



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

_____
(Agenda Item Number)
_____
(Legistar file number)
<u>LICLIB-2024-00196</u>
(License number)
<u>6</u> <u>410</u>
(Alder District #)              (Police Sector)
Office Use Only

## Section A – Applicant

- 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.  
The Lone Girl Brewing Company - Madison Taproom, LLC \_\_\_\_\_
- Trade Name (doing business as) The Lone Girl Tap and Pizza \_\_\_\_\_
- Address to be licensed 1817 E Washington Ave. Madison, WI 53704 \_\_\_\_\_
- Mailing address 1817 E Washington Ave. Madison, WI 53704 \_\_\_\_\_
- Anticipated opening date 5/1/2024 \_\_\_\_\_
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
 No     Yes (explain)  
\_\_\_\_\_
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?  No     Yes (explain)  
\_\_\_\_\_

## Section B—Premises

- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcoholic beverages are to be stored, served and/or sold in the following areas: walk-in cooler, kitchen/prep area, indoor seating area, workspace behind bar, bathrooms, and outdoor patio seating area as marked on attached drawing. Indoor sq. ft = 1315, Outdoor sq. ft = 640.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):  
Indoor: 49 Outdoor: 38
10. Describe existing parking and how parking lot is to be monitored. Indoor parking garage is attached to The Marling building and available for retail visitors. Area is monitored by The Landlord. Street parking in front of the business is monitored by The City of Madison.
11. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to O'so Brewing Co. DBA O'so Madhouse. (name of licensee)

**Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Kerry Abercrombie
13. City, state in which agent resides Waunakee, Wisconsin
14. How long has the agent continuously resided in the State of Wisconsin? 13
15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed 9/16/15
16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin, 03/22/24
17. In the table below list the directors of your corporation or the members of your LLC.  
 Attach background check forms for each director/member.

Title	Name	City and State of Residence
Owner	Kevin Abercrombie	Waunakee, WI
Owner	Paul Kozlowski	Skokie, IL
Registered Agent	Kerry Abercrombie	Waunakee, WI

18. 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.  
Kerry Abercrombie
- 
19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) The Lone Girl Brewing Company, LLC
20. 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) The Lone Girl Brewing Company - Waunakee, LLC

**Section D—Business Plan**

21. What type of establishment is contemplated?  
 Tavern    Nightclub    Restaurant    Liquor Store    Grocery Store  
 Convenience Store without gas pumps    Convenience Store with gas pumps  
 Other \_\_\_\_\_
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am-12am	11am-12am	11am-12am	11am-12am	11am-12am	11am-12am	11am-12am
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**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.*

24. Indicate any other product/service offered. Pizza and similar foods
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
50 % Alcohol   50 % Food   \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown?    No    Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No    Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No    Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No    Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No    Yes

- 30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
- 31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
- 32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes
- 33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes
- 34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
- 35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes
- 36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

**Section G—Information for Clerk's Office**

- 37. This application is for the license period ending June 30, 2024.
- 38. State Seller's Permit 4 5 6 - 1 0 3 1 6 7 6 1 4 4 - 0 4
- 39. Federal Employer Identification Number 99-2093173
- 40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Kevin Abercrombie

Business phone 773-383-8972 Business e-mail address kevin@thelonegirl.com

Preferred language English

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.

- 41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

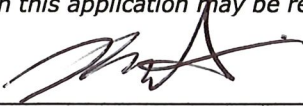
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 \_\_\_\_\_  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

4/5/24  
 \_\_\_\_\_  
 (Date)

<b>Clerk's Office checklist for complete applications</b>		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Business Plan <input checked="" type="checkbox"/> **Sample Menu ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		



## Overall Business Case for opening a Taproom Location

Opening the taproom provides the best opportunity to increase high-profit revenue that Lone Girl has seen, to date. The location along a busy corridor in Madison (1801 E Washington Avenue), surrounded by a younger, more populous demographic, presents a great opportunity to sell beer, wine, liquor and pizza in a casual environment. This idea is in line with a larger industry trend toward a fast casual model in lieu of full-service restaurants due to the simplicity of operations and increased margins when compared to the full-service approach.

The specific location we have identified provides another major advantage, it was previously occupied by a taproom tenant. Leveraging a 2<sup>nd</sup> generation space greatly reduces the required initial capital investment to open. We will further take advantage of the opportunity by operating with a simplified model that will greatly reduce operational cost, while simultaneously leveraging high margin products and the existing management structure for Lone Girl. This results in diversification of your investment supported by a more efficient and profitable operating model.

