

25268

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 7/1 20 12 ;
ending 6/30 20 12

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

County of DANE Aldermanic Dist. No. _____ (if required by ordinance)

- 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): Pigs In a Fur Coat 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>President</u>	<u>Bonnie Asent</u>	<u>2638 Hoard St Madison, WI 53704</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>Bonnie Asent</u>	<u>2638 Hoard St</u>	<u>Madison, WI 53704</u>
Directors/Managers			

- 3. Trade Name Pigs In a Fur Coat Business Phone Number 262-989-8394
- 4. Address of Premises 940 Williamson St Post Office & Zip Code Madison, WI 53703

- 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 LLC and date _____ 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.) 14056 St wedding/kitchen/walk in /Patio/ locked storage.
- 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? _____
- 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 30th day of January, 20 12

Bonnie Asent
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Clerk/Notary Public)

My commission expires 6/29/14

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(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	

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" 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 checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Regs in a Fur Coat
 2. Address of Licensed Premise 940 Williamson St
 3. Telephone Number: 262-989-8394 4. Anticipated opening date: April 15th 2012
 5. Mailing address if not opening immediately _____

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: RESTAURANT of French, Italian, American
Swabn. Hours 4-12

9. Do you plan to have live entertainment? No Yes—What kind? _____

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Single story 1400 square feet broken into dining room '675 square ft. with bar in southwest corner seat '10 ppl and dining tables seating '50 ppl. Back closet w/ lock will store alcohol
Back walk in cooler w/ lock will also store alcohol. In summer patio seating '20 ppl

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. Street Parking

13. Describe your management experience, staffing levels, duties and employee training.

Manager at Brass Ring 3 years, I was required to train in all levels, Bar and server
I had to manage employees and ^{be able} to close bar alone.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Bonnie Arent 2638 Howard Street
 Name Address

15. Utilizing your market research, who would you project your target market to be?

Middle Class ~~organized~~ ~~students~~

16. What age range would you hope to attract to your establishment? 24 - 65

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

Website and social media (Facebook etc)

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: John Rolfsmeyer

Address of Owner: 902 Bluff Point Dr. 53118 Phone Number 608 212 4702

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

BONNIE ARENT 2638 Hoard St Madison, WI 53704

Name	Address

22. List the Stockholders of your Corporation/LLC

BONNIE ARENT 2638 Hoard St Madison, WI 53704

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? Tapas style

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? 4-12

42. What is your estimated capacity? 48 seats

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	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	60 %
Gross Receipts from Other	10 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
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 31st day of January, 2014

[Signature]
(Clerk/Notary Public)

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

My commission expires 6/29/2014

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Bonnie Arent, officer/member for Pigna Fur Coat
(Corporation/LLC), doing business as A Pigna Fur Coat, authorize and appoint
Bonnie Arent (Name) as the liquor/beer agent for the premise
located at 946 Williamson St.

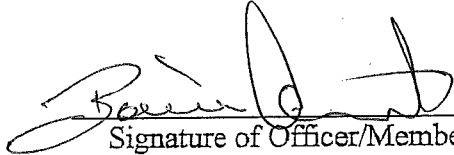
Subscribed and sworn to before me this

30th Day of January, 2012

a

Notary Public, Dane County, Wisconsin

My Commission Expires 6/29/2014


Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Bonnie Arent, appointed liquor/beer agent for
Pigna Fur Coat (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 100 %.

