

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning JANUARY 20 13 ;
ending DECEMBER 20 13

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

County of DANE Aldermanic Dist. No. _____ (if required by ordinance)

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

Applicant's Wisconsin Seller's Permit Number:	456102805500302
Federal Employer Identification Number (FEIN):	46-1207499
LICENSE REQUESTED ▶	
TYPE	FEE
<input checked="" type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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): MERCADITO MADISON CORPORATION

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>PRESIDENT Alicia B Navarrete</u>	<u>433 Trail Side Dr DeForest,</u>	<u>WI 53532</u>
Vice President/Member	<u>Vice President Lucio R Reyes Jr.</u>	<u>433 Trail Side Dr. DeForest,</u>	<u>WI</u>
Secretary/Member			
Treasurer/Member			
Agent ▶			
Directors/Managers			

3. Trade Name ▶ Mercadito Madison Corporation Business Phone Number 608-630-9007
4. Address of Premises ▶ 3559 E Washington Ave Post Office & Zip Code ▶ Madison, WI 53704

- 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 10/25/01 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

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.) 3559 E Washington Ave Madison, WI 53704

- 10. Legal description (omit if street address is given above): _____
- 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? _____
- 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. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions 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 a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME
this 29th day of October, 20 12
[Signature]
(Clerk/Notary Public)
My commission expires July 5, 2015

[Signature] - President
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
[Signature] - Vice President
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

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

TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk <u>11/6/2012</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

City of Madison Supplemental Class A License Application

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

1. Name of Applicant/Partner/Corporation/LLC MERCADITO MADISON CORPORATION
2. Address of Licensed Premise 3559 E. WASHINGTON AVE
3. Telephone Number: 608-630-9007 4. Anticipated opening date: JANUARY 10, 2013
5. Mailing address if not opening immediately 3557 E. Washington Ave Madison, WI 53704
6. 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
7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. What type of establishment is contemplated? Liquor Store Grocery Store
 Convenience Store – Gas Pumps Yes No Other—Explain _____
9. Business Description: Small grocery store, liquor/beer, hot prepared food for take out, fruit & yogurt bar

10. 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.**

3559 E. Washington Ave Madison, WI 53704 2600 square ft
NO Seating - Carry out prepared food only
Liquor and Alcohol will be in reach in coolers and stored in locked storage room.

11. 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.
12. Describe existing parking and how parking lot is to be monitored. Parking lot in joint with Pedros Mexican Restaurant and monitored by security cameras.

13. Describe your management experience, staffing levels, duties and employee training.
I currently own and operate 2 businesses anywhere from 2-10 employees, manage mid size construction projects, bids, plans, and payroll ect.

14. 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.
Alicia B. Navarrete 433 trail side Dr. DeForest WI 53532
 Name Address

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

Consumers Aged 21-50 All Markets

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

Radio 106.3 FM & 1480AM, Store front signage, Advertising groceries, liquor, prepared food.

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

18. Owner of building where establishment is located: Jim Martini

Address of Owner: 3555 E. Washington Ave Madison, WI 53704 Phone Number 608-444-5319

19. 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 N/A

20. List the Directors of your Corporation/LLC

Alicia B Navarrete 433 Trailside Dr. DeForest, WI 53589

Name Address

Lucio R. Reyes Jr. 433 Trailside Dr. DeForest, WI 53589

Name Address

Name Address

21. List the Stockholders of your Corporation/LLC

Alicia B. Navarrete 433 Trailside Dr. DeForest, WI 53589 90%

Name Address % of Ownership

Lucio R. Reyes Jr. 433 Trailside Dr. DeForest, WI 53532 10%

Name Address % of Ownership

Name Address % of Ownership

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 29th day of October, 2012

Alicia B Navarrete
(Officer of Corporation/Member of LLC/Partner/Individual)

Bruce Bongaly
(Clerk/Notary Public)

