

A-4
P-405

30001



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

Section A – Applicant

- This application is for the license period ending June 30, 2014.
- 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.
CHI Asian-Infused, LLC
- Trade Name (doing business as) N/A
- Address to be licensed 251 State Street, Madison, WI 53703
- Mailing address 251 State Street, Madison, WI 53703
- Anticipated opening date May 17, 2013
- State Seller's Permit 456-1028150798-02
- Federal Employer Identification Number 46-2624221
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- 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.
The restaurant space including applicable storage access at 251 State St is the only place where alcohol will be stored. Records for the business will be stored in upper floor office spaces. Alcohol for daily sales will be kept behind the staffed restaurant bar. Back supply of alcohol will be stored in a LOCKED basement storage space.
- Attach a floor plan, no larger than 8 1/2 by 14, showing the space described below.
- Applicants for on-premises consumption: list estimated capacity 100

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

There are metered parking stalls and public ramps near the restaurant, but no parking lot.

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

No Yes, license issued to Teddy Stevens (name of licensee)

16. Attach copy of lease. Note: ^{proposed} addendum to change tenant included

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 Jason Richardson

18. City and state in which agent resides Edgerton, WI

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 - 4/12/13

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
<u>Member/Mgr</u>	<u>Jason Richardson</u>	<u>Edgerton, WI</u>
<u>Member/Mgr</u>	<u>Teddy Stevens</u>	<u>Madison, WI</u>

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.

Jason Richardson

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 CHI Asian-Infused is a casual fine dining restaurant and bar; see business plan included with this application packet for more information.

28. Hours of operation 11am - 2am Sunday through Thursday; 11am until 2:30 am FR & SAT.

29. Describe your management experience Jason Richardson has management experience as a systems manager at Pizza Hut for 1.5 years;

30. List names of managers below, along with city and state of residence. from 2007-2011 he was the general manager of the Baker St. Grill in Wisconsin Rapids; he was the district manager of Joanne Fabrics in 2012.

<u>Joe Wach (experience as GM, Pizza Hut, 11 years)</u>	<u>Madison, WI</u>
<u>Jason Richardson (see above)</u>	<u>Edger ton, WI</u>

31. Describe staffing levels and staff duties at the proposed establishment 1 Executive Chef and

1-2 line cooks will staff the kitchen at all times. At lunch, 1 bartender and 1-2 servers will be present. On the weekends, in the ^{AM} _{PM}

32. Describe your employee training Every employee will be trained in all aspects of the business, including menu details and service

standards. Each employee will receive one full week of pre-open

33. Utilizing your market research, describe your target market. training and downtown Madison dining options.

Based on the last restaurant in the space, the target market is business lunch and overtime clientele, Madison visitors, and young Madison professionals for dinner and evening meals.

the evenings a host and additional bartender and servers will also be present.

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

CHI - Asian-Infused will be advertising its grand opening on Fox 47 for full community exposure. Social media, including Facebook and Twitter, will also be used. Print media, including the Badger Herald, will be utilized.

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 N/A

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? 18-60 years

39. What type of food will you be serving, if any? Asian-Infused cuisine (see menu)
 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? 11 am - 10 pm - full menu
10 pm - close - late night menu

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

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? 15
During what hours do you anticipate they will be on duty? 11 am - 10 pm

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? 18
How many bartenders do you anticipate having work at one time on a busy night? 2

49. Will there be a kitchen facility separate from the bar? No Yes

50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
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? 75%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 90%
 What percentage of your advertising budget do you anticipate will be drink related? 10%
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:
30 % Alcohol 70 % 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 Jason Richardson or Mary Beth Collins

E-mail address Chi.asian-infused@gmail.com OR mbclegal@gmail.com

Phone 608.963.7891 or 608.358.4448

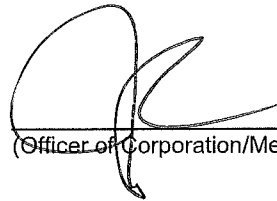
Preferred language for correspondence English

