



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

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 20 16.
3. 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.

Growler's to Go - Go LLC

4. Trade Name (doing business as) Growler's to Go - Go

5. Address to be licensed 2927 East Washington Ave Madison, WI 53704

6. Mailing address 5204 Paulson Ct, #1 McFarland WI 53558

7. Anticipated opening date January 1st 2016

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?

No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?

No Yes (explain) _____

Section B—Premises

10. 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.

Glass and aluminum "growlers" will be served to customers for pick up in our one room tap room. There will be a small counter, 20 tap lines, a 32oz canning machine and racks for selling growler equipment. 823 square feet total, 120 square feet for storage. 703 square feet for customer business.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 20 people.

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

The parking lot is shared with Trixie's Liquor and Day Day Loans. It is monitored by the landlord.

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

No Yes, license issued to _____ (name of licensee)

15. 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.

16. Name of liquor license agent Chris Welch

17. City, state in which agent resides McFarland, WI

18. How long has the agent continuously resided in the State of Wisconsin? 39 years since

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

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

No, but will complete prior to ALRC meeting Yes, date completed 8/21/15

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

Wisconsin, 8/19/15

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
Owner	Chris Welch	McFarland, WI
Owner	Colleen Welch	McFarland, WI
Owner	Nancy Koberle-D'Connell	Cottage Grove, WI

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.

Chris Welch

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) Colleen is the liquor agent for Trixie's Liquor

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 This will be a "growler gallery,"
a 20 tap station to fill craft beer for
people to take home. A growler is a 120-32 oz
resealable container.

28. Hours of operation 9:00am - 9:00pm, 7 days a week.

29. Describe your management experience I have managed bars and
restaurants for 15 years before opening and
operating Trixie's Liquor since 2011.

30. List names of managers below, along with city and state of residence.
Chris Welch McFarland, WI
Colleen Welch McFarland, WI

31. Describe staffing levels and staff duties at the proposed establishment There will
be 1-2 people in store at all times, filling
growlers and helping with sales of equipment.

32. Describe your employee training We will use the training program
started at Trixie's Liquor for new employees. We
focus on beer knowledge, theft prevention and
customer service. We will now adding serving
beer for take home to customers.

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

Craft beer enthusiast's who are already shopping next door at Trixie's Liquor.

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

Trixie's Liquor has a large data base of loyal customers that will be given to Growler's to Go-Go.