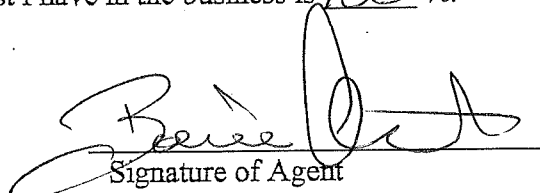
Subscribed and sworn to before me this

30th Day of January, 2012

a

Notary Public, Dane County, Wisconsin

My Commission Expires 6/29/2014


Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

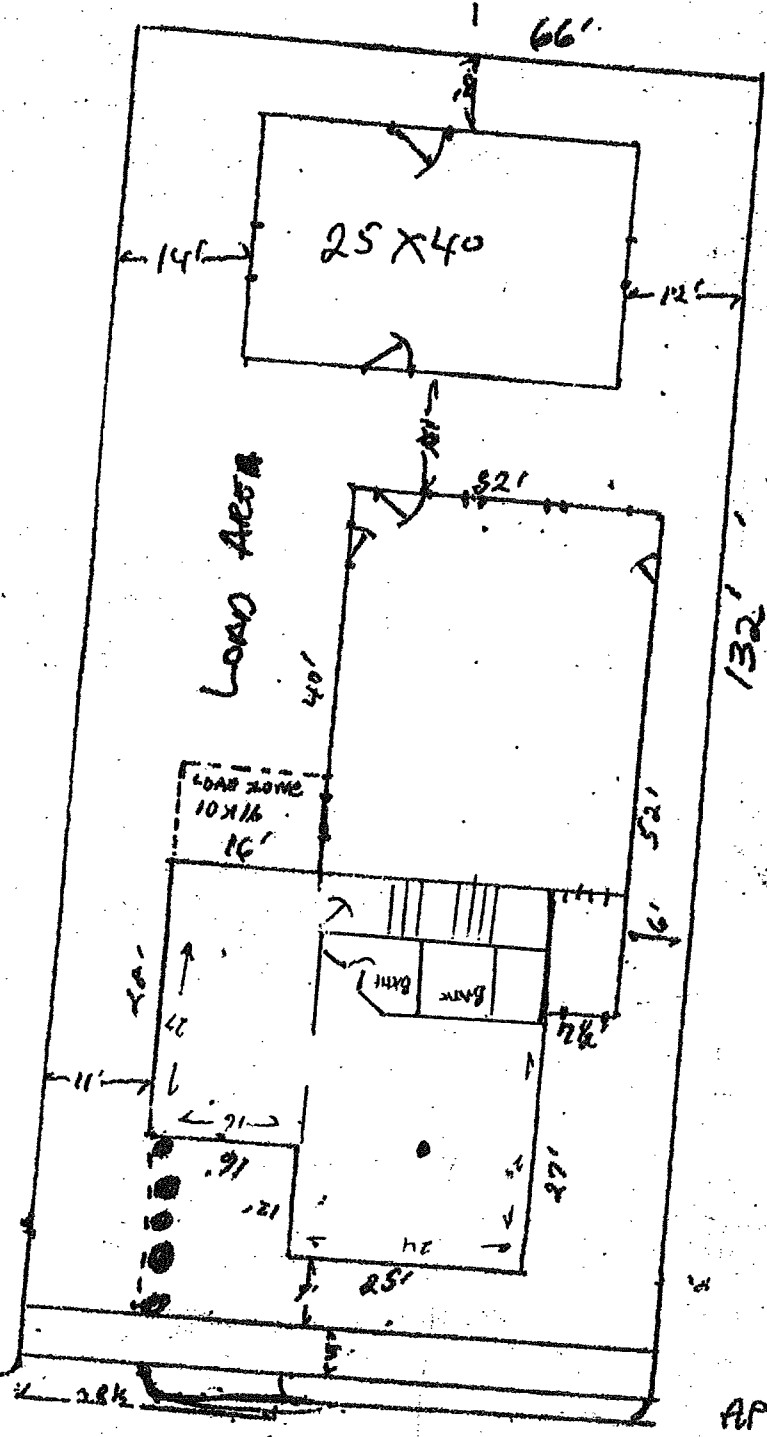
RST CONFIRMED 1-30-12

John Roltsmeyer

Cell Phone 212-4702

Home Phone ~~920-648-3652~~

#608-244-4763



Removed Curb
Approx. Replace w/
CURB & gutter

APPLIANCES UNLIMITED
940 WILLIAMSON ST.
MADISON, WIS. 53703

1" = 20'

(Sample menu)

Pigs in a Fur Coat

(Prices to be determined)

Pork

Stuffed pigs feet
Braised belly with maple syrup
Porchetta
Roast Jowl
Pigs ears

Rabbit + Fowl

Liver pate with pickled cherries, balsamic, smoked salt
Rabbit wrapped with pancetta
Roast legs in a red wine sauce
Poached Duck Egg with asparagus and beans

Beef

Tripe tacos
Flank Steak
Sweet breads

Lamb + Venison

Osso Bucco
Venison carpaccio
Lamb Ribs

Seafood

Cod Fritters
Whole Prawns
Fish 'n Chips
Octopus with bean puree
Fried Smelt

Garden

Seasonal Flat Bread

Goat Cheese Tart with Heirloom Tomatoes

Beet Salad – goat cheese, almonds, roasted beets, orange vinaigrette

Farro Salad – Cherry tomatoes, celery, Ricotta cheese, carrots, Champagne Vinaigrette

Caramelized Brussels Sprouts

Cheese Platter (8 to 10 varieties will be available)

Cured Meats

Blood Sausage

Capicola

Sopressata

Mortadella

Venison Sausage

Desserts

Seasonal Pies

Home-made Ice Cream

Panna Cotta with maple syrup

Butterscotch Pudding

Cheesecake with caramelized peaches

Coffee

Cappuccino

Espresso

American Coffee

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

Article 1. **Name of the limited liability company:**

Pigs in a Fur Coat LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**

Leslie Mason

Article 4. **Street address of the initial registered office:**

4531 Tabor Rd
Racine, WI 53402
United States of America

Article 5. **Management of the limited liability company shall be vested in:**

A manager or managers

Article 6. **Name and complete address of each organizer:**

Bonnie Arent
2638 Hoard St
Madison, WI 53704
United States of America

Other Information. This document was drafted by:

Bonnie Arent

Organizer Signature:

Bonnie Arent

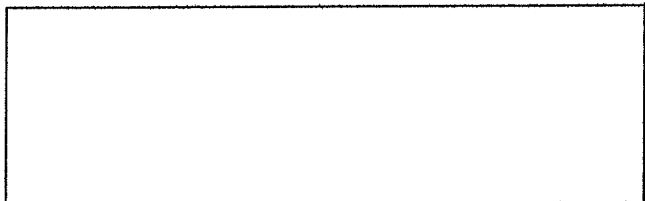
Date & Time of Receipt:

10/14/2011 9:03:15 PM

Credit Card Transaction Number:

201110142756212

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**



**Filing Fee: \$130.00
Total Fee: \$130.00**

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
10/14/2011	

<p>FILED 10/14/2011</p>	<p>Entity ID Number P058114</p>
------------------------------------	-------------------------------------

Date of this notice: 10-15-2011

Employer Identification Number:
45-3603327

Form: SS-4

Number of this notice: CP 575 A

PIGS IN A FUR COAT LLC
BONNIE J ARENT SOLE MBR
2638 HOARD ST
MADISON, WI 53704

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 45-3603327. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 941	04/30/2012
Form 940	01/31/2013