My commission expires July 5, 2015



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8946
MADISON, WI 53708-8946

Contact Information:

2135 RIMROCK RD PO BOX 8946
MADISON, WI 53708-8946
ph: 608-266-2776 fax: 608-264-6884
email: dorbusinessstax@revenue.wi.gov
website: revenue.wi.gov

Letter ID L1487909152

ALICIA B NAVARRETE
MERCADITO MADISON CORPORATION
3559 E WASHINGTON AVE
MADISON WI 53704-4154

Wisconsin Department of Revenue Seller's Permit

Legal/real name: MERCADITO MADISON CORPORATION
Business name: MERCADITO MADISON CORPORATION
3559 E WASHINGTON AVE
MADISON WI 53704

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type

Account Type

Account Number

Sales & Use Tax

Seller's Permit

456-1028055003-02

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, ALICIA B NAVARRETE, officer/member for MERCADITO MADISON CORPORATION

(Corporation/LLC), doing business as MERCADITO MADISON CORPORATION, authorize and appoint

ALICIA B NAVARRETE (Name) as the liquor/beer agent for the premise located at 3559 E WASHINGTON AVE MADISON WI 53704.

Subscribed and sworn to before me this

1st Day of November, 2012

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 7-5-15

[Signature]
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, ALICIA B NAVARRETE, appointed liquor/beer agent for MERCADITO MADISON CORPORATION (name of Corporation or LLC), being first duly sworn

say I have vested in me, by properly authorized and executed written delegation, full authority and control of the premise described in the license of such corporation or limited liability company, and I am involved in the actual conduct of the business as an employee, or have a direct financial interest in the business of the licensee, therein relating to the intoxicating liquor/fermented malt beverage. The interest I have in the business is 90 %.

Subscribed and sworn to before me this

1st Day of November, 2012

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 7-5-15

[Signature]
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

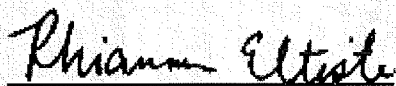
Wisconsin Responsible Beverage Server Training

Alicia Navarrete

has met all training requirements and successfully completed the above course and/or exam.

Certification Number: 42524

Date of Completion: 10/31/2012



Authorized Signature

STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
STATE OF WISCONSIN

2012 OCT 19 AM 9:43

State of Wisconsin
DEPARTMENT OF FINANCIAL INSTITUTIONS
Division of Corporate & Consumer Services



ARTICLES OF INCORPORATION - STOCK FOR-PROFIT CORPORATION

Executed by the undersigned for the purpose of forming a Wisconsin for-profit corporation under Chapter 180 of the Wisconsin Statutes.

MERCADITO MADISON CORPORATION

Article 1 Name of the corporation: _____

Article 2 The corporation is organized under Ch. 180 of the Wisconsin Statutes.

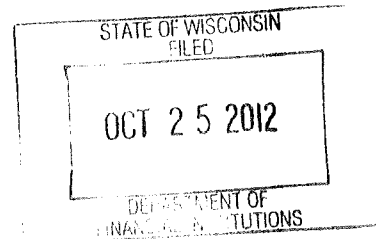
Article 3 The corporation shall be authorized to issue 1 shares

Article 4 Name of the initial registered agent: ALICIA B NAVARRETT

Article 5 Street address of the initial registered office: *(The complete address, including street and number, if assigned, and ZIP code. P.O. Box address may be included as part of the address, but is insufficient alone.)*

3557 E WASHINGTON
MADISON, WI 53704

Article 6 Other provisions (OPTIONAL):



FILING FEE - \$100.00

DEL CORP 2(R04 12 05) Use of this form is voluntary.

