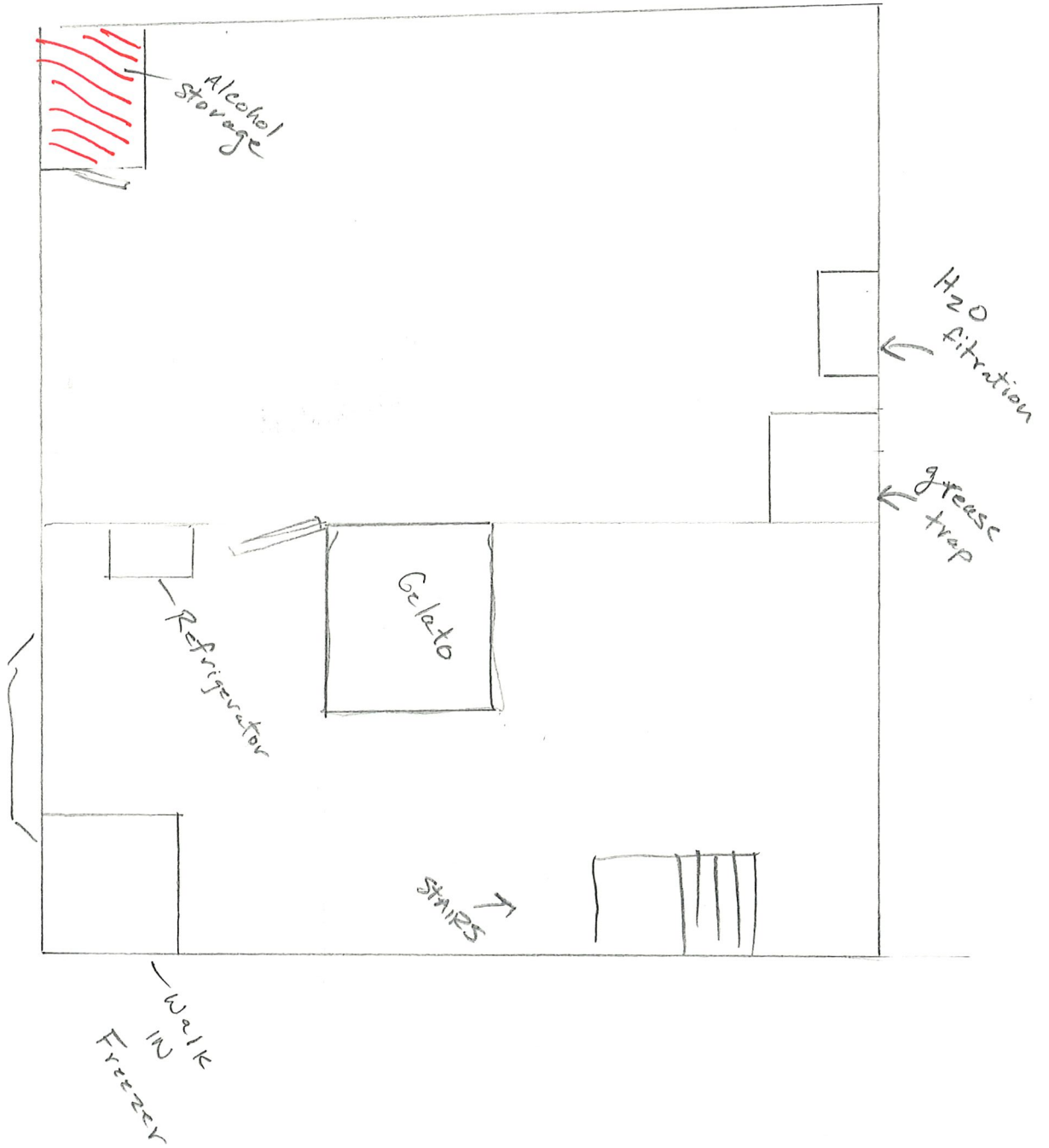


1 Seating Plan
 A2.0 3/16" = 1'-0"

<p>project Java Cat 4221 Lien Road. Madison, WI 53704</p>		<p>client Renee Raspiller 4221 Lien Road Madison, WI 53704</p>							
<p>project # 2115</p>		<p>6621 BOLDER LANE MIDDLETON, WI. 53562 608-770-5948 psarch@tds.net</p>							
<p>ARCHITECTURE</p>									
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Java Cat Coffee House
Wine and Beer License Application
Business Plan

Java Cat Coffee Shop opened the doors in 2005. It has established its presence within the Madison's restaurants landscape as a place where community can meet and support each other.

