



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 Class A Cider

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, 2016.
- 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.

Coffee House Holdings, Inc.

4. Trade Name (doing business as) Starbucks #2425

5. Address to be licensed 1 E Main St., Madison, WI 53703-3373

6. Mailing address Attn: Mailstop S-TAX2 License Services, P.O. Box 34442, Seattle, WA 98124

7. Anticipated opening date 11/13/2000

- 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.

Single floor premises with open dining and serving area with interior seating capacity of 39.

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 39

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

No parking lot associated with premises; parking available on adjoining public streets.

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

No Yes, license issued to _____ (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 Ryan Bartelak

17. City, state in which agent resides New Berlin, WI

18. How long has the agent continuously resided in the State of Wisconsin? 39 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 _____

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

Washington, 04/15/2009

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	Clarice Turner	Mercer Island, WA
Senior Vice President	Michael Malanga	Mercer Island, WA
Senior Vice President	Sara Trilling	Seattle, WA
Vice President/Secretary	Sophie Hager Hume	Seattle, WA
Vice President/Treasurer	Andrew Wolff	Bainbridge Island, WA
Asst. Secretary	Susan Johnson	Seattle, WA
Asst. Secretary	Stephanie Meier	Tacoma, WA

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.

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Applicant is the wholly-owned subsidiary of Starbucks Corporation.
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) _____

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 Cafe style restaurant providing customers non-alcoholic beverage and prepared and prepackaged food service.

28. Hours of operation Mon - Sun, 5:30 am - 11:00 pm; Planned Alcohol Service: Mon - Fri, 2:00 pm - 11:00 pm, Sat-Sun 12:00 - 11:00 pm

29. Describe your management experience Operations will be managed by on-the-ground restaurant service team,
which has a variety of experience levels in the restaurant industry and in the management of Starbucks facilities - including the management of
employees, the management of community interaction and affairs, and the management of customer needs.

30. List names of managers below, along with city and state of residence.
Joseph Grivois - Madison, WI / Amanda Johnson - Madison, WI Jennifer Speth - Stoughton, WI / Michelle Kolar - Madison, WI
Gregory Williams - Madison, WI / Michael Denney - Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment Staff currently manage sales and service
of food and non-alcoholic beverages to a variety of customers, manage the sale of retail goods and foodstuffs, and manage the upkeep of a clean and
friendly restaurant environment. Staff will will perform the same functions in the provision of evening fare and alcoholic beer and wine.

32. Describe your employee training Employees receive comprehensive restaurant service, food safety, and management training.
Employee will also receive comprehensive training regarding alcohol safety and responsible and lawful alcohol service.

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

All ages for general food and beverage services; all ages of adults for potential alcohol services.

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

On premises signage, print advertisement, and radio and television commercials advertise full range of food and beverage products and services.

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

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.

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

Occasional acoustic musical performances, without sound amplification.

38. What age range do you hope to attract to your establishment? General service: all ages; Alcohol Service: 18+

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? Mon - Sun - 5:30 am - 11:00 pm

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. Retail sales of other non-food cafe items - such as tea, coffee beans, and mugs.

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? ~20

During what hours do you anticipate they will be on duty? Mon - Sun - 5:30 am - 11:00 pm

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? 36%
54. 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
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:
2 % Alcohol 23 % Food 75 % Other (Non-Alcoholic Beverages 70%, Other 5%)
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

Starbucks *Evenings* will be operationally responsible & community-friendly



- Children and families are still very welcome in these stores.
- All baristas will be at least 21 years of age, and will be well trained to serve alcohol responsibly*. All jurisdictional requirements for training will be implemented.
- Wine & beer will be served after 2pm on weekdays, and after 12 noon on weekends. Service will continue until the store closes, typically at 10pm during the week and 11pm on weekends (or in accordance with community wishes).
 - While we do not anticipate public nuisance issues (i.e. noise, loitering, etc.), store partners are already well-trained in handling disruptive situations and emergencies.
- We hope to positively impact the community & trade area by:
 - Attracting additional food traffic & generating evening commerce.
 - Providing a venue for community gatherings and activities in the evening.
- We welcome the opportunity to speak with community groups and/or neighborhood associations about our evening plans.



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

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-264-6884
email: DORBusinessTax@revenue.wi.gov
website: revenue.wi.gov

Letter ID L0591378016

COFFEE HOUSE HOLDINGS INC
PO BOX 34442
SEATTLE WA 98124-1442

Wisconsin Department of Revenue Seller's Permit

Legal/real name: COFFEE HOUSE HOLDINGS INC
Business name: STARBUCKS #2425
1 E MAIN ST
MADISON WI 53703-3373

- 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	456-1027903193-03

Starbucks Food Menu – May 2014

Breakfast (served all day)

Starbucks Perfect Oatmeal with Brown Sugar, Nuts & Dried Fruit	\$2.75
<i>Hearty, 100% whole grain oatmeal.</i>	
Hearty Blueberry Oatmeal	\$3.45
Blueberry Topping	\$1.25
Greek Yogurt with Honey	\$3.45
Greek Yogurt Raspberry Lemon	\$3.45
Greek Yogurt with Berries	\$3.45
Seasonal Fruit Cup	\$3.50
Banana	\$1.00
Bacon, Gouda Cheese & Egg Frittata on Artisan Roll	\$3.45
<i>A bakery-style sandwich of bacon, Parmesan frittata, & aged Gouda cheese on an artisan roll.</i>	
Veggie, Egg and Monterey Jack Artisan Breakfast Sandwich	\$3.45
<i>A delicious pairing of veggies, egg & Monterey Jack Cheese.</i>	
Ham & Cheddar Artisan Breakfast Sandwich	\$3.45
<i>A bakery-style sandwich of ham, egg frittata, & Cheddar cheese on an artisan roll.</i>	
Sausage, Egg & Cheese on English Muffin	\$2.95
<i>Savory sausage, egg and aged Cheddar cheese on a toasty English muffin.</i>	
Reduced Fat Turkey and Egg on English Muffin	\$3.25
Spinach, Feta & Cage-free egg white Breakfast Wrap	\$3.25