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

If you are required to deposit for employment taxes (Forms 941, 943, 940, 944, 945, CT-1, or 1042), excise taxes (Form 720), or income taxes (Form 1120), you will receive a Welcome Package shortly, which includes instructions for making your deposits electronically through the Electronic Federal Tax Payment System (EFTPS). A Personal Identification Number (PIN) for EFTPS will also be sent to you under separate cover. Please activate the PIN once you receive it, even if you have requested the services of a tax professional or representative. For more information about EFTPS, refer to Publication 966, *Electronic Choices to Pay All Your Federal Taxes*. If you need to make a deposit immediately, you will need to make arrangements with your Financial Institution to complete a wire transfer.

The IRS is committed to helping all taxpayers comply with their tax filing obligations. If you need help completing your returns or meeting your tax obligations, Authorized e-file Providers, such as Reporting Agents (payroll service providers) are available to assist you. Visit the IRS Web site at www.irs.gov for a list of companies that offer IRS e-file for business products and services. The list provides addresses, telephone numbers, and links to their Web sites.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub. Thank you for your cooperation.

Keep this part for your records.

CP 575 A (Rev. 7-2007)

Return this part with any correspondence so we may identify your account. Please correct any errors in your name or address.

CP 575 A

9999999999

Your Telephone Number Best Time to Call
() -

DATE OF THIS NOTICE: 10-15-2011
EMPLOYER IDENTIFICATION NUMBER: 45-3603327
FORM: SS-4 NOBOD

INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PIGS IN A FUR COAT LLC
BONNIE J ARENT SOLE MBR
2638 HOARD ST
MADISON, WI 53704



WISCONSIN DEPARTMENT OF REVENUE
 PO BOX 8902
 MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
 2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
 PHONE: 608-266-2776 FAX: 608-264-6884
 EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

Letter ID: L1094815680

PIGS IN A FUR COAT OWNED BY BONNIE ARENT
 2638 HOARD ST
 MADISON WI 53704



State of Wisconsin • DEPARTMENT OF REVE

Wisconsin Seller's Permit - Personal Wallet
 Copy

Sellers Permit Number: 456-1026578578-02
 Expiration Date: 31-Jan-2014
 Legal/Real Name: PIGS IN A FUR COAT OWNED BY
 BONNIE ARENT

Signature _____

Registration Certificate

Certificate Expiration Date: 31-Jan-2014

LEGAL/REAL NAME: PIGS IN A FUR COAT OWNED BY BONNIE ARENT

This certificate confirms that you are registered with the Wisconsin Department of Revenue.
 This certificate is not transferable.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., the
 wallet copy should be displayed or carried with you to various events.

~~You are authorized to engage in the business activity(ies) indicated for the following tax(es).~~

Tax Type	Account Type	Cease Date	Number
Sales & Use Tax	Seller's Permit		456-1026578578-02
Local Exposition Tax	Local Exposition Tax		014-1026578578-05
Withholding Tax	Withholding Tax		036-1026578578-04

Business Plan

Bonnie Arent

**Pigs in a Fur Coat
2638 Hoard Street
Madison, WI 53704
(262)989-8394
Barent13@gmail.com**

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I. Executive Summary

Pigs in a Fur Coat will be a small-sized restaurant with emphasis on being an experience versus a necessity. With all local Wisconsin products we will deliver in house cured meats, home made cheeses and a unique menu to the Marquette neighborhood, a neighborhood filled with young families, older couples and young adults, fresh out of college 30 to 40 years olds that are known to support local economy. Pigs in a Fur Coat's dedication to sustainable development and leading in the "green" movement will make us a great addition to Madison's bohemian district.

The uniqueness of Pigs in a Fur Coat will be apparent among the competition. By wanting to create an experience we will have communal tables where people will sit with others and maybe even create lasting friendships. Brighter lights will also create the ambience by constructing a more casual atmosphere which will benefit our big plate/little plate concept. The concept is to keep everything in the middle of the table to enable constant communication. Our seasonal menu will include pork, rabbit, lamb, venison, seafood and for those that are many in Madison, vegetarian options. To quote Anthony Bourdain "a place where it's all about and only about, what's delicious, pleasurable and true and where too much of a good thing is never enough." Pigs in a Fur Coat wants to create an environment that relaxes, excites, soothes and leaves customers talking about it the next day.

In order to maintain a feeling of authenticity, separation between dining room and kitchen will be eliminated and an effort will be made to steer clear of any artificial décor; no table cloths and no uniforms for cooks and waiters. The idea is to seamlessly blend fine cuisine with a new type of brasserie, where the best products available are served up in humble simplicity, for the enjoyment of all.

The kitchen at Pig's in a Fur Coat want to preserve a vital connection with the animals served in its meat and fish platters. We aim at times, to remind us that behind the finely prepared dish is an animal whose sacrifice should not be removed from our appreciation of the food.

This intimate contact with the living source of the food will give our guests an undiluted taste of the true flavors of the countryside: direct from pasture, ocean, and garden to the plate. On the whole, firm in the believe that our food will stack up with the best of anyone, Pig's in a Fur Coat want to be recognized as a popular eatery, where authentic meals can be enjoyed and choice wines and beer savored.

