



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: Spanish)
☐ 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.
Martha's Coconer LLC
4. Trade Name (doing business as) Francisco's Cantina
5. Address to be licensed 121 east main st. Madison WI 53703
6. Mailing address 121 east main st madison, WI. 53703
7. Anticipated opening date 07/01/16
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.
1200 sq capacity for 60 persons Alcohol is in space

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 62
13. Describe existing parking and how parking lot is to be monitored.
city parking
14. Was this premises licensed for the sale of liquor or beer during the past license year?
☐ No ☒ Yes, license issued to Francisco's center (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 Martha Trejo Gonzalez
17. City, state in which agent resides Madison WI
18. How long has the agent continuously resided in the State of Wisconsin? 2 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.
WI 12-17-16

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

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.
- _____

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 Mexican restaurant serving food (enchiladas - burritos
tacos fajitas) and drinks (margaritas beer)

28. Hours of operation M-T 11am - 10pm F-S 11am - 3am

29. Describe your management experience been business owner for 20 years

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

Alexandro Gonzalez Madison WI _____

Brenda Gonzalez Madison WI _____

31. Describe staffing levels and staff duties at the proposed establishment they have previous experience
make sure we serve their food and alcohol always followin the law
(21+ years) if alcohol

32. Describe your employee training they were on the same restaurant for
6 years

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

everyone in town,

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

no advertising

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? family restaurant (2yrs - 100yrs)

39. What type of food will you be serving, if any? _____
☐ 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 the time we open

42. What hours, if any, will food service not be available? always we serve food if we open

43. Indicate any other product/service offered. _____

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

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

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? 1
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? 25-30%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? X
 What percentage of your advertising budget do you anticipate will be drink related? X
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:
70 % Alcohol 80 % 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

[ABOUT](#)

[MENU](#)

[ORDER ONLINE](#)

[YOUR ORDER](#) 0



Francisco's Cantina

[ORDER ONLINE NOW](#)



ABOUT US

OUR PROMISE

We specialize in crafting mouth-watering meals and providing superb customer service. Order online for delivery!

ORDER ONLINE NEW!

Place your order online for easiest ordering experience. To start, just click on any menu item to add it to your order.

[ORDER ONLINE](#)

LOCATION

Francisco's Cantina
121 E Main St Madison WI, 53703
(512) 222-3152

DELIVERY

Monday 11:00 am - 10:00 pm
Tuesday 11:00 am - 10:00 pm
Wednesday 11:00 am - 10:00 pm
Thursday 11:00 am - 10:00 pm
Friday 11:00 am - 10:30 pm
Saturday 11:00 am - 10:30 pm
Sunday

[VIEW DELIVERY MAP](#)



MENU

1. Click items to add to your order
2. Click 'Your Order' & proceed to checkout

VIEW FRANCISCO'S CANTINA'S MENU ON EATSTREET.COM
ABOUT MENU ORDER ONLINE YOUR ORDER 0

Restaurant is currently closed.

Popular Items

Cheese Dip

\$2.99

Served with fresh fried tortilla chips

Guacamole Dip

\$2.99

Served with fresh fried tortilla chips

Taco

\$1.99

Corn tortillas filled with your choice of meat (grilled steak, chicken, pastor, chorizo, tripe or beef tongue) topped with chopped onions and cilantro.

Tamales

\$1.99

Don't forget to try our delicious, fresh homemade tamales verdes rojo or dulce.

Chips & Salsa

\$1.69

Appetizers

Cheese Dip

\$2.99

Served with fresh fried tortilla chips

Guacamole Dip

\$2.99

Served with fresh fried tortilla chips

Bean Dip**\$2.99**

Made with beans and cheese and served with fresh fried tortilla chips

[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#) 0**Super Nachos****\$6.49**

Tortilla chips topped with your choice of chicken or beef, cheese sauce, beans, tomatoes, lettuce, jalapenos, sour cream and guacamole.

Nachos ala Mar**\$7.49**

Tortilla chips topped with the perfect blend of grilled shrimp, crab, onions, green peppers and tomatoes smothered with nacho cheese.

Fajita Nachos**\$7.49**

Your choice of grilled steak or chicken with a medley of vegetables and melted white cheese, served over a bountiful serving of tortilla chips.

