

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning October 30th 20 12 ;
 ending June 30th 20 13

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County of Dane Aldermanic Dist. No. _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Headie Foods LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member <u>Owner</u>	<u>Richard J Wooton</u>	<u>1055 E Washington Ave</u>	<u>#205 53703</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>Richard Wooton</u>		
Directors/Managers			

3. Trade Name Cheba Hut Business Phone Number 608 843 2718
 4. Address of Premises 453 W Gilman St Post Office & Zip Code 53703

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
 6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
 7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
 8. (a) **Corporate/limited liability company applicants only:** Insert state WI and date 05/03/12 of registration.
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
 (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
 (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

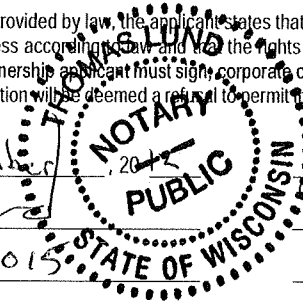
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) All beer will be sold and stored at 453 W Gilman

10. Legal description (omit if street address is given above): _____
 11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
 (b) If yes, under what name was license issued? _____
 12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
 13. Does the applicant 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] Yes No
 14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 September, 2012
Thomas [Signature] (Clerk/Notary Public)
[Signature] (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
 My commission expires 05/25/2015
 _____ (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
 _____ (Additional Partner(s)/Member/Manager of Limited Liability Company if Any)



TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>LIC13-2012-00834</u>	

Handwritten: LStar: 27814

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation) <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
---	---	--

1. Name of Applicant/Partner/Corporation/LLC Headie Foods LLC

2. Address of Licensed Premise 453 W Gilman St Madison WI 53703

3. Telephone Number: 608 843 2718 4. Anticipated opening date: 11/15/2012

5. Mailing address if not opening immediately 1055 E Washington Ave #205 Madison WI 53703

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: Sub shop which would like to offer beer on tap. Open Sun-Wed 11A-12A and Thurs-Sat 11A-3A

9. Do you plan to have live entertainment? No Yes—What kind? would like to have band 2x a year for customer appreciation day and back to school event;

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

please see attached paper

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. No parking available

13. Describe your management experience, staffing levels, duties and employee training.

Please see attached paper

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Richard J Wooten 1055 E Washington Ave #205 Madison WI 53703
 Name Address

15. Utilizing your market research, who would you project your target market to be?

College students, young professionals, and blue collar workers

16. What age range would you hope to attract to your establishment? 18-45

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

Please see attached paper

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: 453 W Gilman LLC (run by Madison Property Mgmt)

Address of Owner: 1202 Regent St 53715 Phone Number (608) 251-8777

20. 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? Yes No

21. List the Directors of your Corporation/LLC

Richard J Wooten 1055 E Washington Ave #205 Madison WI 53703
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Richard J Wooten 1055 E Washington Ave #205 Madison WI 53703 100%
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. _____

24. What type of food will you be serving, if any? Subs, salads, soups, desserts, chips

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? Food will be served the entirety of working hours, Sun - Wed 11a-12a and Thurs - Sat 11a-3a

10. The dining area consists of two rooms. The first room is 42ft x 22ft 4in and the second room is 37ft 9 ¾in. The total capacity is 74 individuals with 56 seats available in the form of two-tops, four-tops, handicap accessible four-tops, and six seats at the bar. Beer will be sold from taps behind a 10ft x 6ft bar and the barrels will be stored in a walk-in cooler in the basement.

13. My management experience is one year being a supervisor at a medical answering service where I was in charge of hiring and firing, writing schedules, training, quality control, and running monthly meetings. Moreover, I taught nine sections of public speaking to undergrads at the University of New Mexico, Albuquerque. My duties were to compile and grade activities, lesson plans, exams, and speeches. Lastly, I spent 10 days of intense training at the Cheba Hut Franchise office in Tempe, AZ where we discussed management theories and procedures.

At this Cheba Hut I will be the owner/operator. The other positions available are (1) in-shopper, who works behind the counter prepping, taking orders, preparing sandwiches and desserts, restocking items when needed, and cleaning. (2) The bike delivery person who delivers food to customers living within a 1.5 mile radius and helps with in-shopper duties when available. (3) The bartender who serves beer, verifies the legal age of the consumer, and is aware of how much an individual drinks and how intoxicated the person appears to be. And (4) the key-holders who help with in-shopper duties, open and close the restaurant, takes inventory, helps train, and in charge of quality control.

All employees wanting to work behind the bar will be required to take and pass the server beverage training course. Any employee that has not received their server beverage certificate will not be permitted behind the bar.

17. Cheba Hut will market to the community in many ways:

(1) Cheba Hut would like to participate in community events such as football tailgating; concerts at the Majestic, Barrymore, etc.; Taste of Madison, and eventually the concerts on the square. The general marketing procedure to these events would be to bring the logoed Cheba Hut 1971 VW Bus and set up the 6ftx6ft Cheba Hut tent where we would hand out free goodies, such as: stickers, wrist bands, Frisbees, desserts, subs, etc.

(2) Cheba Hut would like to have two annual events, one for a customer appreciation day and one for a welcome back to school event. For these events it is our hope to get approval to close down the ~~300~~³⁰⁰₄₀₀ block of Gilman st in order to have a band play while offering discounted subs. It is our hope to bring the neighborhood together and help to revitalize the ~~300~~³⁰⁰₄₀₀ block of Gilman st.

