CITY OF ROCHESTER HILLS

LIQUOR LICENSE APPLICATION

The Rochester Hills City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. Failure to provide all required information or attachments could result in a delay or denial of a liquor license.

City Council reserves the right to exercise reasonable discretion to determine who, if anyone, shall be entitled to the issuance of a license. As a general matter of policy, applicants for a license will need to demonstrate an identifiable benefit to the City and its inhabitants resulting from the granting of the license.

Type of license applying for (check all those that apply):

- [X] New Class C License
- [ ] Class C License (transfer)
- [ ] Microbrewery/Distiller
- [ ] Resort (transfer)
- [ ] Tavern (transfer)
- [ ] Other: _____

GENERAL INFORMATION:

Applicant's Name: Armando Heredia Rodriguez Date: _____

Business Name: THE TWO AMIGOS GROUP LLC dba Don Armando's Mexican Cuisine

Address: 1431 N Rochester Rd, Rochester Hills, MI 48307

Phone: 248-660-6550 Email: thetwoamigosgroupllc@gmail.com

Are you the sole owner and proprietor? ☐ Yes ☒ No

Is the business to be operated as a ☐ partnership, ☐ company, ☐ corporation, or ☒ limited liability company?

Length of time business has been in operation: 16 months

List any other businesses you are affiliated with in and outside of the City of Rochester Hills:

9 MILE AND WOODWARD LLC dba Nine Kitchen + Bar

SUBJECT PROPERTY:

Location of Proposed License: 1431 N Rochester Rd

Does applicant presently own the premises? ☐ Yes ☐ No
If no, name of owner of premises: Premises is Leased

Legal description of property: T3n, R11e, Sec 10 North Hill Sub Lot 1 Exc Beg At Ne Lot Cor, Th S 01-00-00 W 135 Ft, Th N 89-10-00 W 125 Ft, Th N 01-00-00 E

APPLICANT INFORMATION:

Applicant's Name: Armando Heredia Rodriguez Phone No.: (248) 710-3173

Address: 2965 James Rd City: Auburn Hills ST: MI

Age: 63 Citizenship: USA Date of Birth: Auburn Hills

Birthplace: (City/ST): MEXICO

If naturalized, year and place: _____

If the applicant is a partnership, company, corporation or limited liability company, give the names, addresses and dates of birth of all persons who will have any financial investment in the licensed business or who will share in the profits of the licensed business:

If a partnership, please complete the following:

Partner's Name: Marvin Hermiz Phone No.: 248-884-0484

Address: 7381 Water Oaks Dr City: West Bloomfield ST: MI

Age: 36 Citizenship: USA Date of Birth: 09/04/1990

Birthplace: (City/ST): ROYAL OAK

If naturalized, year and place: _____

Manager's Name: Sam Thweni Phone No.: 248-660-6550

[X] Menu (food and drink). Provide the percentage of gross revenue from the sale of food.

[X] Authorization to Obtain Information & Release for Purposes of Licensure (form included in application packet)

Has the applicant ever applied for a liquor license previously? ☐Yes ☒No

Has this applicant ever been denied a liquor license? ☐Yes ☒No

Have there been any recent liquor licenses at this location? ☐Yes ☒ No

Was a liquor license ever suspended or revoked? ☐Yes ☒No If yes, explain the circumstances:

Describe the proposed character/type/theme of establishment:

Don Armando's Mexican Cuisine is a full-service, family-friendly Mexican restaurant offering authentic Mexican cuisine in a welcoming and vibrant atmosphere. The proposed expansion will enhance the existing restaurant by adding additional dining capacity and a full-service bar featuring beer, wine, spirits, and traditional Mexican-inspired cocktails. The establishment will remain primarily restaurant-focused, providing a comfortable dining experience for families, couples, groups, and members of the surrounding community.

What proposed or actual commitments are being made by the applicant to establish permanency in the community?

Don Armando's Mexican Cuisine represents the culmination of Armando Heredia Rodriguez's more than 35-year connection to the Rochester Hills community. Prior to opening the restaurant, Armando operated a local food truck for approximately five years, serving residents at local parks, schools, community events, and other gatherings. He then made a permanent investment in the community by opening Don Armando's Mexican Cuisine in Rochester Hills. The applicant has now secured the adjoining commercial space and plans to make a substantial additional investment to expand the restaurant, add a full-service bar, increase seating, and create additional employment opportunities. This expansion reflects Armando's long-term commitment to remain, invest, and continue growing his business within the Rochester Hills community.

What other factors should the Rochester Hills City Council consider?

