

LIC116-2017-00046
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P - 405



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.

Hamilton Canteen LLC

4. Trade Name (doing business as) Canteen

5. Address to be licensed 111 S. Hamilton

6. Mailing address 5111 Monona Dr Monona WI 53716

7. Anticipated opening date May 1 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) Part of Foodfight. List of restaurants attached

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.

Attached

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 Inside 55
outside 20
13. Describe existing parking and how parking lot is to be monitored.
Limited city street metered parking + several
municipal + private ramps nearby
14. Was this premises licensed for the sale of liquor or beer during the past license year?
- ☐ No ☒ Yes, license issued to Nostrano Inc Timothy Dahl (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 Thomas Ray
17. City, state in which agent resides Madison WI
18. How long has the agent continuously resided in the State of Wisconsin? 11 yrs
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 5-31-2016
21. State and date of registration of corporation, nonprofit organization, or LLC.
WI 1-5-2017

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
member	Monty Schiavo	Hollandale WI
member	Kevin Henry	Columbus WI
member	Carlin Sennicht	Madison WI
Greg Fr		
Member	Greg Frank	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.

Kevin Henry

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) Attached

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 Attached

28. Hours of operation Attached

29. Describe your management experience Attached

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

Michael Essert

McFarland WI

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

Attached

32. Describe your employee training _____

Attached

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

Attached

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

Attached

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

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 Attached

41. During what hours of operation do you plan to serve food? ALL

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

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? 15

During what hours do you anticipate they will be on duty? open to close

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? 60
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? NA
What percentage of your advertising budget do you anticipate will be drink related? NA
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:
40 % Alcohol 60 % Food _____ % Other
58. Do you have written records to document the percentages shown? ☐ No ☒ Yes See tabs
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

9. Avenue club; Basset Street Brunch Club; Cento; The Coopers Tavern; Craftsman Table and Tap; DLUX; Eldorado Grill; Everly and Miko Poke; Fresco; Hubbard Avenue Diner; Johnny Delmonicos; Luigis; Market Street diner; Monty's Blue Plate; Tavernakaya; Tex Tubbs Taco Palace

10. The premises is on the first floor and basement of the Historic building at 111 S. Hamilton Street. The first floor consists of a dining area 2 bathrooms, bar, and kitchen. The basement has a walk-in cooler, prep area, locked office/storage and other storage area. Alcohol will be served in the first floor dining room, bar, and outdoor dining area. All alcohol will be stored in the bar; first-floor walk-in cooler and locked storage are in the basement.

24. Avenue club; Basset Street Brunch Club; Cento; The Coopers Tavern; Craftsman Table and Tap; DLUX; Eldorado Grill; Everly and Miko Poke; Fresco; Hubbard Avenue Diner; Johnny Delmonicos; Luigis; Market Street diner; Monty's Blue Plate; Tavernakaya; Tex Tubbs Taco Palace

27. Business description

Canteen is a neighborhood taqueria specializing in tacos and other Mexican dishes made with inventive ingredients and high-quality tortillas. We'll feature a full bar with a focus on cocktails made with tequila and mezcal. The décor will be bright, cozy, and comfortable, and service style will be hospitable, fun and friendly. Canteen will serve weekday lunch, weekend brunch, and dinner. The full food menu will be served until close each night, which means until 10 pm Sunday-Thursday, and until 2 am on Fridays and Saturdays. The lunch, dinner, and late night menu offerings will be the same, with added breakfast items for weekend brunch. Our menu will range in price from \$3-14.

28.

Business Hours:

Sunday, 9 am – 10 pm

Monday-Wed, 11 am – 10 pm

Thursday 11am-2am

Friday, 9 am – 2 am

Saturday, 9 am – 2 am

29. As part of the FoodFight Restaurant Group, we have over 26 years of successful management history in Madison.

30. List names of managers

Michael Essert, General Manager

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

The staff at Canteen will consist of the managers listed above, an Assistant General Manager, Kitchen Manager, and approximately 15 servers, 4-5 bartenders, 3 hosts, and 12 kitchen employees. Because the full menu will be served during all business hours, the kitchen will be fully staffed throughout the day and night, along with anywhere from 3-5 waitstaff and 1-2 bartenders depending on the day of the week and business levels.

32. Describe your employee training.

Food Fight Restaurant Group has a comprehensive training and hospitality program for all employees. It is important for us to create the best experience for our guests, and that starts with knowledgeable, friendly and engaged team members. Our staff is trained in service standards, food and beverage knowledge, and we provide regularly scheduled training and development meetings for our staff (for individual restaurants and company wide). Our staff for Canteen will be hired a month before the restaurant is scheduled to open so that we can spend an ample amount of time training them in order to ensure a smooth and successful opening.

