

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20 009 ;
 ending June 20 10

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

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): HML LLC

Applicant's Wisconsin Seller's Permit Number: <u>456-1026451274-03</u>	
Federal Employer Identification Number (FEIN): <u>26-2288620</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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

President/Member owner Nick Lee Home Address 5507 Greenleaf Dr. Post Office & Zip Code 53713
 Vice President/Member Sean Lee
 Secretary/Member _____
 Treasurer/Member _____
 Agent Sean Lee 5507 Greenleaf Dr. 53713
 Directors/Managers _____

3. Trade Name _____ Business Phone Number 255-2310
 4. Address of Premises 546 W. Washington Ave Post Office & Zip Code 53703

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
 6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
 7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
 8. (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration.
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
 (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) Alcohol will serve in the dining rooms and stored in the kitchen area.

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? Electric Earth Cafe
 12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
 13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
 14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law the applicant states that each of the above 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 21st day of April, 2009

Wendy E. Barton
 (Clerk/Notary Public)

My commission expires 5/6/2012

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

 (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>4/20/09</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 B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification Number <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form	<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 type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan <small>* Corporation/LLC only</small>
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1. Name of Applicant/Partner/Corporation/LLC HML LLC
2. Address of Licensed Premise 546 W. Washington Ave.
3. Telephone Number: 608 332-4992 4. Anticipated opening date: 5/1/09
5. Mailing address if not opening immediately 5507 Greenleaf Dr. Madison, WI 53713
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. Business Description, including hours of operation: Cafe, 7am-12am
9. Do you plan to have live entertainment? No Yes—What kind? Band (Rock N Roll)
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.**
One level building with 2 dining rooms, alcohol serve at food counter, the capacity is 78,
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. off street park
13. Describe your management experience, staffing levels, duties and employee training.
15 yrs off Rest. and Bar management experience, manage 25 people, and training and hire new people.
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.
Sean Lee 5507 Greenleaf Dr. Madison, WI 53713
Name Address

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

Students, office worker,

16. What age range would you hope to attract to your establishment? 18 yrs. old — 65 yrs old.

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

We plan to Advertise on Newspaper and online, for our Coffee and food.

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

19. Owner of building where establishment is located: David and Debra Keller

Address of Owner: 448 W. Washington Ave Phone Number 608 227 6543

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes No

21. List the Directors of your Corporation/LLC

Nick Lee 5507 Greenleaf Dr
Name Address

Sean Lee 5507 Greenleaf Dr.
Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

None
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

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

Other Please Explain _____

24. What type of food will you be serving, if any? Coffee, Smoothies, Sandwiches, Soup

Breakfast

Lunch

Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers Salads Soups Sandwiches Entrees

Desserts

Pizza

Full Dinners

26. During what hours of your operation do you plan to serve food? 7am to 12am

27. What hours, if any, will food service not be available? None

28. Indicate any other product/service offered No

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

During what hours do you anticipate they will be on duty? 7am - 12am

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

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?
70%

39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 70%

What percentage of your advertising budget do you anticipate will be drink related? 30%

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

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

42. What is your estimated capacity? 78

43. Pursuant to Chapter 23 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	20 %
Gross Receipts from Food and Non-Alcoholic Beverages	80 %
Gross Receipts from Other	%
Total Gross Receipts	100%

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

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license

Subscribed and Sworn to before me:

this 21st day of April, 2009

Wendy E Barton
(Clerk/Notary Public)

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

My commission expires 5/6/2012

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

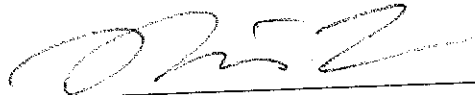
I, Nick Lee, officer/member for HML LLC
(Corporation/LLC), doing business as Electric Earth Cafe, authorize and appoint
Sean Lee (Name) as the liquor/beer agent for the premise
located at 546 W. Washington Ave, Madison, WI.

Subscribed and sworn to before me this

2nd Day of April, 2009

Jay Peters
Notary Public, Dane County, Wisconsin

My Commission Expires 6-7-09



Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

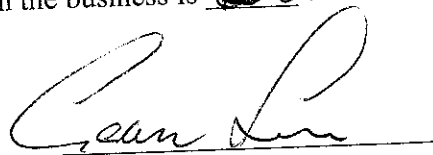
I, Sean Lee, appointed liquor/beer agent for
HML LLC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, 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 0 %.

