



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,

Class C Wine

| | |
|------------------------|-------------------|
| (Agenda Item Number) | 64407 |
| (Legistar file number) | LICLIB-2021-00053 |
| (License number) | 9 124 |
| (Alder District #) | (Police Sector) |
| Office Use Only | |

Section A – Applicant

1. 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.

Helbachs Cafe LLC

2. Trade Name (doing business as) Helbachs Coffeeshouse

3. Address to be licensed 410 D'Onofrio Drive, Madison 53719

4. Mailing address P.O. Box 45195 Madison 53744

5. Anticipated opening date March 1, 2021

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B—Premises

8. 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Wine + Beer will be stored in Rear Storage Area. Wine will be displayed and sold from Counter Service.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 25 Outdoor: 15

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

Approximately 20 spaces monitored by multiple cameras

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Helbach's Cafe LLC (name of licensee)
(Same) (May have been 2019)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Casey Helbach

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 25 yrs

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed 2-5-21

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

WI 1-27-16

17. 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 |
|------------|----------------------|-----------------------------|
| <u>CFO</u> | <u>Casey Helbach</u> | <u>Madison, WI</u> |
| | | |
| | | |
| | | |

18. 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.

Casey Helbach

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

20. 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

21. What type of establishment is contemplated?

Tavern Nightclub Restaurant Liquor Store Grocery Store

Convenience Store without gas pumps Convenience Store with gas pumps

Other _____

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|--------------|------------------|------------------|------------------|------------------|------------------|
| 8- am | X | 7- am | 7- am | 7- am | 7- am | 8- am |
| <i>(Class B only) Enter below any hours when food service will not be available, if applicable</i> | | | | | | |
| 3- pm | X | 2- pm | 2- pm | 2- pm | 2- pm | 3- pm |

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.

24. Indicate any other product/service offered. Coffee and Baked goods

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

5 % Alcohol 90 % Food 5 % Other

If applicable, describe "Other": Merchandise, Mugs, Coffee Equipment

Do you have written records to document the percentages shown? No Yes
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? No Yes

Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 20 21.
38. State Seller's Permit 4 5 6 - 1 0 2 9 1 1 6 6 2 8 - 0 2
39. Federal Employer Identification Number 32-0484086
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Casey Helbach
 Business phone 608-8311816 Business e-mail address Caseyhelbach@gmail.com
 Preferred language English

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 refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje: _____
- No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name _____
 Phone _____ E-mail _____

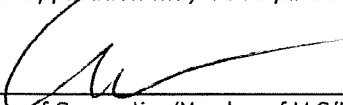
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

2-5-21

(Date)

Clerk's Office checklist for complete applications

- | | | |
|--|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s) | <input type="checkbox"/> Floor Plans |
| <input type="checkbox"/> FEIN | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease |
| <input type="checkbox"/> Written description of premises | <input type="checkbox"/> *Articles of Incorporation | <input type="checkbox"/> Business Plan |
| | <input type="checkbox"/> *Appointment of Agent | <input type="checkbox"/> **Sample Menu |
| | * Corporation/LLC only | ** Class B only |

Upon Application Submission, the Clerk's Office issued to the application:

- Orange sign Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____



State of Wisconsin • DEPARTMENT OF REVENUE

Personal Wallet Copy

Seller's Permit: 456-1029116628-02

Legal/Real Name: HELBACHS CAFE LLC

Signature

A handwritten signature in black ink, appearing to be 'C. Helbachs', written over a horizontal line.

