

**ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION**

Submit to municipal clerk.

For the license period beginning June 30 2012 ending June 30 2012

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of Dane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (Individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Naples 15 LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Salvatore Di Scala</u>		
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent			
Directors/Managers			

3. Trade Name Naples 15 Business Phone Number saldiscala@yahoo.com  
 4. Address of Premises 15 N Butler St Post Office & Zip Code Madison, WI 53703

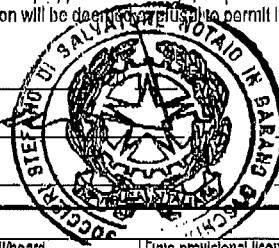
5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No
8. (a) Corporate/limited liability company applicants only: Insert state Wisconsin and date Sept 20, 2011 of registration.  
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
 (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No  
 (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) Served in bar & restaurant; stored in storage area of restaurant
10. Legal description (omit if street address is given above): Mixed use, residential, commercial 21 bldg consisting of 2500 sq ft @ St Leva
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
 (b) If yes, under what name was license issued? Erik Minton
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864]  Yes  No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above question has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**SUBSCRIBED AND SWORN TO BEFORE ME**

this \_\_\_\_\_ day of \_\_\_\_\_

Stefano  
 (Clerk/Municipal Public)



Salvatore Di Scala  
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires \_\_\_\_\_

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
<u>11-8-11</u>			
Date license granted	Date license issued	License number issued	

### City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number	<input checked="" type="checkbox"/> Written Description of Premise	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> Federal Employer Identification #	<input checked="" type="checkbox"/> Background Investigation Form(s)	<input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> Notarized Original Application Form	<input checked="" type="checkbox"/> Notarized Transfer of Ownership <i>N/A</i>	<input checked="" type="checkbox"/> Sample Menu
<input checked="" type="checkbox"/> Notarized Supplemental Form	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Business Plan
<input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> *Notarized Appointment of Agent Corporation/LLC only	

- Name of Applicant/Partner/Corporation/LLC Naples 15 LLC
- Address of Licensed Premise 15 N Butler St.
- Telephone Number: 01139-338-321-9274. Anticipated opening date: N/A
- Mailing address if not opening immediately 801 North Common Rd, Madison, Wisconsin, 53717
- Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?  Yes  No
- Are there any special conditions desired by the neighborhood?  Yes  No

Explain. \_\_\_\_\_

- Business Description, including hours of operation: 11am-10pm Mon-Thurs,  
11am-11pm Fri-Sun

- Do you plan to have live entertainment?  No  Yes—What kind? Piano

- Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**  
95,000 sq ft building (55,000 sq ft housing/40,000 sq ft Commercial/Retail/Office)  
Restaurant is approx 2,800 sq ft with a bar area with approx 12 seats, 60 Underground parking stalls & 80 additional stalls for the residents, 28 seat outdoor cafe area we plan to use

- Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No  
Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

- Describe existing parking and how parking lot is to be monitored. 60 underground structured parking stalls

- Describe your management experience, staffing levels, duties and employee training.

I have Staffed New restaurants to adequately open, Kitchen, waitstaff & Bar  
I have created menus for restaurants in America, France & Italy, I have overseen

- Identify the registered agent for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. *Kitchen performer personal private & Company Banker*

Mike Knowlton 4102 Milwaukee St, Madison, WI 53714

Name

Address

15. Utilizing your market research, who would you project your target market to be?

Business/Working class

16. What age range would you hope to attract to your establishment? Young adult/Middle age / Elderly

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

Through Mass ex Newspaper, Internet, Pamphlets, Business card, & Good Food B.) Wine, coffee expresso, gelato Italian, Italian desert & all foods on Menu.

