



Department of Planning & Community & Economic Development

## Office of Business Resources

Saran Ouk, Manager

P.O. Box 2983

Madison, WI 53701-2983

Phone: (608) 266-4222

Fax: (608) 261-6126

[StreetVending@cityofmadison.com](mailto:StreetVending@cityofmadison.com)

[www.cityofmadison.com/business/streetvending](http://www.cityofmadison.com/business/streetvending)

---

### Street Vending

Meghan Blake-Horst, Supervisor

(608) 261-9171

Brian Swanson, Monitor

(608) 261-9149

TO: Food Cart Operators, Reviewers, VOC Members & Interested Community Members

FROM: Meghan Blake-Horst, Street Vending Program Supervisor

RE: 2025 FOOD CART REVIEW FINAL RANK SCORES

The annual Food Cart Review process has been completed and the scores have been tabulated. This year's food cart review took place from **September 8 – October 5, 2025**. Forty-three (43) food carts/vendors applied with thirty-seven (37) completed the review process. There were two main reasons carts were unable to complete the review. One was their cart was too large to meet the cart size requirements and the second, was not having required Health Department licensing in time. There were twenty-six (26) community volunteer reviewers.

### Requirements to qualify:

1. Vendors must score seventy (70) or higher in the food cart review.
2. No significant changes to the cart or apparatus.
3. No significant changes to the menu.
4. Mobile unit must be maximum of 56 square feet or a 10x10 pop-up tent if vending on Saturday only.
5. Vendors must make personally prepared food.
6. Coffee is required to be roasted in Dane County.
7. Vendors must have active licenses required by a health department in Wisconsin.

### How are the scores determined?

1. Reviewers must evaluate at least 80% of the carts in the review to have their scores included.
2. **Raw Average Score:** The average score discarding the highest and lowest score for each applicant.
3. **Adjusted Average Score:** Raw score minus any demerit or violations points to arrive at the adjusted average score. Demerits include missed scheduled vending days, health code violations and citations issued between 9/1 – 8/31 of the previous year.
4. **Ranking List Step 1:** The adjusted average scores determine a vendor's eligibility to be assigned a site in the Mall/Concourse Vending area (Capitol Square and Library Mall).
5. **Ranking List Step 2:** Seniority and Final Rank Order list. Adding any seniority points to the adjusted average score equals the **final rank-ordered list**. This final score determines the order in which carts will choose their vending locations in the Mall/Concourse Vending area. This list is available upon request.

