



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 Class A Cider

Section A – Applicant

- 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.

- This application is for the license period ending June 30, 2017.
- 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.

Fuegos Steak & Tapas LLC

- Trade Name (doing business as) Fuegos Steak & Tapas
- Address to be licensed 904 Williamson Street
- Mailing address 904 Williamson Street Madison WI 53703
- Anticipated opening date November 1, 2016

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) An employee or agent Sandra Wegner

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The alcohol will be stored in a private locked office/liquor room.

On display within a locked wine case.

Behind the bar in coolers.

Outside seating approx 12-15 Approx 4430 sqft inside dining
500 sqft outside

Ald. G - Rummel
Sector 408

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 150

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

Parking lot of Plan B will be utilized for lunch and dinner hours.

Monitored via security system on the inside/outside of building.

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 ~~Sandra Wegner~~ Cassandra Villarreal

17. City, state in which agent resides Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? ~~54 years~~ 23 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 6.22.15

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

Wisconsin 05/06/2016

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
Owner	Cassandra Villarreal	Madison, WI
Owner	Jordan Wegner	Madison, WI
Owner	Sandra Wegner	Madison, WI

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.

Jordan Wegner

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 _____
 Spanish style steakhouse, with a latin flair vegan menu. We want to create one location for all foodies alike.

28. Hours of operation Monday - Thursday 11am to 10pm
 Friday 11am to 11pm Saturday 8am to 11pm Sunday 8am to 10pm

29. Describe your management experience I've managed up to 50 employees at any given time.
I've been in the retail and hospitality service.

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

Oscar Villarreal Madison, WI	Cassandra Villarreal Madison, WI
Jordan Wegner Madison, WI	Sandra Wegner Waupun, WI

31. Describe staffing levels and staff duties at the proposed establishment Two Bartenders, 8-10 servers
2 Bussers & 3 Hosts Kitchen Staff 6 Cassandra Front of House Ordering, Training
 Oscar Executive Chef, overseeing kitchen & training Sandra Overseeing Vegan Menu and Training
 Jordan IT Marketing & Bookkeeping

32. Describe your employee training Employees will undergo auditions and a 2-week intensive training covering wine pairings, menu translations, and customer service.
Employees will be taking serve-safe alcohol course and receiving certification to be able to serve.

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

Connecting with the neighborhood and using social media i.e. Facebook Vegan Group

Millennials and young professionals

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

In the beginning we will be using a VIP invitation only soft opening, allowing the public to

have a sneak peek of what the restaurant entails. With word-of-mouth advertising to increase excitement in the neighborhood.

We will be advertising our tapas and vegan menu made from local farmers produce and local ranchers meats

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? _____

Local jazz artists in the midwest, Wednesday from 4-7pm. ??? Maybe, still in discussion.

38. What age range do you hope to attract to your establishment? 25-65

39. What type of food will you be serving, if any? Spanish style steak and Vegan Latin Menu

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? 8am to 10pm

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

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? 15

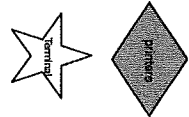
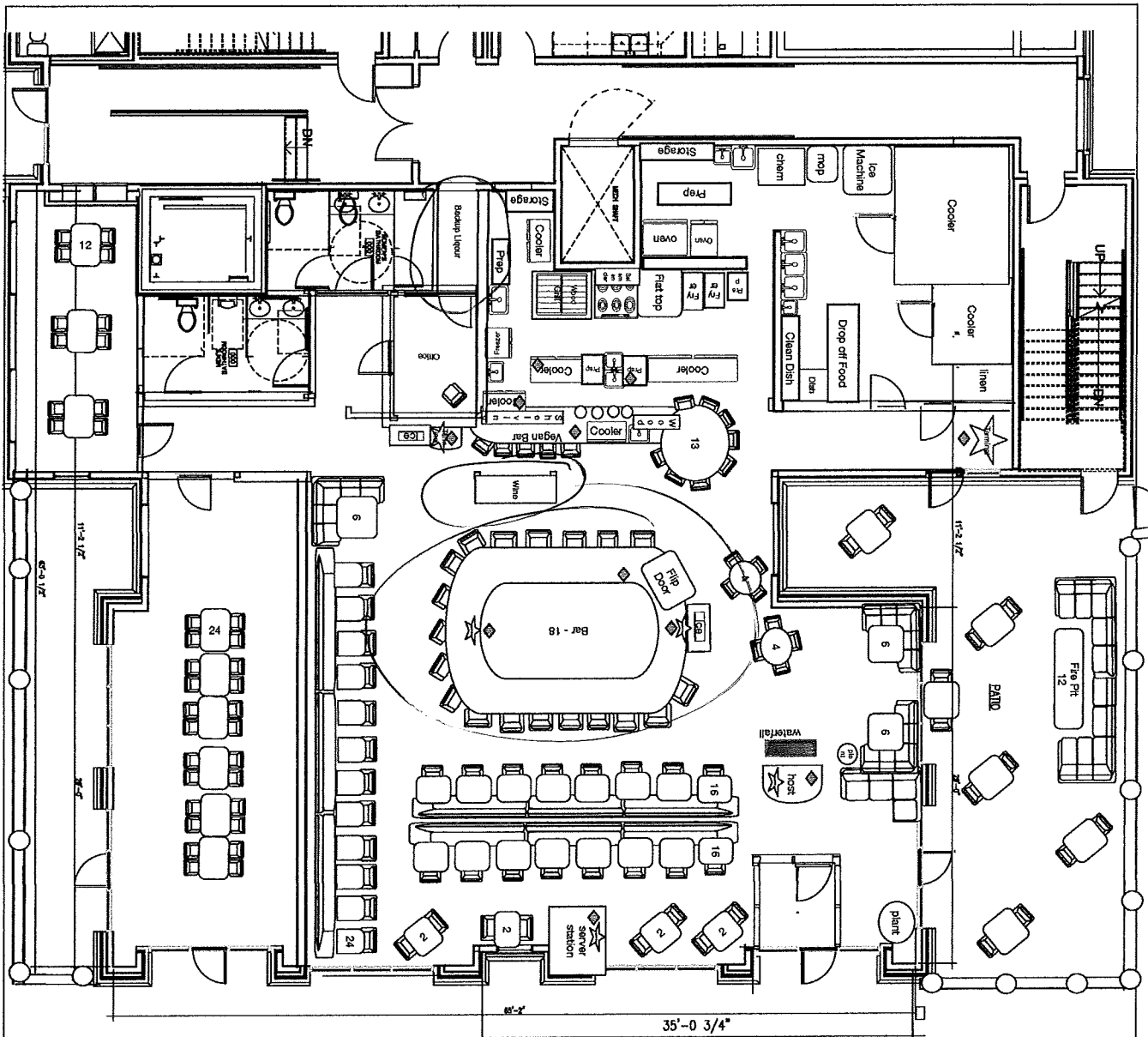
During what hours do you anticipate they will be on duty? 8am - 11pm

