



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, 2015.
- 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.

Mega Marts, LLC

4. Trade Name (doing business as) Metro market # 6434

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

6. Mailing address PO Box 473, MS-2650, Milwaukee, WI 53201

7. Anticipated opening date open

- 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 store with outdoor patio;
includes on-premise consumption of beer, wine & spirits
throughout store and on patio

11. Attach a floor plan, no larger than 8 1/2 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.
- Surface parking lot with 300 parking spaces
- Will be monitored to 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 Ultra Mart Foods, LLC (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 Timothy J. Smith
17. City, state in which agent resides Wauvakee, WI
18. How long has the agent continuously resided in the State of Wisconsin? 17 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 6/10/2008, was
 recently agent for
 the Copps store located
 at 261 Junction Rd in
 Madison, license
21. State and date of registration of corporation, nonprofit organization, or LLC. WI, 11/23/51
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	Michael P. Turzanski	New Berlin, WI
VP/Secretary	Edward G. Kitz	Hartland, WI
VP/Treasurer	William L. Dawling	New Berlin, WI

No. 72331-79975 -
 copy attached

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 MegaMarts, LLC

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Boundy's Supermarkets, Inc is the sole member of
Mega marts, LLC
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) please see attached store list of stores
operated by Mega marts, 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 & spirits

28. Hours of operation 6am-11pm daily
29. Describe your management experience Boundy's Supermarkets, Inc.
operates over 170 grocery stores; over 140 with alcohol sales.

30. List names of managers below, along with city and state of residence.
Timothy J. Smith, Waunakee, 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 and 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? a 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

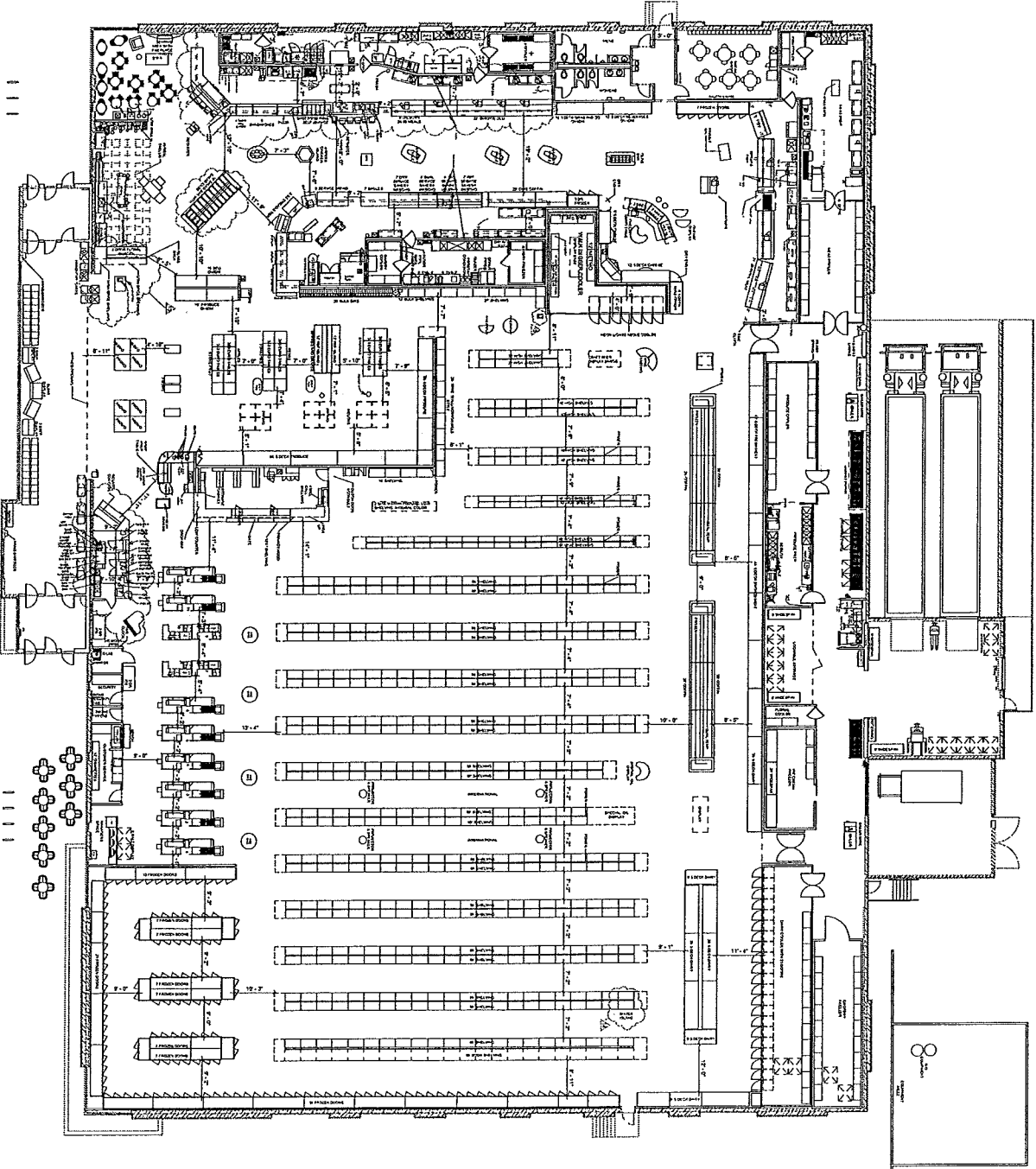
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 60 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