18. Are you operating under a lease or franchise agreement?  Yes (attach a copy)  No

19. Owner of building where establishment is located: Butler Plaza LLC - Erik Minton  
Address of Owner: 21 N. Butler St Phone Number 345-3456

20. 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?  Yes  No

21. List the Directors of your Corporation/LLC

Salvatore Di Scala	
Name	Address
Naples 15 LLC	
Name	Address
Name	Address

22. List the Stockholders of your Corporation/LLC

Salvatore Di Scala		
Name	Address	% of Ownership
Name	Address	% of Ownership
Name	Address	% of Ownership

23. What type of establishment are you? (Check all that apply)  Tavern  Nightclub  Restaurant

Other Please Explain. \_\_\_\_\_

24. What type of food will you be serving, if any? Italian

Breakfast  Lunch  Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?  Appetizers  Salads  Soups  Sandwiches  Entrees  
 Desserts  Pizza  Full Dinners

26. During what hours of your operation do you plan to serve food? All open hours 10am - 11pm



27. What hours, if any, will food service not be available? N/A 11pm - 10am

28. Indicate any other product/service offered. \_\_\_\_\_

29. Will your establishment have a kitchen manager?  Yes  No

30. Will you have a kitchen support staff?  Yes  No

31. How many wait staff do you anticipate will be employed at your establishment? 3-4

During what hours do you anticipate they will be on duty? Between 9am - 11:30 pm Not including Break w/split shifts

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

33. Do your plans call for a full-service bar?  Yes  No

If yes, how many bar stools do you anticipate having at your bar? 12

How many bartenders do you anticipate you would have working at one time on a busy night? 1-2

34. Will there be a kitchen facility separate from the bar?  Yes  No

35. Will there be a separate and specific area for eating only?  Yes  No

If yes, what will be the seating capacity for that area? N/A

36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill  Microwave

37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes  No

38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
N/A

39. 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

40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  Yes  No

41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  Yes  No



42. What is your estimated capacity? 83

43. Pursuant to Chapter 38.02 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	% <u>20</u>
Gross Receipts from Food and Non-Alcoholic Beverages	% <u>75</u>
Gross Receipts from Other	% <u>5</u>
<b>Total Gross Receipts</b>	<b>100%</b>

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

**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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this \_\_\_\_\_ day of \_\_\_\_\_

Stefano B.  
(Clerk/Notary Public)



[Signature]  
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires \_\_\_\_\_



Certifico io sottoscritto notaio Stefano Boccieri con sede in Barano d'Ischia, iscritto nel ruolo dei distretti notarili riuniti di Napoli, Torre Annunziata e Nola, vera ed autentica la retroestesa firma, apposta da:

DI SCALA SALVATORE, nato a Napoli il 15 ottobre 1959 e residente in Casamicciola Terme (NA) alla via Castanito n. 24, Codice Fiscale DSC SVT 59R15 F839N.

Barano d'Ischia, otto novembre duemilaundici.



C



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

**State of Wisconsin • DEPARTMENT OF REVENUE**

REGISTRATION UNIT  
2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902  
PHONE: 608-266-2778 FAX: 608-264-8884  
EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

October 20, 2011  
Letter ID: L1090223552

SALVATORE DI SCALA  
NAPLES 15 LLC  
801 N GAMMON RD  
MADISON WI 53717-1150

**Business Tax Registration Greeting Letter**

Type of Tax Account	Tax Account Number	Beginning Effective Date	Filing Frequency
Withholding Tax	036-1026592793-04	1/15/2012	Quarterly
Sales & Use Tax	458-1026592793-02	1/1/2012	Quarterly

The Wisconsin Department of Revenue has received your Application for Business Tax Registration and welcomes you as a registrant. The account number(s) assigned to you as a Wisconsin business registrant are referenced above and also on the enclosed Registration Certificate. The enclosed Registration Certificate identifies all permits, licenses, or certificates you hold with the Department of Revenue. This certificate confirms that you are registered with the department for those tax types. **PLEASE RETAIN THIS CERTIFICATE AS PROOF OF REGISTRATION.** If you hold an alcoholic beverage authorization, you must display your certificate at all times on the premises of the business location shown on your certificate. This certificate is not transferable.