WELCOME
HOME



HELBACHS
COFFEE ROASTERS + KITCHEN

HELBACHS.COM

MENU
MADE FRESH

MENU

Available 7am - 2pm

GRILLED SOUTHWEST WRAP 9

Scrambled Eggs, Cheddar Cheese, Hash Browns, Bacon, and Housemade Chipotle Dressing Grilled in a Flour Tortilla

BACON & EGG SANDWICH 10

Egg Omelet with Bacon and Cheddar Cheese with Bloody Mary Mustard, on a Grilled Bun or Bed of Greens

PEPPER & EGG SANDWICH 10

Egg Omelet with Roasted Red Peppers, and Feta on a Grilled Bun or Bed of Greens

CHICKEN CASHEW CROISSANT 11

Made with Shredded Oven Roasted Chicken, Celery, Green Onions, Grapes, Cashews, yogurt Dressing, and Mixed Greens or a Seeded Croissant

GRILLED MIDWEST WRAP 9

Scrambled Eggs, Feta, Roasted Red Pepper, Spinach, Hash Browns and Roasted Garlic Yogurt Sauce, Grilled in a Flour Tortilla

TOAST 8

Avocado Smash
On Heirloom Grain Bread

Add Egg 2 Add Bacon 2

GRANOLA

Served with Yogurt or Milk, & Fruit

Almond, Pecan & Oats 6

Millet & Fig 6

Oat & Cranberry 6

COFFEE MENU

COFFEE

Coffee \$2.75 / \$3.00

Latte \$4.00

Cappuccino \$3.75

Cold Brew \$4.00 / \$4.50

Cortado \$3.50

LATTE

Mocha \$4.75

Vanilla Latte \$4.50

Chai \$4.50

Caramel Latte \$4.50

Butterscotch Mocha \$4.50

TEA

Black Tea \$3.75

Seasonal Rooibus \$3.75

Earl Grey \$3.75

Lemon Ginger \$3.75

Chamomile \$3.75

Green \$3.75

London Fog \$4.50

All Available Iced

Add CBD \$2.00

Almond or Oat Milk \$.75

PROTEIN SMOOTHIES 6.50

PURE HEALTH

Strawberry Kefir, Mixed Berries,
Spinach, Banana, and Milk

VITALITY

Strawberry Kefir, Mango, Banana,
Strawberry, and Milk

Gluten free bread and buns available \$2



Helbachs Coffee Co.

Roaster & Kitchen

410 D'onofrio Drive
Madison, WI 53719

p. 608.733.0804

Nate@Helbachscoffee.com
www.Helbachscoffee.com

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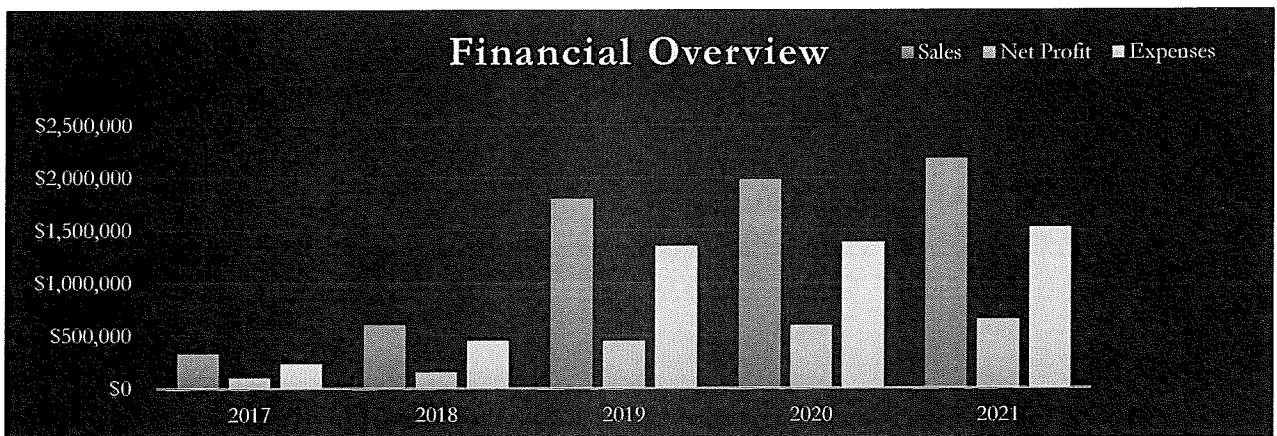
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Executive Summary

Helbachs Coffee Co. is a locally owned family run coffee company and kitchen. We opened our first location in 2016 at 410 D'onofrio drive Madison, WI. Then in 2017 we opened our warehouse with roastery. Now in 2018 it is time to start expanding stores. Our goal is to open one new store every year for the next five years. Middleton Center will be our first of the five new stores. Our first location has been an amazing learning experience for all six partners. We have been able to go from nothing to; building a brand, roasting artisan, small batch coffee, training a successful kitchen and barista team, and being able to efficiently manage a coffeehouse.

