



# 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

38576

## 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 return your application to a subsequent meeting and this may delay your application process  
 Si usted requiere o necesita un/a intérprete, nosotros podemos proveerle a un costo alguno. ¿Le gustaría tener un/a intérprete?  
 Sí, lenguaje \_\_\_\_\_  
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar su solicitud.  
Provisional  
on the  
(EC)
- This application is for the license period ending June 30, 20 16.
- 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.  
Apollo Coffee Company L.L.C.
- Trade Name (doing business as) The Froth House
- Address to be licensed 11 North Allen St., Madison, WI
- Mailing address 2529 Van Hise Avenue, Madison, 53705 253726
- Anticipated opening date June 25, 15
- Is the applicant an employee or agent of, or acting on 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.  
Alcohol will be stored and served in/at the commercial space, 1st level, of the building located at 11 N. Allen St. Alcohol will also be served at tables located in the fenced back yard/service area. Some alcohol will be stored in the food storage room located in the basement of the building.

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 50

13. Describe existing parking and how parking lot is to be monitored.

No off street parking or parking lot owned by The Froth House/Apollo Coffee Co. LLC

14. Was this premises licensed for the sale of liquor or beer during the past license year? <sup>15 available</sup>  
 No  Yes, license issued to Kelly Underwood LLC (name of licensee) <sup>For customer use.</sup>

15.  Attach copy of lease. N/A. We own building. NO 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 Christine M. Lemmenes

17. City, state in which agent resides Madison, Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 13 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 4-26-15

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin 4-11-2015

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
member	Christine Lemmenes	Madison, Wisconsin
member	Karl Lemmenes	Madison, Wisconsin

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.

Christine Lemmenes

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 Coffee Shop
27. Business description Coffee Shop with fenced backyard seating. food and beverage sales. Beer and wine sales.
28. Hours of operation 7 am to 9 pm Monday-Saturday  
7 am to 9 pm Sunday.
29. Describe your management experience I have <sup>owned</sup> managed leasing of apts. for 20+ years. I have trained new colleagues at my current <sup>place of employment.</sup>
30. List names of managers below, along with city and state of residence.  
Christine Lemmenes, Madison, Wisconsin

31. Describe staffing levels and staff duties at the proposed establishment One Employee opening in the morning. Two employees midday/lunch, and one to two employees <sup>early</sup> evening/close of <sup>the</sup> coffee shop.
32. Describe your employee training Employee's will be fully trained in all aspects of opening and closing the shop. They will receive food handling and preparation training, espresso drink making, cashier duties, and cleaning/main tenance of the shop. They will receive training on legal drinking age in WI and "carding". They will take train course as needed.

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

My target market will be the Community / Neighborhoods surrounding the establishment, as well as the University students and employees.

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

Signage, local + Neighborhood Papers.

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? All ages as it is primarily a coffee shop.

39. What type of food will you be serving, if any? Lite Fare + Pastries

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? All hours of operation

42. What hours, if any, will food service not be available? 7a - 9p. None

43. Indicate any other product/service offered. None

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? 2 employees.

During what hours do you anticipate they will be on duty? Counter Service, Afternoon + evening hours.

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

Evening hours.

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 will not be a bar.*
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
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? 96%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? N/A  
 What percentage of your advertising budget do you anticipate will be drink related? N/A
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:  
44 % Alcohol 46 % Food 50 % 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.

