



SARA INVESTMENT REAL ESTATE

LETTER OF INTENT
for LAND USE APPLICATION

CITY OF MADISON

FEB 25 2013

February 18, 2013

Madison Plan Commission
215 Martin Luther King Jr. Blvd; Room LL-100
Madison, WI 53701-2985

**Planning & Community
& Economic Development**

Project: NessAlla, LLC
1418 Park Street
Madison, WI 53704

The attached landscape and Lighting plans are being submitted with the Conditional Land Use Application for review and approval. When NessAlla wanted to move to their new location at 1418 S. Park Street, it was brought to our attention that the new zoning for this area would require us to get the landscaping and lighting updated. Completing the work per these plans should satisfy the new zoning requirements. We would begin the planting in June after any electrical had been installed with a completion sometime in July.

Landscape Design: Justin Frahm
JSD Professional Services, Inc.
161 Horizon Drive, Suite 101
Verona, WI 53593

Lighting Design: Ken Berg
Specialized Electric
1041 Thousand Oaks Trail
Verona, WI 53593

Hours of Operation: Monday-Friday
9:00am-6:00pm

Number of Employees: 5
Jobs Created: 1 (plan to add 4 employees in 2013)

Key Details of the Business: Producer and distributor of Kombucha Tea, an effervescent health drink.

Thank you for your time reviewing the plans. Please let me know if you have any questions. I can be reached at Sara Investment Real Estate LLC and my direct number is 608-852-8785.

Sincerely,

Marc Vrotsos
Director of Project and Property Management

Nessalla Kombucha is a local small business located at 1418 S. Park st. It is owned and operated by Alla Shapiro and Vanessa Tortolano. We brew a healthy effervescent, non-alcoholic fermented beverage called Kombucha. Our hours of operation are M-F 9-6pm. We are not open to the public, but will see people here by apt. only.

Currently NessAlla employs 5 people other than the owners. 2 Full time and 3 part time. As the business grows we shall be providing up to 4 more jobs this year. NessAlla is currently distributed to 5 states through self-distribution and 2 main distributors. Typical customers are natural food retailers and local restaurants and café's. Kombucha is becoming more main stream and is finding it's way into more traditional retailers.