



# City of Madison Liquor/Beer License Application

On-Premises Consumption: ☒ Class B Beer ☐ Class B Liquor ☒ Class C Wine  
Off-Premises Consumption: ☐ Class A Beer ☐ Class A Liquor ☒ Yes

## Section A – Applicant

1. This application is for the license period ending June 30, 20 13.
2. List the name of your ☐ Sole Proprietor, ☐ Partnership, ☒ Corporation/Nonprofit Organization or ☐ Limited Liability Company exactly as it appears on your State Seller's Permit.  
Bratund Brav Inc.
3. Trade Name (doing business as) Bratund Brav
4. Address to be licensed 2933 N. Sherman Ave. Madison, WI 53704
5. Mailing address 2933 N. Sherman Ave, Madison, WI 53704
6. Anticipated opening date May 6, 2013
7. State Seller's Permit 456-0000551343-03
8. Federal Employer Identification Number 391664357
9. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 2?  
☒ No ☐ Yes (explain) \_\_\_\_\_
10. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
☒ No ☐ Yes (explain) \_\_\_\_\_

## Section B—Premises

11. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
restaurant will be approximately 2300sqft, with no outdoor seating  
at this time. Seating inside will be approximately 88.  
No living quarters. we plan to serve 4 draft beers, and bottled  
beer as well as wine.
12. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.
13. Applicants for on-premises consumption: list estimated capacity 88

LIC1B-2013-00363

14. Describe existing parking and how parking lot is to be monitored.

parking lot is shared with the rest of Northside Towne Center

15. Was this premises licensed for the sale of liquor or beer during the past license year?

☒ No ☐ Yes, license issued to \_\_\_\_\_ (name of licensee)

16. ☒ Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

17. Name of liquor license agent Patrick Hiebing

18. City and state in which agent resides DeForest, Wisconsin

19. ☒ Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

☒ No, but will complete prior to ALRC meeting ☐ Yes, date completed \_\_\_\_\_

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin, August 25, 2005

22. In the table below list the directors of your corporation or the members of your LLC.

☒ Attach background check forms for each director/member.

Title	Name	City and State of Residence
President	Al Hiebing	Pine Bluff, Wisconsin
Secretary	Jill Ann Hiebing	Pine Bluff, Wisconsin

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Patrick Hiebing

24. Is applicant a subsidiary of any other corporation or LLC?

☒ No ☐ Yes (explain) \_\_\_\_\_

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

☒ No ☐ Yes (explain) \_\_\_\_\_

### Section D—Business Plan

26. What type of establishment is contemplated?

☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☐ Grocery Store  
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_

27. Business description restaurant serving grilled sandwiches, as well  
as grilled and deepfried dinners and side orders. We  
have our own recipe brat.

28. Hours of operation 11AM to 10pm Sunday - Saturday

29. Describe your management experience 1984-1990 B+B manager, 1996-1998 KFC  
asst manager, June 2012 - Dec 2012 B+B manager

30. List names of managers below, along with city and state of residence.

<u>Patrick Hedberg</u>	<u>DeForest WI</u>
<u>Paul Winkler</u>	<u>Madison, WI</u>

31. Describe staffing levels and staff duties at the proposed establishment 2 managers, 8-16  
part-timers, register, cook, maintenance, dishes, cleaning,  
book work

32. Describe your employee training explanation of duties, supervision first day  
depending on duty, register is more time needed, employee handbook  
orientation

33. Utilizing your market research, describe your target market.

At first we hope to appeal to the nostalgic former B+B patrons, but  
need to attract all ages, but mostly ages 40 and older

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Thursday - newspaper, Northside News, Mallards program  
online promotions such as "Today's Deal" and "Madison parks.com"  
promote our brats and dinners

35. Are you operating under a lease or franchise agreement? ☒ No ☒ Yes
36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  
☐ No ☐ Yes