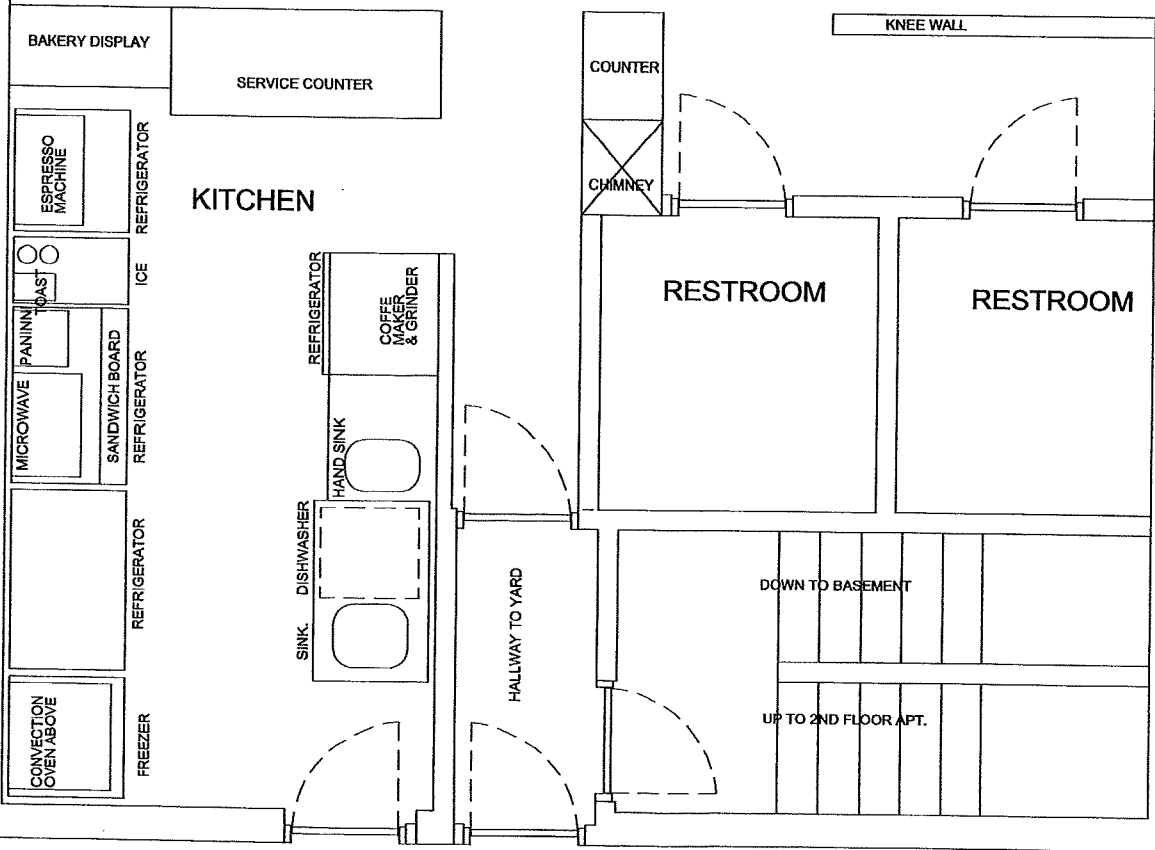
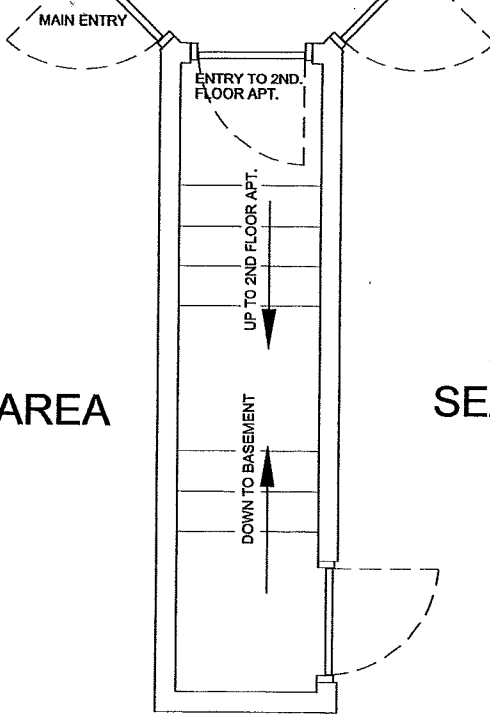
**Section F—Required Contacts and Filings**

