

**ALCOHOL LICENSING COMMITTEE AGENDA  
CITY OF FOND DU LAC, WISCONSIN**

September 30, 2013  
4:00 p.m.

**Meeting Rooms D & E**  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**I. OPENING CEREMONIES**

- A. Attendance
- B. Declaration Quorum Present

**II. APPROVAL OF MINUTES**

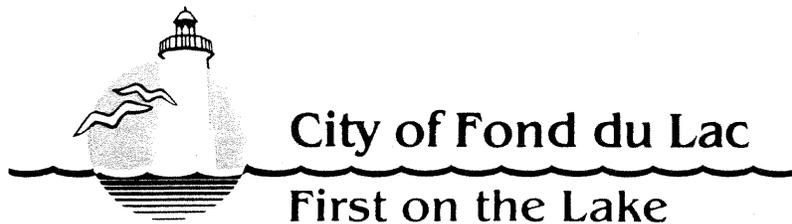
July 29, 2013

**III. REPORTS OF OFFICERS**

**REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON  
APPLICATION FOR NEW CLASS "B" FERMENTED MALT AND  
"CLASS C" WINE LICENSE**

Limited Liability Co: Commonwealth Coffee Company, LLC  
Agent: Jason Leffel  
Home Address: 54 E 1<sup>st</sup> St.  
Fond du Lac, WI 54935  
d/b/a: Commonwealth Coffee Company & Deli  
Location of Premises: 57 N Macy Street  
City Council Meet Date: October 9, 2013

**IV. ADJOURN**



# Alcohol Licensing Committee

Sep. 30, 2013

4:00 P.M.

**ALCOHOL LICENSING COMMITTEE MINUTES  
CITY OF FOND DU LAC, WISCONSIN**

July 29, 2013  
4:00 P.M.

Meeting Rooms D&E  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**OPENING CEREMONIES**

ROLL CALL: Present: - Shawn Anhalt  
J. Geoffrey Bares  
Paul Osterholm  
Kerry Strupp

Absent: - David Hopper (excused)  
Ray Lapierre (excused)

Administrative Staff: - Wayne Rollin, Dir of Comm Dev  
Deb Hoffmann, City Attorney  
Chad Wade, Assistant City Attorney  
Steve Klein, Asst. Police Chief  
of Operations

Chairman Osterholm declared a quorum present.

**APPROVAL OF MINUTES**

May 29, 2013

Motion made by Bares to approve the minutes of the May 29, 2013 Alcohol Licensing Committee meeting as presented.

Seconded by Strupp.

ROLL CALL VOTE: Aye - Bares, Osterholm, Strupp,  
Anhalt  
Nay - None

Carried.

**REPORTS OF OFFICERS**

**REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON PROPOSED ORDINANCE  
CHANGES FOR RENEWAL OF LIQUOR LICENSES**



# Fond du Lac Police Department MEMO



**To:** City Manager Joe Moore  
**From:** Chief Lamb  
**RE:** Proposed Class "B" Beer and Class C Wine license request for Commonwealth Coffee Co. LLC, 57 N Macy St.  
**Date:** 09-24-13

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On September 24, 2013, Assistant Chief Klein, Community Development Director Wayne Rollin, Fire Department Division Chief Troy Hasse, Amy Hansen from the DFP and Association of Commerce C.E.O Joe Reitemeier met with Jason Leffel from Commonwealth Coffee Company LLC to discuss their application for the proposed restaurant/coffee shop located at 57 N. Macy Street.

Commonwealth Coffee plans on operating a coffee shop and deli service within their Riverside Apartment Development at the corner of N. Macy Street and Merrill Avenue. The coffee and deli shop is a 1,500 sq. foot facility that will offer various coffees as well as sandwiches from their full service deli, including breakfast sandwiches. Hours of operation for the business would be from 6:30 a.m. to 7 p.m. and they would be open seven days a week. The proposed license request would allow those dining customers who chose to, to purchase a select assortment of bottled beers or a glass of wine for on site consumption with their meal. The licensed area would include a small fenced in patio area off the northwest side of the business. The applicants anticipate a November 6 opening date.

