

Business Plan

A. Alcohol Server Training Plan

All employees will complete Jurisdictional Safe Alcohol Service training, which will include training on (1) policies regarding denial of alcohol service to anyone who is under 21 years of age (with reference to federal, state, and local laws), (2) a summary of laws regarding alcohol sales, (3) disciplinary actions and penalties for any alcohol sale to minors, (4) the requirements about requesting photo identification from anyone buying an alcoholic beverage who is not obviously over 40 years of age at the point of sale and the denial of alcohol service without proof of age, (5) the posting of visible signage indicating age requirements for alcohol service, and (6) the health and safety risks associated with alcohol use. Employees who are found to have sold or served alcohol to a minor will receive a document conversation leading to corrective action, potentially including separation of employment. We will continuously review our alcohol service and training procedures and will continue to work closely with law enforcement to ensure that our establishment continues to provide a welcoming and safe atmosphere for all patrons.

B. Police Department Security Plan

We will provide sufficient staff devoted exclusively to security related duties to protect the wellbeing and safety of patrons, employees and the general public. The onsite manager will manage the fulfillment of duties related to security. Furthermore, staff will periodically review the dining room area to ensure that only those legally served patrons are being allowed to consum alcoholic beverages. Occupancy limits will be posted on signage at the premises and will be enforced by denial of entrance to new patrons when the occupancy limit has been reached. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas.

Our staff is trained on managing disruptive customers and will partner with local law enforcement when necessary. We will maintain and enforce a "do not admit" list to prevent the reoccurrence of disturbances by persons known to be unruly patrons. Moreover, we will follow and enforce Dane County curfew times. Law enforcement may call the main phone number in the event of a disturbance.

We are willing to meet with representatives of the City of Sun Prairie to discuss any safety, security or operational concerns. We will continuously review our security procedures and will continue to work closely with law enforcement to ensure our establishment continues to provide a welcoming and safe atmosphere for all patrons.

C. Noise Management Plan

1. *Speakers* - In-store speakers are positioned towards the interior space of the establishment such as to minimize excessive and exterior noise. Throughout all hours of operation, music will be kept at a "background" level and will be turned off at no later than one hour before closing.

2. *Closing Time* - Establishment hours will be visibly posted to inform patrons of closing hours. Music will be turned off at no later than one hour before closing. Patrons will be asked to leave the establishment and outdoor areas at closing. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
3. *Equipment* - Music systems will be managed solely by the onsite manager. Music volume levels will be manually maintained at levels considerate of local residents.
4. *Role of Staff* - Music systems will be managed solely by the onsite manager. Music volume levels will be manually maintained at levels considerate of local residents. Staff will be trained to contribute to noise management goals and to spot and assess customers that may become unruly. Staff will remind patrons to limit noise to levels that are considerate of local residents. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
5. *Special Events* - In the case of Special Events held at the establishment, the staff will work in the ways discussed above to limit noise to levels considerate of local residents. Moreover, Special Events will only be held at times of the day that would limit disruption to local residents caused by noise or a more-than-normal number of patrons.
6. *Complaints* - Staff will be responsive to all noise complaints from local residents, and will modify noise management practices to address such complaints as they arise. Local residents may call the main phone number, to discuss noise concerns. We are committed to maintaining good neighbor relations and being considerate of the communities where we do business.

Outdoor Areas

1. *Speakers* - Speakers in the outdoor area are positioned towards the interior space of the establishment such as to minimize excessive noise. Throughout all hours of operation, music will be kept at a "background" level, and will be turned off at no later than one hour before closing.
2. *Capacity* - Occupancy limits for the outdoor area will be posted on signage at the premises and the onsite manager, along with any other staff fulfilling security related duties, will enforce such limits by denying patrons access to the outdoor area when the occupancy limit has been reached. There are 28 seats in the outdoor area which are situated in an enclosed area where alcohol service will be available.
3. *Seat Location* - Outdoor seating is positioned at the entrance of the establishment such as to facilitate ease of management and monitoring. Further, outdoor seating for which

alcohol service will be available is covered and will be enclosed by a fence like barrier; this will limit the projection of noise from this area and will limit access to this area, easing management and monitoring of occupancy.