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

11 N. ALLEN.  
30' WIDE X 45' LONG  
1350 SFT PER FLOOR

SEATING AREA

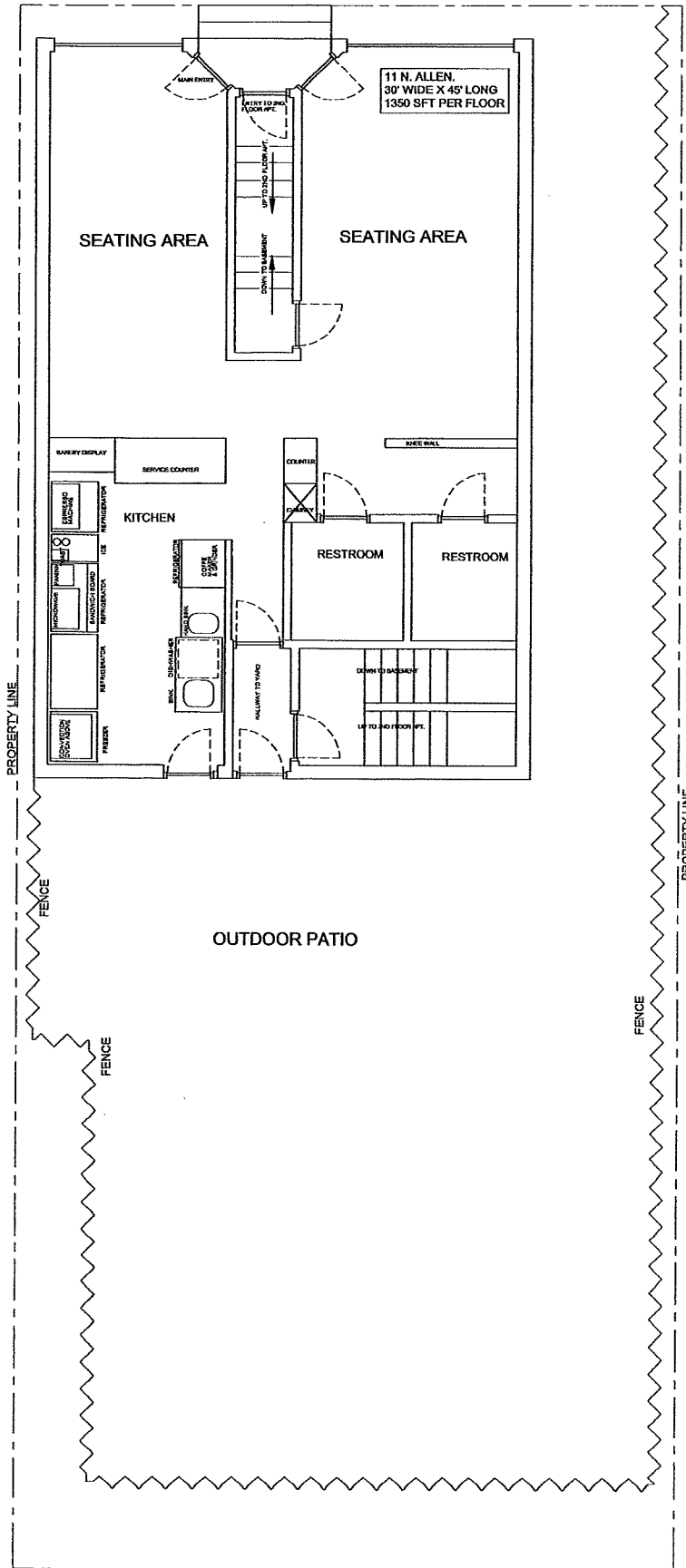
SEATING AREA



ALLEN STREET

MEDIAN

SIDEWALK

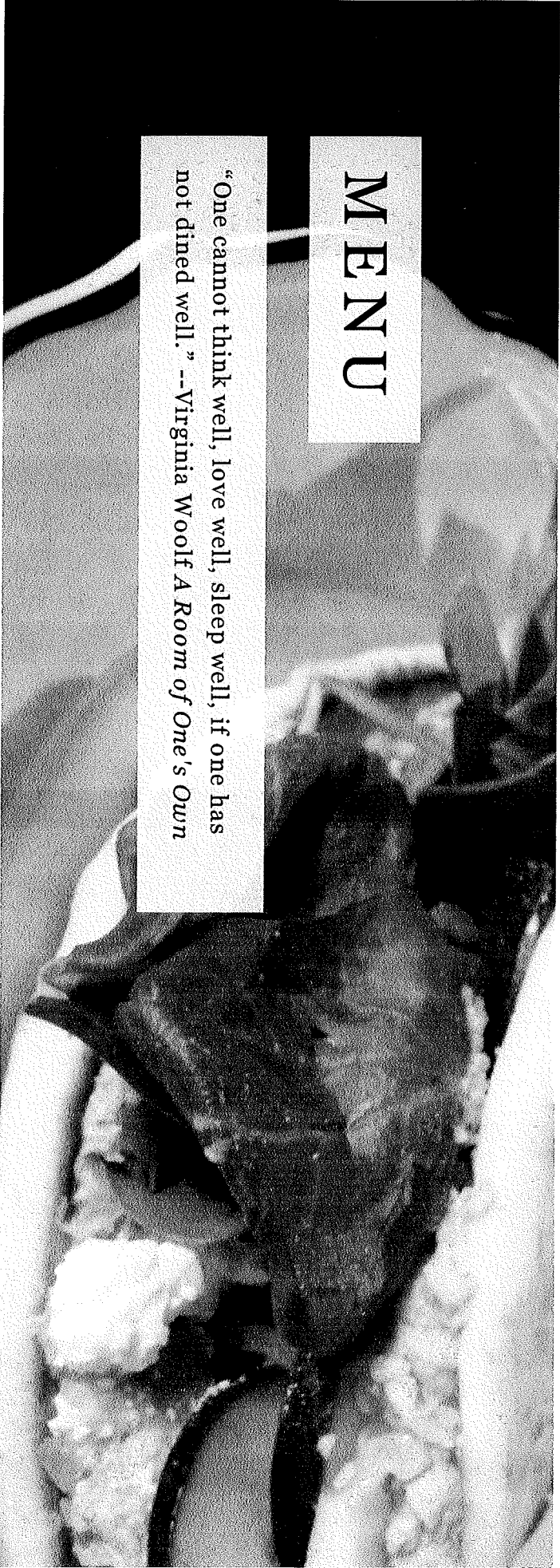




COFFEE WELCOME ABOUT LOCATION MUSIC ARTS  
SPECIAL EVENTS THE FROTH BLOG TEAM COMMUNICATION  
A SPECIAL NOTE

# MENU

“One cannot think well, love well, sleep well, if one has not dined well.” --Virginia Woolf *A Room of One's Own*



## BREAKFAST MENU



**BREAKFAST BAGEL**

**\$3.95**

Two eggs served on a toasted bagel with cheese

**WAKE - N - BACON**

**\$5.25**

Two eggs served on a toasted bagel with cheese and bacon

**BREAKFAST BURRITO**

**\$5.25**

Two eggs, cheddar, black beans, spinach, tomato and pickled red onions served on a grilled tortilla

**BAGEL**

**\$1.95**

Choice of plain, whole wheat or everything bagel served with butter

**TOAST**

**\$1.95**

Sourdough bread served with butter

**Add cream cheese, peanut butter or jelly**

**0.50**

## LUNCH MENU

### NEW YORKER

\$3.95

Toasted bagel with herbed cream cheese, spinach, tomato and pickled red onions (Try it with turkey!)

### VEGGIE WRAP

\$4.50

Herbed cream cheese, carrots, cucumber, pickled red onions, spinach and fresh romaine lettuce wrapped in tortilla

### G'BONZO

\$4.50

Hummus, cucumber, spinach, tomato, pickled red onions and feta served on a flatbread

### FORMAGGIO

\$4.95

Toasted french bread with cheddar, provolone, aioli, spinach and tomato

### BEN FRANKLIN

\$6.95

Warm turkey with melted provolone, fresh romaine, pickled red onions and tomato served on a french baguette

