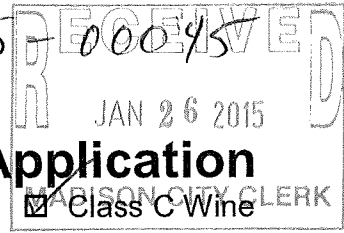


LICKIB-2015



# City of Madison Liquor/Beer License Application

On-Premises Consumption:  Class B Beer     Class B Liquor  
Off-Premises Consumption:  Class A Beer     Class A Liquor

Class C Wine

## 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, 20 15.
- 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.

4. Trade Name (doing business as) \_\_\_\_\_

5. Address to be licensed 8530 Monroe St. Madison, WI 53703

6. Mailing address 2999 N. Humboldt Blvd. MILWAUKEE, WI 53212

7. Anticipated opening date 03/2015

- 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. Seating capacity is 110 inside, no seating  
outside. All food and beverage is counter service. Baristas will  
pour beer and wine from counter 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 110 inside
- 13. Describe existing parking and how parking lot is to be monitored.  
Parking lot is on the side of building, will be monitored by  
collectivo coffee.
- 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 William Suskey
- 17. City, state in which agent resides Mequon, 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 \_\_\_\_\_
- 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  
 \_\_\_\_\_  
 \_\_\_\_\_
28. Hours of operation 6am - 10 pm
29. Describe your management experience Extensive management experience with detailed SOP manuals. Management structure includes director of stores, operation manager, and training department.  
 \_\_\_\_\_
30. List names of managers below, along with city and state of residence.  
OJ KAISER - Madison, WI  
KATE CRISTOBAL - MILWAUKEE, WI
31. Describe staffing levels and staff duties at the proposed establishment Director, Manager, Ambassadors, Shift leaders, lighting rods, cashiers, staff  
 \_\_\_\_\_
32. Describe your employee training Multi-level training, including orientation, programs, hands on training, and testing for barista's and shift leaders  
 \_\_\_\_\_

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

The 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? \_\_\_\_\_

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? 6am - 10pm

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 separate / 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

# Collective<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

# - ALL DAY BREAKFAST -

**SMOKED SALMON\*** 🍷 ..... 6.95

Nova Lox with cucumber dill cream cheese, tomato, red onion & capers on toasted Troubadour sourdough or multi-grain bread, or bagel.

\*Consuming raw or undercooked seafood may increase your risk of foodborne illness.

**BREAKFAST BAGUETTE** 🍷 ..... 6.95

Yuppie Hill eggs, grilled poblano peppers, onion, tomato, cheese & chipotle red pepper pesto on a Troubadour baguette.

**VEGGIE PESTO BURRITO** 🍷 ..... 5.75

Yuppie Hill eggs, roasted pesto potatoes, broccoli & local provolone.

**BACON BISCUIT** 🍷 ..... 5.95

Usinger's bacon, Yuppie Hill eggs & local smoked cheddar on a Troubadour biscuit.

**CHEESY BISCUIT** 🍷 ..... 5.50

Yuppie Hill eggs & local white cheddar on a Troubadour biscuit.

**POTATO BACON BURRITO** 🍷 ..... 5.75

Usinger's bacon, Yuppie Hill eggs, roasted potatoes & local cheddar cheese.

**CHORIZO BURRITO** 🍷 ..... 5.75

Hometown Sausage's zesty chorizo sausage, Yuppie Hill eggs, spicy green chiles, black beans & local pepper jack cheese.

**QUICHE** 🍷 ..... MPR

Made with Yuppie Hill eggs and seasonal ingredients. Served with our homemade ranchero salsa. See the case for daily selections.

**BAKED OATMEAL** 🍷 ..... 4.95

Seasonal ingredients served with Sassy Cow milk. Substitute Sugar River yogurt or soy milk for 55¢.

**TOAST** ..... 1.10 **BAGEL** ..... 1.20

Troubadour sourdough or multi-grain toast and six different Troubadour bagel varieties, with European butter. Additional spreads listed below.

**HOMEMADE GRANOLA & MILK** 🍷 ..... 4.25

Substitute Sugar River yogurt or soy milk for 55¢.

## SPREADS FOR YOUR TOAST OR BAGEL

Homemade strawberry jam .... 75¢	Plain cream cheese ..... 90¢
Organic peanut butter ..... 75¢	Flavored cream cheese ..... \$1.30
Homemade hummus ..... 95¢	

🍷 Vegetarian

🍷 Made with local ingredients



# - SIGNATURE SANDWICHES -

## TOMATO BASIL TURKEY 🍷..... 7.75

Usinger's smoked turkey, basil lemon cream cheese, tomato, spinach & local provolone on our ciabatta

## AVOCADO BLT 🍷..... 6.95

Usinger's bacon, lettuce, tomato, avocado & pesto mayo on Troubadour sourdough or multi-grain bread.

