



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

licensing@cityofmadison.com
608-266-4601

Section A - Applicant

1. 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.
Portillo's Hot Dogs, LLC

2. Trade Name (doing business as) Portillo's Hot Dogs, LLC

3. Address to be licensed 7230 West Towne Way, Madison, WI 53719

4. Mailing address 2001 Spring Road, Suite 400, Oak Brook, IL 60523

5. Anticipated opening date 8/2021

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B - Premises

8. 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

One story restaurant with outdoor patio. Patrons may purchase beer at the cashier and then pick up the beer or wine at the bar/catering area. The bar area contains the keg under the counter with properly labeled beer tap handles. The wine is served in 5oz individual bottles. There is no bar service to tables in the restaurant. Consumption of beer and wine is on the premises in the main dining room and outdoor patio. The storage of beer inventory is in the walk in cooler on the premises. See attached floor plan. The records regarding alcohol are kept electronically on the premises, with duplicate copies kept at the Corporate Office at 2001 Spring Road, Suite 400, Oak Brook, IL 60523.

(Agenda Item Number)	<u>65234</u>
(Legistar file number)	<u>41C41B-202100136</u>
(License number)	<u>9</u>
(Alder District #)	<u>124</u>
(Police Sector)	
Office Use Only	

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
 Indoor: 184 Interior Seats Outdoor: 52 Exterior Seats
10. Describe existing parking and how parking lot is to be monitored.
Restaurant will have 107 parking spaces. Managers walk the lot several times a day
and there are security camera on the parking areas closest to the building.
11. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to _____ (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Edward Jankowski
13. City, state in which agent resides Oconomowoc, WI
14. How long has the agent continuously resided in the State of Wisconsin? 54 years
15. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed 1/13/2021
16. State and date of registration of corporation, nonprofit organization, or LLC.
Delaware 7/23/1976

17. 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 and CEO	Michael Osanloo	Hinsdale, IL
CFO	Michelle Hook	South Lyon, MI
General Counsel & Secretary	Susan B. Shelton	Wheaton, IL
Sole Owner	Portillo's Holdings, LLC	Oak Brook, IL

18. 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.
CT Corporation

19. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Portillo's Holdings, LLC

20. 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) Portillo's Hot Dogs, LLC - Brookfield, WI, Portillo's Hot Dogs, LLC - Greenfield, WI, Portillo's Hot Dogs, LLC - Madison, WI

Section D—Business Plan

21. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10:30a-12:00a	10:30a 12:00a	10:30a-12:00a	10:30a-12:00a	10:30a-12:00a	10:30a-12:00a	10:30a-12:00a
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
N/A	N/A -	N/A -	N/A -	N/A -	N/A -	N/A -

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.

24. Indicate any other product/service offered. See Attached Menu
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:
 _____ % Alcohol 98 % Food 0 % Other
 If applicable, describe "Other": N/A
26. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages indicated.
27. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2022.
38. State Seller's Permit 4 5 6 - 0 0 0 0 5 6 0 1 1 4 - 0 5
39. Federal Employer Identification Number 36-2679879
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Elizabeth Hackett

Business phone 630-954-3773 Business e-mail address ehackett@portillos.com

Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)

