



# 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

## 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 Spanish  
 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\_\_\_\_.
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.  
Manuel Cortez
4. Trade Name (doing business as) Tienda Los Gemelos
5. Address to be licensed Tienda Los Gemelos
6. Mailing address 6713 Odana Rd. #8 Madison WI 53719
7. Anticipated opening date \_\_\_\_\_
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.  
Strip Mall 6000 sq Ft with grocery  
store, meat department and sit down  
restaurant with kitchen  
to a room back to the bar

- 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 75
- 13. Describe existing parking and how parking lot is to be monitored.  
Front + side of location 35 Parking  
spaces employee monitored
- 14. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Tienda Las Gemelas (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 \_\_\_\_\_
- 17. City, state in which agent resides \_\_\_\_\_
- 18. How long has the agent continuously resided in the State of Wisconsin? \_\_\_\_\_
- 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.  
 \_\_\_\_\_

- 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 Grocery store with sit down  
Restaurant
28. Hours of operation 9 am to 9 pm.
29. Describe your management experience Manager and Owner  
for ten years.
30. List names of managers below, along with city and state of residence.  
Manuel Cortez Madison WI  
Sandra Cortez Madison WI
31. Describe staffing levels and staff duties at the proposed establishment Line cook  
2 grocery clerks, meat service, 6 wait staff.  
2 bartenders.
32. Describe your employee training Two weeks with  
current employee as mentor

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

Hispanic Families

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

we advertise food through  
word of mouth

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? Babies to Retired

39. What type of food will you be serving, if any? Real Mexican  
 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 am to 9 pm.

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. retail meat + grocery sales

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? 6

During what hours do you anticipate they will be on duty? all

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? \_\_\_\_\_  
 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? 50%
54. If your business plan includes an advertising budget: No  
 What percentage of your advertising budget do you anticipate will be related to food? \_\_\_\_\_  
 What percentage of your advertising budget do you anticipate will be drink related? \_\_\_\_\_
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:  
20 % 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

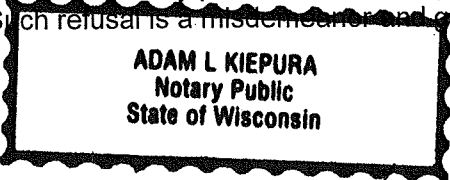
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson 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

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
66. I 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]  No  Yes
67. 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**

68. State Seller's Permit 004-0002256951-01
69. Federal Employer Identification Number 651249872
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Diana Cortez  
 E-mail address dianacortez29@gmail.com  
 Phone (608) 320-9470 Preferred language English
71. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Read carefully before signing in front of a notary:** 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.



