



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, 20 17.
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.
Tango Bravo, Inc.
4. Trade Name (doing business as) The Roman Candle
5. Address to be licensed 100 N. Hamilton, Madison, WI 53703
6. Mailing address The Roman Candle PO Box 259539 Madison, WI 53725
7. Anticipated opening date Currently Open
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) Please see attached addendum
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.
Please see attached addendum

P-406
A-4

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 600
13. Describe existing parking and how parking lot is to be monitored.
No on-site parking. Parking for vistsors to MCM located in local parking garages and
on-street parking meters.
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 Ember
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 14 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 _____
21. State and date of registration of corporation, nonprofit organization, or LLC.
2004

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	Brewer Stouffer	Madison, WI
Member	Thomas Cranley	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.
Brewer Stouffer

24. Is applicant a subsidiary of any other corporation or LLC?
☐ No ☒ Yes (explain) Subsidiary of The Roman Candle Company
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) Please see attached addendum

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 The Roman Candle is the exclusive alcohol caterer for Madison Children's Museum
27. Business description Please see attached addendum

28. Hours of operation Please see attached addendum
29. Describe your management experience Please see attached addendum

30. List names of managers below, along with city and state of residence.
Mat Adams - Madison, WI
Caitlin Chitwood - Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment _____
Please see attached addendum

32. Describe your employee training Please see attached addendum

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

Please see attached addendum

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

Please see attached addendum

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? Please see attached addendum

38. What age range do you hope to attract to your establishment? 21-80

39. What type of food will you be serving, if any? Pizza, chicken wings, ice cream, and other healthy offerings
☐ 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? 9:30am - 12:00 Midnight

42. What hours, if any, will food service not be available? Please see attached addendum

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? 2 - 12 depending on event

During what hours do you anticipate they will be on duty? 4pm - 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? Please see attached addendum
How many bartenders do you anticipate having work at one time on a busy night? 2 - 12
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:
25%-30% % Alcohol 70%-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



City of Madison Liquor License for The Roman Candle for Madison Children's Museum

8. Is the applicant and employee or agent of, or acting on behalf of anyone except the applicant named in questions 2?

Tango Bravo (dba The Roman Candle) is not acting as an agent for or in the employ of another. However, Tango Bravo (dba The Roman Candle) and Madison Children's Museum have had a close partnership for 5 years. Last spring, The Roman Candle successfully competed in an RFP process and re-secured the contract for operating the Sparkler Café and providing alcohol catering service at the museum. While The Roman Candle is solely responsible for management and regulation of alcohol services at MCM, the two organizations work closely to provide exemplary service and experiences to our facility rental clients, our birthday party clients, and café visitors.

10. Premises

Alcohol will be sold / served on four floors of Madison Children's Museum at 100 North Hamilton, Madison, WI 53703, outside the museum's normal operating hours. Records and invoices will be on site as well as stored online.

Floor LL (considered part of Floor 1 rental)

- 1790 nsf
- Capacity (part of floor 1)
 - 200 Standing
 - 150 Seated

Floor 1

- 3005 nsf
- Capacity (part of floor 1)
 - 200 Standing
 - 150 Seated

Floor 2

- 6245 nsf
- Capacity
 - 250 Standing
 - 150 Seated

Floor 5 (aka Rooftop, fenced in outdoor area)

- 1790 (approximate) nsf
- Capacity
 - 2175 Standing
 - 30 Seated

Alcohol service will be limited to 1) private facility rentals of MCM, 2) Adult Swim / adult-only after-hours events at MCM and 3) internal fundraising events such as the Wonder Ball and donor engagement receptions at MCM. Alcohol will never be served during museum operating hours of 9:30 a.m. to 5 p.m.

Alcohol beverages will be either stored on 1) the locked staff-only maintenance level (M, please see attached floor plans) in a cage to which only The Roman Candle will



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have access, or 2) on the locked staff-only ground level (G, please see attached floor plans) in a locked cage to which only The Roman Candle will have access.

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

Yes. The Roman Candle holds the following licenses for its other locations:

1054 William Street
Madison, WI 53703
Class B Beer
Class C Wine

1920 Parameter Street
Middleton, WI 53562
Class B Beer
Class C Wine
Class B Liquor

2685 Research Park Drive
Fitchburg, WI 53711
Class B Beer
Class C Wine

2624 Monroe Street Ste 100
Madison, WI 53711
Class B Beer
Class C Wine
Class B Liquor

133 East Silverspring Drive
Whitefish Bay, WI 53217
Class B Beer
Class C Wine
Class B Liquor

27. Business Description

The Roman Candle currently operates the Sparkler Café located on the first floor of Madison Children's Museum. We also currently operate as a caterer at MCM for both food and alcohol service. As an expansion of this current operation, The Roman Candle is planning on providing cash bar and hosted bar services on site at MCM for public events in the evening and private facility rentals such as weddings or corporate events. Alcohol will not be provided nor visible during regular museum operating hours, 9:30 a.m. to 5 p.m. All cash bars will operate within the city's current regulations and will have licensed bartenders on site for all functions. Seating arrangements for events vary based on style of event (e.g., networking events/standing receptions vs. sit-down wedding dinners).

28. Hours of Operation

For events that could include alcohol, the planned alcohol service hours of operation are 5:30 p.m. to midnight. The regular operating hours of MCM are Monday – Sunday, 9:30 a.m. and 5 p.m. No alcohol service would occur during regular MCM operating hours, but only for after-hours events and private facility rentals. We are happy to restrict our license to the time of 5:30 p.m. – midnight.

29. Management Experience

Brewer Stouffer has been running The Roman Candle since 2005. He has built a culture of dedicated managers who operate each location. Each of our current restaurants has at least two full-time managers with benefits, and several shift



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leaders. The Roman Candle has two full-time area managers to support store operations, and part-time executive support in marketing, accounting, and HR.

The Roman Candle currently holds five (5) liquor licenses in the State of WI—three full licenses, and two beer and wine licensees. We have never been cited for any alcohol-related issues at any of our locations, including alcohol service at Madison Children's Museum.

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

The Roman Candle has been operating as a caterer at MCM for 6 years and has successfully catered over 200 events. The Roman Candle has also successfully operated the Sparkler Café at this location for 6 years. Our current staff includes managers, counters, and bartenders. Our managers oversee the daily operation. Counter personnel take customer orders and process food orders. Bartenders serve beverages at catering and museum after-hours events. We prepare food off site at a commercial kitchen.

Our staff members are loyal and care about the food they make and serve. We take a "lifecycle" view of staff training and development by actively managing employee paths through our company. Several key managers have five or more years of experience with The Roman Candle, while over one-third of our staff have been with us for two years or more.

32. Describe your employee training

We have developed a skills- and outcome-based training program over our 11 years of operation. It is organized by position. We track employee progress with report cards, and identify skill requirements necessary to take specialized shifts such as opening or closing shifts. Our managers receive advanced training in customer service, food safety, personnel issues (sexual harassment, labor law compliance, etc.), as well as other areas of restaurant operation.

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

For Facility Rentals, the target audience for the past five years has been clients looking to host fundraisers, wedding receptions, and/or corporate events at MCM, looking for a pre-decorated and engaging space, ages 22-60, as well as their guests, generally ages 21-80.

For 21-plus events such as Adult Swim, the target audience for the past five years has been primarily young professionals, ages 21-34, with a secondary market, ages 35-60, looking to experience the museum without children present and to engage in programming not normally provided elsewhere for adults.



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

MCM currently advertises our Adult Swim events and private facility rentals using a combination of earned media, social media, community engagement, and print and digital advertising.

-In terms of private facility rentals, MCM will be advertising the ability to rent the museum and that alcohol service is available in either a cash bar or hosted bar format.

-In terms of 21-plus /Adult Swim events, advertising has been focused primarily on programming and activities with minimal mention of alcohol offers. In some cases, like Adult Swim: Craft on Tap, alcohol service gets more visibility when it is knit into the themed activities.

37. Do you plan to have live entertainment? If yes, what kind?

Yes. All entertainment is coordinated by MCM. Live Bands and DJs are booked as part of either Adult Swim and/or Educational programming or as contracted by facility rental client (e.g., wedding band). All required licenses for live entertainment on licensed premise will be obtained.

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

The Roman Candle operates the Sparkler Café during regular operating hours of the museum and therefore has food service available. The Sparkler Café also serves food during 21-plus events such as Adult Swim. Food Service via either catering through the Roman Candle or other catering partners of MCM will always be available at the client's request during facility rentals. There are no operating hours where food service is not available.