Highlights

The Below chart represents a 5-year sales stat and projection. 2017 is a full year at our current location, not including commercial bulk sales. Growth for 2019 assumes 2018's base times 3 (3x floorspace) and 10% growth. Helbachs suppliers currently all have substantial discounts when we increase purchasing power. Since the new location will almost triple purchasing power, our profit margins will increase in 2019 by over 5 percent.



Objectives

For 2018 our goal is to be open by December 1st 2018. At our current location we don't have a ton of fluctuation in sales from season to season, but December is definitely our busiest month.

Mission Statement

Helbachs Coffee Co; "We put our beans through hell... To make your day heavenly."

Keys to Success

Madison Metro area (Dane county) has a current population of 532,000 people. A stat from reuters.com said that sixty four percent of American's have a cup of coffee every morning. Just in Dane county alone that is 340,480 cups a day, and 124.3M each year. If we can capitalize on just 1 percent of that. It would be 1.2M cups per year, and 3,400 cups per day. Just in coffee sales that's \$8,513 per day, and \$3.1M a year.



Description of Business

The Helbach Family has been chasing waves, sunsets, and good times around the globe since the day Joshua was born in 1996. From the beaches of California to the mountains of Argentina, to the back alleyways of Europe and the hilltop pagodas of Asia, we have been blessed to make the world our kids' classroom. Upon return from each adventure, we always say, "There is no place like Madison."

Since Melissa was 10 years old she dreamed of opening a "little cafe." Authenticity is our signature at Helbachs. The finely crafted espresso drinks house-made baked goods, and carefully curated breakfast and lunch menus are made up of tried and true favorites from the Helbach's home kitchen and are inspired by the family's love for cooking and their travels around the globe.

Over the past two and a half years of running a successful "little café" it is time to expand. Josh Helbach (our master roaster), went to Diedrich Coffee Roasters out in Idaho last fall to learn all he could about the art of roasting coffee. We then hired a consultant, who was a head roaster & partner at Copa Vida Coffee in San Diego. Josh apprenticed under him for 3 months to learn even more about the art. Since May of 2018 Josh has been roasting tasteful, artisan coffee blends for Helbachs Coffee Co.

With Josh being our master roaster, and Melissa Helbach our head chef, we feel like we have the tools and resources to expand into a larger café, while maintaining the feeling of a little welcoming café. This is precisely what we want to do at Middleton Center.

Company Ownership/Legal Entity

Helbachs Cafe LLC which will operate as Helbachs Coffee Roaster and Kitchen. Helbachs has six partners. All are family members within the LLC. Casey Helbach is the CEO.

Location

Helbachs Coffee Co. is an existing, thriving business that specializes in artisan coffee and food. The current location is at 410 D'onofrio Drive Madison, WI. The new store is located in T. Wall's new development; Middleton Center Phase 1. The store will face Hubbard Ave., and will be directly across the street from a new planned public space that will act as a park, public gathering place, and farmer's market.

Interior

The space that will be leased is brand new and will require a build-out. Developer is allocating \$52 a square foot for this process, which will include wallcoverings, stock room, and bathroom. Space will have high ceilings that are exposed for a "loft like" feeling with polished concrete floors and a brick feature wall. Overall space is planned to be around 3,800 square feet, selling space roughly 3,550 square feet. The store will have a barista bar, coffee roaster, and full kitchen. The designers of Helbach's have been to hundreds of coffee houses throughout the world and are pulling ideas from each one, to create a welcoming rustic coffeehouse & kitchen.