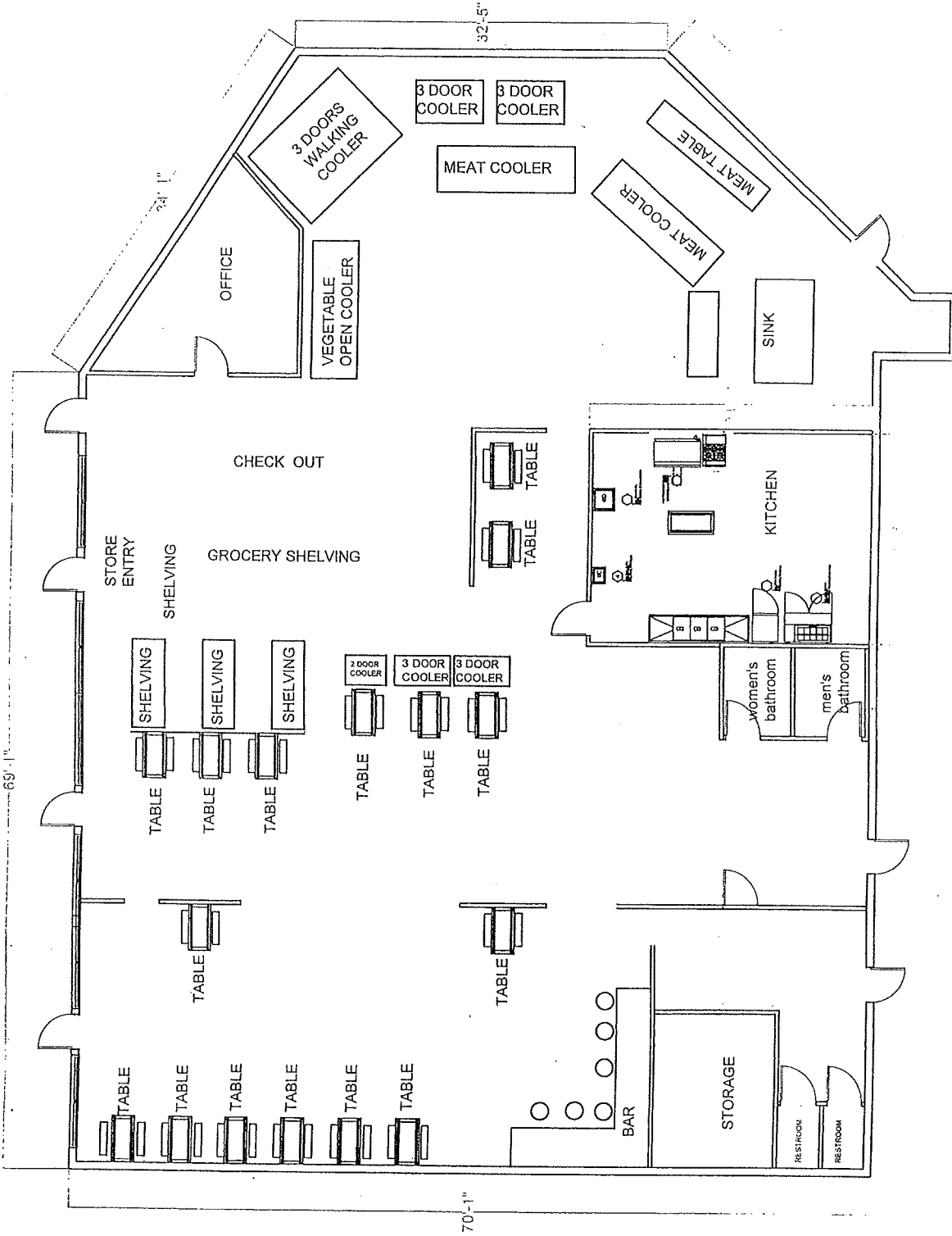
Subscribed and Sworn to before me:  
 this 21<sup>st</sup> day of MAY, 2015  
Adam L. Kiepura  
 (Clerk/Notary Public)

[Signature]  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 4/28/2019

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <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 type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____		Date license granted by Common Council <u>LCCLB-2015-00495</u>
Date provisional issued _____		Date license issued _____ License number _____

LOS GEMELOS  
ODANA RD.  
MADISON, WI



## SATURDAY/SUNDAY SPECIALS

**CARNITAS**

**CONSUME**

**TAMALES**

**BARBACOA DE RES**

**BARBACOA DE BORREGO**

**CHILES RELLENOS .....\$9.50**

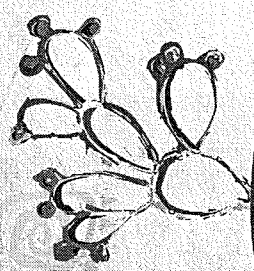
Lightly battered poblano chiles filled with a mixture of Mexican fresh cheese and shredded cheese, covered with a Mexican tomato broth accompanied with rice and beans

**MENUDO .....\$8.50**

A typical Mexican specialty stew made with shredded beef, two types of chiles, and other authentic spices

**POZOLE .....\$8.50**

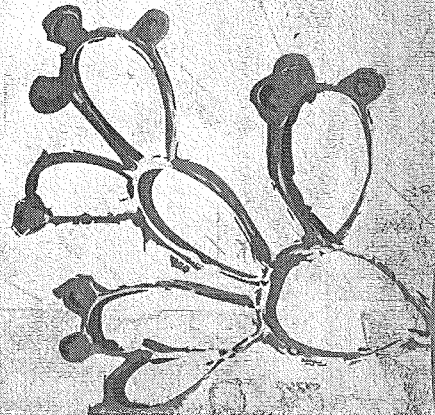
Delicious Mexican hominy grits and shredded spicy pork accompanied with corn tostadas