48. Do your plans call for a full service bar? If yes, how many bar stools do you anticipate having at your bar?

No permanent physical bars will be involved with alcohol service at MCM. All bars are temporary and constructed via the use of banquet tables due to the varied nature of each event. No barstools are used at any event at these temporary bars.

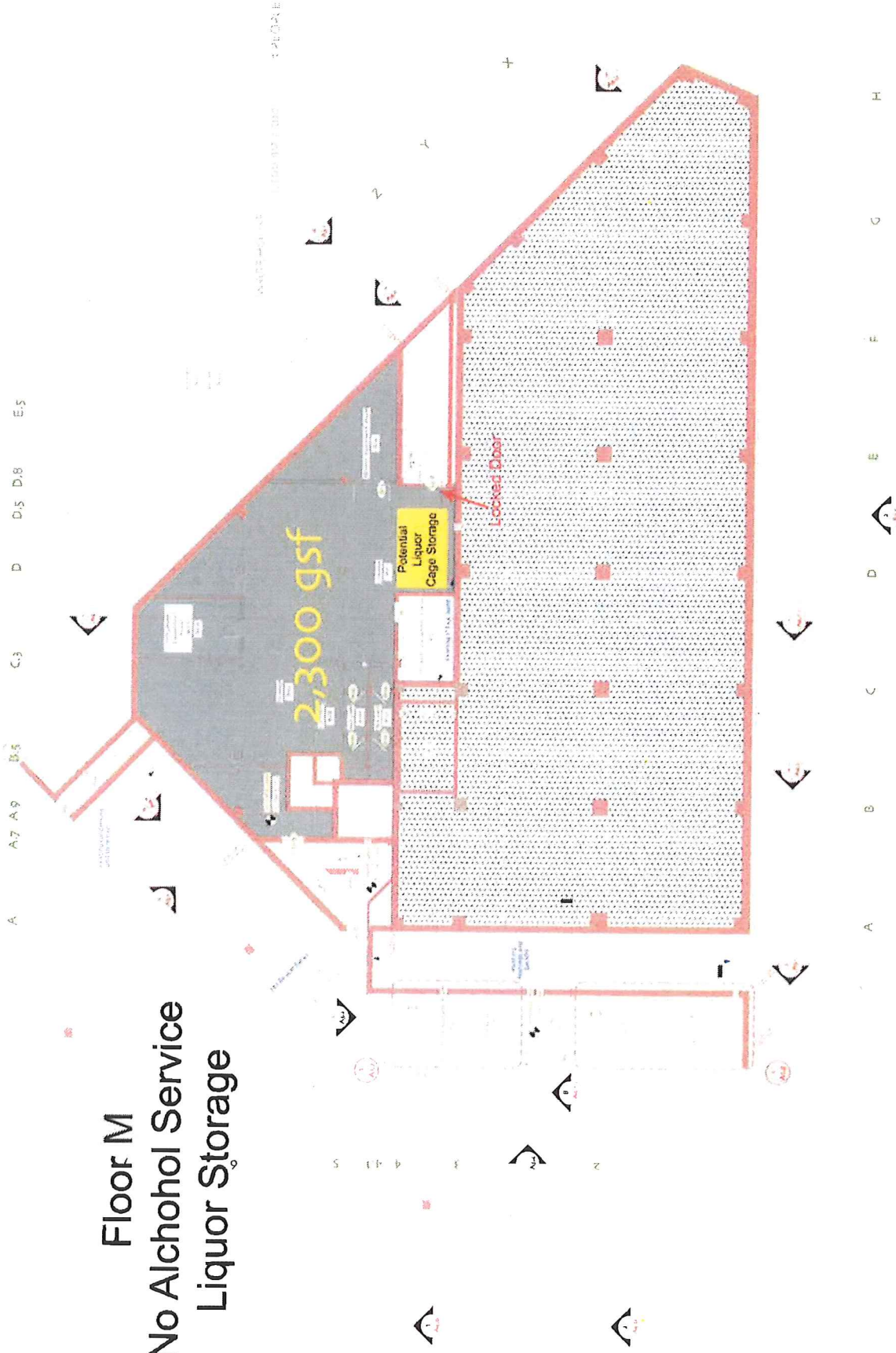
Floor M No Alcohol Service Liquor Storage

J. H. P. Associates, Inc.
1000 West 10th Street
Suite 100
Anchorage, Alaska 99501
Phone: (907) 562-1234
Fax: (907) 562-1235
www.jhp.com
J. H. P. Associates, Inc.
1000 West 10th Street
Suite 100
Anchorage, Alaska 99501
Phone: (907) 562-1234
Fax: (907) 562-1235
www.jhp.com

December 09, 2008
162805

Basement Floor
Plan

A1.B



Basement Floor Plan (et: 84'-5 1/2")
Scale: 1/8" = 1'-0"

A	A7 A9 B5 C3 D D3 D8 E5
---	------------------------

[illegible]