4. *Closing Time* - Establishment hours will be visibly posted to inform patrons of closing hours. Music will be turned off at no later than one hour before closing. Patrons will be asked to leave the establishment and outdoor areas at closing. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
5. *Patron Noise* - Staff will be trained to contribute to noise management goals and to spot and assess customers that may become unruly. Staff will remind patrons to limit noise to levels that are considerate of local residents. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas.
7. *Role of Staff* - Music systems will be managed solely by the onsite manager. Music volume levels will be manually maintained at levels considerate of local residents. Staff will be trained to contribute to noise management goals and to spot and assess customers that may become unruly. Staff will remind patrons to limit noise to levels that are considerate of local residents. Staff will also work to ensure that patrons who have exited the premises and others do not loiter on adjoining public sidewalks or parking areas. Staff will contact law enforcement in the case of unruly customers or any other threatening situation.
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7. *Architectural Design or Enhancements* - Outdoor seating is positioned at the entrance of the establishment such as to facilitate ease of management and monitoring. Further, outdoor seating for which alcohol service will be available is covered and will be enclosed by a fence like barrier; this will limit the projection of noise from this area and will limit access to this area, easing management and monitoring of occupancy.

D. Entertainment

Entertainment is not a part of the business plan for this establishment.

E. Community Impact Plan

See, "Starbucks Evenings External Overview" attached here.

F. Hours of Operation

- Hours of operation are as follows: Monday through Sunday 5:00 am until 11:00 pm.
- Alcohol Service Hours are as follows: Monday through Friday 2:00 pm until 10:30 pm; Saturday and Sunday 12:00 pm until 10:30 pm.

G. Food Service

The bar is centrally located in the establishment. All non-alcoholic beverages, alcoholic beverages, and food for service are prepared behind the bar, access to which is limited to staff and constantly monitored. Kitchen equipment such preparation may include blenders, coffee grinders and brewers, espresso machines, Fizzio soda machines, food scales, Turbo Chef Ovens, and refrigerators/freezers and refrigerated display cases. All food menu items are available at all times. See, "Starbucks Food Menu - May 2014" attached here.

H. Charitable Gambling Activities

Charitable Gambling Activities are not part of the business plan for this establishment.

I. Applicant's Experience and Background with Liquor, Restaurant or Retail Sales

The applicant entity, Coffee House Holdings, Inc., holds beer and wine on premises consumption licenses in numerous jurisdictions throughout the United States. The practices and policies described in this business plan are followed by similarly situated restaurant establishments in those jurisdictions.



Our Aspiration

Bring the Third Place to life after 4pm.

The Occasion

Gather with friends, relax, unwind over coffee, wine, small plates, dessert.

The Atmosphere

Casual · Simple Sophistication · Vibrant · Relaxed.



Starbucks Evenings

External Overview

2014 - 2015

Our Vision: Create a "3rd place" between work and home to relax and connect with friends over coffee, savory food & wine

Note: program only planned for select stores in neighborhoods where relevant for the community

Evenings is a strong brand fit



"I have been wanting a place like this for years and finally have a place where I can come, chill, and enjoy a glass of wine or beer without the pushy nature of a waitress and the unappealing environment of the bar scene."

- Chicago customer

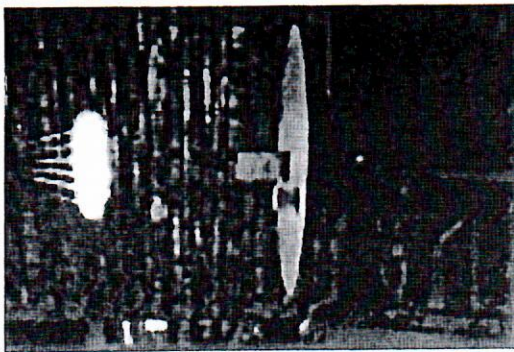
Please see your barista to reserve this table for your next meeting or group event



Partners rate *Evenings* exceptionally high



STARBUCKS *Evenings*



Starbucks Evenings solves a customer need in an under-utilized daypart



Our evenings customer is seeking...

