

To Whom It May Concern,

Below are a series of letters in support of Friends Applaud getting a Liquor and Entertainment License. I can forward the direct emails or Alder Evers has them as well.

Thank you for your time.

Sincerely,

Adam Benedetto

Friends Applaud

718.501.4306

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Hello Alder Evers and members of the ALRC,

I am writing in support of the Class B Combination Liquor & Beer licence being sought by a new restaurant called Friends Applaud, proposed for 1602 Gilson Street. I also support the Entertainment license sought by this business.

I own and operate Cargo Coffee, which is nearby at 1309 South Park Street. I look forward to having this exciting restaurant concept in the neighborhood. I routinely talk to many of our neighbors, and I have only heard similar sentiments from them.

I have also had the pleasure of knowing one of the owners, Adam Benedetto, for over two decades. Given his extensive experience in the hospitality field and his good, community-focused character, I have no concerns that Friends Applaud will be anything but a solid asset for our southside community.

Thank you for your service,

Lindsey Lee

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Dec. 16, 2025

Dear ALRC,

I am a long-term Bay Creek neighborhood who supports granting liquor and live entertainment licenses to Adam Benedetto's new restaurant, Friends Applaud.

Currently, our entire neighborhood from Haywood to Wingra Creek has only two dinner restaurants open in the evenings, Naty's on Beld St. (with no liquor license) and the Taqueria Guadalajara on S. Park. The neighborhood wants more neighborhood businesses and would appreciate more dining choices and places to socialize within walking distance.

Granting Friends Applaud alcohol and live entertainment licenses will enrich the neighborhood and help support the kind small scale development we need.

Thank you for your time and consideration,

Stanley Rubio Jackson

810 Emerson St.

Madison, WI

53715

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Dear Mr. Evers,

I am writing as a neighbor across Monona Bay to express my strong support for the liquor license application for Friends Applaud, newly located at 1602 Gilson St, owned by Adam & Sacha Benedetto.

Friends Applaud is a valuable addition to our community, and I believe granting them a liquor license will significantly enhance the dining experience for patrons and contribute positively to our local economy. This establishment will provide a high quality and truly unique dining experience offering a multitude of cuisines that are currently lacking in our area.

I am confident in Friends Applaud's commitment to responsible alcohol service. Both Adam and Sacha have extensive experience in and around the service industry, particularly in restaurants. I have seen their leadership first hand, and am a firm believer in their ability to prevent underage drinking and overconsumption, ensuring a safe environment for all guests.

This license will allow Friends Applaud to fully reach its potential, creating jobs, attracting more visitors, and fostering a vibrant local scene. Adam and Sacha are incredibly talented entertainers with real experience as business owners under their belts to back up this dream of theirs. I know Friends Applaud will be a smashing success and I ask for you to join in my excitement of welcoming this business to the Bay Creek Neighborhood. I urge you to approve their application.

Thank you for your time and consideration!

Sincerely,

Reegan Franzmeier

Local Resident & Community Member

523 W Wilson St

Apt 203

Madison, WI 53703

Cell: 920-472-9417

Email: reeganfranzmeier@gmail.com

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To Tag Evers and for District 13,

My name is Anthony Moors, I've been a resident of District 13 for over 6 years and am the current owner of Michelangelo's Coffee House.

I was excited when I heard the neighborhood rumors of a potential local restaurant going into the Funk Factory location. I then found out the rumors were true in a recent Isthmus article, along with the new restaurant owners being Adam Benedetto and his wife Sacha. I've known both of them for quite some time now and couldn't imagine a better couple to take on this project. I'm now even more excited to see what they can bring to that space.

I'm reaching out to give my 100% support and approval of their licensing and liquor licensing for the space and any and all additional support they may need along the way.

I believe having them bring their culinary imagination into the neighborhood will only benefit District 13, Bay Creek, and the city.

Best Regards,
Tony Moors