



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Agenda - Approved ALCOHOL LICENSE REVIEW COMMITTEE

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

***This meeting may be viewed LIVE on Charter Spectrum Channel 994, AT&T U-Verse Channel 99 or at [www.madisoncitychannel.tv](http://www.madisoncitychannel.tv).***

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**Wednesday, December 17, 2025**

**5:30 PM**

**210 Martin Luther King, Jr. Blvd.  
Room 201 (City-County Building)**

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### Hybrid Meeting

The City of Madison is holding the Alcohol License Review Committee meeting in a hybrid to help protect our community from the Coronavirus (COVID-19) pandemic. Members of the public may choose to view and/or provide comment in person or virtually at hybrid Alcohol License Review Committee meetings.

1. Written Comments: You can send comments on agenda items to [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

2. Register for Public Comment:

- Register to speak at the meeting.
- Register to answer questions.
- Register in support or opposition of an agenda item (without speaking).

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you need to join the virtual meeting.

3. Watch the Meeting: You can watch the meeting in several ways:

- Livestream on the Madison City Channel web  
<https://www.cityofmadison.com/watchALRC>
- Livestream on the City of Madison YouTube channel  
<https://www.youtube.com/user/CityofMadison>
- Television: Watch live on Spectrum channel 994, AT&T U-Verse channel 99, and Madison City Channel on Roku and Apple TV

4. Listen by Phone:

(877) 853-5257 (Toll Free)

Webinar ID: 876 9969 1180

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact the City Clerk's Office at (608) 266-4601.

Applications will go to the Common Council Meeting of January 13, 2026

This meeting is governed by Robert's Rules of order. All speakers wishing to address the committee regarding an agenda item must first complete a registration form and submit it to the City Clerk designee.

Speakers may speak to the committee only after they are called by the Chair. Each speaker will be limited to three minutes.

After speaking to the committee, please take your seat in the gallery. The public is not allowed to address or respond to speakers or committee members unless they have been recognized by the Chair of the committee.

**Notified Absences:**

**Call to Order/Roll Call**

**Approval of Minutes**

November 19, 2025: <http://madison.legistar.com/Calendar.aspx>

**Approval of Minutes**

November 26, 2025: <http://madison.legistar.com/Calendar.aspx>

**Public Comment**

1. [91188](#) Public Comment

**Disclosures and Recusals**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**Presentation of the Consent Agenda**

At this time, a consent agenda will be moved with the recommended action, or to grant with any recommended conditions if no action is recommended for each item EXCEPT:

- 1) items which have registrants opposed wishing to speak 2) items which members have



separated out for discussion/debate purposes 3) items recommending ordinance changes 4) operator license applications

### Operator's License Applications

Possible Closed Session: Please take notice that when considering the following items, the ALRC may go into closed session pursuant to sec. 19.85(1)(b), Wis. Stats., which reads in relevant part:

(b) Considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, ... and the taking of formal action on such matter; provided that the ... person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. ...

Further take notice that, if the ALRC goes into closed session, it may return to open session immediately, without giving the 12 hours notice under sec. 19.85(2), Wis. Stats.

2. [89502](#)

Operator License Application

Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

Legislative History

8/20/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
9/17/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
10/15/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE
11/19/25	ALCOHOL LICENSE REVIEW COMMITTEE	Refer to the ALCOHOL LICENSE REVIEW COMMITTEE

3. [90940](#)

Operator License Application

Alexander Grahn - Establishment where employed: Oakcrest Tavern

Legislative History

11/26/25	ALCOHOL LICENSE REVIEW COMMITTEE	Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE
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4. [91245](#)

Operator License Application

Nancy Martin - Establishment where employed: Dutch Mill

### Changes of Agent

5. [91192](#)

Change of Agent

Baked Wings Madison LLC • dba Baked Wings & Things • 250 State St

New Agent: Martha McKinney  
Class B Combination Liquor & Beer  
(District 4)

6.     [91193](#)     Change of Agent  
Wonderstate Coffee LLC • dba Wonderstate • 27 W Main St  
New Agent: Austin Howard  
Class B Combination Liquor & Beer  
(District 4)
7.     [91204](#)     Change of Agent  
RRK Investment Company • dba Stop N Shop • 312 E Mifflin St  
New Agent: Shriya Khullar  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)

#### Entity Reorganization

8.     [91205](#)     Entity Reorganization  
RRK Investment Company • dba Stop N Shop  
312 E Mifflin St  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)  
Add one new officer
9.     [91206](#)     Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
4505 East Towne Blvd  
Class B Beer  
(District 17)  
Add one new officer, remove one officer
10.    [91207](#)     Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
7230 West Towne Way  
Class B Beer  
(District 9)  
Add one new officer, remove one officer
11.    [91211](#)     Entity Reorganization  
Fresh City Market LLC • dba Fresh Madison Market  
703 University Ave  
Class B Beer, Class C Wine  
(District 8)

Remove one officer

12. [91213](#) Entity Reorganization  
Metcalfe LLC • dba Metcalfe's  
726 N Midvale Blvd  
Class A Beer, Class A Liquor  
(District 11)  
Remove one officer
13. [91214](#) Entity Reorganization  
Metcalfe Foods-West LLC • dba Metcalfe's  
7455 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 9)  
Remove one officer

#### Change of Licensed Premises

14. [91212](#) Change of Licensed Premises  
Brass Biscuit LLC • dba Mint Mark  
Current Capacity (in/out): 149/59 • Proposed Capacity (in/out): 198/118  
1874 E Washington Ave • Agent: Chad Vogel  
Class B Combination Liquor & Beer • 45% alcohol, 54% food, 1% other  
Police Sector 501 (District 12)  
Request to add sixth floor rooftop bar, connected by a private elevator.  
Increasing indoor capacity by 49 and outdoor capacity by 59.

#### New License - Public Hearing

#### Recessed Public Hearing

15. [90559](#) Public Hearing - New License  
Bombay Blues Inc • dba Bombay Blues  
6617 Odana Rd • Agent: Babandeep Gabba  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 218 (District 19)
- Legislative History**
- |          |                                     |   |
|----------|-------------------------------------|---|
| 10/22/25 | Clerk's Office                      | Referred for Introduction   |
| 10/28/25 | COMMON COUNCIL                      | Refer For Public Hearing to the ALCOHOL<br>LICENSE REVIEW COMMITTEE                             |
| 11/19/25 | ALCOHOL LICENSE<br>REVIEW COMMITTEE | RECOMMEND TO COUNCIL TO RE-REFER<br>- PUBLIC HEARING to the ALCOHOL<br>LICENSE REVIEW COMMITTEE |

12/9/25 COMMON COUNCIL Re-refer for Recessed Public Hearing to the  
ALCOHOL LICENSE REVIEW COMMITTEE

16. [90560](#) Public Hearing - New License  
Luna's Market LLC • dba Luna's Market  
2328 S Park St • Agent: Mariam Maldonado  
Class A Beer, Class A Liquor  
Police Sector 309 (District 14)

