

45186

LIC 118-2016-01281

P 405
A 4

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 ☐ Class A Cider

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, 2017.

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.

Kwantsu Dudes LLC

4. Trade Name (doing business as) Casetta Kitchen and Counter

5. Address to be licensed 222 W. Washington Avenue Suite 30, Madison WI 53703

6. Mailing address Same as above

7. Anticipated opening date February 2017

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.

Our Lease includes a total rentable space of 2055 sq. ft., which includes a portion of shared bathrooms and a storage room in the building. The actual operating space of the deli is about 1600 sq. ft. We will also have access to a small outdoor seating area and would request the right to serve alcohol to guests seated in an area enclosed in accordance with the city of Madison. (See attachment for further information on Premises, labeled "Premises Attachment")

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 49 indoor
40 outdoor

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

Metered street parking and parking lot below ground for office building employees.

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 James Tuedes

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

18. How long has the agent continuously resided in the State of Wisconsin? 29 years

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 10/31/2016

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

WI, 6/8/2016

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
Proprietor	James Tuedes	Madison, WI
Proprietor	Thomas Gering	Madison, 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.

NBSC Corporate Services, LLC

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 We are a serve-to-order Italian-American style deli with a focus

on breakfast and lunch. We will offer sandwiches, salads, soups, fresh deli items/sides, and
take-home dinners. In addition we will have a small bar and a small beer selection, but our focus
will be on wine for consumption on premises and retail wine to be paired with our
take-home dinners

28. Hours of operation 7am - ^{12am} ~~8pm~~ to start, may extend evening hours in future

29. Describe your management experience James Juedes: Studied winemaking, certified

sommelier, worked production at several wineries, and managed the wine cellar at L'Etoile
in Madison. Thomas Gering: BA in Restaurant mgmt., studied under chefs in ~~NY~~ New Orleans, & Madison

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

James Juedes Madison, WI _____

Thomas Gering Madison, WI _____

31. Describe staffing levels and staff duties at the proposed establishment Thomas and James

will manage daily operations. We will employ a small staff consisting of
cooks, front of house workers, and a dishwasher.

32. Describe your employee training All front of the house staff serving alcohol

will be required to obtain alcohol service training and will be further
trained by owners to provide the level service that will be
expected of them.

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

People working and living in immediate office buildings, apartments, and condominiums in immediate vicinity of deli. We also hope to attract more clientele from foot traffic around Capitol.

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

We will implement a combination of social media newsletters, fliers, and word of mouth to advertise new menu items, daily specials, and take-home 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? all, but mainly 23+

39. What type of food will you be serving, if any? dinner in the future

☒ 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? all hours

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. take home deli items, coffee, retail beer/wine and coffee

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? 2-3

During what hours do you anticipate they will be on duty? 7am - 8pm 12am

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? 10
 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? 85%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 80%
 What percentage of your advertising budget do you anticipate will be drink related? 20%
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:
18.48 % Alcohol 64.03 % Food 17.49 % Other
81.52 0.00
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

Premises Attachment

Our premises consists of an operating area of 1600 sq. ft. with an estimated consumer area of 980 sq. ft. All alcoholic beverages to be consumed on premises, except bottles of wine, will be ordered and served at the bar by a trained employee. All bottles of wine purchased for consumption on premises will be purchased and opened at the bar, but guests will pour the wine themselves at their seats, if they are not sitting at the bar. Alcohol can be consumed anywhere on premises, whether standing or seated, but open alcoholic beverages cannot be taken out of the confines of the deli, even if remaining in the office building.

We do plan to expand our seating to include an enclosed seating area outside where alcohol can be consumed in accordance with the city of Madison. We will have four beers on draft, bottled beer, wine by the glass, and a small selection of liquor all of which will be located behind the bar for on premises consumption. Retail beer and wine will be located on merchandise shelving for consumers to select and purchase for off-premises consumption. The majority of inventory will be stored behind the bar and on the merchandise shelving, however there may be some inventory stored in a small 400 sq. ft. storage/office room that will always remained locked and located a few feet away from the deli in the same office building.

lunch

subs

your choice of semolina hero or focaccia
oil & vinegar, aioli, hot or sweet peppers, lettuce, tomato, onion, herbs

6/10

italian

mortadella, salami, ham and provolone

the sullivan

prosciutto, provolone and hot peppers

club

turkey, bacon, cheddar and ham

beef

roast beef, horseradish and mozzarella

turkey

roast turkey and provolone

vegetable

squash, celery root, mozzarella

monday - meatballs on a hero

tuesday- italian beef and giardiniera

wednesday- eggplant or chicken parm

thursday- porchetta, broccoli rabe and provolone

friday- tuna nicoise

salads

9

greens

endive, escarole, breadcrumbs and caesar

crudit 
radish, turnip, carrot, egg and vinaigrette

chips with sea salt
2

sides
3

peas and mint
white bean, tuna and red onion
cucumber, avocado and sesame
tomato, cherry, mozzarella

breakfast

morning juice

4

green

kale, lemon, ginger and apple

orange

coffee & espresso

espresso 2.5

macchiato 3

cappuccino 3.5

latte 3.5

drip 2/4

tea 3

pastry

3

breakfast

6

yogurt and granola

jam & honey

quiche

prosciutto and cheese

or

greens and herbs

egg sandwich

brioche bun

egg, cheese, ham or bacon

italian breakfast

8

prosciutto, hard egg, provolone, focaccia

PLAN