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? \_\_\_\_\_
38. What age range do you hope to attract to your establishment? 35 and older
39. What type of food will you be serving, if any? sandwiches, dinners  
☐ Breakfast ☐ Brunch ☒ Lunch ☒ Dinner
40. Submit a sample menu if applicable. What will be included on your operational menu?  
☐ Appetizers ☒ Salads ☒ Soups ☒ Sandwiches ☐ Entrees ☐ Desserts  
☐ Pizza ☒ Full Dinners
41. During what hours of operation do you plan to serve food? 11am to 10pm
42. What hours, if any, will food service not be available? N/A
43. Indicate any other product/service offered. catering
44. Will your establishment have a kitchen manager? ☒ No ☐ Yes
45. Will you have a kitchen support staff? ☐ No ☒ Yes
46. How many wait staff do you anticipate will be employed at your establishment? counter service  
During what hours do you anticipate they will be on duty? N/A
47. Do you plan to have hosts or hostesses seating customers? ☒ No ☐ Yes
48. Do your plans call for a full-service bar? ☒ No ☐ Yes  
If yes, how many barstools do you anticipate having at your bar? \_\_\_\_\_  
How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_
49. Will there be a kitchen facility separate from the bar? ☒ No ☐ Yes no bar

50. Will there be a separate and specific area for eating only?  
☐ No ☒ Yes, capacity of that area 88
51. What type of cooking equipment will you have?  
☒ Stove ☒ Oven ☒ Fryers ☒ Grill ☒ Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
☐ No ☒ Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 90%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 100%  
 What percentage of your advertising budget do you anticipate will be drink related? 0%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☒ No ☐ Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☐ No ☒ Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
25 % Alcohol 75 % Food \_\_\_\_\_ % Other
58. Do you have written records to document the percentages shown? ☒ No ☐ Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

## Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. ☐ No ☒ Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
☐ No ☒ Yes
65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
66. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] ☐ No ☒ Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  
☒ No ☐ Yes

## Section G—Contact Information for Clerk's Office

68. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Patrick Hiebing

E-mail address phiebing@bratandbrau.com

Phone 608-257-2186

Preferred language for correspondence English

**Read carefully before signing in front of a notary:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

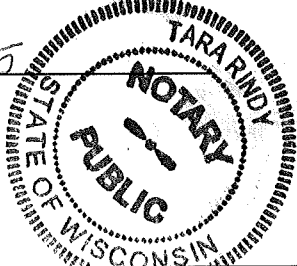
Subscribed and Sworn to before me:

this 16 day of May, 2013

Tara Rindy  
(Clerk/Notary Public)

Patrick Hiebing  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 4/5/2015



### Clerk's Office checklist for complete applications

- ☐ Orange sign
- ☒ WI Seller's Permit Certificate  
(matching articles of incorporation)
- ☒ FEIN
- ☒ Notarized application
- ☒ Written description of premises

- ☒ Background investigation form(s)
- ☐ Form for surrender of previous license
- ☒ \*Articles of Incorporation
- ☒ \*Notarized Appointment of Agent
- \* Corporation/LLC only

- ☒ Floor Plans
- ☒ Lease
- ☒ Sample Menu

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_ License number \_\_\_\_\_

A-12-POLM  
P-504

# Willkommen

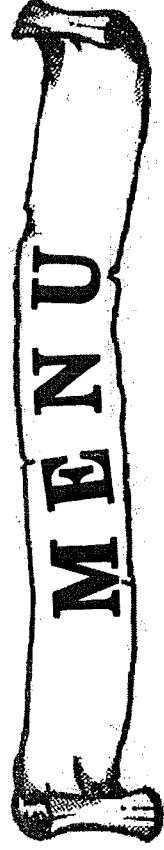
With the founding of a Wisconsin settlement by German immigrants in 1853 was born the bratwurst that made a city famous—Sheboygan Bratwurst. This little town of Sheboygan with its special bratwurst gained national acclaim as the “Wurst Capital” of the world. A special Bratwurst Day was declared each year when the city opened its doors to millions of Brat lovers. The Brat und Brau was found to carry on the tradition of Sheboygan Bratwurst Day through the serving of genuine Sheboygan recipe Bratwurst and re-creating the fun, frolic and Old European Hospitality of that famous day. It is our wish that the Brat und Brau be the gathering place for all. It is our belief that all our patrons receive the most in quality and quantity. Our service system is designed to allow each customer the convenience of ordering and leaving without the delays caused by wait staff. The result is prompt, efficient service and more satisfaction of our patrons’ needs. You are welcome to express your gratitude as you see fit; our staff strives to provide a quality visit and all share in gratuities. We sincerely believe that if we serve you in this manner, we will continue to receive your lasting friendship and patronage.