A
**COMFORTABLE,
SAFE PLACE** to
enjoy their evening

A moment to
themselves to
RELAX & ENJOY a
glass of wine &
small bite, or coffee
& dessert

A place to
**CASUALLY
CONNECT** with
friends

They appreciate what
makes us special
but do not want us
to become a bar

"The atmosphere of a coffee house is ...comfortable. It is a wonderful environment. But sometimes you don't want coffee and your only choices are tea or hot chocolate. Sometimes you want something a little more sophisticated and adult."

---Starbucks customer, Chicago (female, 25-34)

"I wouldn't feel exposed going alone and having a glass of wine. I would feel exposed alone at a bar having a glass of wine."

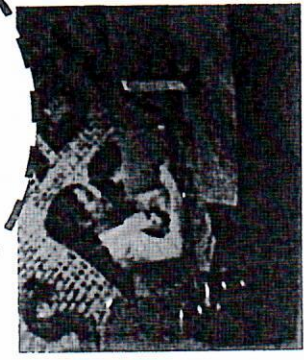
---Starbucks customer, Chicago (female, 35-45)

Customers want to use the store the same way they do during the day



Alone

- But among people
- Not home alone
- With a book
- With a laptop



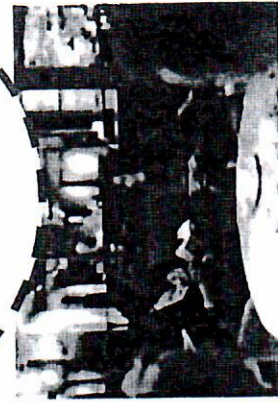
With a friend or significant other

- Date night
- Casual connection



Small Group

- Casual connection
- Girls' night out
- Instead of dinner
- After movie

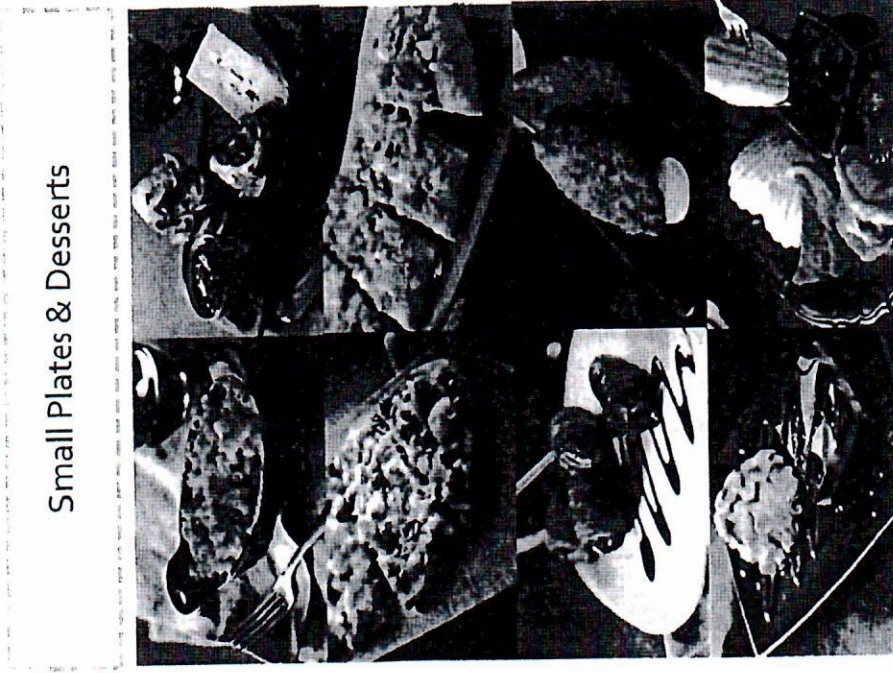


Meeting

- Community events
- Book club
- Knitting club
- Committee meeting
- Business meeting



Evenings Food Menu architecture is designed around small plates and desserts to meet our customers post 4PM needs