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? 18
 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 140
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? 80%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 2% of sales
 What percentage of your advertising budget do you anticipate will be drink related? 0%
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:
30 % Alcohol 70 % 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



NOT FOR CONSTRUCTION

A2.2

FLOOR PLAN
OPEN FLOOR PLAN

WILLIAMSON ST. RETAIN
TEVART IMPROVEMENT
WILLIAMSON ST
11/19/2021



Fuegos Steak & Tapas

Para Picar

Cangrjo

Crab cake, onion crisps & fire roasted chile

Scallop Cinco

blue corn chip & avocado

Coctel De Camaron

Avocado, pico de gallo, crackers & lime

Tigeres

Mussels, crab, spinach & manchego

Albóndigas

Lamb, piplán, crema de nuez, guajillo chile y tomate

Toritos

Tocino, jalapenos y queso cabra

Aligátor

Mostasa Y alligator chorizo

Pierda De Quesos

Cheese and meat stone

Puplo En Ajo y Tomate

Grilled octopus, garlic, tomato, pan tostado

Ostiones ½ doz 14 doz 26

Lemon, cava y Coctel salsa

Calamar

Squid steaks strips, fire roasted chile

Organic Blue Corn Chips and Salsa

Relleno De Pato

Chihuahua cheese, apple raisins & orange ancho sauce

Carnes de la Parrilla

Arrecheras

Skirt Steak

Cordero

Lamb chops

Chuleton De Buey

Bone-in ribeye

Filete de Solomillo

Sirloin

Bistec Lomo

Strip Steak

Colas De Langosta

Lobster Tail

Your choice Grilled or Broiled with drawn herb butter

Chuleta De Puerco

Bone-in Pork Chop

Ensalada Y Sopas

Ramos Del Jardin

Baby greens mix, tomatoes, sprouts, avocado cucumbers, carrot curls.

Ensalada de Tomate

Local tomatoes, queso, rioja vinegar & cilantro oil

Betabel

Micro greens raspberry vinaigrette, basil oil, candied walnuts & queso de cabra

Nopalitos

Baby cactus queso fresco, grape tomato, & cilantro with lime vinaigrette

Gazpacho

Melon, mint, cilantro & jicama

Langosta

Lobster Bisque

Del Mar Y Alas

Salmon bronceado

Espinacas, arroz de ongos, aloli de agucate

Camarones Al Ajo

Shrimp, garlic oil & pan tostado

Paella

Shrimp, scallop, clams, mussels, crawfish, chorizo & chicken

Conchas

Mussels, clams, vino blanco azafrán

Fidello

Fried pasta shrimp, scallops, clams, crawfish, fresh fish and mussels

Pechuga De Pato

Port, blue berries, walnuts, sémolá

Pollo Picano

Pecans, president brandy, cream

Pollo Loco

Roasted fire grilled chicken coconut rice tostones & Black beans

Al Lados

Papa Azul

Purple Mashed Potatoes

Arroz De Coco

Coconut rice

Pozole Con Queso Manchego

Manchego Grits

Arroz De azafrán

Saffron Rice

Espinacas con Ajo

Garlic buttered wilted Spinach

Elote

Mexican Street Corn

Para Picar

Pastelito 11

rice cake, sesame seeds chia crust coconut, & sweet chile oil

Cremini Cinco 9

blue corn chip & bbq tomato and almond cheese

Ajo blanco

chilled almond soup

Arroz Y Yucca

parsnips, squash, spinach & fresh tomato salsa

Yuquitas 9

fried Yucca & Cashew cheese

Ensaladas Y Sopas

Betabel 9

micro greens raspberry vinaigrette, basil oil, candied walnuts & almond cheese

Ramos Del Jardin 7

baby greens mix, tomatoes, sprouts, avocado cucumbers, carrot curls

Ensalada de Tomate 8

local tomatoes, rioja vinegar & cilantro oil

Gazpacho 8

melon, mint, cilantro & jicama

Entrada

Fidello Crudo

raw veg pasta and fresh salsa de tomate fresco

Planta De Huevo

white beans, roasted red pepper & pineapple salsa

Tacos De Quinoa Y Aguacate

Arroz de Coliflor & frijoles

Ropa Vieja de Verduras

Tostones, frijoles negro, & arroz de coco

Torre

Quínoa, Chi, carrot, parsnip, & purple majestic