

EXHIBIT A

NOTICE TO ELECTORS OF THE CITY OF MILWAUKEE, WISCONSIN

TAKE NOTICE that the Common Council of the City of Milwaukee, Wisconsin (the "City"), at a regular meeting held at City Hall, 200 East Wells Street, Milwaukee, Wisconsin, on April 13, 2010, adopted an Initial Resolution pursuant to Section 66.1103 of the Wisconsin Statutes, as amended, expressing the intention to issue not to exceed \$7,800,000 of industrial development revenue bonds of the City (the "Bonds") on behalf of Alterra Coffee Roasters, Inc., a Wisconsin corporation, and/or a related entity to be formed (the "Borrower"), to finance a multi-jurisdictional project consisting of the (i) acquisition, rehabilitation, equipping and expansion of an approximately 24,000 square-foot facility located at 2301 South Kinnickinnic Avenue, 2314-2320 South Howell Avenue and 2328 South Howell Avenue, all in the City of Milwaukee, Wisconsin, to be used by the Borrower to manufacture bakery and other prepared foods, and a cafe for retail sales of coffee, bakery and other prepared foods; (ii) rehabilitation and equipping of an existing approximately 7,200 square-foot facility located at 2211 North Prospect Avenue in the City of Milwaukee, Wisconsin, to be used by the Borrower for retail sales of coffee, bakery and other prepared foods; (iii) rehabilitation and equipping of an existing approximately 1,800 square-foot facility located at 4500 Oakland Avenue in the Village of Shorewood, Wisconsin, to be used by the Borrower for the retail sales of coffee, bakery and other prepared foods; (iv) acquisition, rehabilitation and equipping of an existing approximately 9,368 square-foot facility located at 1210-1251 Washington Street in the Village of Grafton, Wisconsin, a portion of which will be used by the Borrower for the retail sales of coffee, bakery and other prepared foods and a portion of which will be leased to other retail tenants; and (v) payment of certain costs related to the issuance of the bonds (collectively, the "Project"). The Borrower has represented that: (i) the net number of full-time equivalent jobs which will be created at the 2301 South Kinnickinnic Avenue, 2314-2320 South Howell Avenue and 2328 South Howell Avenue, City of Milwaukee project site is 20; (ii) the net number of full-time equivalent jobs which will be maintained at the 2211 North Prospect Avenue, City of Milwaukee project site is 15, and no new full-time equivalent jobs are expected to be created; (iii) the net number of full-time equivalent jobs which will be created at the Village of Shorewood project site is 15; and (iv) the net number of full-time equivalent jobs which will be maintained at the Village of Grafton project site is 15, and no new full-time equivalent jobs are expected to be created.

Pursuant to the terms of Section 66.1103 of the Wisconsin Statutes, all requirements that the Project be subject to the contracting requirements contained in Section 66.1103 are waived, the Borrower having represented that it is able to negotiate satisfactory arrangements for completing the Project and that the City's interests are not prejudiced thereby.

THE BONDS SHALL NEVER CONSTITUTE AN INDEBTEDNESS OF THE CITY, NOR SHALL THE BONDS GIVE RISE TO ANY PECUNIARY LIABILITY OF THE CITY, NOR SHALL THE BONDS BE A CHARGE AGAINST THE GENERAL CREDIT OR TAXING POWERS OF THE CITY. RATHER, THE BONDS SHALL BE PAYABLE SOLELY FROM THE REVENUES AND OTHER AMOUNTS TO BE DERIVED PURSUANT TO THE REVENUE AGREEMENT RELATING TO SAID PROJECT TO BE ENTERED INTO BETWEEN THE CITY AND THE BORROWER.

The Initial Resolution may be inspected in the office of the City Clerk at 200 East Wells Street, Milwaukee, Wisconsin, during business hours.

TAKE FURTHER NOTICE THAT THE ELECTORS OF THE CITY OF MILWAUKEE MAY PETITION FOR A REFERENDUM ON THE QUESTION OF THE BOND ISSUE. Unless within thirty (30) days from the date of the publication of this Notice a petition signed by not less than five percent (5%) of the registered electors of the City of Milwaukee is filed with the City Clerk requesting a referendum on the question of the issuance of the Bonds, the City will issue the Bonds without submitting the proposition for the electors' approval. If such petition is filed as aforesaid, then the Bonds shall not be issued until approved by a majority of the electors of the City of Milwaukee voting thereon at a general or special election.

Ronald D. Leonhardt, City Clerk
City of Milwaukee, Wisconsin