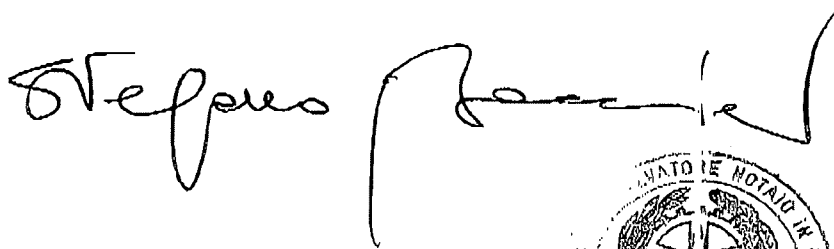
Please review the information on your certificate to ensure correctness. It is important that you notify us of any change in ownership of your business, name, address, or if you discontinue or sell your business. When you contact us about these changes, please include the following information:

1. Account number(s) that are impacted by the change.
2. Legal/Real name of your business.
3. Business name(s).
4. Federal Employer Identification Number (FEIN), if you have one.
5. Type of change being made.
6. Effective date of the change.

If you need to obtain a business tax form or set of instructions quickly, visit our web site at [www.revenue.wi.gov](http://www.revenue.wi.gov). You will find most forms and instructions are available for printing or downloading. Please feel free to contact us with any questions or comments you may have by using the e-mail address, mailing address, or telephone number listed in the letterhead.

Certifico io sottoscritto notaio Stefano Boccieri con sede in Barano d'Ischia, iscritto nel ruolo dei distretti notarili riuniti di Napoli, Torre Annunziata e Nola, vera ed autentica la retroestesa firma, apposta da:  
**DI SCALA SALVATORE**, nato a Napoli il 15 ottobre 1959 e residente in Casamicciola Terme (NA) alla via Castanito n. 24, Codice Fiscale DSC SVT 59R15 F839N.

Barano d'Ischia, otto novembre duemilaundici.





Print

Subject: Federal Tax ID - EIN Application Successfully Assigned  
From: IRS-EIN-Online.com (os@irs-etr-online.com)  
To: taxmanmrk@yahoo.com;  
Date: Tuesday, September 20, 2011 11:55 AM

## Congratulations! Your EIN has been successfully assigned.

EIN  
Assigned: 45-3321964

Legal Name: NAPLES 16 LLC

1: **PLEASE REPLY** If you have not filed your Articles of Incorporation for your new Limited Liability Company (LLC) and we can assist you with all of your state level filings and certifications as well.

**Additional Information About Your Federal Tax ID Number / EIN / TIN**

**When Can You Use Your EIN?**

This EIN is your permanent number and can be used immediately for most of your business needs, including:

- Opening a bank account
- Applying for business licenses
- Filing a tax return by mail.

However, it will take up to two weeks before your EIN becomes part of the IRS's permanent records. You must wait until this occurs before you can:

- File an electronic return
- Make an electronic payment.
- Pass an IRS Taxpayer Identification Number (TIN) matching program.

Respectfully,

Matthew D. Brandenburg  
IRS-EIN-Online.com Specialist  
Toll Free Number: (800) 541-3907

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**BUSINESS PLAN**

**NAPLES 15 LLC of Chef Salvatore Di Scala is opening an Italian restaurant casual dining near the square of the capital in Madison, Wisconsin.**

**The address is 15 Butler St.**

**Neapolitan Cuisine is without doubt the most celebrated Italian cooking style. The cuisine of the Campania region seems to symbolize the most stereotypical Italian cooking. Naples is birthplace of pizza, the most popular food on Earth, and is renowned for the superiority of its pasta and the many sauces that go with it, such as the tomato ragu', the marinara sauce and the puttanesca. Other dishes that originate here include lasagna with ricotta cheese, steak alla pizzaiola, and braciola, as well as a variety of desserts like pastiera. The primary mission of the restaurant is to serve customers with traditional dishes from a kitchen humble but rich of flavors from the Neapolitan culinary fantasy of every days. That's why the famous saying "ca si no pare brutto." (otherwise it will look bad).**

**My inspiration for my cooking at the restaurant comes from Naples , situated on Italy 's southwestern coast.**

**Neapolitan cuisine has ancient historical roots that date back to the Greco-Roman period which bring a balance between dishes based on rural ingredients (pasta, vegetables, cheese) and seafood dishes.**

**Culinarily-wise, the city is synonymous with pizza, which originated in the city. The real Neapolitan pizza will be cooked in a wood-fired oven, hand-made by an able pizzaiuolo (expert pizza maker) who makes the dough disk thinner in the center and thicker in the outer part; the ingredients and olive oil are rapidly spread on the disk, and with a quick movement the pizza is put on the shovel and then slid in the oven where it is turned around a few times for uniform cooking.**