With the economy looking better, people are eating out more, according to the National Restaurant Association, the restaurant sales of 2011 are up 3.6% over 2010.

We hope to support local charities, farmers, and brewers by staying true to Madison and even teaching classes in the future. The full owner will be Bonnie Arent with Dan Bonanno working over the years to become a partner. We are asking for \$80,000 dollars to help with start-up costs. The money will be used to buy equipment, inventory, renovations, and starting wages of our staff. By creating the atmosphere and training our staff the money will help us take off in business and ensure quick payback.

II. Background Information

a. Personal Resources

Bonnie Arent first decided to become a chef after going to Germany as an Exchange student at the age of 16. After finishing High School she attended Madison Area Technical College's two year culinary program which taught all the basics in cooking and restaurant management. Believing that studying abroad would be the next best step she attended the Apicius Culinary Institute in Florence, Italy. One year of learning fresh pastas, gnocchi, seafood, risotto and more created a drawing board for new ideas. Wine was another subject in Italy where Bonnie tasted many Italian wines in a classroom setting learning how to pair and serve.

Upon deciding to open her own restaurant, Bonnie believed front of house experience was vital. Taking up a bartending position at Henry and Wanda's in Racine, WI taught her people skills, and knowledge of drinks; extensively martinis. While learning Front of House she also studied under Steve Matson at Wave's Pub and Grill in Racine as a cook. Steve Matson was a former Chef at Canyon Ranch in Arizona and was even featured in their Cookbook.

Bonnie moved to Madison wanting to gain knowledge of the city; its trends, the local people, and what they wished for and searched for in the restaurant industry. While doing research on these subjects she has bartended at The Brass Ring where she has become a trusted employee with managing shifts and responsibilities.

A background in cooking and front of house has created a unique combination of skills. Bonnie can easily flow between all levels of a restaurant be it managing people; employees or customers, or creating new ideas for meals or drinks.

b. Financial Resources

Home owner - \$195,000

Savings account, Johnson Bank - \$25,602

Money Market account M&I - \$15,652

CD Johnson Bank - \$80,425

'99 Jeep Wrangler fully paid - \$7,700

III. Business Concept

i. Mission Statement

Our vision is to provide a carefree and casual environment in which to experience fine dining food and drinks. Featuring fresh, seasonal ingredients cooked with traditional flavors and techniques from our point of view we will focus on local farms and bring a sense of community and support to the local economy. We hope for fair profit for owners and a relaxed and enjoyable atmosphere for our employees.

ii. Business Goals and Objectives

Goal #1- Official opening date of March 1st 2011

- Hire an experienced contractor with restaurant remodeling experience
- Obtain a \$80,000 loan for equipment and renovations
- Get all necessary licenses required

Goal #2- Support a local crop-share farming program

Goal #3- Break Even in the first year

- Create "regulars" and keep them coming back
- Keeping food cost under 35% revenue

Goal #4- Average 150 customers a night

- Keep customers happy by introducing new trends in food

Goal #5- Maintain quality food and atmosphere

- Send employees to train once a year in food safety
- Pass surprise health inspections with no points against

Goal #6- To maintain a staff of happy and hardworking employees

- Give raises once a year with a good review
 - Host two employee appreciation parties per year

iii. General Description of Business

Pigs in a Fur Coat will be a casual and relaxed restaurant serving all home-made Americana/rustica cuisine. With a Big Plate/ Little Plate concept we want to bring the focus to

the center of the table creating a sense of unity with food and neighbor. In house cured meats and pork will be the specialties which will be paired with other foods to create the menu. A bar featuring specialty drinks, beer, and wine will provide customers with alcoholic beverages and juices will be freshly squeezed every day. Pigs in a Fur Coat will use a style of lighting that is brighter than most dimly lit restaurants creating a more comfortable feeling. Also featuring fresh coffee and espresso will bring a European style to the dining experience.

IV. Description of Products and Services

Our products will stay true to Madison quality by staying local with our produce and meat. With the freshest ingredients we can maintain a healthy menu, and seasonal specials to keep customers happy. Everything will be made in house to ensure quality and taste for example: cured meats. We will have a small menu but one that caters to all different tastes; seafood, meat or vegetarian. Wanting to create new and interesting drinks we at Pigs in a Fur Coat will bring our knowledge of cooking to the bar using infused oils and liquors. Going with the casual at home feeling our dessert menu will compliment with seasonal pies made daily. With fresh espresso, and digestives such as grappa or amari we will invite the customer to stay a bit longer, to not feel rushed as most restaurants do. An extensive wine and beer list will also be a highlight.

We hope to create an easygoing feeling with service that is casual yet refined, wanting only to make every visit an experience. We want you to feel like you're the only ones there with the most amiable staff. Dining plates will only be placed in the center of the table producing a family style setting. This is to make sure every experience is one of connections; to food and friends.

V. Management Structure and Organization

Pigs in a Fur Coat is a LLC in Wisconsin. The LLC form of doing business was chosen for its tax treatment and greater flexibility in management and business organization.

Management Team

Dan Bonanno Executive Chef

Dan is a first generation Italian American with his parents having moved to Chicago, Wisconsin forty years ago. In Kenosha their family had opened an Italian grocery store where they had a small take-out menu and featured all Italian products from wine to candy. Dan grew up helping and working in the store.

After attending Le Cordon Bleu and receiving an associate degree he worked in Lake Geneva for a year and then moved to Kenosha, WI where he worked at Mangia under the award winning chef Tony Mantuano. From there Tony Mantuano asked him to come to Chicago and work at Spiaggia Restaurant known to host to Obama, Paul Newman, Sir Elton John and others.