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

Our target market is broad: Neighborhood, downtown, near west, west, and south side residents; students, professionals who work in the area, university visitors and tourists. We hope to appeal to State Street shoppers, Kohl center and football game ticket holders, and farmers' market visitors. We're estimating that the age range of our guests will be expansive-- between 20 – 70 years old, with the majority of our guests falling in the 27-55 year old bracket. Our restaurant will be casual and comfortable with warm hospitality, which will appeal to most people.

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

Food Fight generally doesn't pay for advertising space, but we do promote our food and drinks through facebook, emails and other social media.

40. Sample menu

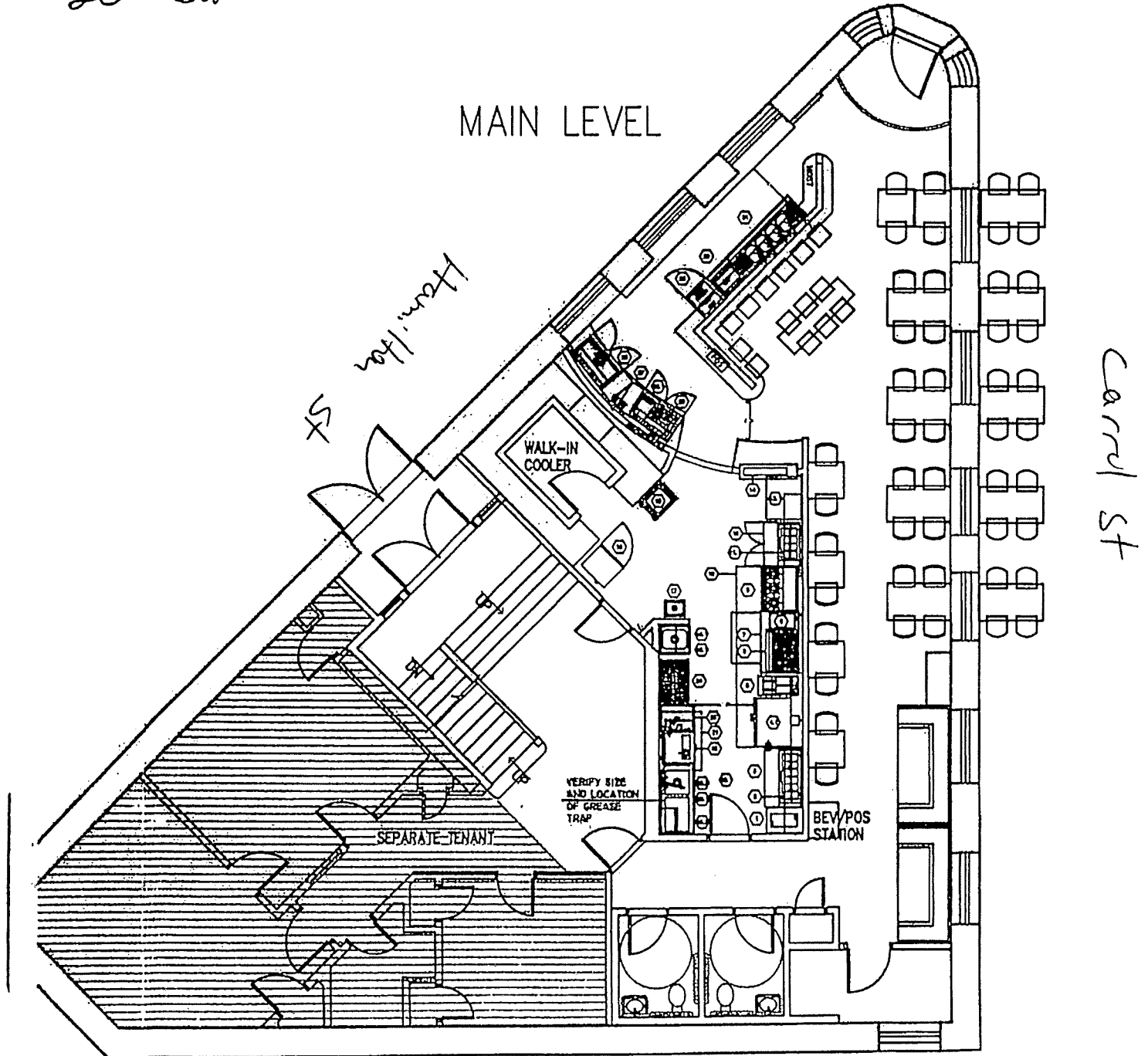
46. 15 servers

54. No advertising budget

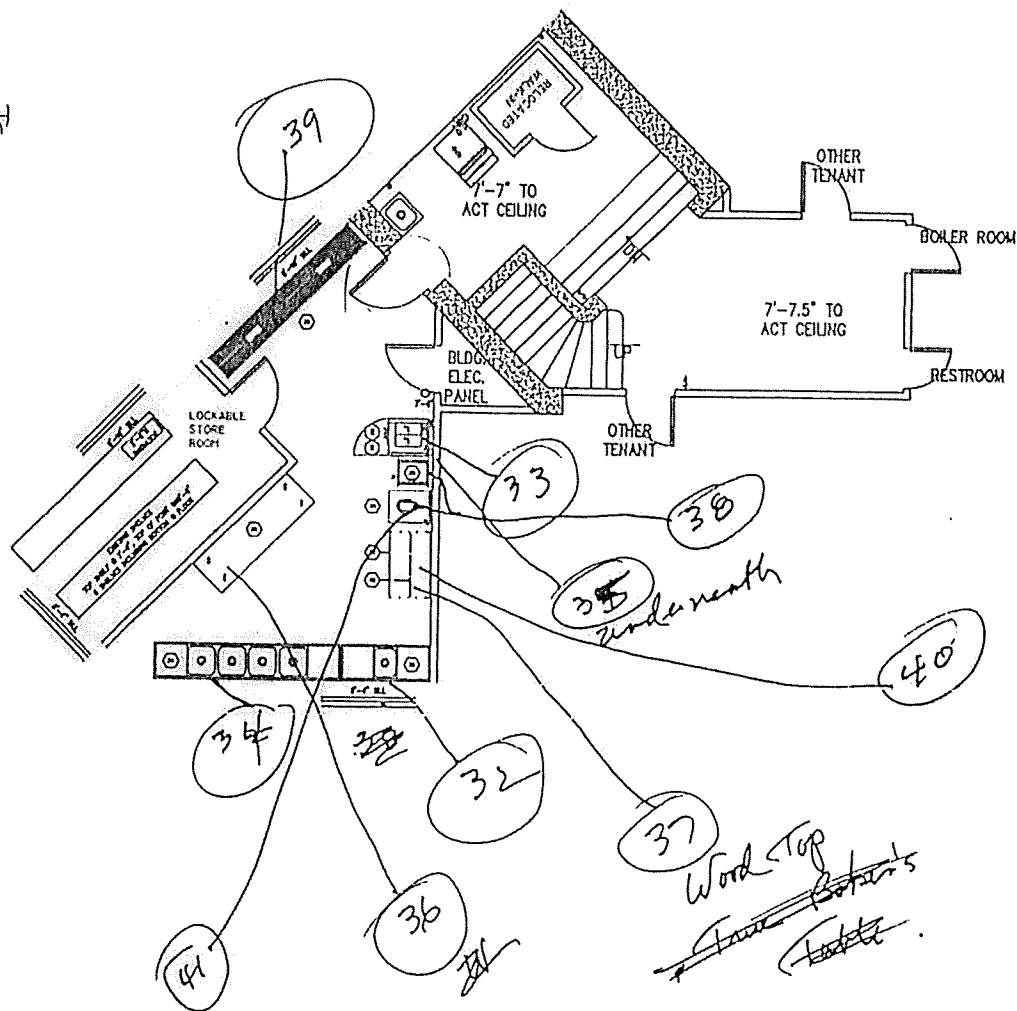
No advertising budget-- all of our promotions are done by our corporate office, and social media promotions will mostly be related to food.

55 in
20 out

MAIN LEVEL



LOWER LEVEL





CANTEEN

SIDES AND STARTS

Lemon-Pepper Chicken Chicharrones

chicken skin, chicken thigh, lemon, roasted shishito peppers

Escabeche

pickled carrot, cauliflower, radish, sweet and spicy pepper