**To complement our pizza, seafood and vegetables dishes will be wines from the Campania region that match very well to the local cuisine. Among white wines the most famous are Greco di Tufo, Falanghina, Fiano di Avellino and Asprinio di Aversa, while the most famous red wines are Aglianico, Taurasi, Piediroso also known as pere 'e palummo, Solopaca, Lacryma Christi from Vesuvius, that is produced both white and red.**

**And for dessert we will serve cakes, pastries and Italian ice as well as espresso for a variety of coffee choices.**

**The coffee will be of the highest quality from Naples from one of the best coffee machines in the world.**

*BAST RAEARD Salvatore Di Scala*



## **APPETIZER**

Land platter (ham, cheese and green olives)  
 Parma ham and mozzarella cheese  
 Bruschette (roasted whitebread with tomatoes, olive oil and basil)  
 Carpaccio of swordfish  
 Mussels with pepper and fresh lemon  
 Parma ham and melon  
 Radicchio and grilled smoked cheese  
 Fried shrimps and squid

## **PASTE**

Pappardelle alla Marina Grande di Capri  
 Rigatoni al ragu Napoletano verace  
 Paccheri all'aragosta  
 Fettuccine alla Bolognese  
 Ziti alla Genovese  
 Penne all'arrabbiata  
 Linguine alla puttanesca  
 Gnocchetti al limone  
 Pappardelle ai funghi porcini  
 Linguine alla Salvatore  
 Gnocchi alla Sorrentina  
 Gnocchi al gorgonzola, noci e radicchio  
 Spaghetti alle vongole veraci  
 Spaghetti all'Amatriciana

## **CARNI**

Escalope in lemon sauce  
 Escalope with aubergine-mozzarella filling  
 Fillet steak in a sauce made with Barolo wine and green pepper  
 Sliced steak with rocket and parmesan cheese  
 Grilled meat (per kg.)

## **PESCE**

Aragosta alla Don Peppino  
 Gamberoni alla salsa rosa  
 Impepata di cozze  
 Pesce spada alla menta fresca

## **PIZZE AL FORNO**

Margherita  
 Marinara  
 Calzone  
 4 Stagioni  
 Capricciosa

## **PIZZE FRITTA**

**(FRIED PIZZA)**

Ricotta, provola o mozzarella e salame



Pizza, Neapolitan food par excellence, is always remembered and represented with the classic "daisy" or "maritime", ie with the pizzas in the oven.

But not many know that Naples is another type of pizza is very popular and loved the pizza fries, a true delicacy, especially if bought on the street to fill that empty stomach at noon, before lunch, inevitably affects us all good appetite, and not only ...

Almost every traditional pizza, especially in the historical center, shows off to a banquet room where you can buy freshly baked pizzas, still hot, to be consumed strictly for road and not at the table. For sale there are both the classic daisies in a reduced size to eat "wallet" (or "book", folded in four and closed by way 'of the book in a few sheets of paper Baker), but the fried stuffed pizza cottage cheese, escarole, or otherwise.

And do not think that this is a contemporary fashion, an imitation of fast food overseas, because in 1954, in the film by Vittorio de Sica's "The Gold of Naples" are a wonderful Sophia Loren fries and pizza sell on credit to passers-by (in the second episode entitled "Pizzas credit") (gb).

The fried pizza is a traditional Neapolitan dish of old, the Neapolitan associated with the expression "to ogge eight", that I eat now and pay in a week: it was one of the few foods available to the poor and common people who lived in debt in the narrow streets of old Naples.

The fried pizza, stuffed with ricotta, salami, cicoli, mozzarella or another, or as a simple mix without stuffing was a cheaper version of pizza cooked in the oven, which not everyone could afford to pay. The "pizza ogge eight" was sold in the "low", humble street-level studios without window, poor living symbol of Naples.

To take care of the fry and the sale of the pizza was often his wife, who before going on pizza preparing the dough. The customer, in most cases also an inhabitant of the "low", buying pizza, while the tomato sauce is marked on a notebook and the credit for that day, the hunger problem was solved. Then in a week you would have thought the bill!

