



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

P-128
C-9

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 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.

- This application is for the license period ending June 30, 2015.
- 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.

Ultimate Mart; LLC

- Trade Name (doing business as) Copps # 8179

- Address to be licensed 261 Junction Rd

- Mailing address PO Box 473, MS-2650, Milwaukee, WI 53201

- Anticipated opening date Open

- Is the applicant an employee or agent of, or acting of 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.

liquor sales area 51,070 sq ft, single story retail store;

Separate storage area in back corner of liquor dept

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity N/A
13. Describe existing parking and how parking lot is to be monitored.
- surface parking lot with 278 parking spaces
- will be monitored by several video cameras
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Ultra Mart Foods, LLC (name of licensee)
15. Attach copy of 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 Terrence Rock
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 15 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 2009
21. State and date of registration of corporation, nonprofit organization, or LLC.
WI, 12/17/14

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 |
|---------------------|-------------------|-----------------------------|
| President/Treasurer | Michael Turzanski | New Berlin, WI |
| Vice President/Sec | Edward Kitz | Hartland, WI |
| Vice President | William Dawling | New Berlin, WI |
| | | |
| | | |
| | | |
| | | |

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.
Edward G. Kitz, VP/Sec of Ultimate Mart, LLC

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Roundy's Supermarkets, Inc is the sole member of Ultimate Mart, LLC
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) please see attached store list

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 _____

27. Business description full service retail grocery store with liquor sales for off-premise consumption

28. Hours of operation 6am-11pm daily

29. Describe your management experience Roundy's Supermarkets, Inc. operates 148 grocery stores with liquor sales.

30. List names of managers below, along with city and state of residence.
Terrence Rock, Madison, WI _____

31. Describe staffing levels and staff duties at the proposed establishment Approximately 30 frontend employees with additional staff in each specialty department to service customers and prepare food; additional employees will maintain the center store.

32. Describe your employee training All cashiers 18 years of age and older will complete an online Responsible Beverage Server Training course in addition to cashier training; employees in specialty departments will be trained on existing standard operations procedures and policies.

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

The store will target grocery shoppers of all ages & types, including those looking for organic offerings to those looking for value items

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

-groceries, food beverages, cleaning supplies & toiletries

-will advertise via radio, newspaper, mailings & internet

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

N/A

Section E—Consumption on Premises

N/A

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? _____

39. What type of food will you be serving, if any? _____
 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? _____

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. _____

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? _____

During what hours do you anticipate they will be on duty? _____

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

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
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? _____
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
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:
 _____ % Alcohol _____ % Food _____ % 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

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 Class A Liquor and Beer license for the premise located at
Class of License
261 Junction Road 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 Ultimate Mart, LLC.
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:

None

William L. Duff - VP/Treas.
Signature of Present License Holder
Ultra Mart Foods, LLC

3/19/15
Date

Payment of Taxes on Liquor/Beer License Transfer

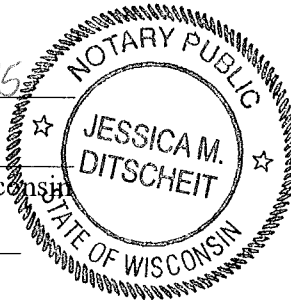
I, William L. Dowling, Vice President, of Ultimate Mart, LLC, applicant for
Name Title
a liquor and/or beer license for the premise located at 261 Junction Rd, have
Address
read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand
that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments
must be paid before the Office of the City Clerk can issue said license.

William L. Dowling - VP
Signature of Applicant Ultimate Mart, LLC

3/19/15
Date

Subscribed and sworn to before me this
19th day of March, 2015.

Jessica M. Ditscheit
Notary Public, Dane County, State of Wisconsin
Milwaukee
My Commission Expires 3/12/17.



8179



June 30, 2015

**City of Madison
Class A Beer
Class A Liquor
License No. 72331-79975**



ULTRA MART FOODS LLC
COPPS FOOD CENTER #8179
LIQUOR/BEER AGENT: TIMOTHY J SMITH
261 JUNCTION RD
MADISON, WI 53717

Expiration Date 06/30/2015
Date Issued 06/25/2014

Paul R. Aug *Maibeth Witzel-Behl*

Mayor

City Clerk

PURSUANT TO SECTION 38 OF THE MADISON GENERAL ORDINANCES AND CHAPTER 125 OF THE WISCONSIN STATE STATUTES.

Premise - total store 51,314 square feet. Selling area 35,060 square feet.
Liquor selling area 2,550 square feet. Liquor storage 314 square feet.

Common Council granted license February 5, 2008.

Expiration Date 06/30/2015

Not Transferable. Post entire license in a conspicuous place.