*Salads***Fajita Taco Salad****\$6.99**

Crisp flour tortilla shell filled with lettuce, topped with beans, your choice of grilled chicken or tender steak, shredded cheese, sour cream and guacamole. Add sauteed onions, green peppers and tomatoes for an additional charge.

Taco Salad**\$6.49**

Crisp flour tortilla shell filled with lettuce, beans, your choice of seasoned beef or chicken, shredded white cheese, sour cream and guacamole.

Traditional Plates

Hurache[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#)[0](#)**\$6.49**

Homemade large oval shape tortilla topped with beans, green sauce, your choice of meat, lettuce, pico de gallo, avocado, cheese and sour cream. Meat choices include grilled steak, pastor, beef tongue, chicken and vegetarian option.

Sope**\$2.79**

Homemade thick tortilla topped with beans, your choice of meat (grilled steak, pastor, beef tongue, chicken, vegetarian and chorizo) , lettuce, tomatoes, cheese, and sour cream.

Gordita**\$2.79**

Homemade thick tortilla filled with beans, your choice of meat (grilled steak, pastor, chicken, chorizo and vegetarian) lettuce, tomatoes and cheese.

Taco**\$1.99**

Corn tortillas filled with your choice of meat (grilled steak, chicken, pastor, chorizo, tripe or beef tongue) topped with chopped onions and cilantro.

Vegetarian Taco**\$1.99**

A corn tortilla filled with beans, rice, a mix of vegetables, lettuce and cheese.

*Francisco's Specialties***Chimichangas****\$7.49**

Fried or baked flour tortilla with your choice of meat, garnished with cheese sauce. Served with lettuce, tomatoes, sour cream and guacamole, rice and beans.

Enchiladas Verdes**\$6.99**[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#) 0

Fried tortillas with green sauce filled with chicken, garnished with lettuce, tomatoes, sour cream, rice and beans.

Chiles Rellenos**\$6.99**

Stuffed pepper filled with fresh cheese, covered with egg batter and quickly fried then baked with our ranchero sauce. Served with rice and beans and three tortillas.

Tacos Dorados**\$6.99**

Fried corn tortillas filled with chicken and garnished with sour cream and cheese. Served with lettuce, tomatoes and guacamole.

Torta**\$6.49**

Mexican sandwich (roll stuff) filled with mayonnaise, beans, lettuce, tomatoes, avocado, cheese, jalapenos and your choice of meat (steak, franks, pastor, beef tongue, chicken, ham, breaded beef steak (Milanese)).

Carne Asada**\$9.49**

Ribeye steak, grilled cactus and onions, chorizo, lettuce, guacamole, tomatoes and pico de gallo, served with rice and beans.

Tamales**\$1.99**

Don't forget to try our delicious, fresh homemade tamales verdes rojo or dulce.

Enchiladas Vallarta**\$7.99**

Three seafood enchiladas topped with white sauce, garnished with lettuce, tomatoes, sour cream and guacamole, served with rice and beans.

Mole Poblano**\$7.99**[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#) 0

Chicken breast chunks topped with a mole sauce,
served with rice, guacamole salad and tortillas.

Alambre**\$9.99**

Choice of meat, sauteed onions, green peppers, bacon
and cheese, served with rice, beans, lettuce, tomatoes,
guacamole and sour cream.

Autenticas Enchiladas**\$7.49**

Fried tortillas with mole sauce, filled with onions and
cheese, garnished with lettuce and sour cream...
Served Mexican style with fresh cheese. This cheese
will not melt

Seafood Chimichanga**\$8.49**

Fried chimichanga filled with crab and shrimp topped
with cheese sauce, served with lettuce, tomatoes, sour
cream and guacamole.

Tostada**\$2.99**

Hard tortilla topped with beans, chicken, lettuce,
tomatoes, cheese and sour cream.

*Marisco (Seafood Specialties)***Aguachiles****\$10.99**

Fresh raw shrimp with lime juice, served with fresh
jalapeno peppers, cilantro, red onion, cucumbers,
avocado and our spicy salt.

Ceviche**\$9.99**

Marinated shrimp with chopped tomatoes, onions,
jalapenos and cilantro. Served with sliced avocado and
your choice of crackers or tostadas.

Coctel de Camaron[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#) 0**\$9.99**

Mexican style shrimp cocktail served with avocado, tomato juice, pico de gallo and crackers.