Java Cat Coffee House relocated to the Lien Road location in 2022 and opened the door in 2023. It has always been dedicated to delivering high quality, 100% fair trade and 100% organic coffee and tea, artisan gelato with authentic Italian flavors handcrafted on site, locally sourced made to order delicious fare in relaxing, warm atmosphere to local community of all ages.

Summary of the expected impact on sales and customer experience

The addition of a beer and wine liquor license to Java Cat premises will significantly enhance both sales and the overall customer experience. By introducing alcoholic beverages to the menu, we anticipate several key impacts:

1. **Sales Growth:** The inclusion of beer and wine will diversify our offerings, attracting new customers and encouraging existing patrons to spend more during their visits. With an estimated 20% of total sales attributed to alcohol, we project a notable increase in overall revenue.
2. **Expanded Customer Base:** By catering to a broader range of preferences, we anticipate attracting individuals seeking a relaxed atmosphere to enjoy alcoholic beverages alongside our signature coffee and food offerings. This expansion of our customer base will contribute to not only increased sales from beer and wine but also from food.
3. **Enhanced Social Experience:** The availability of beer and wine will transform our coffee shop into a versatile social hub, appealing to customers seeking a casual environment to socialize with friends or colleagues. This expanded social experience aligns with the evolving needs and preferences of our target demographic.
4. **Extended Operating Hours:** With the addition of alcoholic beverages, we plan to extend our operating hours into the evening, capitalizing on the demand for evening socializing opportunities in the Madison area. The hours we plan to be open are: Sunday – Thursday from 7:00 am until 7:00 pm; Friday and Saturday the evening hours will extend until 9:00 pm.
5. **Elevated Brand Image:** The thoughtful integration of beer and wine into our menu reinforces our commitment to providing a premium and comprehensive hospitality experience. This enhancement of our brand image positions us as a dynamic and forward-thinking destination within the Madison culinary landscape.

Inventory Management Procedures for Beer and Wine:

1. **Inventory Tracking System:** We plan to implement a digital inventory tracking system specifically for beer and wine products. We will utilize software to record all incoming and

outgoing inventory, including product names, quantities, purchase dates, and supplier information.

2. **Regular Inventory Checks:** We will conduct regular weekly inventory checks of beer and wine stock to ensure accuracy and identify any discrepancies between recorded inventory levels and actual stock on hand.

3. **Storage:** All alcoholic beverages will be stored in the basement in a separate locked room. Only dedicated personnel will have access to the storage room. Stock in use will be kept in a secured refrigerator.

4. **Inventory Loss Prevention:** We will implement measures to prevent inventory loss or shrinkage, such as secure storage areas with restricted access and surveillance cameras to deter theft. We will train staff on proper inventory handling procedures and conduct regular audits to identify any discrepancies or potential areas of concern. Only dedicated staff will be allowed to serve alcohol.

5. **Quality Control:** We will conduct regular quality inspections of beer and wine inventory to ensure that products meet quality standards and are free from defects or damage.

By following these inventory management procedures specifically tailored to beer and wine products, Java Cat aims to optimize stock levels, minimize waste, and ensure the availability of high-quality beverages for our customers. Regular monitoring and adjustments to inventory practices will be made to adapt to changing demand and market conditions effectively.

Risk Management Plan

We will implement risk management strategies to ensure the responsible and lawful sale of beer and wine while prioritizing the safety and well-being of our customers and staff. The risk and mitigating strategies and procedures will be reviewed to adapt to changing circumstances and mitigate potential risks effectively. We identified security and safety as the number one risk area.