The City Council should consider the applicant's longstanding connection and demonstrated commitment to Rochester Hills. Armando Heredia Rodriguez has been part of the community for more than 35 years and, prior to opening Don Armando's Mexican Cuisine, spent approximately five years operating a food truck serving local parks, schools, community events, and residents.

The requested quota liquor license would support the next stage of growth for an established local business, including a substantial investment in expanding into the adjoining space, adding a full-service bar and additional seating, and creating additional employment opportunities. The applicant is not seeking a license merely to add alcohol sales, but to support a meaningful expansion and long-term investment in Rochester Hills. Approval would allow a locally owned business with demonstrated community roots to continue growing and serving Rochester Hills for many years to come.

SIGNATURES:

By signing this application, the property owner is granting approval for the applicant to seek a liquor license at this location. By signing this application, the applicant and contact person are indicating that all information contained in this application, all accompanying plans and all attachments are complete and accurate to the best of his or her knowledge. **This application is not valid unless signed by the property owner.** A review fee is required at the time of application in accordance with the fee schedule as adopted by the City Council.

Signature(s) of Property Owner: _____ 9-21-26
(Name) (Date)

Signature of Applicant: Amanda Aceves 9-21-26
(Name) (Date)

Signature of Contact Person: Amanda Aceves 9-21-26
(Name) (Date)

APPLICATION FEE:

$1,000.00 made payable to the *City of Rochester Hills*

NOTE:

Applicant must meet with the Liquor License Technical Review Committee prior to appearing before City Council.

In addition to completing the Liquor License application, any new establishment serving alcoholic beverages will also need to complete the Planning Department's Development Application to apply for a Conditional Land Use (as indicated in Section 138-4.300 of the City's Zoning Ordinance).

DON ARMANDO'S
MEXICAN CUISINE

September 14, 2026

The Two Amigos Group LLC
Dba Don Armando's Mexican Cuisine
1431 N Rochester Rd
Rochester Hills, MI 48307

To:
City of Rochester Hills
1000 Rochester Hills Dr,
Rochester Hills, MI 48309

To the City of Rochester Hills:

Don Armando's Mexican Cuisine respectfully submits this business summary in support of its request for a Quota Class C Liquor License. This request represents an opportunity to support the continued growth of a locally owned business that has deep roots in the Rochester Hills community. The application reflects Armando's more than 35-year connection to Rochester Hills, the restaurant's successful transition from a local food truck to a permanent establishment, and the business's plans for continued investment and expansion within the community.

Don Armando's Mexican Cuisine is a locally owned and operated restaurant in Rochester Hills, founded by owner and Chef Armando Heredia Rodriguez, who has been a proud member of the Rochester Hills community for more than 35 years. Throughout that time, Armando has built deep personal and professional roots in the community and developed lasting relationships with residents, families, local organizations, and businesses.

Armando's commitment to the Rochester Hills community began long before the opening of Don Armando's Mexican Cuisine. For approximately five years, he operated a local food truck throughout Rochester Hills, serving residents at parks, schools, community events, and other gatherings. During this period, Armando became a familiar face within the community. His goal was always bigger than simply serving food—he wanted to build a business that was genuinely connected to the community he had called home for decades.

After years of serving Rochester Hills through his food truck, Armando took the next step in his career by opening Don Armando's Mexican Cuisine as a permanent brick-and-mortar restaurant in Rochester Hills. The restaurant has now been operating for more than a year and has received tremendous support and encouragement from the surrounding community.

Don Armando's was established with the intention of becoming a long-term Rochester Hills establishment. Armando is committed to continuing to invest in the community, growing the restaurant, creating an inviting dining destination, and providing residents and visitors with quality Mexican cuisine and a welcoming experience.

The requested Quota Class C Liquor License would support the restaurant's continued expansion and enhance the overall customer experience. If approved, Don Armando's plans to expand into the neighboring space, allowing the restaurant to enhance its concept by adding a bar area, improving its layout and overall dining experience, and better serving its customers. The additional space and bar component would allow the business to continue developing as a destination restaurant while maintaining the character, quality of service, and strong community connection that have been central to Armando's vision from the beginning.

The liquor license would therefore support more than simply the addition of alcoholic beverages to the restaurant's offerings. It would help facilitate a meaningful expansion of an established local business and allow Don Armando's to make a continued investment in its location, its customers, and the Rochester Hills community.

Armando's history demonstrates a longstanding commitment to Rochester Hills. From operating a food truck at local parks, schools, and community events to establishing a permanent restaurant, his goal has remained consistent: to create a business that is part of the community and that residents can enjoy, support, and be proud to have in Rochester Hills.