Danke Schön



18 Brodhead Street  
Mazomanie, WI 53560  
(608) 257-2186

bratundbrau.com



**SANDWICH** Fix your sandwich the way you like it from our eight ingredient condiment counter. Baskets include cottage fries and cole slaw

**BASKET**

☐ **3.50** **SINGLE BRAT** ☐ **5.75**

*Cheese 50¢* Sheboygan Recipe Bratwurst on Our Original Brat Roll

Basket Includes fries & cole slaw

☐ **5.50** **DOUBLE BRAT** ☐ **7.75**

*Cheese 50¢* Two Huge Sheboygan Recipe Bratwurst Served on A Hardroll

Basket Includes fries & cole slaw

☐ **5.50** **WURSTBURGER** ☐ **7.75**

*Cheese 50¢* Doubly Delicious, Brat and 1/4 lb. Burger—Our Own Creation

Basket Includes fries & cole slaw

☐ **3.25** **BRAUBURGER** ☐ **5.50**

*Cheese 50¢* 1/4 lb. PLUS! Burger, Juicy and Lean—All Time Favorite

Basket Includes fries & cole slaw

☐ **5.25** **DOUBLE BRAUBURGER** ☐ **7.50**

*Cheese 50¢* Two 1/4 lb. PLUS! Burgers, Juicy and Lean—All Time Favorite

Basket Includes fries & cole slaw

☐ **3.50** **CHICKEN SANDWICH** ☐ **5.75**

*Cheese 50¢* Tender and Juicy, Grilled or Deep Fried

Basket Includes fries & cole slaw

☐ **4.75** **STEAK BROCHETTE** ☐ **7.00**

*Cheese 50¢* Juicy Pieces of Sirloin—Delicious Beyond Description

Basket Includes fries & cole slaw

☐ **4.50** **FISH SANDWICH** ☐ **6.75**

*Cheese 50¢* Deep-fried Flaky and Moist—A Treat from the Sea

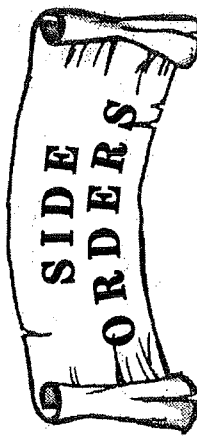
Basket Includes fries & cole slaw



**IMPORTANT!**

Insert Table Number  
SEE MENU HOLDER

Feel free to express your appreciation for the services we have provided



☐ **Cottage Fries** **2.00**

Truly Superior to French Fries  
Deep-Fried to Perfection  
Cheese Sauce 75¢

☐ **Onion Rings** **2.75**

Golden Brown All Onion  
Served Piping Hot

☐ **Cheese Puffs** **3.50**

Cubes of Cheddar  
Breaded and Deep-Fried

☐ **Mini Shrimp** **4.00**

Deep-Fried and Tender  
in Breaded Batter

☐ **Chips & Cheese** **2.75**

Crispy Tortilla Chips and  
Nacho Cheese

☐ **Cole Slaw or** **95¢**

Apple Sauce or

Baked Beans  
A Delicious Sandwich  
Complement





## Brat und Brau Restaurant

Brat und Brau is a Madison tradition established originally in 1969 on Regent Street, one block from Camp Randall Football Stadium. At one point Madison had five locations in the area. Patrick Hiebing son of Co-founder Al Hiebing will be opening a new location in the North Side Towne Center. Patrick and Paul Winkel have over 25 years of combined experience and will be bringing their knowledge and passion for the business.

Continuing on with what many of our customers claim to be the World's Best Brats, we will also be offering Brauburgers, Wurstburgers, Chicken sandwiches, Steak sandwiches, and vegetarian options. In the evenings there will be dinner specials such as the Friday Fish Fry, and Saturday Steak and Shrimp with homemade Onion Rings. To go along with these meals we will be offering the tasty options of Domestic, Microbrew, Imported Beer, Wine and Soft Drinks.

Brat und Brau has an innovative way of ordering. Menus and pencils are on the tables, and the patron is expected to mark on the menu what items they desire to order allowing them to customize and not to be at the mercy of the wait staff. When ready to order, they will take their menu up to the counter, pay for their items, and receive their drinks. While waiting to receive their food they are welcome to enjoy a fresh basket of complimentary popcorn. With the relaxed atmosphere of a Barvarian type pub our customers will enjoy friends, family, food and drinks.

As we are continuing the great tradition of Brat und Brau, we have decided on a location that will provide extreme convenience for the Madison Mallards fans before, during and after the ball games. The ball games will help contribute to the increase in sales and annual revenue. With all of the local patrons and sporting events we anticipate that our profits will increase ten percent within the second and third year in operations.

We pledge to offer our customers great food at affordable prices and to provide fast, efficient service in a relaxing and enjoyable environment.