**Legislative History**

10/22/25 Clerk's Office Referred for Introduction  
10/28/25 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE  
11/19/25 ALCOHOL LICENSE REVIEW COMMITTEE RECOMMEND TO COUNCIL TO RE-REFER  
- PUBLIC HEARING to the ALCOHOL  
LICENSE REVIEW COMMITTEE  
12/9/25 COMMON COUNCIL Re-refer for Recessed Public Hearing to the  
ALCOHOL LICENSE REVIEW COMMITTEE

17. [90561](#) Public Hearing - New License  
Madcity Lodging LLC • dba Sleep Inn/MainStay  
4802 Tradewinds Pkwy • Agent: Bhavin Patel  
Estimated Capacity (in/out): 100/15  
Class B Beer • 1% alcohol, 99% food  
Police Sector 620 (District 16)

**Legislative History**

10/22/25 Clerk's Office Referred for Introduction  
10/28/25 COMMON COUNCIL Refer For Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE  
11/19/25 ALCOHOL LICENSE REVIEW COMMITTEE RECOMMEND TO COUNCIL TO RE-REFER  
- PUBLIC HEARING to the ALCOHOL  
LICENSE REVIEW COMMITTEE  
12/9/25 COMMON COUNCIL Re-refer for Recessed Public Hearing to the  
ALCOHOL LICENSE REVIEW COMMITTEE

**Public Hearing**

18. [91035](#) Public Hearing - New License  
Veil and Vault LLC • dba Veil and Vault  
325 E Wilson St • Agent: Ace McCarty  
Estimated Capacity (in/out): 67/0  
Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Police Sector 405 (District 4)

**Legislative History**

11/25/25 Clerk's Office Referred for Introduction

12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

19.      [91036](#)      Public Hearing - New License  
La Bonita LLC • dba La Bonita  
4915 Commercial Ave • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Beer • 25% alcohol, 50% food, 25% other  
Police Sector 609 (District 3)

**Legislative History**

11/25/25      Clerk's Office      Referred for Introduction  
12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

20.      [91037](#)      Public Hearing - New License  
La Bonita LLC • dba La Bonita  
5534 Eastpark Blvd • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 520 (District 17)

**Legislative History**

11/25/25      Clerk's Office      Referred for Introduction  
12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

21.      [91038](#)      Public Hearing - New License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence  
and Culture  
671 W Badger Rd • Agent: Janine Stephens Hale  
Estimated Capacity (in/out): 735/0  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 310 (District 14)

**Legislative History**

11/25/25      Clerk's Office      Referred for Introduction  
12/9/25      COMMON COUNCIL      Referred for Public Hearing to the ALCOHOL  
LICENSE REVIEW COMMITTEE

22.      [91042](#)      21+ Entertainment License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence  
and Culture  
Capacity (in/out): 735/0  
671 W Badger Rd • Agent: Janine Stephens Hale  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 310 (District 14)

23. [91039](#) Public Hearing - New License  
Banzo LLC • dba Banzo  
2105 Sherman Ave • Agent: Netalee Sheinman  
Estimated Capacity (in/out): 30/30  
Class B Combination Liquor & Beer • 1% alcohol, 98% food, 1% other  
Police Sector 501 (District 12)

**Legislative History**

11/25/25	Clerk's Office	Referred for Introduction
12/9/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

24. [91040](#) Public Hearing - New License  
Capitol Club LLC • dba The Capitol Club  
107 State St • Agent: Stephen Matteo Bell-Castile  
Estimated Capacity (in/out): 93/30  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 405 (District 4)

**Legislative History**

11/25/25	Clerk's Office	Referred for Introduction
12/9/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

25. [91041](#) Public Hearing - New License  
Friends Applaud LLC • dba Friends Applaud  
1602 Gilson St • Agent: Adam Benedetto  
Estimated Capacity (in/out): 90/300  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

**Legislative History**

11/25/25	Clerk's Office	Referred for Introduction
12/9/25	COMMON COUNCIL	Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE

26. [91043](#) 21+ Entertainment License  
Friends Applaud LLC • dba Friends Applaud  
Capacity (in/out): 80/500  
1602 Gilson St • Agent: Adam Benedetto  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

**Report of Madison Police Department**

27.    [91189](#)           Recent Calls for Service

**Report of City Clerk's Office**

28.    [91190](#)           Summary of Licenses Issued

**Adjournment**



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91188**

**File ID:** 91188

**File Type:** License

**Status:** Public Comment

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Public Comment

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:**

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91188

Title

Public Comment





# City of Madison

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Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 89502**

**File ID:** 89502

**File Type:** License

**Status:** Operator License

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 08/11/2025

**File Name:**

**Final Action:**

**Title:** Operator License Application  
Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICOPR-2025-00578 App for ALRC redacted.pdf,  
ALRC TC\_Redacted.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	ALCOHOL LICENSE REVIEW COMMITTEE	08/20/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Verveer, seconded by Carter, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							
Appearance by Timothy Consigny							
1	ALCOHOL LICENSE REVIEW COMMITTEE	09/17/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Verveer, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							
1	ALCOHOL LICENSE REVIEW COMMITTEE	10/15/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Westra, seconded by Figueroa Cole, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							

1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025	Refer	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Verveer, seconded by Klemons, to Refer to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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**Text of Legislative File 89502**

**Title**

Operator License Application

Timothy Consigny - Establishment where employed: LJ'S Sports Tavern & Grill

# Operator Application for Licenses to expire

For individuals selling or serving alcohol, pursuant to Madison General Ordinance 38.05. **Fees are not refundable.**

Two-Year Operator License Fee \$80.00

Office use:	LICOPR-2025-00578	BST Date	03/06/2025
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**Filling out your application**

- An Operator License is a privilege, not a right. **Any false answers or omissions may result in the denial of your application.**
- This application must be filled out accurately and completely.
- If you have any doubt as to whether to include the facts of a specific incident it is recommended that you disclose the information.
- If you are unsure about how to respond to any questions on this form, check with the City Clerk for clarification.
- Your application will not be processed until you deal with outstanding warrants.
- You can obtain information regarding your arrest and conviction record from the police department, the court with which you interacted, or the Wisconsin Circuit Court Access website at [www.wcca.wicourts.gov/index.ssf](http://www.wcca.wicourts.gov/index.ssf) (CCAP may not provide a comprehensive list of ALL arrests and convictions).