Starbucks Food Menu – May 2014

Lunch & Dinner

Flatbreads

<i>Chicken Sausage and Mushroom</i>	\$6.95
<i>Artichoke & Goat Cheese</i>	\$6.95

Savory Plates

<i>Truffle Macaroni and Cheese</i>	\$5.95
<i>Parmesan Crusted Chicken Skewers</i>	\$4.95
<i>Bacon-Wrapped Dates Skewers</i>	\$4.95

Artisan Plates

<i>Artisan Cheese Plate</i>	\$6.95
<i>Grilled Vegetables with Lemon Aioli</i>	\$5.95

Salad Bowls

<i>Chicken & Greens Caesar Salad Bowl</i>	\$6.95
<i>Zesty Chicken & Black Bean Salad Bowl</i>	\$6.95
<i>Hearty Veggie & Brown Rice Salad Bowl</i>	\$6.95

Sandwiches

<i>Egg Salad Sandwich</i>	\$5.25
<i>Classic egg salad with dill, mustard, celery and lettuce on whole-wheat bread.</i>	
<i>Ham & NY Cheddar Deli Sandwich</i>	\$5.95
<i>Turkey & Havarti Deli Sandwich</i>	\$5.95
<i>Chicken BLT Salad Deli Sandwich</i>	\$5.95

Panini

<i>Hot Roasted Tomato & Mozzarella Panini</i>	\$5.45
<i>Turkey Rustico Panini</i>	\$5.95
<i>Roma tomato, mozzarella, spinach and basil pesto on foccaccia bread.</i>	
<i>Hot Ham & Swiss Panini</i>	\$5.65
<i>Chicken Santa Fe Panini</i>	\$5.65

Bistro Boxes

<i>Chicken & Hummus Bistro Box</i>	\$4.95
<i>Protein Snack Bistro Box</i>	\$4.95
<i>Cheese & Fruit Bistro Box</i>	\$6.95

Starbucks Food Menu – May 2014

Desserts

<i>Chocolate Truffles (Espresso, Raspberry, Champagne)</i>	\$1.75
<i>Double Chocolate Brownie Bites</i>	\$3.45
<i>Birthday Cake Pop</i>	\$1.50
<i>Chocolate Cake Pop</i>	\$1.50
<i>Salted Caramel Cake Pop</i>	\$1.50
<i>Sweet Lemon Cake Pop</i>	\$1.50
<i>Flight of Starbucks Petites</i>	\$4.00

Baked Goods

<i>Morning Bun</i>	\$1.95
<i>Cheese Danish</i>	\$1.95
<i>Multigrain Bagel</i>	\$1.25
<i>Plain Bagel</i>	\$1.25
<i>Chonga Bagel</i>	\$1.25
<i>8 Grain Roll</i>	\$1.50
<i>Cinnamon Swirl Coffee Cake</i>	\$2.25
<i>Classic Coffee Cake</i>	\$2.25
<i>Reduced Fat Cinnamon Swirl</i>	\$2.25
<i>Reduced Fat Very Berry Coffee Cake</i>	\$2.25
<i>Apple Bran Muffin</i>	\$2.25
<i>Blueberry Muffin</i>	\$2.25
<i>Blueberry Muffin</i>	\$2.25
<i>Blueberry Scone</i>	\$2.25
<i>Cinnamon Chip</i>	\$2.25
<i>Cranberry Orange Scone</i>	\$2.25
<i>Raspberry Scone</i>	\$2.25
<i>Maple Oat Pecan Scone</i>	\$2.25
<i>Pumpkin Scone</i>	\$2.25
<i>Petite Vanilla Bean Scone</i>	\$0.95
<i>Banana Loaf Cake</i>	\$2.25
<i>Iced Lemon Pound Loaf Cake</i>	\$2.25
<i>Pumpkin Loaf Cake</i>	\$2.25
<i>Chocolate Cinnamon Loaf Cake</i>	\$2.25
<i>Marble Pound Cake</i>	\$2.25

Starbucks Food Menu – May 2014

<i>Blueberry Bar</i>	\$2.25
<i>Double Chocolate Brownie</i>	\$2.25
<i>Marshmallow Dream Bar</i>	\$2.25
<i>Chocolate Chunk Cookie</i>	\$1.95
<i>Oatmeal Raisin Cookie</i>	\$1.95
<i>Molasses Cookie</i>	\$1.95
<i>Apple Fritter</i>	\$1.95
<i>Regular Old Fashioned Doughnuts</i>	\$1.50
<i>Regular Old Fashioned Chocolate Doughnuts</i>	\$1.50

La Boulange

<i>Croissant</i>	\$2.25
<i>Chocolate Croissant</i>	\$2.45
<i>Cheese Danish</i>	\$2.45
<i>Morning Bun</i>	\$2.45
<i>Ham & Cheese Croissant</i>	\$3.45
<i>Wheat Spinach Croissant</i>	\$3.45
<i>Tomato & Cheese Croissant</i>	\$3.45
<i>Croissant Hot Dog</i>	\$3.75
<i>Blueberry Scone</i>	\$2.45
<i>Petite Vanilla Bean Scone</i>	\$0.95
<i>Banana Pecan Walnut Loaf Cake</i>	\$2.45
<i>Lemon Vanilla Loaf Cake</i>	\$2.45
<i>Chocolate Marble Loaf Cake</i>	\$2.45
<i>Classic Coffee Cake</i>	\$2.45
<i>Blueberry Yogurt Muffin with Honey</i>	\$2.25
<i>Carrot Cake Muffin with Pecans</i>	\$2.25
<i>Chocolate Chip Cookie</i>	\$1.50
<i>Oatmeal Cookie</i>	\$1.50
<i>Almond Cookie</i>	\$1.95
<i>Chewy Chocolate Meringue Cookie</i>	\$1.95
<i>Chocolate Molten Cake</i>	\$1.95
<i>Birthday Cake Pop</i>	\$1.50
<i>Cheesecake Brownie</i>	\$2.25
<i>Asiago & Cheddar Pretzel</i>	\$2.25