Small Plates & Desserts

Menu

EXAMPLE

SMALL PLATES

Blue Brie Cheese, Toasted Walnut Cranberry

Bread and Fig Preserves* \$6.95 CAL 650

Parmesan-Crusted Chicken Skewers with

Honey-Dijon Sauce \$4.95 CAL 340

Bacon-Wrapped Dates with Balsamic Glaze

\$4.95 CAL 270

Truffle Mac & Cheese \$5.95 CAL 490

Chicken and Roasted Tomato Flatbread

\$6.95 CAL 370

Artichoke and Goat Cheese Flatbread

\$6.95 CAL 310

SAVORY
&
WARM

SHAREABLE
&
DECADENT

DESSERTS

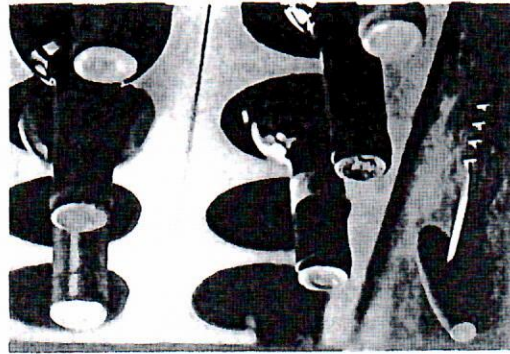
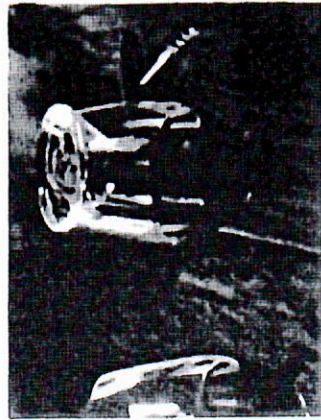
Chocolate Fondue with Dried Fruit Medley

and Madeleine Cookies \$5.95 CAL 770

Salted Caramel Cheesecake Brownie

\$3.45 CAL 410

The regionally specific *Evenings* wine list caters to a broad range of wine consumers



CASUALS	SOPHISTICATES		
House Wines 2 wines Value, known brands* Sensory Profile: Medium, Balanced White Medium, Rich Red \$6-7/glass Casual, Safe, Value	Flavor Exploration 4-6 wines Flavor exploration, popular trends Sensory Profile: Sweet, Fruity White - Full, Oaky White Light, Fruity Red - Medium, Light Oak Red \$8-9/glass Casual, Fun, Explore, Favorites	Discovery 2-3 wines Unexpected "finds" Sensory Profile: Full, Robust Red - wild Card \$10-15+ /glass, Experimental, Informed, Engaged	
SHARED PLANET ELEMENTS · HIGH QUALITY · UNIQUE STORIES · REFLECT LOCAL TASTES · SIZE OPTIONS			

- Includes both casual & sophisticated wine drinkers
- All wine & beer served with signature pepitas.
- Elevated glass for wine
- Increased local relevance
- 4 beers, locally relevant. Reduced focus.

Starbucks Evenings will be operationally responsible & community-friendly



- Children and families are still very welcome in these stores.
- All baristas will be at least 21 years of age, and will be well trained to serve alcohol responsibly*. All jurisdictional requirements for training will be implemented.
- Wine & beer will be served after 2pm on weekdays, and after 12 noon on weekends. Service will continue until the store closes, typically at 10pm during the week and 11pm on weekends (or in accordance with community wishes).
 - While we do not anticipate public nuisance issues (i.e. noise, loitering, etc.), store partners are already well-trained in handling disruptive situations and emergencies.
- We hope to positively impact the community & trade area by:
 - Attracting additional food traffic & generating evening commerce.
 - Providing a venue for community gatherings and activities in the evening.
- We welcome the opportunity to speak with community groups and/or neighborhood associations about our evening plans.