**B.L.T.**

**\$5.95**

Thick cut bacon, lettuce, tomato and mayo served on a toasted sourdough

**PANDA HEAD B.L.T.**

**\$7.25**

Our traditional B.L.T. with cheese, onion, garlic and aioli

**BLACK BEAN BURGER**

**\$6.95**

Chipotle black bean burger served with herbed cream cheese, feta, fresh romaine, pickled red onions and spinach served on grilled pita bread

**TURKEY WRAP**

**\$6.95**

Turkey and Bacon, provolone cheese, fresh romaine lettuce, cucumbers, carrots and aioli

**MEDITERRANEAN SALAD**

**\$5.25**

Fresh spinach and romaine lettuce mixed with carrots, cucumbers, pickled red onions, tomato, feta cheese and a dollop of hummus, served with our house-made balsamic dressing and served with a toasted baguette

**\*Also available as a side salad**

## **BOWL OF SOUP**

**\$4.95**

Homemade soup, served with a toasted baguette

**\*Also available as a cup**

2.50

## **KIDS MENU**

### **1/2 Formaggio**

**\$2.75**

Toasted french bread with cheddar, provolone, aioli, spinach and tomato, served as a half portion

### **B.L. Teeny**

**\$3.75**

Thick cut bacon, lettuce, tomato and mayo served on a toasted sourdough, served as a half portion

**Bambino Drinks**

**\$1.75**

8 oz. Milk, Orange Juice, Apple Cider or Hot Cocoa

**HOMEMADE BAKERY ITEMS**

**COOKIES**

1.50

**MUFFINS**

2.50

**CHEESECAKE BROWNIES**

3.00

**BREADS**

3.00

**CUPCAKES**

3.00

**S'CONES**

3.00

**DRINK MENU**

**Coffee or Cold Brew**

2.10 / 2.35 / 2.60

**Bottomless 3.00**

Refills .50

**Cafe Au Lait**

2.00 / 2.25 / 2.50

3.00 / 3.50 / 3.00

**Cafe Latte**

3.45 / 3.95 / 4.45

**Cappuccino**

3.45 / 3.95 / 4.45

**Mocha**

4.10 / 4.60 / 5.10

**White Mocha**

4.20 / 4.70 / 5.20

**Red Eye**

3.10 / 3.60 / 3.95

**Chai Latte**

3.55 / 4.10 / 4.50

**Americano**

2.45 / 3.10 / 3.75

**Espresso**

2.10 / 2.45

**Tea (Hot or Iced)**

2.10

**Italian Soda**

2.25 / 2.75 / 3.00

**Steamer**

2.75 / 3.25 / 3.75

**Hot Chocolate**

2.75 / 3.25 / 3.75

**Apple Cider (Hot or Iced)**



APPLE CIDER (11.00 FL OZ)

2.95 / 3.50 / 3.95

**Milk**

1.95 / 2.20 / 2.45

**O.J.**

1.95 / 2.20 / 2.45

**Boylan Soda**

2.25

**Kombucha**

4.00

**Smoothies**

4.95

# Beer

## **PBR**

**\$3**

A full bodied American premium lager with a clean, crisp finish and a fine noble hop aroma. 4.74% abv.

## **Ale Asylum Hopalicious**

**\$4**

Refreshing American Pale Ale made for the everyday hophead who wants bold, citrus hop flavor without crazy bitterness.

## **Ale Asylum Unshadowed**

**\$4**

Vibrant as a summer sun and über refreshing, this classic German Hefeweizen is soft on the palate with an effervescent finish.

## **Ale Asylum BedLam**

**\$5**

This Belgian IPA takes you on a fantastic ride beginning with a tropical fruit blast followed by a Kaleidoscope of papaya, clove, mango, allspice, pineapple, peppercorn, apple, mint and orange. 7.5% abv. v

## **Ale Asylum Kink**

**\$5**

Belgian-style Abbev is the boss. It has climatic spicy aromas and flavor with a slightlv

sweet finish. 7.7% abv.

**Sprecher Black Bavarian**

**\$5**

Aged for 8 weeks, this intensely dark, beauty has superb malt complexity with distinctive flavors and aromas of coffee, caramel and chocolate. 4.2% abv.

