LICLIB-2012-00780

ORIGINAL ALCOHOL BEVERAGE RE	TAIL LICENSE APPLICATION	
Submit to municipal clerk.		Federal Employer Identification 46 - 0633859
For the license period beginning October 1	20 12 ;	LICENSE REQUESTED
ending October 1	20 13	TYPE FEE
		Class A beer \$
To THE COVERNING PORY of the Table 7 (1) and 1	Madison	☑ Class B beer \$
	Mauison	Class C wine \$
City of	•	☐ Class A liquor \$
County of Dane Aldermanic	Dist. No. 4 (if required by ordinar	Class B liquor \$
The manner	blot. 140 (ii required by ordinar	Reserve Class B liquor \$
1. The named INDIVIDUAL PARTNERSHI	P	Publication fee \$
CORPORATION/NONPROFIT ORGA		TOTAL FEE \$
hereby makes application for the alcohol beverage licens		
• • • • • • • • • • • • • • • • • • • •	• •	and the same Area.
Name (individual/partners give last name, first, middle; c Metropolitan Coffee and Wine		registered name): >
An "Auxiliary Questionnaire," Form AT-103, must be partnership, and by each officer, director and agent cliability company. List the name, title, and place of resi	completed and attached to this applicat of a corporation or nonprofit organization dence of each person.	ion by each individual applicant, by each member of a n, and by each member/manager and agent of a limited
Title President/Member Member	Name H Yedong Tao 811 Eag	ome Address Post Office & Zip Code gle Heights #E 53705
	-	
Vice President/Member		
Secretary/Member		
Treasurer/Member	Vedong Tao 011 Tax	le Heights #E 53705
	reading rad off Eag	16 Heranco #E 33703
Directors/Managers Coffee	and Wine	ss Phone Number 608-492-1108
3. Trade Name Metropolitan Coffee	and write Busines	F 2 T 2 2
 Address of Premises ▶ 329 W. Mifflin S 		1100 & Elp 0000 F
5. Is individual, partners or agent of corporation/limited liabi	lity company subject to completion of the re	sponsible beverage server
training course for this license period?		
6. Is the applicant an employe or agent of, or acting on beh		
Does any other alcohol beverage retail licensee or whole	sale permittee have any interest in or contro	ol of this business? Yes 🗹 No
8. (a) Corporate/limited liability company applicants on	ly: Insert state Wisconsin and	
(b) Is applicant corporation/limited liability company a su	bsidiary of any other corporation or limited l	liability company? ☐ Yes 🗹 No
(c) Does the corporation, or any officer, director, stockho	lder 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		
9. Premises description: Describe building or buildings whe	· · · · · · · · · · · · · · · · · · ·	
all rooms including living guarters, if used, for the sales, s	service, and/or storage of alcohol beverages	s and records. (Alcohol beverages
all rooms including living quarters, if used, for the sales, s may be sold and stored only on the premises described.)	2500SQFT 12 tables, p	oatio, bar, store at bar area
0. Legal description (omit if street address is given above):		
1. (a) Was this premises licensed for the sale of liquor or be	eer during the past license year?	Yes 🗹 No
(b) If yes, under what name was license issued?	,	
2. Does the applicant understand they must file a Special O	ccupational Tax return (TTB form 5630.5)	
before beginning business? [phone 1-800-937-8864]		
3. Does the applicant understand a Wisconsin Seller's Pern		
Section 2, above? [phone (608) 266-2776]		
Does the applicant understand that they must purchase a		
• • •	·	•
EAD CAREFULLY BEFORE SIGNING: Under penalty provided by		
dge of the signers. Signers agree to operate this business accordii nother. (Individual applicants and each member of a partnership app		
ccess to any portion of a licensed premises during inspection will be		
UBSCRIBED AND SWORN TO BEFORE ME	~	
7 :	00 12	
is 31 day of AUGUST	, 20 (Officer of Corporation	n/Member/Manager of Limited Liability Company/Partner/Individual)
Sha when	(omes) of corporation	Company and an announced by the second of the seco
(Clerk/Notary Public)	ELEN (Officer of Corpo	oration/Member/Manager of Limited Liability Company/Partner)
ly commission expires 2-24-13	,	
	(Additional Par	tner(s)/Member/Manager of Limited Liability Company if Any)
O BE COMPLETED BY CLERK	A. 10:	
Date received and filed Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
vith municipal clerk 8-31-12	⋄ \ ⁻: •	
Date license granted Date license issued	License number issueu	
T-106 (R. 1-12)	4	Wisconsin Department of Revenue
	VISCONSIN	
	2-Star 27816	
	1 st. 1014	
	7-2195	