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 29th day of April, 2013

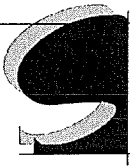
Wendy E. Bauer
(Clerk/Notary Public)


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

My commission expires 5-15-2016

Clerk’s Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller’s Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu
Date complete application filed with Clerk’s Office <u>4/29/13</u> Date of ALRC meeting <u>5/22/13</u> Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number <u>LICMB-</u>		

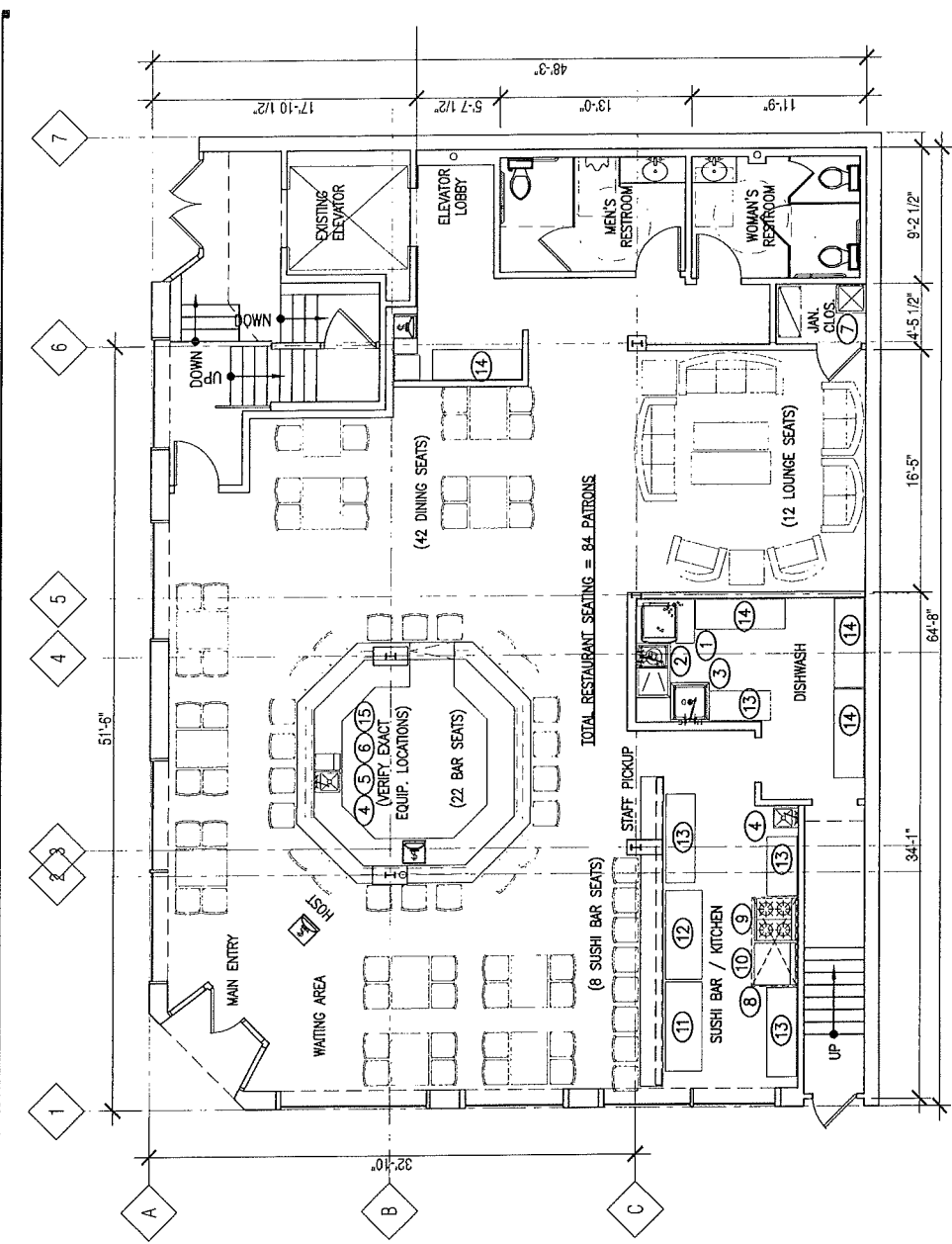
LICLIB-2013-00281



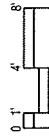
CHI RESTAURANT
216 HENRY STREET, MADISON, WI