Mr. Leffel is the proposed licensed agent for this establishment and will serve as the Operations Manager. He brings experience with him from operations at Trinity Restaurant. Background checks conducted on Mr. Leffel and the officers of the LLC, both in-house and NCIC/CIB, indicate no prior criminal history that would preclude them from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

# ***CITY OF FOND DU LAC - Memorandum***

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**City Clerk's Office**

**Date:** September 26, 2013  
**To:** Alcohol License Committee  
**From:** Sue Strands, City Clerk  
**Re:** 2013-2014 Class "B" Fermented Malt Beverage and  
"Class C" Wine

## **CLASS "B" FERMENTED MALT BEVERAGE & "CLASS C" WINE**

**Limited Liability:** Commonwealth Coffee Company, LLC  
**Agent:** Jason Leffel  
**Address:** 54 E 1<sup>st</sup> Street  
Fond du Lac, WI 54935  
**d/b/a:** Commonwealth Coffee Company & Deli  
**Location of Premises:** 57 N Macy Street

# ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 13 ;  
 ending June 30 20 14

TO THE GOVERNING BODY of the:  Town of } Fond du Lac  
 Village of }  
 City of }

County of Fond du Lac Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>45610281694000</u>	
Federal Employer Identification Number (FEIN): <u>65-1717535</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ 100
<input checked="" type="checkbox"/> Class C wine	\$ 100
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ 55
<b>TOTAL FEE</b>	<b>\$ 255</b>

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): Commonwealth Coffee Company, LLC. Member: Louie Lange III.

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.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Member Louie Lange</u>	<u>N5232 Summit Court</u>	<u>FDL, WI 54935</u>
Vice President/Member	_____	_____	_____
Secretary/Member	_____	_____	_____
Treasurer/Member	_____	_____	_____
Agent	<u>Operations Manager Jason Leffel</u>	<u>54 East First St.,</u>	<u>FDL, WI 54935</u>
Directors/Managers	_____	_____	_____

3. Trade Name Commonwealth Coffee Company & Deli Business Phone Number NA  
 4. Address of Premises 57 North Macy FDL, WI Post Office & Zip Code 54935

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 Wisconsin and date 06/07/13 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.) Location will have window cooler to display bev.

10. Legal description (omit if street address is given above): NA  
 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?  
 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. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs?  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 31 day of July, 20 13

Chester M. Snell  
 (Clerk/Notary Public)

My commission expires 8/19/15

[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>9.9.13</u>	Date reported to council/board <u>10.9.13</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

# AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)	(middle name)	
LEFFEL		JASON	DONALD	
Home Address (street/route)	Post Office	City	State	Zip Code
54 EAST FIRST STREET		FOND DU LAC	WI	54935
Home Phone Number	Age	Date of Birth	Place of Birth	
920-517-2905				

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an **individual**.
- A member of a **partnership** which is making application for an alcohol beverage license.
- Agent** of Commonwealth Coffee Company, LLC  
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 90 days
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality?  Yes  No  
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality?  Yes  No  
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit?  Yes  No  
 If yes, identify. (Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin?  Yes  No  
 If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Commonwealth Companies	54 East First Street, Fond du Lac, WI	07/01/2013	08/05/2013
Employer's Name	Employer's Address	Employed From	To
ARAMARK	2300 Warrenville, Downers Grove, IL	07/26/2006	06/30/2013

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 7 day of August 2013  
Cheryl M. Swolle  
(Clerk/Notary Public)

My commission expires 8/9/15

Jason Leffel  
(Signature of Named Individual)



# AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
LANGE		LOUIE			
Home Address (street/route)		Post Office		City	
54 EAST FIRST STREET				FOND DU LAC	
Home Phone Number		Age		Date of Birth	
920-922-8170		[REDACTED]			
				State	
				WI	
				Zip Code	
				54935	
				Place of Birth	

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an **individual**.
- A member of a **partnership** which is making application for an alcohol beverage license.
- Member** of **Commonwealth Coffee Company, LLC**  
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