TO PEOPLE

10 PEOPLE



1 Ground Floor Plan (el: 89'-0")
A1.6 Scale: 1/8"=1'-0"

1 Ground Floor
A1.6 Scale: 1/8" = 1'-0"

Ground Floor Plan

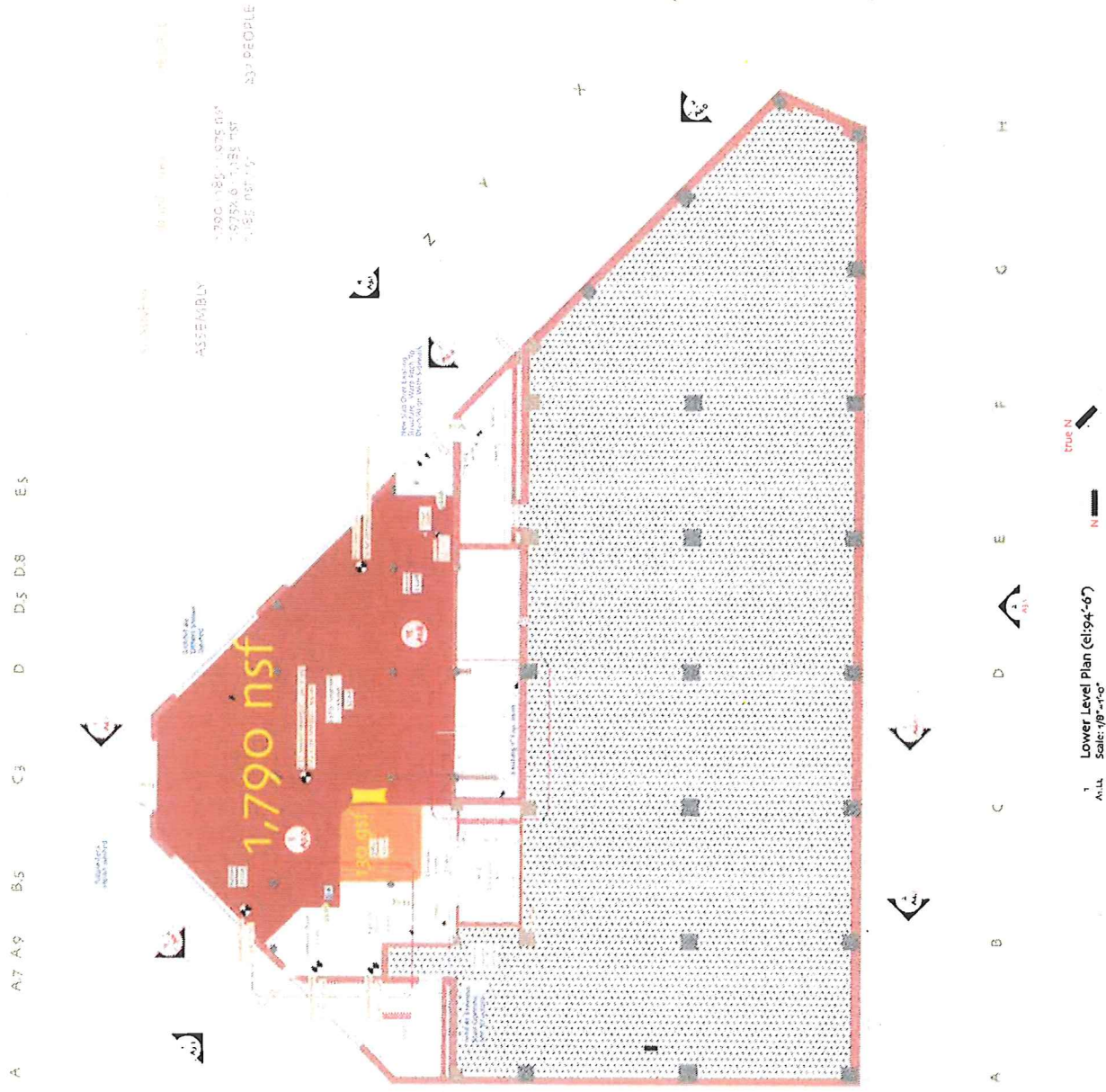
A1.G

77

Part of 1st Floor Rental

First Floor Capacity:
200 Standing
150 Seated

Potential Bar Location



Floor 1 Part of 1st Floor Rental

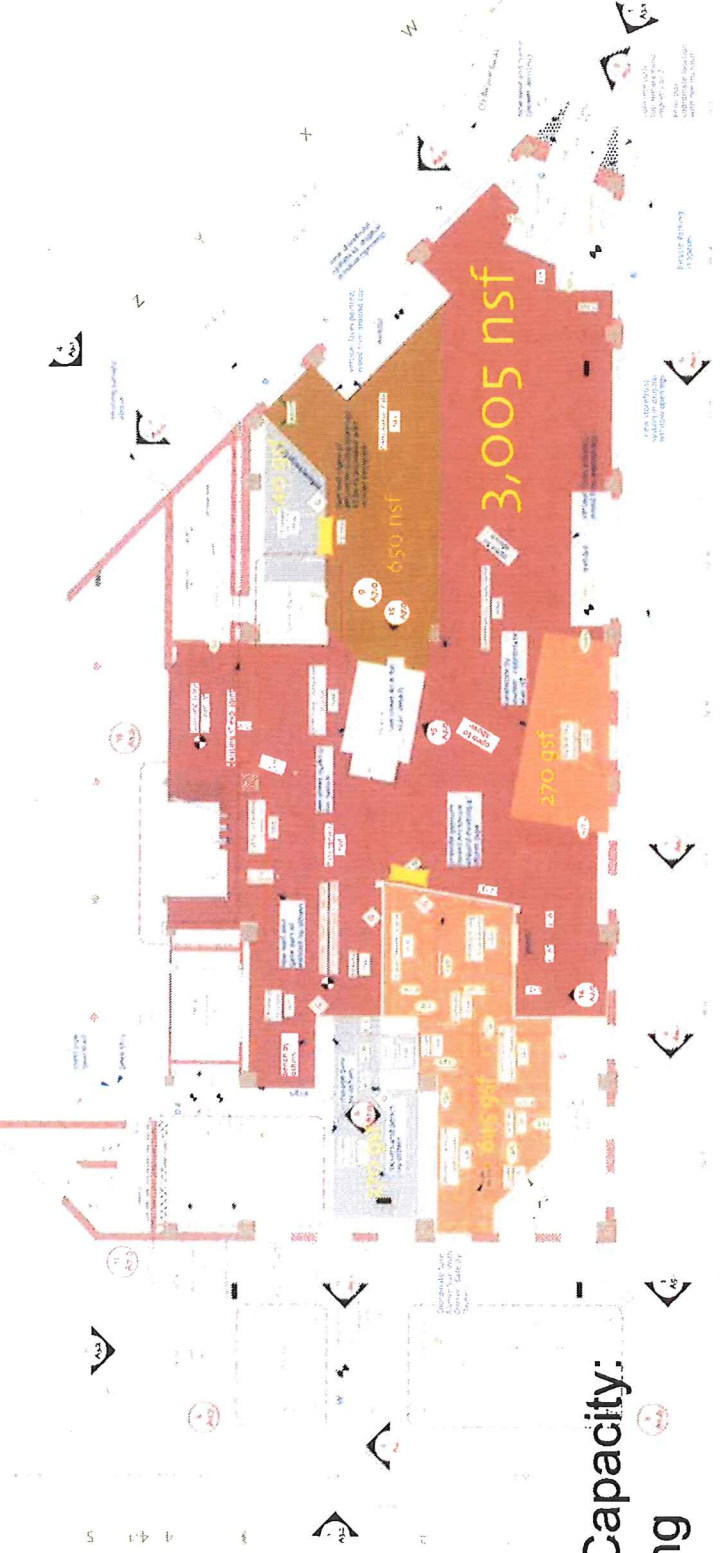
First Floor Capacity:
200 Standing
150 Seated

Potential Bar Location

Architect: J. M. Thompson, Inc.
Date: 09/09/08
Project: 162805
Client: 162805
Drawing: 162805-01
Title: Floor 1 Plan
Scale: 1/8" = 1'-0"

ASSEMBLY
3,005 sq. ft. = 803 sq. ft.
1,804 sq. ft. = 551 PEOPLE
650 sq. ft. = 44 PEOPLE

3,005 sq. ft. = 803 sq. ft.
1,804 sq. ft. = 551 PEOPLE
650 sq. ft. = 44 PEOPLE



December 09, 2008
162805

Floor 1 Plan

A1.1

Floor 1 Plan (el: 99'-10")
Scale: 1/8" = 1'-0"

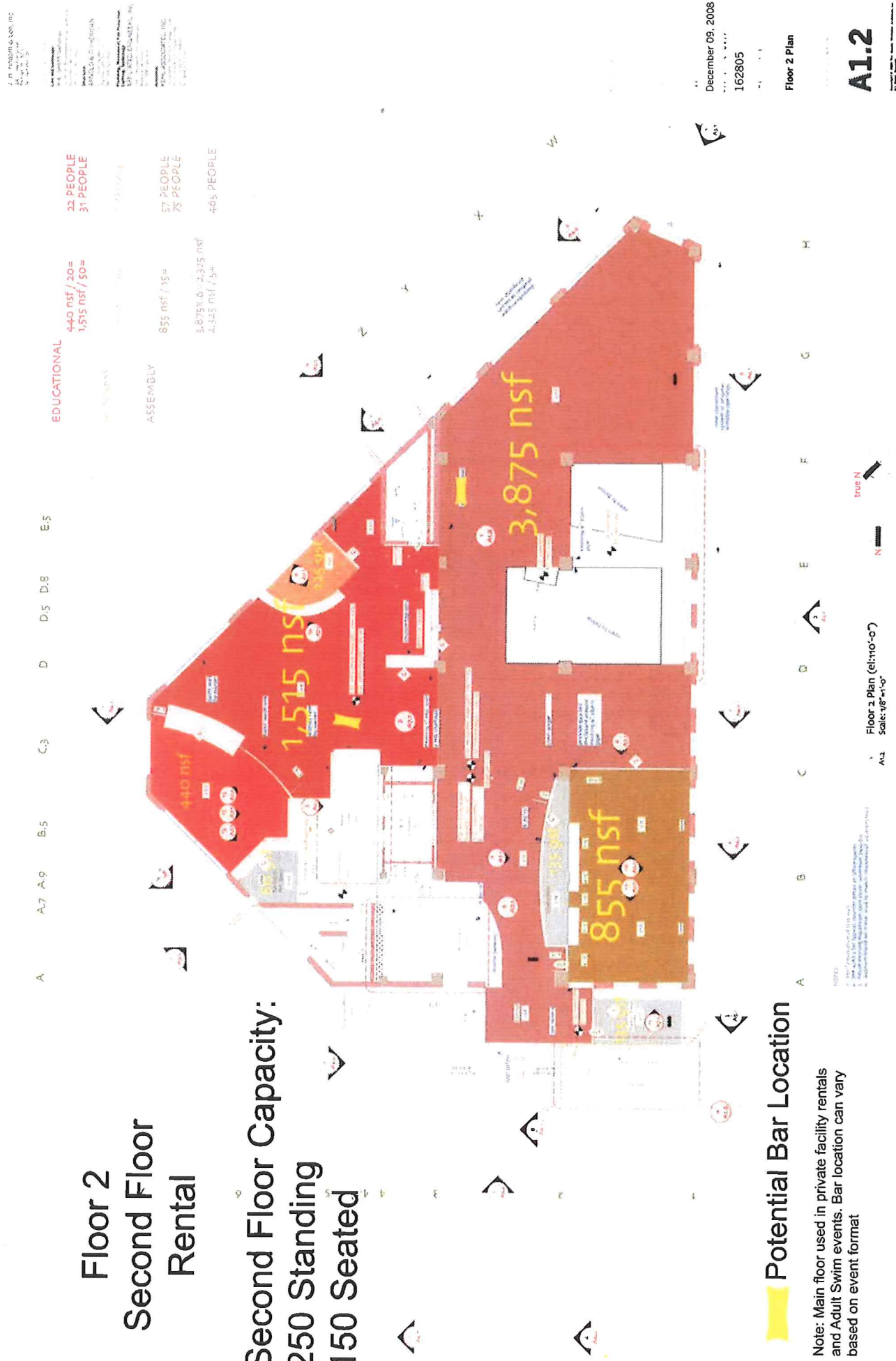
NOTES:
1. All fire protection is to be installed.
2. The fire protection system is to be installed.
3. The fire protection system is to be installed.
4. The fire protection system is to be installed.

