

31841



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 _____
 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, 2014.
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.

Brews Brothers Pub II LLC

4. Trade Name (doing business as) Brews Brothers II

5. Address to be licensed 610 Junction Road Madison WI 53717

6. Mailing address 8406 Windsor Drive Weston WI 54476

7. Anticipated opening date November 1, 2013

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.

2148 sq. ft. in City Center Junction Mall

office, walk-in cooler, dining area, bar, mens/womens

bathrooms.

A-9
p-128

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 55

13. Describe existing parking and how parking lot is to be monitored.

Shared common parking area in rear of strip mall.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to _____ (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 Steven J. Day

17. City, state in which agent resides Weston WI

18. How long has the agent continuously resided in the State of Wisconsin? 49 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 11/03/2012

21. State and date of registration of corporation, nonprofit organization, or LLC.

WI 9/16/13

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	BREWS BROTHERS	WESTON, WI
	PUB HOLDINGS, LLC	

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.

Steven J. Day

24. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) BRENS BROTHERS PUB HOLDINGS, LLC

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) BRENS BROTHERS PUB, LLC, WESTON, WI

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 Upscale Beer Pub featuring over
36 Craft Beers & 12 Gourmet Hamburgers

28. Hours of operation 11 AM - 12 midnight

29. Describe your management experience I have owned other

businesses including convenience stores - was the
General manager at ABBYland Trucking working with
more than 50 employees

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

<u>GM - ABBYLAND TRUCKING</u>	<u>Curtiss, WI</u>
<u>BRENS BROTHERS PUB</u>	<u>Weston, WI</u>

31. Describe staffing levels and staff duties at the proposed establishment UP TO 15

Employees consisting of 4-5 cooks and the
balance servers & bartenders

32. Describe your employee training Every employee is screened with

background checks - our training program consists of
training from managers & owners from current pub in Weston, WI
Employees are hired & trained for 3 days prior to
opening - uniforms are provided with list of expectations
from management team

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

at our current location most clientele are business

FULLS - People who enjoy a Great Burger & high end CRAFT Beers

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

our concept is sound & unique - we will work with local radio & services who provide Text Alerts to our audience

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? 26-65

39. What type of food will you be serving, if any? Gourmet burgers & Fresh Fries & chips
 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? 11AM - 11PM

42. What hours, if any, will food service not be available? When Kitchen closes AT 11AM

43. Indicate any other product/service offered. Wine - soda - Veggie burgers

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? 8-10

During what hours do you anticipate they will be on duty? 11AM - 12PM

47. Do you plan to have hosts or hostesses seating customers? No Yes

- Beer & wine only*
48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 30
 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 30
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: *Does not*
 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:
40 % Alcohol 60 % Food _____ % Other *have actual reports from current establishment*
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 *APPLIED FOR 9-17-13*

68. State Seller's Permit 456-1028495382-02

69. Federal Employer Identification Number 46-3617843

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Steven Day

E-mail address steve@westonhealthclub.com

Phone (715) 370-0929 Preferred language English

71. Corporate attorney, if applicable: Name Robert Zimmerman

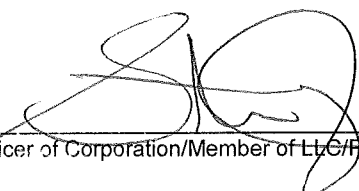
Phone (715) 845-8234 E-mail rzimmerman@mzattys.com

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 14th day of September, 2013.

Rhonda F. Arnold
 (Clerk/Notary Public) RHONDA F. ARNDOLFER


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

My commission expires 07/24/16

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input 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 type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input 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 _____		
Date provisional issued _____ Date license issued _____ License number _____		

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1-128*

* current Location



Brews Brothers Pub, LLC

4107 Barbican Avenue – Suite 250

Weston, WI 54476

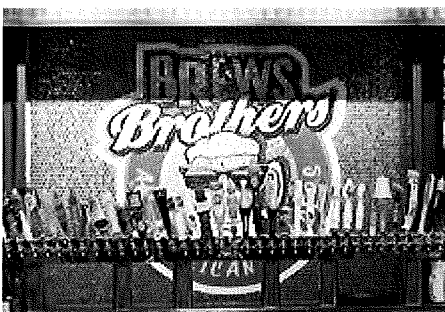
www.brewsbrospub.com

What is Brews Brothers Pub?