Starbucks Food Menu – May 2014

Snacks

<i>Truffle Popcorn</i>	\$2.45
<i>Packaged Chocolate Madeleine Cookies</i>	\$2.25
<i>Packaged Madeleine Cookies</i>	\$1.95
<i>Vanilla Almond Biscotti</i>	\$1.75
<i>Spiced Chocolate Biscotti</i>	\$1.75
<i>Salted Almond Chocolate Bites</i>	\$2.50
<i>Creamy Peanut Pretzel Chocolate Bites</i>	\$2.50
<i>Berry Medley Chocolate Bites</i>	\$2.50
<i>Caramel Brule Chocolate Bites</i>	\$2.50
<i>Dark Chocolate Grahams</i>	\$1.95
<i>Milk Chocolate Grahams</i>	\$1.95
<i>Black & White Cookie</i>	\$1.95
<i>Shortbread Cookies</i>	\$1.50
<i>Peppermint After Coffee Gum</i>	\$2.25
<i>Peppermint After Coffee Mints</i>	\$2.25
<i>Perfectly Salted Kettle Chips</i>	\$1.50
<i>Smoky Sweet Barbecue Kettle Chips</i>	\$1.50
<i>Gourmet Butter Popcorn</i>	\$1.25
<i>Evolution Harvest Pepita, Almond, Raisin, Cranberry Bar</i>	\$2.25
<i>Evolution Harvest Roasted Soybean, Pepita, Almond Bar</i>	\$2.25
<i>Evolution Harvest Almond, Cocoa Bar</i>	\$2.25
<i>Evolution Harvest Almond, Marcona Almond Nut Blend</i>	\$2.25
<i>Evolution Harvest Cashew, Cranberry, Almond, Goldenberry Nut Blend</i>	\$2.25
<i>Evolution Harvest Pepita, Pecan Nut Blend</i>	\$2.25
<i>Evolution Harvest Strawberry, Blueberry Freeze Dried Fruit</i>	\$2.50
<i>Evolution Harvest Mango, Pineapple, Kiwi Freeze Dried Fruit</i>	\$2.50
<i>Evolution Harvest Mandarin Orange, Cantaloupe, Strawberry Freeze Dried Fruit</i>	\$2.50
<i>Evolution Harvest Roasted Seaweed</i>	\$1.50

Starbucks Food Menu – May 2014

Bottled Beverages

<i>Starbucks Mocha Frappuccino</i>	\$2.45
<i>Starbucks Doubleshot</i>	\$2.45
<i>Starbucks Iced Coffee</i>	\$2.45
<i>Bottle Tazo Iced Green Tea</i>	\$1.95
<i>Ethos Bottle Water</i>	\$1.95
<i>San Pellegrino Water</i>	\$1.75
<i>Hint Water Blackberry</i>	\$1.95
<i>Naked Juice - Orange Juice</i>	\$3.45
<i>Naked Juice - Berry Blast</i>	\$3.45
<i>Naked Juice - Green Machine</i>	\$3.45
<i>Naked Juice - Mighty Mango</i>	\$3.45
<i>Evolution Fresh – Orange Juice</i>	\$3.95
<i>Evolution Fresh – Sweet Greens + Lemon</i>	\$5.95
<i>Evolution Fresh – Super Green</i>	\$4.95
<i>Evolution Fresh – Pineapple Coconut Water</i>	\$4.95
<i>Evolution Fresh – Defense Up</i>	\$4.95
<i>Evolution Fresh – Essential Greens</i>	\$4.95
<i>Evolution Fresh – Orange Ginger Limeade</i>	\$4.45
<i>Izze Sparkling Juice – Clementine</i>	\$1.95
<i>Organic Apple Juice</i>	\$1.45
<i>Organic Chocolate Milk</i>	\$1.75
<i>Organic Vanilla Milk</i>	\$1.75
<i>Refreshers – Strawberry Lemonade</i>	\$2.45
<i>Refreshers – Raspberry Pomegranate</i>	\$2.45
<i>Refreshers – Orange Melon</i>	\$2.45

EVENINGS FOOD MENU

EXCLUSIVE WARM, SAVORY PLATES DESIGNED FOR SHARING



Artichoke and Goat Cheese Flatbread
Layered with Jack cheese, marinated artichoke hearts, red peppers and goat cheese



Chicken Sausage and Mushroom Flatbread
Layered with slices of chicken sausage, oven-roasted tomatoes, diced cherry peppers and mushrooms



Spinach and Artichoke Dip with Pita Chips
Creamy spinach and artichoke, deglazed with white wine and paired with crunchy pita chips



Bacon Wrapped Dates
Deglet Noor dates stuffed with chorizo sausage, wrapped in bacon. Crisped with a drizzle of balsamic glaze



Cheese Plate
Irish Cheddar, Manchego and Herbed Goat Cheese paired with fig paste, dried apricots and flax seed sea salt crackers



Meatballs With Tomato Basil Sauce
Savory blend of beef and Italian sausage meatballs



Chicken Skewers
Marinated chicken breast with Parmesan and Panko bread crumbs. Served with a Honey Dijon sauce.



Salumi Plate
Prosciutto, Coppa, and Cacciatore salami with grissini breadsticks and Sweet Drop peppers



Truffle Mac and Cheese
Macaroni past in a creamy truffle fondue with herbed Parmesan breadcrumbs



Truffle Popcorn
Popcorn sprinkled with seasoned truffle salt and served warm.