**Review of your application**

- The Madison Police Department will perform a background check to verify that the information you have provided is complete and accurate.
- If there are concerns about your arrest and /or conviction record as it relates to your application, or if it appears that you falsified or omitted information from your application, you may be called to appear before the Alcohol License Review Committee.
- If you are asked to appear but choose not to do so, your application may be denied.
- *Meetings of the Alcohol License Review Committee are open to the public and televised.*

First Name	M. I.	Last Name		
Timothy		Consigny		
Residence: Street Address		City	State	Zip
		Madison	WI	53704
Phone	Date of Birth	Birth Place (City, State)		Sex
		Madison		Male
Driver's License Number (State & Number)	Place of employment and phone#		Email Address	
	LJ's Sports Tavern & Grill			
Other names, aliases or birthdates ever used:				
Cities and States lived in since age 18, including where you now reside:			From:	To:
Madison Wisconsin			10/25/1998	03/07/2025

**Arrest and Conviction Record**

Since your 17th birthday, have you been convicted of a felony or misdemeanor? (Including criminal traffic offenses?)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
As a juvenile, were you ever waived into adult court and convicted of a felony or misdemeanor?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted by a military court-martial?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted of disorderly conduct that involved violence against another person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

**List Any Pending Citations, Tickets, or Criminal Charges**

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other drugs?	Did the incident occur in or around an establishment that serves alcohol?

**List All Citations, Tickets, Municipal/Ordinance Violations and Criminal Convictions (Excluding Parking Tickets). Attach additional paper if necessary.**

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other drugs?	Did the incident occur in or around an establishment that serves alcohol?

**Application must be notarized.**

*The undersigned affirms that he/she made complete and true answers to each question and understands tht his/her past record will become part of this application and that the applicant applying for an Operator License is a Wisconsin resident.*

Subscribed and sworn before me

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Notary Public

My Commission expires \_\_\_\_\_

**To be filled out by the Madison Police Department**

- ☐ Subject has no Criminal Arrest Record with either the Wisconsin State Crime Bureau or with the Madison Police Department
- ☐ Files indicate that subject has the attached Criminal Arrest Record

\_\_\_\_\_  
Madison Police Department Authorized Signature

\_\_\_\_\_  
Date

**From:** [REDACTED]  
**To:** [licensing](#)  
**Subject:** For Jennifer  
**Date:** Wednesday, July 16, 2025 8:16:52 AM

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[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To whom it may concern,

I applied for a bartending license about four weeks ago. I wasn't sure if I should put pending charges on my report, but I have taken a plea deal on a second OWI that was back in February. I am looking to meet with someone/ get this resolved as soon as possible. My sentencing for the plea deal is set for August 4th, 2025. Thank you again.

Timothy Consigny

Sent from my iPhone

Timothy Consigny : [REDACTED]

Guideline(s) 3(d)(f), 4(b), 5

State	Date	Description	Pending	Conviction	Fel/Misd/Ord
WI	10/30/2020	Possess Open Intoxicants in MV-Driver Dane County 20TR10662 WI State Patrol		12/07/2020	Forf U
WI	08/20/2021	OWI 1 <sup>st</sup> Madison Police Department		11/21/2021	Ord
WI	06/29/2024	Vehicle Owners Liability for FSA- Hit and Run Madison PD		12/11/2024	Ord
WI	02/02/2025	OWI 2 <sup>nd</sup> Madison PD		08/04/2025	Misd U

Completed by: [REDACTED]

Date Completed: 08/07/2025

☐ Submit to Council

☐ Additional Info Required/ Resubmit application

☒ Submit to ALRC

☐ Other Action: \_\_\_\_\_

Captain Initials: [Signature]

Date: 08/12/25



# City of Madison

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Madison, WI 53703  
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## Master

**File Number: 90940**

**File ID:** 90940

**File Type:** License

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/18/2025

**File Name:**

**Final Action:**

**Title:** Operator License Application  
Alexander Grahn - Establishment where employed: Oakcrest Tavern

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICOPR-2025-00839 App\_Redacted.pdf, alrc  
ag\_Redacted.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/26/2025	Return to Lead with the Recommendation for Approval	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
<b>Action Text:</b> A motion was made by Westra, seconded by Barushok, to Return to Lead with the Recommendation for Approval to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.							
Appearance by Alexander Grahn							

## Text of Legislative File 90940

### Title

Operator License Application  
Alexander Grahn - Establishment where employed: Oakcrest Tavern



# Operator Application for Licenses to expire

For individuals selling or serving alcohol, pursuant to Madison General Ordinance 38.05. **Fees are not refundable.**

Second-Year Operator License Fee \$45.00

Office use:	LICOPR-2025-00839	BST Date	08/25/2025
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**Filling out your application**

- An Operator License is a privilege, not a right. **Any false answers or omissions may result in the denial of your application.**
- This application must be filled out accurately and completely.
- If you have any doubt as to whether to include the facts of a specific incident it is recommended that you disclose the information.
- If you are unsure about how to respond to any questions on this form, check with the City Clerk for clarification.
- Your application will not be processed until you deal with outstanding warrants.
- You can obtain information regarding your arrest and conviction record from the police department, the court with which you interacted, or the Wisconsin Circuit Court Access website at

**Review of your application**

- The Madison Police Department will perform a background check to verify that the information you have provided is complete and accurate.
- If there are concerns about your arrest and /or conviction record as it relates to your application, or if it appears that you falsified or omitted information from your application, you may be called to appear before the Alcohol License Review Committee.
- If you are asked to appear but choose not to do so, your application may be denied.
- *Meetings of the Alcohol License Review Committee are open to the public and televised.*

First Name Alexander	M. I. William	Last Name Grahm
-------------------------	------------------	--------------------

Residence: Street Address [REDACTED]	City Madison	State WI	Zip 53717
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Phone [REDACTED]	Date of Birth [REDACTED]	Birth Place (City, State) Madison Wisconsin	Sex Male
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Driver's License Number (State & Number) [REDACTED]	Place of employment and phone# Oakcrest Tavern	Email Address [REDACTED]
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Other names, aliases or birthdates ever used:

Cities and States lived in since age 18, including where you now reside: Madison Wisconsin	From: 11/24/2004	To: 08/25/2025
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**Arrest and Conviction Record**

Since your 17th birthday, have you been convicted of a felony or misdemeanor? (Including criminal traffic offenses?)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
As a juvenile, were you ever waived into adult court and convicted of a felony or misdemeanor?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted by a military court-martial?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted of disorderly conduct that involved violence against another person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No



**List Any Pending Citations, Tickets, or Criminal Charges**

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other	Did the incident occur in or around an establishment that serves alcohol?