Another explanation of this term can be traced to the fact that these low-pizzerias remained open one day a week, because managed directly by the pizza chef, who on his day off the week, supplemented his meager income by selling the family pizza fries (not having the oven, frying was the only way to cook them).

Today, these low-pizzerias there should be more, although I still remember the late eighties a "bottom" of the historic center of Naples, where for a certain period of time you could buy pizza fried in a pot on the edge of the road, just like in the movie "The Gold of Naples". But you did not pay immediately to eight! Today the "pizza-down" is no more.

## Neapolitan Tradition

Stefano Ferrara ovens are built brick by brick without using any prefabricated pieces as old Neapolitan tradition

The true Neapolitan pizza is born around 1600 from the undeniable Neapolitan culinary talent, it was need to make more desirable the traditional crushed bread (schiacciata di pane) that was bread's dough cooked in firewood ovens, with garlic, lard and big salt, or, in the richest version, with cacioavallo and basil over it.

The first pizza with tomato and mozzarella was made in 1889, during a visit in Naples of the Italian Kings (Umberto I and his wife Margherita)

The history tells us that Raffaele Esposito, the best pizzaiolo of that time ( he was Giovanna Brandi's husband) made three pizzas for the sovereigns: Mastunicola pizza (original name Pizza alla Mastunicola) with melted, cheese and basil, Marinara pizza with tomato, garlic, oil and oregano and the pizza tomato, mozzarella and basil with its colours it remembered the Italian flag colours (Red, White and Green).

This last pizza was a new pizza It was called Margherita in honor to the queen Margherita have been the first person tasted that new pizza.

On those old times you surely wasn't able to find any modern prefabricated firewood ovens like those you now can currently find on the market, in that time they were handcraft ovens built by Neapolitan artisans so we can say without hesitation that the first pizza Margherita got a so great success to be exported and to become famous on all over the world, It has been cooked in a Neapolitan handcraft oven.

As for tradition still today the Neapolitan pizza is cooked in firewood ovens with a cooking temperature of 485 °C required for getting the true Neapolitan pizza.

It's very important the pizza is uniformly cooked on all its circumference and the cooking times haven't to be more than 60-90 seconds.

Only a traditional Neapolitan oven thanks to the used construction materials and its right proportion of the dimensions guarantees the above mentioned cooking criterias.

LCJX.MH46672 - Cooking Appliances, Wood Fired

10/19/09 10:41 PM



**ONLINE CERTIFICATIONS DIRECTORY**

**LCJX.MH46672  
Cooking Appliances, Wood Fired**

Page Bottom

**Cooking Appliances, Wood Fired**

See General Information for Cooking Appliances, Wood Fired

**SF ALLESTIMENTI DI STEFANO FERRARA**  
VIA PARATINE 17  
80010 QUARTO, NA ITALY

MH46672

**Wood-fired baking ovens, Models 80, 90, 105, 120, 130, 140 and 150.**

Last Updated on 2009-05-30

Questions?

Notice of Disclaimer

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An independent organization working for a safer world with integrity, precision and knowledge.



NAPLES 15

LA PIZZERIA NAPOLETANA

MARINARA

San Marzano Tomato, garlic, oregano and fresh basil (no cheese).

LA VERACE

Tomato, buffalo mozzarella, Parmesan Reggiano, fresh basil, & extra virgin olive oil.

MARGHERITA

San Marzano Tomato mozzarella, Parmesan Reggiano, & fresh basil, and extra virgin olive oil

NAPOLETANA

Tomato, anchovies, black olives, & fresh basil e Origan , and extra virgin olive oil.

CALZONE

Ricotta ,Mozzarella ,and extra virgin olive oil Parmiggiano Reggiano (a request Salame)

L'ARRABBIATA

Tomato, mozzarella, spicy salami, Parmiggiano Reggiano & fresh basil. (Also available as a white pizza).

VA CAPRICCIOSA

Tomato, mozzarella, sautéed mushrooms, ham, marinated artichokes, black olives, & fresh basil. and extra virgin olive oil

A SICILIANA

Tomato San Marzano sautéed eggplant, provola, fontina and Parmiggiano Reggiano cheeses, & fresh basil.