After six months there he moved to Italy where he attended Apicius Culinary Institute of Florence in their Master's program. There Dan also worked at Ristorante Oliviero. When he returned he obtained his old position at Spiaggia and soon became the Sous Chef where he stayed for three years. Upon getting his name out, he was sought out by Marc Waltzer, owner of Wild Truffle in Appleton, Wisconsin to be his executive Chef where he worked for a year.

Dan can bring a great blend of the new and old in his cooking, always wanting to create new things yet staying true to the classics. Always up on the trends Dan is inventing new dishes that will keep our clientele interested. Dan will oversee the kitchen, the menu and its staff.

Jonathan Huttzell Sous Chef

Jonathan first started his career restaurant Summit in Columbia, Missouri where he worked his way up the ranks until he moved to Chicago to attend and graduate from a culinary school. There he got a job at Spiaggia and worked with Dan Bonanno. After working three years he was asked by Dan to come to Appleton and work as Sous Chef at Wild Truffle. Having worked with Executive Chef Dan for four years they are a great team. A quick learner and one with new and different ideas, Jonathan is a good team member that brings a unique style that compliments Pigs in a Fur Coat. Jonathan will help Dan with the menu and management of kitchen employees.

Mario Bacherini

A born Italian Mario has starting cooking and culinary school since the age of fifteen. He has worked at several restaurants in Florence, Italy and even one that did Japanese/Italian fusion. He was also an instructor at Apicius Culinary Institute of Florence. The past two years he has been working in France learning pastries and French cuisine. Mario also had his own online TV show "La Cucina di Base."

A background in many different styles of cooking and the fusion them will be yet another asset to the team. Mario will help with the desserts and breads.

Amy Zaremba

Amy studied law at DePaul University in Chicago. After passing the bar exam she moved to Madison where she has worked with several restaurants i.e. Dexters, as a lawyer consultant. Amy will help with the legal side to make sure everything is up to code.

Thomas J Mason

Thomas is the owner of his own contracting company and comes highly recommended. He has worked on several commercial kitchens one being Waves Pub and Grill in Racine, Wisconsin. He is up to date on all standards and code for a commercial kitchen.

Jack Saxe-Staral

A partner in Alto Clef Productions, Jack has helped design and put together hundreds of websites, menus, logos, and business systems. With good connections to printers and artists in Madison he will help keep paper costs low and create a website that will be easy to view, maneuver, and sell.

Consultants

Nick Spring – accountant

Dan Francee – freelance artist

Samantha Reynoso – Winebow Inc.

Larry Walsh – owner of Brass Ring restaurant

Dylan Helfenstein- owner Reliable Property Care

i. Recruitment and Selection of Employees

We will be looking to hire two line cooks, a prep cook, a dishwasher, two bartenders, and three waitresses, this in dependent on how smoothly we run as a team and how expansive our budget for staffing will be. Our searching methods will include posting online at www.craigslist.com and other career-enhancing websites such as www.hotjobs.com or www.careerbuilder.com. We will also search by word-of-mouth and by placing signs by the door.

ii. Compensation and Ownership

We will be basing our compensation on occupational levels. For servers we will start at current minimum waitress wage plus tips and for bartenders we will offer 7-9 dollars plus tips. For the kitchen we will start at 7 dollars with the opportunity for raises up to \$20 dollars an hour. As management we will be expecting salaries ranging from \$30,000 to \$35,000 per year.

iii. Employee reward and incentive program

Once we have an established employment team, we intend to provide employee incentives to secure morale. We will offer benefits which may include health insurance and retirements plans. There are special options that are to be available starting with a new tax incentive program for small businesses. Health Coverage Legislation enacted last year includes a Small Business Health Care Tax credit to help small businesses and small tax-exempt organizations afford the cost of covering their employees. As an added incentive we plan to provide other personal incentive such as a shift drink or food at cost.

iv. Management Philosophy

Pigs in a Fur Coat wants every aspect to be casual, even the staff. We want everyone to come into work wanting to be there. With employee parties and shift drinks we will reward our staff of a good job. We want every staff member to feel like they are contributing to the experience. Good communication and training will ensure the quality of service and food. We will also be closing one week every year to give a paid break to our employees, the business is stressful and time off together will make us a better and stronger team.

VI. Marketing

a. Industry Description

Madison is a city that loves food, good food. Being known for supporting local products and farms, they have created a self-sustaining economy.

"It has been a very challenging time for our industry for the past two years, and while there are still challenges ahead, we are glad to report that the outlook is improving. With the total economic impact of more than \$1.5 Trillion the restaurant industry is a strong player in the economic recovery and will continue to provide the consumers with the choice and conveniences they want. As the corner stone of communities across the United States restaurants will continue to be an essential part of our daily lives."

-Dawn Sweeny, NRA President and CEO

According to the National Restaurant Association Forecast, Full Service Restaurants made and will make around \$195 billion dollars, that's up 3.1% from 2010. The website also concluded that the restaurant industry is the nations largest private sector employer employing 12.7 million people. In Wisconsin, one out of every ten people work in the industry.

