



# 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

## 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)
- This application is for the license period ending June 30, 2014.
- 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.  
Fresh City Market, LLC
- Trade Name (doing business as) Fresh Madison Market
- Address to be licensed 703 University Avenue, Madison, WI 53715
- Mailing address 7600 France Ave. South, Edina, MN 55435 Attn: Sharon Greene
- Anticipated opening date August 1, 2013
- 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.

21,000 square feet, retail supermarket. Both first and second floor are  
being utilized, first floor is occupied with grocery and related products,  
second floor hosts the cooking school where wine and beer are  
available.

- Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.

- Applicants for on-premises consumption: list estimated capacity 49

#30707

LC 418-2013-00530

13. Describe existing parking and how parking lot is to be monitored.  
300 car parking garage located below establishment. Stair and elevator access. All areas under video surveillance.
14. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Fresh Madison Market (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 Jeffrey Maurer
17. City, state in which agent resides Baraboo, Wisconsin
18. How long has the agent continuously resided in the State of Wisconsin? April 2001
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 6/2012
21. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin December 21, 2012

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
See attached.		

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.

CT Corporation System 8040 Excelsior Dr., Suite 200 Madison, WI 53717

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) This is a joint venture between Nash-Finch and Jeff Maurer creating the subsidiary, Fresh City Market, LLC.

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) Nash-Finch Company (parent company) holds alcohol licenses in other retail stores, none of which are owned by Fresh City Market, LLC.

### 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 \_\_\_\_\_  
Retail supermarket with a cooking school on the 2nd floor.  
\_\_\_\_\_  
\_\_\_\_\_
28. Hours of operation 6:00 a.m. - 12:00 a.m. 7 days per week
29. Describe your management experience Fresh Madison Market will continue to be managed by Jeff Maurer, the current owner. Nash Finch has been in the retail business since 1921.
30. List names of managers below, along with city and state of residence.  
Jeffrey Maurer Baraboo, Wisconsin  
\_\_\_\_\_  
\_\_\_\_\_
31. Describe staffing levels and staff duties at the proposed establishment \_\_\_\_\_  
15 full-time employees, 95 part-time employees doing all aspects of retail food business, including stocking, cashiering, managing.
32. Describe your employee training Employees are trained into their positions and kept abreast of all relevant rules and regulations, including cigarette, alcohol sales, as well as WIC and SNAP requirements.
33. Utilizing your market research, describe your target market.  
College staff and students, nearby business employees and patrons.  
\_\_\_\_\_

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

Products will vary on a weekly basis in connection with the weekly ad.

Advertisements will be posted in the store and on the store website.

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? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? 21 plus

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? 6:00 a.m. through midnight

42. What hours, if any, will food service not be available? Midnight until 6:00 a.m.

43. Indicate any other product/service offered. Cooking school.

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? 0

During what hours do you anticipate they will be on duty? NA

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

BAR

50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area 49
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? 100%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 95%  
 What percentage of your advertising budget do you anticipate will be drink related? 5%
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:  
5 % Alcohol 95 % Food 0 % Other
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
65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
66. I 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]  No  Yes
67. 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**


68. State Seller's Permit 4 5 6 1 0 2 8 0 9 9 1 7 9 0 2

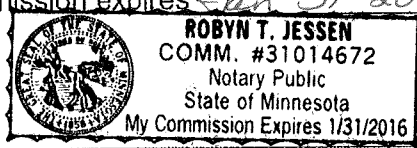
69. Federal Employer Identification Number 46-1612889

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Sharon Greene  
 E-mail address sharon.greene@nashfinch.com  
 Phone 952 844-1148  
 Preferred language for correspondence English

**Read carefully before signing in front of a notary:** 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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