City of Madison Supplemental Class B License Application

1/1/4	Seller's Permit Certificate (Entity must match the Articles of Incorporation) Federal Employer Identification # Notarized Original Application Form Notarized Supplemental Form Orange Sign (Clerk's Office provides at time of application)	Written Description of Premise Background Investigation Form(s) Notarized Transfer of Ownership Articles of Incorporation Notarized Appointment of Agent Corporation/LLC only	Floor Plans Lease Sample Menu Business Plan				
1.	Name of Applicant/Partner/Corporation/LLC_Metropolitan Coffee and Wine						
2.	2. Address of Licensed Premise329 W. Mifflin St, Madison, WI 53703						
3.	3. Telephone Number: _608-492-1108 4. Anticipated opening date:October 1, 2012						
5.	Mailing address if not opening immediat	ely333 W. Mifflin St G04, Madison,	WI 53703				
6.	Have you contacted the Alderperson, Pol the neighborhood association representa	lice Department District Captain, Alcoho	ol Policy Coordinator, and ocate? XYes □ No				
7.	Are there any special conditions desired	by the neighborhood? □ Yes 🕱 No					
	Explain.						
R	Business Description, including hours of	oneration: Serve coffee, bakery items	sandwich, cheese				
0.	_beer, and wine. It provides social space						
9.	Do you plan to have live entertainment?	No ☐ Yes—What kind?					
10	Detailed <u>written</u> description of building, size and all areas where alcohol beverag below shall not be expanded or change	es are to be sold and stored. The license	ed premise described				
	2500 SF, Have 12 tables, and bar area for customers. Capactiy is 60. Bar is about 60 feet long.						
	In the front, there are designated patio, capacity 17 for summer seaons. Beer/wine sold behind the bar						
	Beer and wine will be stored in the fridge under the bar or in the back of the bar area.						
11.	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	ing lot is to be monitored.					
	Only have metered public street parking	sapces					
13.	Describe your management experience,						
	_Manager had management experience for more than 6 years, 6 staff will be hired to run the business						
	_Staff responsibilities including making coffee, sell bakery items, serving beer and wine						
14.	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. Yedong Tao811 Eagle Heights #E, Madison WI 53703						

15.	5. Utilizing your market research, who would you project your target market to be? Metropolitan Place residents and guests, resdidents in the neighbour builidings	
16.	6. What age range would you hope to attract to your establishment?30-90	
17.	7. Describe how you plan to advertise/promote your business. What products will you be advertising? Will promote heavily to Metropolitan Place residents and use word of mouth. Causal social space	
18.	3. Are you operating under a lease or franchise agreement? Yes (attach a copy) No	
	Owner of building where establishment is located: Qian, Jiaozhen ddress of Owner: 1161 Petra Place #3 Phone Number407-484-3284	
20.). Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (lik to give offense) discrimination in regard to race, creed, color, or national origin?	ely
21.	1. List the Directors of your Corporation/LLC Yelong Tao 811 Eagle Heights #E Madvien Washington Madress	<u> 20379</u>
	Name Address	-
	Name Address	-
22.	2. List the Stockholders of your Corporation/LLC Color Color Color Color	.
	Name Address % of Ownership	,
	Name Address % of Ownership Nightclub ★ Restaurant	_
23.	Name Address % of Ownership	_
23.24	Name Address % of Ownership Name Nightclub (Check all that apply) Restaurant	,
23.2425.	Name Address What type of establishment are you? (Check all that apply) Other Please ExplainCoffee shop with beer and wine What type of food will you be serving, if any?Coffee drinks, Bakery, Sandwich, Cheese, Desserts	