STARBUCKS EVENINGS
STORE #02425
1 EAST MAIN STREET
MADISON, WI 53703



Drawn By: MM

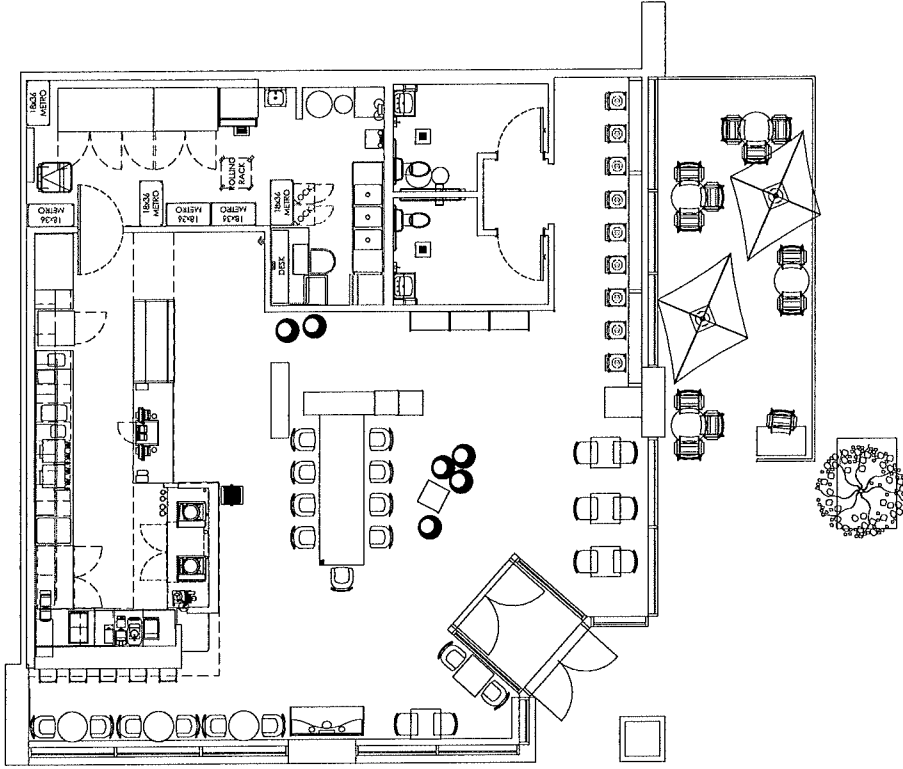
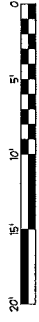
MARK	DATE	ISSUE
▽	07/24/15	PRELIMINARY
▽	09/04/15	FUNCTIONAL DESIGN
▽	09/17/15	COMPLETE REVIEW PACKAGE
▽		OPS APPROVED DRAWINGS

Project Number: DAV15002.0

Shop Number

02425

1 of 3



LEGEND	EXISTING ITEMS TO REMAIN	NEW ITEMS	REMOVED ITEMS	RELOCATED ITEMS	NEW APPROX
---	---	---	---	---	---
---	---	---	---	---	---
---	---	---	---	---	---
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DESCRIPTION	EXISTING	PROPOSED	FINISH/NOTE
STORAGE RACK COUNT	6	6	
18" x 36" STORAGE RACK	6	6	
EQUIPMENT / MILLWORK REMOVED			
UNDER COUNTER CABINET PER PLANS			
STORAGE CUBES PER PLANS			
SANITIZER		1	
RUBBERHAND SHELF UNIT		1	

STORE INFORMATION	EXISTING: 39	PROPOSED: 39
STORE INTERIOR SEATING -	EXISTING: 39	PROPOSED: 39
STORE INTERIOR SQ. FT. -	1,779 SF (INTERIOR FACE OF STUDS)	EXISTING: 12
STORE PATIO SEATING -	EXISTING: 12	PROPOSED: 12
PATIO SQ. FT. -	222 SF (ON "GO" PATIOS ONLY)	

01 EXISTING & DEMOLITION PLAN

SEE PLAN



STARBUCKS EVENINGS
STORE #02425
1 EAST MAIN STREET
MADISON, WI 53703



Drawn by MM

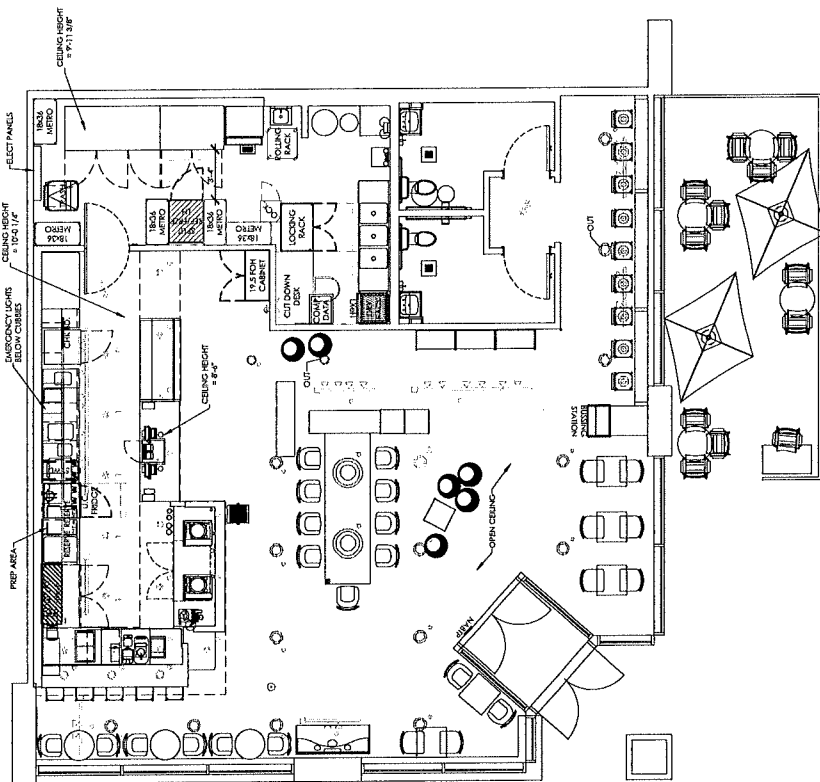
MARK DATE ISSUE

07/24/15 PRELIMINARY
09/04/15 FUNCTIONAL DESIGN
09/11/15 COMPLETE REVIEW PACKAGE
09/17/15 OPS APPROVED DRAWINGS

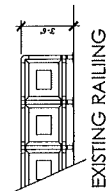
Project Number: DAV15002.0

Sheet Number: 02425

2 of 3



PATIO NO EXISTING PATIO DOES NOT ACCESS FROM CAFE.
USE GO



LIGHT SCHEDULE

- LARGE PENDANT
 - SMALL PENDANT
 - WALL MOUNT
 - CAN LIGHT
 - SPECIALTY LIGHT
 - TRACK LIGHT
- EXISTING LIGHTS
DIMENSIONS TO BE ADDED
LOCATED SWITCH

LOCATION OF SWITCHES:
ROSES ARE DISTRIBUTED FROM TOP TO BOTTOM

LOC	NO	SEATING	TABLE
1	NO	SEATING	TABLE
2	NO	SEATING	TABLE
3	NO	SEATING	TABLE
4	NO	SEATING	TABLE
5	NO	SEATING	TABLE
6	NO	SEATING	TABLE
7	NO	SEATING	TABLE