Shrimp a la Diabla**\$10.99**

Shrimp in a spicy sauce, served with rice, guacamole salad and three tortillas.

*Burritos***Burrito Verde****\$6.99**

Flour tortilla stuffed with beans, cheese, lettuce, your choice of meat, rice and tomatoes. Topped with green sauce. Served with lettuce, guacamole and sour cream.

Burrito Mexicano**\$6.99**

Flour tortilla stuffed with beans, cheese, your choice of meat, rice, and tomatoes. Topped with guacamole, cheese sauce and ranchero sauce served with sides of lettuce and sour cream.

Burrito Suizo**\$6.99**

Flour tortilla stuffed with beans, cheese, your choice of meat, rice and tomatoes. Topped with cheese sauce. Served with lettuce, guacamole and sour cream.

Burrito Dinner**\$6.49**

Flour tortilla stuffed with beans, cheese, lettuce and your choice of meat along with rice and tomatoes.

Burrito Grande**\$6.99**

A flour tortilla stuffed with lettuce, cheese, pico de gallo, rice, beans and tomatoes. Filled with half chicken and half beef steak.

Burrito Enmolados**\$6.99**[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#) 0

Flour tortilla stuffed with beans, cheese, lettuce, your choice of meat, rice, and tomatoes covered with mole sauce. Served with a guacamole salad and sour cream.

*Fajitas***Texas Fajitas****\$11.99**

A combination of chicken, steak and shrimp prepared with sauteed onions, bell peppers, and tomatoes. Served with rice and beans, sour cream and guacamole salad on the side with three tortillas.

Fajita Vallatro**\$12.99**

This fajita was created for the shrimp lover...a fajita with all shrimp prepared with sauteed onions, bell peppers, and tomatoes. Served with rice and beans, sour cream and guacamole salad on the side with three tortillas.

Chicken Fajitas**\$9.99**

Chicken prepared with sauteed onions, bell peppers, and tomatoes. Served with rice and beans, sour cream and guacamole salad on the side with three tortillas.

Steak Fajitas**\$9.99**

Steak prepared with sauteed onions, bell peppers, and tomatoes. Served with rice and beans, sour cream and guacamole salad on the side with three tortillas.

Fajitas Francisco's**\$10.99**

A combination of chicken, steak and chorizo prepared with sauteed onions, bell peppers, and tomatoes. Served with rice and beans, sour cream and guacamole salad on the side with three tortillas. Add shrimp for an additional charge.

Fajita Vegetariana**\$9.99**[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#) 0

Prepared with sauteed onions, bell peppers, tomatoes, broccoli, mushrooms and zucchini. Served with rice and beans, sour cream and guacamole salad on the side with three tortillas.

*Quesadillas***Quesadilla****\$6.49**

A folded flour tortilla filled with cheese and your choice of meat. Served with lettuce, tomatoes, sour cream and guacamole. Choice of steak, chicken or cheese.

Veggie Quesadilla**\$6.49**

A folded flour tortilla filled with fresh grilled vegetables, onions and tomatoes served with a guacamole salad.

Quesadilla Supreme**\$7.49**

A folded flour tortilla filled with beans and your choice of meat. Served with rice, lettuce, sour cream, pico de gallo and guacamole.

*From the Grill***Steak Costeno****\$12.99**

T-bone steak grilled with shrimp, onions, bell peppers and tomatoes. Served with rice, beans and tortillas.

Steak a la Mexicana**\$11.99**

Grilled T-bone steak with sauteed veggies, served with rice, beans and tortillas.

Steak Ranchero**\$11.99**[ABOUT](#)[MENU](#)[ORDER ONLINE](#)[YOUR ORDER](#) 0

Grilled T-bone steak topped with our special ranchero sauce, served with rice, beans and tortillas.