WI - DEL CORP
FILE ID #

M 84272

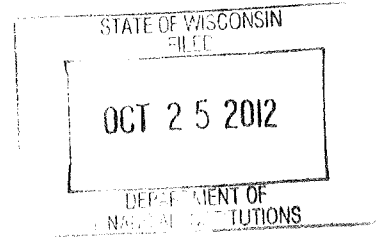
Article 1. Name and complete address of each incorporator:

LUCIO R REYES JR

LUCIO R REYES JR

3557 E WASHINGTON AVE

3557 E WASHINGTON AVE
MADISON, WI 53703



Alicia B Navarrete

Incorporator's signature

Incorporator's signature

ALICIA B NAVARRETE

This document was drafted by

(Name the individual who drafted the document)

▶ OPTIONAL Second choice corporate name if first choice is not available:

INSTRUCTIONS (Ref. sec. 180.0202 Wis. Stats. for document content)

Submit one original and one exact copy to Department of Financial Institutions, P O Box 7846, Madison WI 53707-7846, together with the appropriate **FILING FEE of \$100**. Filing fee is **non-refundable** and sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3rd Floor, Madison WI 53703. Sign the document manually or otherwise as allowed under sec. 180.0120(3)(c), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TTY. This document can be made available in alternate formats upon request to qualifying individuals with disabilities.

Article 1. The name must contain "corporation", "incorporated", "company", or "limited" or the abbreviation "corp.", "inc.", "co." or "ltd." or comparable words or abbreviations in another language. If you wish to provide a second choice name that you would accept if your first choice is not available enter it in the "Optional" area on page 2.

Article 2. This statement is required by sec. 180.0202(1)(a).

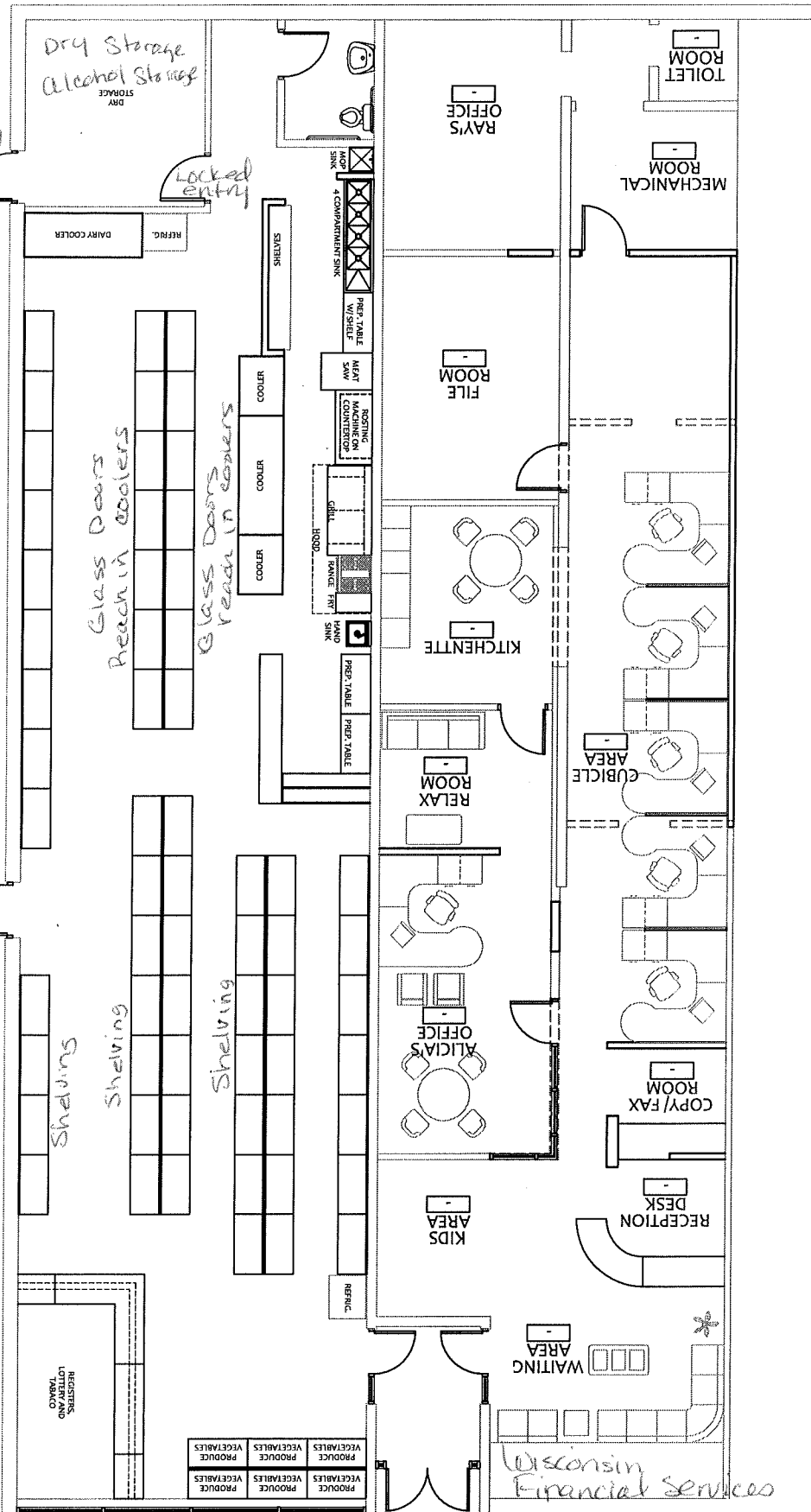
Article 3. Some quantity of shares must be authorized.