01 PROPOSED PLAN

BACK OF HOUSE / STORAGE ITEMS ADDED

QTY	DESCRIPTION	FINISH/NOTES	QTY
1	TRUE REFRIGERATION/PREEZER, 270X60X25H		
1	LOCKING STORAGE RACK		
1	WALL MOUNTED DRYING RACKS		
1	WV25-21		
1	SANITIZER		

ENGINE / BACK LINE ITEMS ADDED

QTY	DESCRIPTION	FINISH/NOTES	QTY
1	SHEET LAM FOR END OF CURBIES	LAM: STUDIO TEAK	
1	BACK BAR TILE	TILE	
1	GALLON PAINT FOR BACK BAR	BEHIND UC RIDGE	

CAFE / SEATING AREA / PATIO ITEMS ADDED

QTY	DESCRIPTION	FINISH/NOTES	QTY
1	BUSING CART STATION	CORIAN: CP 002	
1	'NO ALCOHOL BEYOND THIS POINT' SIGN	LAMINATE: W/2504	
1	'NO ALCOHOL BEYOND THIS POINT' SIGN	DPH 4913	

LEGEND

- EXISTING ITEMS TO REMAIN
- NEW ITEMS
- REMOVED ITEMS
- RELOCATED ITEMS
- NEW NETWORK



STARBUCKS EVENINGS
 STORE #02425
 1 EAST MAIN STREET
 MADISON, WI 53703



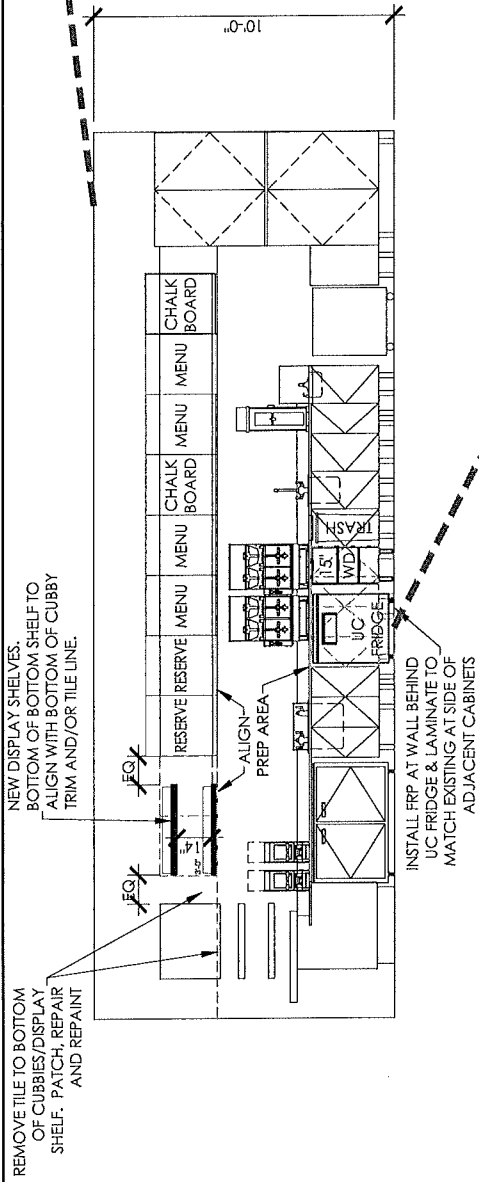
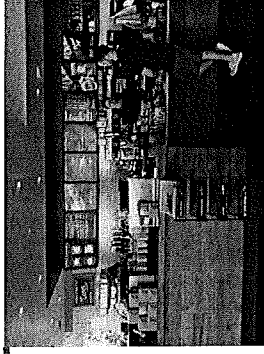
Drawn by
 MM

MARK	DATE	ISSUE
▽	07/24/15	PRELIMINARY
▽	09/04/15	FUNCTIONAL DESIGN
▽	09/11/15	COMPLETE REVIEW PACKAGE
▽		OPS APPROVED DRAWINGS

Project Number
 DAV15002.0

Sheet Number

02425
 3 of 3



LEGEND

—	EXISTING ITEM TO REMAIN
- - -	REMOVE
- · - · -	RELOCATED ITEMS
- · - · -	RELOCATED ITEMS
---	NEW AIRWORK

01 BACK LINE ELEVATIONS

1/4" = 1'-0"

03 FURNITURE AND LIGHTING



STARBUCKS EVENINGS
 STORE #02425
 1 EAST MAIN STREET
 MADISON, WI 53703

PDM
 DESIGN
 ARCHITECTURAL
 SOLUTIONS GROUP

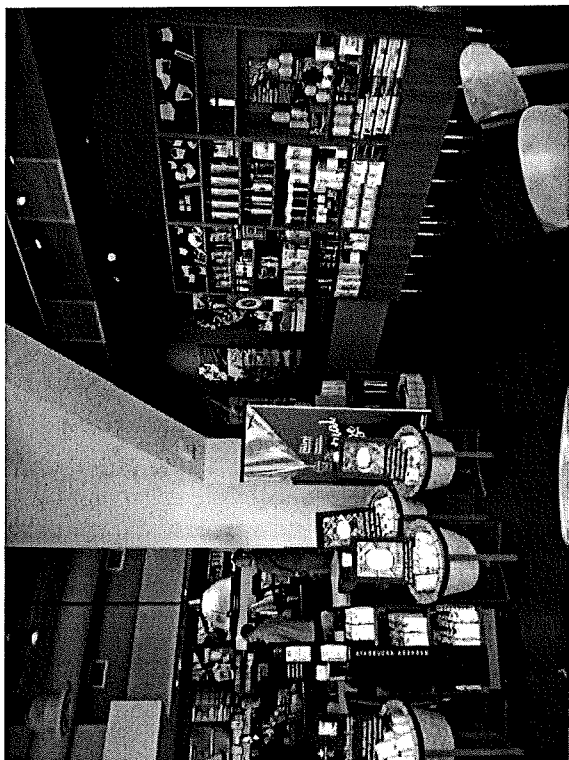
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MARK	DATE	ISSUE
▽	07/24/15	PRELIMINARY
▽	09/04/15	FUNCTIONAL DESIGN
▽	09/11/15	COMPLETE REVIEW PACKAGE
▽		005 APPROVED DRAWINGS