**2025 Final Adjusted Average Score Rankings for the Food Cart Review**

<b>Final Rank Order (Site Selection)</b>	<b>Name of Cart</b>	<b>Raw Adj Ave</b>	<b>Missed Days</b>	<b>Vending/PHMDC Demerit</b>	<b>Fina Adj Ave - Demerits</b>	<b>Seniority</b>	<b>Final Score + Seniority</b>
1	Surco cart 2	93.64	0	0	93.64	5	98.64
2	Braisin' Hussies	93.00	0	0	93.00	5	98.00
3	Surco Peruvian foods	92.58	0	0	92.58	5	97.58
4	Caracas Arepas	91.08	0	0	91.08	5	96.08
5	Common Pasta	91.05	0	0	91.05	5	96.05
6	Teriyaki Samurai	90.65	0	0	90.65	5	95.65
7	Taquitos Marimar	90.45	0	0	90.45	5	95.45
8	Hibachi Hut	90.41	0	0	90.41	5	95.41
9	Fresh Cool Drinks	90.05	0	0	90.05	5	95.05
10	Curt's Gourmet Popcorn	89.96	0	0	89.96	5	94.96
11	Bulgogi Korean Taco	89.50	0	1	88.50	5	93.50
12	Natural Juice	88.42	0	0	88.42	5	93.42
13	Bombay Fast Cafe	89.05	0	1	88.05	5	93.05
14	Pagoda Smoothie	87.92	0	0	87.92	5	92.92
15	El Burrito Loco	88.82	1	0	87.82	5	92.82
16	Caracas Empanadas	87.55	0	0	87.55	5	92.55
17	Ernie's Kettle Korn	87.45	0	0	87.45	5	92.45
18	The Roost	89.39	0	0	89.39	3	92.39
19	Empanada Haus	90.38	0	0	90.38	2	92.38
20	Stellie's Ice Cream	89.10	0	0	89.10	2	91.10
21	Toast	86.04	0	0	86.04	5	91.04
22	Curd Girl	85.25	0	0	85.25	5	90.25
23	The Shop by EBNS	90.09	0	0	90.09	0	90.09
24	Thai-Riffic	84.33	0	0	84.33	5	89.33
25	Jolly Frog	87.87	0	0	87.87	1	88.87
26	Little Tibet	88.36	0	0	88.36	0	88.36
27	CREPUW	88.22	0	0	88.22	0	88.22
28	Thailand in a Truck	84.71	1	0	83.71	4	87.71
29	Take Two Bakery	85.26	0	0	85.26	2	87.26
30	China Cottage	81.33	0	0	81.33	5	86.33
31	Sandwich Hub	84.52	0	0	84.52	1	85.52
32	Inspired Alchemy	85.23	0	0	85.23	0	85.23
33	M&J Jamaican Kitch'n	81.43	0	0	81.43	3	84.43
34	COOPA CO	82.00	0	0	82.00	1	83.00
35	King of Falafel	80.10	0	0	80.10	2	82.10
36	Anatolian Bites	81.18	0	0	81.18	0	81.18
37	Eaton BBQ	69.48	0	0	69.48	0	69.48

**KEY**

**Raw Adjusted Average Score** - Average score discarding the highest & lowest score.

**Final Adjusted Average Score** - Raw average score minus missed vending days & other vending violations or PHMDC violations.

**Seniority** - Number of years holding a Mall/Concourse Food Vending License, maximum 5 points.\*

\*Seniority is NOT included in the Adjusted Average Score and will be accounted for in the site selection process.

**Deductions** - Unscheduled missed vending days during the food cart review or citations issued between 9/1 – 8/31 of the year the review is held.

**Final Rank Order List** - A list in order from highest to lowest adjusted average score including seniority points. This determines the site selection order. This list is available upon request.

**Next Steps:**

- The Vending Oversight Committee will approve the official map of vending locations prior to the site selection process. Based on the approved map, the Street Vending Program Supervisor will work with vendors through the site assignment process. Sites will be available for the 2026-2027 vending season that begins on April 15, 2026.
- By rank order of performance in the Food Cart Review, the number of carts corresponding to the number of sites will be invited to select a Mall/Concourse site. The remaining carts will be placed on a waiting list. Based on the number of sites and carts that completed the 2025 Fall Food Cart Review, there will not be a waiting list for the 2026-2027 vending season.
  - For example, if there are 45 total Mall/Concourse Food Vending sites available, the top 45-50 scoring applicants at this stage are eligible to proceed to final ranking for a site assignment. This range is due to weekday and weekend vendor requests.
- For the selected carts, their seniority points will be added to their scores (1 point for each year a vendor holds a Mall/Concourse Food Vending License, up to 5 years).
- Applicants will be offered a site according to their rank based upon first, second and third-choice site preferences listed on the Mall/Concourse Food Vending Application form. This form will be available after the 2026-2027 Mall Concourse Vending Site Map is complete and will be sent directly to vendors.
- Vendors who did not score high enough to be offered a site are placed on a waiting list in the order of their Adjusted Average Score. No seniority points will be added to applicants on the waiting list, rank order for waiting list purposes shall be based on the Adjusted Average Score.

If you have any questions, please contact Meghan Blake-Horst, Street Vending Program Supervisor, 608-261-9171 or [mblake-horst@cityofmadison.com](mailto:mblake-horst@cityofmadison.com).