Assuming we proceed with this project early November, 2023 we would have a projected opening in the Spring of 2024.

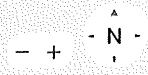
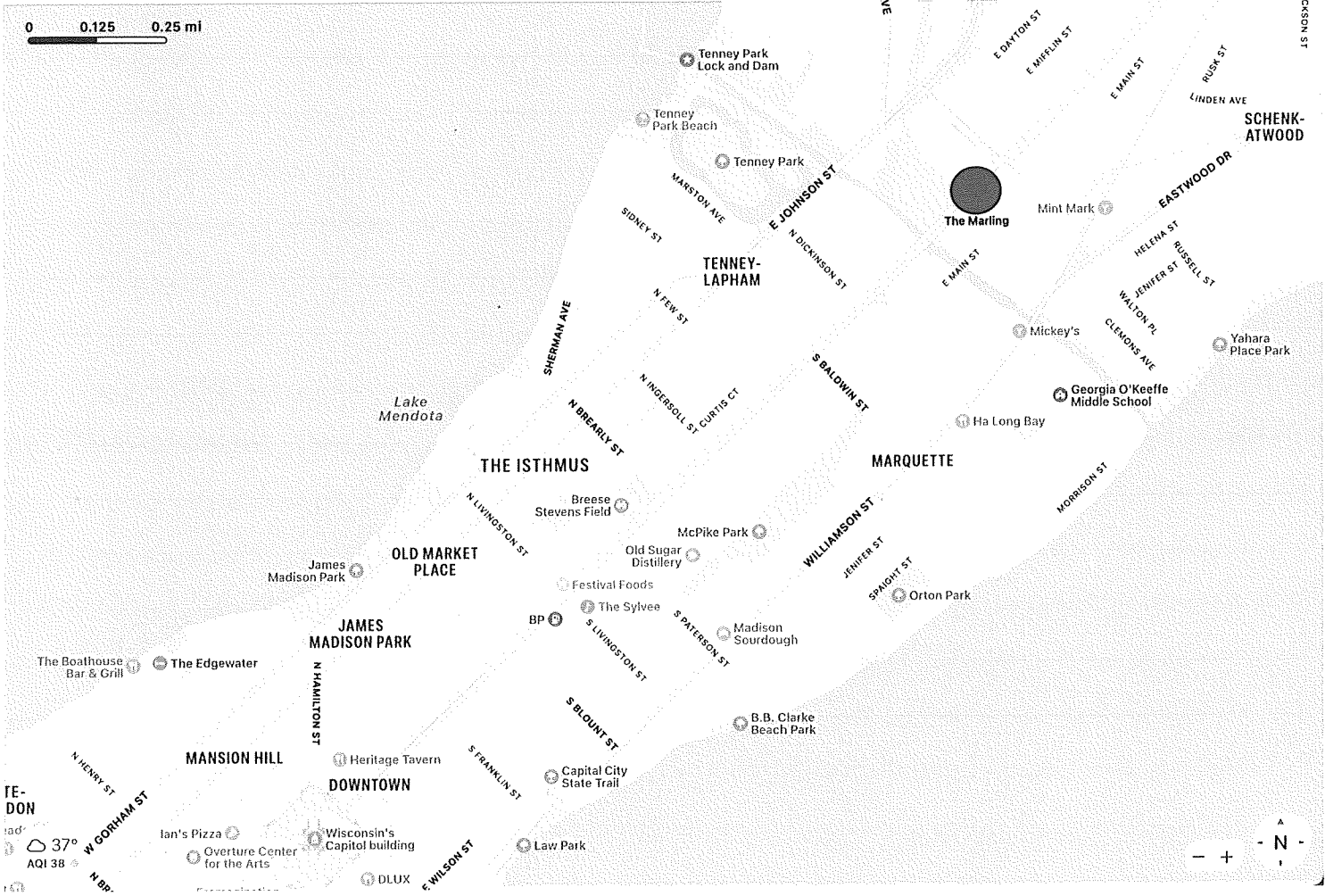
## Location

1801 E Washington Avenue in Madison, WI is located in a mixed-use development that includes additional commercial tenants and 180 residential units. The area is approximately 1.8 miles from the capital building and is quickly developing with more residential and commercial units on the way. There is a newly completed mixed-use development across the street that includes an additional 250 residential units.