**Desserts**

**Chocolate Shoppe Ice Cream**

3.00 / 4.00

**Shakes**

**\$4.95**

Caramel or Chocolate

**Root Beer or Chai Float**

**\$4.95**

Vanilla Ice Cream drowned in your choice of root beer or homemade chai

**Affogato**

Vanilla Ice Cream covered in Espresso

**\$3.75**

**Extras**

**Chips 0.95**

**Espresso 0.95**

**Add Syrup 0.65**

**Almond/Soy Milk 0.65**

**Add Meat 1.50**

# Transfer of Ownership

(letter to surrender previous license)

*To be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.*

The <sup>class B</sup> Bear and Wine Class C license for the premise located at  
Class of License  
11 North Allen Street, Madison will be relinquished upon the  
Street Address  
approval of the application and the issuance of the same type of license for the same  
premises to Christine Hemmenes  
License Applicant

There have been no convictions for violations during the current license year, nor are there any pending violations against the present licensee except as follows:

Ø

Kelly M. Woodward  
Signature of Present License Holder

4/27/2015  
Date

# **Froth House Business Plan**

## **Executive Summary**

Coffeehouses have become a familiar feature to communities across America. Millions of Americans stop for an espresso-based coffee drink daily. As a result, the coffee business is growing at a rapid pace and the desire for local, unique coffeehouses, rather than "chain" coffee shops, has become greater.

## **Mission**

Our goal is to be the coffeehouse of choice for the Madison, Wisconsin community, University of Wisconsin employees and students, West High School students, neighborhood patrons, and tourists to the city by providing a higher quality experience, exceptional coffee, drink, and food than any competitor. As a result we intend to create a coffeehouse that will achieve profitability and sustain an attractive rate of return.

The Froth House will also award its business to local suppliers as possible, keeping the business in the community and State.

## **Objective**

Make The Froth House the "go to" coffeehouse in Madison, Wisconsin.

Obtain profitability the first fiscal year and sustain profitability for years thereafter.

Be an active member of the local community.

## **Company Summary**

The Froth House is owned by Apollo Coffee Company, a limited liability company. Karl and Christine Lemmenes, members. Christine Lemmenes will manage and run the day to day operations of The Froth House. Up to three staff will be hired and trained.

## **Keys to Success**

A exceptional quality product and unique interior, art driven, atmosphere that will appeal to the local community and market.

An outdoor fenced area with tables that will allow for relaxed, outdoor seating.

Well trained staff.

Marketing to the community using local newspapers.

A dynamic website.

## **Products**

Coffee and Espresso drinks

Teas

Juices

Italian sodas

Sodas, Snacks, Bagels and Pastries

Sandwiches, Soups, Salads

Beer and Wine

## **Market analysis**

Our ideal location at 11 North Allen Street in Madison, Wisconsin allows for our target market to be the local community including surrounding neighborhoods, University of Wisconsin employees and students, and West High School Students. Our competitors will be four other coffeehouses, with the nearest located approximately 7 blocks away. Our pricing will fall within our competitors prices.

## **Management and Staff**

The Froth House will be owned and run by Christine Lemmenes. Staff will receive competitive wages and thorough training.

## **Financial Plan**

The Froth House will be solely owned by Christine and Karl Lemmenes. They will assume full financial responsibility for the purchase, renovation, and running of The Froth House. There will be no investors.

## **Strategy and Implementation**

The Froth House will have a soft opening, then a grand opening not sooner than 2 weeks after the soft opening. Neighborhood and community advertising will be done to draw old and new patrons into the coffeehouse. Local advertising will be done to announce the grand opening date.