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? 21-90

39. What type of food will you be serving, if any? None
 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? 8

42. What hours, if any, will food service not be available? 9am - 9pm

43. Indicate any other product/service offered. Home brew, growler and canning equipment.

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? None

During what hours do you anticipate they will be on duty? 8

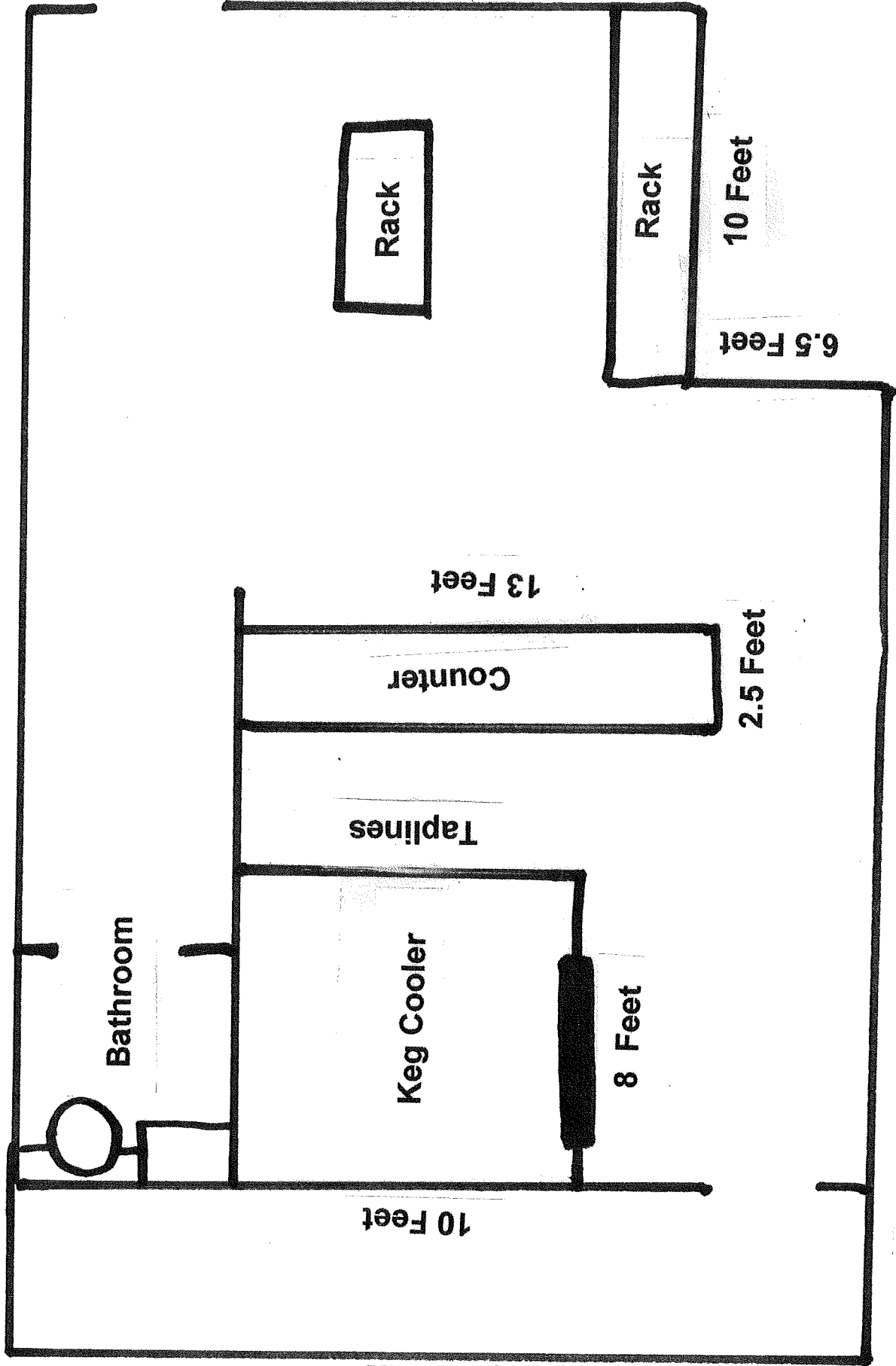
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 6-8
 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? —
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? —
 What percentage of your advertising budget do you anticipate will be drink related? 50%
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:
80 % Alcohol 0 % Food 20 % 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

37 Feet



17.5 Feet

Rack

Rack

10 Feet

6.5 Feet

13 Feet

Counter

2.5 Feet

Taplines

Keg Cooler

8 Feet

10 Feet

24 Feet

22 Feet

Growler's to Go-Go
2927 East Washington Ave

1 inch is

Business Plan For Growlers to Go-Go

Presented by Chris Welch
9/20/15

1. Executive Summary
2. Products & Services
3. Market & Marketing
4. Management & Ownership
5. Start Up Costs
6. Sample Beer Menu

Executive Summary

Growler's to Go-Go plans to be Madison's 1st growler fill station. This is where rare craft beer is sold in 64 ounce glass (or steel) containers called "growlers" or 32 ounce cans called "Crowlers." Like a brewpub, the beer is poured into these containers, sealed and sold to be opened off premise.

We are modeled after *Ray's Growler Gallery* in Wauwatosa, who after running a successful liquor store for 40 years added a Growler Gallery next door. Average point of sale for a 64oz growler would be \$14-49 dollars.

Products & Services

The store will consist of 20 tap lines that customers can choose from. Once they pick their flavor, they can choose what container they would like to put it in. These range from 16 to 64 ounces in sizes and are containers of glass, ceramic or steel. We will also have a "crowler" canning station. These are a 32 ounce can that is filled and sealed (like a soup can) for a one time use. Recently, the *Great Dane Brewpub* became the 1st brewpub in Wisconsin to install one.

We will also sell all the gear that comes with take home containers. There are CO2 packages for home tappers, refrigerators with built in tap handles (called kegorators), glassware and home keg systems.

We would like to be able to offer small samples or flights of beer for the customers to try before they purchase their growler. Since we are selling beer for off premise consumption, we will close at 9pm every night.