The location provides a convenient stop when traveling to and from: the Capital Square/Downtown area, entertainment and concert venues such as Breese Stevens Field and The Sylvee, the upcoming Madison Public Market, and a public park across the street along with attached and adjacent residential units. The location is also only 20 minutes from our existing location so we will be able to efficiently manage and support the new location.



0 0.125 0.25 mi





View from Park looking East



View from street looking South



View from street looking East

## Demographics

The target demographic of the location will be younger professionals, between 24-45 years old, both male and female, with disposable income looking for a convenient and casual quality experience. While families will be part of the consumer base, this will not be the main focus of the concept. This will allow the brand to tap into a different demographic than the current location and further diversify your investment.

## 2<sup>nd</sup> Generation Space

The existing space fits both our brand aesthetic and our physical needs from a layout perspective rather well, presenting us with a great opportunity. The advantage of a 2<sup>nd</sup> generation space such as this is the ability to utilize the existing mechanical, electrical and plumbing infrastructure along with existing improvements such as the walk in cooler, draft system, bar and bathrooms without paying for them, or paying pennies on the dollar. This combined with minimal aesthetic upgrades and the utilization of automated, ventless cooking equipment, allows us to significantly reduce the capital required to open and operate.



View of the existing bar and walk in cooler with tap system

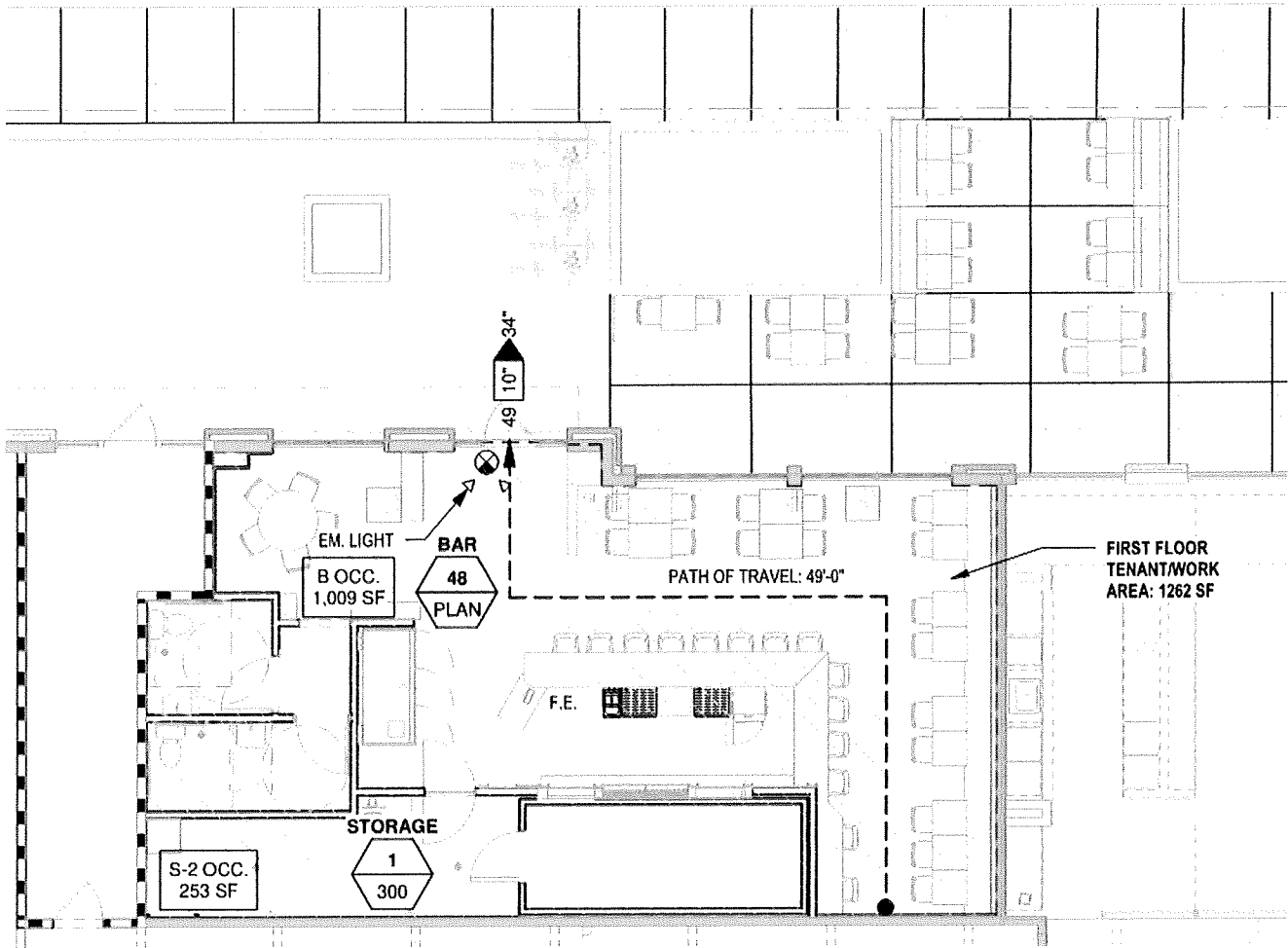


View of windows looking out toward sidewalk patio seating area



View of sidewalk patio seating area

# Existing Floor Plan



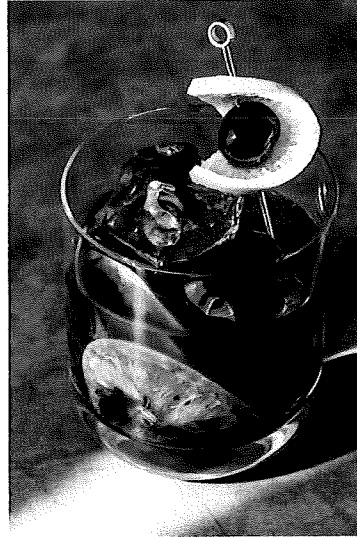
## Concept

The concept will be a small footprint format centered on Beer, Wine, Liquor and Pizza. All high margin product that require minimal labor and expertise. The concept will be a casual atmosphere supported mainly by a self-service model. We will target a younger demographic than our current location and will brand under the Lone Girl umbrella. Leveraging a Fast Casual service model combined with the food quality of a full-service restaurant, the concept will provide our customers with convenience and quality while producing profitable revenue.

