



Department of Planning & Community & Economic Development  
Economic Development Division  
**Office of Business Resources - Street Vending**

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Dear Mall/Concourse Food Vendor,

There is something regarding the sale of coffee and tea by Mall/Concourse street vendors that I need to bring to your attention. City of Madison Ordinance 9.13, License for Selling on Public Streets, includes the following guidelines:

“In addition, the category ‘personally prepared food’ shall include the following:

. . . C. Coffee if prepared and brewed from beans roasted and ground by the vendor and tea brewed from loose ingredients by the vendor . . .”

If you do not follow those guidelines, you may not sell coffee or tea while functioning as a Mall/Concourse Food Vendor. In other words, if you’re not roasting and grinding the coffee you’re selling or not brewing tea from loose ingredients, you must remove it from your menu and cease selling it.

For your information, I am sending this letter to all applicants for 2008 Mall/Concourse Food Vendor applicants. The following Mall/Concourse Food Vendors, in alphabetical order, included coffee on their applications for 2008:

- Fresh Cool Drinks
- I’m Here
- Ingrid’s Lunch Box
- Johnson Brothers Coffee
- Mango Man Latin Soul Food
- Steep & Brew

If you have been omitted from this list, please follow through with the above guidelines. Please call me if you have any questions.

Sincerely,

Warren Hansen  
Street Vending Coordinator  
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