Floor 2 Second Floor Rental

Second Floor Capacity:
250 Standing
150 Seated

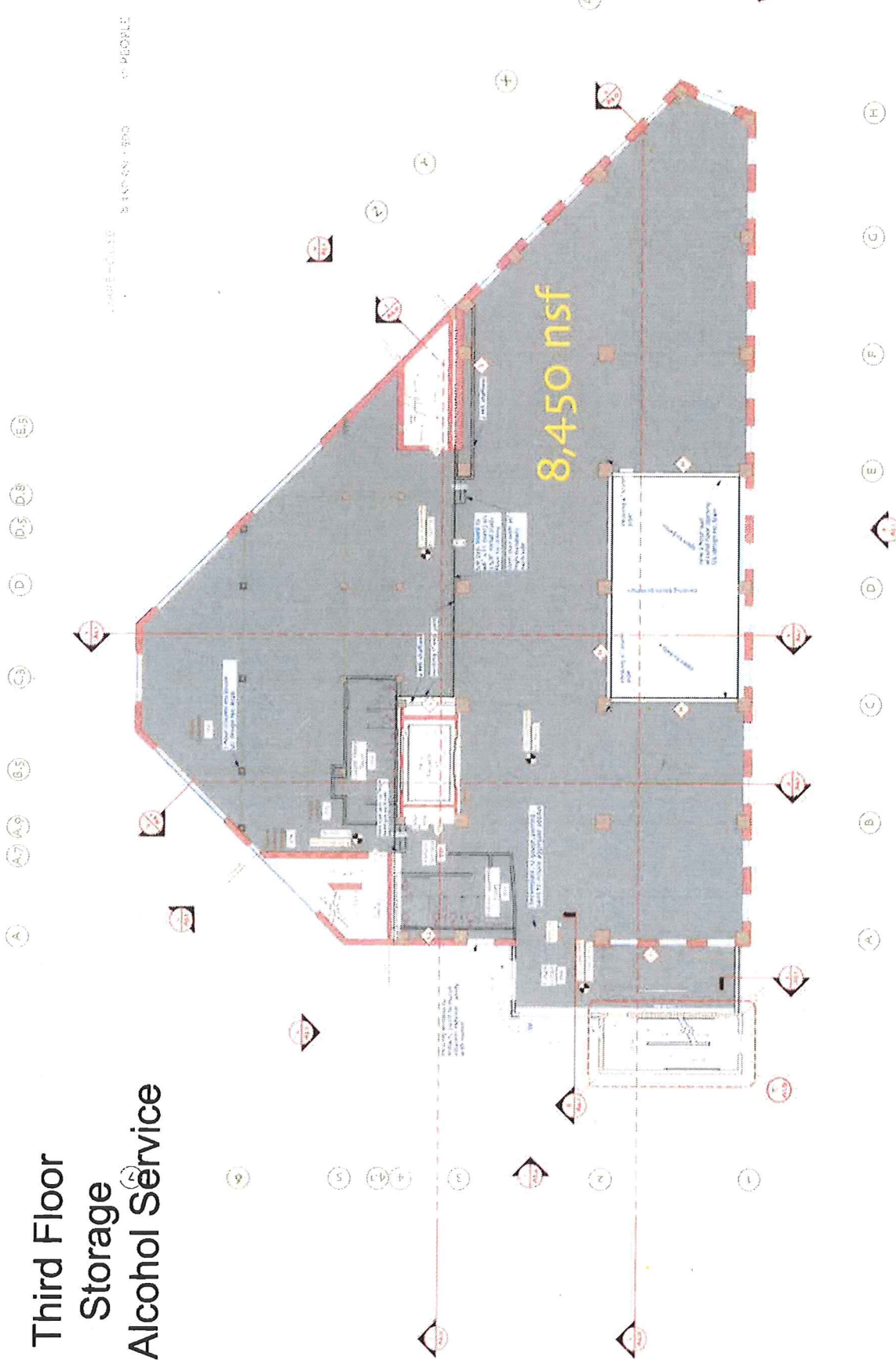
Potential Bar Location

Note: Main floor used in private facility rentals and Adult Swim events. Bar location can vary based on event format



Third Floor Storage No Alcohol Service

DATE: 09/09/08
 DRAWN BY: [illegible]
 CHECKED BY: [illegible]
 PROJECT: [illegible]
 SHEET: [illegible]
 TOTAL SHEETS: [illegible]
 ARCHITECT: [illegible]



DATE: 09/09/08
 DRAWN BY: [illegible]
 CHECKED BY: [illegible]
 PROJECT: [illegible]
 SHEET: [illegible]
 TOTAL SHEETS: [illegible]
 ARCHITECT: [illegible]

December 09, 2008
 162805

Floor 3 Plan

A1.3

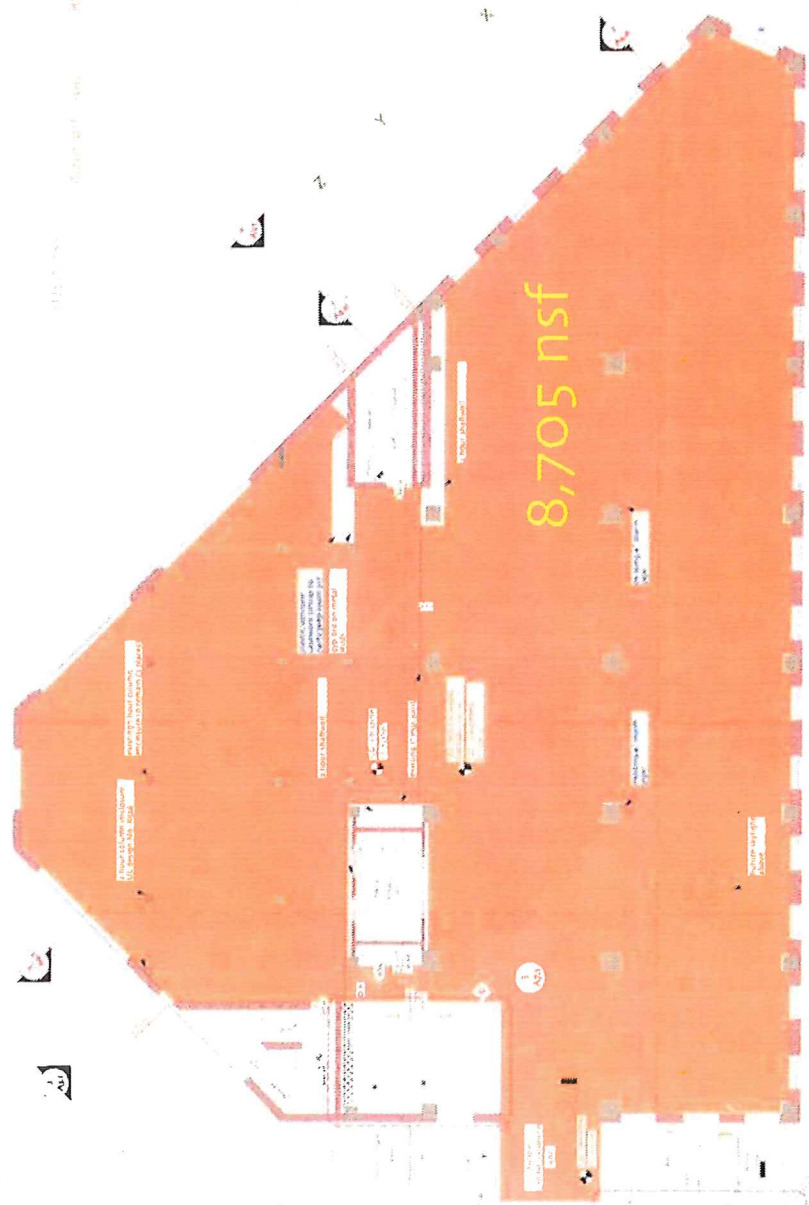


1 Floor 3 Plan (el. 130'-6"/19'-6")
 A1.3 Scale: 1/8" = 1'-0"

NOTES:
 1. Verify dimensions of this area.
 2. Verify dimensions of this area.
 3. Verify dimensions of this area.
 4. Verify dimensions of this area.