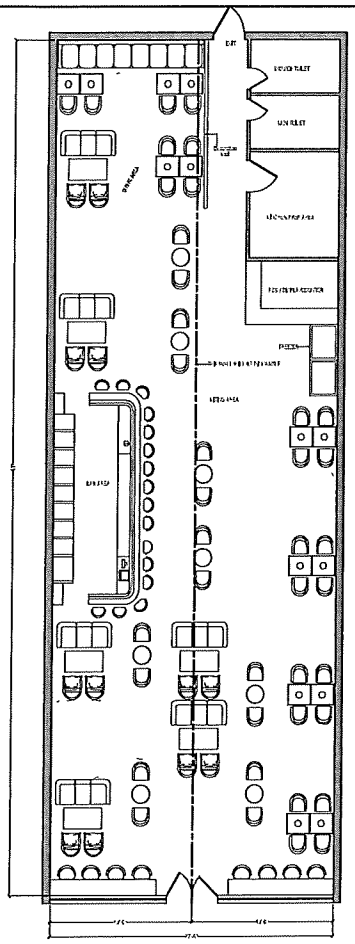
Don Armando's Mexican Cuisine has no plans to leave the community. To the contrary, the requested liquor license would help facilitate the restaurant's next stage of growth and allow Armando to continue investing in Rochester Hills for many years to come.

For Armando, Rochester Hills is more than simply the location of his restaurant—it is the community he has called home for more than 35 years. Don Armando's Mexican Cuisine respectfully asks the City of Rochester Hills to consider its application for a Quota Class C Liquor License and to recognize the long-standing community commitment, successful business history, planned investment, and future growth represented by this request.

Thank you for your consideration and for the opportunity to continue serving the Rochester Hills community.

Respectfully submitted,

Armando Heredia Rodriguez
Owner & Chef
Don Armando's Mexican Cuisine



STAMP

PROJECT:
RESTAURANT DESIGN

TITLE
LAYOUT PLAN

CONSULTANT

DRAWN BY	SA
DATE	13-September-2026
SCALE	N.T.S
DRAWING NO	A-1


DON
ARMANDO'S
MEXICAN CUISINE
pepsi

DON ARMANDO'S

MEXICAN CUISINE

TACOS

TACOS (STREET STYLE) $5.00

1 corn tortilla taco
Choice of protein, guacamole, onions, cilantro

TACO DINNER (STREET STYLE) $12.99

2 corn tortilla tacos
Choice of protein, guacamole, onions, cilantro
SERVED with: Rice and Beans

Proteins:

- **Steak / Carne Asada**
- **Chicken / Pollo**
- **Birria/ Slow-Cooked Shredded Beef**
- **Carnitas / Fried Pork Pulled**
- **Al Pastor / Marinated Pork**
- **Chorizo / Mexican Sausage**

SPECIALTY TACOS

MAHI MAHI $7.00
Grilled fresh mahi, cabbage, queso fresco, chipotle sauce

SHRIMP $7.00
Grilled shrimp, lettuce, pico de gallo, chipotle sauce

FRIED AVOCADO $6.00
Tempura avocado, chipotle sauce, pickled ginger cabbage, queso fresco

ENCHILADA DINNER

VERDES $14.25
Shredded chicken, salsa verde, melted cheese, sour cream

ROJAS $14.25
Birria, red enchilada sauce, melted cheese, sour cream

CHEESE $13.25
Corn tortilla, cheese, salsa roja or verde

SEAFOOD $16.25
Shrimp, fish, rice, beans, pico de gallo, melted cheese, chipotle sauce

Our Enchilada Dinners are served with Rice and Beans

BURRITO DINNER

HOUSE BURRITO $15.99
Rice, beans, lettuce, pico de gallo, cheese, sour cream. **Choice of protein**

DON ARMANDO'S BURRITO $16.99
Rice, beans, pico de gallo, topped with queso sauce. **Choice of protein**

BURRITO ROJO $16.99
Birria, pico de gallo, sour cream, guacamole, smothered with red enchilada sauce, cheese (wet)

SURF & TURF BURRITO $18.25
Steak or chicken, shrimp, lettuce, pico de gallo, cheese, chipotle sauce, queso sauce

CHICKEN CHIMICHANGA $14.99
Deep-fried burrito stuffed with chicken, rice, beans, cheese, topped with salsa roja or verde

BREAKFAST BURRITO $14.25
Egg, chorizo, cheese, potato , pico de gallo

Our Burrito Dinners are served with Rice and Beans

A LA CARTE BURRITOS

House steak or chicken $14.99
Don Armando's Burrito $15.99
Chicken Chimichanga $13.99
Breakfast Burrito $13.25
Surf & Turf Burrito $17.00
Burrito Rojo $15.75

