



# 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    \$200

## 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.  
Colectivo Coffee Roasters, Inc.
- Trade Name (doing business as) —
- Address to be licensed 110 E. Main St. Madison, WI 53703
- Mailing address 2999 N. Humboldt Blvd. Milwaukee, WI 53212
- Anticipated opening date 4/2013
- 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.

Retail coffee shop - Approx. 3000 sq. feet. Seating capacity 75 inside with 30-40 seats outside seasonally. All food and beverage is counter service. Baristas will pour beer and wine from their station

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 75 inside 40 outside
13. Describe existing parking and how parking lot is to be monitored.  
Tenney Plaza has an adjoining parking structure.
- 
14. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Alterra Coffee Roasters, Inc (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 William Susley
17. City, state in which agent resides Mequon, WI
18. How long has the agent continuously resided in the State of Wisconsin? 12 yrs.
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 \_\_\_\_\_
21. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin August 7, 2013
22. In the table below list the directors of your corporation or the members of your LLC.  
 Attach background check forms for each director/member.

Title	Name	City and State of Residence
President/Treasurer	C. Ward Fowler	Shorewood, WI
Vice-President	Paul Miller	Shorewood, WI
Secretary	Lincoln Fowler	Milwaukee, 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.

Paul Miller

24. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) \_\_\_\_\_

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No  Yes (explain) \_\_\_\_\_

### 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 Cafe with coffee focus, bakery, soups,  
Sandwiches 6:00am-9:00pm M-Sat. 7:00am-8:00pm Sun

28. Hours of operation 6:00AM-9:00pm M-Sat, 7:00am-8:00pm Sunday.

29. Describe your management experience extensive management experience  
with detailed SOP manuals. Management structure includes  
director of stores, operation manager and training dept.

30. List names of managers below, along with city and state of residence.

Margaret Hamm - Madison, WI \_\_\_\_\_

Kate Cristobal - Madison, WI \_\_\_\_\_

31. Describe staffing levels and staff duties at the proposed establishment Director, Manager  
Ambassadors, Shift leaders, lighting rods, cashier, staff.

32. Describe your employee training Multi level including orientation, programs,  
hands on training. Testing for baristas and Shift leaders

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

tenants of building, employees of US bank, Neighborhood.

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

No traditional advertising.

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

### 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? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? 30-60 years old

39. What type of food will you be serving, if any? Simple/healthy: menu attached  
 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

41. During what hours of operation do you plan to serve food? 6:00am - 9:00pm.

42. What hours, if any, will food service not be available? —

43. Indicate any other product/service offered. Coffee and related retail

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? all counter service

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  
*There is a dedicated food area-pantry*
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 *Turbochef*
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? 30-40%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? very small  
 What percentage of your advertising budget do you anticipate will be drink related? very small
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:  
5 % Alcohol 85 % Food 10 % 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.

### 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 3 7 3 4 0 7 - 0 4
69. Federal Employer Identification Number 39-1779155
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Shannon Behr  
 E-mail address Shannon@colectivocoffee.com  
 Phone 414-292-3343 Preferred language english
71. Corporate attorney, if applicable: Name \_\_\_\_\_  
 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.

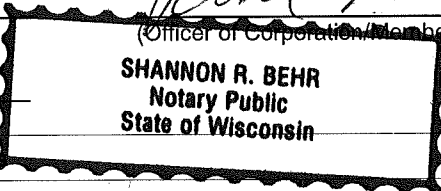
Subscribed and Sworn to before me:

this 22 day of November, 2013

Shannon R Behr  
 (Clerk/Notary Public)

Paul Miller  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 11/22/15



Clerk's Office checklist for complete application		
<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 _____		

A-4-VERVEER  
 P-406



Join Our Email List



## Introducing COLECTIVO COFFEE, the new name for Alterra Coffee

Hello to all our Friends and Neighbors-

We want to share some big news with you – we are changing our name to COLECTIVO (co-lec-TEE-vo) COFFEE! Our company is the same; all your favorite people are still here ready to serve you. Our bakery still makes those amazing goodies you crave, and our roasting crew still finds and creates the coffee we've become famous for. In reality nothing has changed except the name we call ourselves.

Why are we changing our name? Great question. We were and are committed to growing our organization and creating opportunity for all of us. Making that happen takes resources. In 2010 we were presented with a great opportunity to strengthen our company and ensure we could grow and develop as we wanted, even during a period of economic uncertainty. We agreed to sell our name – not the company – to the Mars Corporation, retaining full control of our business. After three years of this relationship, we decided it was time for us to move on...thus the name change.

Alterra is a great name, and it is freighted with all the good stuff our organization has done and created over the past 20 years...but it is only a name (great as it is). The heart and soul of our company – the culture and the quality – remain. At the end of the day, our people are what make us great, and all of us are still here.

We value serving all of you and we thank you for all your support over the past 20 years. We hope we've earned your faith, and we ask you to extend a bit of that faith and trust us when we say we're on the right track. Remember, the only thing that has changed is our name! We (Lincoln, Paul, and Ward) remain sole owners of our company and along with the rest of our co-workers are excited for this next chapter!

Hopefully, COLECTIVO will earn a place in your heart next to the name Alterra. We promise we'll work our hardest to make that happen! Please feel free to reach out and ask us a question at [info@colectivo.com](mailto:info@colectivo.com). Watch the video. (Press Release PDF)

VIVA COLECTIVO!