Hours of Operation

Hours of operation will be Mon-Sat 6:00am to 7:00pm, Sun 8:00am to 4:00pm.



Products and Services

Management

Currently Helbachs is primarily run by Josh Helbach (manager and head roaster) Melissa Helbach (head baker & chef) and Noah Helbach (head barista). This will continue at the new location in Middleton center. We will be adding another full-time manager for both locations, and Josh will be full-time head roaster. We will also be hiring a full-time head chef, and head barista.

Financial Management

For 2018, target sales of 180,000 from November, 15th to January, 1st 2019 are planned to be an above breakeven yield. Following our ramp up period our breakeven assumption is 90,000 per month in 2019. Helbachs Coffee Co. planned goal is to do 120,000 per month. Our current revenue at 410 D'onofrio drive is 30,000. We believe with this space offering a full kitchen, roaster, larger barista bar, and quadrupling our seating capacity we can quadruple our revenue.

| Budget - Planned 2019 MC Store | Day | Week | Month | Year |
|---------------------------------------|------------|-------------|--------------|-------------|
| Planned Revenue \$1,440,000 | \$4,285 | \$30,000 | \$120,00 | \$1,440,000 |
| Expense | \$3,214 | \$22,500 | \$90,000 | \$1,080,000 |
| Net Profit MC Store | \$1,071 | \$7,500 | \$30,000 | \$360,000 |
| | 25% | 25% | 25% | 25% |

Marketing

We have a saying at Helbachs that, “our customers walk in as strangers and leave as friends.” We feel if we stay consistent with this theme, we will continue to grow our consistent, avid client basis. At our current location we have not done any formal marketing. Nate Helbach is the Head of Sales and Marketing. He manages and runs the social media, email campaigns, website, and subscriptions. When we started Helbachs back in 2016 Nate was given no budget for advertisement, because we had no funds for it. What he decided to do was go door to door and give out free coffee and “buy one get one free” lattes. To this day Helbachs has not spent a dime on marketing.

- Cross Marketing – Helbachs Current location has over 1,000 consistent clients. (data pulled from square POS)
- Local Involvement – Helbachs Coffee Co. will continue to target events and sponsorship in the greater Madison and Dane County area.
- Internet Marketing – Local and National, focus on organic search and brand recognition, and Social.
- Email – Weekly cadence, subscribers and profiling target audience.



Market Analysis

Dane County is growing much faster than projected. The Wisconsin Department of Administration projected Dane County to grow by 42,547 over the 10-year period from 2010 to 2020. The county, however, already passed that number by 2016. From a Midwest perspective, the Madison region experienced the fourth highest metro growth rate, of 1.3 percent, from 2015 to 2016. Des Moines, IA topped this list with 2 percent, followed by Fargo, ND (1.9) and Sioux Falls, S.D. (1.5).

Helbachs Coffee Co. primarily focuses on targeting men and women ages 20 to 60 years old. Target customers are spread throughout the area. However, within the immediate surrounding area of Helbachs Coffee Co. neighborhoods of Blackhawk, West Middleton, and Bishops Bay, have the 4th highest average household income outside of Maple Bluff, Shorewood, and University Heights, with a much greater population. (Source DATAUSA: Dane County <https://datausa.io/profile/geo/dane-county-wi/#>) Another primary source of clients Helbachs Coffee Co. attracts is the young college student for a study break.