Description: Security threats, such as theft, underage drinking, or disturbances, could compromise the safety and well-being of patrons and staff and tarnish the reputation of the coffee shop.

Mitigation Strategies: We have security cameras and alarms to deter criminal activity and monitor the premises. Our staff is trained on handling difficult situations and de-escalating conflicts effectively. We will implement procedures for checking IDs and preventing underage drinking.

In conclusion, the addition of a beer and wine liquor license represents a strategic opportunity to elevate our business, drive sales growth, and enrich the overall customer experience. We are confident that this initiative will solidify our position as a beloved community gathering place while propelling us toward continued success in the Madison market.

Breakfast

Served all day

Croissant breakfast sandwich - Butter croissant with eggs and american cheese

Choice of: sausage, bacon or no meat - 8

English muffin breakfast sandwich - English muffin with eggs and american cheese

Choice of - sausage, bacon or no meat - 6

Breakfast wrap - Eggs, red onion, green pepper and cheddar cheese, wrapped and grilled in a flour tortilla.

Choice of: sausage, bacon or no meat

Gluten free? Make it a BOWL

Comes with salsa and sour cream - 7

Breakfast quesadilla - Eggs, sausage, bacon, red onion and green peppers grilled in a flour tortilla with cheddar and american cheese

Comes with salsa and sour cream - 9

Bagels

Plain * Everything * wheat * Jalapeño Cheddar

Bagel breakfast sandwich - Your choice of bagel with eggs and american cheese

choice of: sausage, bacon or no meat - 8

Bagel with cream cheese - 4.50

Extra cream cheese - .60

Add avocado to ANY sandwich 1.05

Any Sandwich Boom Boom style .50

Lunch

Served all day

Sandwiches come with choice of chips or applesauce

International grilled cheese - Cheddar, swiss and american cheese grilled on wheat - 6

Stuffed grilled cheese - Cheddar, swiss and american cheese grilled on wheat - Stuffed with bacon, tomatoes and boom boom sauce - 7

Java B.O.L.T. - Bacon, red onion, spring mix and tomato on toasted wheat with mayo - 8

Tuna melt - Tuna salad with spring mix and tomato Grilled with cheddar cheese on wheat - 9

Java club - Turkey, bacon, spring mix, red onions and tomato on wheat with cheddar and mayo - 10

Hummus panini - Choice of garlic or spicy hummus with spring mix, green peppers, red onion, tomato and avocado on a potato bun

* Choice of - cheddar, american, havarti or swiss - 9

Cubano - Pulled pork, ham, banana peppers, pickles, havarti and bistro sauce grilled in a potato bun - 12

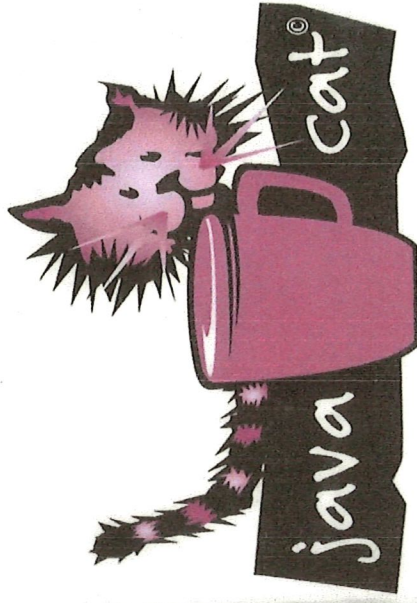
Chicken of the season - Seasonal chicken salad, lettuce, tomato with a paired cheese and bread - 12

Fruit and walnut salad - Walnuts, cranberries, apples strawberries and blackberries on a bed of spring mix with crumbled gorgonzola