1. How long have you continuously resided in Wisconsin prior to this date? 15 Years
2. Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality?  Yes  No  
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
3. Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality?  Yes  No  
If yes, describe status of charges pending.
4. Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit?  Yes  No  
If yes, identify. (Name, Location and Type of License/Permit)
5. Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin?  Yes  No  
If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Commonwealth Construction	54 East First Street, FDL, WI 54935	07/01/2001	07/26/2013
Sunstarr Real Estate Group	848 South Main Street, FDL, WI 54935	08/15/1998	06/30/2001

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 31 day of July, 2013  
Cheryl M. Sirota  
(Clerk/Notary Public)  
My commission expires 8/9/15

Lois Louie  
(Signature of Named Individual)



# SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of:  Town  Village of Fond du Lac County of Fond du Lac  
 City

The undersigned duly authorized officer(s)/members/managers of Commonwealth Coffee Company, LLC  
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as Commonwealth Coffee Company & Deli  
(trade name)

located at 57 North Macy, Fond du Lac, WI 54935

appoints Jason Leffel  
(name of appointed agent)

54 East First Street, Fond du Lac, WI 54935  
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

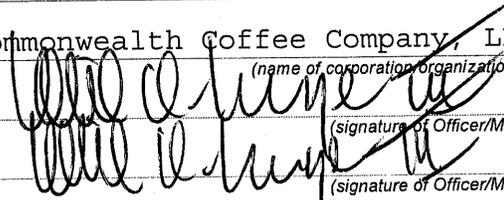
Yes  No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

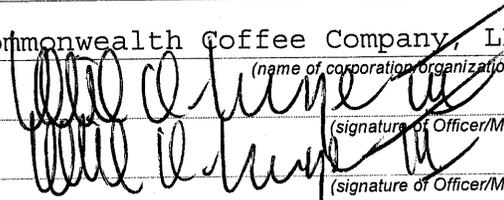
Is applicant agent subject to completion of the responsible beverage server training course?  Yes  No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 1 month

Place of residence last year North Aurora, IL

For: Commonwealth Coffee Company, LLC  
(name of corporation/organization/limited liability company)

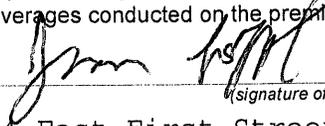
By:   
(signature of Officer/Member/Manager)

And:   
(signature of Officer/Member/Manager)

### ACCEPTANCE BY AGENT

I, Jason Leffel, hereby accept this appointment as agent for the  
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

 7-31-13  
(signature of agent) (date)

Agent's age 

54 East First Street, Fond du Lac, WI 54935  
(home address of agent)

Date of birth 

### APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 09/24/13 by Steven J. Kle Title ASSISTANT CHIEF OF POLICE  
(date) (signature of proper local official) (town chair, village president, police chief)



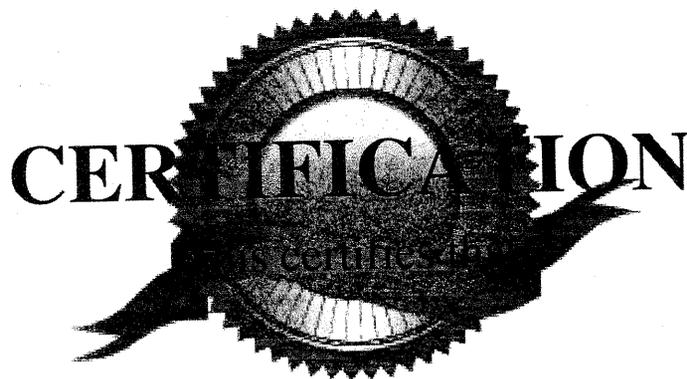
VALIDATE ONLINE AT [SERVINGALCOHOL.COM](http://SERVINGALCOHOL.COM)

CODE: 8GD4VNVH1K

ONLINE TRAINING

SERVING ALCOHOL INC  
UNITED STATES OF AMERICA

[team@servingalcohol.com](mailto:team@servingalcohol.com)



*jason leffel*

has completed the Serving Alcohol Inc. approved course

**Wisconsin Alcohol Seller-Server**

July 31, 2013

APPROVED BY THE STATE OF WISCONSIN SS-125.04

PROVIDER TRAINING IN COMPLIANCE WITH SS-134.66

STUDENT ACKNOWLEDGED UNDERSTANDING OF SS-134.88:

Restrictions on sale or gift of cigarettes or tobacco products; that state law prohibits selling tobacco products to any person under the age of 18; and failure to comply with these restrictions may result in a citation.