FLOOR PLAN SCALE: 3/32" = 1'-0"



Back of Building



Delivery Door

Locked entry

Glass Doors Reach in coolers

Glass Doors reach in coolers

Side Parking Lot

Side Entrance
Mercedito Madison

Mercedito Madison Entrance

Front Parking lot

TAKE OUT MENU

**Mercadito Madison
3559 E Washington Ave
Madison, WI 53704**

Rotisserie Chicken

* Whole chicken & 2 sides & fresh corn tortillas

* 1/2 Chicken & 2 sides & fresh corn tortillas

* 1/4 chicken & 1 side & fresh corn tortillas

Barbacoa	Lb.
Carnitas	Lb.
Menudo	Medium
	Large
Tamales	doz.
Tacos	Barbacoa or Carnitas
Taco Plate	2 tacos rice & beans

Fresh corn tortillas **doz.**

Yogurt & Fruit cup

**ORDER FOR ALL YOUR PARTY
NEEDS !**



Mercadito Madison Corporation
Business Plan

Created: October 30, 2012

*3559 E Washington Ave Madison, WI 53704
608-669-6483 Phone 888-839-2067 Fax*



Executive Summary

Madison's East side offers consumers several options of larger grocery chains. Mercadito Madison wants to bring the same service to consumers on a smaller scale maintaining the best value for our customers' dollar.

Mercadito Madison's aim is to offer Madison's East side consumers fresh produce, fresh vegetables, organic products, fresh prepared hot food to go, fresh meat market, and much more at a convenient and safe location right off of East Washington Ave in Madison, WI at reasonable and affordable prices without sacrificing quality products or excellent service.

This plan is a guide for this start-up business. Researching and defining our market, strategies, mission and financials will provide insight and prepare the owner to successfully run Mercadito Madison.

Objectives

- To run a successful and reputable business with a family atmosphere
- To offer our customers a variety of superior products and services at affordable price.
- To provide customer service that is second to none.

Mission

The mission of Mercadito Madison is to offer consumers a variety of convenient options in products and great food at affordable prices. The company will grow, create jobs in the community and provide a rewarding work environment for its employees.

VISION

Mercadito Madison intends to provide its customers with products they need every day at affordable prices. We vow to offer our customers the best service and sell only the freshest, safest products. We will offer a variety of products and services to create a one stop shop for our customers.