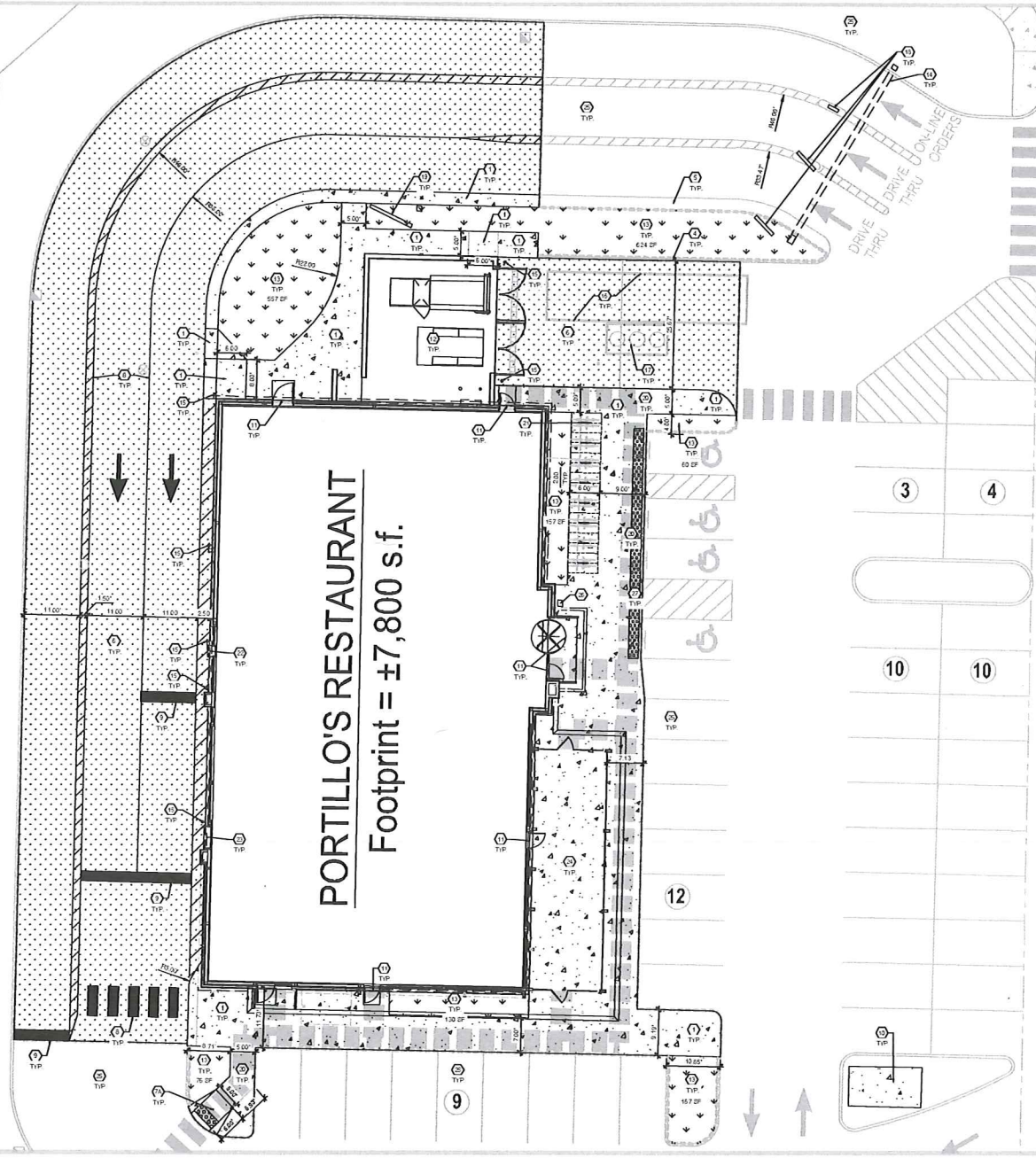
No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

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.