PERSONS COMPLETING THIS COURSE HAVE AGREED TO EXECUTE THE FOLLOWING POLICIES TO THE BEST OF THEIR ABILITIES:

- \* CARD ANY PERSON 35 YEARS OF AGE OR YOUNGER
- \* OBSERVE AND REPORT ANY CUSTOMER SHOWING SIGNS OF POSSIBLE IMPAIRED BEHAVIOR
- \* RESPOND IMMEDIATELY TO ANY POSSIBLE PROBLEM SITUATIONS
- \* DETERMINE THAT PEOPLE ENTERING THE PREMISES TO CONSUME ALCOHOL ARE OF LEGAL ALCOHOL DRINKING AGE AND RECORD THEM IF THERE IS ANY QUESTION AS TO THEIR AGE
- \* ENSURE A PERSON MATCHES THEIR VALID LEGAL IDENTIFICATION

# Property Description

Commonwealth Coffee Company & Deli will be located at 57 North Macy Street in Fond du Lac. The location will be at the corner of Merrill St. and Macy St., located in the first level of the Riverside Apartment Development. The location will have counter service and seating areas located in the 1,500 square foot location space.

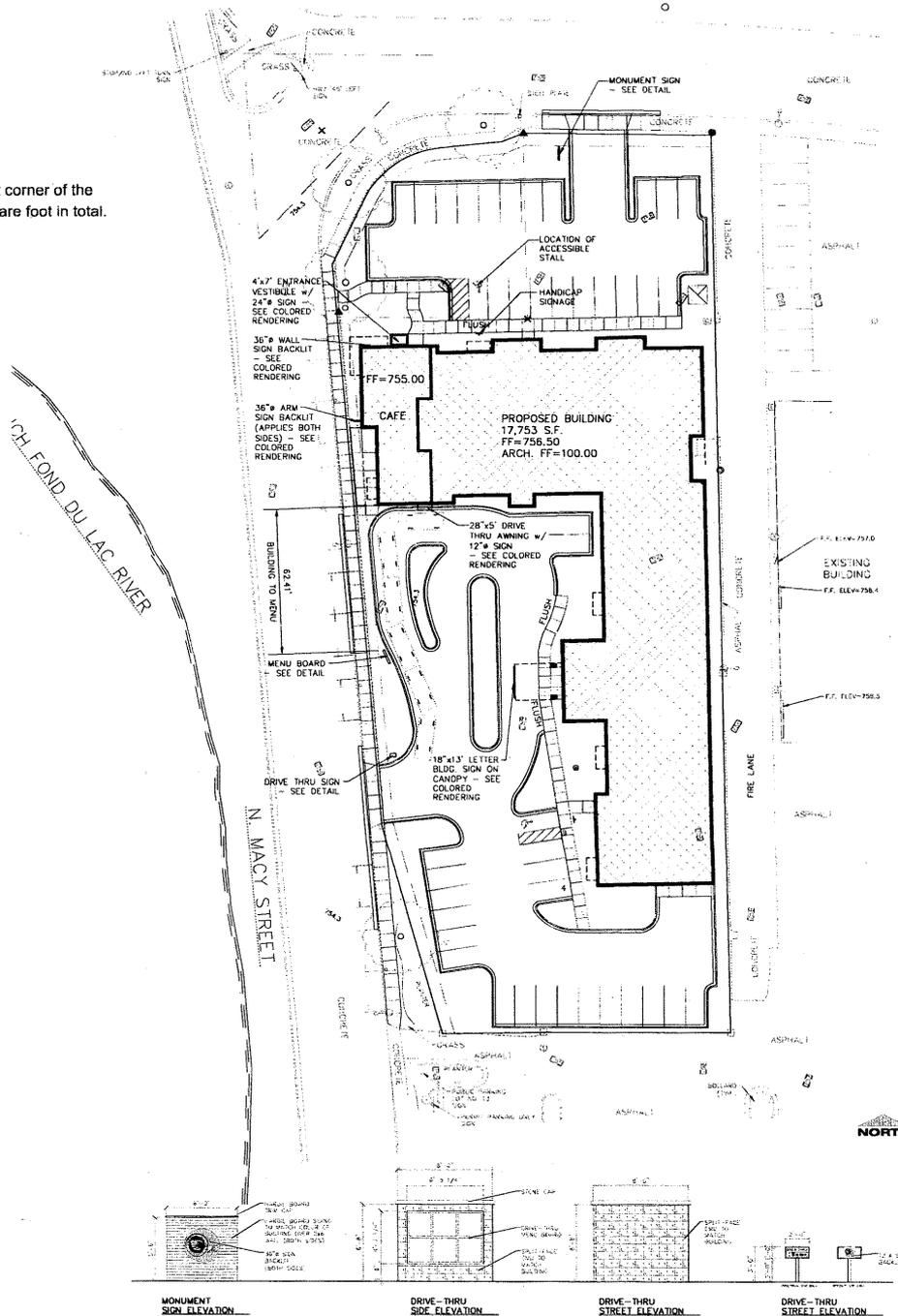
The following areas indicate where alcohol will be served, stored, or sold.

