

February 16, 2016

Mayor Paul Soglin  
City of Madison  
City-County Building, Room 403  
210 Martin Luther King Jr. Blvd.  
Madison, WI 53703

Re: Coffee House Holdings, Inc. application for Class B Liquor License

Dear Mayor Soglin:

I am writing in follow up to our meeting last week regarding Starbucks' application for a Class B Liquor License currently pending before the City of Madison. First, thank you very much for taking the time to meet with myself, Lisa Greco and Amanda Johnson. We very much appreciate your time and candor during the meeting. Moreover, we also appreciate your concerns regarding the expansion of food and beverage establishments near the Capitol and surrounding downtown area.

In particular, we understand your desire and commitment to see more diversity of retail offerings near the Capitol and downtown area and understand that you believe that the addition of any new food or beverage establishments in that area, including the expansion of any existing food business, would limit those goals. Based upon your concerns, Starbucks is formally withdrawing its application for a Class B Liquor License for its location on Main Street. While it is still Starbucks' belief that the addition of the Evenings Program to its Main Street location would be a positive impact on the community, Starbucks appreciates your greater concerns and accordingly wants to support your goals.

It is our understanding that Starbucks has met all of the requirements for a Class B Liquor License. Likewise, we understand and appreciate that you do not have specific concerns or objections about the Starbucks' Evenings Program itself. Further, we appreciate your comments that you would otherwise be supportive of an application for a Class B Liquor License submitted by Starbucks if it were for another store located elsewhere in the City of Madison.

Starbucks appreciates being an active and committed part of the Madison Community and intends to continue to operate in that manner. Again, thank you for your time last week and for your ongoing support of Starbucks.

Thank you for your assistance with this matter. If you have any questions, please do not hesitate to contact me.

Very truly yours,

BECKER LAW FIRM, P.A.

A handwritten signature in blue ink, appearing to read 'K. Becker', with a long horizontal flourish extending to the right.

Katherine E. Becker

cc: Alderman Michael Verveer  
Mr. Mark Woulf  
Ms. Lisa Greco