41. Corporate attorney, if applicable: Name Susan B. Shelton
 Phone 630-954-3773 E-mail ehackett@portillos.com

11/11/2010 10:00 AM PORTILLO'S RESTAURANT - 2011 SPRING ROAD, ST. LOUIS, MO 63103 - 11/11/2010 10:00 AM



keyed notes

- 1 CONCRETE SIDEWALK, INTEGRALLY COLORED CONCRETE BUTTERFIELD UNIMIX, INTEGRAL COLORANT COLOR U-43 DEEP CHARCOAL GRAK EXPANSION JOINTS WITH CHARCOAL COLOR MATT GRAK. SEE DETAIL C1.01
- 2 NOT USED
- 3 NOT USED
- 4 CONCRETE CURB BY LANDLOP. SEE LANDSCAPE CIVIL PLANS BY RA SMITH
- 5 RAISED CURBLESS SIDEWALK BY LANDLOP. SEE LANDSCAPE CIVIL PLANS BY RA SMITH
- 6 CONCRETE PAVING, INTEGRALLY COLORED CONCRETE BUTTERFIELD UNIMIX, INTEGRAL COLORANT COLOR U-43 DEEP CHARCOAL GRAK EXPANSION JOINTS WITH CHARCOAL COLOR MATT GRAK. SEE DETAIL C1.01
- 7 CURB RAMP. SEE DETAIL C1.01
- 8 NOT USED
- 9 NOT USED
- 10 NOT USED
- 11 NOT USED
- 12 ALWAYS READY MIX PAVEMENT MARKINGS PER STATE DOT SPECIFICATIONS
- 13 STOP BAR PER LOCAL JURISDICTION AND STATE DOT OR JURISDICTION STANDARD SPECIFICATIONS
- 14 CONCRETE TRANSFORMER PAD PER LOCAL UTILITY COMPANY SPECIFICATIONS. SEE UTILITY PLAN
- 15 CONTRACTOR TO PROVIDE EXPANSION JOINT AT DOORS AND ALL LOCATIONS WHERE CONCRETE IS SHOWN ADJACENT TO THE BUILDING. SEE ARCHITECTURAL PLANS FOR JOINT DETAILS
- 16 TRASH ENCLOSURE. SEE ARCHITECTURAL PLANS
- 17 LANDSCAPE AREA. SEE LANDSCAPE PLAN
- 18 GATEWAY SIGNAGE FEATURE. SEE ARCHITECTURAL PLANS
- 19 BOLLARD (7 TOTAL). SEE DETAIL C1.01
- 20 LOADING AREA (42 LENGTH)
- 21 GREASE INTERCEPTOR. SEE UTILITY PLAN
- 22 PRE-SALES BOGARD. SEE ARCHITECTURAL PLANS
- 23 MENU BOARD. SEE ARCHITECTURAL PLANS
- 24 ACCESSIBLE ROUTE FROM BUILDING TO ACCESSIBLE PARKING SPACES. CROSS SLOPE IS NOT TO EXCEED 2.0%. SEE GRADING PLAN FOR SPOT GRADE ELEVATIONS
- 25 BICYCLE PARK (8 TOTAL). SEE DETAIL C1.01
- 26 RAY WINDOW. SEE ARCHITECTURAL PLANS
- 27 PICK-UP WINDOW. SEE ARCHITECTURAL PLANS
- 28 OUTDOOR SEATING AREA. SEE ARCHITECTURAL PLANS
- 29 SITE IMPROVEMENTS BY LANDLOP. SEE LANDSCAPE CIVIL PLANS BY RA SMITH
- 30 CONCRETE CONTRACTOR TO PROVIDE A 12" x 18" BLOCK-OUT IN THE SIDEWALK. COORDINATE WITH OWNER TO HAVE FILLED WITH GREY CONCRETE FOR OWNER TO BUSH TRUNCATED CONE PANEL. 3'-0" DEPTH x CROSS FULL WIDTH WHERE SIDEWALK IS FLUSH WITH ASPHALT. SEE DETAIL C1.01

legend

READY MIX INTEGRALLY COLORED
 CONCRETE BUTTERFIELD UNIMIX, INTEGRAL
 COLORANT COLOR U-43 DEEP
 CHARCOAL. SEE DETAIL C1.01

INTEGRALLY COLORED CONCRETE
 BUTTERFIELD UNIMIX, INTEGRAL CONCRETE
 COLORANT COLOR U-43 DEEP CHARCOAL.
 SEE DETAIL C1.01

LANDSCAPE. REFER TO LANDSCAPE PLAN
 SEE SHEET C1.01

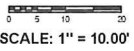
ADA ACCESSIBLE ROUTE
 (SEE KEYED NOTE # 24)