Starbucks Food Menu – May 2014

Breakfast (served all day)

Starbucks Perfect Oatmeal with Brown Sugar, Nuts & Dried Fruit	\$2.75
<i>Hearty, 100% whole grain oatmeal.</i>	
Hearty Blueberry Oatmeal	\$3.45
Blueberry Topping	\$1.25
Greek Yogurt with Honey	\$3.45
Greek Yogurt Raspberry Lemon	\$3.45
Greek Yogurt with Berries	\$3.45
Seasonal Fruit Cup	\$3.50
Banana	\$1.00
Bacon, Gouda Cheese & Egg Frittata on Artisan Roll	\$3.45
<i>A bakery-style sandwich of bacon, Parmesan frittata, & aged Gouda cheese on an artisan roll.</i>	
Veggie, Egg and Monterey Jack Artisan Breakfast Sandwich	\$3.45
<i>A delicious pairing of veggies, egg & Monterey Jack Cheese.</i>	
Ham & Cheddar Artisan Breakfast Sandwich	\$3.45
<i>A bakery-style sandwich of ham, egg frittata, & Cheddar cheese on an artisan roll.</i>	
Sausage, Egg & Cheese on English Muffin	\$2.95
<i>Savory sausage, egg and aged Cheddar cheese on a toasty English muffin.</i>	
Reduced Fat Turkey and Egg on English Muffin	\$3.25
Spinach, Feta & Cage-free egg white Breakfast Wrap	\$3.25

Starbucks Food Menu – May 2014

Lunch & Dinner

Flatbreads

<i>Chicken Sausage and Mushroom</i>	\$6.95
<i>Artichoke & Goat Cheese</i>	\$6.95

Savory Plates

<i>Truffle Macaroni and Cheese</i>	\$5.95
<i>Parmesan Crusted Chicken Skewers</i>	\$4.95
<i>Bacon-Wrapped Dates Skewers</i>	\$4.95

Artisan Plates

<i>Artisan Cheese Plate</i>	\$6.95
<i>Grilled Vegetables with Lemon Aioli</i>	\$5.95

Salad Bowls

<i>Chicken & Greens Caesar Salad Bowl</i>	\$6.95
<i>Zesty Chicken & Black Bean Salad Bowl</i>	\$6.95
<i>Hearty Veggie & Brown Rice Salad Bowl</i>	\$6.95

Sandwiches

<i>Egg Salad Sandwich</i>	\$5.25
<i>Classic egg salad with dill, mustard, celery and lettuce on whole-wheat bread.</i>	
<i>Ham & NY Cheddar Deli Sandwich</i>	\$5.95
<i>Turkey & Havarti Deli Sandwich</i>	\$5.95
<i>Chicken BLT Salad Deli Sandwich</i>	\$5.95

Panini

<i>Hot Roasted Tomato & Mozzarella Panini</i>	\$5.45
<i>Turkey Rustico Panini</i>	\$5.95
<i>Roma tomato, mozzarella, spinach and basil pesto on foccaccia bread.</i>	
<i>Hot Ham & Swiss Panini</i>	\$5.65
<i>Chicken Santa Fe Panini</i>	\$5.65

Bistro Boxes

<i>Chicken & Hummus Bistro Box</i>	\$4.95
<i>Protein Snack Bistro Box</i>	\$4.95
<i>Cheese & Fruit Bistro Box</i>	\$6.95

Starbucks Food Menu – May 2014

Desserts

Chocolate Truffles (Espresso, Raspberry, Champagne).....	\$1.75
Double Chocolate Brownie Bites.....	\$3.45
Birthday Cake Pop.....	\$1.50
Chocolate Cake Pop.....	\$1.50
Salted Caramel Cake Pop.....	\$1.50
Sweet Lemon Cake Pop.....	\$1.50
Flight of Starbucks Petites.....	\$4.00

Baked Goods

Morning Bun.....	\$1.95
Cheese Danish.....	\$1.95
Multigrain Bagel.....	\$1.25
Plain Bagel.....	\$1.25
Chonga Bagel.....	\$1.25
8 Grain Roll.....	\$1.50
Cinnamon Swirl Coffee Cake.....	\$2.25
Classic Coffee Cake.....	\$2.25
Reduced Fat Cinnamon Swirl.....	\$2.25
Reduced Fat Very Berry Coffee Cake.....	\$2.25
Apple Bran Muffin.....	\$2.25
Blueberry Muffin.....	\$2.25
Blueberry Muffin.....	\$2.25
Blueberry Scone.....	\$2.25
Cinnamon Chip.....	\$2.25
Cranberry Orange Scone.....	\$2.25
Raspberry Scone.....	\$2.25
Maple Oat Pecan Scone.....	\$2.25
Pumpkin Scone.....	\$2.25
Petite Vanilla Bean Scone.....	\$0.95
Banana Loaf Cake.....	\$2.25
Iced Lemon Pound Loaf Cake.....	\$2.25
Pumpkin Loaf Cake.....	\$2.25
Chocolate Cinnamon Loaf Cake.....	\$2.25
Marble Pound Cake.....	\$2.25