(3) Cheba Hut will promote by handing out free subs and free sub cards to random businesses in the area.

(4) Cheba Hut would like to sponsor different groups in Madison. For example, Cheba Hut would like to sponsor a team on the Madison Ultimate Frisbee League by providing them with shirts, free food, and two pitchers of free beer after a game. Also, Cheba Hut would like to sponsor a fraternity or sorority

during one of their fundraising events, helping them to raise money and allowing them to give the proceeds to their charity of choice.

(5) Cheba Hut would like to have certain days where we do half off subs.

(6) Cheba Hut would like to use print materials and radio ads to get the word out.

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Richard J Wooton, officer/member for Headie Foods LLC


(Corporation/LLC), doing business as Cheba Hut, authorize and appoint

Richard J Wooton (Name) as the liquor/beer agent for the premise

located at 453 W Gilman St.

Subscribed and sworn to before me this

22 Day of September, 2012


Signature of Officer/Member

Notary Public, Dane County, Wisconsin

My Commission Expires _____

To be completed by appointed Liquor/Beer Agent

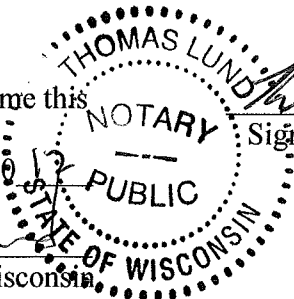
I, Richard J Wooton, appointed liquor/beer agent for
Headie Foods LLC (name of Corporation or LLC), being first duly sworn


say I have vested in me, by properly authorized and executed written delegation, full authority and control of the premise described in the license of such corporation or limited liability company, and I am involved in the actual conduct of the business as an employee, or have a direct financial interest in the business of the licensee, therein relating to the intoxicating liquor/fermented malt beverage. The interest I have in the business is 100 %.

Subscribed and sworn to before me this

22 Day of September, 2012

Thomas Lund
Notary Public, Dane County, Wisconsin
My Commission Expires 05/25/2015




Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

www.CHeBA HUT.COM

The Cheba Hut experience is simple.
We combine homegrown food with excellent
service, real people and a "relaxed"
atmosphere. Escape the Established.

Salads

ANTI PASTA

Our freshest "greens", pepperoni, ham rolls, black olives, tomatoes, green bell peppers, onions, cucumbers and a pickle spear.

CHEF

Our freshest "greens", turkey rolls, ham rolls, tomatoes, green bell peppers, onions, cucumbers, eggs and a pickle spear.

SOUTHWEST CHICKEN SALAD

Our freshest "greens", chicken salad made with salsa and spices, tomatoes, green bell peppers, onions, cucumbers and a pickle spear.

TUNA SALAD

Our freshest "greens", tuna salad, tomatoes, green bell peppers, onions, cucumbers and a pickle spear.

GREEK SALAD

Black olives, green bell peppers and feta cheese, served on a bed of our freshest "greens".

ALL SALADS\$5.99 SIDE SALAD..... \$3.99

Homegrown Soups

BROCCOLI CHEDDAR

Mmmmmmmmm.... broccoli cheddar!

SOUP OF THE DAY

CUP\$3.49 BREAD BOWL..... \$5.49

OUR SOUPS ARE TOPPED WITH MELTED CHEDDAR CHEESE IN A CUP OR A TOASTED BREAD BOWL!!!

Incredible Munchies

- STICKY ICKY** (Peanut Butter & Jelly)\$2.99
- RICE KRISPIE BAR** (Mmmmm)\$1.99
- GOO BALLS** (Rice Krispies, peanut butter, honey & cocoa)..\$1.99
- BROWNIES** (Get 'em toasted!).....\$1.99
- HEMP BROWNIES** (Yep, they're legal!!!).....\$2.29
- CHOCOLATE CHIP COOKIES** (Get 'em toasted!).....\$1.49
- GARLIC CHEESE BREAD WITH MARINARA**\$3.49
- CHIPS**\$1.25
- CHIPS/DRINK COMBO**\$2.25

Cotton Mouth Cures

WE SERVE PEPSI PRODUCTS AND HOMEMADE ICED TEA.

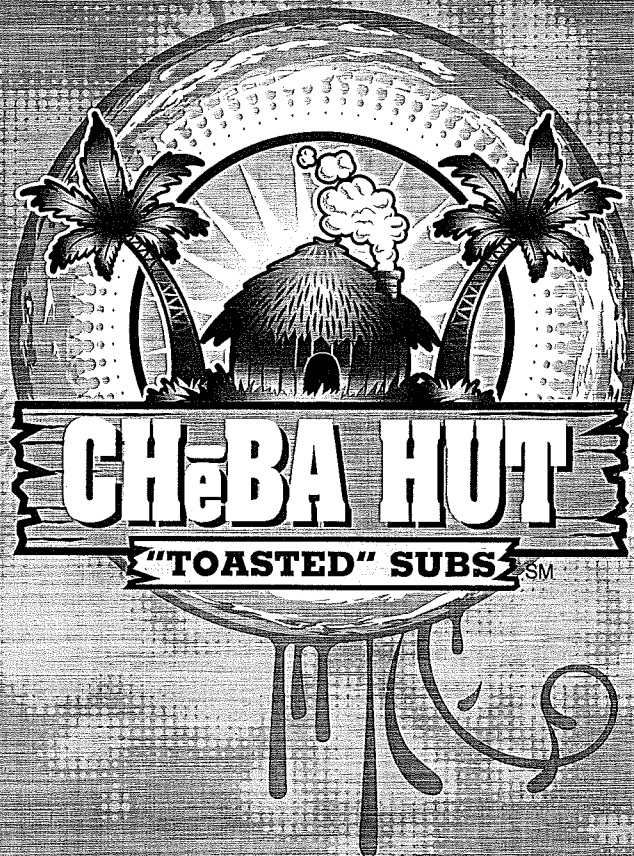
- FOUNTAIN SODAS** \$1.49
- BOTTLE OF WATER**..... \$1.49
- LOCAL CRAFT BEER**..... PRICES VARY