Restaurants employ 13 million people today, and are expected to add 3 million new jobs by 2019. Restaurant industry sales on a typical day in 2011 are an estimated \$1.5 billion dollars. After food costs are factored in, every additional million dollars in restaurant sales will generate 33 jobs for the economy. Despite job losses, the restaurant industry outperformed the national economy. Job growth is expected to resume in 2012 and the industry is expected to add 1.3 million career and employment opportunities over the next ten years. Consumer will continue to seek value and convenience which will enable the industry to expand at a faster rate.

Restaurant industry sales are expected to reach a record \$604 billion and post positive growth in 2011 after a three-year period of negative real sales growth, according to the National Restaurant Association 2011 Restaurant Industry Forecast. Sales are projected to advance 3.6 percent over 2010 sales, which equals 1.1 percent in real (inflation-adjusted) terms.

As the economy continues to struggle, the majority of the American population continues to dine out and spend their hard earned dollars at local restaurants. In accordance to the National Restaurant Association website, 40% of adults agree that purchasing from restaurants, take-out, and delivery make them more productive in their day-to-day life and 78% of adults would prefer to receive gift cards for restaurants as gifts. With restaurants fitting into America's lifestyle, it's no wonder the industry is growing.

Technology has impacted the restaurant industry by creating many jobs, saving energy, and most of all improving the overall quality and time management. With each new technological advantage there is an opportunity in growth sales. "Word of mouth" has moved online and many consumers use the internet to make reservations, browse menus, and get recommendations from other diners. Social media is playing a major role in how restaurants market themselves.

Social media savvy consumers (frequent users of at least one social media tool, including Facebook, Twitter, mobile phone applications such as Foursquare or Urban Spoon, or online review sites such as Yelp) are more active in the restaurant community and dine out more frequently than the general public.

Locally sourced food, sustainability, and health and nutrition are projected to be the top trends in menus over the next year. 70% of consumers state that they are more likely to patronize restaurants that offer locally produced food, and nearly 3 out of 4 say they are attempting to eat healthier, more now than they did two years ago. Ethnic cuisines are also a hot trend this year, including regional ethnic and fusion cuisine. Consumers are interested in trying French, Japanese, Spanish, Thai, Cajun/Creole, soul food and sushi.

What's Hot in Fullservice From the NRA *"What's Hot" Chefs Survey, 2010.*

- Locally-sourced meats, seafood and produce
- Sustainability
- Nutritionally-balanced children's dishes
- Hyper-local (ex: restaurant gardens)
- Gluten-free / food allergy conscious
- Simplicity / back-to-basics

Distribution Channels

Due to constant fluctuation supply and demand in the restaurant industry, the distribution channels are constantly changing. For example, currently restaurants are leaning towards the Green Movement. This entails using locally grown and cultivated products to decrease shipping costs and the overall environmental impact of distribution. Our restaurant will be putting a focus on the environmental impact as well as fully supporting the local Madison farming community. This will be accomplished by utilizing local farmers markets and area crop growers associations that deal specifically in organic Wisconsin produce and meats.

We also plan on enrolling into a Community Supported Agriculture Group, or CSA, which is a socioeconomic model of agriculture and food distribution. A CSA consists of a community of individuals who pledge support to a farm operation where the growers and consumers share risks and benefits of food production. CSAs usually consist of a system of weekly delivery or pickup of vegetable and fruit in a vegetable box scheme, sometimes including dairy products and meats. The Madison Area Community Supported Agriculture Commission, or MACSAC's mission statement is as follows "We envision a future where community supported agriculture is the backbone of a strong local food system; where all families have access to locally produced, organic food and have strong connections to their farms, food and community." CSAs usually focus on the production of high quality foods for a local community, often using organic or biodynamic farming methods at a shared risk membership/marketing structure.

b. Marketing

Williamson street is already a success with the restaurant industry, keeping old and new restaurants in business. With the lake close by and being close to downtown there is heavy foot traffic, and the street has just been redone making it easier to park close by, this will help bring in customers from surrounding neighborhoods resulting in an even larger target market. The population of the area is 4,829 ranging from babies to seniors and great access to the bike path and buses. The area is constantly growing as the "east" side of Madison is known for its charm and being family friendly.

We would like to target ambitious individuals who have a flair and appreciation for uniquely prepared natural/local foods and one of a kind beverages. We are specifically targeting mid income level environmentally minded men and women between the ages of 22-50 who like to experience new plates and like meeting new people. The people in the Williamson area are generally referred to as “hippies” or “artsy.” They are imaginative and original in the way they look at life and like to experience new and clever happenings. We are looking to inspire this area without breaking their budget. This area is an intragal part of Madison’s economic subculture.

c. Competition

Direct competition

The restaurant industry is easily one of the most competitive industries today. The Madison area is thriving with local restaurants that are in constant competition with each other. The competitive drive urges each restaurant to come up with a unique menu and atmosphere.

Generally, all restaurant within our trading area, about a 5 to 15 mile radius, are in competition with us. Driving down Williamson Street you will pass Jolly Bob’s, The Weary Traveler, Roman Candle, Jamerica, Mickey’s Tavern and Lazy Jane’s Café and Bakery. These are considered to be the most similar in location and style or menu options. Pigs in a Fur Coat is exceptionally different from all of these making us unique. The amount of restaurants actually help us by bringing people to the area that they might not typically venture, and we in turn will bring people as well. An indirect competition would be fast-food restaurants which there aren’t any close by. We will offer take out food to oblige the consumer that doesn’t have the time for a sit down meal.