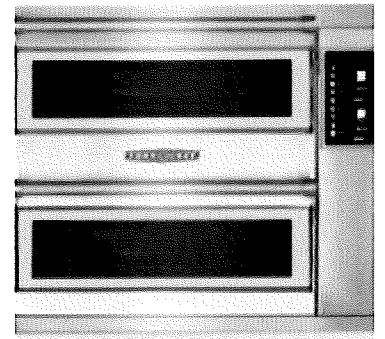
## Food and Beverage Offerings

We will have a very focused menu, centered around quality roman-style pizza, unique to the market, and Lone Girl Beer. Supporting menu items will include simple snacks, salad, breadsticks and additional adult beverages. All high margin, low labor cost products. We will also offer optionality for the consumer with items such as pizza by the slice and beer to go. All food items will be cooked in automated ventless equipment that will produce consistent quality product and future optionality in our offerings.





IE Double Batc



## Marketing Strategy

Having a second location will create greater exposure for the Lone Girl brand and generate a broader customer base for our existing location. Co-marketing the 2 locations will create more cost effective customer acquisitions cost (CAC) and cross selling of both locations.

## Simplified Operating and Service Model

Leveraging the learnings from our current location, and the challenges we face, we are very excited about the opportunity this smaller footprint provides. By creating a more casual atmosphere targeting a different demographic than our existing location, we will be able to greatly simplify the operations when compared to our current model, by embracing a largely self-service approach.

A thoughtful, focused menu and advancements in cooking and ingredient technologies (i.e. automated ventless ovens), will allow us to greatly reduce the amount of skilled labor needed to service our customers. The operation will require significantly less labor, even at peak times. This will be further enhanced by utilizing the additional brewing capacity at our existing location, as originally planned, to produce our beer for sale at the new taproom.

# FOOD MENU

## **Pizza Slices**

- Cheese
- Pepperoni
- Sausage

## **Starters**

- Pizza Fries - See kerry for detail
- Garlic Stix - Small pinsa garlic butter
- Roman bread - Small pinsa w/ olive oil and vinegar

## **Roman Style Pizza**

*Small serves 1-2 Large serves 3-4*

- Basic- Olive oil, fresh mozzarella, rosemary, roasted garlic, sea salt
- Marinara- House marinara, roasted garlic, sea salt, chili flake
- Margarita- house sauce, mozzarella, basil
- Fennel Sausage- house sauce, roasted fennel sausage, mozzarella,
- Hot Pepperoni- House sauce, pepperoni,, mozzarella, fresh oregano, hot honey drizzle