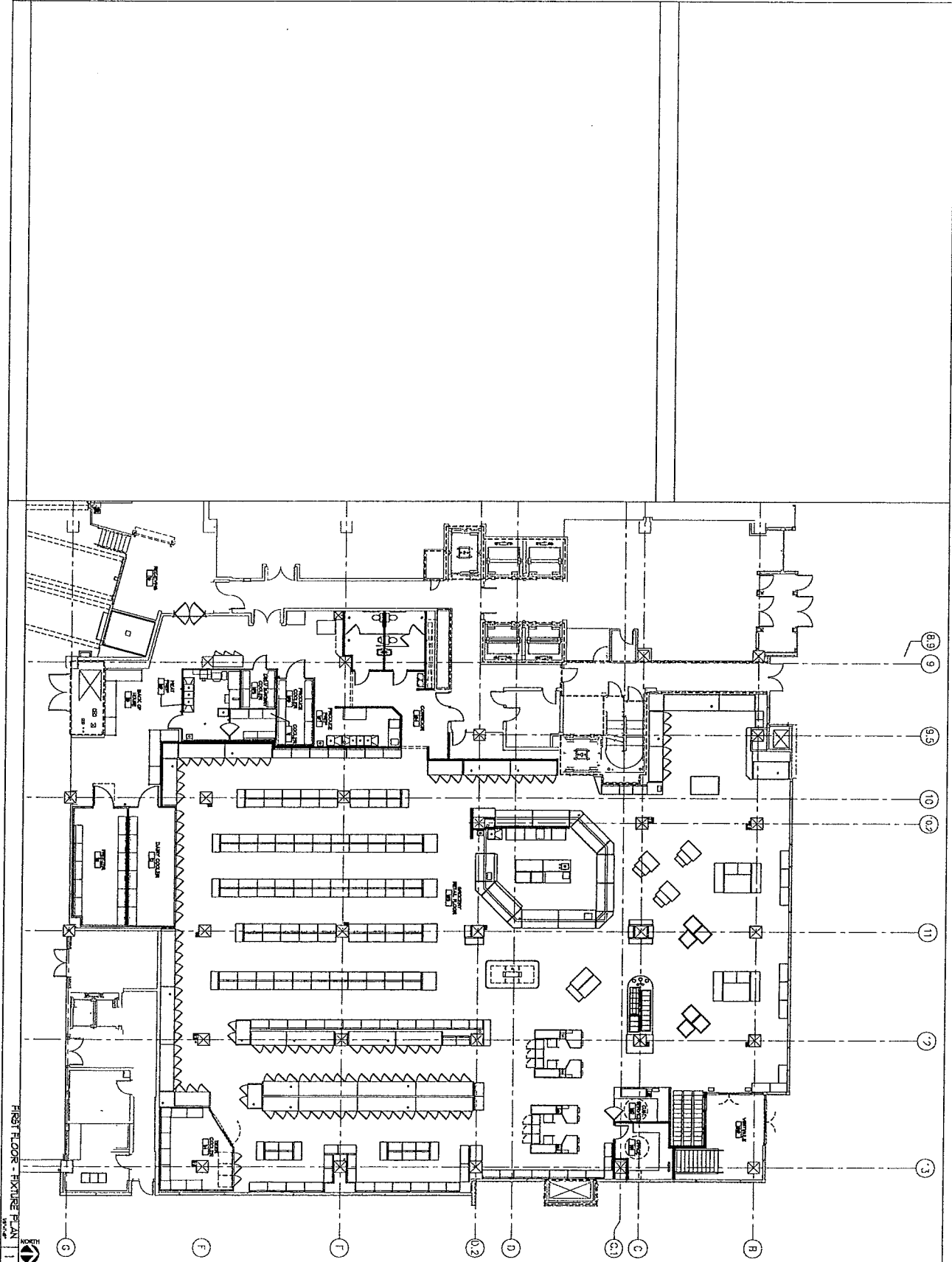
Subscribed and Sworn to before me:  
 this 20<sup>th</sup> day of June, 2013  
  
 \_\_\_\_\_  
 (Clerk/Notary Public)

  
 \_\_\_\_\_  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)  
Kathleen M. Mahoney  
VP, Secretary & Director

My commission expires Jan 31 2016  


Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____ Date of ALRC meeting <u>7-17-13</u> Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number _____		

*pd-402*  
*Ad-8-Resnick*



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CONSTRUCTION SET  
USE NO OTHER