Fourth Floor Administration Offices No Alcohol Service

A A7 A9 B5 C3 D D5 D8 E5



A B C D D5 D8 E5



Floor 4 Plan (el: 133'-0")
Scale: 1/8" = 1'-0"

NOTES:
1. Verify dimensions on site, walls
2. NOT USED
3. Floor loading indicated and data, where possible

J. M. HANCOCK & ASSOCIATES
ARCHITECTS
1000 W. 10TH AVENUE
SUITE 1000
DENVER, CO 80202
TEL: 303.733.1000
FAX: 303.733.1001
WWW.JMHANCOCK.COM

DATE: 09/09/08
PROJECT: 162805
DRAWN: JMH
CHECKED: JMH
APPROVED: JMH

December 09, 2008
162805

Floor 4 Plan

A1.4

Floor 5 Roof Rental Space

Rooftop Capacity
30 Seated
175 Standing

A A.7 A.9 B.5 C.3 D D.5 D.8 E.3

THRU WALL
SPLITTER WALL

eco-dome with
mechanical designer
to determine if mechanical
equipment
requirements

See Sheet A1.3 for
details of the roof
structure and
equipment. Consider
the location of the
equipment and the
location of the
equipment to the
equipment.

48" x 12" metal louvers @ 5' x 4' H

projection screen

alterations ceiling
must be done
before the roof
structure is
completed.

existing
r.d. to be
relocated

see landscape drawings

see landscape drawings

see landscape drawings

see landscape drawings

see landscape drawings

see landscape drawings

see landscape drawings

see landscape drawings

see landscape drawings

see landscape drawings

Roof Plan

A1.5

Potential Bar Location

NOTES

1. Verify location of this wall.
2. Verify location of this wall.
3. Verify location of this wall.
4. Verify location of this wall.

1 Roof Plan
A1.5 Scale: 1/8" = 1'-0"

Our Fresh Salads

freshly prepared for your event! Each salad feeds up to 15 people!
ADD OVEN-ROASTED CHICKEN TO ANY SALAD \$20

GREEK SALAD - \$30
 Crisp romaine, topped with red onion, banana peppers, fresh tomatoes, cucumbers, *Kalamata olives*, & feta cheese. Served with our house-made *Italian dressing*

GARDEN SALAD - \$25
 Mixed greens with cucumbers, diced tomatoes and shaved carrots, served with our *Roman Goddess dressing*

HOUSE SALAD - \$35
 Mixed greens, *bacon*, cucumbers, cherry tomatoes, blue cheese crumbles, Served with our *house balsamic vinaigrette*—whipped, creamy and zesty!

SPINACH SALAD - \$35
 Fresh chopped spinach, *candied walnuts*, cherry tomatoes, cucumbers, fresh berries, blue cheese crumbles, served with *raspberry vinaigrette*. Try it with beets for no extra charge!

CAESAR* SALAD - \$35
 Romaine lettuce, croutons, aged parmesan cheese, lemon wedges. Tossed with our homemade *Caesar dressing*

FRESH FRUIT SALAD - \$35
 Cut fresh, year round—melon, pineapple, grapes, and seasonal berries

Dressings: Italian ♣, Roman Goddess ♣, Raspberry Vinaigrette ♣, House ♣, Caesar* ♣, Blue Cheese* ♣, Ranch ♣ → *Gluten-Free!*
 *Consuming raw or under cooked meats, poultry, seafood, shellfish, or eggs, may increase risk of food borne illness.



ROASTED RED PEPPER & TOMATO SOUP
 A customer favorite! Starts with perfectly roasted red peppers, blended with fresh and savory spices.
 Served with a herbed breadstick. **\$5 per person**



Baked Mac-N-Cheese -
 Our oven-baked classic featuring the perfect blend of six Wisconsin cheeses.
 Pan (feeds 12-15) - **\$60**

Johnny Marzetti
 Our take on the classic comfort food standard! Oven-baked pasta bathed in our savory house-made marinara and slow-cooked grass-fed beef, mixed with rich WI cheese.
 Pan (feeds 12-15) - **\$90**

Add party Garden salad to any pasta pan for \$10 more.

★ **THE ROMAN CANDLE.COM** ★

Beverages

Beverages for Delivery

SPECHER ROOT BEER - 2.75	PEPSI - 2 LITER - 2.50
SAN PELLEGRINO SODA - 2.50	DIET PEPSI - 2 LITER - 2.50
IZZE NATURAL SODA - 2.50	ROOTBEER - 2 LITER - 2.50
KLARBRUNN BOTTLED WATER - 1.99	SIERRA MIST - 2 LITER - 2.50
OCEAN SPRAY JUICE - 2.50	MOUNTAIN DEW - 2 LITER - 2.50
PURE TEA - 2.50	

Beers & Wines

Please ask your TRC catering contact for details, pricing and information on our full selection of refreshing beers and wine list.



DESSERTS

- Tiramisu - 5.25
- Colossal Carrot Cake - 7.99
- Flourless Chocolate Cake - 5.25

CHOCOLATE SHOPPE ICE CREAM

See Dream to-go
 PORTABLE PINTS - 4.95



Let us cater your next event!

ORDER ONLINE, COMPLETE OUR CATERING WEBSITE FORM OR CONTACT YOUR Neighborhood LOCATION TODAY!

MIDDLETON

608-831-7777 | 1920 Parmenter St.

WILLIAMSON STREET

608-258-2000 | 1054 Willy St.

FITCHBURG

608-278-1111 | 2685 Research Park Dr.

JUST ASK! WE OFFER CUSTOM MENU PLANNING, TOO!

Options include: Gluten Free, Vegan & Vegetarian

★ **THE ROMAN CANDLE.COM** ★

Orders are subject to an 18% service charge.
 Pricing and menu items are subject to change.

LEARN HOW THE ROMAN CANDLE IS SAVING FRANCHISING BY EMBRACING ITS

THE "F" WORD

★ **THE ROMAN CANDLE.COM**



Catering Menu!

Enjoy Pizza

WILLY ST. (MADISON) • 608.258.2000 • 1054 WILLIAMSON ST.

MIDDLETON • 608.831.7777 • 1920 PARMENTER ST.

FITCHBURG • 608.278.1111 • 2685 RESEARCH PARK DR.

WHITEFISH BAY • 414.964.3000 • 133 SILVER SPRING DR.

SPARKLER IN THE MANSION CHILDREN'S MUSEUM • 608-287-3975 • 100 N. HAMILTON ST.

NEW! Candle Wings

Our chicken wings are **certified cage free** and **all natural**. We cook our wings when you order, then dress the wings in a **house-made** sauce and pair it with a **delicious** dipping side. Always served with celery stalks, a **smile** and plenty of wet-naps.

3 Wings for \$10.49
select one sauce and one dipper

24 Wings for \$28
Starts with fresh whole jalapeños and our secret blend of spices.
BUFFALO *
Finger-licking good. Dress-up your wings with this classic sauce.

18 Wings for \$48
These are the **sauced** crumpled wings. **Salty, sweet and tangy**, with an Asian twist of Teriyaki.
TERIYAKI GINGER
ADD ADDITIONAL SIDES OF SAUCES & DIPPEERS FOR 75¢
* **Candle Wings** HEAT INDICATOR

Candle Sticks

Candle Sticks are served with House-Made Marinara or Ranch
Add additional sauce sides for 75¢

ORIGINAL CANDLE STICKS 6.49 9.49 10.99
Our hand-tossed pizza crust baked fresh with garlic butter and our house blend of cheese, cut into delicious, dipable strips

DELUXE CANDLE STICKS 8.49 11.49 13.49
Same as Original Candle Sticks, with the savory addition of Ponderini tomatoes, fresh spinach, & fresh garlic
ADD YOUR FAVORITE TOPPING! TO THE EDGE!
AND TAKE YOUR TASTE BUDS

Party Packs

ASK ABOUT PARTY CUT FOR GROUPS!

Black Cat Pack SERVES 10 - 12 PEOPLE
Pick any two (2) LARGE 16" Specialty Pizzas
Pick a LARGE 16" Cheese or Pepperoni Pizza
Select one Fresh Party Salad

The Cherry Bomb SERVES 15 - 20 PEOPLE
Pick any three (3) large 16" Specialty Pizzas
Pick two (2) large 16" Cheese or Pepperoni Pizzas
Select one Fresh Party Salad

We proudly serve
WISCONSIN'S BEST CHEESES
Local Wisconsin Ingredients
House-Made
Vegetarian
Gluten Free
Italian Delicacies
Premium Ingredients
Our GF crust is made without gluten, but we toss our regular pizza with flour. While we make every effort to ensure our products are safe, we cannot guarantee that every delicious bite is 100% GF.