WISCONSIN DEPARTMENT OF REVENUE  
 PO BOX 8902  
 MADISON, WI 53708-8902

**Contact Information:**

2135 RIMROCK RD PO BOX 8902  
 MADISON, WI 53708-8902  
 ph: 608-266-2776 fax: 608-264-6884  
 email: DORBusinessTax@revenue.wi.gov  
 website: revenue.wi.gov

Letter ID L1039458400

APOLLO COFFEE COMPANY OWNED BY CHRISTINE  
 LEMMENES  
 2529 VAN HISE AVENUE  
 MADISON WI 53705

**Wisconsin Department of Revenue Seller's Permit**

**Legal/real name:** APOLLO COFFEE COMPANY OWNED BY CHRISTINE  
 LEMMENES  
**Business name:** THE FROTH HOUSE  
 11 NORTH ALLEN STREET  
 MADISON WI 53726

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1028841768-02

# Payment of Taxes on Liquor/Beer License Transfer

I, Christine Lemmenes, owner/manager, applicant for  
Name Title

a liquor and/or beer license for the premise located at 11 North Allen St., Madison have  
Address

read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand

that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments

must be paid before the Office of the City Clerk can issue said license.

Christine Lemmenes  
Signature of Applicant

4-27-15  
Date

Subscribed and sworn to before me this

27<sup>th</sup> day of April, 2015

[Signature]  
Notary Public, Dane County, State of Wisconsin

My Commission Expires 7/8/2017

AARON REINERT  
Notary Public  
State of Wisconsin

## Section

- 9.50 Dog License Required. (Cr. by Ord. 7178, 12-29-80)
- 9.51 Parking Enforcer's License (Cr. by Ord. 12,043, 3-2-98)
- 9.52 Keeping of Chickens. (Cr. by Ord. 13,605, 5-21-04)
- 9.53 Keeping of Honeybees. (Cr. by ORD-12-00025, 3-5-12)
- 9.54 Equipment Placement on Sidewalks and Terraces, Permits for Information Tables and Expressive Street Vending. (Cr. by ORD-12-00027, 3-14-12)

**9.01 DUTY OF CLERK WITH REGARD TO LICENSES; PAYMENT OF TAXES, CLAIMS, FORFEITURES, JUDGMENTS, ETC., APPEAL.**

- (1) The City Clerk shall be charged with the enforcement of all ordinances relating to licenses unless other provision is made by the Common Council for the enforcement.
- (2) The payment of all personal property taxes, special assessments, and room taxes imposed pursuant to Section 4.21 of these ordinances, all forfeitures or judgments resulting from conviction for violation of any Madison General Ordinance except moving traffic violations, and all other judgments due and owing from any applicant to the City of Madison at the time of the application for any license or permit provided for in these Ordinances, and any of the same relating to the property or business previously licensed if the new license is granted consequent or conditionally upon the sale or transfer of the business or stock in trade or furnishings or equipment of the premises or of the ownership or control of a corporation is a condition precedent to the granting of such license or permit. If the personal property tax bill has not been issued, the Treasurer shall require advance payment based on the previous year's mill rate multiplied by the premises' or property's or business' current year's valuation. No license or permit application shall be granted until the Treasurer has certified on the application that all required payments have been made.
- (3) Alleged errors in amounts claimed to be due the City may be appealed to a committee comprised of the Assessor, the City Treasurer and the Finance Director or their designees. The committee shall have no authority to review any matter for which a review or appeal procedure has been provided by statute or other ordinance. Within five (5) days of being informed of an amount claimed due, the person seeking review shall pay the amount claimed and file a written notice of appeal with the Clerk stating the bases for the appeal and specifying the alleged error. Upon payment, the applicant may file the application for the license or permit if otherwise qualified. As soon as practicable, the committee shall hold a hearing at which the person shall present evidence to substantiate the claimed error, call witnesses in his/her own behalf, may cross-examine witnesses and may be represented by legal counsel. After holding the hearing, the committee shall by majority vote make findings of fact and conclusions and shall correct any established errors. Any amount improperly required paid shall be refunded promptly, together with interest at the rate of twelve percent (12%) per annum from the date the amount was paid to the City to the date of refund. (Am. by ORD-11-00037, 3-8-11)

(Am. by Ord. 9243, 8-14-87; ORD-08-00092, 8-23-08)

**9.02 EXPIRATION OF LICENSES.** All licenses provided for by ordinances of the City of Madison shall be by annual licenses and shall expire on the thirtieth (30th) day of June following their issuance, unless it is otherwise specifically stated.