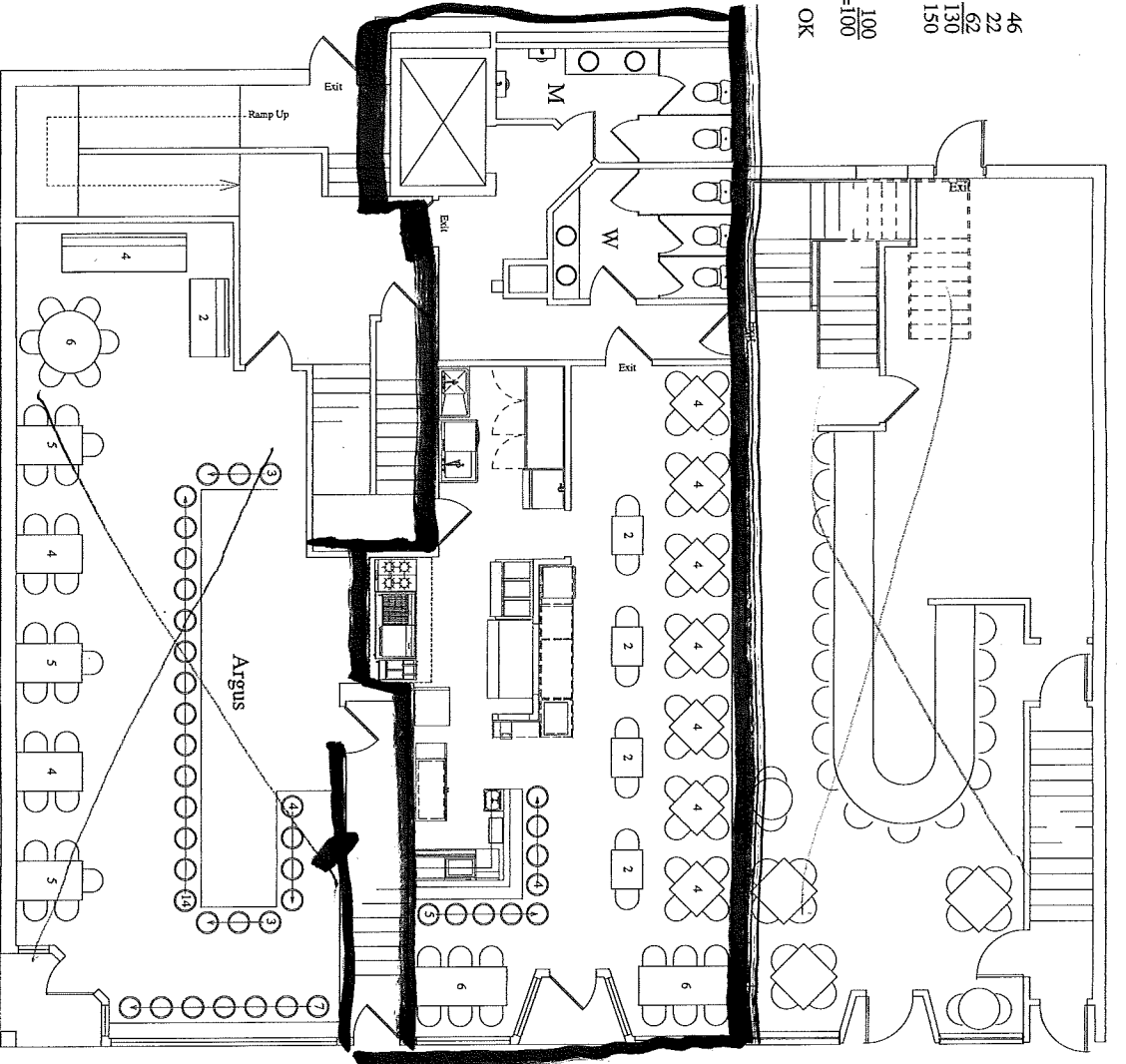
*Side Orders***Sour Cream****\$0.69****Pico de Gallo****\$0.99****Avocado****\$0.99****Rice & Beans****\$2.99****Shredded Cheese****\$0.69****Rice****\$1.99****Beans****\$1.99****Chips & Salsa****\$1.69***Dessert***Flan****\$2.59**

Baked, savory Mexican custard..a great choice!

(3) WC & (2) Lav
(2) WC, (2) U & (2) Lav

Capacity
119 Ground 46
119 Lower 22
121 62
Total Restaurant 130
1.0 M & 1.0 F WCs @ 75 = 150

123 Ground 100
Total Bar 100
1.25 M & 1.25 F WCs @ 40 = 100
2.25 WCs Required & 3.0 Provided OK



119 E Main
Seating Area 490 SF
Seats
Lower 22
Ground 34
Standing 12
Capacity 68

121 E Main
Seating Area 650 SF
Seats 57
Standing 5
Capacity 62

123 E Main
Seating Area 980 SF
Seats 66
Standing 34
Capacity 100

Table Option