27. What hours, if any, will food service <u>not</u> be available?
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?2 wait staff During what hours do you anticipate they will be on duty? 4pm - 8pm
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?
How many bartenders do you anticipate you would have working at one time on a busy night?
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?
36. What type of cooking equipment will you have? □ Stove □ Oven □ Fryers □ Grill □ Microwave Work
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?
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you
anticipate will be related to food?
what percentage of your advertising budget do you anticipate will be drink related?
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

		77
12	What is your estimated capacity?	1//
74.	What is your ostimutou oupdoity.	* /

4	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	40 %
Gross Receipts from Food and Non-Alcoholic Beverages	50%
Gross Receipts from Other	10 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? ☐ Yes 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 31 day of August, 2012

(Clerk/Notary Public)

My commission expires 2-24-1

(Officer of Corporation/Member of LLC/Partner/Individual)

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC
I, <u>Kedong Too</u> , officer/member for <u>Metropolitan Coffee & Wind</u> (Corporation/LLC), doing business as <u>Metropolitan Coffee & Wind</u> , authorize and appoint
(Corporation/LLC), doing business as Metropolita Coffee , authorize and appoint
(Name) as the liquor/beer agent for the premise
located at 329 W. mifflan St.
Subscribed and sworn to before me this 31 Day of August, 2012 NOTAR Notary Public, Dane County, Wisconsin My Commission Expires 2-24-13
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
To be completed by appointed Liquor/Beer Agent
I,
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(
Subscribed and sworn to before me this LENA Signature of Agent
My Commission Expires 2-24-13 NOTARY NOTARY

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



STATE OF WISCONSIN DEPARTMENT OF REVENUE CUSTOMER SERVICE BUREAU

2135 RIMROCK RD P.O. BOX 8902 Madison, WI 53708-8902 FAX NUMBER: (608) 264-6884

Legal Name: METROPOLITAN COFFEE AND WINE LLC

DBA Name:

BTR Expiration Date: August 31, 2014

Greeting Letter ID (for registering on My Tax Account): L0833190432

Tax AccountTax Account NumberFiling FrequencySales & Use Tax456-1027912098-02QuarterlyWithholding Tax036-1027912098-04Quarterly

MSCONSIN

SOLYSHEAD AHARING AHAINS AHAINS

Trainee Name: Yedong Tao

Date of Completion: 08/28/2012 17:16 CST

School Name: Learn2Serve Certification #: WI 1935851

certify that the above named person successfully completed an approved Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66

Corporate Headquarters 13801 N. Mopac, Suite 100 Austin, Texas 78727 P: 800-442-1149

Date of this notice: 07-24-2012

Employer Identification Number: 46-0633859

Form: SS-4

Number of this notice: CP 575 A

METROPOLITAN COFFEE AND WINE YEDONG TAO MBR 329 W MIFFLIN ST MADISON, WI 53703

For assistance you may call us at: 1-800-829-4933

IF YOU WRITE, ATTACH THE STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 46-0633859. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 941	01/31/2013
Form 940	01/31/2013
Form 1065	04/15/2013

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, Accounting Periods and Methods.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, Entity Classification Election. See Form 8832 and its instructions for additional information.

A limited liability company (LLC) may file Form 8832, Entity Classification Election, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, Election by a Small Business Corporation. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

If you are required to deposit for employment taxes (Forms 941, 943, 940, 944, 945, CT-1, or 1042), excise taxes (Form 720), or income taxes (Form 1120), you will receive a Welcome Package shortly, which includes instructions for making your deposits electronically through the Electronic Federal Tax Payment System (EFTPS). A Personal Identification Number (PIN) for EFTPS will also be sent to you under separate cover. Please activate the PIN once you receive it, even if you have requested the services of a tax professional or representative. For more information about EFTPS, refer to Publication 966, Electronic Choices to Pay All Your Federal Taxes. If you need to make a deposit immediately, you will need to make arrangements with your Financial Institution to complete a wire transfer.