**List All Citations, Tickets, Municipal/Ordinance Violations and Criminal Convictions (Excluding Parking Tickets). Attach additional paper if necessary.**

Year	Location	Charge	At the time of the incident were you under the influence of alcohol and /or other	Did the incident occur in or around an establishment that serves alcohol?
2023	Madison WI	underage alcohol	Yes	No
2023	Madison WI	ID Not Theirs	No	No
2023	Madison WI	Posses/Consume off Licensed Premises	Yes	No

**Application must be notarized.**

*The undersigned affirms that he/she made complete and true answers to each question and understands tht his/her past record will become part of this application and that the applicant applying for an Operator License is a Wisconsin resident.*

Subscribed and sworn before me

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Notary Public

**To be filled out by the Madison Police Department**

- ☐ Subject has no Criminal Arrest Record with either the Wisconsin State Crime Bureau or with the Madison Police Department
- ☐ Files indicate that subject has the attached Criminal Arrest Record

\_\_\_\_\_  
Madison Police Department Authorized Signature

\_\_\_\_\_  
Date

Alexander Grahn : [REDACTED]

Guideline

2(c), 5

State	Date	Description	Pending	Conviction	Fel/Misd/Ord
WI	08/03/2023	Underage Possess/Consume Alcohol Underage Person Intentionally Carry ID not Theirs Resist or Obstruct Peace Officer Madison PD		04/30/2024	Ord

Completed by: [REDACTED] Date Completed: 10/14/2025

☐ Submit to Council

☐ Additional Info Required/ Resubmit application

☐ Submit to ALRC

☐ Other Action: \_\_\_\_\_

Captain Initials: UHA Date: 10/14/25



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91245**

**File ID:** 91245

**File Type:** License

**Status:** Operator License

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/11/2025

**File Name:**

**Final Action:**

**Title:** Operator License Application  
Nancy Martin - Establishment where employed: Dutch Mill

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICOPR-2025-00873 MARTIN\_Redacted.pdf,  
NANCY MARTIN ALRC Sheet\_Redacted.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91245

### Title

Operator License Application  
Nancy Martin - Establishment where employed: Dutch Mill

# Operator Application for Licenses to expire 6/30/2026

For individuals selling or serving alcohol, pursuant to Madison General Ordinance 38.05. **Fees are not refundable.**

☐ Operator License (\$45).

☒ Operator License with two month Provisional License issued today (\$60).

Office use:	LICOPR-20 <u>25</u> -00873	BST Date <u>Vill. DNE</u>
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## Filling out your application

- An Operator License is a privilege, not a right. **Any false answers or omissions may result in the denial of your application.**
- This application must be filled out accurately and completely.
- If you have any doubt as to whether to include the facts of a specific incident it is recommended that you disclose the information.
- If you are unsure about how to respond to any questions on this form, check with the City Clerk for clarification.
- Your application will not be processed until you deal with outstanding warrants.
- You can obtain information regarding your arrest and conviction record from the police department, the court with which you interacted, or the Wisconsin Circuit Court Access website at [www.wcca.wicourts.gov/index.xsl](http://www.wcca.wicourts.gov/index.xsl) (CCAP may not provide a comprehensive list of ALL arrests and convictions).

## Review of your application

- The Madison Police Department will perform a background check to verify that the information you have provided is complete and accurate.
- If there are concerns about your arrest and/or conviction record as it relates to your application, or if it appears that you falsified or omitted information from your application, you may be called to appear before the Alcohol License Review Committee.
- If you are asked to appear but choose not to do so, your application may be denied.
- Meetings of the Alcohol License Review Committee are open to the public and televised.*

First Name <u>Nancy</u>	M. I. <u>S</u>	Last Name <u>Martin</u>
Residence: Street Address [REDACTED]	City <u>Waukegan</u>	State <u>WI</u>
Phone [REDACTED]	Date of Birth [REDACTED]	Zip <u>53597</u>
Birth Place (City, State) <u>Madison, WI</u>	Sex <u>F</u>	
Driver's License Number (State & Number) [REDACTED]	Place of employment and phone # <u>Dutch Mill WI 222-2508</u>	Email Address [REDACTED]
Other names, aliases or birthdates ever used: <u>Jacobowski</u>		
Cities and States lived in since age 18, including where you now reside:		
<u>Waukegan, WI</u>	From: <u>2021</u>	To: <u>Present</u>
<u>Lodi, WI</u>	From: <u>2008</u>	To: <u>2021</u>
<u>Waukegan, WI</u>	From: <u>2006</u>	To: <u>2008</u>
<u>Madison, WI</u>	From: <u>2000</u>	To: <u>2006</u>

-over-

**Arrest and Conviction Record**

Since your 17 <sup>th</sup> birthday, have you ever been convicted of a felony or misdemeanor? (Including criminal traffic offenses)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
As a juvenile, were you ever waived into adult court and convicted of a felony or misdemeanor?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted by a military court-martial?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Have you ever been convicted of disorderly conduct that involved violence against another person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

**List Any Pending Citations, Tickets, or Criminal Charges**

Year	Location	Charge	At the time of incident were you under the influence of alcohol and/or other drugs?	Did the incident occur in or around an establishment that serves alcohol?


**List All Citations, Tickets, Municipal/Ordinance Violations and Criminal Convictions**

(Excluding Parking Tickets). Attach additional paper if necessary.

Year	Location	Charge	At the time of incident were you under the influence of alcohol and/or other drugs?	Did the incident occur in or around an establishment that serves alcohol?
2020	Waukesha	Misappropriate ID	No	No
2020	Fondulac	Retail theft	No	No
2020	Sauk	Retail theft	No	No
2020	Portage Co	Retail theft	No	No
2020	Iowa Co	Retail theft	No	No
2020	Dane	Retail theft	No	No

**Application must be signed.**

The undersigned acknowledges that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000, and understands that his/her past record will become part of this application and that the applicant applying for an Operator License is a Wisconsin resident.

  
 Applicant's Signature

 9/15/25  
 Date
**To be filled out by the Madison Police Department**

- ☐ Subject has no Criminal Arrest Record with either the Wisconsin State Crime Bureau or with the Madison Police Department
- ☐ Files indicate that subject has the attached Criminal Arrest Record

 \_\_\_\_\_  
 Madison Police Department Authorized Signature

 \_\_\_\_\_  
 Date

2020	Ford dollar	Possession Prescription	No	No
2020	Rock Co	Retail Theft	No	No
2001	Priving	Under Influence	yes	No
2008	Disorderly	SAUK	NO	No

- Went through challenging situation in 2020/2021
- successfully completed probation and actively working
- Hold operators licenses in Middleton, Fitchburg, and city of Dane.
- No violations on ~~any~~ any license