Indirect Competition

There are many different styles of restaurants and bars in our target market area. These include very ethnic cuisine, common franchises and several bar/grill diners that cater to a different target market. Several example of this type of competition include; Glass Nickel Pizza, Bahn Thai, Lao Laan Xang, or Willy Street pub and grill. These examples, and others that are similar, will indirectly affect our restaurant by providing different ambiances, food selections and price reanges that we cannot offer.

According to the Business Ideas website “An indirect Competitor is a company that, while not in the same industry, is competing for that same dollars that you are.” This mean that other local businesses can be competing for our food dollars. An example of this would be Willie Street Co-op, which many residents consider to be their local grocery store, with this down economy many people are looking to eating in with their families and not spending quite as much at restaurants. We will be taking this into consideration when we set our menu prices and options.

Future Competition

Several key factor can determine the predictability of the competitive market for the restaurant industry. The economy is slowly getting better and increasing numbers of people are willing to part with their hard-earned dollars. With this general upturn, families look to eat out more and spend quality time dining as opposed to preparing and cleaning up.

The restaurant industry is ever-expanding and constantly changing. New restaurant and bars open on a semi-regular basis, especially in our targeted demographic area. According to the Wisconsin Restaurant Association, over 15,000 foodservice businesses operate in Wisconsin. The “food services and drinking places” is the largest private employer in the state, and also ranks among the fastest-growing industries in the state.

The “green movement” is a huge trend in the restaurant industry. Being enviromentally friendly and making “green” choices are very important. The Williamson are is known for practicing eco-friendly habits and supporting local businesses that are enviromentally minded.

Competitors know that this is not just a trend, it is a movement, and the businesses that accept and practice "green" customs will succeed.

Evaluation

In order to compete with local restaurants that have much to offer, we need to have a competitive advantage that will make customers come to us. It is incredibly important to examine and assess how well the restaurant will be managed, how customers react, and what opportunities work for us. Our focus is to use all locally grown and cultivated products and introduce new brewers, distillers, and farmers to the community. We will be primarily focusing on little plate style as opposed to a conventional 3-5 course meal. The objective is to stimulate conversation and an experience. With pork as our niche we will be making house-cured meats which will set us apart from most restaurants. We hope to even teach classes on how to butcher giving people a closer sense of community and food.

Another area of focus is our pricing, we are targeting the community that wants to have a good night out without breaking their checkbooks. Traditionally, nights out include a full course meal, drinks and desserts. With our pricing we will competitively provide a place where people can spend an entire evening somewhere for less, friends can share the plates and split the bill.

The name of our restaurant is also important, Pigs in a Fur Coat. It defines what we are doing; pork is essentially a peasant food and we will be dressing it up, cooking it well and serving it in a nice setting.

d. Marketing Strategies

Our restaurant will not be a place of necessity but a restaurant of an experience. Our customers want to be there, to try new things and celebrate, the stress free night away from obligations or work. With good drinks, food and atmosphere we can bring our customers exactly that.

Marquette Neighborhood is one of the oldest neighborhoods in Madison. Abundant in nineteenth century architectural styles: Greek Revival, Italianate, Late Picturesque to Arts & Crafts Bungalows makes this neighborhood one of the few with intact buildings of Madison's early history. Two historic districts, Third Lake Ridge Historic District and Marquette Bungalow Historic District, are in place to preserve the architectural craftsmanship of the buildings and places. Bohemian. Hippie. Green. These are some of the names that have been coined for Willy (Williamson) Street area. Locally owned shops, restaurants, and entertainment establishments line the street. Greater Williamson Area Business Association, Common Wealth Development Corporation, and others have been instrumental in keeping the street vibrant. The Marquette Neighborhood Association (MNA), established in May 1968, has been the force behind citizen involvement and participation. MNA brings discussion on issues affecting the neighborhood to residents and promotes neighborhood family fun activities such as the Chili Dinner (March), Waterfront Festival (June), La Fete de Marquette (July), Orton Park Festival (August), and Willy Street Fair (September).

We will be renting to keep costs low, with hopes of gaining a lasting relationship with a building owner so we can keep up with rent increases and thus support a local renter. The money we save by going this route other than buying will help us in maintaining the building and area around making it a great place to view.

Our prices will be around \$3 to \$10 dollars small plates and \$8 to \$20 dollars big plates. We will not have "rails" but only quality liquor, beer and wine so drinks will be in the range of \$5 to \$10 dollars as well. With a big plate/ little plate concept, you can get more for your buck because friends can share many little plates and split the bill.

Customer Service is very important, every staff member is required to know what everything is and whats in it. Every day the chef will make sure the staff is on the same page for specials as will the bar always introduce new drinks or taps. We want to take time at the table helping people order or pair a wine and to create a sense of familiarity. Staff will be casual yet professional while serving and cooking.

In order to penetrate the market in the restaurant industry we would benefit most by using several types of advertising. Using 10% of our revenue and anyother free advertising we hope to start by taking out ads in well read magazines in Madison i.e. The Onion, The Isthmus, or The Capitol Times. Creating and passing out flyers during free time and creating a face book page and twitter are great free advertising methods. We also want to start off with a charity event. Instead of a pre-opening day that most restaurants do for friends and family we will host a charity event, everyone is welcome and all proceeds will be donated to the Childrens Hospital. A website will also be one of the first things to take care of, a website with pictures, menus and hours is a great way to attract and stay in touch with customers. The internet is extremely important, as more than 50% of people who search the web to find out where they would like to go, with a website, face book page, and twitter page we hope to cover our bases. The radio is still a great place to advertise, less expensive than a television ad but just as effective.