Keys to Success

- Good quality products at competitive prices.
- Excellent customer service that will promote customer loyalty.
- A convenient location that will assure that commuters and residents of the community will shop at Mercadito Madison.

Company Summary

Mercadito Madison is a new grocery store on Madisons East Side. Alicia B Navarrete , owner of Mercadito Madison , Alicia will focus on maintaining competitive and affordable prices and quality products.

Company Ownership

Mercadito Madison Corporation is created by Alicia B Navarrete and will be structured and operated as follows:

President: Alicia B Navarrete

Vice President: Lucio R Reyes Jr.

Start-up Summary

Alicia B Navarrete plans to invest \$ 126, 000 to the start up of Mercadito Madison and utilize a line of credit of \$ 30,000.00 if needed.

The following chart and table show projected initial start-up costs for Mercadito Madison Corporation.

Start-up Requirements

Start-up Expenses

Legal	\$1,000
Insurance	\$1,000
Rent	\$1,300
State Permits	\$2,500
Build Out of Rental Unit	\$15,000
Store/ Restaurant Equipment	\$40,000
Promotional Sign	\$5,000
Marketing/ Grand Opening Event	\$10,000
Total Start-up Expenses	\$75,800

Start-up Assets

Cash Required	\$20,000
Start-up Inventory	\$30,000
Long-term Assets	\$0
Total Assets	\$50,000
Total Requirements	\$125,800

Start Up Funding

Start-up Expenses to Fund	\$78,500
Start-up Assets to Fund	\$50,000
Total Funding Required	\$125,800

Assets

Non-cash Assets from Start-up	\$70,000
Cash Requirements from Start-up	\$20,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$20,000
Total Assets	\$90,000

Liabilities and Capital

Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0

Capital	
Planned Investment	
Alicia B Navarrete	\$125,800
Other	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$125,800
Loss at Start-up (Start-up Expenses)	(\$75,800)
Total Capital	(\$50,000)
Total Capital and Liabilities	\$50,000
Total Funding	\$128,800

Products

Mercadito Madison sells the following products:

- Fresh Produce & Vegetables
- Fresh Meat (Meat market) & Deli Items
- Organic Products
- Fresh Yogurt & Fruit Bar
- Fresh Juice Bar (malts, shakes, & protein drinks)
- Bakery goods;
- Organic products
- Hot Food to go (Rotisserie Chicken, Barbacoa, Menudo, tamales, tacos, gorditas, rice, beans, fresh salsas, carnitas, freshly made corn tortillas)
- Liquor/ Alcohol
- Cigarettes
- Lottery Tickets
- Phone Calling Cards
- International wire transfer services
- Dry / Can Goods

Market Analysis Summary

Located on East Washington Ave on Madison's East side with cross sections on Hwy 51 and Hwy 151. Highway 151 connects Madison and Sun Prairie, both have growing populations. These cross sections connect the main road through town and is used daily by thousands of commuters between the two cities to get to and from work.

Mercadito Madison will give these commuters and neighborhood residents a convenient location to shop.

Mercadito Madison's target market:

- Age: 25 - 50 years of age;
- Average income: \$25,000+;
- Employment: professionals in all industries.

Strategy and Implementation Summary

Mercadito Madison will focus on becoming a routine stop for commuters and neighborhood residents on and surrounding Highway 151 & Hwy 51, not just for those people who need a small grocery item on their way home from work, but for those who are looking for a healthy alternative snack or a whole prepared take home meal for their family. Mercadito Madison will aim to be more than a convenience store to its customers; it will be a friendly, safe, reputable, and affordable place to shop.

Competitive Edge

The competitive edge for Mercadito Madison is the following:

- **Location:** Mercadito Madison is located on East Washington Ave on Madisons East Side, One of Madisons heaviest commuted roads. Our aim is to bring to the neighborhood options not currently available to area residents and commuters. .
- **Quality Products:** : Mercadito Madison will strive to bring the best quality products to its customers at the best value.
- **Customer Service:** Mercadito Madison prides itself in treating each customer as part of the family , with respect, dignity, and courtesy.