**Nancy Martin (Jacobski : [REDACTED])**  
**Guideline(s) \_\_\_1 & 4\_\_\_**

<u>State</u>	<u>Date</u>	<u>Description</u>	<u>Pending</u>	<u>Conviction</u>	<u>Fel/Misd/Ord</u>
WI	05/15/2020	Retail Theft - Intentionally Take (<=\$500) Dane 2020CF1603		01/27/2021	Misd A
WI	05/25/2020	Retail Theft Dane Co 2020CM1349 Madison PD		01/27/2021	Misd A
WI	05/27/2020	Retail Theft - Intentionally Take (<=\$500) Dane 2020M1389		01/27/2021	Misd A
WI	06/25/2020	Retail Theft - Intentionally Take >\$500 - \$5000) Possession of Narcotic Drugs, Resisting or Obstructing an Officer Fond Du Lac 2020CF473 Fond Du Lac PD		06/08/2021	Felony I Felony I Misd A
WI	06/07/2020	Retail Theft - Intentionally Take (<=\$500) Sauk County 2020CF342		05/04/2021	Misd A
WI	05/01/2020	Misappropriate ID Info - Obtain Money x2 Waukesha County 2020CF1172		05/04/2022	Felony H
WI	07/05/2020	Retail Theft - Intentionally Take >\$500 - \$5000) Ozaukee County 2020CF266		04/06/2021	Felony I
WI	07/04/2020	Retail Theft - Intentionally Take >\$500 - \$5000) Portage County 20CF319		06/25/2021	Felony I
WI	07/08/2020	Retail Theft - Remove Anti-Theft Device (>\$500 - \$5000) Iowa County 2020CF119		06/01/2021	Felony I
WI	09/05/2020	Resisting or Obstructing an Officer Dane County 2020CF2281		09/05/2020	Misd A
WI	07/09/2020	Retail Theft - Intentionally Take (<=\$500) Dane County 2020cf2350		01/27/2021	Misd A

Completed by: \_\_\_\_\_

Date Completed: **11/13/2025**

\_\_\_\_\_ Submit to Council

\_\_\_\_\_ Additional Info Required/ Resubmit application

\_\_\_x\_\_\_ Submit to ALRC

\_\_\_\_\_ Other Action: \_\_\_\_\_

Captain Initials: Cpt Hartmann Date: \_\_\_11/25/2025\_\_\_\_\_





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91192**

**File ID:** 91192

**File Type:** License

**Status:** Change of Agent

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Change of Agent  
Baked Wings Madison LLC • dba Baked Wings & Things • 250 State St  
New Agent: Martha McKinney  
Class B Combination Liquor & Beer  
(District 4)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-00481 Agent Change App.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91192

### Title

Change of Agent  
Baked Wings Madison LLC • dba Baked Wings & Things • 250 State St  
New Agent: Martha McKinney  
Class B Combination Liquor & Beer  
(District 4)



# Liquor/Beer Agent

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☐ Beer, ☐ Liquor,  
☐ Class C Wine

(Agenda Item Number) -if change-

(Legistar file number) -if change-

L1CLIB-2025-00481

(License number)

4, Verveen

(Alder District # and Name)

Office Use Only

28

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

## To be completed by Corporate Officer or Member of LLC

I, Martha McKinney, officer/member for Baked Wings Madison (Corp/LLC),  
doing business as Baked Wings & Things authorize and appoint Martha McKinney  
as the liquor/beer agent for the premise located at 250 State St. Madison WI 53703

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

[Signature], 11/6/25  
Signature of corporate officer/member Date

## To be completed by appointed Liquor/Beer Agent

I, Martha McKinney, appointed liquor/beer agent for Baked Wings Madison (Corp/LLC),  
being first duly sworn, affirm that I have full authority and control of the premise described  
in this license, 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. The percent of the business I own is 100 %.

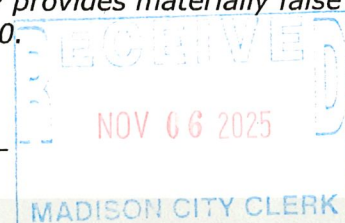
☒ I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

[Signature], 11/6/25  
Signature of corporate Agent Date

REV 09/2018

☐ Form submitted by mail/e-mail  
Office Use Only





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91193**

**File ID:** 91193

**File Type:** License

**Status:** Change of Agent

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Change of Agent  
Wonderstate Coffee LLC • dba Wonderstate • 27 W Main St  
New Agent: Austin Howard  
Class B Combination Liquor & Beer  
(District 4)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2020-00742 Agent Change App (3).pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

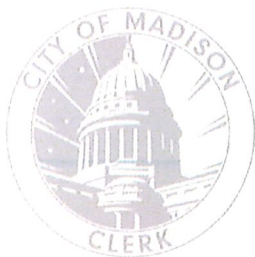
Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91193

#### Title

Change of Agent  
Wonderstate Coffee LLC • dba Wonderstate • 27 W Main St  
New Agent: Austin Howard  
Class B Combination Liquor & Beer  
(District 4)





# Liquor/Beer Agent

City of Madison Clerk

210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

(Agenda Item Number) -if change-

(Legistar file number) -if change-

LIC4B-2020-00742

(License number)

4-VERVEER

(Alder District # and Name)

Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

## To be completed by Corporate Officer or Member of LLC

I, Katie Wilbricht, officer/member for Wonderstate Coffee (Corp/LLC),

doing business as Wonderstate, authorize and appoint Austin Howard  
Name

as the liquor/beer agent for the premise located at 27 W Main Street, Madison, WI, 53703.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

[Signature]  
Signature of corporate officer/member

November 09, 2025  
Date

## To be completed by appointed Liquor/Beer Agent

I, Austin Howard, appointed liquor/beer agent for Wonderstate Coffee (Corp/LLC),

being first duly sworn, affirm that I have full authority and control of the premise described

in this license, 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. The percent of the business I own is 0 %.

☒ I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

[Signature]  
Signature of corporate Agent

11-11-25  
Date



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91204**

**File ID:** 91204

**File Type:** License

**Status:** Change of Agent

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Change of Agent  
RRK Investment Company • dba Stop N Shop • 312 E Mifflin St  
New Agent: Shriya Khullar  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIA-2024-00161 Agent Change App.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

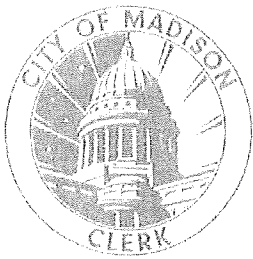
## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91204

### Title

Change of Agent  
RRK Investment Company • dba Stop N Shop • 312 E Mifflin St  
New Agent: Shriya Khullar  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)



# Liquor/Beer Agent

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☒ Beer, ☒ Liquor, ☒ Cider  
Class B: ☐ Beer, ☐ Liquor,  
☐ Class C Wine

(Agenda Item Number) -If change-

(Legistar file number) -if change-

LTCLIA-2024-00161  
(License number)

#2 Will Ochowicz  
(Alder District # and Name)  
Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
  - If you are a **new** agent for a **new** license, there is no charge.
  - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

## To be completed by Corporate Officer or Member of LLC

I, RUPINDER SAINI, officer/member for RRK INVESTMENT COMPANY (Corp/LLC),  
doing business as STOP N SHOP, authorize and appoint SHRIYA KHULLAR  
Name  
as the liquor/beer agent for the premise located at 312 E MIFFLIN ST. MADISON, WI.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

R Saini, 11-12-2025  
Signature of corporate officer/member Date

## To be completed by appointed Liquor/Beer Agent

I, SHRIYA KHULLAR, appointed liquor/beer agent for RRK INVESTMENT COMPANY (Corp/LLC),  
being first duly sworn, affirm that I have full authority and control of the premise described  
in this license, 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. The percent of the business I own is 51 %.