Competition

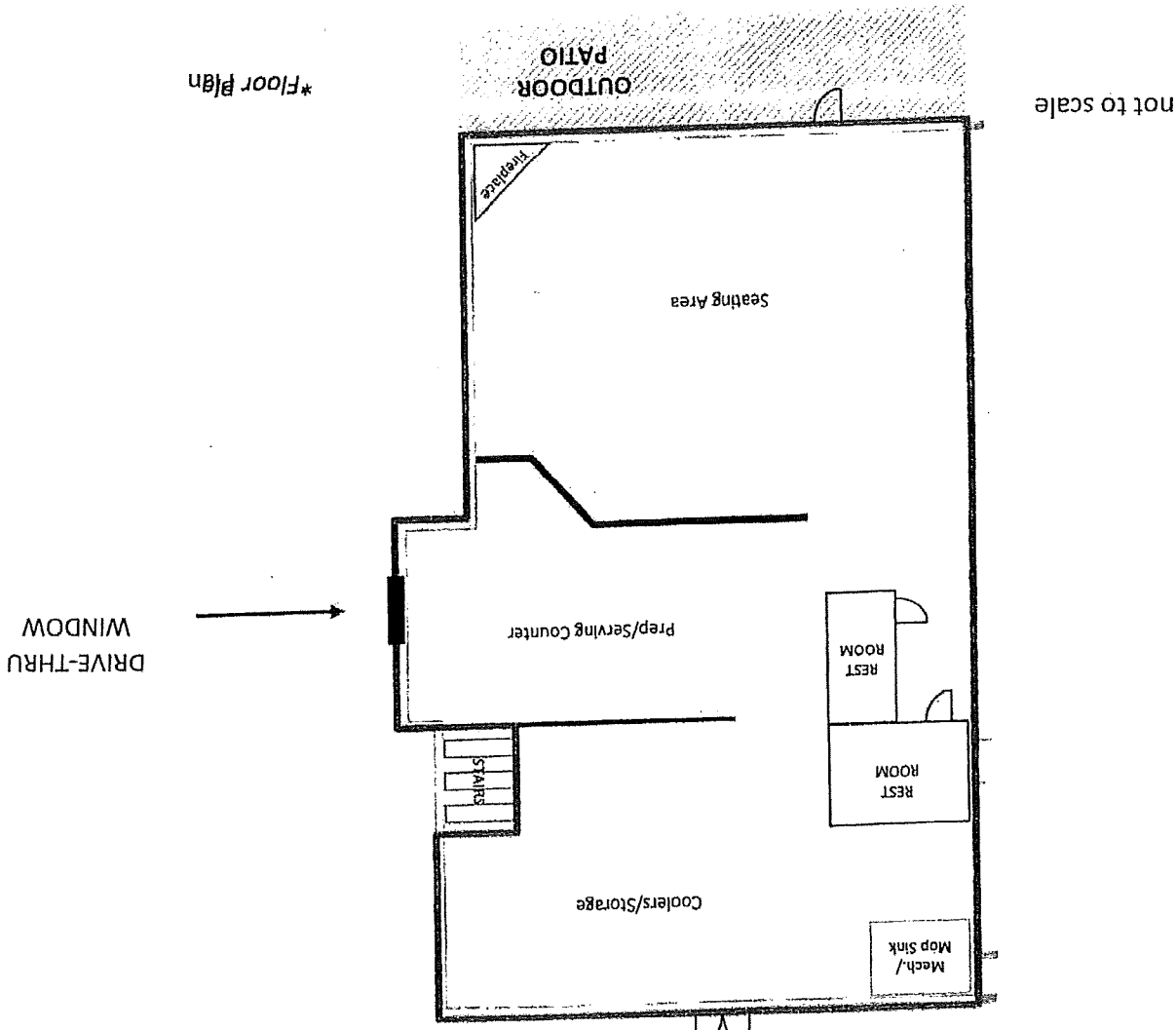
Competition for Helbachs Coffee Co. is almost nonexistent and not comparable. The overall market is completely void of a small batch coffeehouse and kitchen with an exquisite menu of entirely home-made goods.

Notwithstanding, potential clients could go to Starbucks, Kwik Trip, or Barriques to get a morning coffee or treat, but none of those businesses have the level of artisan touch Helbachs crafts into each and every one of our home-made goods.



Floor Plan

SHIPPING/
RECEIVING
RECEIVING



*Floor Plan