LIMITS OF DISTURBANCE

NOTE: OUTDOOR DRIVE THRU EMPLOYEES SHALL WEAR REFLECTIVE CLOTHING WHILE WORKING IN THE VEHICLE QUEUE



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project no. | PRTH50002

OWNER



Portillo's Hot Dogs, LLC
2001 Spring Road, Ste 200
Oak Brook, IL 60523

PROJECT INFO

WEST TOWNE MALL
7230 W. TOWNE WAY
MADISON, WI 53719

PROTOTYPE:
DINER 2

ISSUE DATES

submission:	date
PERMIT	11/17/2020
CONSTRUCTION	
REVISIONS:	date
1	11/17/2020

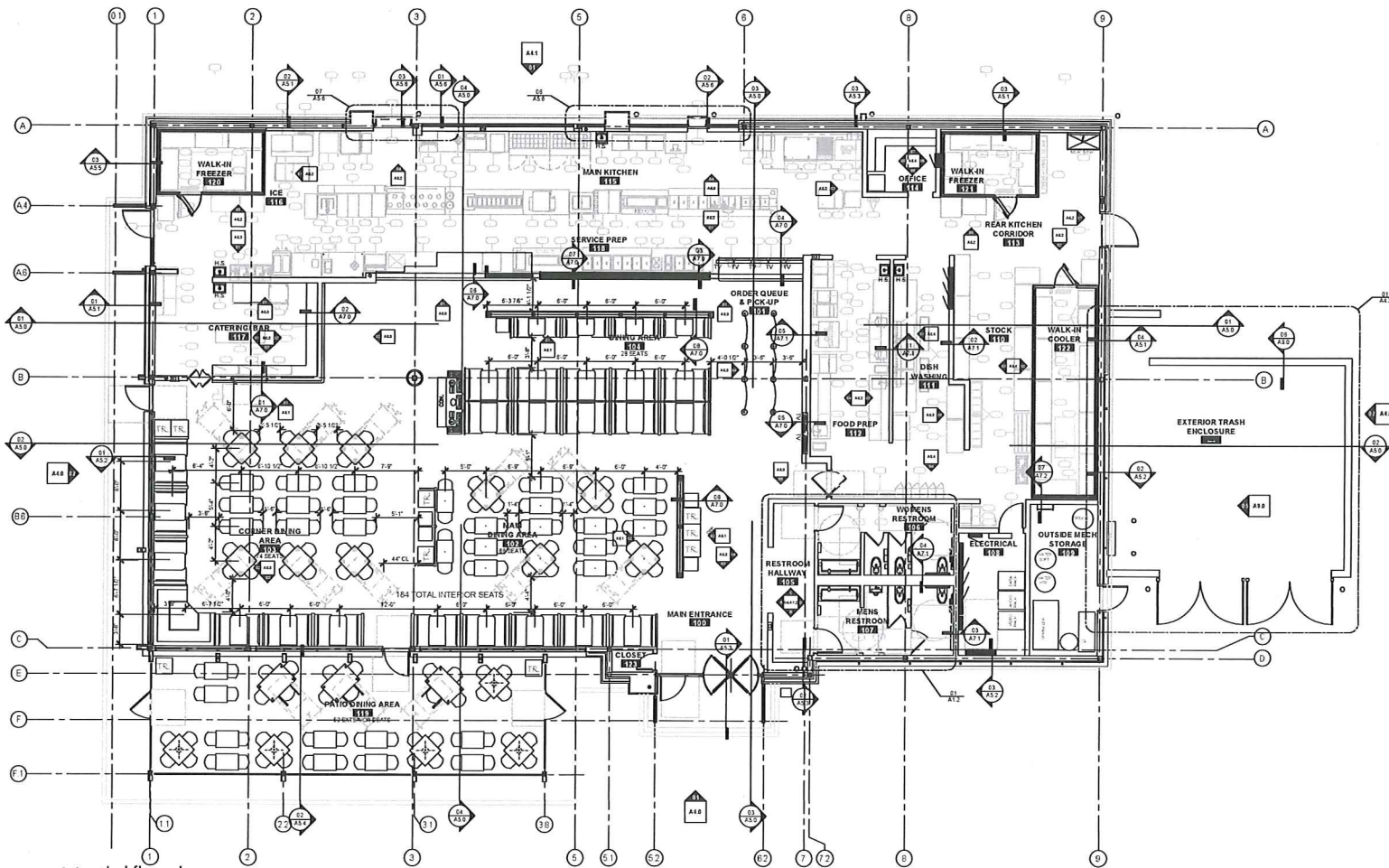
DESIGNED BY: EF
CHECKED BY: CV

SEAL

SHEET INFO

SITE IMPROVEMENT
PLAN

C1.01



01 noted floor plan
SCALE 1/8" = 1'-0"

