

Please put the legislation number from referred matters list beside the appropriate committee(s).

J&A 13-0892

HPU _____

F&P _____

COMMITTEE HEARING REGISTRATION SLIP

Name: Alan Tolzmann Date: 1-7-04

PLEASE PRINT

Address: 511 5th Ave S

I represent: Tolzmann Investments LLC

Legislation: 13-0892

(Please fill out a separate sheet for each piece of legislation in which you are interested.)

Please check only one (1) of the following six (6):

- I wish to **speak** in favor of the legislation.
- I wish to **speak** in opposition of the legislation

- I wish to **register** in favor of the legislation
- I wish to **register** in opposition of the legislation

- I'm in favor of the legislation, but only here to answer questions
- I'm in opposition of the legislation, but only here to answer questions

US Foods/Alan Tolzmann

From: Hedrington, Jordan J (Jordan.Hedrington@usfoods.com)

Sent: Tue 1/07/14 9:46 AM

To: Alan Tolzmann (alan_tolzmann@hotmail.com)

To Whom It May Concern,

My name is Jordan Hedrington, and I am the local salesperson for USFoods. In addition to being a salesperson, I am a former restaurant operator with over 15 years of experience in restaurant management as well as restaurant ownership. I have been working with Alan Tolzmann for the last couple months on his project at 326 Pearl Street in the downtown area of La Crosse. Mr. Tolzmann and I have been working on menu development and design, as well as working on strategies to market the differences between this restaurant and the other bars and restaurants in the area. I'm incredibly excited to be helping out with this project because of his commitment to the creativity behind the menu. The last thing this town needs is another bar serving fried appetizers and cheap alcohol. Mr. Tolzmann has made it clear that his brand will include a unique, quality dining experience for his patrons. As a food distributor representative, I see countless restaurants in any given week. Many, if not most, are either missing a unique element, or are struggling to highlight those qualities that allow them to stand out from their competitors. While it is difficult to have a finalized menu without a kitchen, Mr. Tolzmann is committed to introducing new flavors, fusing traditional concepts, and textures to create a truly unique dining experience. As an individual whose success is dependent on growing my own customer base, Mr. Tolzmann's commitment to the food aspect of this new restaurant has allowed me to dedicate hours of my own time to helping him ensure he is successful and profitable from day one.

If you have any questions or concerns, please feel free to contact me at the number below.

Jordan J Hedrington | Territory Manager | Food Guy

jordan.hedrington@usfoods.com

715-864-2185

US Foods
KEEPING KITCHENS COOKING™

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**Savory Creations LLC
1230 Caledonia St, LaCrosse, WI
608-519-3542**

To whom it may concern:

**My name is Shawn McManus, the owner of Savory Creations Cooking School (Old Towne North)
For the last couple months I have been speaking with Alan Tolzmann about food service consulting for the
Restaurant portion of Pearl Street Lounge.**

**I have consulted numerous businesses in the LaCrosse/Onalaska area including; Heroes Bar & Grill (French
Island Day's Inn Hotel), Maggies Restaurant & Ground-Up Coffee Shop & Café all with a proven track record
of increased sales and menu longevity.**

**Alan's projections for food service has us beginning three to six months after his grand opening of the initial
business.**

**Our plan is to create jobs & maintain a full restaurant at the Pearl St Lounge offering unique menu items
consisting of local favorites and healthy choice options.**

**I personally believe that if we design our food service thru the help of local purveyors, local farms and small
businesses, we will be able to not only provide quality sustainable products, but also help the local economy
prosper.**

**During the construction process of Pearl St Lounge, we will be drawing out our kitchen layout, trying to
maximize our efficiency for long term success . Designing this according to city & state codes and also
requesting all permits & licensing needed for this project.**

**We strongly believe that the Pearl St Lounge will be a staple in the community for all citizens
and make a positive reaction on our unique farm to table concept.**

**Thank you for your time,
If you have any questions or concerns please contact me**

Chef Shawn McManus

**Savory Creations LLC
1230 Caledonia St
LaCrosse, WI, 54603**