The IRS is committed to helping all taxpayers comply with their tax filing obligations. If you need help completing your returns or meeting your tax obligations, Authorized e-file Providers, such as Reporting Agents (payroll service providers) are available to assist you. Visit the IRS Web site at www.irs.gov for a list of companies that offer IRS e-file for business products and services. The list provides addresses, telephone numbers, and links to their Web sites.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

TMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub. Thank you for your cooperation.

Keep this part for your records. CP 575 A (Rev. 7-20	Keep	this part	for your	records.	CP	575	A	(Rev.	7-200
--	------	-----------	----------	----------	----	-----	---	-------	-------

Return this part with any correspondence so we may identify your account. Please correct any errors in your name or address.

CP 575 A

999999999

() —	DATE OF THIS NOTICE: 07 EMPLOYER IDENTIFICATION FORM: SS-4	7-24-2012 NUMBER: 46-0633859 NOBOD
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INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

METROPOLITAN COFFEE AND WINE YEDONG TAO MBR 329 W MIFFLIN ST MADISON, WI 53703

Wisconsin Department of Financial Institutions

Strengthening Wisconsin's Financial Future

Search for:

Metropolitan coffee and wine

Search Records

Corporate Records

Result of lookup for M083623 (at 8/28/2012 11:58 AM)

METROPOLITAN COFFEE AND WINE LLC

You can: File an Annual Report - Request a Certificate of Status - File a Registered Agent/Office Update Form

Vital Statistics

Entity ID

M083623

Registered **Effective Date** 07/23/2012

Period of Existence

PER

Status

Organized Request a Certificate of Status

Status Date

07/23/2012

Entity Type

Domestic Limited Liability Company

Annual Report

Requirements

Limited Liability Companies are required to file an Annual Report under s. 183.0120, WI Statutes.

Addresses

Registered Agent Office

YEDONG TAO 329 W. MIFFLIN ST MADISON, WI 53703

File a Registered Agent/Office Update Form

Principal Office

Historical Information

Annual Reports

None

Certificates of **Newly-elected** Officers/Directors None

Old Names

None

Chronology

Description **Filed Date** Transaction **Effective Date** 07/25/2012 E-Form 07/23/2012 Organized

Sec. 183.0202 Wis. Stats.



State of Wisconsin Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. Name of the limited liability company:

Metropolitan Coffee and Wine LLC

Article 2. The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.

Article 3. Name of the initial registered agent:

Yedong Tao

Article 4. Street address of the initial registered office:

329 W. Mifflin St Madison, WI 53703 United States of America

Article 5. Management of the limited liability company shall be vested in:

A member or members

Article 6. Name and complete address of each organizer:

Yedong Tao 329 W. Mifflin St Madison, WI 53703 United States of America

Other Information. This document was drafted by:

