





## Mariano's Café Menu

### Soup

*The selection of our fresh-made soups change daily. Please check which varieties are available when placing your order.*

Small	1.99
Medium	2.99
Large	5.99

Chicken & Wild Rice  
Tomato Basil  
Broccoli Cheddar  
Harvest Vegetable  
New England Clam Chowder  
Manhattan Clam Chowder  
Shrimp Corn Chowder  
Beef Barley  
Farmhouse Potato Bacon  
Chicken & Dumpling  
Roasted Chicken Noodle  
Minestrone with Pancetta  
Beef Chili  
Lobster Bisque  
Split Pea & Ham

### Hearth Cooked Pizza Old World Italian Bakery Pizza

*All of our Old World Italian Style Bakery Pizzas are made with Imported Italian Tomatoes, Romano cheese, Fresh Basil and Mozzarella.*

2.99 per slice	15.99 per pan
Italian Sausage	Cheese
Pepperoni	Roasted Vegetable

### Napoletana Style Pizza

*Hearth baked, thin and crispy*

Margherita 5.99

Tomato Sauce, Fresh Mozzarella, Fresh Basil, drizzled with Extra Virgin Olive Oil

Bianca 6.99

Fresh Mozzarella, Baby Arugula, Prosciutto, Crushed Black Pepper, Shaved Parmigianino Reggiano, with Extra Virgin Olive Oil

Cheese 5.99

Fresh Mozzarella, Tomatoes, sprinkled with Romano Cheese

## Hot Prepared Foods

Fried Chicken

Baked Chicken Recipe

Sausage and Peppers

Chicken Tenders

Mac and Cheese American

Orange Chicken Innovasian

Ginger Chicken Spring Roll

Chicken Teriyaki Thighs

Roasted Edamame with Carrots and Peppers

Steamed Baby Bok Choy

Vegetable Fried Rice

Jasmine Rice

Stir Steam Vegetables

Vegetable Lo Mein Innovasian

Mongolian Beef Innovasian

Sweet and Sour Pork Innovasian

Roast Teriyaki Salmon Filet

Baked Chicken Recipes

Chorizo and Rice

Fried Shrimp Spices

Beef Peccadillo with Potatoes and Chillies

Charo Beans

Fajita Style Vegetables

Corn on the Cob with Chili and Lime

Butternut Squash with Orange

Spanish Rice

Corn and Flour Tortillas

Carnitas

Stuffed Poblano Peppers (Chilies Relleno)	Green Beans Recipe
Carne Asada (Grilled Skirt Steak)	Rapini Recipe
Backyard Barbecue Night	Eggplant Recipe
Grilled Barbecue Chicken (Sweet Baby Rays)	Garlic Mashed Yukon Potatoes
Barbecue Waffle Sweet Potatoes	Baked Polenta Cakes
Buttered Corn on the Cob	Stuffed Shells with Marinara Menza
Green Bean Recipe	Baked Lasagna
Corn Bread Pudding	Chicken Parmesan
Braised Greens with Ham	Famous Fish Fry Friday
Bbq Baked Beans	Pasta and Sauce Recipe
Baked Cheesy Redskin Mashed Potatoes	Onion Rings
Grilled Summer Vegetables	Popcorn Shrimp
Texas Style Brisket	Asparagus Recipe
Pulled Barbecue Pork	Ratatouille with Goat Cheese
½ Slab Baby Back Ribs Ruprecht	Vegetable Cake
Bourbon Barbecue Beef Ribs Ruprecht	Parmesan Potato Wedges
Jerk Chicken with Tropical Fruit Salsa	Hush Puppies
Grilled Tilapia with Shrimp Salsa	Waffle Sweet Potatoes with Sea Salt
Taste of The Mediterranean Night	Fried Cod Filet
Mac and Cheese Italian	Fried Lake Perch
Baked Chicken Vesuvio	Salmon Filet with Pesto and Marinara
Pasta Al Forno	Home Comfort Cooking Saturday
Pasta and Sauce of the Day	Grilled Chicken and Vegetables
Red Grains and Pearl Couscous Simplot	Roasted Pork Loin with Baked Apples and Walnuts
Frittata Recipe	Broccoli Cheese Casserole

Sugar Snap Peas and Carrots  
Bourbon Sweet Potatoes  
Redskin Mashed Potatoes  
Grass Fed Beef Meatloaf with Gravy  
Roasted ½ Amish Chicken  
Baked Chicken  
Alfredo Chicken Casserole  
Ham Strata  
Creamed Spinach with Bacon  
Butternut Squash Recipe  
Yukon Gold Potatoes and Leeks  
Baked Bread Stuffing

Roast Turkey Breast with Gravy  
Braised Beef Brisket  
Fried Chicken Pieces  
Hot Sandwiches  
Italian Beef with Sweet Peppers and Giardianara  
Maxwell Street Polish Sausage with Roasted Onions  
Meatloaf  
Pulled Pork  
Shredded Texas Style Brisket  
Rotisserie Chicken  
Pepper and Egg

## Create your own sandwiches

MTO Cold Sandwiches

MTO Hot Sandwiches

Italian Market Muffalietta

R & B Sandwich

C

## The Rotisserie Place

*Ask about our hot sides*

Roasted Gerber Amish Chicken 6.99

*Guaranteed in stock 4-7pm*

Tender and Juicy Whole Birds Ready when you are.

Hand Breaded Fried Chicken 6.49

8 Piece (A whole Chicken) Deep fried till tender and Crispy

Homemade Pork Roast 6.99

Full flavored tender and juicy

Roast Turkey Breast 7.99

Lean and seasoned to perfection

Homestyle Beef Meatloaf 6.49

Baked and finished with a Rich Tomato Sauce

Homestyle Turkey Meatloaf 6.49

Baked and finished with a sweet Cranberry Glaze

Barbecue Baby Back Pork Ribs 11.99

Tender and Sweet with Sweet Baby Rays Sauce

# ROUNDY'S SUPERMARKETS, INC.

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

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

April 25, 2014

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

Re: Metro Market Business Plan

Dear City Clerk:

The proposed Metro Market applying for a Class B Combination license is a full service grocery store occupying 58,000 square feet at 6010 Cottage Grove Road. The store will employ approximately 300 employees and be open from 6:00 A.M. to 11:00 P.M. seven days a week, providing the following departments and services:

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: Metro Market will provide full service meat and seafood. There will be an option to prepare/cook customers' selections on site. In addition to full service offerings, there will be self-service options for fresh meat as well as frozen meat and seafood. Extensive smoked meats and sausages will also be available.
3. Bakery: Fresh bakery products will be available. This will include artisan breads baked on premises as well as homemade desserts.
4. Deli: Metro Market 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. Metro Market will also feature a hot soup bar and hot food bar.
5. Sushi: Fresh sushi prepared on site will be available.
6. Demonstration Station: Metro Market will feature a special demonstration area where chefs will teach customers how to prepare items available in the store. It will also include samples of specialty items such as chocolate covered strawberries.
7. Specialty Offerings: The store will include specialty proprietary items including gelato and coffee in our Vero Café and fresh fruit and vegetable juices at Squeezed.
8. Frozen: The store will have a full line of frozen items featuring name brand and organic & natural offerings.