☒ I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

Shriya Khullar, 11-12-2025  
Signature of corporate Agent Date



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91205**

**File ID:** 91205

**File Type:** License

**Status:** Entity  
Reorganization

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Entity Reorganization  
RRK Investment Company • dba Stop N Shop  
312 E Mifflin St  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)  
Add one new officer

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIA-2024-00161 Officer Change App.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91205

### Title

Entity Reorganization  
RRK Investment Company • dba Stop N Shop  
312 E Mifflin St  
Class A Beer, Class A Liquor, Class A Cider  
(District 2)  
Add one new officer



# Change of Officers

34

(Agenda Item Number)

(Legistar file number)

LICLIA - 2024 - 00161  
(License number)

#2 Ochawicz  
(Alder District # and Name)  
Office Use Only

Class A: ☒ Beer, ☒ Liquor, ☒ Cider  
Class B: ☐ Beer, ☐ Liquor,  
☐ Class C Wine

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIA-2024-00161  
Business dba Name: STOP N SHOP  
Licensed Address: 312 E MIFFLIN ST, MADISON, WI 53703  
Liquor/Beer Agent Name: RUPINDER SAINI Alder, District #: 2

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): RRK INVESTMENT COMPANY  
Business Mailing Address: 312 E MIFFLIN ST, MADISON, WI 53703  
Business Contact Name, Position: RUPINDER SAINI, (PARTNER)  
Business Phone: 608-256-0207 Business Email: RRKINVESTMENT24@GMAIL.COM

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
SHRIYA KHULLAR.	PARTNER.
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title

continued on page two -OVER



Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☐ No ☒ Yes, explain: RUPINDER SAINI  
GURUKIRPA INVESTMENT INC D.B.A PORTAGE ONE STOP CLASS A LIC.

After this change, how many total officers/members/directors will be in the organization?: 2

Will this change alter your business plan? ☒ No ☐ Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

R. Saini  
Authorized Signature

11-12-2025  
Date

☐ Form submitted by mail/e-mail  
Office Use Only



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☒ Beer, ☒ Liquor, ☒ Cider

Class B: ☐ Beer, ☐ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LILLIA - 2024 - 0061  
(License number)

#2  
(Alder District #)

#4  
(Police Sector)

Office Use Only

## Section A – Applicant

- 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.  
RRK INVESTMENT COMPANY
- Trade Name (doing business as) STOP N SHOP
- Address to be licensed 312 E MIFFLIN ST. MADISON, WI 53703
- Mailing address 312 E MIFFLIN ST. MADISON, WI 53703
- Anticipated opening date N/A
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☐ No ☐ Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

THIS IS A CONVENIENCE STORE. THE BEER IS KEPT IN THE 6 DOOR COOLER  
AND WINE IS ON THE SHELVES AND IN THE DISPLAY COOLER. THE  
ALCOHOL INVENTORY IS STORED IN THE BASEMENT. THE BEER AND WINE  
ARE SOLD OVER THE COUNTER.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: \_\_\_\_\_ Outdoor: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

☐ No ☒ Yes, license issued to RRK INVESTMENT COMPANY (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent SHRIYA KHULLAR

13. City, state in which agent resides POYNETTE, WI

14. How long has the agent continuously resided in the State of Wisconsin? JANUARY, 2013

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 11-12-2025

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

WISCONSIN DATE: 02-06-2024

17. 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.	SHRIYA KHULLAR	POYNETTE, WI

18. 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.

\_\_\_\_\_

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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?

RUPINDER SAINI

☐ No ☒ Yes (explain) GURUKIRPA INVESTMENT INC. DBA PORTAGE ONE STOP.

## Section D—Business Plan

21. What type of establishment is contemplated?

- ☐ Tavern    ☐ Nightclub    ☐ Restaurant    ☐ Liquor Store    ☐ Grocery Store  
☒ Convenience Store without gas pumps    ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM	9AM - 10PM

## 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.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

\_\_\_\_\_ % Alcohol    \_\_\_\_\_ % Food    \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☐ No    ☐ Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☐ No    ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No    ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No    ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No    ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 20 26.

38. State Seller's Permit 4 5 6 - 1 0 3 1 5 6 4 9 4 9 - 0 2

39. Federal Employer Identification Number 99-1113013

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

Contact person SHRIYA KHULLAR

Business phone 608-332-1183 Business e-mail address RRKINVESTMENT24@GMAIL.COM

Preferred language ENGLISH

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_


**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
☐ Member background investigation forms, ☐ Articles of Incorporation (If Corp/LLC), ☐ Floor Plans,  
☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

11-13-25  
 (Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____		Date license granted by Common Council _____
Date provisional issued _____		Date license issued _____



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91206**

**File ID:** 91206

**File Type:** License

**Status:** Entity  
Reorganization

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
4505 East Towne Blvd  
Class B Beer  
(District 17)  
Add one new officer, remove one officer

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2018-00866 Officer Change App (2).pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91206

#### Title

Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
4505 East Towne Blvd  
Class B Beer  
(District 17)  
Add one new officer, remove one officer



# Change of Officers

## City of Madison Clerk

210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LC4B-2018-00866

(License number)

17 - MADISON

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

### Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2018-00866

Business dba Name: Portillo's Hot Dogs

Licensed Address: 4505 East Town Blvd., Madison, WI 53704

Liquor/Beer Agent Name: Ric Ramirez Alder, District #: \_\_\_\_\_

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Portillo's Hot Dogs, LLC

Business Mailing Address: 2001 Spring Road, Ste. 400, Oak Brook, IL 60523

Business Contact Name, Position: Elizabeth Hackett, Regulatory and Corporate Governance Program Manager

Business Phone: 630-954-3773 Business Email: ehackett@portillos.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
Michael A. Miles, Jr.	Interim CEO & President
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
Michael Osanloo	CEO & President

continued on page two -OVER



Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☐ No ☒ Yes, explain: See Attached Chart

After this change, how many total officers/members/directors will be in the organization?: 3

Will this change alter your business plan? ☒ No ☐ Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
Authorized Signature