Extras

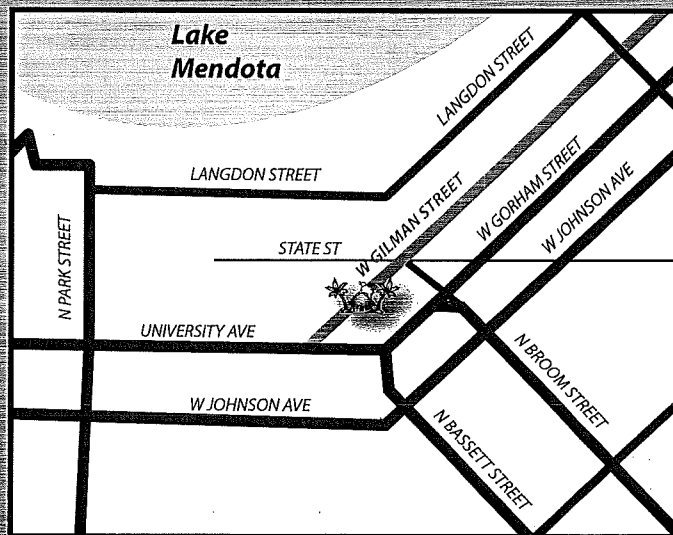
	Nug (4")	Pinner (8")	Blunt (12")
CHEESE	\$.50	\$1.00	\$1.50
GUACAMOLE	\$.50	\$1.00	\$1.50
BACON	\$.50	\$.75	\$1.00
EXTRA MEAT	\$1.00	\$1.75	\$2.50
HEMP CREAM CHEESE	\$.50	\$1.00	\$1.50

Secret Stash

LOCAL FAVORITES!
(Call store for details!)



CHēBA HUT MADISON
453 West Gilman Street
608.814.8485



We deliver within a 1.5 mile radius

Sun - Wed: 11am - Midnight
Thurs - Sat: 11am - 3am

www.chebahut.com

"Where the only thing fried, is the occasional customer."

*** Prices do not include tax!



"IN-FAMOUS"
TOASTED SUBS
FEEL FREE TO CROSS BREED...
(MAKE UP YOUR OWN)
 All names "refer" to subs only.
 Any similarities are purely coincidental.

All of our delicious subs come toasted and are available in 3 sizes: Nugs (4"), Pinners (8") and Blunts (12"). They are topped with fresh crispy lettuce, onions, tomatoes, pickles and our "special" house dressing. Your choice of white, wheat or garlic "herb" bread. Try one of our signature home-grown sauces on any sub.

Garden Veggies

HUMBOLDT™ (GUACAMOLEVEGGIE)
 Guacamole, sprouts, lettuce, onions, mushrooms, tomatoes, black olives, cucumbers, pickles and your choice of cheese.
CALIFORNIAN (3 CHEESE)
 A mixture of swiss, cheddar and pepper jack cheese.
MAJIC MUSHROOM (PORTABELLA)
 Sliced portabella mushrooms, marinated in our home grown teriyaki glaze then topped with green bell peppers, pineapple and pepper jack cheese.
SILVER HAZE (HUMMUS)
 Hummus, swiss cheese, pepperoncinis, lettuce, sprouts, onions, mushrooms, tomatoes, black olives and cucumbers.
GRIFFO (HEMP CREAM CHEESEVEGGIE)
 Pepper jack, hemp cream cheese, guacamole, sprouts, lettuce, black olives, onions, mushrooms, cucumbers, pickles and tomatoes.
TRAIN WRECK (FETA CHEESE)
 Garlic butter or marinara, black olives, tomatoes, feta cheese and our home-grown Greek dressing.

NUG (4")\$3.89
 PINNER (8")\$5.89
 BLUNT (12")\$7.89

Old School

LA CANNA (ITALIAN)
 Prosciutto ham, Genoa salami, smoked ham, black olives and provolone cheese.
EAST COASTERN (PASTRAMI)
 Thinly sliced pastami, pepperoncinis, pepper jack cheese and Dijon mustard.
ENDO (REUBEN)
 Pastami, sauerkraut, 1000 Island, swiss cheese and yellow mustard.
THE BOMB (MEATBALL)
 Home-grown marinara, meatballs, green bell peppers, mushrooms and provolone cheese.
DANK (PIZZA SUB)
 Genoa salami, pepperoni, home-grown marinara, provolone and parmesan cheese.

NUG (4")\$4.09
 PINNER (8")\$6.09
 BLUNT (12")\$8.09

*** Prices do not include tax!

Deli Classics

PAKALOLO™ (HAM, SWISS & PINEAPPLE)
 Smoked ham, hawaiian pineapple and swiss cheese.
THE KIND™ (TURKEY, SWISS, BACON & MUSHROOM)
 Thinly sliced turkey breast, bacon, mushrooms and swiss cheese.
AFGHANI (SPICED TURKEY)
 Thinly sliced turkey breast, jalapenos and pepper jack cheese.
MIDWEST'S BEST (CLUB)
 Smoked ham, turkey breast, bacon and provolone cheese.
KUSH (BLT)
 A healthy dose of smoked bacon, provolone cheese and mayo.
CHRONIC™ (BBQ ROAST BEEF)
 Thinly sliced roast beef, home-grown BBQ sauce, green bell peppers, mushrooms and cheddar cheese.