Yedong Tao

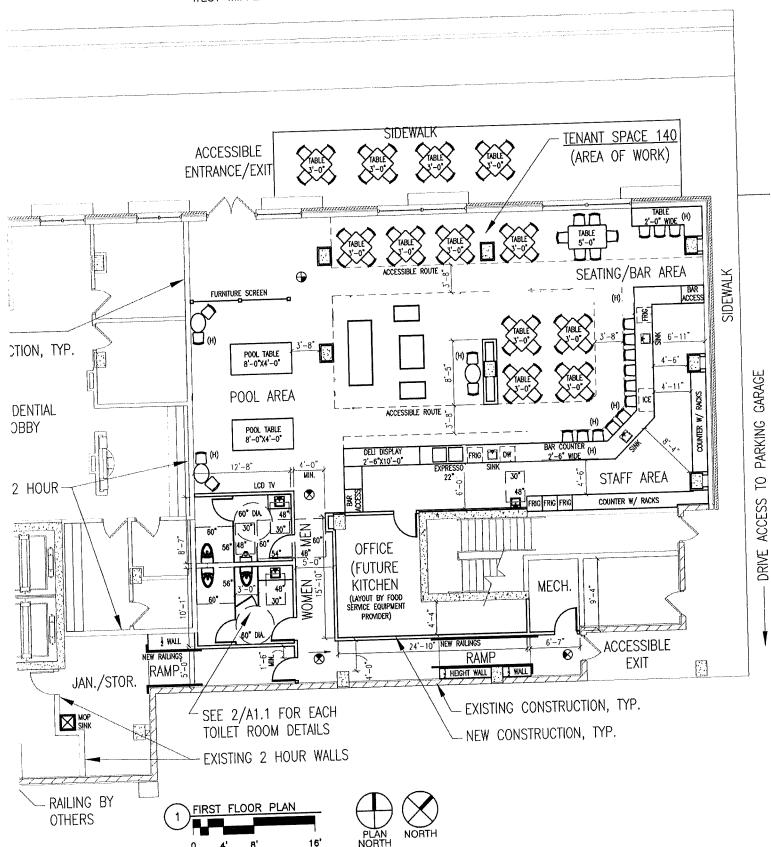
Organizer Signature:	
Yedong Tao	
Date & Time of Receipt:	
7/23/2012 9:48:41 PM	
Order Number:	
201207233075324	
ARTICLES OF ORGANIZATIO Company(Ch. 1	N - Limited Liability
	,
	Filing Fee: \$130.00 Total Fee: \$130.00
ENDORSEMENT	Γ
State of Wisco	onsin

Department of Financial Institutions

EFFECTIVE DATE	
7/23/2012	

FILED 7/25/2012

Entity ID Number M083623



Menu

Drinks (Short Tall)

Espresso (Single or Double Shots of Straight Espresso Only)

Gourmet Coffee (Regular or Decaf)

Café Latte (Espresso and Steamed Milk)

Cappuccino (Espresso topped with Frothed Milk)

Café Americano (Single or Double Shots of Espresso with Hot Water)

Café Mocha / White Mocha (Espresso, Cocoa, White Chocolate, and Steamed Milk)

Caramel Macchiato (Caramel, Vanilla, Espresso, and Steamed Milk)

Chai Tea (Spiced or Vanilla Flavor mixed with Hot Water)

Chai Latte (Spiced or Vanilla Flavor mixed with Steamed Milk)

Frappé (Blended Ice, Espresso, and Milk)

Smoothies (Banana, Strawberry, Vanilla, Chocolate, or Caramel Flavor)

Hot Chocolate

Gourmet Teas

Tea, Soft Drinks, Bottled Water

Bakery Items

Muffin Tops (Sunrise, Chocolate, Blueberry, & Cappuccino)

Kolache

Cookies

Cheese Plates

Served with Macrina Bakery Bread or Sardinian Flatbread

Red or White Wine Cheese

Three distinct cheeses that pair well with red or white wine

Suggested Red Match: Brian Carter Abracadabra

White Match: Matthews Cellars Sauv. Blanc

^{*}Add an extra shot of Espresso \$1.00*Add an extra shot of Flavor for .50¢*Sugar Free, Fat Free, or Decaf available upon request.

WHITE WINE

Pinot Grigio, Danzante 2010 Delle Venezie, Italy Sauvignon Blanc, Pomelo 2010 California Riesling, NxNW 2010 Columbia Valley, Washington Verdicchio, Sartarelli 2010 Marche, Italy Bordeaux Blanc, Chateau Bellevue 2010 Bordeaux, France Chardonnay, Arrowood 2009 Sonoma Coast, California

RED WINE

Malbec, Terrazas de los Andes 2010 Mendoza, Argentina Tempranillo, Campo Viejo Crianza 2010 Logrono, Spain Merlot, Red Rock 2010 Modest, California Zinfandel, Writer's Block 2008 Lake County, California Cabernet Sauvignon, Hahn Estates 2010 Central Coast, California

BEER DRAFT

STELLA ARTOIS MILLER LITE HINTERLAND SEASONAL NEW GLARUS SPOTTED COW

BEER BOTTLED

AMSTEL LIGHT BUD LIGHT
COORS LIGHT CORONA
PEAK ORGANIC IPA
GUINNESS HEINEKEN KALIBER N/A MILLER LITE PERONI
TWO HEARTED ALE IPA TYRANENA ROCKY'S REVENGE FLYING DOG
AMBER LAGER NEGRA MODELO

Business Plan

Metropolitan Coffee and Wine L.L.C.

