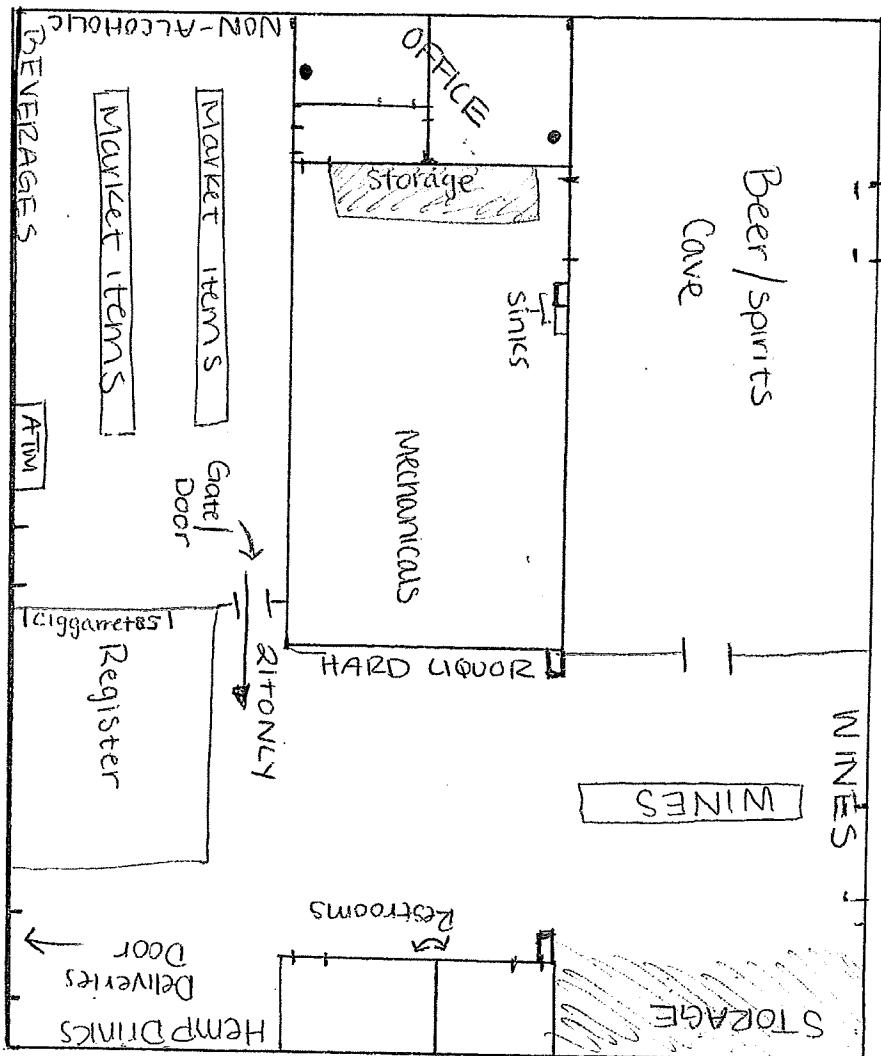


Latino Management LLC
DBA Fiesta LIQUOR & Market

706 W Badger Rd
Madison, WI 53713



Parking
Parking
Parking

Business Plan

Latino Management, LLC DBA Fiesta Liquor & Market
706 W Badger Road, Madison, WI 53713

1. Executive Summary

Business Name: Latino Management, LLC DBA Fiesta Liquor & Market

Business Address: 706 W Badger Road, Madison, WI 53713

Business Type: Retail Liquor and Market

Business Hours: Monday–Saturday 9:00 AM–9:00 PM; Sunday 10:00 AM–9:00 PM

Purpose of Plan: License Transfer for New Location

Mission Statement:

To bring culture, community, and convenience together by offering a diverse selection of wines, spirits, beer, and Latin-inspired products in a welcoming environment that celebrates our heritage and serves the Madison community.

Vision:

To become Madison's most recognized community-centered liquor and market destination—known authenticity, and exceptional customer care.

Objectives:

- Successfully transfer existing liquor license to the new location.
- Maintain compliance with all City of Madison and Wisconsin Department of Revenue alcohol regulations.
- Continue to provide high-quality service and culturally inspired products to local residents.

2. Company Description

Overview:

Latino Management, LLC is a locally owned and operated business led by Ana Mujica. The business will proudly operate under the DBA **Fiesta Liquor & Market**, a retail store serving Madison, Wisconsin. Fiesta Liquor & Market offers a full range of beer, wine, liquor, and convenience goods, with a focus on Latino brands and community connection.

Purpose of Transfer:

The business is relocating to 706 W Badger Road to continue operations in a space that supports future growth. This transfer maintains continuous operations under the same ownership.

Core Values:

- Integrity in all business practices.
- Respect and inclusion for all customers.

- Commitment to local culture and community involvement.
- Compliance with all state and municipal regulations.

3. Products and Services

Primary Offerings:

- Retail sales of beer, wine, and liquor for off-premises consumption.
- Convenience market products including mixers, snacks, and essential grocery items.
- Specialty Latin beverages and imports.
- Ready-to-go cocktail kits

4. Market Overview

Target Market:

- Local residents in the Madison area, particularly near the South Side and Badger Road corridor.
- Latino and multicultural consumers seeking authentic beverages and products.
- Customers who value a friendly, local shopping experience over big-box chains.

Market Position:

Fiesta Liquor & Market differentiates itself through cultural authenticity, bilingual service, and a family-oriented environment. The store's branding emphasizes celebration, hospitality, and quality.

Competition:

While larger chains exist in Madison, Fiesta Liquor & Market provides a unique niche experience—combining cultural pride with excellent customer service and local engagement.

5. Operations Plan

Hours of Operation:

- Monday–Saturday: 9:00 AM – 9:00 PM
- Sunday: 10:00 AM – 9:00 PM

Management Structure:

- **Owner:** Juan Gomes
- **Manager:** Ana Mujica
- **Entity:** Latino Management, LLC

Licenses & Compliance:

- Class A Liquor License (Retail Off-Premise Sales)

- Appointment of Liquor Agent (filed with City of Madison Clerk's Office)
- Wisconsin Seller's Permit and DFI Registration
- Compliance with City of Madison ordinances and Wisconsin Department of Revenue alcohol laws

Suppliers:

- Authorized Wisconsin alcohol distributors.
- Local vendors and Latino import suppliers.

Security and Safety:

- Licensed surveillance system in place.
- Age verification procedures for all alcohol sales.
- Staff training in responsible alcohol service.

6. Marketing and Community Engagement

Brand Identity:

Fiesta Liquor & Market represents joy, culture, and community. The brand celebrates diversity and inclusion while maintaining professional, reliable service.

Marketing Approach:

- Word-of-mouth and neighborhood reputation.
- Seasonal promotions and in-store displays.
- Collaborations with local businesses and cultural organizations.

Community Role:

Fiesta Liquor & Market aims to be more than a retail store—it seeks to serve as a local hub of culture and connection by supporting events, and offering bilingual communication.

7. Summary

Latino Management, LLC DBA Fiesta Liquor & Market is committed to operating a responsible, compliant, and community-focused business at its new Madison location. This plan supports the transfer of the existing liquor license and outlines the business's dedication to quality, culture, and service.

12/01/2025

Prepared for submission to the City of Madison Clerk's Office and the Wisconsin Department of Revenue.