Subscribed and sworn to before me this

2nd Day of April, 2009

Jay Peters
Notary Public, Dane County, Wisconsin

My Commission Expires 6-7-09



Signature of Agent

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

COLD SANDWICHES

Hummus Hummus tomato sprouts red onions cucumbers and lettuce	\$5.50
Veg Head Swiss and provolone cheese green peppers cucumbers red onions black olives lettuce tomato and your choice of dressing	\$5.50
Chix Salad Our homemade Chicken salad lettuce tomato and red onions (Contains nuts)	\$6.25
California Delight Turkey cheddar avocado red onions sun-dried tomatoes banana peppers and cucumbers	\$6.25
Tasty Tuna Our homemade Albacore tuna salad served with lettuce & tomato in a honey mustard aoli	\$6.25
San Francisco BLT Bacon romaine lettuce tomato fresh avocado cheddar and red onions.	\$6.75
Feta Turkey Turkey, feta cheese shredded carrots sprouts tomato and *feta-garlic dressing	\$6.25
Garden Pesto Basil pesto fresh mozzarella sun-dried tomatoes romaine lettuce and fresh tomatoes. Add turkey for \$1.00	\$6.25
Basic Turkey Turkey cheddar lettuce tomato mayo and brown mustard	\$5.95
Ham & Havarti Ham havarti tomato, sprouts and scallion cream cheese	\$5.95
Roast Beef & Provolone Roast beef provolone tomato spring mix and honey mustard vinaigrette	\$6.25
BLT Supreme Turkey, bacon, lettuce, tomato and mayo.	\$6.25

HOT SANDWICHES

Veggie Supreme Tomato sun-dried tomatoes green peppers olives banana peppers artichokes and provolone cheese all hot and melty	\$6.00
Hot Turkey Turkey melted swiss red onions green pepper sun-dried tomato and black olives.	\$6.25
Philly Combo Hot roast beef provolone green peppers red onions tomato and cream cheese.	\$6.25
Tofu You Baked tofu artichoke heart, red onions black olives smothered in tomato garlic sauce served with lettuce & tomato.	\$6.75
Cheese Please Swiss & cheddar cheeses, tomato sun-dried tomatoes red onions and honey mustard	\$5.75
Cup of Soup, 1/2 Sandwich or Side Salad or Pasta Salad Choose two.	\$6.25

Bread Choices Sourdough white, multi-grain wheat or light rye.

Dressing Choices Mayo, herb vinaigrette, brown mustard, *honey mustard vinaigrette,

*feta-garlic, tomato garlic, *low-fat creamy herb, *raspberry vinaigrette.

*Homemade

BREAKFAST ITEMS

Toast, Butter & Jam	\$2.00
Organic Granola-N-Yogurt	\$3.50
Fresh Bagels & Cream Cheese Homemade sun-dried tomato scallion or plain	\$1.50
Bacon Egg & Cheese Bagel Bacon egg and cheddar.	\$4.25
Ham Egg & Cheese Bagel Ham egg and swiss	\$4.25
Garden Egg Spinach, tomato egg and swiss.	\$4.25
Egg & Cheese Swiss cheddar and egg	\$3.25
Southwest Egg Egg green peppers, red onions and cheddar.	\$4.25
Turkey Bagel Turkey tomato swiss and your choice of cream cheese	\$4.10
Ham Bagel Ham cheddar and your choice of cream cheese	\$3.95
Veggie Bagel Tomato cucumber and your choice of cream cheese	\$3.75
Chix or Tuna Salad Bagel Served with lettuce and tomato	\$4.25
Oatmeal Organic cinnamon-raisin oatmeal.	\$2.50

SOUP AND SALAD

Electric Salad Spring lettuce mix tomato cucumber green pepper black olive red onion shredded carrots sprouts and croutons	\$4.00	\$5.00
Greek Pasta Salad Artichoke hearts feta cheese sun-dried tomatoes with black olive penne pasta and an herbed olive oil.	\$3.75	\$4.75
Fresh Mozzarella Salad Spinach fresh mozzarella tomato red onions and sun-dried tomatoes	\$4.50	\$5.50
Add a Scoop of Tuna or Chix Salad	\$3.00	
Homemade Soup	\$3.50 (cup)	\$4.50 (Bowl)

Let the Earth nourish your soul.