Executive Summary:

Metropolitan Coffee & Wine is a coffee and Wine shop located at 329 W. Mifflin St. It is a Limited Liability Company. This coffee and wine shop will serve coffee, sandwich, cheese, beer, and wine. It is located at the first floor of Metropolitan Place. This coffee and wine shop will provide casual social space for the building residents and surrounding neighbors. Metropolitan Coffee & Wine will be a comfortable and classic space for customers to enjoy. Nice dark solid wood furniture and elegant pendant lights will provide a nice work space for students, community groups, and sohos during daytime and warm setting in the evening.

Description of the Business:

Metropolitan Coffee & Wine will serve coffee drinks, beverage, bakery items, sandwich, cheeses, beer, and wine. Metropolitan Coffee and Wine will start on October 30th, 2012. Metropolitan Coffee & Wine is trying to provide a comfortable and classic space for the downtown area. The unique feature of Metropolitan Coffee & Wine is related to the large Metropolitan Place building. Metropolitan Place Phase I building and Phase II building has about 300 residents. This coffee and wine location is designed to serve building residents and guests as the top priority. Metropolitan Coffee and Wine will use the best roasted coffee beans from Wisconsin local Berry's Brother at Watertown. It will also use milk and large portion of the cheese from local farmers.

Market Analysis and Strategy:

The main target customers are residents in Bassett neighborhood especially residents at Metropolitan Phase I and Phase II building and community social groups. There are many sohos in Bassett neighborhood. Main components of the customers are students and professionals. Majority of the residents at Metropolitan Phase I and Phase II building are professionals. Metropolitan coffee and wine is also located between Madison Opera and Overture Center and renovated library. There will be decent foot traffic on W. Mifflin Street. Cross the street is the Madison senior center and capital market. Metropolitan Coffee and Wine will try to provide comfortable and welcoming spaces for all the guests and let them feel comfortable to come back with their friends and families. It will also provide meeting spaces for community culture groups and social groups. There is also a large parking facility cross the street.

Metropolitan Coffee and Wine will price the products at average pricing point comparing to foot establishment around capital area. Overtime, Metropolitan Coffee and Wine will continue to improve décor and variety of choices in order to keep customers. Metropolitan do not plan to expand market too fast or too wide. It has its target customers and will focus on the target customers. Metropolitan coffee and wine will be focusing on providing the best coffee and pairing the food with wine.

Around capital area, there are many coffee shop, bar, and food establishment. Metropolitan coffee and wine is trying to provide a comfortable space for residents in Bassett neighborhood. The chars are comfortable and large for longer seating time. Tables are solid wood with different size for community social group meetings. The purpose of this coffee and wine shop is to provide a comfortable and classic space for the communities.

Location and Operations:

Metropolitan coffee and wine is located at 329 W. Mifflin St. Surrounding businesses are Capital Market, Madison Opera, Overture Center, Madison Library, Madison Senior Center. There is one 4 stories public parking garage cross the street for easy access. There are also metered parking spots and free 2-hour parking spots along W. Mifflin St. Metropolitan coffee and wine is about 2800 sqft. There are a lot of potentials for the use of the space.

Metropolitan Coffee and Wine will operate from 6:30am to 10pm which will serve morning customers and evening customers. It will have total of six employees to cover the operation. Employees will be trained to serve coffee drinks and wine.

Management:

Yedong Tao will be in charge of the business operations. Yedong Tao has years of management experiences and has been working with food establishment for many years. The owner of the business will also consult with experts regarding Coffee, Wine, and Cheese to provide the best service and product for the customers. All the employees will report to Yedong Tao. Yedong Tao will delegate two team leaders to oversee the operation.