# ALL-DAY BREAKFAST

## SANDWICHES & BURRITOS

On our homemade bread or biscuits with a side of fresh fruit

<b>LOCAL YOKEL</b> 	\$5.95
Veggie frittata, Usinger's Canadian bacon & local cheddar with tomato on our multi-grain.	
<b>SMOKED SALMON*</b>	\$6.95
With cucumber dill cream cheese, tomato, red onion & capers on our toasted sourdough, multi-grain, or a bagel.	
<b>BACON BISCUIT</b> 	\$5.50
Bacon, eggs & local smoked cheddar on our biscuit.	
<b>CHEESY BISCUIT</b>  	\$5.50
Eggs & local white cheddar on our biscuit.	
<b>POTATO BACON</b> 	\$5.75
Roasted potatoes, Usinger's bacon, eggs & cheddar.	
<b>CHORIZO</b> 	\$5.75
Eggs, spicy green chiles, black beans, local pepper jack & zesty chorizo sausage	
<b>VEGGIE PESTO</b>  	\$5.75
Roasted pesto potatoes, eggs, broccoli & local provolone.	

## HOMESTYLE CLASSICS

<b>GRANOLA &amp; MILK</b> 	\$3.95
Homemade. Substitute yogurt or soy milk for 55c	
<b>QUICHE</b> 	\$5.75
Daily selections, served with homemade ranchero salsa.	
<b>BAKED OATMEAL</b> 	\$4.50
Served with milk. Substitute yogurt or soy milk for 55c	
<b>TOAST</b>  	\$1.10
Sourdough or multigrain bread, with peanut butter, hummus, or strawberry jelly.	
<b>BAGEL</b>  	\$1.10
Toasted, with cream cheese (plain or flavored), hummus, peanut butter, whipped butter, or strawberry jelly.	



Made with local ingredients








These items are vegetarian.

# SIGNATURE SANDWICHES

<b>TOMATO BASIL TURKEY</b> 	\$7.75
Basil lemon cream cheese, tomato, usinger's smoked turkey, spinach & provolone on our ciabatta.	
<b>PESTO MOZZ</b>  	\$7.50
Mozzarella, spinach, fresh oregano, pesto cream cheese & tomato, on our sourdough.	
<b>AVOCADO BLT</b> 	\$6.95
Usinger's bacon, lettuce, tomato, avocado & pesto mayo on our toasted sourdough or multi-grain bread.	
<b>TURKEY CLUB</b> 	\$7.75
Baked turkey with Usinger's bacon, lettuce, tomato, local swiss & basil pesto on sourdough or multigrain bread.	
<b>WISCO CHEESE</b>  	\$6.50
Local provolone, cheddar & pepper jack, with tomato and creamy chipotle dressing on our sourdough.	
<b>FALAFEL BURGER</b>  	\$6.50
Homemade falafel, red pepper & cilantro hummus, lettuce, tomato, red onion, and cucumber mint side, on our sweet bun.	
<b>VEGGIE BURRITO</b>  	\$6.50
Vegetable medley, sweet potatoes, chipotle rice, black & refried beans, fontina cheese & a side of homemade salsa.	

## KID'S SANDWICHES

<b>GRILLED CHEESE</b>  	\$4.25
Local cheddar on our sourdough or multigrain bread.	
<b>BAGEL DOGS</b> 	\$5.50
Usinger's all-beef hot dog, hand rolled in a homemade bagel.	
<b>PEANUT BUTTER &amp; JELLY</b>  	\$4.25
Peanut butter & homemade strawberry jam on our sourdough or multigrain bread.	

## CATERING

Coffee, Food, Bakery! We do catering for groups of all sizes, please contact us directly with questions or for more info. We will be happy to help you feed a small army or a few friends.

(414) 744 6110

# Colectivo<sup>™</sup> COFFEE

## - Coffee -

MUG FOR HERE IN A MUG

CUP TO GO FOUR SIZES

TRAVEL MUG BRING IN YOUR OWN - ANY SIZE UP TO 20 OZ.

ICED COFFEE BREWED "DOUBLE STRONG OVER ICE" FOR PROPER STRENGTH & FLAVOR

CAFE AU LAIT EQUAL PARTS BREWED COFFEE & STEAMED MILK

JOE TO GO SERVES 12 - BOX OF COFFEE WITH CUPS AND CONDIMENTS

## - Today's Coffee -

CHECK THE MENU BOARD FOR TODAY'S BREWS

## - Traditional Espresso -

ESPRESSO CHOOSE FROM OUR ESPRESSO TORO OR OUR WEEKLY ROTATING SPECIAL

MACCHIATO ESPRESSO "MARKED" WITH FOAM

CORTADO EQUAL PARTS ESPRESSO & STEAMED MILK SERVED IN A CORTADO GLASS

CAPPUCCINO HEAVILY FROTHED MILK POURED THROUGH ESPRESSO

LATTE LIGHTLY FROTHED MILK POURED THROUGH ESPRESSO

MOCHA LATTE WITH DARK (OR WHITE) CHOCOLATE & ESPRESSO

AMERICANO ESPRESSO ON TOP OF HOT WATER

## - Cafe Classics -

HOT CHOCOLATE COCOA POWDER AND STEAMED MILK

STEAMER STEAMED MILK SWEETENED WITH MONIN SYRUP

ITALIAN SODA BUBBLY NATURAL SODA MADE TO ORDER WITH YOUR CHOICE OF MONIN SYRUP

### Customize Your Drink

ADD YOUR FAVORITE EXTRAS ESPRESSO SHOT • MONIN SYRUP • HONEY • HALF 'N HALF • SOY MILK