

Executive Statement

It is our ambition to create a friendly and focused liquor/wine/beer store that uses Williamson & Marquette neighborhood that draws on its principals' extensive experience in the beverage industry and pays tribute to the history that the previous Star Liquor built over many years with the community.

The focus of the store will be tailored to the idea of an intimate retail experience with a hands-on approach to responsible selling as opposed to a liquor store aiming for high volume customers.

Star Liquor has always been a wine / craft beer & spirit focused establishment with a knowledgeable staff and a loyal customer base. We will pursue continuing this as our #1 goal.

Products Offered

- Domestic & Craft beer selection
- A large variety of wines sourced from all over the world, with a focus on quality at affordable price points
- Wide variety of spirits both common brand and craft distilled
- Snacks / Soda etc.

It should be noted that for many years, Star Liquor refrained from selling a wide variety of single serving liquor (50mL bottles / 200mL bottles) and cheap high-in-alcohol beverages such as Malt Liquor for the safety of its customers and surrounding area. We intend on continuing this practice.

Security

Fully knowing the risks that come with operating a liquor store, the following will be implemented to ensure the safety of our customers, employees as well as ourselves.

1. Security Cameras installed for the parking lot, retail floor, exits/entrances and retail counter.
2. Appropriate staffing at all times. Two people on staff at all times after 5pm. Three people on staff at all times after 5pm Thursday - Saturday.
3. Responsible Beverage Training for every employee is Mandatory.
4. An active and open communication with the Central District of the Madison Police Department regarding any concerns or troublesome patterns.
5. Security system with glass break sensors, motion sensors, and audible alarm.

Organization and Management

Ownership of the business will be split evenly between the partners. Each principal will have an equal say and in instances of disagreement a majority vote will settle disputes. If any party wishes to sell their share of the business the other three will have the right of first refusal.

The following are brief biographies of the partners:

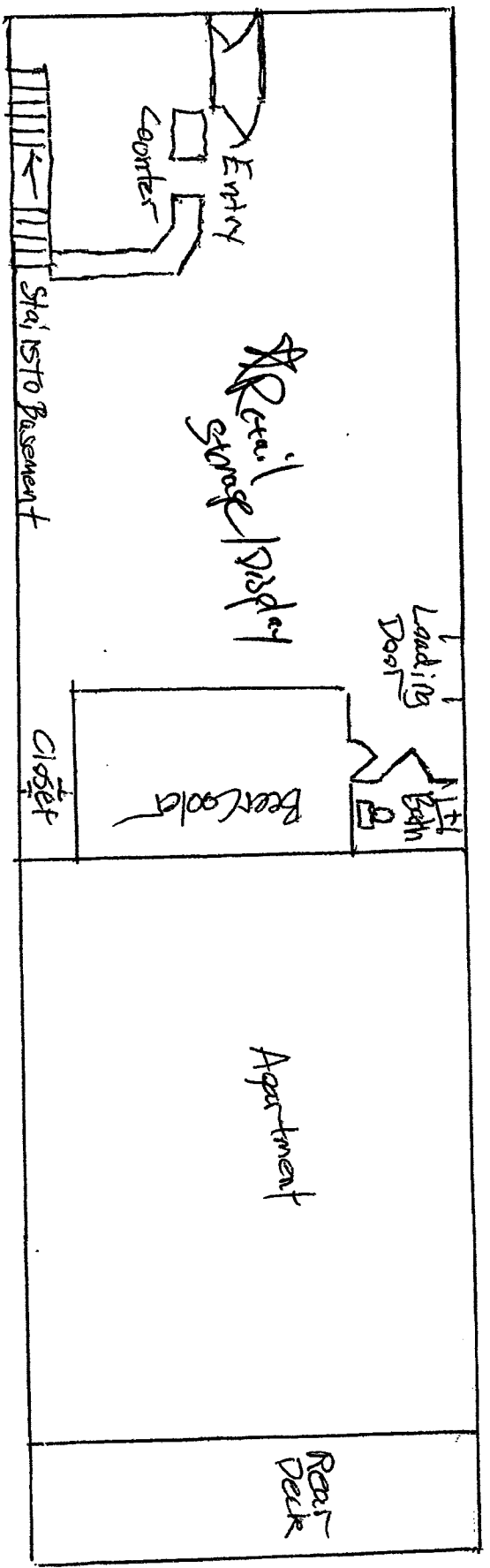
Michael Randall moved to Madison to attend UW-Madison in 2001. He bartended through college at establishments such as the Weary Traveler. In 2008 Michael and two partners opened the Alchemy Café. Two years ago the group purchased the Ideal Bar. Michael resides in the Marquette neighborhood and co-owns two rental properties on the Eastside. He actively participates in volunteering at neighborhood festivals and with WORT radio.

John Conowall has lived in Madison since 2001. Working at Union Cab from 2001 to 2017, he worked in the shop as a mechanic, dispatcher and served on the Board of Directors. He has managed multiple large projects for Union Cab, the last being the purchase, installation and implementation of hardware/software to transition the cooperative into the current post-Uber era. He has worked Madison Workers Cooperatives and the UW Center for Cooperatives doing cooperative development work in an effort to grow the cooperative economy in Dane County. In October 2016, he began working as a bartender at the Ohio Tavern when it reopened under its current ownership. Since that time, he has taken over responsibility for maintenance and day to day management of the bar. He was also acting manager for the opening of Degoba Cocktail and Tobacco Supply at 2334 Atwood Ave. He continues to play a role in the ongoing management of the store.

Troy Armbruster has lived in Dane County most of his life. A graduate of Waunakee High School and the University of Wisconsin-Madison, Troy has worked in the service industry in Madison for 20 years. He has served and bartended at the Great Dane, Jolly Bobs, Alchemy, and the Ideal Bar, where he is a Co-owner and Manager. Troy lives on the Near East Side where he owns his home and has been part of the community for over 15 years; he also co-owns two income properties in the neighborhood. In addition to his life and work in Madison, he is also an owner of an assisted living home in Waunakee specializing in and known for its quality Dementia care.

Josh Swentzel has lived in Madison since 2007. Working at Star Liquor in a retail management position for 5 years, he developed a close and familiar relationship with the Wil-Mar Neighborhood. He has held service & management positions at numerous establishments around the Madison area. As a hospitality consultant he has played a role in the opening of numerous bars & restaurants around the country. Recently he acquired and renovated the Ohio Tavern along with Kristi Genna and Jack Williams. The Ohio has become known as a neighborhood tavern with an emphasis on community involvement and a safe environment. He is also the proprietor of the recently opened Degoba Cocktail & Tobacco Supply on the corner of Ohio Ave. and Atwood Ave.

1st Floor Approx Scale $\frac{3}{8} = 1\text{ft}$



NORTH (WILLY STREET)

Basement Approx scale $\frac{3}{8}$ " = 1' = 1"