NUG (4")\$4.09 - 4.20
 PINNER (8")\$6.09 - 6.29
 BLUNT (12")\$8.09 - 8.29

Grilled Chicken

THAI STICK (TERIYAKI CHICKEN)
 Chicken breast marinated in our home-grown teriyaki glaze then topped with green bell peppers, pineapple and pepper jack cheese.
PANAMA RED (CHICKEN MARINARA)
 Grilled chicken breast smothered in our home-grown marinara then topped with parmesan and provolone cheese.
ACAPULCO GOLD™ (BBQ CHICKEN)
 Tender chicken breast topped with our home-grown BBQ sauce and swiss cheese.
JAMAICAN RED™ (SPICY CHICKEN)
 Spicy Grilled chicken breast, green bell peppers, jalapenos, black olives and cheddar cheese.

NUG (4")\$4.49
 PINNER (8")\$6.49
 BLUNT (12")\$8.49

Chill-n-Saladsubs

SKUNK (EGG SALAD)
 Egg salad topped with bacon, spices, parmesan and pepper jack cheese.
AZ HOMEGROWN (SOUTHWEST CHICKEN SALAD)
 Our tasty version of a Southwest chicken salad made with salsa & spices.
PACIFIC BLUE (TUNA SALAD/MELT)
 Our very own tasty, dolphin-safe, albacore tuna salad.

NUG (4")\$4.19
 PINNER (8")\$6.19
 BLUNT (12")\$8.19

FURNITURE SCHEDULE	
NO.	DESCRIPTION
1	1 TOP TABLE
2	2 TOP TABLE
3	2 TOP HIGH TABLE
4	2 TOP HIGH TABLE
5	2 TOP HIGH TABLE
6	2 TOP HIGH TABLE
7	2 TOP HIGH TABLE
8	2 TOP HIGH TABLE
9	2 TOP HIGH TABLE
10	2 TOP HIGH TABLE
11	2 TOP HIGH TABLE
12	2 TOP HIGH TABLE
13	2 TOP HIGH TABLE
14	2 TOP HIGH TABLE
15	2 TOP HIGH TABLE
16	2 TOP HIGH TABLE
17	2 TOP HIGH TABLE
18	2 TOP HIGH TABLE
19	2 TOP HIGH TABLE
20	2 TOP HIGH TABLE
21	2 TOP HIGH TABLE
22	2 TOP HIGH TABLE
23	2 TOP HIGH TABLE
24	2 TOP HIGH TABLE
25	2 TOP HIGH TABLE
26	2 TOP HIGH TABLE
27	2 TOP HIGH TABLE
28	2 TOP HIGH TABLE
29	2 TOP HIGH TABLE
30	2 TOP HIGH TABLE
31	2 TOP HIGH TABLE
32	2 TOP HIGH TABLE
33	2 TOP HIGH TABLE
34	2 TOP HIGH TABLE
35	2 TOP HIGH TABLE
36	2 TOP HIGH TABLE
37	2 TOP HIGH TABLE
38	2 TOP HIGH TABLE
39	2 TOP HIGH TABLE
40	2 TOP HIGH TABLE
41	2 TOP HIGH TABLE
42	2 TOP HIGH TABLE
43	2 TOP HIGH TABLE
44	2 TOP HIGH TABLE
45	2 TOP HIGH TABLE
46	2 TOP HIGH TABLE
47	2 TOP HIGH TABLE
48	2 TOP HIGH TABLE
49	2 TOP HIGH TABLE
50	2 TOP HIGH TABLE
51	2 TOP HIGH TABLE
52	2 TOP HIGH TABLE
53	2 TOP HIGH TABLE
54	2 TOP HIGH TABLE
55	2 TOP HIGH TABLE
56	2 TOP HIGH TABLE
57	2 TOP HIGH TABLE
58	2 TOP HIGH TABLE
59	2 TOP HIGH TABLE
60	2 TOP HIGH TABLE
61	2 TOP HIGH TABLE
62	2 TOP HIGH TABLE
63	2 TOP HIGH TABLE
64	2 TOP HIGH TABLE
65	2 TOP HIGH TABLE
66	2 TOP HIGH TABLE
67	2 TOP HIGH TABLE
68	2 TOP HIGH TABLE
69	2 TOP HIGH TABLE
70	2 TOP HIGH TABLE
71	2 TOP HIGH TABLE
72	2 TOP HIGH TABLE
73	2 TOP HIGH TABLE
74	2 TOP HIGH TABLE
75	2 TOP HIGH TABLE
76	2 TOP HIGH TABLE
77	2 TOP HIGH TABLE
78	2 TOP HIGH TABLE
79	2 TOP HIGH TABLE
80	2 TOP HIGH TABLE
81	2 TOP HIGH TABLE
82	2 TOP HIGH TABLE
83	2 TOP HIGH TABLE
84	2 TOP HIGH TABLE
85	2 TOP HIGH TABLE
86	2 TOP HIGH TABLE
87	2 TOP HIGH TABLE
88	2 TOP HIGH TABLE
89	2 TOP HIGH TABLE
90	2 TOP HIGH TABLE
91	2 TOP HIGH TABLE
92	2 TOP HIGH TABLE
93	2 TOP HIGH TABLE
94	2 TOP HIGH TABLE
95	2 TOP HIGH TABLE
96	2 TOP HIGH TABLE
97	2 TOP HIGH TABLE
98	2 TOP HIGH TABLE
99	2 TOP HIGH TABLE
100	2 TOP HIGH TABLE