Sales Strategy

Mercadito Madison will keep its prices competitive with other grocers within a 10 miles radius of the store in order to attract consumers. We will shop our competitors to ensure we are offering our customers what they want and need. Daily specials will be offered on demand products to encourage patronage. We will listen to our customers on products they want to see in the store and offer those products when feasible.

In order to maintain competitive and affordable prices, Mercadito Madison will make every effort to buy products at more affordable prices and pass the savings onto our customers.

Management Summary

Alicia B Navarrete, owner of Mercadito Madison, has fifteen years experience in the financial and management industry. Alicia currently owns, operates, and manages Wisconsin Financial Services and Anthony Construction located in Madison, WI, both successful family businesses.

Alicia has a reputation as an excellent business woman in the community, who is dedicated to the success of any project she invest time and energy into. Alicia is known for her generosity and contributions to organizations in the community such as The Down Syndrome Society, The Brittney Zimmerman Foundation, Hispanic Heritage Month, Dane County Copps For Kids, and The Rainbird Foundation.

Personnel Plan

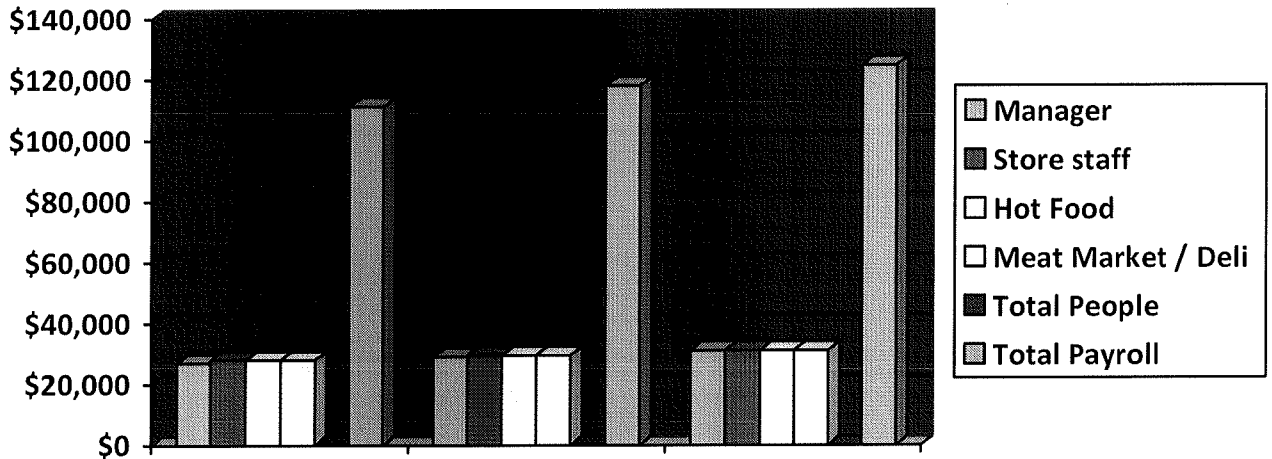
Mercadito Madison will have a staff of seven to start with additional staff being hired as needed.

- Manager
- Store Staff (1 full time and 1 part time)(2)
- Hot Food Area (1 full time and 1 Part Time) (2)
- Meat Market/ Deli (1 full time and 1 part time) (2)

Personnel Plan Break Down

	Year 1	Year 2	Year 3
Manager	\$27,040	\$29,120	\$31,200
Store staff	\$28,080	\$29,640	\$31,200
Hot Food	\$28,080	\$29,640	\$31,200
Meat Market / Deli	\$ 28,080	\$29,640	\$31,200
Total People	7	7	7
Total Payroll	\$111,280	\$118,040	\$124,800

