

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning \_\_\_\_\_ 20\_\_\_\_; ending June 30 2008

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of Dane Aldermanic Dist No 09 (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN): <u>84-1485992</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	\$

- 1 The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Chipotle Mexican Grill of Colorado, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Member</u>	<u>Chipotle Mexican Grill, Inc.</u>	
Vice President/Member	<u>Manager</u>	<u>M. Steven Ellis</u>	<u>100 S. Marion Parkway, Denver, CO 80209</u>
Secretary/Member	<u>Manager</u>	<u>Montgomery F. Moran</u>	<u>7705 Fairview Road, Boulder, CO 80303</u>
Treasurer/Member			
Agent ▶	<u>J. Sahul Flores, Jr.</u>	<u>3731 S 56th Street, Greenfield, WI 53220</u>	
Directors/Managers	<u>Please see attached list of Officers of Chipotle Mexican Grill, Inc.</u>		

- 3 Trade Name ▶ Chipotle Mexican Grill Business Phone Number 608-826-0919  
 4 Address of Premises ▶ 8422 Old Sauk Road Post Office & Zip Code ▶ Middleton, WI 53562

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No  
 6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No  
 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No  
 8 (a) **Corporate/limited liability company applicants only:** Insert state Colorado and date 01/05/99 of registration  
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
 (c) Does the corporation or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

- 9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) 2,565 sq. ft. restaurant; patio area; served behind counter

- 10 Legal description (omit if street address is given above): \_\_\_\_\_  
 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
 (b) If yes, under what name was license issued? Chipotle Mexican Grill, Inc.  
 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]  Yes  No  
 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2 above? [phone (608) 266-2776]  Yes  No  
 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

### SUBSCRIBED AND SWORN TO BEFORE ME

this 16<sup>th</sup> day of November, 2008  
Dorinda O'Brien (Clerk/Notary Public)  
Chipotle Mexican Grill, Inc. (Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)  
Chipotle Mexican Grill, Inc. (Officer of Corporation/Member/Manager of Limited Liability Company /Partner)  
 My commission expires 7-11-2009 (Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

### TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to Council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>79836</u>	

08679

PP - 127  
 Ald. - Skidmore

**CHIPOTLE MEXICAN GRILL OF COLORADO, LLC**

100% SOLE MEMBER:  
CHIPOTLE MEXICAN GRILL, INC.

LLC MANAGERS:  
M. STEVEN ELLS AND MONTGOMERY F. MORAN

OFFICERS OF CHIPOTLE MEXICAN GRILL, INC.:

CEO/CHAIRMAN OF THE BOARD OF DIRECTORS – M. STEVEN ELLS

PRESIDENT/SECRETARY/COO/DIRECTOR – MONTGOMERY F. MORAN

8(c)

1. License #67394  
License Type: Liquor & Beer, Class B  
Property: 8422 Old Sauk Road, Madison, WI 53562
2. License #62566  
License Type: Liquor & Beer, Class B  
Property: 658 State Street, Madison, WI 53703
3. License #8440  
License Type: Liquor & Beer, Class B  
Property: 3232 South 27th Street, Milwaukee, WI 53215
4. License #B-0007944  
License Type: Liquor & Beer, Class B  
Property: 600 East Ogden Avenue, Milwaukee, WI 53202
5. License Type: Liquor & Beer, Class B  
Property: 5792 South 108th Street, Hales Corners, WI 55130
6. License Type: Liquor & Beer, Class B  
Property: 5720 Washington Avenue, Mt. Pleasant, WI 53406
7. License Type: Beer, Class B  
Property: 15375 Bluemound Road, Brookfield, WI 53005
8. License Type: Beer, Class B  
Property: 3705 N. 124th Street, Suite 200, Brookfield, WI 53005
9. License Type: Beer, Class B  
Property: 1021 Pearson Drive, Hudson, WI 54016
10. License Type: Beer & Liquor, Class B  
Property: 4628 E. Washington Avenue, Madison, WI 53704



15. Utilizing your market research, who would you project your target market to be?  
All ages and income levels; people who enjoy fresh food
16. What age range would you hope to attract to your establishment? all
17. Describe how you plan to advertise/promote your business. What products will you be advertising?  
Site signage and local ads; products include burritos, tacos and salads
18. Are you operating under a lease or franchise agreement? Yes (attach a copy) ~~xxx~~ see original file
19. Owner of building where establishment is located: Old Sauk LLC  
 Address of Owner: 7941 Tree Lane, Ste. 105, Madison, WI Phone Number 833-8100
20. 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? Yes No
21. List the Directors of your Corporation/LLC  
see attached
- | Name | Address |
|------|---------|
|      |         |
|      |         |
|      |         |
22. List the Stockholders of your Corporation/LLC  
Traded publicly since 2006.
- | Name | Address | % of Ownership |
|------|---------|----------------|
|      |         |                |
|      |         |                |
|      |         |                |
23. What type of establishment are you? (Check all that apply) ~~Tavern~~ ~~Nightclub~~  Restaurant  
 Other Please Explain. \_\_\_\_\_
24. What type of food will you be serving, if any? Burritos, chips & salsa, tacos, salads and beverages  
~~Breakfast~~ Lunch Dinner
25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees  
 Desserts Pizza Full Dinners
26. During what hours of your operation do you plan to serve food? all

27. What hours, if any, will food service not be available? n/a
28. Indicate any other product/service offered n/a
29. Will your establishment have a kitchen manager? Yes  No  store manager
30. Will you have a kitchen support staff? Yes  counter cooks, no servers
31. How many wait staff do you anticipate will be employed at your establishment? 0  
During what hours do you anticipate they will be on duty? \_\_\_\_\_
32. Do you plan to have hosts or hostesses seating customers? ~~Yes~~ No
33. Do your plans call for a full-service bar? ~~Yes~~ No  
If yes, how many bar stools do you anticipate having at your bar? \_\_\_\_\_  
How many bartenders do you anticipate you would have working at one time on a busy night? \_\_\_\_\_
34. Will there be a kitchen facility separate from the bar? ~~Yes~~ No
35. Will there be a separate and specific area for eating only? Yes   
If yes, what will be the seating capacity for that area? 70 plus outdoor seating
36. What type of cooking equipment will you have? Stove Oven <sup>Fryers</sup> ~~Fryers~~ Grill ~~Microwave~~
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
0%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 0%  
What percentage of your advertising budget do you anticipate will be drink related? 0
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ~~Yes~~ No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ~~Yes~~ No
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42. What is your estimated capacity? 70

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	2 %
Gross Receipts from Food and Non-Alcoholic Beverages	98 %
Gross Receipts from Other	0 %
<b>Total Gross Receipts</b>	<b>100%</b>

44. Do you have written records to document the percentages shown? Yes ~~xxx~~  
You may be required to submit documentation verifying the percentages you've indicated.

**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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 15<sup>th</sup> day of November, 2007  
Denise O'Brien (Clerk/Notary Public)  
My Commission Expires 7-11-2009  
M. Steven Ellis, Manager (Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 7-11-2009