Tostada de Pulpo

avocado, arbol chili salsa, citrus, cilantro, radish

Jicama Salad

cucumber, red chili, lime, radish, pickled red onion, cilantro

Guacamole

cotija cheese, pico de gallo

Grilled Corn

lime aioli, tajin spice, cotija cheese

Rice and Beans

toasted rice, garbanzo bean, cannellini bean, cotija cheese, fresno chili

TACOS

Al Pastor

roasted pineapple, onion, cilantro

Pork Belly

guajillo chili salsa, cotija cheese, onion, cilantro

Fried Bologna

jack cheese, soft scrambled egg, charred tomatillo salsa, giardiniera

Tinga

red chili braised chicken, shredded cabbage, radish, cilantro, black garlic crema

Tecate Fish

avocado tomatillo salsa, blistered corn, onion, cilantro

Mole Eggplant

red mole, shishito pepper, tangerine, almond

Smoked Brisket

pickled onion, radish, cilantro, lime

PLATES

Burrito

seasoned beef, cheese, soft scrambled egg, fried potato, avocado tomatillo salsa

Yucatan Style Pork Ribs

achiote marinade, sofrito, orange, pickled onion, cilantro, fresh tortillas

Carne Asada

chorizo-fingerling potato hash, pico de gallo, tortillas

Canteen Flatbread

fried chicken, fresh cabbage slaw, yogurt

Caesar

brussels, kale, red cabbage, roasted shishito pepper, queso añejo, fresh cheese fritter

DESSERTS

Tropical Paletas

Churros