Ultimate Mart, LLC

| Store Name | Address | City | State | Zip |
|--------------------|------------------------------------|------------------|-------|--------|
| PICK 'N SAVE #6343 | 2643 EASTERN AVE. | PLYMOUTH | WI | 53073- |
| PICK 'N SAVE #6432 | 1317 N 25TH ST | SHEBOYGAN | WI | 53081 |
| COPPS #8101 | 1850 PLOVER RD. | PLOVER | WI | 54467- |
| COPPS #8102 | 2538 IRONWOOD DRIVE | SUN PRAIRIE | WI | 53590 |
| COPPS #8107 | 1291 LOMBARDI ACCESS RD. | GREEN BAY | WI | 54304- |
| COPPS #8111 | 2064 LIME KILN RD. | BELLEVUE | WI | 54311- |
| COPPS #8114 | 620 WHITNEY WAY | MADISON | WI | 53711- |
| COPPS #8115 | 406 HIGHWAY 64 | ANTIGO | WI | 54409- |
| COPPS #8118 | 2400 W. WISCONSIN AVE. | GRAND CHUTE | WI | 54914- |
| COPPS #8121 | 900 E. RIVERVIEW EXPRESSWAY | WISCONSIN RAPIDS | WI | 54494- |
| COPPS #8123 | 2700 N. BALLARD RD. | APPLETON | WI | 54911- |
| COPPS #8124 | 1530 S. COMMERCIAL ST. | NEENAH | WI | 54956- |
| COPPS #8127 | 256 S. LAKE ST. | PHILLIPS | WI | 54555- |
| COPPS #8128 | 6800 CENTURY AVE. | MIDDLETON | WI | 53562- |
| COPPS #8130 | 640 EAST MAIN STREET | SUN PRAIRIE | WI | 53590 |
| COPPS #8131 | 6655 MCKEE RD. | MADISON | WI | 53719- |
| COPPS #8132 | 1500 PINECREST AVENUE | STEVENS POINT | WI | 54481 |
| COPPS #8175 | 950 E. MAIN ST. / N2573 Plaza Road | WAUTOMA | WI | 54982- |
| COPPS #8178 | 2502 SHOPKO DR. | MADISON | WI | 53704- |
| COPPS #8179 | 261 JUNCTION RD. | MADISON | WI | 53717- |
| COPPS #8180 | 3650 UNIVERSITY AVE. | SHOREWOOD HILLS | WI | 53705- |
| COPPS #8181 | 6540 MONONA DR. | MONONA | WI | 53716- |
| COPPS #8182 | 3010 CAHILL MAIN | FITCHBURG | WI | 53711- |
| COPPS #8183 | 1312 S. PARK ST. | MADISON | WI | 53715- |
| COPPS #8185 | 3300 CALUMET AVENUE | MANITOWOC | WI | 54220 |
| COPPS #8186 | 1819 MAIN STREET | GREEN BAY | WI | 54302 |
| COPPS #8187 | 511 W CALUMET ST | APPLETON | WI | 54915 |

ROUNDY'S SUPERMARKETS, INC.

PICK 'N SAVE · COPPS · METRO MARKET · MARIANO'S

PO Box 473
Milwaukee, WI 53201
414-231-5000

April 2, 2015

City of Madison
Office of the City Clerk
210 Martin Luther King Jr Blvd, #103
Madison, WI 53703

Re: Copps Business Plan

Dear City Clerk:

The Copps located at 261 Junction Road will transfer ownership for tax purposes from Ultra Mart Foods, LLC to Ultimate Mart, LLC. Both entities are wholly-owned subsidiaries of Roundy's Supermarkets, Inc. This change will not affect the operation of the store. The store will continue to have the same offerings, which are outlined below, and will operate from 6:00 a.m. to 11:00 p.m. daily.

1. Produce: The store will provide an extensive fresh produce department with a wide variety of fruits and vegetables. Included will be a salad bar as well as prepared salads and cut fruit. A wide variety of organic offerings will be available.

2. Meat and Seafood: The store will provide full service meat and seafood. In addition to full service offerings, there will be self-service options for fresh meat as well as frozen meat and seafood.

3. Bakery: Fresh bakery products will be available. This will include artisan breads baked on premises as well as homemade desserts.

4. Deli: The store will provide a full service deli. In addition to prepared salads, meats and cheeses, Roundy's Chef's Collection will be available. This features restaurant quality prepared meals for customers to take home or enjoy on premises. Grab and go sandwiches and other offerings including deli trays and wraps will also be provided. This area will also feature a hot soup bar and hot food bar.

5. Frozen: The store will have a full line of frozen items featuring name brand and organic & natural offerings.

6. Dairy: The store will have extensive dairy department that features fresh milk, eggs and cheeses. Natural, organic and soy products will all be available.

7. Wine and Spirits: A wide selection of beer, wine and spirits will be available.

8. Center Store: Not only will customers be able to get the best in fresh items, they will also have access to all the name brands they expect to complete a full grocery shop. Included will be full lines of natural and organic selections.

9. Floral: The store will include a full floor department with fresh flowers rivaling the best local florist.



City of Madison

April 2, 2015

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Copps aims to provide customers with a superior shopping experience. The best meats, vegetables, fruits and specialty items will be available. At the same time customers will be able to enjoy a full line of name brand grocery products at competitive prices.

Very truly yours,

ROUNDY'S SUPERMARKETS, INC.

Jessica M. Ditscheit

Jessica M. Ditscheit

Paralegal