## TURKEY CLUB 🍷..... 7.75

Baked turkey with Usinger's bacon, lettuce, tomato, local Swiss & basil pesto on Troubadour sourdough or multi-grain bread.

## CAROLINA BBQ PORK 🍷..... 7.50

Slow-cooked Yuppie Hill pork shoulder with South Carolina BBQ sauce & shredded cabbage on a Troubadour sweet bun.

## FALAFEL BURGER 🌱..... 6.95

Homemade falafel and hummus, cucumber, lettuce & tomato on a Troubadour sweet bun with a side of cucumber mint sauce.

## TROUBADOUR 3 CHEESE 🌱..... 6.95

Cedar Grove havarti, Euro Crème, and Gruyere cheese on a Troubadour baguette.

## SOUP 🍷..... CUP 2.95 BOWL 4.25

Made from scratch daily. See our special board.

### FOR THE KIDS

## P B & J 🌱..... 4.25

Organic peanut and homemade strawberry jam on Troubadour sourdough or multi-grain bread.

## TURKEY CHEESE 🍷..... 5.50

Baked turkey, local cheddar and lettuce on Troubadour sourdough or multi-grain bread.

## GRILLED CHEESE 🌱..... 4.25

Local cheese on Troubadour sourdough or multi-grain bread.

### ADD-ONS

Customize any item from the kitchen.

Tomato - 2 slices..... 50¢	Usinger's Bacon - 2 slices \$1.50
Avocado..... 75¢	Turkey..... \$2.95
Swiss/Cheddar..... 75¢	Salmon..... \$2.95

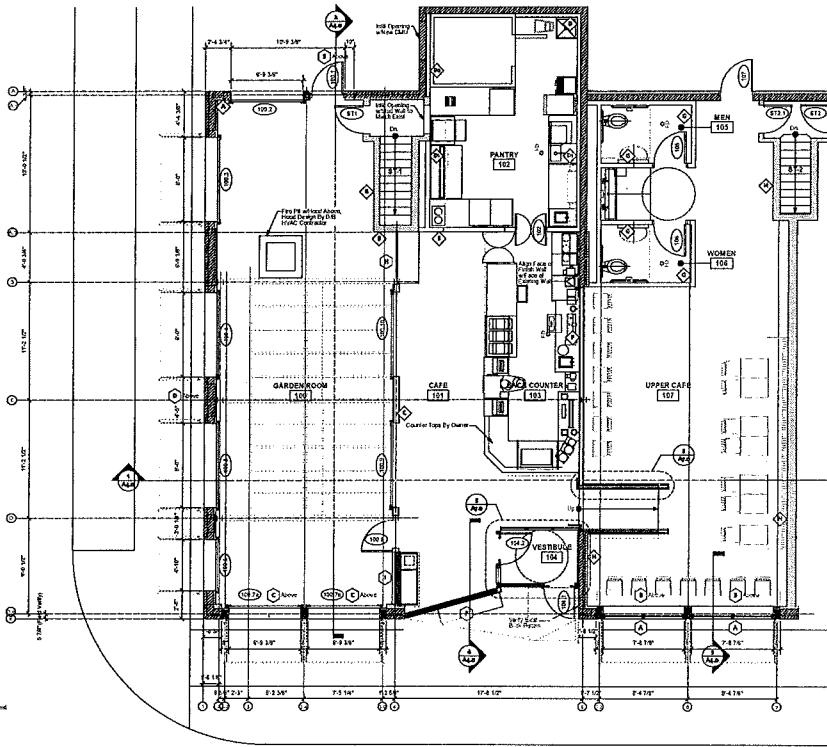
🌱 Vegetarian

🍷 Made with local ingredients



**Colectivo -  
Monroe Street**  
Alteration

3046 Monroe Street  
Culver City, CA 90230  
COLECTIVO COFFEE  
ROASTERS  
3046 MONROE ST  
CULVER CITY, CA 90230  
SPARE ENGINEERING, INC.  
15255 LINDEN AVE  
CULVER CITY, CA 90230



REMOVE  
FRAC FROM 100 SQ FT  
FLOOR AREA

NO.	REVISION	DATE

May 29, 2014  
PROJECT NUMBER  
205314.00  
SHEET TITLE

**GENERAL DEMO NOTES**

1. ALL INFORMATION CONCERNING EXISTING CONDITIONS SHALL BE FIELD VERIFIED PRIOR TO CONSTRUCTION, OR MATERIAL FABRICATION. NOTIFY ARCHITECT AND OWNER FOR POSSIBLE REMEDIAL ACTION IF ACTUAL CONDITIONS DIFFER FROM THOSE SHOWN HERE.

**SYMBOL KEY**

EXISTING WALL TO REMAIN  
DOOR TO REMAIN  
DOOR TO BE RELOCATED OR REMOVED  
DASHED LINE INDICATES ITEMS TO BE REMOVED

**1 GROUND FLOOR PLAN**  
A1.0 Scale: 1/4" = 1'-0"

**Ground Floor Plan**

**A1.0**  
Project Number: 205314.00