11/13/25  
Date

☐ Form submitted by mail/e-mail  
Office Use Only

## PORTILLO'S HOT DOGS, LLC LIQUOR LICENSES

Address	Geographic Body	License/Permit Number
235 E. North Ave., Granddare Heights 60139	State of Illinois Village of Granddare Heights	1A-0005564 23-025
155 S. Rte. 83, Elmhurst 60126	State of Illinois City of Elmhurst	1A-0005561 ALCL-201744-2015
170 W. North Ave., Northlake 60164	City of Northlake State of Illinois	25-188 1A-0015547
1500 Butterfield Rd., Downers Grove 60515	Village of Downers Grove State of Illinois	116 1A-0008763
134 E. Lake Street, Bloomington 61808	Village of Bloomington State of Illinois	LIQ25-0001 1A-1133176
656 W. Dundee Rd., Arlington Heights 60004	Village of Arlington Heights State of Illinois	LIQ-000249-2024 1A-0019945
950 E. Ogden Ave., Naperville 60540	City of Naperville State of Illinois	LIQ-0000059 1A-0005509
7740 W. Roosevelt Rd., Forest Park 60130	Village of Forest Park State of Illinois	28 1A-0008762
1500 Basile Highway, Elk Grove Village 60007	Village of Elk Grove State of Illinois	2168 1A-0008165
611 E. Golf Rd., Schaumburg 60173	Village of Schaumburg State of Illinois	LIQ-24-127 1A-0008759
950 S. Barrington Rd., Streamwood 60107	Village of Streamwood State of Illinois	LIQ-000148 1A-0016692
1992 W. Jefferson, Naperville 60540	City of Naperville State of Illinois	LIQ-0000051 1A-0005507
13130 S. Cicero, Crestwood 60445	Village of Crestwood State of Illinois	23-1129 1A-0005506
221 E. Townline Rd., Vernon Hills 60061	Village of Vernon Hills State of Illinois	2025-196 1A-0005506
15900 S. Harlem Ave., Tinley Park 60477	State of Illinois Village of Tinley Park	1A-0004164 L-011023
8832 W. Dempster, Niles 60714	State of Illinois Village of Niles	1A-0111078 4
5532 S. Harlem Ave., Summit 60051	State of Illinois Village of Summit	1A-0006484 5
531 N. Randall Rd., Batavia 60510	State of Illinois City of Batavia	1A-0004536 46
555 Cog Dr., Crystal Lake 60014	State of Illinois City of Crystal Lake	1A-0004165 2024-52
2810 Route 34, Oswego 60543	State of Illinois Village of Oswego	1A-0111590 LIQ-001205-2024
3695 E. Main St., St. Charles 60174	State of Illinois City of St. Charles	1A-0005508 805-1
4020 W. 95th St., Oak Lawn 60453	State of Illinois Village of Oak Lawn	1A-0005503 1A-044907
1155 Brook Forest Ave., Shorewood 60431	State of Illinois Village of Shorewood	1A-0061799 18
3470 Skokie Blvd., Skokie 60077	State of Illinois Village of Skokie	1A-1134501 84-E1-BV
1760 DeKalb Ave., Sycamore 60178	City of Sycamore State of Illinois	2025-0430-105 1A-0005510
555 East 81st Ave., Merrillville, IN 46410	State of Indiana City of Merrillville	RR453102 1A-0005514
7195 Kingsley Highway, Willowbrook, IL 60527	Village of Willowbrook State of Illinois	1A-0079230 38473
100 W. Ontario, Chicago 60610	State of Illinois City of Chicago	1A-0000351 1263
6102 W. Grand Ave. (Route 122 8607) Gurnee, IL 60031	State of Illinois State of California	1A-1132087 41-581687
8350 La Palma Ave., Buena Park, CA 90620	State of California	41596241
12840 Day St., Moreno Valley, CA 92553	State of California	41596241
1743 W. Brandon Blvd., Brandon, FL 33510	State of Florida City of Brandon	BEV20111653 243585
530 W. Taylor St., Chicago, IL 60607	City of Chicago State of Illinois	1A-1130173 Beer 2025-4
17645 Bluemound Rd., Brookfield, WI 53005	City of Brookfield State of Illinois	WI06-2025-2 1A-113107
134 E. Bourbonnais Rd., Bolingbrook, IL 60440	Village of Bolingbrook State of Illinois	23-055 1A-1131076
2308 E. Lincoln Highway, New Lenox, IL 60451	Village of New Lenox State of Illinois	1A-0005510 1A-1131353
1020 S. Randall Road, Elgin, IL 60120	City of Elgin State of Illinois	23-00026261 BEV20111965
2100 E. Fowler Ave., Tampa, FL 33612	State of Florida State of Illinois	1A-1131480 20247
6050 East State Street, Rockford, IL 61108	City of Rockford State of Illinois	1A-1131747 25-20
17600 Haledale Street, Homewood, IL 60430	Village of Homewood State of Illinois	12074875 LIQ-21-00487
65 S. McDonough Dr., Tempe, AZ 85281	City of Tempe State of Arizona	12074878 1102801
10574 N. 90th Street, Scottsdale, AZ 85258	City of Scottsdale State of Arizona	1A-1132082 12
700 Lake Cook Road, Deerfield, IL 60015	Village of Deerfield Village of Deerfield	126-0412 1A-1132471
7308 W. Lawrence Ave., Hancock Heights, IL 60908	State of Illinois City of Chicago	1A-1132471 LI-1953
2308 N. Prospect Ave., Chicago, IL 60622	State of Illinois City of Chicago	1A-1132471 CR18-2005
8705 W. Sun Lane, Greenfield, WI 53228	City of Greenfield City of Madison	CR18-2005 ON15025-72
8450 Madison Road, Woodbury, NJ 08815	City of Woodbury State of Minnesota	ON15025-10 1657
1900 W. Golf Rd., Rolling Meadows, IL 60009	City of Rolling Meadows State of Illinois	1A-1132474 2025-16-005
202 N. Landmark Drive, Normal, IL 61761	City of Normal State of Illinois	1A-1135099 RR2326469
9201 E. 116th Street, Fishers, IN 46037	State of Indiana City of Maple Grove	1A-1135099 25-60
12251 Elm Creek Blvd. N. Maple Grove, MN 55369	City of Maple Grove State of Minnesota	25-60 PR7133505
5102 N. Main Street, Mahanwah, NJ 08055	State of Indiana City of Peoria	PR7133505 247
4412 N. Rockwood Rd., Peoria, IL 61615	State of Illinois State of Indiana	1A-1137371 RR4530026
8150 US 31, Indianapolis, IN 46227	State of Indiana State of Indiana	RR4530026 RR23-24476
10446 E. US 31, Aurora, IL 60013	State of Indiana City of Madison	LIQ18-2018-00666
4905 East Towne Blvd., Madison, WI 53704	City of Madison City of Roselle	LIQ18-2018-00666 7121877319
1803 County Road B3, Roselle, IL 60170	City of Roselle State of Illinois	7121877319 BVO000547
2741 E. 57th Street, Decatur, IL 62520	State of Illinois City of Decatur	1A-1137371 1207000458
10311 W. McDowell Rd., Chandler, AZ 85120	City of Chandler State of Arizona	1207000458 RR0236668
295 W. Coliseum Blvd., Fort Wayne, IN 46805	State of Indiana City of Chicago	RR0236668 264784
3343 W. Addison, Chicago, IL 60618	City of Chicago State of Illinois	264784 1A-1145149
3400 Freedom Drive, Springfield, IL 62703	City of Springfield State of Illinois	02748-2023 1A-1146231
7715 W. Palm Parkway, Orlando, FL 32835	State of Florida City of Orlando	BEV231773 80000014412
17125 N. 75th Ave., Glendale, AZ 85308	City of Glendale State of Arizona	80000014412 1207013340
870 E. State Road 32, Westfield, IL 60092	State of Indiana City of Madison	RR2337011 LIQ18-2017-00136
7390 West Towne Way, Madison, WI 53704	City of Madison State of Florida	LIQ18-2017-00136 BEV201115
2902 Tyrone Blvd. N. St. Petersburg, FL 33710	State of Florida State of Florida	BEV201115 1207013341
6041 W. McPherson Memorial Highway, Kissimmee, FL 34747	State of Florida State of Arizona	BEV201115 AL000630-05-2022
2850 S. Market St., Gilbert, AZ 85295	City of Gilbert State of Texas	AL000630-05-2022 BO-2009094
4560 Destination Drive, The Colony, TX 75056	State of Texas State of Indiana	BO-2009094 RR4518765
1403 US 41, Seneca, IL 60555	State of Indiana City of Tucson	1210021838 7388108
3761 E. Broadway Blvd., Tucson, AZ 85718	City of Tucson State of Texas	7388108 BO-20092005
1555 N. Central Expressway, Allen, TX 75013	State of Texas City of Arlington	BO-20092005 BO-20092481
4200 S. Cooper St., Arlington, TX 76015	City of Arlington State of Arizona	BO-20092481 1207023693
20745 E. Walnut Rd., Queen Creek, AZ 85142	State of Arizona Village of Algonquin	1207023693 8108
1601 S. Randall Rd, Algonquin, IL 60112	Village of Algonquin State of Illinois	2024-2025 F06 1A-1155661
3300 S. Coaling Creek, IL 60008	State of Illinois State of Florida	1A-1155661 BEV202353
124 E. Main St., Chicago, IL 60611	State of Illinois State of Texas	BEV202353 BO-200113905
8769 Teahamah College Dr., Fort Worth, TX 76177	State of Texas State of Arizona	BO-200113905 O100206450
3330 N. Interstate 35, Denton, TX 76201	State of Texas State of Arizona	BO-200113905 L-00023265
16302 W. Warden Rd., Surprise, AZ 85379	State of Arizona State of Michigan	O100206450 L-00023265
14435 Lakeside Circle, Sterling Heights, MI 48313	State of Michigan State of Texas	L-00023265 BO-200124119
13004 Middlefield Rd., Lyons, MI 48150	State of Michigan Tarrant County	BO-200124119 BO-200135685
410 US 287, Mansfield, TX 76063	State of Texas Fort Bend County	BO-200135685 BEV24705
11005 W. Grand Parkway S., Richmond, TX 77406	State of Texas State of Florida	BEV24705 BO-200143571
315 N. Alanya Trail, Orlando, FL 32828	State of Florida Harris County	BO-200143571 BO-200143571
1019 Westside Parkway, Katy, TX 77449	State of Texas State of Texas	BO-200143571 BO-200135685
7811 W. FM 1950, Houston, TX 77070	State of Texas Harris County	BO-200135685 ABP-0005984
460 W. State Highway 114, Grapevine, TX 76051	City of Houston State of Texas	ABP-0005984 BO-200160109
12419 Southwest Freeway, Stafford, TX 77477	State of Texas City of Grapevine	BO-200160109 2024-247
2283 Dr. Randy McDaniel Way, Madison, IL 62252	Tarrant County State of Texas	2024-247 BO-200143571
3102 State Hwy 153, Grand Prairie, TX 75050	State of Texas State of Texas	BO-200143571 BEV2001064
25331 Tomball Pkwy, Tomball, TX 77375	State of Texas State of Texas	BEV2001064 MB-200173714
111 FM 1960 Rd BWP E., Humble, TX 77338 Target Opening in 2026	State of Texas State of Texas	MB-200173714 MB-200173725
13904 Dallas Pkwy, Dallas, TX 75240 Opening in 2025	State of Texas State of Texas	MB-200173725 MB-200173740
18978-35 N. Spawth, TX 78154 Target Opening in 2026	State of Texas State of Texas	MB-200173740 MB-200173933
780 Cobb Plaza Blvd NW, Kennesaw, GA Opening in 2025	Cobb County State of Georgia	MB-200173933 AL0005564