QUATTRO STAGIONI

Four unique pizzas in one... San Marzano with mozzarella, Mushroom & Ham, Salami with mozzarella, and fresh cherry tomato with mozzarella.

VA CERASELLA

Fresh cherry tomatoes, buffalo mozzarella, Parmiggiano , basil, & extra virgin olive oil.

A SAPURITE

Provola, smoke cheese mushrooms, Parmiggiano Reggiano, and truffle oil.

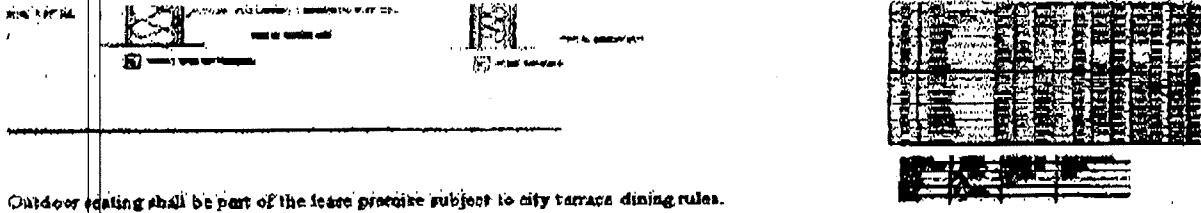
QUATTRO FORMAGGI

Smoked provola, gorgonzola, fontina, emmental cheeses, sprinkled with Parmiggiano Reggiano and fresh basil.