VII. Operational Plan

a. Production

Being a Restaurant with a bar, Pig's in a Fur Coat will be open 4pm to midnight or 1am. The Kitchen staff will arrive around 2pm to prep for service and front of house will arrive a half hour before the doors open. Inventory will be taken weekly to ensure there is no theft or waste. Constant vigilance will help keep food cost down.

Quality control will be maintained by requiring every staff member to have training and the legal licences yearly up dated e.g. bartending and serve safe certification.

Customer service being the key to any restaurant, every front of house staff member will be trained and well watched. General opinion is that everyone can serve, and while that's true, it's only the good ones that make an experience. Good service will be rewarded and taught at Pig's in a Fur Coat.

b. Location

Pig's in a Fur Coat is currently aiming to sign a lease at 940 Williamson Street. Previously a pizzeria it already has a kitchen and dining area which also includes that the zoning for the building is commercial. A small bar will need to be built and minor other things will need to be altered to our liking but with such minimal renovations our start-up costs are lower than others. The Space is 1400 square feet and can seat up to 50 people. With an open ktchen heating costs will be lower and the wiring and plumbing has just been updated.

Williamson Street is a great location for a restaurant with availability for a lot of street parking and foot traffic, even in winter. Two large windows at the restaurant will make it easily seen and identified. A driveway next to the building makes it convenient for delivery of products.

Rent: \$1895
Tax: \$200
Insurance:\$1200

Renovations: \$10,000
Utilities: TBD

c. Legal Environment

Licensing required: Beer and Wine License
Business License
Food Service License
Permits required: Building permit
Regulations required: Servsafe Certification
Bartending license
Insurance required: Restaurant generally liability coverage
Workman's Compensation insurance
Trademarks: LLC (already formed)

Most of these licenses are to be obtained when a lease is signed. Owner is currently a holder of a Bartending license and is taking the class for the servsafe certification, which every kitchen staff will be required to take when they are hired.

d. Suppliers

Wisconsin Lamb, Pinn-oak Ridge Farms, LLC
Steve and Darlene Pinnow
N5784 Johnson Rd
Delevan, WI 53115

A local lamb farm that provides all cuts of meat. Reasonably priced at 5 to 12 dollars a pound based on the type of cut.

R A H Equipment INC
Maria Gonzalez
355 W. Route 120
Round Lake Park, IL 60073

Foodservice Equipment, reconditioned equipment, repairs and supplies, they deliver and are able to work with Pinn-oak Ridge Farms for delivery to help cut costs and the carbon footprint.

Madison Area CSA Coalition
303 S. Patterson St. suite 1B
Madison, WI 53703

A Madison organization that works with local farms to bring us seasonal produce.

Baraboo Sysco
910 South Blvd.
Baraboo, WI 53913

A company that buys local produce and can supply us with all other restaurant needs e.g to go boxes, silverware, or non alcoholic beverages.

The supply costs will be fluctuating and Pig's in a Fur Coat will do research and re-price our menu to keep up with changing costs in the industry.

VIII. Financial Data

Start-up Expenses

I based my numbers for the start-up expense spreadsheet by doing some research. Larry Walsh, owner of The Brass Ring has been a great source of information. In terms of remodeling the dining room and kitchen I talked to Dylan Helfenstein and Thomas Mason, both of which I included in my management team and they gave me estimates.

For the equipment, I have included a quote from Kenny Hood man for all the large equipment we will need, I have used such websites as www.webstaurantstore.com and www.bigtray.com for guidelines on furniture with our tables already being donated by a family member the costs were low, I then gave myself a 20% contingency on all sections to cover unexpected costs.

12 Month Profit and Loss Projection/ Cash Flow

I estimated my number based on a couple factors. With a restaurant seating 48 people I estimated serving 45 people Monday and Tuesday, 55 people on Wednesday, 65 people on Thursday and 85 people on Friday and Saturday, I then went into the months, I've included a chart showing a 12 month estimate. Using the numbers of people served I calculated an average \$20 dollar a person in food and around \$6 dollars for beverages.

Wages were calculated with having 50 hours per position available and payroll taxes were added at 1.45 % in Medicare and 6.2% in Social Security.

Utilities were estimated by calling around and receiving standard costs as with the telephone and supplies were researched online.

Opening Day Balance Sheet

My numbers are based on my start-up expenses and my own assets.

Break-Even Analysis

Variable costs were calculated annually by taking projected sales divided by projected costs. The Break-even point monthly work out to be around \$37,000, which is under the monthly projected sales.

IX. Bibliography

Opening a Restaurant Sharon Fullen

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www.homedepot.com

www.officedepot.com

www.webstaurantstore.com

EXHIBIT A
DEMISED PREMISES





mow grass

PARKING here
IS TEMPORARY.

W E E D C O N T R O L L
TOM'S PATH TO CLEAR OF SNOW

W E E D C O N T R O L L

W E E D C O N T R O L L

-  AREA of Snow Removal
& Weed / grass control
-  BACK TENANT
(TOM'S) SNOW Removal
& weed control
-  Common Area
-  PARTIAL
Basement Common Area

YOUR LOADING
ZONE

1/2 way

TOM'S Loading
& metal BUILDING Loading
Zone

Designate Parking Area as Shown Above
THERE IS NO PARKING

metal Building.