04/29/2013
ALRC REVIEW

A1.1



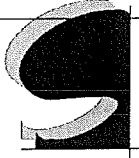
2 EXISTING FIRST FLOOR PLAN
1/8" = 1'-0"



EQUIPMENT SCHEDULE	
ITEM NO.	DESCRIPTION
1	DISHWASHER
2	PRE-WASH SINK W/ DRAIN BOARD
3	PREP SINK
4	HAND WASH SINK
5	UNDER COUNTER BAR ICE BIN
6	UNDER COUNTER GLASS WASHER
7	MOP SINK
8	EXHAUST HOOD
9	4-BURNER RANGE
10	GRIDDLE
11	REFRIGERATED SUSHI TABLE
12	U.C. REFRIG. FOOD STOR
13	STAINLESS STEEL TABLE
14	SHELVING UNIT
15	U.C. REFRIG. BEVERAGE COOLER

FLOOR PLAN GENERAL NOTES:

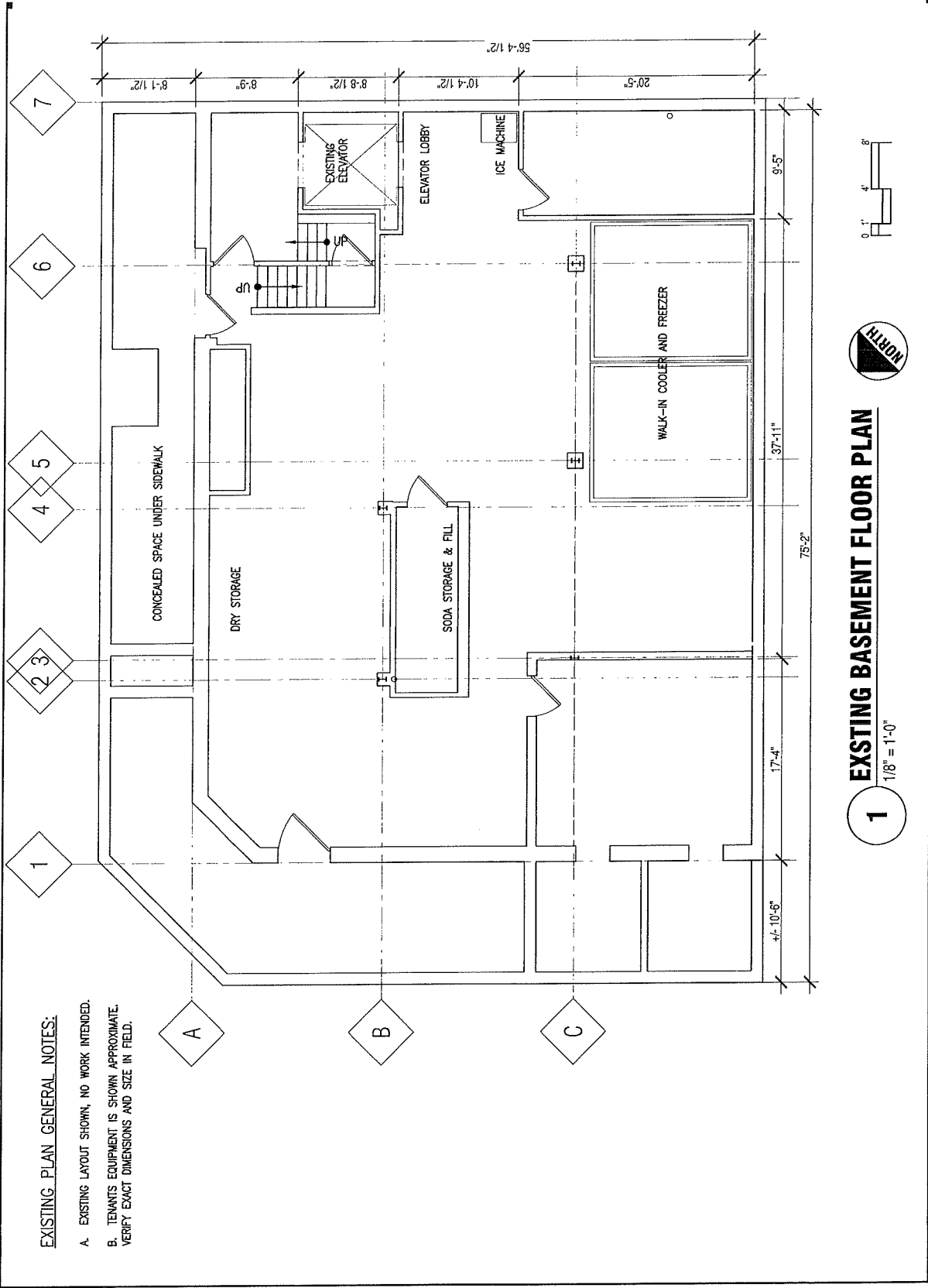
- A. ALL KITCHEN, DISHWASHING, SUSHI BAR, LIQUOR BAR AND WAIT STAFF EQUIPMENT EXISTS. OWNER IS RESPONSIBLE TO ENSURE COMPLIANCE WITH BUILDING AND FOOD CODE REQUIREMENTS.
- B. ALL EXISTING CONSTRUCTION TO REMAIN UNLESS SPECIFICALLY NOTED (INCLUDING WALLS, STAIRS, RAILINGS, WINDOWS, STRUCTURE, ETC..)
- C. ALL RESTAURANT EQUIPMENT AND FURNISHINGS ARE SHOWN FOR REFERENCE ONLY AND SHALL BE COORDINATED BY OTHERS.
- D. SEATING CAPACITIES AT ALL BAR AND DINING AREAS ARE SHOWN APPROXIMATE, PENDING ACTUAL FURNITURE LAYOUT.