# LONE GIRL BEER

**SpeakEasy Ale \$5 ~ 5% ABV**  
Speak. Easy. Simple in concept, sometimes difficult in practice. Enjoy our lightest beer, which shares it's name with the brick used for our walls

**Off the Rails IPA \$5.5 ~ 6.5% ABV**  
Named for the railroad that parallels our southern wall, this beer steams ahead with citrus and floral hops

**Sweet Baby Stout \$5.5 ~ 5.5% ABV**  
Bold Coffee meets Sweet Chocolate.  
Slightly Roasted enters the room. Magic happens

**Dark Hondo Robust Porter \$5.5 ~ 6.5% ABV**  
Hondo is the nickname of a mysterious friend.  
Dark Hondo arrives after midnight. Let your dark side out

**Towhead Belgian Blonde \$5.5 ~ 7% ABV**  
Confident, mysterious, intelligent, fun & sexy - with an accent. In all, the perfect Belgian Blonde

**Han the Astrochimp IPA \$6.5 ~ 8% ABV**  
To honor the 1st chimpanzee in space, we used Galaxy and Skyrocket hops to make this hoppy beer out-of-this-world

**FLIGHTS AVAILABLE ~ \$2 EACH BEER**  
**\$4 PINT OF THE DAY ~ Ask Your Server**  
**\$4 PINTS HAPPY HOUR 3 - 5PM TUES - FRI**  
**GROWLERS TO GO ~ \$6 DEPOSIT, \$18 FILL**

**Yes Please! Pale Ale \$5.5 ~ 4.9% ABV**  
This East Coast Pale Ale comes to you with a hazy-golden hue, tight citrus flavors, and a juicy finish. Big flavor, low ABV. Would you like another...Yes Please!

**Pipe Dreams Wheat \$5.5 ~ 5.5% ABV**  
I've got an idea...Let's open a brewpub!  
Our crazy dream started with this light & refreshing beer

**Oktoberfest Amber Ale \$6 ~ 6% ABV**  
A clean & rich German-style festival beer featuring toasty malt & restrained hops. Prost!

**GoldHops Belgian IPA \$6 ~ 6.8% ABV**  
Traditional Belgian yeast flavors blend with mandarin orange notes from Mandarina and Pacifica Hops.  
Not too malty...not too bitter...this one is juuust right.

**Double Trubbal Pumpkin Spice \$6.5 ~ 7.5% ABV**  
A Belgian Dubbel, made with 120 pounds of pumpkin, and hints of cinnamon, nutmeg, allspice, and cloves

## SIGNATURE COCKTAILS

### Parti's Press ~ \$8

Smile a lot, and we just might name a cocktail after you!  
Titos Vodka, Cointreau, Summer Lovin', muddled oranges & lemon, splash of OJ, topped with seltzer & spritz

### Dark & Stormy ~ \$8

Bacardi rum, Sweet Baby Stout, fresh lime juice, ginger beer

### Chocolate Martini ~ \$9

Tito's vodka, Godiva chocolate liqueur, Sweet Baby Stout, Licor 43, cream, & chocolate swirls

### The 608 ~ \$9

Tito's vodka, Thatcher's elderflower liqueur, simple syrup, lemon juice, topped with Prosecco, on the rocks, lemon twist

### Margarita del Sol ~ \$8

El Mayor Tequila, Cointreau, Summer Lovin' wheat beer, lime juice, sour mix, splash of orange juice and Sprite

### Iced Irish Coffee ~ \$8

Jameson Irish whiskey, Sweet Baby Stout, Columbian coffee, simple syrup, & a whipped cream float

### Berry Mojito ~ \$9

Bacardi Superior rum, triple berry puree, spritz, fresh mint

### Sangria Smash ~ \$9

Brockers London dry gin, Thatchers elderflower liqueur, fresh lemon juice, simple syrup, splash of Cabernet Sauvignon

## WINE

Bollicini Rose Prosecco	\$7
Piccini Pinot Grigio	\$8 / \$32
Clifford Bay Sauvignon Blanc	\$9 / \$36
Fritz Zimmer Maestro Riesling	\$8 / \$32
La Crema Chardonnay	\$10 / \$40
Byron Pinot Noir	\$10 / \$40
Don Miguel "Colossal" Malbec	\$9 / \$36
Peppert Red Blend	\$8 / \$32
Drumheller Cabernet Sauvignon	\$9 / \$36

## GUEST DRAFT

Rotating Seasonal Cider  
ask your server for the current offering

## NON-ALCOHOLIC

St. Pauli Girl N/A \$5