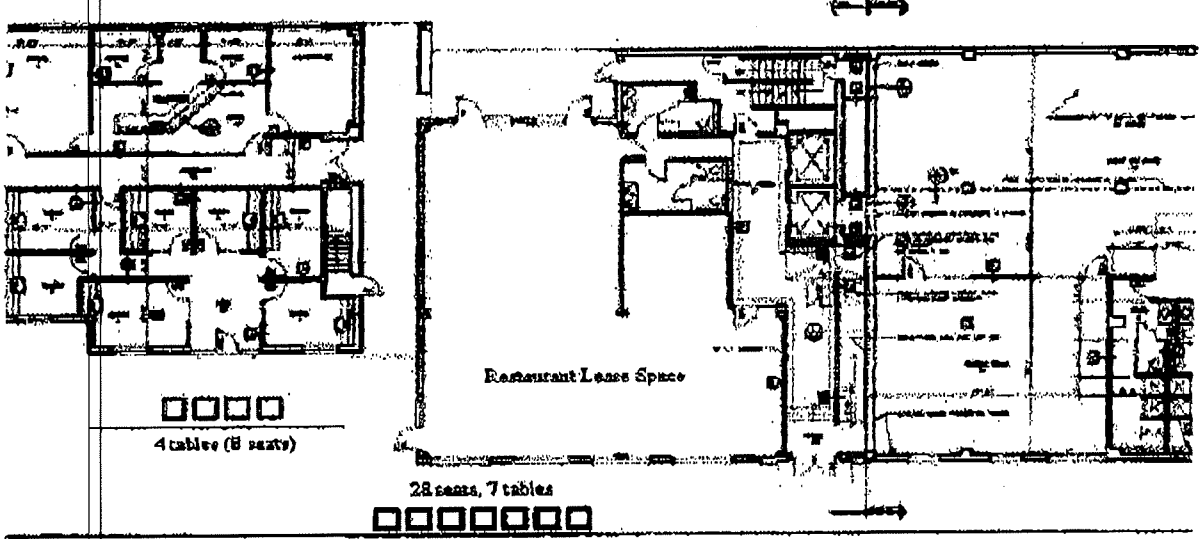
Floor Plans

C

# Exhibit A



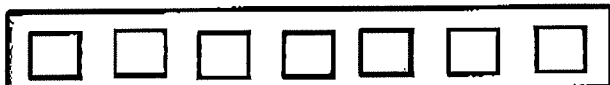
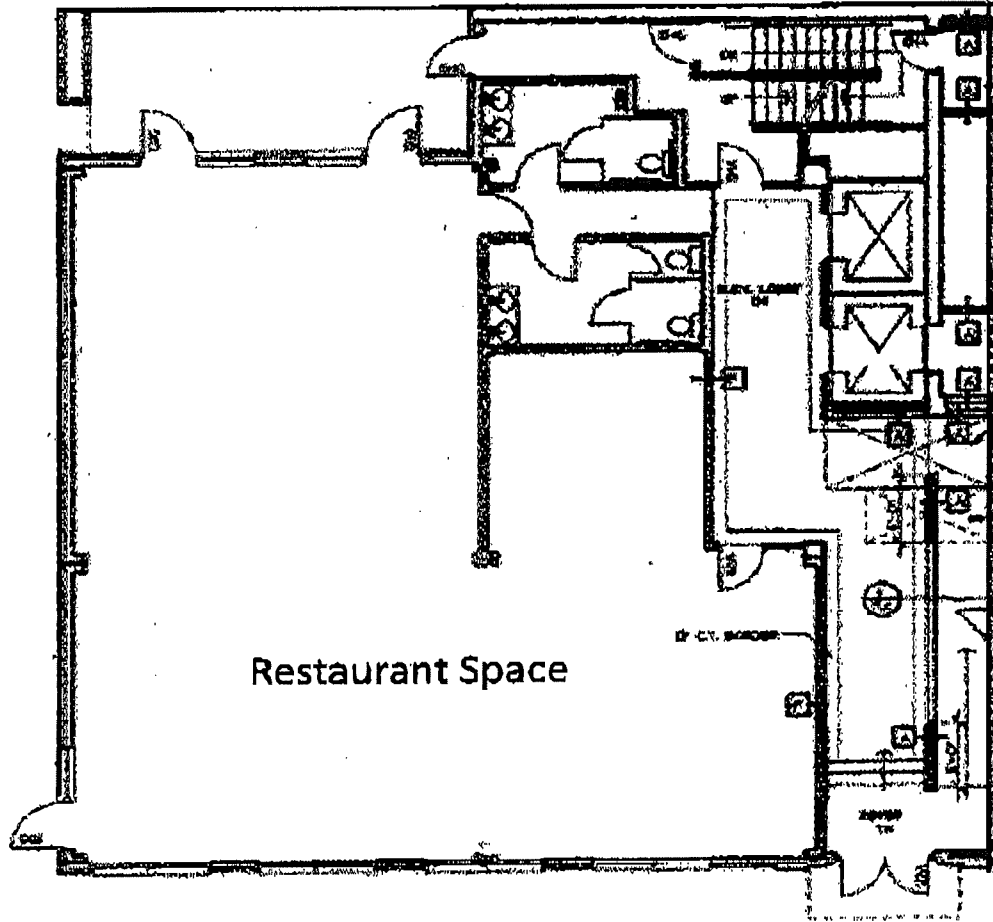
Outdoor seating shall be part of the lease package subject to city terrace dining rules.





Floor Plans

C

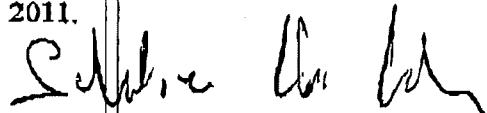


Outdoor Seating Area

C

**PERSONAL GUARANTY**

For value received, and as material inducement to and in consideration of the Landlord making the foregoing lease and in reliance upon this guaranty Salvatore Di Scala (and his/her spouse hereby jointly and severally) unconditionally guarantee the payment of the rent and the performance of the covenants and agreement by the Tenant **Di Scala (Naples 15)**, in the lease with **Butler Plaza LLC** for the premises at 15 North Butler St, City of Madison, Dane County, Wisconsin dated the 26<sup>th</sup> day of August, 2011.



\_\_\_\_\_, as an Individual, **LLC** Date

Address: Salvatore Di Scala  
801 North Gammon rd  
Madison, WI. 53717

This is the written description on the premises of Naples 15  
on north Butler st.

This is a mixed use residential/commercial building, consi-  
sting of 2,800 sq ft of resturant at street level.

Naples 15 LLC,

Name *Schuber Wilder*

Date *8, NOVEMBER 2011*