PROPOSED FLOOR PLAN (ISSUED)
 SCALE: 1/8" = 1'-0"



<p>FOUNDRY'S 872 E. WISCONSIN AVENUE MADISON, WI 53703 PHONE: 414.231.2000</p>		<p>METRO MARKET #404 MADISON, WI</p>		<p>PROPOSED FLOOR PLAN</p>		<p>7/25/04 01/22/2010 200" x 1'-0"</p>	
NO.	DESCRIPTION	DATE	BY	REVISION	DATE	BY	REVISION
1	ISSUED FOR PERMIT	7/25/04	MM				
2	REVISED PER PERMIT	8/10/04	MM				
3	REVISED PER PERMIT	8/10/04	MM				
4	REVISED PER PERMIT	8/10/04	MM				
5	REVISED PER PERMIT	8/10/04	MM				
6	REVISED PER PERMIT	8/10/04	MM				
7	REVISED PER PERMIT	8/10/04	MM				
8	REVISED PER PERMIT	8/10/04	MM				
9	REVISED PER PERMIT	8/10/04	MM				
10	REVISED PER PERMIT	8/10/04	MM				

ROUNDY'S SUPERMARKETS, INC.

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

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

December 23, 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.



9. Dairy: The store will have extensive dairy department that features fresh milk, eggs and cheeses. Natural, organic and soy products will all be available. A specialty cheese department will also be within the store.

10. Wine and Spirits: A full service department with alcoholic beverages will be provided. This will include an extensive wine selection as well as craft beers and a full line of spirits.

12. Café: There will be a sit down area where customers can enjoy any of the items they purchase from our deli or service bars. They can enjoy a salad, sandwich, pizza or sushi in a comfortable atmosphere. Beer and wine are available.

12. Center Store: Metro Market will be a full service 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.

13. Floral: The store will include a full floor department with fresh flowers rivaling the best local florist.

Metro Market 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.



Mr. Edward G. Kitz
Group Vice-President Legal, Risk & Treasury

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

Stuffed Poblano Peppers (Chilies Relleno)

Carne Asada (Grilled Skirt Steak)

Backyard Barbecue Night

Grilled Barbecue Chicken (Sweet Baby Rays)

Barbecue Waffle Sweet Potatoes

Buttered Corn on the Cob

Green Bean Recipe

Corn Bread Pudding

Braised Greens with Ham

Bbq Baked Beans

Baked Cheesy Redskin Mashed Potatoes

Grilled Summer Vegetables

Texas Style Brisket

Pulled Barbecue Pork

½ Slab Baby Back Ribs Ruprecht

Bourbon Barbecue Beef Ribs Ruprecht

Jerk Chicken with Tropical Fruit Salsa

Grilled Tilapia with Shrimp Salsa

Taste of The Mediterranean Night

Mac and Cheese Italian

Baked Chicken Vesuvio

Pasta Al Forno

Pasta and Sauce of the Day

Red Grains and Pearl Couscous Simplot

Frittata Recipe

Green Beans Recipe

Rapini Recipe

Eggplant Recipe

Garlic Mashed Yukon Potatoes

Baked Polenta Cakes

Stuffed Shells with Marinara Menza

Baked Lasagna

Chicken Parmesan

Famous Fish Fry Friday

Pasta and Sauce Recipe

Onion Rings

Popcorn Shrimp

Asparagus Recipe

Ratatouille with Goat Cheese

Vegetable Cake

Parmesan Potato Wedges

Hush Puppies

Waffle Sweet Potatoes with Sea Salt

Fried Cod Filet

Fried Lake Perch

Salmon Filet with Pesto and Marinara

Home Comfort Cooking Saturday

Grilled Chicken and Vegetables

Roasted Pork Loin with Baked Apples and Walnuts

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 Muffaletta

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