Build Your Own Dipper

1 Pick a crust
SIZE
GLUTEN FREE AVAILABLE

12" SMALL - 9.99
14" MEDIUM - 12.25
16" LARGE - 13.75

2 Select a SAUCE
REGULAR OR PREMIUM

REGULAR SAUCES
ORIGINAL *
FIREWORKS *
MARINARA *
SWEET BABY RAYS BBQ *
Plum & Pear tomatoes mixed with our custom herb blend
Our tomato blend with a Chipotle Kick
Robust & slow-cooked in our kitchen
Our house recipe featuring 100% Spring Green basil from scratch, with all Wisconsin dairy
PREMO SAUCES *
ALFREDO *
PESTO *
PROFESSIONAL *
The perfect blend of creamy pesto and house Alfredo sauces

TOPPINGS

REGULAR TOPPINGS add 1.09 1.99 2.25
WI CHEESES *
Blue cheese
Cheddar
Chevre
Feta
Extra House Blend
DRIZZLES
Pineapple-Chipotle *
Roasted Red Pepper *
Jalapeño Hot
Buffalo
Teriyaki Ginger
MEATS
Anchovies
Jones Farm Bacon *
Grass-Fed Ground Beef *
Oven-Roasted Chicken Breast *
Artisanal Pepperoni *
Pepperoni
Fresh Ground Sausage
Meatballs

FRESH VEGETABLES
Artichoke Hearts *
Arugula
Banana Peppers (mild)
Fresh Basil
Fresh Beets
Black Olives
Broccoli *
Fresh Garlic
Green Olives
Green Peppers
Fresh Jalapeños
Kalamata Olives
Fresh Mushrooms
Caramelized Onions
Red Onions
Fresh Pineapple
Pine Nuts *
Roasted Red Peppers
Spinach
Pomodori Tomatoes
Mediterranean

Upgrade!
Premium toppings are the regular price plus:
12" crust add .75
14" crust add .99
16" crust add 1.25

THE BIG BOOM
Start with any regular sauce and house blend cheese, choose your 4 favorite toppings - **UP TO 3 PREMIUM** - and enjoy your creation!
14.99 16.99 20.99

THE GRAND FINALE
Start with any **premo sauce** and house blend cheese, choose your 4 favorite toppings - **UP TO 2 PREMIUM** - and enjoy your creation!
16.99 19.49 22.49

WE BELIEVE IN THE REAL DEAL.
Every pizza is **handmade** fresh to order. We make our dough **fresh**, everyday from scratch. **FORGET THE PRESERVATIVES AND SUGAR.** Our pizzas are pure and delicious with **hand-dropped** toppings, high-quality meats and 100% WI Cheeses. Doing things the right way just tastes better. It's what our **Culture of Great** is all about.

Specialty Pizzas

Our specialty pizzas are specially priced and custom-crafted with the perfect blend of ingredients. We change for substitutions.

PESTORAL
Pesto, roasted red peppers, artichoke hearts, Kalamata olives, Pomodori tomatoes, WI feta
14.49 18.49 21.49

SUPREME
Original sauce, house blend cheese, fresh sausage, pepperoni, onion mushrooms, green pepper - a classic!
12.99 15.99 19.99

Amalfi
Original sauce, house blend cheese, broccoli, spinach, roasted red peppers, onion & fresh basil
12.99 15.99 19.99

Professional
Professional sauce, house blend cheese, chicken breast, bacon, broccoli, green pepper, fresh jalapeño, WI feta
15.99 18.99 22.99

VEGAN
Original or spicy fireworks sauce, red pepper puree, green olives, spinach, red onions, toasted pine nuts, & fresh basil
11.99 13.99 17.99

Hot-Wa-ii
Fireworks sauce, house cheese, red onions, Canadian Bacon, green peppers, Pineapple Chipotle drizzle
14.49 18.49 21.49

ALGO MALO
Alfredo sauce, house blend cheese, beets, garlic, caramelized onions, walnuts, arugula, and blue cheese
14.99 18.99 21.99

PEPPERONI
Original sauce, house blend cheese, triple the pepperoni including loads of our hand-cut, smoky batch pepperoni
14.49 18.49 21.49

Margherita
Extra original sauce, Pomodori tomatoes, fresh cut basil, heaps of Farmer John's fresh mozzarella
12.99 15.99 19.99

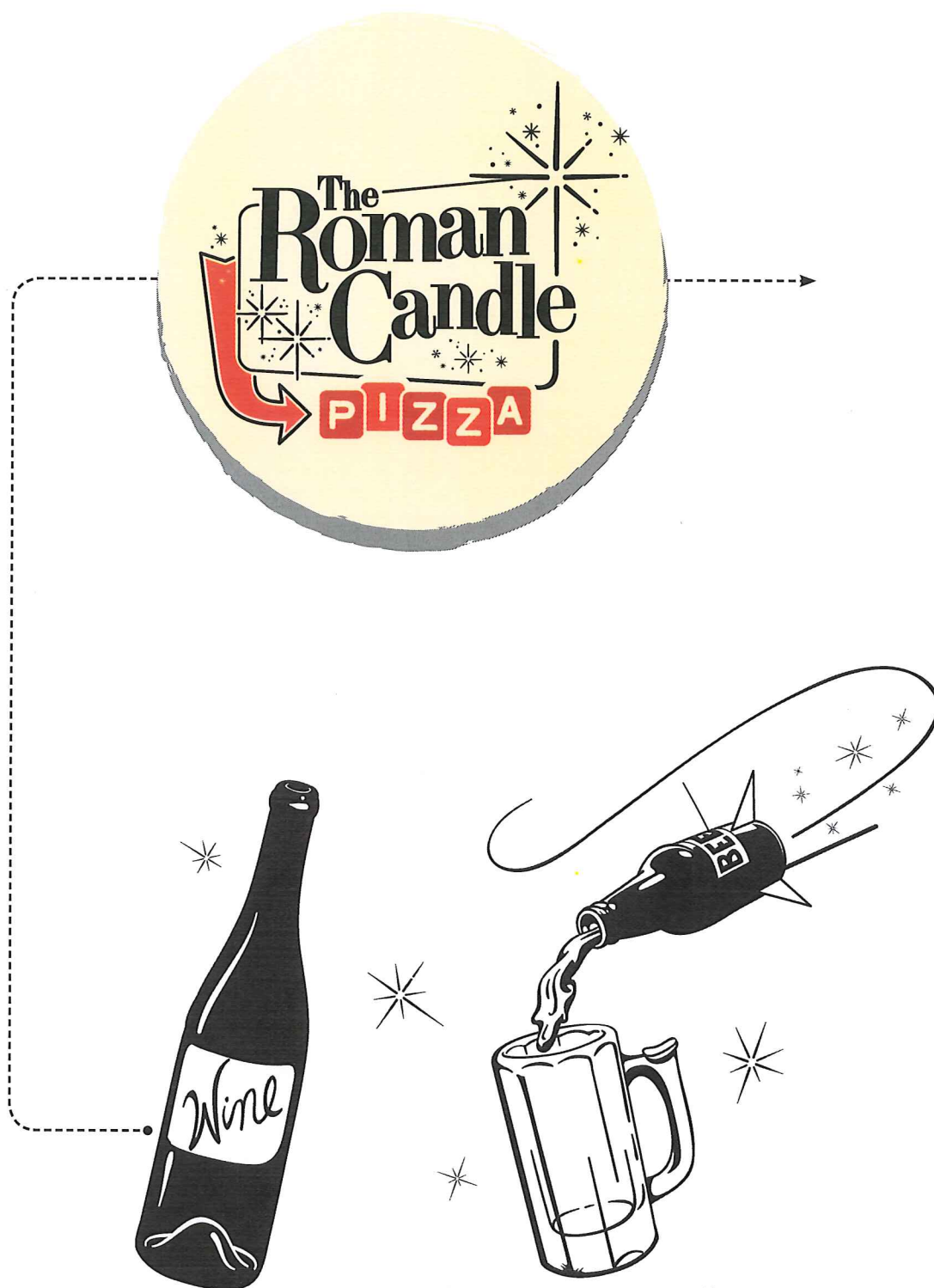
POLO
Marinara & garlic butter, house blend cheese, red onion, fresh garlic, bread chicken breast, aged WI Parmesan
15.99 18.99 22.99

GREEK
Original sauce, house blend cheese, green olives, spinach Pomodori tomatoes, and Wisconsin feta
11.99 13.99 17.99

CHICKEN
Sweet Baby Ray's BBQ sauce, house blend cheese, chicken breast, green pepper, bacon, red onion, & cheddar
14.49 18.49 21.49

Vegetable Candle
Our spicy Fireworks sauce, house blend cheese, artichoke hearts, and banana peppers
11.99 13.99 16.49

ROMAN CANDLE
Our spicy Fireworks sauce, house blend cheese, fresh ground sausage, & banana pepper
11.99 13.99 16.99



Madison Children's Museum
Bar Services



Bar Services

Events by The Roman Candle

Crafted for you



Bar Services



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Questions while planning your event? Email us at caterting@theromancandle.com
Menu prices are not guaranteed until 90 days prior to scheduled function.



