

LICLIB - 2018-01255
A=6 P=408



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, 20 19.
- 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.

Palette Grill LLC

- Trade Name (doing business as) Palette Bar and Grill
- Address to be licensed 901 E. Washington Ave, Madison, WI 53703
- Mailing address 8025 Excelsior Dr. Suite 104, Madison, WI 53717
- Anticipated opening date March 15, 2019
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain) Agent
- 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.

Alcohol will be stored and sold at the 1st floor restaurant. Additional storage will be provided in the basement of the building, the wine cases, liquor storage room, beer cooler, and wine cooler on the 1st floor. Outdoor seating will be provided on outdoor patio within hotel premises. In addition to the above described areas, the premises will include the hotel public spaces and guestrooms.

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 145 255 per email 12-7-18
13. Describe existing parking and how parking lot is to be monitored.
On-site guest parking will consist of valet parking only, and includes up to 80 below grade structured parking stalls. Access to the parking structure will be restricted to one access point with a garage door controlled by an electronic key card. Only valet and hotel employees will be allowed to access the on-site parking structure. Neither guests nor the general public will be allowed to access the on-site parking structure. The parking structure will be monitored with security cameras.
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 Matt Robert
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 1993
19. Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed _____
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin, July 29, 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
Partner	Jose Luis Granados	Madison, WI
Partner	John Smithe	Haward, 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.

Matt Robert

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) Eno Vino LLC, 601 Junction Road, Madison, WI 53717 and
Eno Vino LLC, 1 N. Webster Street, Madison, WI 53703

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 Casual dining, bar and grill

28. Hours of operation Mon-Fri 6:30am-10am and Sat-Sun 7am-10:30am
Sun-Thurs 4pm-12am and Fri-Sat 4pm-1am

29. Describe your management experience 14 years as an Executive Chef, Manager, and owner

30. List names of managers below, along with city and state of residence.
Matt Robert Madison, WI _____

31. Describe staffing levels and staff duties at the proposed establishment 25-45 people
in both Front and Back of House

32. Describe your employee training Extensive Hand Book and a week or more of training shifts

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

Hotel Occupants, After work guests, casual dining

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

Our brand, bar and grill, casual dining

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? 21-85

39. What type of food will you be serving, if any? Traditional American grill
 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? Mon-Fri 6:30am-10am and Sat-Sun 7am-10:30am
Sun-Thurs 4pm-12am and Fri-Sat 4pm-1am

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

43. Indicate any other product/service offered. No

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? 26

During what hours do you anticipate they will be on duty? 5:30am/6am-10:30am and 3pm-1am

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? 32
 How many bartenders do you anticipate having work at one time on a busy night? 7
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 14%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 50%
 What percentage of your advertising budget do you anticipate will be drink related? 50%
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:
25 ~~48~~ % Alcohol 58 ~~75~~ % Food 2 % Other (See e-mail for update)
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 Deputy Clerk 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 intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes


- 66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
- 67. 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
- 68. 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

- 69. State Seller's Permit 6 0 0 - 1 0 3 0 3 0 7 0 9 8 - 0 3
- 70. Federal Employer Identification Number 83-2075540
- 71. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Jose Luis Granados
 E-mail address jose.granados@triadrestaruants.net
 Phone 608-664-9565 Preferred language English
- 72. Corporate attorney, if applicable: Name Kevin Palmershein
 Phone 608-836-6400 E-mail palmershein@hpLawoffice.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 _____ day of _____, 20____



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

 (Clerk/Notary Public)
 My commission expires _____

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input 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 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 _____		

Verbick, Jim

From: Kirsten Brandle <kirsten.brandle@eno-vino.com>
Sent: Wednesday, December 12, 2018 9:28 AM
To: licensing
Subject: Updating Food/Beverage Percentages

To whom it may concern,

I had dropped off the liquor license application for Palette Grill LLC on Friday, December 7. I was hoping to update the percentages of our advertising budget from 50% / 50% to having the food cover 75% of sales and liquor covering 25% of sales.

Thank you,



Kirsten Brandle
Executive Assistant
Eno Vino Wine Bar and Bistro
8025 Excelsior Dr Suite 104
Madison WI 53717
P. 608.471.8107
www.eno-vino.com

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