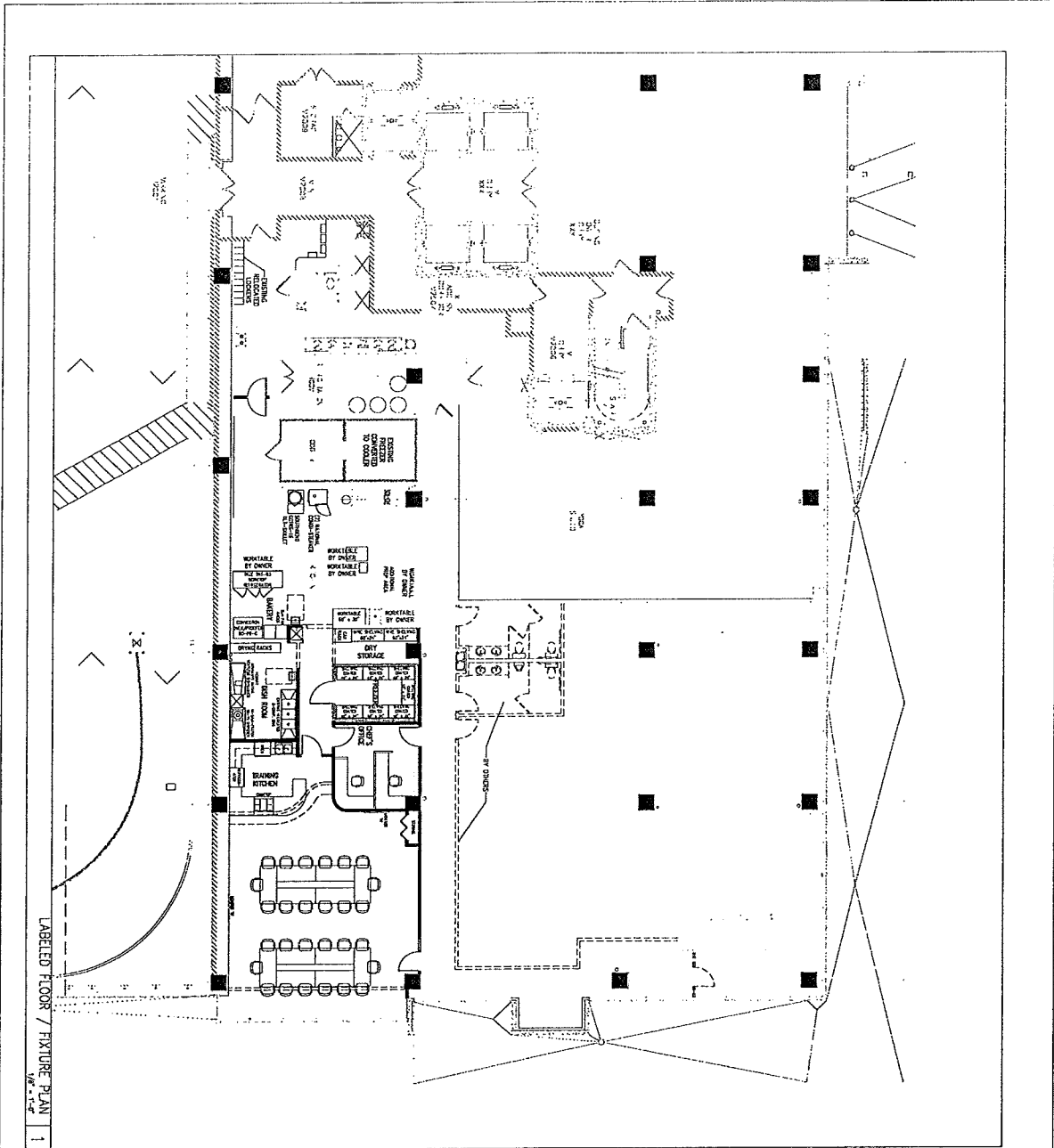
Project No. C-02  
Drawing No. 07-2009  
Scale: 1/8" = 1'-0"  
Date: 07/14/09  
Sheet # 001

FRESH - MADISON MARKET  
703 UNIVERSITY AVENUE  
MADISON, WISCONSIN

FIRST & SECOND FLOOR - FIXTURE PLAN

NO.	REVISION	DATE	BY





Labeled Floor / Fixture Plan  
1/8" = 1'-0"

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Sheet #  
Drawing #  
Drawing By  
Date  
Scale

FRESH MADISON MARKET  
2ND FLOOR EXPANSION

Labeled Floor / Fixture Plan

NO.	REVISION DESCRIPTION	DATE

**Mehmert**  
MEHMERT STORE SERVICES, INC. 1000 W. 10TH ST. SUITE 1000, DENVER, CO 80202  
303.733.4444 FAX 303.733.4444



The current owners of Madison Fresh Market are joining forces with Erickson's Diversified, a wholly owned subsidiary of Nash Finch Company to operate and grow the Madison Fresh Market store and concept. Nash Finch is a Fortune 500 Company that has been in existence for more than 125 years.

The new business combination will not cause any changes to the excellent service and offerings the customers of the Madison Fresh Market have come to expect, as the store will continue to be operated by Jeff Maurer (the current owner). Jeff Maurer has successfully run this store since inception and we intend to continue the business plan that has delivered a wonderful shopping experience to its Madison customers. We are not requesting a license to sell hard alcohol since our neighborhood prefers that the offerings be limited to beer and wine.