bmit to municipal clerk		ISE APPLICATION	Applicant's Wisconsin 456-10	20046407
			Federal Employer Identification 91-0	847486
r the license period beginning		;	LICENSE REQUES	TED >
ending Jun	ie 30	20 08	TYPE	FEE
	Town of		Class A beer	\$
THE GOVERNING BODY of the:	National Control	lison	Class B beer	\$
THE GOVERNING BODY OF THE	区ity of		Wholesale beer	\$
	Micity of		Class C wine	\$
inty of Dane	Aldermanic Dist. No	c. (if required by ordina	nce) Class A liquor	
	-		Class B liquor	\$
The named IIIINDIVIDUAL	TIPARTNERSHIP	LIMITED LIABILITY COMPAN'	Y Reserve Class B liquor	\$
	ONPROFIT ORGANIZATIO		Publication fee	\$ 20.00
hereby makes application for the alcoh			TOTAL FEE	\$
Name (individual/partners give last name Red Robin International, Inc.			e registered name):	
partnership, and by each officer, dire liability company. List the name, title Title President/Member President	ector and agent of a corp e, and place of residence of Eric C. Hou	oration or nonprofit organizatio f each person Name F seman	tion by each individual applicant, by on, and by each member/manager and thome Address 11591 Bent Oaks St., Parker, COnhaven Dr., Highlands Ranch, CO	agent of a limited fice & Zip Code 80134
Vice President/Member VP/CFO/Sec	cretary Katherine L			
Secretary/Member VP/Assistant Sec	cretary John W. Gra	int 83/6 Gr	een Island Circle, Lone Tree, CO	00124
Treasurer/Member Agent General Manager Directors/Managers Director Trade Name Red Robin Ameri	Eric C. I	Houseman	-Mur Road, Madison b 1159 Bent Oaks St., Parke	r, CO 80134
Trade Name Aced Room Ameri	Carrage Dr		3.4. diam. 6070	
Address of Premises ▶ 2440 East S			mice at the coac is	
Is individual, partners or agent of corporationing course for this license period? Is the applicant an employe or agent of Does any other alcohol beverage retail (a) Corporate/limited liability compa (b) Is applicant corporation/limited liab	f, or acting on behalf of any I licensee or wholesale per any applicants only: Inse illity company a subsidiary	yone except the named applicant mittee have any interest in or conert state WI and of any other corporation or limiter		Yes No Yes No Yes No
(c) Does the corporation, or any office				
agent hold any interest in any other				∑ Yes [No
(NOTE: All applicants explain fully on re	everse side of this form ev	ery YES answer in sections 5, 6,	7 and 8 above.)	
Premises description: Describe building	g or buildings where alcoho	of beverages are to be sold and st	tored. The applicant must include	
all rooms including living quarters, if us may be sold and stored only on the pre	emises described) Bar, I	and/or storage of alcohol beverage Dining Room, KEG Coole	les and records. (Alcohol beverages er, Liquor Storage Room	
all rooms including living quarters, if us may be sold and stored only on the pre Legal description (omit if street address	s is given above): $\frac{N/A}{A}$	and/or storage of alcohol beverag Dining Room, KEG Coole		
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Explanation of Questions on Original Alcohol Beverage License Application

Question #5- All agents of the corporation have completed the responsible beverage server training course or if it has expire are in the process of completing the course before the license is issued.

Question #8

- a) Red Robin International, Inc. is fully owned by its parent company Red Robin Gourmet Burgers, Inc. a publicly traded company.
- b) Red Robin International, Inc. is in the process of transferring liquor licenses are the following locations in Wisconsin:

6522 Monona Drive Monona, WI 53716

N109 Stoneybrook Road Appleton, WI 54915

2430 Humes Road Janesville, WI 53545

2440 East Springs Drive Madison, WI 537014

2605 S. Onieda Street Green Bay, WI 54304

600 S Koeller Street Oshkosh, WI 54902

7575 Edgerton Avenue Greenfield, WI

600 Green Bay Road Kenosha, WI

City of Madison Supplemental Class B License Application

	Seller's Permit Number Federal Employer Identification Number Notarized Original Application Form Notarized Supplemental Form	Description of Licensed Premise *Notarized Appointment of Agent Background Investigation Form(s) Notarized Transfer of Ownership Articles of Incorporation	☐ Floor Plans ☐ Lease ☐ Sample Menu ☐ Business Plan * Corporation/LLC only			
1	Name of Applicant/Partner/Corporation	n/LLCRed Robin International, Inc.				
2.	Address of Licensed Premise 2440 East	Springs Dr., Madison, WI 53704				
3.	lephone Number: 608-301-0435 4 Anticipated opening date: Currently Open- Iransfer					
5	Mailing address if not opening immediately 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111					
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 desire	d by the neighborhood? □ Yes ⊠ No				
	Explain					
8	Business Description, including hours	of operation: Sunday-Thursday 11:00AM-10	:00PM Friday and			
Ū.	Business Description, including hours of operation: Sunday-Thursday 11:00AM-10:00PM Friday and Saturday 11:00AM-11:00PM					
9	Do you plan to have live entertainment	? ☑ No ☐ Yes—What kind?				
10	size and all areas where alcohol bevera	g, including overall dimensions, seating ar ages are to be sold and stored. The license aged without the approval of the Commo	ed premise described			
	See Attached Floor Plan					
11		rectly accessible and under control of the and stored only on the licensed premise, no				
12	Describe existing parking and how par	king lot is to be monitored Open lot	, not monitored.			
13	All management and	e, staffing levels, duties and employee train employees are trained acc	cording to			
	their region, so t	hey are in compliance with	all laws.			
14.	Identify the registered agent for your	Corporation or LLC. This is your corpora permitted by law to be served on the corporation.	ation's agent for service of			
	CT Corporation System Address	8040 Excelsion Drive, Suit	e 200, Madison, WI 53717			

15	Utilizing your market research, who would you project your target market to be?
	Families, mothers, teens, and tweens.
16.	What age range would you hope to attract to your establishment? All
17.	Describe how you plan to advertise/promote your business. What products will you be advertising?
	National media including cable syndicated IDs on networks and online/internet advertising.
	Are you operating under a lease or franchise agreement? (Ves (attach a copy)) No
19.	Owner of building where establishment is located: Raymond C. + Loraine A. Zeier dress of Owner: 2211 N. Stoughton Rd, Madison Phone Number 608-249-9668 W153704
Ade	dress of Owner: $\frac{2211}{N}$ No. $\frac{3700g}{N}$ No. $\frac{1700g}{N}$ No. $\frac{1700g}{N}$ Phone Number $\frac{608-211-1008}{N}$
	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
	Eric C. Houseman 11591 Bent Oaks Street, Parker, CO 80134 Name Address
	Katherine L. Scherping 2446 Glenhaven Drive, Highlands Ranch, CO 80126 Name Address
	John W. Grant 8376 Green Island Circle, Lone Tree, CO 80124 Name Address
	Name Audicss
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22	List the Stockholders of your Corporation/LLC
22	
22	List the Stockholders of your Corporation/LLC Red Robin Gourmet Burgers, Inc. 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111 100%
	List the Stockholders of your Corporation/LLC Red Robin Gourmet Burgers, Inc. 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111 100% Name Address % of Ownership
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23	List the Stockholders of your Corporation/LLC Red Robin Gourmet Burgers, Inc. 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111 100% Name Address % of Ownership Name Address % of Ownership What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant
23	List the Stockholders of your Corporation/LLC Red Robin Gourmet Burgers, Inc. 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111 100% Name Address % of Ownership Name Address % of Ownership What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant Other Please Explain
23.	List the Stockholders of your Corporation/LLC Red Robin Gourmet Burgers, Inc. 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111 100% Name Address % of Ownership Name Address % of Ownership What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant Other Please Explain What type of food will you be serving, if any? American
23.2425.	List the Stockholders of your Corporation/LLC Red Robin Gourmet Burgers, Inc. 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111 100% Name Address % of Ownership Name Address % of Ownership What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant Other Please Explain What type of food will you be serving, if any? American Breakfast Lunch Dinner
23.2425.	List the Stockholders of your Corporation/LLC Red Robin Gourmet Burgers, Inc. 6312 S. Fiddler's Green Circle, 200 N, Greenwood Village, CO 80111 100% Name Address % of Ownership Name Address % of Ownership What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant Other Please Explain What type of food will you be serving, if any? American Breakfast Lunch Dinner Please submit a sample menu with your application, if possible. What might eventually be included on your

7 What hours, if any, will food service not be available? None			
28. Indicate any other product/service offered. None			
29 Will your establishment have a kitchen manager? Yes No			
30 Will you have a kitchen support staff? Yes No			
31. How many wait staff do you anticipate will be employed at your establishment? 100 During what hours do you anticipate they will be on duty? Sunday-Thursday 11:00AM-10:00PM Friday and Saturday 11:00AM-11:00PM			
32 Do you plan to have hosts or hostesses seating customers? Yes No			
33 Do your plans call for a full-service bar? Yes No If yes, how many bar stools do you anticipate having at your bar? 25 How many bartenders do you anticipate you would have working at one time on a busy night?			
34. Will there be a kitchen facility separate from the bar? Yes No			
35. Will there be a separate and specific area for eating only? Yes No If yes, what will be the seating capacity for that area?			
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave			
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No			
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?			
39. If your business plan includes an advertising budget, 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?			
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No			
Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No			

- 42. What is your estimated capacity? 257
- 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	4.60 %
Gross Receipts from Food and Non-Alcoholic Beverages	95.36 %
Gross Receipts from Other	0.04%
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 28th day of February, 2008

(Clerk/Notary Public)

My commission expires 5/23/11

(Offiger of Corporation/Member of LLC/Partner/Individual)