general notes

- A ALL EXTERIOR SHOWERS ARE TO FACE OF CYLINDR BOARD OR SHEATHING VERIFY EXISTING CONDITIONS IN THE FIELD PRIOR TO INSTALLATION OF BOOTH, SEATING & MILLWORK AND REPORT ANY DISCREPANCIES TO THE CONSTRUCTION MANAGER.
- B SEE KITCHEN EQUIPMENT & ROUGH-IN PLANS FOR ADDITIONAL NOTES CONCERNING BACK OF HOUSE EQUIPMENT.
- C REFER TO FINISH FLOOR PLAN AND INTERIOR ELEVATIONS FOR INTERIOR FINISH REFERENCIES.
- D ALL FURNITURE TO BE FURNISHED BY OWNER AND INSTALLED BY CONTRACTOR. TABLETOPS TO BE EQUALLY SPACED AS SHOWN ON PLAN. BOOTH BENCHES SHALL BE INSTALLED SO A MINIMUM OF 18" IS MAINTAINED FROM EDGE OF TABLE TO FACE OF FOOTREST TABLETOP HEIGHT.
- E CONTRACTOR TO CAULK BOOTH TABLE TOPS TO WALL FINISH WITH NSF APPROVED CLEAR SILICONE SEALANT.
- F COORDINATE OVER-HEAD LIGHTING AS SHOWN ON REFLECTED CEILING PLAN AND LIGHTING PLAN WITH TABLE CENTERLINE DIMENSIONS SHOWN.

restaurant seating quantities

TYPE	TOTAL SEATING	H.C. SEATING	% SEATING/H.C.
INDOOR TABLES	180	10	5.2%
OUTDOOR TABLES (SEASONAL)	52	3	5.76%
TOTAL	242	13	5.37%

architect + engineer



7517 S GOVERNOR BLVD
DUBLIN, OH 43017
614.434.7227
WOLFEDESIGN.COM

project no. | PRTYS0002

owner



Portillo's Hot Dogs, LLC
201 Spring Road, Ste 400
Oak Brook, IL 60523

location

WEST TOWNE MALL
7230 W. TOWNE WAY
MADISON, WI 53719

prototype:
DINER 2

issue dates

submission: 04/14/2011
PERMIT: 03/03/2011
ISSUE: 03/03/2011
CONSTRUCTION: 03/03/2011
revisions:
1. 03/03/2011

designed by: h/w

checked by: d/m

seal

sheet info

SEATING PLAN

A1.1

Portillo's Hot Dogs, LLC

In 1963, Dick Portillo invested in a small trailer to open the first Portillo's Hot Dog stand in Villa Park, IL. Portillo's quickly grew out of the trailer into standalone restaurants and even opened its first drive-thru in 1983. The rest, as they say, is history. Portillo's is known for fast, reliable drive-thru service that offers a unique experience to guests, due to its unconventional practice of sending employees outside to take orders and deliver food. While originally known for its Chicago-style hot dogs, Portillo's has expanded its menu of favorites to include Italian beef sandwiches, char-grilled burgers, fresh salads and famous chocolate cake. Expanding the business even more, Portillo's launched its catering division in 1999 and started shipping food to all 50 states through a shop-and-ship program in 2000. A copy of the menu is attached.

Over the years, Portillo's has developed a large customer fan base, including Hollywood actors, professional athletes, and politicians, many of whom have their photos displayed in the restaurants. In addition to our famous fans, we've got loyal customers across the country who regularly recommend their markets to Portillo's for expansion. Following their advice, Portillo's expanded to Southern California, Indiana, Arizona, Florida, Wisconsin, Michigan, Minnesota and Iowa. As of this writing, Portillo's has 65 operating restaurants with more carefully planned locations on the horizon. Each restaurant will employ over 120 people and serve thousands more. It's the combination of these hardworking employees and loyal customers that makes Portillo's a success.