CHI RESTAURANT
216 HENRY STREET, MADISON, WI

04/29/2013
ALRG REVIEW

A1.0



EXISTING PLAN GENERAL NOTES:

- A. EXISTING LAYOUT SHOWN, NO WORK INTENDED.
- B. TENANTS EQUIPMENT IS SHOWN APPROXIMATE. VERIFY EXACT DIMENSIONS AND SIZE IN FIELD.



1 EXISTING BASEMENT FLOOR PLAN

1/8" = 1'-0"

CHI

Small bites

Peking duck spring rolls \$10
served with Apricot Thai Sauce

Duck Confit Egg Roll \$10
Served with Asian Mustard Sauce

Flour dusted crispy Calamari \$12
served with Thai peanut sauce

Sky, Earth and Water satay platter \$12
(chicken, beef and shrimp)
served with Curry coconut and spicy peanut sauces

Tiger prawn pot stickers \$10
served with togarashi-miso Beurre blanc

Coconut Curry Moules and Clams Frites \$12
Coconut Curry Broth and Curry Dusted Fries

Crab cakes \$12
fresh lump crab, scallions, sweet peppers and panko bread crumbs
served with caper dill aioli

Scallops Casino \$15
Fresh Scallops served in shell with fragrant herbs and spices

Chicken Lollipops \$10
Frenched Chicken Wings served with a choice of sauce.