EQUIPMENT SCHEDULE	
NO.	DESCRIPTION
1	RECEPTION
2	RECEPTION
3	RECEPTION
4	RECEPTION
5	RECEPTION
6	RECEPTION
7	RECEPTION
8	RECEPTION
9	RECEPTION
10	RECEPTION
11	RECEPTION
12	RECEPTION
13	RECEPTION
14	RECEPTION
15	RECEPTION
16	RECEPTION
17	RECEPTION
18	RECEPTION
19	RECEPTION
20	RECEPTION
21	RECEPTION
22	RECEPTION
23	RECEPTION
24	RECEPTION
25	RECEPTION
26	RECEPTION
27	RECEPTION
28	RECEPTION
29	RECEPTION
30	RECEPTION
31	RECEPTION
32	RECEPTION
33	RECEPTION
34	RECEPTION
35	RECEPTION
36	RECEPTION
37	RECEPTION
38	RECEPTION
39	RECEPTION
40	RECEPTION
41	RECEPTION
42	RECEPTION
43	RECEPTION
44	RECEPTION
45	RECEPTION
46	RECEPTION
47	RECEPTION
48	RECEPTION
49	RECEPTION
50	RECEPTION
51	RECEPTION
52	RECEPTION
53	RECEPTION
54	RECEPTION
55	RECEPTION
56	RECEPTION
57	RECEPTION
58	RECEPTION
59	RECEPTION
60	RECEPTION
61	RECEPTION
62	RECEPTION
63	RECEPTION
64	RECEPTION
65	RECEPTION
66	RECEPTION
67	RECEPTION
68	RECEPTION
69	RECEPTION
70	RECEPTION
71	RECEPTION
72	RECEPTION
73	RECEPTION
74	RECEPTION
75	RECEPTION
76	RECEPTION
77	RECEPTION
78	RECEPTION
79	RECEPTION
80	RECEPTION
81	RECEPTION
82	RECEPTION
83	RECEPTION
84	RECEPTION
85	RECEPTION
86	RECEPTION
87	RECEPTION
88	RECEPTION
89	RECEPTION
90	RECEPTION
91	RECEPTION
92	RECEPTION
93	RECEPTION
94	RECEPTION
95	RECEPTION
96	RECEPTION
97	RECEPTION
98	RECEPTION
99	RECEPTION
100	RECEPTION

PRELIMINARY CALCULATIONS

SEATING COUNT:

2 TOP TABLE: 5

4 TOP TABLE: 8

4 TOP HIGH TABLE: 2

BAR SEATING: 6

TOTAL SEATING: 96 SEATS

GROSS LEASE SPACE: 2,485 S.F.

