

Roll Play Business Plan

New Class B (Beer) Alcohol License Application

About Roll Play

Roll Play is a board game café located at the historic Garver Feed Mill (3241 Garver Green Suite 115, Madison WI). We offer a library of more than 300+ board games, a Street Food inspired food menu and an expansive (non-alcoholic) bubble tea selection. We also regularly host board game social events, such as Catan Tournaments, Chess Nights and Board Game Meetups. Our mission is to build and support a social community of board gamers and food enthusiasts. Our customers enjoy a welcoming "eat & play" experience.

When customers visit us, there is a \$5-\$15 table cover charge that gives them access to our game library. Our game library is continuously expanding and currently we have more than 300 games.

The table cover gives customers access to:

- All our games (excluding legacy games), including classics (Chess, Scrabble, Monopoly), Party Games (Codenames, Werewolf, Secret Hitler, Exploding Kittens), Euro Games (Settlers of Catan, 7 Wonders, Ticket to Ride), Card Games (Boss Monster, Bang!, Munchkin), Adventure Games (Arkham Horror, Mysterium) and selected international games (Legend of the Three Kingdoms).
- Unlimited play time! Unlimited game plays!
- Certain store events and theme nights.

While enjoying our board game selection, customers are invited to try out some of the great food and bubble tea options from our menu. We have a menu that caters for every taste and dietary preferences. Our bestseller, Singaporean Chicken Rice, has won a Taste of Madison award. Food and bubble tea sales account for 98% of our total revenue.

Hours

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am-7pm	Closed	3pm-9pm	12pm-9pm	12pm-9pm	12pm-10pm	11am-10pm

Why are we applying for Class B (Beer) License?

There have been requests from our customers to serve beer. Since we are offering an entertainment option (board games), there are adult (age 30+) customers who have asked if we have beer offerings. Beer will be a supplement to an experience of board games and great food, never the main event.

What is our alcohol serving plan?

We intend to only serve beer in bottles and cans to customers who are dining-in at our space at Suite 115. Customers will place their orders with a server. The server will immediately check the customer's ID. Servers will be instructed to card everyone that wishes to purchase beer. If above 21+, the server will immediately serve the customer's order to prevent any confusion.

We are also limiting our beer offerings to 3 brand names and in limited stock, mainly due to kitchen space constraints. Beer will be stored in a fridge inside the kitchen, which is only accessible to staff members. All our staff members are age 21+ and will be trained to serve alcohol, as per training guide approved by the Wisconsin Department of Revenue.

Bubble Tea Menu



MILK TEA



Black Milk Tea	\$4.75
Green Milk Tea	\$4.75
Oolong Milk Tea	\$4.75
Thai Milk Tea	\$4.75
Taro Milk Tea	\$5.00
Winter Melon Milk Tea	\$5.00

BREWED TEA



Earl Grey	\$4.25
Jasmine Green	\$4.25
Roasted Oolong	\$4.25
Winter Melon Tea	\$4.25
Red Date Tea	\$4.25

FRUIT TEA



Red Date Oolong Milk Tea	\$5.25
Rose Black Milk Tea	\$5.25
Yin-Yang Coffee Milk Tea	\$5.25
Black Tea Latte	\$5.25
Green Tea Latte	\$5.25
Oolong Tea Latte	\$5.25
Thai Tea Latte	\$5.25
Winter Melon Latte	\$5.25
Passionfruit Green Tea	\$5.25
Passionfruit Black Tea	\$5.25
White Peach Green Tea	\$5.25
Mango Green Tea	\$5.25
Mango Peach Tea	\$5.25
Orange Green Tea	\$5.75
Grapefruit Green Tea	\$5.75
Lemon Black Tea	\$5.75
Lemon Green Tea	\$5.75
Lychee Green Tea	\$5.25
Strawberry Lemon Green Tea	\$6.75
Blackcurrant Black Tea with Nata jelly	\$6.75

Tea Latte



Black Tea Latte	\$5.25
Green Tea Latte	\$5.25
Oolong Tea Latte	\$5.25
Thai Tea Latte	\$5.25
Winter Melon Latte	\$5.25

WHAT IS BUBBLE TEA?

Bubble tea or "Boba Tea" is a tea-based drink that originated in Taiwan in the early 1980s - now popular around the world.

"Bubbles" refer to the small, chewy tapioca balls that are added to the tea.

Today, bubble tea has expanded to include a variety of beverage and topping options.

MATCHA



Matcha Latte	\$5.75
Strawberry Matcha	\$5.75
Taro Matcha	\$5.75
Matcha Red Bean	\$5.75
Matcha Lemonade	\$5.75
Matcha Orange	\$5.75

ESPRESSO

Yin-Yang Coffee Milk Tea	\$5.25
Brown Sugar Latte	\$5.25
Caffe Latte	\$4.75

HONEY



Honey Black Tea	\$5.25
Honey Green Tea	\$5.25
Honey Oolong Tea	\$5.25
Honey Black Milk	\$5.75
Honey Green Milk	\$5.75
Honey Oolong Milk	\$5.75
Sparkling Honey Lemon	\$5.75

BLENDED



Taro Slush	\$5.75
Mango Slush	\$5.75
Passionfruit Slush	\$5.75
Peach Slush	\$5.75
Honeydew Slush	\$5.75
Strawberry Milk	\$5.75

BROWN SUGAR



Brown Sugar Bubble Milk	\$5.75
Brown Sugar Red Bean Milk	\$5.75
Brown Sugar Oreo Milk	\$5.75

YOGURT

Yogurt Green Tea	\$4.75
Yogurt Black Tea	\$4.75
Yogurt Peach	\$5.25
Yogurt Strawberry	\$5.25
Yogurt Blackcurrant	\$5.75

SIGNATURE



Milo Dinosaur "Chocolate Malt"	\$6.75
Orange Creamsicle (Made with Oat Milk)	\$6.75
Rose Bandung	\$6.75
"Creamy Rose Milk"	\$6.75
Blackcurrant Lemon Sparkling	\$6.75

LEMONADE



Honey Lemonade	\$5.25
Rose Lemonade	\$5.25
Strawberry Lemonade	\$5.75
Winter Melon Lemonade	\$5.25
Peach Lemonade	\$5.25

CUSTOMIZE

STEP 1: CHOOSE SIZE

Regular 16oz	
Large 24oz	+\$1.00

STEP 2: CHOOSE SUGAR

LEVEL	
100% / 70% / 50% / 30% / 0%	

STEP 3: CHOOSE ICE

LEVEL	
Regular/ Less/ No ice	

STEP 4: CHOOSE TOPPINGS

+ \$0.80/ea

Honey Bubbles	
Brown Sugar Bubbles	
Lychee Nata Jelly	
Mango Jelly	
Tri-color Jelly	
Peach Popping Boba	
Strawberry Popping Boba	
Yogurt Popping Boba	
Aloe Jelly	
Red Bean	
Crushed Oreos	
Milk Cream Top	+\$1.00/ea



No Dairy/Oat Milk Available

No Caffeine

Cold/Hot Option Available

Contains Gluten

We offer Sassy Cow Creamery Lactose Free Whole Milk/ 2% and Rise Organic Oat Milk.

EXHIBIT A

SITE PLAN/LOCATION OF PREMISES