**Served:** Via counter service, and consumed either at the interior tables' settings or the exterior patio.

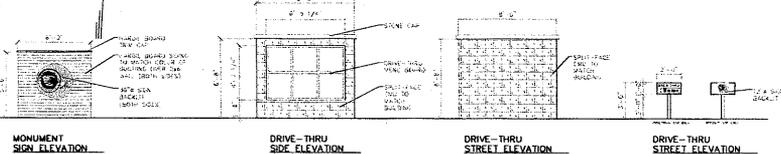
**Stored:** Product will be stored in a refrigerated cooler behind the main counter. Additional storage will be in closed refrigerators behind the counter. Red wine or non-refrigerated product will be stored in the dry storage area.

**Sold:** Items will only be sold via counter service, and for dine in patrons only. No carryout or delivery of alcohol.

Note Cafe location on the northwest corner of the building. Location size is 1,500 square foot in total.



**SIGNAGE LOCATION PLAN**  
SCALE: 1"=30'-0"



100 CAMERON DRIVE  
FOND DU LAC, WI 54601  
PHONE: 920.929.8888  
FAX: 920.929.9887

Always a Better Plan



GREGORY J. BERMAN, P.E.  
REGISTERED PROFESSIONAL ENGINEER  
STATE OF WISCONSIN  
NO. 102747

**OWNER:**  
RIVERSIDE SENIOR, LLC  
54 EAST 1ST STREET  
FOND DU LAC, WI

**PROJECT:**  
RIVERSIDE SENIOR APARTMENTS  
47 N. MACY ST. - APARTMENTS  
57 N. MACY ST. - TENANT SPACE  
FOND DU LAC, WI

**SHEET ISSUE:**

SEE SHEET NOTES TO DRAWING  
THAT THIS SHEET HAS BEEN  
ISSUED FOR CONSTRUCTION

**REVISIONS:**

JOB NUMBER  
1108720

SHEET  
**C1.6**

BY: EXCEL ENGINEERING, INC.