PRELIMINARY OCCUPANT LOAD

KITCHEN: 1024 S.F. / 15 69 OCCUPANTS

TOTAL: 830 S.F. / 200 5 OCCUPANTS

74 OCCUPANTS

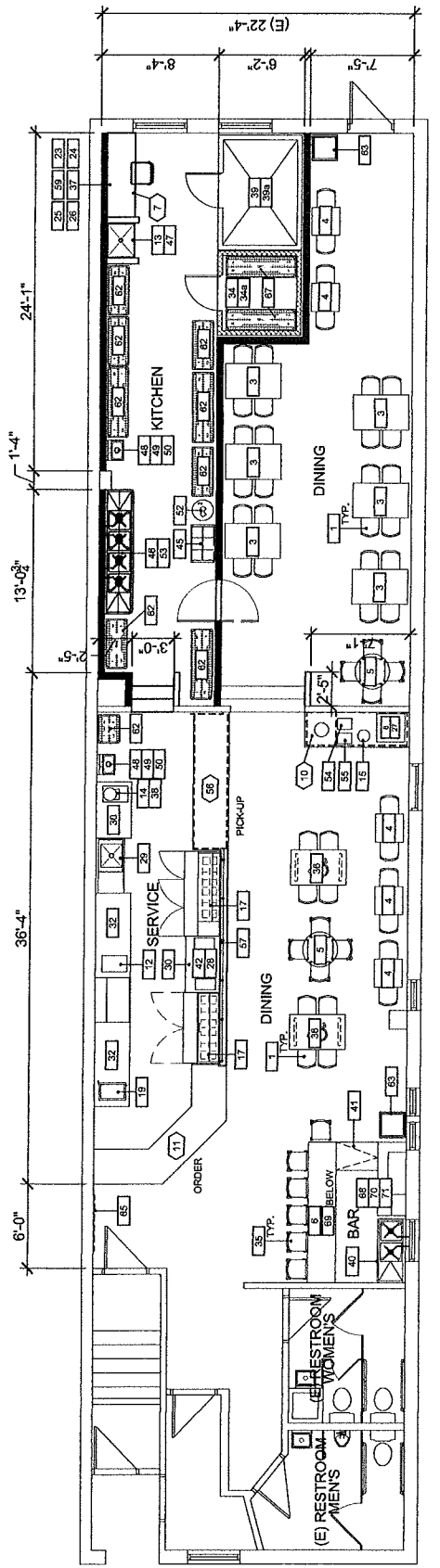
PRELIMINARY RESTROOM TABULATION

74 OCCUPANTS / 2 = 37 MEN & 37 WOMEN

**PER 2009 IBC

**EQUAL NUMBER OF FIXTURES IN EACH RESTROOM REQD

**1:40 TOILET, 1:75 LAVATORY



1 FLOOR PLAN
SCALE: 1/8" = 1'-0"



FM GROUP INC
15974 N. 77TH STREET, SUITE 100
SCOTTSDALE, AZ 85260

453 W. GILMAN ST.
MADISON, WI 53703

NOT FOR CONSTRUCTION

SCALE: 1/8" = 1'-0"
JOB NUMBER: 12-327
DATE: 8.20.12
DESIGNER: gdm
PLAN NO: 2




VALIDATE ONLINE AT SERVINGALCOHOL.COM

CODE: **BTU6M3PN3B**

ONLINE TRAINING

SERVING ALCOHOL INC
UNITED STATES OF AMERICA
team@servingalcohol.com



CERTIFICATION

This certifies that

Richard Wooton

has completed the Serving Alcohol Inc. approved course
Wisconsin Alcohol Seller-Server

August 28, 2012

APPROVED BY THE STATE OF WISCONSIN SS-125.04

PROVIDER TRAINING IN COMPLIANCE WITH SS-134.66

STUDENT ACKNOWLEDGED UNDERSTANDING OF SS-134.88:

Restrictions on sale or gift of cigarettes or tobacco products; that state law prohibits selling tobacco products to any person under the age of 18; and failure to comply with these restrictions may result in a citation.

PERSONS COMPLETING THIS COURSE HAVE AGREED TO EXECUTE THE FOLLOWING POLICIES TO THE BEST OF THEIR ABILITIES:

- * CARD ANY PERSON 35 YEARS OF AGE OR YOUNGER
- * OBSERVE AND REPORT ANY CUSTOMER SHOWING SIGNS OF POSSIBLE IMPAIRED BEHAVIOR
- * RESPOND IMMEDIATELY TO ANY POSSIBLE PROBLEM SITUATIONS
- * DETERMINE THAT PEOPLE ENTERING THE PREMISES TO CONSUME ALCOHOL ARE OF LEGAL ALCOHOL DRINKING AGE AND RECORD THEM IF THERE IS ANY QUESTION AS TO THEIR AGE
- * ENSURE A PERSON MATCHES THEIR VALID LEGAL IDENTIFICATION



Sec. 183.0202
Wis. Stats.

State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. **Name of the limited liability company:**

Headie Foods LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**

Richard Jason Wooton

Article 4. **Street address of the initial registered office:**

1055 E Washington Ave
APT 205
Madison, WI 53703
United States of America

Article 5. **Management of the limited liability company shall be vested in:**

A member or members

Article 6. **Name and complete address of each organizer:**

Richard Jason Wooton
1055 E Washington Ave
APT 205
Madison, WI 53703
United States of America

Other Information. **This document was drafted by:**

Richard Jason Wooton

Organizer Signature:

Richard Jason Wooton

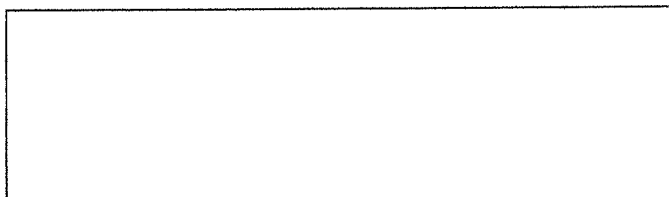
Date & Time of Receipt:

5/3/2012 1:26:32 PM

Order Number:

201205032989858

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**



Filing Fee: \$130.00
Total Fee: \$130.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
5/3/2012	

FILED 5/3/2012	Entity ID Number H051051
--------------------------	-----------------------------



STATE OF WISCONSIN
DEPARTMENT OF REVENUE
CUSTOMER SERVICE BUREAU

2135 RIMROCK RD
P.O. BOX 8902
Madison, WI 53708-8902
FAX NUMBER: (608) 264-6884

Legal Name: HEADIE FOODS LLC OWNED BY RICHARD J WOOTON
DBA Name: CHEBA HUT
BTR Expiration Date: September 30, 2014
Greeting Letter ID (for registering on My Tax Account): L0668731936

Tax Account	Tax Account Number	Filing Frequency
Sales & Use Tax	456-1027839888-02	Monthly
Withholding Tax	036-1027839888-04	Quarterly

Date of this notice: 08-28-2012

Employer Identification Number:
46-0876152

Form: SS-4

Number of this notice: CP 575 A

HEADIE FOODS LLC
CHEBA HUT
% RICHARD J WOOTON I SOLE MBR
1055 E WASH AVE APT 205
MADISON, WI 53703

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 46-0876152. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 941	01/31/2013
Form 940	01/31/2013

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

If you are required to deposit for employment taxes (Forms 941, 943, 940, 944, 945, CT-1, or 1042), excise taxes (Form 720), or income taxes (Form 1120), you will receive a Welcome Package shortly, which includes instructions for making your deposits electronically through the Electronic Federal Tax Payment System (EFTPS). A Personal Identification Number (PIN) for EFTPS will also be sent to you under separate cover. Please activate the PIN once you receive it, even if you have requested the services of a tax professional or representative. For more information about EFTPS, refer to Publication 966, *Electronic Choices to Pay All Your Federal Taxes*. If you need to make a deposit immediately, you will need to make arrangements with your Financial Institution to complete a wire transfer.