Project Number
 DAV15002.0

Sheet Number

02425
 COVER





STARBUCKS EVENINGS
 STORE #02425
 1 EAST MAIN STREET
 MADISON, WI 53703

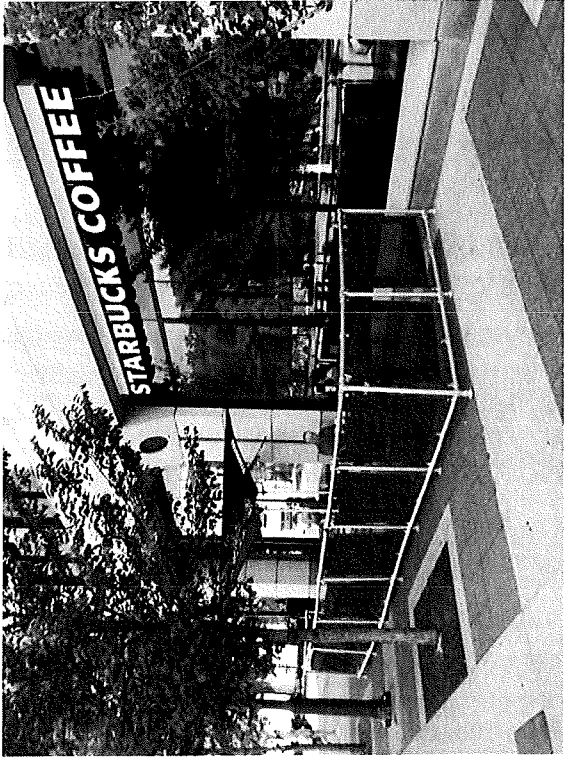
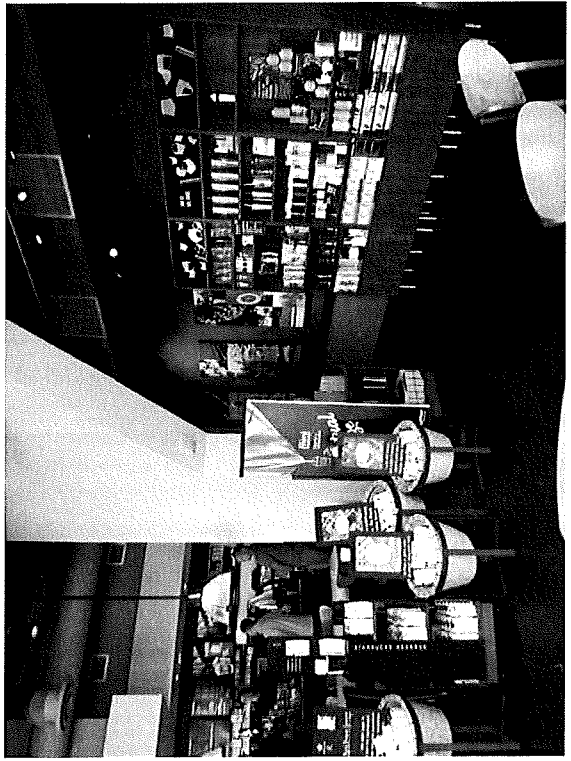


MM

MARK	DATE	ISSUE

MARK	DATE	ISSUE

Project Number
 DAV15002.0
 Sheet Number
02425
 COVER



Business Plan

A. Alcohol Server Training Plan

All employees will complete Jurisdictional Safe Alcohol Service training, which will include training on (1) policies regarding denial of alcohol service to anyone who is under 21 years of age (with reference to federal, state, and local laws), (2) a summary of laws regarding alcohol sales, (3) disciplinary actions and penalties for any alcohol sale to minors, (4) the requirements about requesting photo identification from anyone buying an alcoholic beverage who is not obviously over 40 years of age at the point of sale and the denial of alcohol service without proof of age, (5) the posting of visible signage indicating age requirements for alcohol service, and (6) the health and safety risks associated with alcohol use. Employees who are found to have sold or served alcohol to a minor will receive a document conversation leading to corrective action, potentially including separation of employment. We will continuously review our alcohol service and training procedures and will continue to work closely with law enforcement to ensure that our establishment continues to provide a welcoming and safe atmosphere for all patrons.

B. Police Department Security Plan

We will provide sufficient staff devoted exclusively to security related duties to protect the wellbeing and safety of patrons, employees and the general public. The onsite manager will manage the fulfillment of duties related to security. Furthermore, staff will periodically review the dining room area to ensure that only those legally served patrons are being allowed to consum alcoholic beverages. Occupancy limits will be posted on signage at the premises and will be enforced by denial of entrance to new patrons when the occupancy limit has been reached. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas.

Our staff is trained on managing disruptive customers and will partner with local law enforcement when necessary. We will maintain and enforce a "do not admit" list to prevent the reoccurrence of disturbances by persons known to be unruly patrons. Moreover, we will follow and enforce Dane County curfew times. Law enforcement may call the main phone number in the event of a disturbance.

We are willing to meet with representatives of the City of Sun Prairie to discuss any safety, security or operational concerns. We will continuously review our security procedures and will continue to work closely with law enforcement to ensure our establishment continues to provide a welcoming and safe atmosphere for all patrons.

C. Noise Management Plan

1. *Speakers* - In-store speakers are positioned towards the interior space of the establishment such as to minimize excessive and exterior noise. Throughout all hours of operation, music will be kept at a "background" level and will be turned off at no later than one hour before closing.

2. *Closing Time* - Establishment hours will be visibly posted to inform patrons of closing hours. Music will be turned off at no later than one hour before closing. Patrons will be asked to leave the establishment and outdoor areas at closing. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
3. *Equipment* - Music systems will be managed solely by the onsite manager. Music volume levels will be manually maintained at levels considerate of local residents.
4. *Role of Staff* - Music systems will be managed solely by the onsite manager. Music volume levels will be manually maintained at levels considerate of local residents. Staff will be trained to contribute to noise management goals and to spot and assess customers that may become unruly. Staff will remind patrons to limit noise to levels that are considerate of local residents. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
5. *Special Events* - In the case of Special Events held at the establishment, the staff will work in the ways discussed above to limit noise to levels considerate of local residents. Moreover, Special Events will only be held at times of the day that would limit disruption to local residents caused by noise or a more-than-normal number of patrons.
6. *Complaints* - Staff will be responsive to all noise complaints from local residents, and will modify noise management practices to address such complaints as they arise. Local residents may call the main phone number, to discuss noise concerns. We are committed to maintaining good neighbor relations and being considerate of the communities where we do business.