Personnel Plan Expenses



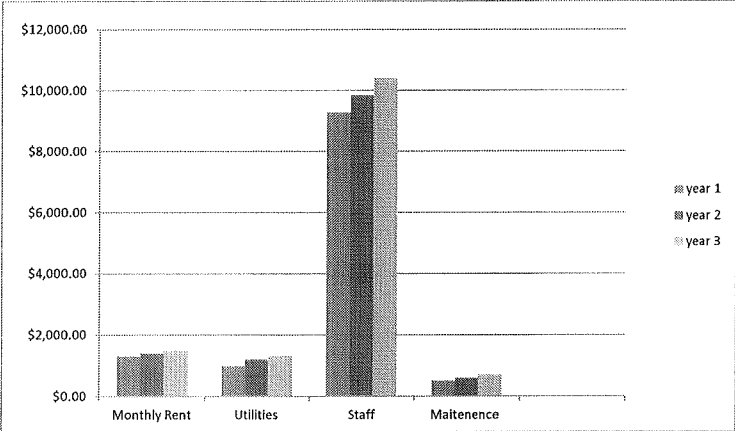
Financial Plan

The following is the financial plan for Mercadito Madison Corporation.

Break-even Analysis

The monthly break-even point is approximately \$12,500

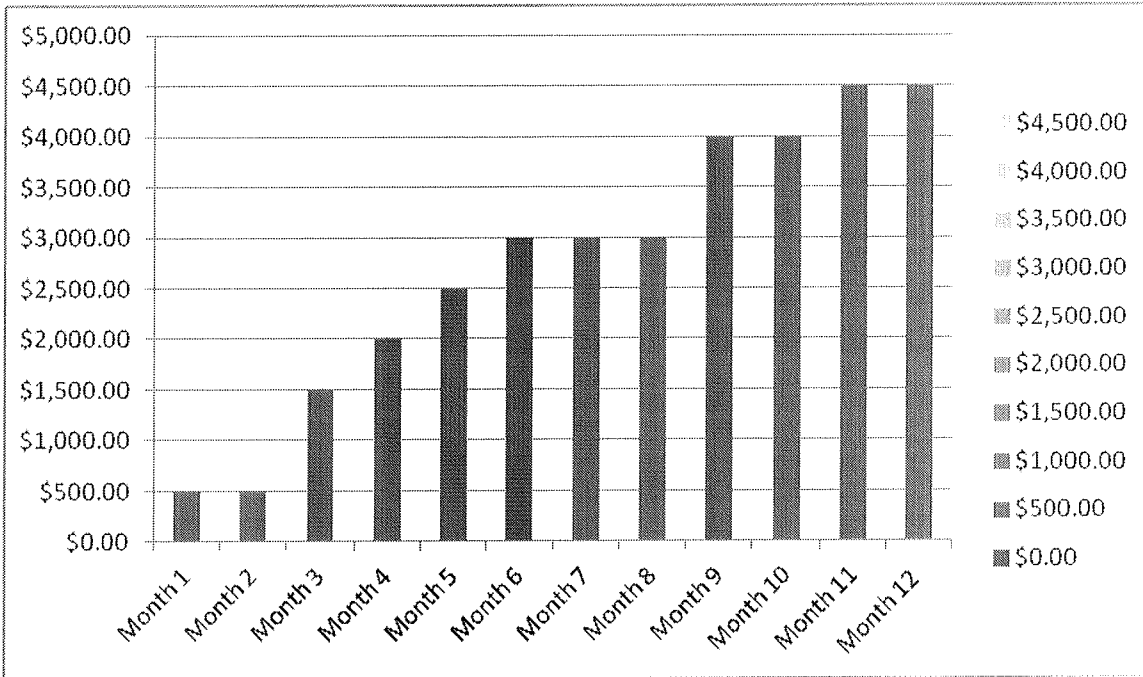
Monthly Break-Even



Projected Profit and Loss

The following table and charts highlight the projected profit and loss monthly and for three years.

Profit Monthly



3 Year Profit Analysis