# Business Plan: Commonwealth Coffee Company & Deli

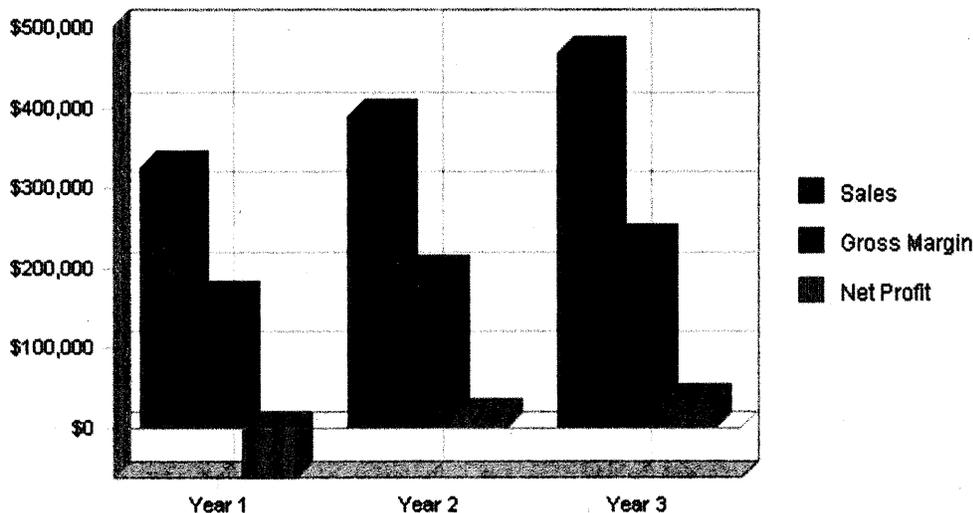
## Executive Summary

The Commonwealth Coffee Company & Deli (CCC) is a start-up retail store in Fond du Lac, WI that provides premium Boarshead sandwiches, along with fantastic coffee, salads, and smoothies. Financing will come from the private investments. The restaurant will be open for business on November 1<sup>st</sup>, 2013.

CCC will be incorporated as an LLC corporation. The investors will be treated as shareholders and therefore will not be liable for more than their personal investments. With an aggressive marketing plan CCC expects to experience steady growth as it becomes more familiar to the general public.

With the financing in place CCC will be able to successfully open and maintain operations through year one. The large capital investments of the owners will provide the public with a unique and innovative store that will cater to the needs of those looking for a great location for a premium deli sandwich, coffee, or a casual beer or wine beverage. The successful operation of CCC will provide a customer base that will allow it to be self-sufficient.

## Highlights



## Objectives

1. To provide a wide range of premium food products and beverages at reasonable prices.
2. To achieve a healthy profit margin within the first year.
3. To achieve a modest net profit by year two.
4. To be an active and vocal member of the community, and provide continual re-investment through participation in community activities and financial contributions.

## Mission

Dedicated to customer service CCC will give its patrons the kind of service that is respectful and prompt. Our food and beverage products will be the best in the area, and attract customers to the unique product. We'll offer variety so that all customers will find what they desire. Employees of CCC will also be treated in a professional manner with a rewarding work environment and fair compensation. CCC wants each customer to feel as though he/she has gotten Fifth Avenue treatment at a great price.

# Keys to Success

To succeed in this business we must:

- Sell a broad range of products.
- Provide for the satisfaction of 100% of our customers.
- Be an active member of the community.
- Encourage customer input

## Company Summary

CCC sells products and provides excellent customer service for the general public. We have leased a retail store which we use to market our products. It is located at 57 North Macy St. The company was incorporated on July 7<sup>th</sup>, 2013.

## Company Ownership

CCC will be a limited liability corporation.

## Start-up Summary

The building will be leased at \$700 per month over a 15 year lease.

Start-up costs will be financed through a combination of owner investment and short-term borrowing. Other miscellaneous expenses include:

- Marketing/advertising consultancy fees for assistance in designing our grand-opening ads and brochures.
- Legal fees for corporate organization filings.
- Retail merchandising/designing fees for store layout and minor renovations.

## Products

CCC will largely sell both food and beverage items. Both items will be available as grab and go (except alcohol). Food items will be made fresh to order as well. A full service deli counter will be available for purchases that would be consumed in the home.

## Sales Forecast

The following table and chart give a run-down on forecasted sales. We expect sales to increase at a rate of 10% by April. We would like to see another increase of 10% by August.

We expect to experience a steady growth throughout our first year even though we are a new business enterprise. As we become more familiar to the public we expect to gain more market share and would like to see progressive growth as we head into the following year.