Portillo's holds 62 liquor licenses for serving beer and wine. Portillo's requires that every employee that sells and serves alcohol be at least 18 years old and has completed a Wisconsin Responsible Beverage Server Training course prior to serving. If the employee is 18 – 20 years old and selling or serving alcohol besides completing the responsible beverage server training course, they will either hold an operator's license or be supervised by an on-site manager who holds a valid operator's license in accordance with your requirements.

Patrons may purchase beer or wine at the front cash registers and will receive their drink at the bar/catering counter. There is no bar service to tables in the restaurant. Consumption of the beer and wine is on-premise in the main dining room and outdoor patio. The storage of beer and wine inventory is in the walk-in cooler. The records regarding alcohol will be kept at the Corporate Office at 2001 Spring Rd. Suite 400, Oak Brook, IL 60523.

Portillo's history and continued expansion demonstrates its commitment to quality, service, attitude and cleanliness, as well as its financial stability and commitment to the communities where it operates. For additional information, please visit our website at www.portillos.com/our-story/.



Portillo's

HOT DOGS • BEEF • BURGERS • SALADS

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Portillo's

HOT DOGS • BEEF • BURGERS • SALADS

How It All Began



The "Dog House" was Dick Portillo's first hot dog stand in 1963. Years later, what is now known as Portillo's menu has grown to include Italian beef sandwiches, char-grilled burgers, fresh salads, and our world famous chocolate cake.

Portillo's CATERING



RSVP yes to Portillo's catering! It's the food you and your family already love. Now, it's even easier to feed your crowd. Choose from 3 ways to cater Portillo's for your small gatherings and large events: Buffet-style, Fast Packs, and Take and Make at home.
 Order catering at PORTILLOS.COM or call 866-YUM-BEEF

SOUPS & CHILI

CHICKEN NOODLE 140 Cal
 BOWL OF CHILI 420 Cal

DRINKS

SOFT DRINKS Sm / Lg - 0-170 / 0-270 Cal
 ICED TEA 0 Cal
 BOTTLED SPRING WATER 0 Cal
 SAN PELLEGRINO 0 Cal
 MILK 120 Cal
 BEER 120-250 Cal

SIDES

FRIES Sm / Lg - 380 / 530 Cal
 CHEESE SAUCE Add 90 Cal
 ONION RINGS 350 Cal
 GARDEN SALAD 170 Cal
 HOUSE BREAD 240 Cal
 Half loaf

SHAKES

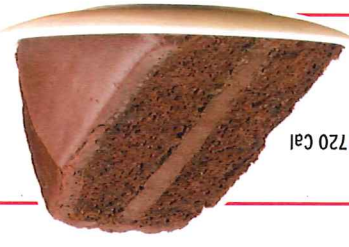
SHAKES Sm / Lg - 500-540 / 800-890 Cal
 • CHOCOLATE, VANILLA, AND STRAWBERRY
 MALTS Sm / Lg - 550-600 / 880-970 Cal
 • CHOCOLATE, VANILLA, AND STRAWBERRY



CHOCOLATE CAKE SHAKE Sm / Lg - 850 / 1490 Cal

DESSERTS

Portillo's FAMOUS CHOCOLATE CAKE 720 Cal
 STRAWBERRY SHORTCAKE 480 Cal
 CHOCOLATE ÉCLAIR CAKE 520 Cal



*Available at select locations.

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 • Free cake on your birthday



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Portillo's FAMOUS FIVE

WITH A SMALL FRY + DRINK

MAKE IT
LARGE
Add
150-250 Cal

#1 ITALIAN BEEF

With Fries+Drink
910-1080 Cal
Add Sweet or Hot Peppers
40-50 Cal

MAKE IT A BIG BEEF | 260 Cal



#2 TWO HOT DOGS

With Fries+Drink
1060-1230 Cal



#3 CHAR-BROILED CHEESEBURGER

With Fries+Drink
1040-1210 Cal

MAKE IT A DOUBLE | 330 Cal



#4 BROILED CHICKEN CROISSANT

With Fries+Drink
820-990 Cal



#5 ITALIAN BEEF & SAUSAGE COMBO

With Fries+Drink
1120-1290 Cal



BEEF & SAUSAGE SANDWICHES

ITALIAN BEEF Reg / Big Beef • 530 / 790 Cal
Chicago's #1 Italian beef served on baked French bread.