Tempura Shrimp \$10
Airy and Crunchy Tempura Batter served with a Miso Ginger Sauce

Steamed Buns (Boa) \$7
Pork Belly, Kim Chee, Cilantro

Salads

Crunchy Mango Salad \$12

Shredded Sour Green Mango, Crunchy Dried Seafood, Sweet and Spicy Thai Dressing

Cured Beef Salad \$14

Asian Marinated Beef, Thai Basil, Mint, Cucumber, Peppers, Torn Lettuce, Honey Vin

Sweet and Sour Cabbage Salad \$7

Green and Red Cabbage, Thai Chillies, Carrot, Celery, Mint, Basil, Marinated in a Grapefruit and Lime Sauce

Marinated Vietnamese Cucumber Salad \$7

Cucumbers, Bean Sprouts, Red Peppers, Swimming in a flavorful Vietnamese Dressing

Glass Noodle Crab Salad \$14

Crab Meat infused in Chili Oil, Mung Bean Noodles,
Cherry Tomatoes, Red Peppers, Thai Spices and Herbs with Honey and Citrus

Citrus Chicken Salad \$15

Braised Chicken Hand Pulled on Shredded Napa Cabbage, Julienned Veggies, Pomelo Segments, and Thai Inspired Dressing, Garnished with Edible Flower Petals

Big bites

Clay-pot caramelized cinnamon and ginger Cod \$ 18

Vietnamese inspired dish. Cod cooked two ways. Seared off then braised in a caramel and ginger sauce and served in a clay pot. Served along side steamed rice.

Sea Bass En Papillote with Soy, Lime, and Chili \$ 19

Sea Bass steamed in its own jus with citrus, ginger, lemongrass, soy sauce, and julienned veggies garnished with cilantro, Thai Basil, and Thai Chili

Char Siew Pork Belly \$ 18

Popular Malaysian Dish. Braised Pork Belly with Chinese and Malaysian spices served with a Rich Honey Tomato and Hoisin Sauce

Nonya Fried Chicken \$ 16

Malaysian Inspired Dish found on the streets of Kuala Lumpur. Richly Spiced and Surprisingly Light for Fried Chicken.

Vietnamese Sweet and Sour Pork Ribs \$ 18

Beautiful Spare Ribs served with a rich sweet and sour tamarind sauce garnished with infused sautéed onions, chili's, and lemongrass

Vietnamese Braised Duck \$ 18

Luscious Duck Braised with cinnamon, star anise, garlic, and coriander. Served in a delightful coconut honey sauce.

Chop Chae \$ 15

Popular Korean Dish. Sweet Potato Starch Noodles with Julienned Veggies, Beef Tenderloin, Sesame Seeds, and Served with a Duck Egg on Top.

Thai Coconut Bouillabaisse \$ 24

Thai Infused flavors with market fish, clams, calamari, and mussels

Blackened Ahi Tuna Steak \$ 18

Fresh Tuna seasoned with Asian Spices served over Udon Noodles with a Asian Sesame Sauce.

Togarashi Steak \$ 24

Tenderloin seared with Togarashi spices served with a Jicama Salad and Curried Potatoes.

Sushi

Specialty rolls

"Chi" Roll \$15

Pork Belly, Roasted Heirloom Tomatoes, mazuna, Baconnaise

Killer Wasp \$14

Fried Salmon Skin, Jalapeño, Cream Cheese, Cucumber, Masago, and Topico

Spider \$14

Tempura Battered, Soft Shell Crab, Scallion, Masago, Eel Sauce, Avocado

Ebi \$10

Tempura Shrimp and Asparagus

Dragon \$12

eel, avocado and massage over a tempura shrimp roll
served with kabayaki eel sauce

Volcano \$12

Tempura battered spicy tuna roll with red tobiko, masago and scallions
served with spicy soy, spicy mayo and eel sauce

Nigiri choices

Tuna \$5

Duck \$5

Salmon \$5

Scallops \$6

Smoked salmon \$6

Eel \$6

Maryland blue crab \$5

Flying fish roe \$5

Inside out rolls

(Choice of one house sauce with each)

Spicy Tuna \$10

spicy ahi tuna and scallions

California \$10

maryland crab,avocado and cucumber

Philly \$10

smoked salmon, cream cheese and cucumber

Boston \$10

tuna and avocado

OYSTERS

ask servers about fresh oysters we have an east coast and west coast choice daily
prices change on availability and type