We Created Electric Earth so that people from all walks of life could experience a taste of the finer things our Earth has to offer. A pleasant atmosphere, a great cup of coffee and a delicious, wholesome fare. Our goal is to create and sustain a place where peaceful enjoyment and youthful enthusiasm fulfill the moment while promoting the honest hardworking people who make



CAFFEINE POTIONS

	small	medium	large
Gourmet Coffee	\$1.50	\$1.80	\$2.10
Latte	\$2.75	\$3.00	\$3.25
Cappuccino	\$2.75	\$3.00	\$3.25
Mocha	\$3.50	\$3.75	\$4.00
Chai	\$3.00	\$3.25	\$3.50
Americano	\$2.00	\$2.25	\$2.50
Espresso	\$1.50	\$1.75	\$2.00
Au Lait	\$2.00	\$2.25	\$2.50
Miel	\$3.25	\$3.50	\$3.75
Maté Latte	\$2.75	\$3.00	\$3.25

Iced Drinks Add \$.25, Soy Add \$.50, Syrup Add \$.50, Extra Shot Espresso Add \$.50

EARTHY DRINKS

	small	medium	large
Hot Cocoa	\$2.50	\$2.75	\$3.00
Hot Tea	\$1.50	\$1.75	\$2.00
Hot Apple Cider	\$2.50	\$2.75	\$3.00
Steamer	\$2.50	\$2.75	\$3.00
Italian Soda	\$2.25	\$2.50	\$3.00
Iced Tea (Berry Black Green)	\$1.75	\$2.00	\$2.25
Berry Patch Lemonade	\$2.25	\$2.50	\$2.75

SWEET THINGS

Muffins & Scones	\$1.85
Cookies & Vegan Cookies	\$1.35
Brownies and Bars	\$1.60
Pound Cake <small>Chocolate, Lemon and other flavors</small>	\$2.25
Coffee Cake	\$2.25
Vegan Muffins	\$2.00
Vegan Cupcakes	\$2.25
Cake & Cheesecake	\$3.50
Homemade Tiramisu	\$3.50

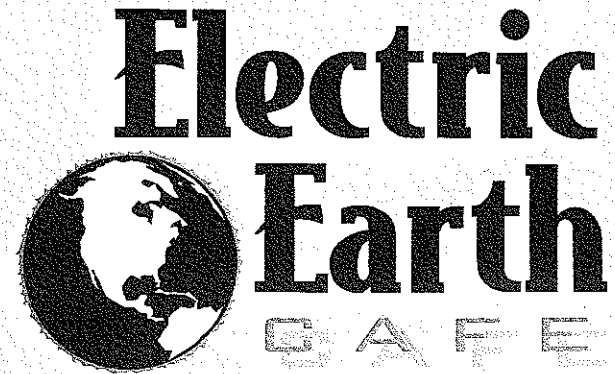
FRUIT SMOOTHIES

All are 16oz.

Soul Power <small>Bananas, peaches, organic apple juice, honey and soy protein powder</small>	\$4.25
Blueberry Hill <small>Blueberries, peaches, bananas and milk with honey and cinnamon</small>	\$4.50
Strawberry Fields <small>Strawberries, bananas and milk with honey and cinnamon</small>	\$4.25
Electric Berryland <small>Blueberries, strawberries, raspberries, organic apple juice and honey</small>	\$4.25
Raspberry Beret <small>Raspberries, bananas, yogurt, milk and honey</small>	\$4.25
Chocolate City <small>Strawberries, bananas and milk, blended with omanhene cocoa, honey and a shot of espresso</small>	\$4.50
Harvest Moon <small>Apples, raspberries, mango, and honey with organic apple juice</small>	\$4.25
It Takes 2 to Mango <small>Mangoes, strawberries, peaches with apple/orange juice & honey</small>	\$4.25

All prices subject to change. Tax not included.

Let the Earth nourish your soul.



Let the Earth nourish your soul.

Free Wifi

Call in orders are welcome.

Where: 546 W. Washington Ave., Madison, WI 53703

Phone Orders: 255.2310 Fax: 268.7093

Hours:

Mon-Thurs 7am-11pm Fri 7am-8pm

Sat & Sun 8am-11pm

Visit our other location at: 1 N. Randall Ave.