Craft Cocktails

Batch Craft Cocktails

We know batch cocktails.

All of our cocktails are handcrafted using tried-and-true recipes that strike a balance between premium liquors and seasonal produce. We serve classic cocktails—like the Old Fashioned, Moscow Mule, and Dark-n-Stormy—as well as original concoctions.

All are guaranteed to be unique and delicious.

We make all of our syrup, jam and shrub from scratch, unless noted otherwise.

All produce is sourced locally, when in season.

Cocktails are made in batches of 25 drinks minimum.

Prices starting at \$150 for 25 drinks (about \$7 a cocktail).

Classics & Muddlers Cocktails

These cocktails are our most popular batch cocktails.

Let us know what you're looking for and we'll custom create your event batch cocktail.

Classic Mules - Choice of Death's Door Vodka, Death's Door Gin or Jim Beam Bourbon with your choice of spirit, lime juice and ginger beer -- *Spice is up with a raspberry jam or pear puree*

The Rickey - Death's Door Gin, strawberry basil jam, lime juice and Klarbrunn soda water

The Adult Swim - Bulleit Rye Whiskey, organic agave nectar, triple sec, lime juice and water

The Collins - Death's Door Gin, spiced syrup, grapefruit juice, cranberry jam and Klarbrunn soda water

The Old Fashioned - Choice of Korbel Brandy or Four Roses Bourbon, muddled fresh orange, maraschino cherry, sugar, Angostura bitters and choice of mixer (sour, sweet or pressed)

Whisky Beer - Four Roses Bourbon and Local Sprecher Root beer

The Gimlet - Choice of Death's Door Vodka or Death's Door Gin and lime juice

The Wonderball - Premium Vodka, triple sec, cranberry juice, lime juice and water

Roseary Rum Punch - Don Q Puerto Rican rum, rosemary simple syrup, organic agave nectar, lemon juice and Klarbrunn soda water

The Perfect Manhattan - Choice of Rye, Whiskey or Bourbon, red and white vermouth, a dash of bitters and a maraschino cherry

The Classic Mojito - Don Q Puerto Rican Rum, fresh lime, mint, sugar and Klarbrunn soda water

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pg 2



T H E R O M A N C A N D L E . C O M





Full Bar

We will set up a full bar for you and your guests to enjoy a variety of mixed drinks.
Our full bar package includes five bottles of premium liquor
and all the standard mixers and garnishes.

Full bar prices start at \$475, when added to a drink package.

A full bar package yields ~75-80 cocktails.

Add additional bottles of any premium liquors for \$75 each.

Each bottle yields ~ 15-20 drinks.

Select From Premium Liquors:

Death's Door Vodka

Jack Daniel's Whisky

Russell's Reserve 10-year Bourbon

Tullamore Dew Irish Whisky

Don Q Rum

Gosling's Dark Rum

Death's Door Gin

Korbel Brandy

Espolón Tequila

Sauza Azule Tequila

Ketel One Vodka

Bulleit Rye Whiskey

Four Roses Bourbon

Jim Beam Bourbon

We can accommodate other premium liquor requests (prices will vary, per request).

Standard garnishes include:

lemons, limes, olives, cherries, and oranges

Mixers include:

fruit juices (orange, cranberry, pineapple, lime, and lemon),
club soda, tonic, ginger beer, bitters, dry Vermouth, sweet and sour mix, and Pepsi products

Have a favorite cocktail?

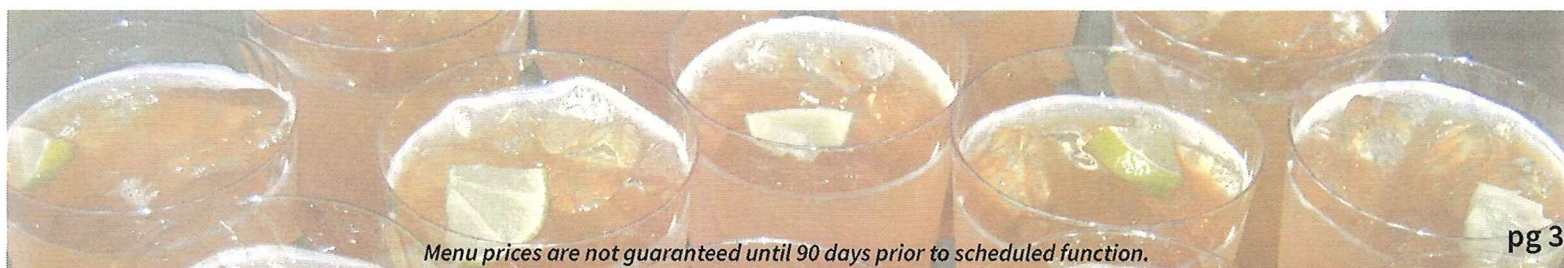
Consider a batch cocktail with your bar!

Prices start at \$150 for a batch of 25 cocktails.

We'll happily substitute a standard batch cocktail for two bottles of premium liquor.

Cocktailing

We can gracefully pass drinks during your cocktail hour, after dinner drink service, as well as assist your food caterer with hors d'oeuvres and dessert service. Price start at \$300 per 100 guests.



Menu prices are not guaranteed until 90 days prior to scheduled function.

pg 3








The Beers

Our beer lists display the most popular breweries and beer selections.

The beers are subject to change with seasons and availability.

**Per bottle pricing must be ordered as a case (24 piece) minimum.*

Keg Servings		
		
1/2 BARREL	1/4 BARREL	1/6 BARREL
165	95	55

Craft Beer

Do you fancy fine craft beer offerings? We do too!
We feature fine craft beers from Madison, Wisconsin, and beyond.

1/2 Barrel = \$395 1/4 Barrel = \$225 1/6 Barrel = \$165
\$4.50 / bottle*

Great Dane Brewing Company

3rd Sign

Ale Asylum

Bell's

Capital Brewery

Karben 4

Lake Louie

Next Door Brewing Company

New Glarus

One Barrel

Potosi Brewing Company

Three Floyds

Wisconsin Brewing Company

Lakefront Brewery

Domestic Beer

Domestic Beer Half-Barrel \$275

\$3.75 / 12oz bottle or 16oz tallboy*

Bud Light

Budwieser

Coors

Coors Light

Miller High Life

Leinenkugel

Miller Lite

Michelob Ultra

Pabst Blue Ribbon

Schlitz

Imported Beer

Imported Beer Half-Barrel - \$395

\$4.50 / bottle*

Corona Extra

Corona Light

Dos Equis XX

Guinness

Heineken

Modelo Especial

Negra Modelo

Newcastle Brown Ale

Stella Artois Lager

Tecate

Don't see your favorite beer on our list?

We can custom order by the case. Special order fees may apply. Please ask your event coordinator.



Wine Portfolio

Our wines are sourced around the world and chosen to compliment all occasions and seasons.

Wines are arranged from full-bodied and dry to lightest in style of wine.

White Wines

Talbott "Logan" Chardonnay, Santa Lucia Highlands, California \$49
William Hill Chardonnay, Central Coast, California \$27 *
Hess "Shirtail Creek" Chardonnay, Monterey, California \$27
Castle Rock Chardonnay, Columbia Valley, Washington \$20 *
J Winery Pinot Gris, California \$26
Sartori Pinot Grigio, Veneto, Italy \$25
Ca'Donini Pinot Grigio, Veneto, Italy \$19
Kunde Sauvignon Blanc, Sonoma County, California \$25
Pieropan Soave Classico, Veneto, Italy \$33
North by Northwest Riesling, House Heaven Hills, Washington \$24
Pacific Rim "Hahn Hill Vineyard" Chenin Blanc, Yakima Valley, Washington \$22
Wollersheim Prairie Fumé, Prairie Du Sac, Wisconsin \$24
Wollersheim White Riesling, Prairie Du Sac, Wisconsin \$24

* These wines are bottled and priced exclusively for restaurants. They represent great value.