- Brews Brothers Pub is a gourmet burger and craft beer concept
- Concept is serving approximately 1000 customers per day – 48 at a time
- Cooking equipment technology allows for delivery of food from kitchen to table in 5 min or less
- Fresh ingredients – fresh ground hamburger, daily baked buns, & potatoes prepared at time of order
- 36 beers on tap served at 33 degrees from cooler to tap consistently poured into chilled glass
- Beer selections include: micro-brews, imports, & domestics. Limited wine menu. No Class A liquor
- Located in target markets conducive for lunch / take-out and after work /dinner traffic
- Interior design is modern/industrial. Business class clientele largest demographic
- Taplister digital beer menu: real time updates of tap selections. It is an online and interactive phone app that craft beer connoisseurs can track their favorites on tap. Brews Brothers is the only pub in WI with this technology.
- Sales are four hundred percent over projection at original location within four months.

Brand Development Goals

- Addition of 3 to 5 Brews Brothers Pubs within 5 years
- Targeted markets include Stevens Point, Madison, and the Fox Valley areas

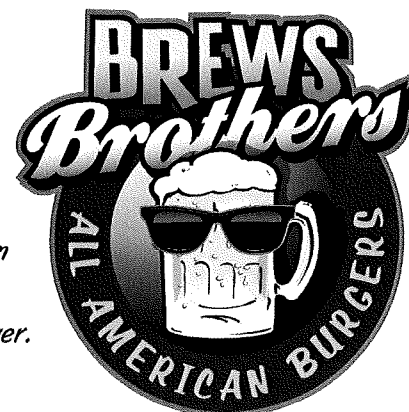


“This is where the perfect burger meets your new favorite beer”

CALL AHEAD - TAKE OUT ORDERS
715.298.2231

BURGERS

www.brewsbros.pub.com



All burgers begin with a 1/4 pound freshly-ground hamburger patty on a delicious bakery bun and are cooked to a medium-well temperature of at least 170 degrees. Pickles, lettuce, tomato, and onions (raw or grilled) are complimentary additions to any burger.

The Brothers' Original Burger \$3.89

Our delicious original classic will keep you coming back! Thousands Served Already!

All-American Cheese Burger \$4.29

Smile and say "Cheese Please!" Pick your favorite cheese and we'll throw in the pickles!

Mushroom & Swiss Burger \$4.99

This American favorite comes with mounds of fresh mushrooms topped with our rich gravy sauce and melted Swiss cheese - a new Brews Brothers favorite!

Sun's Up Burger \$4.69

You'll have to get up pretty early to top this winner! A fried egg & cheese make this "Ahh-mazing"!

Slaw Burger \$4.69

As good as it sounds! Coleslaw & BBQ sauce make this a flavorful combination you won't forget!

Weston Burger \$5.39

A neighborhood favorite! Smoked bacon, Cheese & BBQ Sauce is a trio sure to please.

California Burger \$5.49

Our tastiest yet! Avocado spread covered in our incredible Roasted Red Bell Pepper sauce and topped with lettuce, tomato, and raw onions!

Double "B"LT Burger \$5.39

Smoked bacon and bleu cheese along with lettuce & tomato is sure to be a hit!

Brews Brothers Best \$6.19

Hope you're hungry! Grilled onions, cheese, special sauce & 2 hamburger patties will satisfy the biggest of appetites!

Philly Cheese Burger \$4.89

You may need two napkins for this masterpiece! Grilled peppers & onions with Provolone cheese piled high on this beauty!

Rajun' Cajun \$4.89

Your taste buds will get a workout with this zesty delight! Pepperjack cheese, Cajun lime sauce & grilled onions—WOW!

EXTRAS

BBQ Sauce	0.29
Special Sauce	0.29
Fried Egg	0.49
Extra Hamburger Patty	1.99
Brat Patty	1.79
Pulled Pork	1.29
Veggie Patty	0.39
Bacon	0.89
Coleslaw	0.69
Cheese	0.49

(American, Cheddar, Pepper Jack, Provolone, Swiss, Bleu, Colby Jack, & Habanero Jack)

FRIES & CHIPS

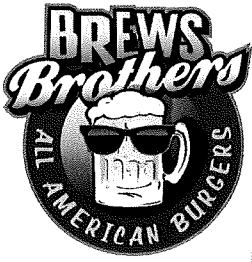
Fresh Cut Fries	\$2.39
Sea Salt & Cracked Pepper, BBQ, Cajun, Ranch, Cheddar, or Parmesan Garlic Seasoning	
Fresh Cut Chips	\$2.39
Sea Salt & Cracked Pepper, BBQ, Cajun, Ranch, Cheddar, or Parmesan Garlic Seasoning	
Family Order	\$3.49
Shoestring Fries	\$2.39
Sweet Potato Fries	\$3.39

DESSERT

Yes—we also have dessert!
 Old-Fashioned Root Beer Float with
 1919 Root Beer to top off your Brews
 Brothers experience!
\$ 3.50