Starbucks Food Menu – May 2014

<i>Blueberry Bar</i>	\$2.25
<i>Double Chocolate Brownie</i>	\$2.25
<i>Marshmallow Dream Bar</i>	\$2.25
<i>Chocolate Chunk Cookie</i>	\$1.95
<i>Oatmeal Raisin Cookie</i>	\$1.95
<i>Molasses Cookie</i>	\$1.95
<i>Apple Fritter</i>	\$1.95
<i>Regular Old Fashioned Doughnuts</i>	\$1.50
<i>Regular Old Fashioned Chocolate Doughnuts</i>	\$1.50

La Boulange

<i>Croissant</i>	\$2.25
<i>Chocolate Croissant</i>	\$2.45
<i>Cheese Danish</i>	\$2.45
<i>Morning Bun</i>	\$2.45
<i>Ham & Cheese Croissant</i>	\$3.45
<i>Wheat Spinach Croissant</i>	\$3.45
<i>Tomato & Cheese Croissant</i>	\$3.45
<i>Croissant Hot Dog</i>	\$3.75
<i>Blueberry Scone</i>	\$2.45
<i>Petite Vanilla Bean Scone</i>	\$0.95
<i>Banana Pecan Walnut Loaf Cake</i>	\$2.45
<i>Lemon Vanilla Loaf Cake</i>	\$2.45
<i>Chocolate Marble Loaf Cake</i>	\$2.45
<i>Classic Coffee Cake</i>	\$2.45
<i>Blueberry Yogurt Muffin with Honey</i>	\$2.25
<i>Carrot Cake Muffin with Pecans</i>	\$2.25
<i>Chocolate Chip Cookie</i>	\$1.50
<i>Oatmeal Cookie</i>	\$1.50
<i>Almond Cookie</i>	\$1.95
<i>Chewy Chocolate Meringue Cookie</i>	\$1.95
<i>Chocolate Molten Cake</i>	\$1.95
<i>Birthday Cake Pop</i>	\$1.50
<i>Cheesecake Brownie</i>	\$2.25
<i>Asiago & Cheddar Pretzel</i>	\$2.25

Starbucks Food Menu – May 2014

Snacks

<i>Truffle Popcorn</i>	\$2.45
<i>Packaged Chocolate Madeleine Cookies</i>	\$2.25
<i>Packaged Madeleine Cookies</i>	\$1.95
<i>Vanilla Almond Biscotti</i>	\$1.75
<i>Spiced Chocolate Biscotti</i>	\$1.75
<i>Salted Almond Chocolate Bites</i>	\$2.50
<i>Creamy Peanut Pretzel Chocolate Bites</i>	\$2.50
<i>Berry Medley Chocolate Bites</i>	\$2.50
<i>Caramel Brule Chocolate Bites</i>	\$2.50
<i>Dark Chocolate Grahams</i>	\$1.95
<i>Milk Chocolate Grahams</i>	\$1.95
<i>Black & White Cookie</i>	\$1.95
<i>Shortbread Cookies</i>	\$1.50
<i>Peppermint After Coffee Gum</i>	\$2.25
<i>Peppermint After Coffee Mints</i>	\$2.25
<i>Perfectly Salted Kettle Chips</i>	\$1.50
<i>Smoky Sweet Barbecue Kettle Chips</i>	\$1.50
<i>Gourmet Butter Popcorn</i>	\$1.25
<i>Evolution Harvest Pepita, Almond, Raisin, Cranberry Bar</i>	\$2.25
<i>Evolution Harvest Roasted Soybean, Pepita, Almond Bar</i>	\$2.25
<i>Evolution Harvest Almond, Cocoa Bar</i>	\$2.25
<i>Evolution Harvest Almond, Marcona Almond Nut Blend</i>	\$2.25
<i>Evolution Harvest Cashew, Cranberry, Almond, Goldenberry Nut Blend</i>	\$2.25
<i>Evolution Harvest Pepita, Pecan Nut Blend</i>	\$2.25
<i>Evolution Harvest Strawberry, Blueberry Freeze Dried Fruit</i>	\$2.50
<i>Evolution Harvest Mango, Pineapple, Kiwi Freeze Dried Fruit</i>	\$2.50
<i>Evolution Harvest Mandarin Orange, Cantaloupe, Strawberry Freeze Dried Fruit</i>	\$2.50
<i>Evolution Harvest Roasted Seaweed</i>	\$1.50