Outdoor Areas

1. *Speakers* - Speakers in the outdoor area are positioned towards the interior space of the establishment such as to minimize excessive noise. Throughout all hours of operation, music will be kept at a "background" level, and will be turned off at no later than one hour before closing.
2. *Capacity* - Occupancy limits for the outdoor area will be posted on signage at the premises and the onsite manager, along with any other staff fulfilling security related duties, will enforce such limits by denying patrons access to the outdoor area when the occupancy limit has been reached. There are 28 seats in the outdoor area which are situated in an enclosed area where alcohol service will be available.
3. *Seat Location* - Outdoor seating is positioned at the entrance of the establishment such as to facilitate ease of management and monitoring. Further, outdoor seating for which

alcohol service will be available is covered and will be enclosed by a fence like barrier; this will limit the projection of noise from this area and will limit access to this area, easing management and monitoring of occupancy.

4. *Closing Time* - Establishment hours will be visibly posted to inform patrons of closing hours. Music will be turned off at no later than one hour before closing. Patrons will be asked to leave the establishment and outdoor areas at closing. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
5. *Patron Noise* - Staff will be trained to contribute to noise management goals and to spot and assess customers that may become unruly. Staff will remind patrons to limit noise to levels that are considerate of local residents. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas.
7. *Role of Staff* - Music systems will be managed solely by the onsite manager. Music volume levels will be manually maintained at levels considerate of local residents. Staff will be trained to contribute to noise management goals and to spot and assess customers that may become unruly. Staff will remind patrons to limit noise to levels that are considerate of local residents. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
6. *Complaints* - Staff will be responsive to all noise complaints from local residents, and will modify noise management practices to address such complaints as they arise. Local residents may call the main phone number, to discuss noise concerns. We are committed to maintaining good neighbor relations and being considerate of the communities where we do business.
7. *Architectural Design or Enhancements* - Outdoor seating is positioned at the entrance of the establishment such as to facilitate ease of management and monitoring. Further, outdoor seating for which alcohol service will be available is covered and will be enclosed by a fence like barrier; this will limit the projection of noise from this area and will limit access to this area, easing management and monitoring of occupancy.

D. Entertainment

Entertainment is not a part of the business plan for this establishment.

E. Community Impact Plan

See, "Starbucks Evenings External Overview" attached here.

F. Hours of Operation

- Hours of operation are as follows: Monday through Sunday 5:00 am until 11:00 pm.
- Alcohol Service Hours are as follows: Monday through Friday 2:00 pm until 10:30 pm; Saturday and Sunday 12:00 pm until 10:30 pm.

G. Food Service

The bar is centrally located in the establishment. All non-alcoholic beverages, alcoholic beverages, and food for service are prepared behind the bar, access to which is limited to staff and constantly monitored. Kitchen equipment such preparation may include blenders, coffee grinders and brewers, espresso machines, Fizzio soda machines, food scales, Turbo Chef Ovens, and refrigerators/freezers and refrigerated display cases. All food menu items are available at all times. See, "Starbucks Food Menu - May 2014" attached here.

H. Charitable Gambling Activities

Charitable Gambling Activities are not part of the business plan for this establishment.

I. Applicant's Experience and Background with Liquor, Restaurant or Retail Sales

The applicant entity, Coffee House Holdings, Inc., holds beer and wine on premises consumption licenses in numerous jurisdictions throughout the United States. The practices and policies described in this business plan are followed by similarly situated restaurant establishments in those jurisdictions.



Our Aspiration

Bring the Third Place to life after 4pm.

The Occasion

Gather with friends, relax, unwind over coffee, wine, small plates, dessert.

The Atmosphere

Casual · Simple Sophistication · Vibrant · Relaxed.



Starbucks Evenings

External Overview

2014 - 2015

Our Vision: Create a "3rd place" between work and home to relax and connect with friends over coffee, savory food & wine

Note: program only planned for select stores in neighborhoods where relevant for the community

Evenings is a strong brand fit

"I have been wanting a place like this for years and finally have a place where I can come, chill, and enjoy a glass of wine or beer without the pushy nature of a waitress and the unappealing environment of the bar scene."

- Chicago customer

Please see your barista to reserve this table for your next meeting or group event

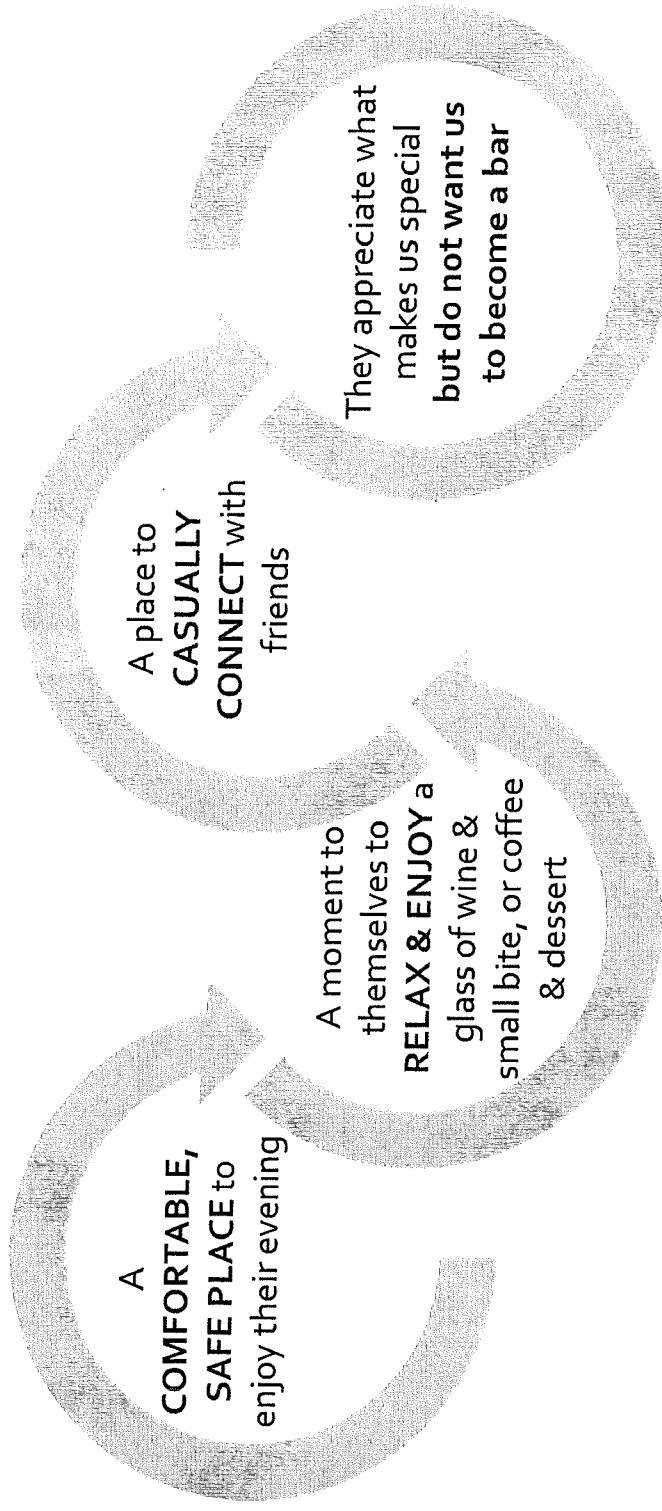
Partners rate *Evenings* exceptionally high