The IRS is committed to helping all taxpayers comply with their tax filing obligations. If you need help completing your returns or meeting your tax obligations, Authorized e-file Providers, such as Reporting Agents (payroll service providers) are available to assist you. Visit the IRS Web site at www.irs.gov for a list of companies that offer IRS e-file for business products and services. The list provides addresses, telephone numbers, and links to their Web sites.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. **This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you.**
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub. Thank you for your cooperation.

Keep this part for your records.

CP 575 A (Rev. 7-2007)

Return this part with any correspondence so we may identify your account. Please correct any errors in your name or address.

CP 575 A

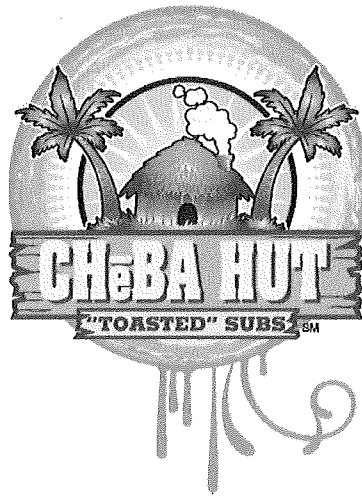
9999999999

Your Telephone Number Best Time to Call
() -

DATE OF THIS NOTICE: 08-28-2012
EMPLOYER IDENTIFICATION NUMBER: 46-0876152
FORM: SS-4 NOBOD

INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023
|||

HEADIE FOODS LLC
CHEBA HUT
% RICHARD J WOOTON I SOLE MBR
1055 E WASH AVE APT 205
MADISON, WI 53703



Business Plan for Cheba Hut in Madison, WI

Richard J. Wooton

05.25.2012

FRANCHISEE'S INTENTIONS

My goal is to own and operate a Cheba Hut sub shop in the campus area of Madison, WI that provides excellent customer service and food at competitive prices. A place with a comfortable, novel, and counter-culture environment that will increase its customer base through word-of-mouth; great food; great interactions with the customer; and various advertising and promotions. Moreover, the store will offer delivery with both bicycle and automobile and will be open daily from 10AM – 3AM.

My other goal is to pay off my investor within five years or sooner so that I can expand the Cheba Hut franchise in the Midwest. First by opening a carryout/ delivery only store on the near east side of Madison in either the Williamson Street neighborhood or Atwood/ Schenk neighborhood. Next, I would like to expand to Milwaukee, WI and then to Minneapolis, MN or Chicago, IL.

MADISON DEMOGRAPHICS

Population:	224,810
Madison MSA population:	555,600
Downtown Employees:	33,000
UW Students:	41,500
Downtown Residents:	24,000
Estimated Amount Tourist Spend Annually Downtown:	\$70 million

MARKET ANALYSIS

The following lists the competition Cheba Hut will encounter when opening a store in Madison, WI, along with their strengths, weaknesses, and strategies to gain their market share. In all of the instances below, Cheba Hut has a few common advantages. First, the Cheba Hut atmosphere and theme is more novel, artistic, less corporate, and more geared toward individuals and groups on a liberal campus. Second, Cheba Hut will be noticed easier in the community due to the uniqueness of the marketing strategies (i.e throwing Frisbees from a classic VW Bus). Third, the menu (including salads, pastas, sides, desserts, and drinks) tends to have more options than the competition especially when it comes to vegetarian options. Lastly, Cheba Hut offers toasted subs where the competition does not (not including Quiznos, Pot Bellys, and Subway).

In conclusion, with hard work in marketing, customer service, and good food, I believe that a buzz and grass-roots mobilization will appear within possible Madison consumers which will elevate Cheba Hut above the competition.

Jimmy Johns

Jimmy Johns is known for producing low cost subs at rapid speeds for the consumer. Moreover, they hold a prime spot on State St. in the campus area and are available for dine-in, carry-out, and

delivery daily from 10am-3am. On the other hand, the company has basic options in terms of sandwiches, bread choices, sides, and desserts; the décor looks commercial and produced; and the theme is nothing out of the norm.

Cheba Hut will combat Jimmy Johns in several ways. First, Cheba Hut offers toasted subs and their sandwich menu has all of the Jimmy Johns' sandwich options and then some (including five more vegetarian subs, more specialty subs, more choices of bread, and more choices in dressings). Second, Cheba Hut offers soups, salads, and pasta where Jimmy Johns does not. Third, Cheba Hut has more drink options (i.e. Kool-aid) and dessert options than Jimmy Johns. Fourth, the atmosphere of Cheba Hut is more novel, inviting, artistic, less produced looking, and more geared toward people in a liberal campus neighborhood

Milios

Milios is very similar to Jimmy Johns, also offering low cost subs at rapid speeds to the consumer. They are also located on campus but not on State St. Their business is open daily for dine-in, carry-out, and delivery from 10am-3am. However, Milios has the same weaknesses as Jimmy Johns; they have basic options in terms of sandwiches, bread choices, sides, and desserts; the décor looks commercial and produced; and the theme is nothing out of the norm.

Erberts and Gerberts

Erberts and Gerberts offer low cost subs at rapid speeds to the consumer. They have a prime spot on campus with high foot traffic and are available for dine-in, carry-out, and delivery daily from 10am-3am. Moreover, even though E & G is very similar to JJs and Milios, they offer more specialty subs than the two but their menu still does not have as many options as Cheba Hut nor is the atmosphere anything compelling or out of the norm.