ITALIAN BEEF & SAUSAGE COMBO Reg • 740 Cal

BEEF-N-CHEDDAR CROISSANT Reg • 550 Cal

Our Italian beef layered with cheddar cheese and served on a toasted croissant.

CHAR-GRILLED ITALIAN SAUSAGE 630 Cal

ADD PEPPERS 40-50 Cal



HOT DOGS

PORTILLO'S BEEF HOT DOG Reg / Jumbo • 340 / 450 Cal

Includes mustard, relish, celery salt, freshly chopped onions, sliced tomatoes, a kosher pickle, and sport peppers piled onto a steamed poppy seed bun.

CHILI CHEESE DOG Reg / Jumbo • 500 / 610 Cal

Served with cheese and onions.

MAXWELL STREET POLISH 570 Cal

Served with mustard and grilled onions.

CHICKEN

BROILED CHICKEN SANDWICH Reg / Croissant • 440 / 400 Cal

Seasoned chicken breast served on a toasted bun with mayo, lettuce, and tomato.

BREADED CHICKEN SANDWICH Reg / Croissant • 630 / 590 Cal

A breaded, all-white breast fillet deep-fried;

Served with mayo, lettuce, and tomato.

• **ADD BACON** 100 Cal

CHICKEN TENDERS 4 Piece / 6 Piece • 340 / 510 Cal
Served with your choice of barbecue sauce, honey mustard, or ranch.

CHAR-BROILED BURGERS

BURGER Reg • 570 / 900 Cal

Our juicy burger with mayo, lettuce, tomato, sliced red onion, pickles, and ketchup served on a freshly toasted, old-fashioned style bun.

CHEESEBURGER Single / Double • 660 / 990 Cal

Served with American cheese, mayo, lettuce, tomato, red onion, pickle, and ketchup.

BACON BURGER Single / Double • 670 / 950 Cal
Served with mayo, lettuce, and tomato.



SANDWICHES

BREADED WHITEFISH 710 Cal

Breaded wild caught whitefish fillet on a brioche bun with American cheese, chopped lettuce, and tartar sauce.

GRILLED PORTOBELLO 570 Cal

Portobello mushroom, red onion, tomato, mozzarella, balsamic glaze and basil pesto on tomato focaccia.

SALADS

Includes fresh baked house bread and butter. Dressing choices include: House, Caesar, Greek, Honey Mustard, Lite Italian, and Ranch (80-340).

CHOPPED SALAD Reg • 550 Cal

Romaine, red cabbage, chicken, ditailini pasta, bacon, diced tomatoes, gorgonzola cheese, and green onion; Best tossed with our house dressing.

CLASSIC CAESAR SALAD 230 Cal

Romaine topped with hard boiled egg, croutons, and freshly grated parmesan cheese; Best tossed with our classic Caesar dressing.

• **ADD GRILLED CHICKEN** 130 Cal

GREEK SALAD WITH CHICKEN 340 Cal

Romaine topped with grilled chicken breast, feta cheese, diced tomatoes, red onions, Kalamata olives, and cucumbers; Best tossed with our Greek vinaigrette.

PORTILLO'S BOWLS

CLASSIC BOWL 220 Cal

Chicago's #1 Italian Beef served in a bowl.

CHICAGO COMBO BOWL 380 Cal

Italian Beef and Sausage served in a bowl.

ADD PEPPERS 40-50 Cal

ADD MOZZARELLA OR CHEDDAR CHEESE 90 Cal



If you see a **P** next to an item, you know it's a crowd favorite!
2,000 calories a day is used for general nutrition advice, but calorie needs may vary.