Comes with honey balsamic vinaigrette - 12

Kids sandwich - American grilled cheese or ham and american cheese

* Comes with chips or applesauce - 7



4221 Lien Rd
Madison, WI 53704
(608) 223-5553

Hours

MONDAY - SUNDAY
7:00 AM - 5:00PM

www.javacatmadison.com

Coffee

	Small 12 oz	Medium 16oz	Large 20 oz
Drip	2.00	2.25	2.50
Au Lait	3.00	3.25	3.75
Americano	2.75	3.25	3.75
Latte	4.25	4.75	5.25
Flavored Latte	4.75	5.25	5.75
Breve latte	4.75	5.25	5.75
Cappuccino	4.25	4.75	5.25
Mocha	5.00	5.50	6.00
Caramel Macchiato	5.00	5.50	6.00
Miel	4.75	5.25	5.75

Espresso

	Single	Double
Espresso Shot	2.25	2.75
Macchiato	2.50	3.00
Con Panna	2.50	3.00
Cortado	2.50	3.00
Add extra shot	4.75	

	Single	Double
Matcha	2.40	2.80

	Small 12 oz	Medium 16oz	Large 20 oz
Tea	2.40	2.80	3.10
Latte	5.00	5.50	6.00
Frappe	5.75	6.00	6.00
Green eye	Single 2.50	Double 3.00	

Flavors

Vanilla	English Toffee	Salted Caramel
Chocolate	Lavender	Toasted Marshmallow
Caramel	Raspberry	White Chocolate
Hazelnut	Peppermint	

GOLD BREW

	16 oz	20 oz
	2.75	3.25

Growlers:
First Time Deposit and Fill: -20
Refill: -10

Alternative Drinks

	Small 12 oz	Medium 16oz	Large 20 oz
Chai Latte	4.75	5.25	5.75
Chai Changer	5.25	5.50	6.25
Tea Latte	3.75	4.25	4.75
London Fog	4.00	4.50	4.75
Flavored steamer	3.25	3.50	3.75
Hot Cocoa	3.25	3.75	4.25

Cold Drinks

	16 oz.	20 oz.
Lemonade	2.50	2.75
Iced tea	2.75	3.00
Arnold Palmer	3.00	3.25
Flavored Arnold Palmer	3.25	3.50

Blended Drinks

	16 oz.	20 oz.
Frappe	5.50	5.75
Chai Frappe	5.50	5.75
Smoothies	5.75	6.25

wild berry * strawberry * mango * Strawberry banana

Gelato

	Single	Double	
Affogato	3.90	4.90	
Creamalato	5.15	6.15	
Javalato	6.20	7.20	
Dish	Small - 3.95	Medium - 4.95	Large - 5.95

Sugar free

Vanilla
Chocolate
Caramel
Hazelnut

Plant Milks

Soy 1.00
Oat
Coconut
Almond

Chilling in the fridge

Water 1.75
Juice 2.00
Soda 1.00

Tea

	Small 12 oz	Medium 16oz	Large 20 oz
	2.25	2.75	3.00

Pishi

Green tea mint - Green tea and peppermint
Jasmine - Green tea infused with jasmine flowers
Jade cloud - A lively, delicious everyday green tea

English breakfast - robust - notes of dates and raisins
Earl grey - smooth and citrusy, with aroma of bergamot
Masala chai - black tea with Indian masala spices
Iron goddess oolong - Smooth aromas of roasted chestnut and dried apricot

Chamomile - chamomile with a hint of lemon and spearmint
Ginger - Enlivening heat with a bright, spicy lemony aroma
Ginger turmeric - Golden turmeric with ginger and citrus
Ginger tangerine - hibiscus blend with, ginger and citrus.
Cinnamon plum - juicy plum, currant and Saigon Cinnamon

Blueberry Rooibos - rooibos with notes of elderberries and blueberries

~~Hibiscus Rooibos - bright, tangy rooibos with hibiscus~~

URBAL TEA

Strawberry Kiwi - refreshing kiwi and strawberries

Simply Lemon - For the true lemon lover!

Cran Apple - detoxifying blend of herbs with cranberry and apple

Apple Hibiscus - flavors of apple, hibiscus and citrus

Equilibrium - Chai-like combination of herbs and spices

Winter Wellness - a soothing boost to the immune system with mint, orange and echinacea