Silver Mine Subs

Silver Mine offers cold and hot subs quickly at moderate prices. They are located on campus on University St with an advantage of being able to have a larger delivery range due to their location's accessibility to streets which give quick access to the East and West sides of downtown. Their hours of operation run daily from 10a-3a, where they offer dine-in, carry-out, and delivery.

Silver Mine has been in Madison for less than a decade but have exponentially grown to become very popular. I would consider them to be one of the biggest, if not the biggest competitor. However, Cheba Hut does have more overall food options and a more novel and inviting atmosphere. Also, Cheba Hut will have the advantage since the food costs are similar but Silver Mine has smaller portions (small is 5", medium 8", and large 11") and they do not toast their subs.

Potbellys

Potbellys makes toasted subs at average prices, however, their portion sizes tend to be smaller than most. They are located on State St right on campus and are open for dine-in and carry-out daily from 10a-9p. Moreover, they offer delivery M-F from 11a-5p with a high delivery fee of \$3.50.

Cheba Hut has the advantage in terms of portion sizes, choices of food and food types, hours of operation, delivery hours, and theme.

Subway

Subway offers low cost subs at rapid speeds to the consumer in a well-known and familiar atmosphere with a lot of options when it comes to bread types, sub types, sides and dressings. Moreover, Subway opens daily Sun-Mon at 7am and Sat at 8am which is much earlier than all other sub places, including Cheba Hut. On the other hand, the latest Subway stays open during the week is 10pm (7pm on Saturdays), they do not offer delivery, and are not located on campus but the Capital Square.

Since subway is not located on campus, they will be less competition than others. Moreover, Cheba Hut has the advantage when it comes to late night hours of operation and delivery. Lastly, Cheba Huts newness and novelty will help to trump the Subway competition.

Quiznos

Quiznos offers gourmet toasted subs at higher prices. They are open daily from 10a-7p but do not offer delivery services. Their location is off campus on the capital square making them less competition than other sandwich shops on campus. Although they tend to have more exotic sandwich types than the competition, their prices will often trump the taste, therefore, catering to a consumer with a higher income.

MARKETING STRATEGIES

- Flyers and coupons to dorms, apartments, local businesses, and pedestrians delivered by extroverted individuals who represent the Cheba Hut name well.
- Food stands at local events (Taste of Madison, Ultimate Frisbee Championship, etc.).
- Ad in local newspapers (The Onion, The Isthmus, etc.).
- Listings in the white and yellow pages of the phone book.
- Listings in online food ordering sites (Grubhub, Badgerbites, etc.)
- Facebook and Twitter profiles.
- Listing on Foursquare.
- Listing in Madison's Redbook.
- Local band appearances at Cheba Hut store.
- Combo meals.
- Free Kool-Aid days, free delivery days, or half off days on particular Cheba Hut food items.
- Sponsorship of a Madison Ultimate Frisbee team.
- Holiday/ Anniversary specials.
- Cheba Hut flag/ wheel cover for delivery bikes.
- Refillable Cheba Hut drink glasses at discounted refill price.
- Charity events (i.e. bring in two can food items and get half off a sub).
- Radio Ads.

- Mural contest.

EMPLOYEE TITLES AND DUTIES

- **Owner/ General Manager:** Responsible for the daily operations of the store; creating and maintaining an environment of excellent customer service; book keeping and evaluations of gross sales, expenses, etc.; for quarterly estimates; hiring and firing of personnel; handling customer complaints; handling employees who break a rule(s) in the operations manual; handling employee disputes; opening and closing of the store; taking inventory; ordering food, paper, and apparel; creating and facilitating staff meetings; creating and leading advertising and other promotions; daily bank deposits and weekly transfers of fees to the Cheba Hut franchisors; making payments to third party companies (utilities, insurance, credit card processors, etc.); attending conferences; and helping out with in-shopper duties when needed.
- **Senior Shift Leader (will promote from with-in after obtaining three stores):** Responsible for the daily operations of the store; creating and maintaining an environment of excellent customer service; book keeping; handling customer complaints; handling employees who break a rule(s) in the operations manual; handling employee disputes; opening and closing of the store; taking inventory; giving counsel to the owner/ general manager; and all in-shopper duties.
- **Shift Leader/Key Holder:** Responsible for the daily operations of the store; creating and maintaining an environment of excellent customer service; handling some customer complaints; handling some employees who break a rule(s) in the operations manual; handling some employee disputes; opening and closing of the store; taking inventory; some book keeping; giving counsel to the owner/ general manager; and all in-shopper duties.
- **In-shopper:** Responsible for creating and maintaining an environment of excellent customer service; baking bread; making desserts, sandwiches, soups and salads; operating the cash register; cleaning the facility when needed; cleaning the entire store upon closing; and making sure food is put away upon closing and taken out before opening.
- **Delivery Person:** Responsible for creating and maintaining an environment of excellent customer service; delivering food with bike or automobile to customers within designated delivery zone; and all in-shopper duties.
- **Accountant:** Other than quarterly estimates, book keeping and analysis of the numbers, Wegner Payroll Group will handle: biweekly payroll checks; payroll reports; and annual W2s.

EXIT STRATEGY

When my time with Cheba Hut comes to an end, I would like to assess the value of the store(s) that I currently own and operate and then sell them to an individual or group who is approved by Cheba Hut corporate to take over the store so it can continue to serve the community. Before offering the store to the general public, I will offer it to current Cheba Hut