Established in 2004, Los Gemelos is a family business whose goal is to bring a "little bit of Mexico" to the Madison community. We offer authentic Mexican food made just as it would be in our village in Querétaro, Mexico. Our traditional tacos are famous, and can not be found anywhere in Madison other than at Los Gemelos. **Please enjoy, Buen Provecho!**

# LOS GEMELOS

AUTHENTIC MEXICAN FOOD



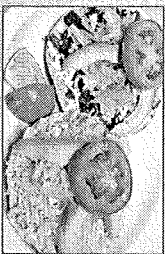
6713 Odana Rd., Madison, WI 53719  
**(608) 441-0061**

6713 Odana Rd., Madison, WI 53719 • (608) 441-0061





**TACOS** .....\$2.00 each  
Savory steak, pastor (marinated pork), chorizo, chicken, or campechano\* (cilantro and onion)



**TOSTADAS** .....\$3.00 each  
Chicken, steak, pastor (marinated pork), potatoes with chorizo, beans, chorizo, campechano\*, or querillos (mexican fresh cheese, lettuce, avocado, tomato, and mayonaisse)

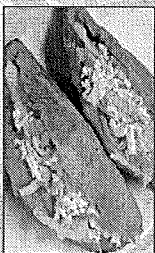


**MEXICAN ENCHILADAS** .....\$8.50  
Mexican enchiladas, red or green, chicken or Mexican fresh cheese. Includes rice and beans.

**GORDITAS** .....\$2.50 each  
Steak, pastor (marinated pork), chorizo, chicken, potatoes with chorizo, beans or Mexican fresh cheese (cilantro, onion)



**QUESADILLAS** .....\$3.00 each  
Delicious cornmeal quesadillas made by hand, cheese, steak, pastor (marinated pork), or chicken (cheese and lettuce)



**CHULETAS AHUMADAS** .....\$9.00  
Smoked pork chops. Includes salad, rice and beans.



**TORIAS** .....\$8.50  
Milanesa Chicken or beef ham, hot dogs, steak, shredded chicken, chorizo, or pastor (marinated pork) (mayonaisse, avocado, lettuce, tomato, onion, jalapenos, cheese)



**BISTEC A LA MEXICANA** .....\$8.50  
A typical Mexican dish. Beef cooked with tomatoes, onion, and jalapeno chile. Includes rice and beans.

**BISTEC ENCEBOLLADO** .....\$8.50  
Beef marinated with Los Gemelos family recipe of spices covered with onions. Includes salad, rice and beans.



**MILANESA** .....\$8.50  
Milanesa (piccata) beef or chicken. Includes salad, rice and beans.



**BURRITOS** .....\$8.50  
Lightly grilled flour tortilla filled with chicken, steak, pastor (marinated pork), beans, or campechano\*, with cheese, lettuce, tomatoes and onion. Includes rice and beans.



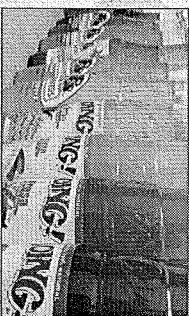
**PAMBASOS** .....\$8.50  
Delicious Mexican pambasos covered with guajillo chile sauce, filled with potatoes and chorizo or chicken (mexican fresh cheese and lettuce)



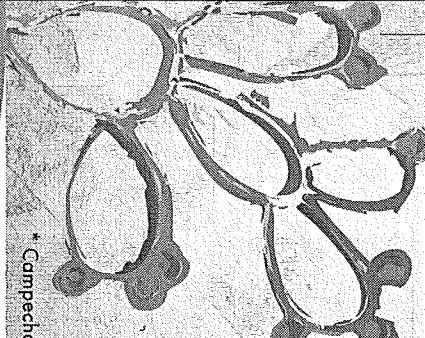
**CHILAQUILES** .....\$8.50  
Green chilaquiles accompanied with beef or eggs over easy onions and cheese. Includes rice and beans.



**PECHUGA A LA PLANCHA** .....\$8.50  
A grilled chicken breast. Includes salad, rice and beans.



**JARITOS** .....\$1.75  
Typical Mexican Soda  
Mango, Pineapple, Lime, Guava, Fruit Punch, Tamarind, Jamaica, Mineralgua



\* Campechano choice of two available