We proudly serve fresh beef ground daily from Country Fresh Meats in Weston

**Kitchen Closes One Hour Prior to Bar Closing for Cleaning*



BEVERAGES



Domestic—\$3.00

BEER

Imported—\$3.75

DOMESTICS

Bud Light
Miller Lite
Coors Light

Bud Lime
Miller 64

Bud Select 55
Redd's Apple Ale
Pabst

IMPORTS

Heineken

St. Pauli Girl

Corona

See our TV "Taplister" Screen for a complete list of Beers featured on Tap !



www.taplister.com



1919 Root Beer on Tap ~ \$1.50



SODA

Coke
7-Up
Diet 7-Up

12 oz. Cans \$1.00
Pepsi
Diet Pepsi

Diet Coke
Mountain Dew
Diet Mountain Dew

WINES

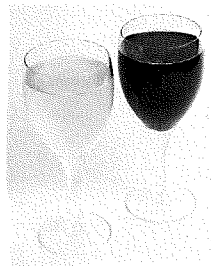
Red Wines

Cabernet Sauvignon,
Columbia Crest #3 (Washington)
Glass 7 • Bottle 27

Merlot, 14 Hands (Washington)
Glass 6 • Bottle 23

Zinfandel, Edmeades (California)
Glass 7 • Bottle 27

Pinot Noir, Red Diamond (California)
Glass 6 • Bottle 23



White Zinfandel -
Sycamore Lane (California)
Glass 6 • Bottle 23

White Wines

Pinot Grigio, Benvolio (Italy)
Glass 6 • Bottle 23

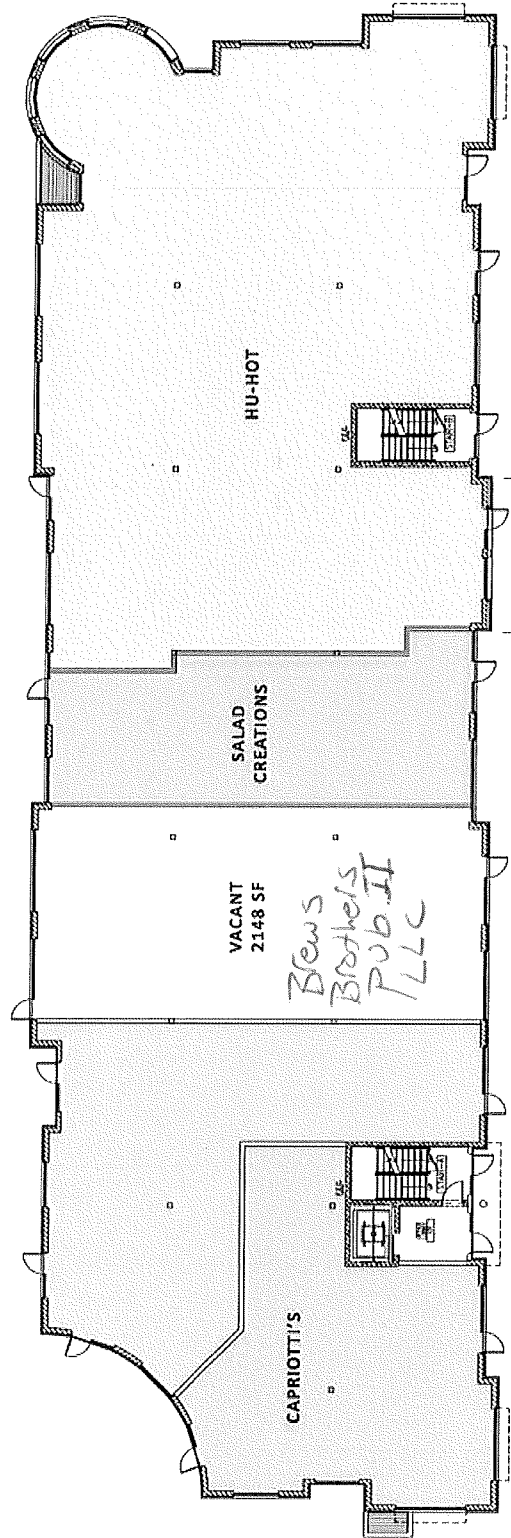
Riesling, SeaGlass (California)
Glass 6 • Bottle 23

Moscato, Lindeman's
Bin 90 (Australia)
Glass 5 • Bottle 19

Ed Hardy Sangeria -
(Spain) Glass 5 • Bottle 9

Floor Plan - 1st Floor

JUNCTION ROAD



CITY CENTER JUNCTION
MADISON, WISCONSIN

PLAN NOT TO SCALE

Kyle Robb
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262-389-4219 (Cell)
kyle.robbs@colliers.com

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