HOUSE SPECIALS

CHICKEN FAJITAS $16.99
Marinated chicken, peppers, onions, cheese, rice, beans

STEAK FAJITAS $17.99
Marinated steak, peppers, onions, cheese, rice, beans

CHICKEN TAMALE DINNER $12.99
2 chicken tamales, salsa verde, sour cream, cheese melted on top.
Served with Rice and Beans

CHILAQUILES $11.99
Chicken or **Steak,** smothered chips with salsa verde, cheese, pico de gallo, topped with two over easy eggs

FRIED TAQUITOS $12.50
3 flour tortillas deep fried, shredded chicken, cheese, queso sauce, guacamole, sour cream

GORDITAS $6.00
Fresh corn pocket tortilla deep fried, stuffed with **choice of protein**, cheese, pico de gallo, lettuce, sour cream

TOSTADA DINNER $12.99
2 fried flat tortillas, beans, lettuce, pico, queso fresco, sour cream. **Choice of protein**
Served with Rice and Beans

NACHOS AND QUESADILLAS + MORE

NACHO LIBRE $14.50
Chips, beans, queso sauce, pico de gallo, sour cream, fresh jalapeños. **Choice of protein**

QUESADILLAS $14.50
12" flour tortilla, cheese, pico de gallo, lettuce, sour cream. **Choice of protein**

TORTILLA SOUP $6.50
Tomato chicken broth, vegetables, cheese, shredded chicken, tortilla strips, sour cream, chipotle peppers

STREET CORN ON THE COB $5.00
Fresh sweet corn, mayonnaise, lime, cotija cheese, tajin

KIDS MENU

QUESADILLA $8.50
Chicken or steak, tortilla, cheese, sour cream, rice

BURRITO $8.50
Chicken or steak, tortilla, beans, cheese, rice

SOFT TACO $8.50
Chicken or steak, flour tortilla, lettuce, cheese, sour cream (two tacos)

BOWLS

BURRITO BOWL $13.99
Rice, beans, lettuce, pico de gallo, cheese, sour cream, salsa verde or roja. **Choice of protein**
Add shrimp or fish $6.00

DESSERTS

TRES LECHES CAKE $8.00
Classic vanilla pound cake soaked in a blend of three milks

CHURROS $6.00
Fried churros, cinnamon and sugar, chocolate sauce, whipped cream



DRINKS

Coca-Cola	$3.00
Jarritos	$3.50
Diet Coke	$3.00
Fanta	$3.00
Water	$2.50
Horchata	$4.25
Mexican Coke	$4.00

WE TAKE PRIDE IN PREPARING EVERY DISH WITH THE FRESHEST INGREDIENTS—NO MICROWAVES. OUR PORTIONS ARE VERY GENEROUS, AND QUALITY IS OUR PRIORITY.

Vegetarian options by request!

Consuming raw or undercook meats, poutry, seafood, shellfish, or eggs may increase your risk for food borne illness. Ask your server about menu items that are cooked to order or served raw.

EXTRAS

Black Beans	$4.00
Chips	$4.00
Sour Cream 3oz	$3.00
Mexican Rice	$4.00
Salsa Verde / Green 6oz	$4.00
Salsa Roja / Red salsa 6oz	$4.00
Guacamole 3oz	$4.75
Guacamole 6oz	$9.00
Queso 5oz	$6.00
Queso 5oz with chips	$8.00







CATERING - PARTY PACKS

Party pack for 25 people- no minimum order required

Street Tacos (2 tacos)	$11.99 P/P
Burritos	$16.99 P/P
Burrito Bowl	$13.99 P/P
Quesadillas	$13.99 P/P
Nachos FULL TRAY	$34.99

Protein options include chicken, steak, pastor, chorizo, carnitas and birria.

MINIMUM 25 PEOPLE INCLUDES:
32oz RICE, 32oz BLACK BEANS ,16oz SALSA VERDE, 16oz SALSA ROJO, 32oz LIMES, CHIPS 1 LBS

CATERING -TACO BAR (A LA CARTE)

10LBS OF PROTEIN -	$105.99

CHOICE OF STEAK, CHICKEN, AL PASTOR, BIRRIA, CARNITAS, CHORIZO

Tray of Rice	$49.99
Tray of Black Beans	$49.99
Salsa Verde (green) 32oz	$10.25
Salsa Roja (red) 32oz	$10.25
Pico De Gallo 32oz	$12.99
Guacamole 32oz	$14.99
Cut Limes 32oz	$6.99
Cilantro 5oz	$6.99
Diced Onions 32oz	$6.99
Sour Cream 32oz	$8.99
Cheese 32oz	$8.99
Chips Tray	$10.99

10 lb Protein Tray - Feeds approximately 30 people - Perfect for parties or events!