STARBUCKS *Evenings*

Starbucks *Evenings* solves a customer need in an under-utilized daypart



Our evenings customer is seeking...



"The atmosphere of a coffee house is ... comfortable. It is a wonderful environment. But sometimes you don't want coffee and your only choices are tea or hot chocolate. Sometimes you want something a little more sophisticated and adult."

---Starbucks customer, Chicago (female, 25-34)

"I wouldn't feel exposed going alone and having a glass of wine. I would feel exposed alone at a bar having a glass of wine."

---Starbucks customer, Chicago (female, 35-45)

Customers want to use the store the same way they do during the day



Alone

But among people
Not home alone

With a book
With a laptop



With a friend or significant other

Date night
Casual connection



Small Group

Casual connection
Girls' night out
Instead of dinner
After movie



Meeting

Community events
Book club
Knitting club
Committee meeting
Business meeting



Evenings Food Menu architecture is designed around small plates and desserts to meet our customers post 4PM needs



Menu

EXAMPLE



Small Plates & Desserts

SAVORY
&
WARM

SHAREABLE
&
DECADENT

SMALL PLATES

Blue Brie Cheese, Toasted Walnut Cranberry

Bread and Fig Preserves* \$6.95 CAL 650

Parmesan-Crusted Chicken Skewers with

Honey-Dijon Sauce \$4.95 CAL 340

Bacon-Wrapped Dates with Balsamic Glaze

\$4.95 CAL 270

Truffle Mac & Cheese \$5.95 CAL 490

Chicken and Roasted Tomato Flatbread

\$6.95 CAL 370

Artichoke and Goat Cheese Flatbread

\$6.95 CAL 310

DESSERTS

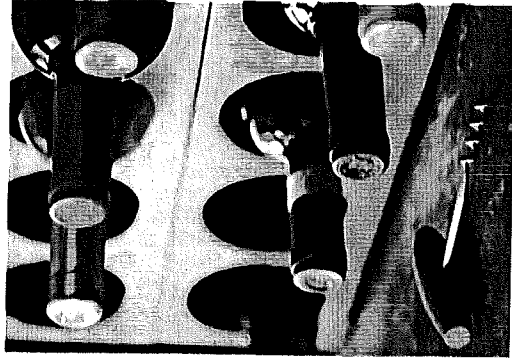
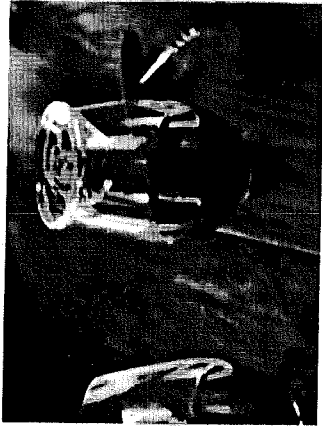
Chocolate Fondue with Dried Fruit Medley

and Madeleine Cookies \$5.95 CAL 770

Salted Caramel Cheesecake Brownie

\$3.45 CAL 410

The regionally specific *Evenings* wine list caters to a broad range of wine consumers



CASUALS

House Wines
2-3 wines
Value, known brands*

Sensory Profile:
Medium, Balanced White
Medium, Rich Red

\$6-7/glass

Casual, Safe, Value

Flavor Exploration
4-6 wines
Flavor exploration, popular trends

Sensory Profile:
Sweet, Fruity White - Full, Oaky White
Light, Fruity Red - Medium, Light Oak Red

\$8-9/glass

Casual, Fun, Explore, Favorites

SOPHISTICATES

Discovery
2-3 wines
Unexpected "finds"

Sensory Profile:
Full, Robust Red - wild card

\$10-15+/glass

Experimental, Informed, Engaged

SHARED PLANET ELEMENTS - HIGH QUALITY - UNIQUE STORIES - REFLECT LOCAL TASTES - SIZE OPTIONS

- Includes both casual & sophisticated wine drinkers
- All wine & beer served with signature pepitas.
- Elevated glass for wine
- Increased local relevance
- 4 beers, locally relevant. Reduced focus.

Starbucks *Evenings* will be operationally responsible & community-friendly



- Children and families are still very welcome in these stores.
- All baristas will be at least 21 years of age, and will be well trained to serve alcohol responsibly*. All jurisdictional requirements for training will be implemented.
- Wine & beer will be served after 2pm on weekdays, and after 12 noon on weekends. Service will continue until the store closes, typically at 10pm during the week and 11pm on weekends (or in accordance with community wishes).
 - While we do not anticipate public nuisance issues (i.e. noise, loitering, etc.), store partners are already well-trained in handling disruptive situations and emergencies.
- We hope to positively impact the community & trade area by:
 - Attracting additional food traffic & generating evening commerce.
 - Providing a venue for community gatherings and activities in the evening.
- We welcome the opportunity to speak with community groups and/or neighborhood associations about our evening plans.