Management & Ownership

Growlers to Go-Go will be owned by Chris Welch, Colleen Welch and Nancy O'Connell. Nancy is the owner of the building on 2929 East Washington which has the 3 tenants (*Trixie's Liquor*, *Payday Loans* and *Cricket Phones*). She is invested in the neighborhood and has long term goals to make sure the businesses that she rents to are a good for the area.

Chris & Colleen have been running *Trixie's Liquor* successfully for 4 and a half years now. They have strived to improve the location, work with the neighborhood and offer high end craft beer, spirits and wine.

Chris will be the General Manager of *Growler's to Go-Go* and hire staff of 3-5 people to help run the store. While he will remain a part owner of *Trixie's*, *Growler's to Go-Go* is a separate business, applying for a separate liquor license.

Start Up Cost

Keg System

Cooler Repair	1000
Cooler Moved	3500
Cooler Foundation	0
Cooler Shelves	600
Tap Lines	0
20 Tap Bar Mount	700
Tap installation	2000

Subtotal \$ 7800

Interior

Bar Constuction	2000
Paint	1000
Decorations	1000
Tables & Chairs	1500
Lighting	500
TV	600
Video System	300
Presentation Camera	300
Theft Camera System	2000
Outside Sign	3000

Subtotal \$ 12200

Inventory

10 1/2 Barrels	1300
10 1/4 Barrels	800
100 Growlers-Glass	300
20 Growlers- Steel	500
20 Tapper Kits	1200
Pint Glasses	300

Crowler Kit 5934.36

2,400 Crowler Cans & Lids 1833

Misc 500

Subtotal \$ 12667

Business

Liquor License	1300
Staff Shirts	600
POS system	2000
Lawyer Fee's	1000

Subtotal \$ 4900

Pre Opening

Colleen Labor	2692
Other labor	800
MG&E Bill	250
Phone Bill	100
Rent	1400
Advertising	1000

Subtotal \$ 6242

Total: 42809.36 Dollars

Sample from:

Ray's Growler Gallery Beer Menu



Updated: 11/22/2014

Growlers

Beer Name	ABV	Served In	Price
Brenner Bacon Bomb Rauchbier	5.3	32oz. Growler	\$10.00
		64oz. Growler	\$18.00

Bacon Bomb Rauchbier is a blend of German beechwood and Wisconsin cherrywood smoked malts. Noble German hops and fresh black pepper add a subtle bite. The yeast strain keeps the body light to balance the huge flavors and nose, making it perfect for food pairing without being overbearing.

Dave's BrewFarm Super K	4.4	32oz. Growler	\$13.00
		64oz. Growler	\$25.00

Pils, Rye and Ashburne Mild malts, Northern Brewer, Perle and Select hops and fermented with a Kolsch yeast. A crisp, refreshing, sessionable beer.

Hinterland IrRAYsistible Rye	9.0	32oz. Growler	\$11.00
		64oz. Growler	\$20.00

An imperial rye ale brewed by Hinterland exclusively for the Growler Gallery. Red, robust, roasty, and toasty!

Karben4 RAYley's Comet IPA	6.3	32oz. Growler	\$7.00
		64oz. Growler	\$13.00

An exclusive Comet hop IPA made for Ray's Growler Gallery, this refreshingly bitter IPA will stand toe to toe with all those before it! A light, floral finish makes this beer something "out of this world!"

Lagunitas Fusion 23	5.6	32oz. Growler	\$8.00
		64oz. Growler	\$14.00

Brewed by our friends from all over Chicago, the fusion 23 is a lil sumpin for session drinkers - silky and smooth wheat and floral from equinox, mosaic, and experimental HBC 291 hops.

O'so RAYdiant Sour	6.0	32oz. Growler	\$11.00
		64oz. Growler	\$20.00

Our newest in a line of exclusive beers for the Ray's Growler Gallery, this Sour Ale is delicate yet complex, with a well balanced drinkability. A Flemish Red that has been oak barrel aged for 18 months, we are extremely proud and thankful for our RAYdiant Sour!

Une Année Maya	7.6	32oz. Growler	\$7.00
		64oz. Growler	\$13.00

A beer inspired by the founder's daughter, making its debut at her first birthday party. Just like her, the beer is truly a one of a kind. A Golden Strong at its core with Grains of Paradise and an abundance of American hops used in the whirlpool and in the dryhop make this one unique.