Starbucks Food Menu – May 2014

Bottled Beverages

<i>Starbucks Mocha Frappuccino</i>	\$2.45
<i>Starbucks Doubleshot</i>	\$2.45
<i>Starbucks Iced Coffee</i>	\$2.45
<i>Bottle Tazo Iced Green Tea</i>	\$1.95
<i>Ethos Bottle Water</i>	\$1.95
<i>San Pellegrino Water</i>	\$1.75
<i>Hint Water Blackberry</i>	\$1.95
<i>Naked Juice - Orange Juice</i>	\$3.45
<i>Naked Juice - Berry Blast</i>	\$3.45
<i>Naked Juice - Green Machine</i>	\$3.45
<i>Naked Juice - Mighty Mango</i>	\$3.45
<i>Evolution Fresh – Orange Juice</i>	\$3.95
<i>Evolution Fresh – Sweet Greens + Lemon</i>	\$5.95
<i>Evolution Fresh – Super Green</i>	\$4.95
<i>Evolution Fresh – Pineapple Coconut Water</i>	\$4.95
<i>Evolution Fresh – Defense Up</i>	\$4.95
<i>Evolution Fresh – Essential Greens</i>	\$4.95
<i>Evolution Fresh – Orange Ginger Limeade</i>	\$4.45
<i>Izze Sparkling Juice – Clementine</i>	\$1.95
<i>Organic Apple Juice</i>	\$1.45
<i>Organic Chocolate Milk</i>	\$1.75
<i>Organic Vanilla Milk</i>	\$1.75
<i>Refreshers – Strawberry Lemonade</i>	\$2.45
<i>Refreshers – Raspberry Pomegranate</i>	\$2.45
<i>Refreshers – Orange Melon</i>	\$2.45

EVENINGS FOOD MENU

EXCLUSIVE WARM, SAVORY PLATES DESIGNED FOR SHARING



Artichoke and Goat Cheese Flatbread
Layered with Jack cheese, marinated artichoke hearts, red peppers and goat cheese



Chicken Sausage and Mushroom Flatbread
Layered with slices of chicken sausage, oven-roasted tomatoes, diced cherry peppers and mushrooms



Spinach and Artichoke Dip with Pita Chips
Creamy spinach and artichoke, deglazed with white wine and paired with crunchy pita chips



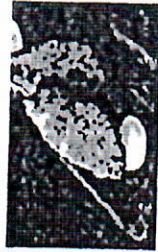
Bacon Wrapped Dates
Deglet Noor dates stuffed with chorizo sausage, wrapped in bacon. Crisped with a drizzle of balsamic glaze



Cheese Plate
Irish Cheddar, Manchego and Herbed Goat Cheese paired with fig paste, dried apricots and flax seed sea salt crackers



Meatballs With Tomato Basil Sauce
Savory blend of beef and Italian sausage meatballs



Chicken Skewers
Marinated chicken breast with Parmesan and Panko bread crumbs. Served with a Honey Dijon sauce.



Salumi Plate
Prosciutto, Coppa, and Cacciatore salami with grissini breadsticks and Sweet Drop peppers



Truffle Mac and Cheese
Macaroni pasta in a creamy truffle fondue with herbed Parmesan breadcrumbs



Truffle Popcorn
Popcorn sprinkled with seasoned truffle salt and served warm.