Red Wines

Coppola "Directors Cut" Cabernet Sauvignon, Alexander Valley, California \$45 *
Louis M Martini Cabernet Sauvignon, California \$30 *
Coppola "Diamond" Claret, California \$29
Hidden Crush Cabernet Sauvignon, Central Coast, California \$24 *
Duckhorn Merlot, Napa Valley, California \$49 *
Skyfall Merlot, Columbia Valley, Washington \$29
Xplorador Merlot, Central Valley, Chile \$19
Don Miguel Gascon Malbec, Mendoza, Argentina \$29
Alamos Malbec, Mendoza, Argentina \$25
Seghesio Zinfandel, Sonoma, California \$34
Tortoise Creek Zinfandel, Lodi, California \$24
Goose Ridge "G3" Red Blend, Columbia Valley, Washington \$35
Las Rocas Garnacha, Calatayud, Spain \$29
Martin Codax "Ergo" Tempranillo, Rioja, Spain \$29
Nugan "Scruffy's" Shiraz, Riverina, Australia \$35
Migration Pinot Noir, Russian River Valley, California \$45
Higher Ground Pinot Noir, Monterey, California \$28
Bridlewood Pinot Noir, California \$27 *
Castle Rock Pinot Noir, Columbia Valley, Washington \$21 *

Menu prices are not guaranteed until 90 days prior to scheduled function.

pg 5

Looking for a wine that's not on our list?

We have worked hard for you and built a vast network of wine experts that can locate that special bottle, if it isn't listed here! Special order fees may apply. Please ask your event coordinator.



The Champagne

The Champagne

Mas Fi Cava - Straw yellow color with green tones. Fine persistent bubbles. Bright appearance. Soft aging aromas with signs of flowers, ripe fruit and citrus. Extremely effervescent on the palate. \$24 / bottle

Totts Cuvée Brut - Light and refreshingly balanced, this sparkling wine has fruit flavors and aromas of citrus, pear, peaches, followed by a nuance of spice. \$24 / bottle

Wycliff Brut - Fruity with a touch of strawberry and the perfect amount of sugar. It was crisp and finished on the upswing, without the leaden malty taste that some champagnes have. \$19 / bottle

All champagnes are sold in cases of 12.

The Champagne Toast

You deserve a toast! We will pour and serve you and your guests our house Brut champagne in 4 oz. MCM-approved compostable stemware. We will coordinate with your event planner and photographer to create a spectacular moment for you and your guests to be captured on film and/or video. This addition is ideal for weddings or corporate celebrations.

Cost is \$4 per person, with a minimum of 48 people.

Menu prices are not guaranteed until 90 days prior to scheduled function.



pg 6



Non-Alcoholics

Non-Alcoholics

The Roman Candle serves craft sodas and coffee from Wisconsin and specialty imported sodas, in addition to Pepsi products. We carry Sprecher sodas, Izze Natural sodas, San Pellegrino products, and Klarbrunn waters. Each N/A beverage serving is \$2.50.

If you want to add soft drinks to your order, please let us know your preferred type and we will be glad to serve them at your event.

Sprecher Root beer 🍷

Sprecher soda 🍷

San Pellegrino soda

Izze natural soda

Pure Tea

Ocean Spray Juice

Klarbrunn Bottled Water 🍷

Pepsi Products: Pepsi, Diet Pepsi, Mountain Dew, Root Beer, and Sierra Mist

House-Made Fresh lemonade \$40 / gallon

Freshly Brewed Coffee

Barriques Coffee 🍷

Includes: cups, real WI cream, sweeteners, and stirrers.
\$2 per serving, minimum order of 25 servings

Menu prices are not guaranteed until 90 days prior to scheduled function.



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SET UP CHARGES AND SERVICE FEES

MINIMUM SERVICE CHARGES

For all events with a custom beverage service package, there will be a minimum charge based on the number of guests and the level of service.

- For 1 to 50 people, there will be \$500 minimum charge for initial bar setup and staffing, which will include up to two staff for up to 5 hours of service.
- For groups of 51 to 100 guests, this charge will be \$800, and will include up to three staff for up to 5 hours.
- For 101 to 150 guests, this charge will be \$1100, and will include up to four bartenders for up to 5 hours.
- For 150 or more guests, the charge will be at least \$1250, and will require a custom quote and plan.

EVENT PLANNING

Up to 5 hours of event planning are included with every beverage catering event. Additional hours will be charged at \$32/hr. These limits do not apply to event planning with Madison Children's Museum Staff.

ADDITIONAL STAFF

If additional staff is requested by the client or deemed necessary by the museum or The Roman Candle for any reason, we will bill at the following rates: bartenders at \$22/hour and bar managers at \$32/hour, with a five-hour minimum charge. Any event with more than two bars will require an additional bar manager for the duration of the event.

ADDITIONAL BARS

All packages and minimum service fees include the set-up of a bar or bars at a preapproved site. Any additional bars will be set up for \$100 and will require additional staff and staff charges.

MOVING BARS

Any movement of bars from one location to another during the course of an event will incur either a suspension of bar service for 30 or more minutes, or an additional bar setup fee. To avoid service interruptions, we are happy to quote a fee to set up an additional bar and/or bring on more staff to speed the transition.

INCLUDED PRODUCTS

Bar linens, beverage ice, museum-approved cups and black or white cocktail napkins, black beverage straws.

WINE POURING

Wine pouring at dinner is an included service, when coordinated in advance with the food caterer.

SETUP AND CLEANUP

Packages and minimum fees include one hour of setup and one hour of cleanup. If additional set up or cleanup is required, additional staff and charges will be necessary. We will provide a complete service plan for review prior to contract signing.

THE PARTICULARS

PAYMENT TERMS

A \$500 non-refundable credit card deposit is required to secure bar service for the date of your event. All deposits will be applied towards the final bill. If any catered function is cancelled within 5 business days of the scheduled event, 100% of the estimate will be due. Payment for beverages and service must be received in full no later than 24 hours prior your event, and may be taken with cash, check or credit card.

MUSEUM ROYALTIES AND STATE SALES TAX

For every catering event, the museum adds a 16% royalty on all beverages purchased for catering. For custom packages, this charge will be detailed on the invoice. The museum does not charge a royalty on service. All final invoices will include the appropriate WI sales tax of 5.5% on all goods and services.

TIMING OF BEVERAGE SELECTIONS

All selections and details must be confirmed no later than ten (10) days prior to the scheduled event. At the discretion of The Roman Candle, we may charge a 15% fee for any selections made within ten (10) days of an event, as well as bill the client for any additional planning required to accommodate late requests. Drink prices do not include the appropriate rental charges and service fees.

GRATUITY

Gratuity is not included, unless otherwise stated, with any of our fees.

CORKAGE FEES

The State of Wisconsin does not allow clients to bring in their own product and for vendors to charge a corkage fee. All beverages served in the museum must be sourced by The Roman Candle and must be readily available from Madison-based distributors. Any request for product that is not readily available will require additional costs and fees.

GUARANTEED FINAL GUEST COUNT

An estimated guest count will be requested upon returning a signed contract. Confirmation of guest count must be received ten (10) days prior to event, and may not be reduced thereafter. All charges will be based on the guaranteed guest count.

OPEN BAR POLICY

The Roman Candle acts as the exclusive beverage caterer for the Madison Children's Museum, and all events must be open bar only. Due to licensing restrictions, there cannot be any cash bar service at this time. Client will work with the Roman Candle catering manager to purchase a set beverage selection prior to the event, and this selection is what guests will have to choose from for the evening. Guests may not be charged for individual drinks at any event. No alcohol can be added on during the event if the product runs out. Clients are welcome to take any remaining product home with them at the end of the event. This does not include kegs of beer, which the caterer must return for a deposit.

GLASS POLICY

To protect the space and exhibits, the Madison Children's Museum abides by a strict policy of no glassware during bar during events. The Roman Candle provides a high-quality compostable cup for beverages service. Exceptions are made for water and wine glasses at dinner tables, but any exceptions must be made in writing to and approved by museum staff.

NONPROFIT DISCOUNT

The Roman Candle is proud to offer discounts to non-profit organizations. Contact your Roman Candle event coordinator with questions.

Menu prices are not guaranteed until 90 days prior to scheduled function. pg 9