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91207**

**File ID:** 91207

**File Type:** License

**Status:** Entity  
Reorganization

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
7230 West Towne Way  
Class B Beer  
(District 9)  
Add one new officer, remove one officer

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2021-00136 Officer Change (2).pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91207

Title  
Entity Reorganization  
Portillo's Hot Dogs LLC • dba Portillo's Hot Dogs  
7230 West Towne Way  
Class B Beer  
(District 9)  
Add one new officer, remove one officer



# Change of Officers

(Agenda Item Number)

(Legistar file number)

## City of Madison Clerk

210 MLK Jr Blvd, Room 103

Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,

☒ Class C Wine

LICLIB-2021-00136

(License number)

9 - PRITCHETT

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

### Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2021-00136

Business dba Name: Portillo's Hot Dogs

Licensed Address: 7230 West Towne Way, Madison, WI 53719

Liquor/Beer Agent Name: Ric Ramirez Alder, District #: \_\_\_\_\_

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Portillo's Hot Dogs, LLC

Business Mailing Address: 2001 Spring Road, Ste. 400, Oak Brook, IL 60523

Business Contact Name, Position: Elizabeth Hackett, Regulatory and Corporate Governance Manager

Business Phone: 630-954-3773 Business Email: ehackett@portillos.com

List New Officers/Members/Directors, if applicable (attach background check form for each):

Name	Title
Michael A. Miles, Jr.	Interim CEO & President
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
Michael Osanloo	CEO & President

continued on page two -OVER

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☐ No ☒ Yes, explain: See Attached Chart

After this change, how many total officers/members/directors will be in the organization?: 3

Will this change alter your business plan? ☒ No ☐ Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

  
\_\_\_\_\_  
Authorized Signature

11/13/25  
\_\_\_\_\_  
Date

☐ Form submitted by mail/e-mail  
Office Use Only

## PORTILLO'S HOT DOGS, LLC LIQUOR LICENSES

Address	Location	License Number
235 E. North Ave., Glendale Heights 60139	Glendale Heights State of Illinois	1A-0005504
155 S. Rte. 63, Elmhurst 60126	Elmhurst City of Elmhurst	23-0001
170 W. North Ave., Northlake 60164	Northlake City of Northlake	ALCL-201744-2021
1500 Butterfield Rd., Downers Grove 60515	Downers Grove State of Illinois	25-1488
134 E. Lake Street, Bloomington 61106	Bloomington State of Illinois	1A-0008763
806 W. Dundee Rd., Arlington Heights 60004	Arlington Heights State of Illinois	1A-0008763
590 E. Ogden Ave., Naperville 60540	Naperville City of Naperville	1A-0008763
7740 W. Roosevelt Rd., Forest Park 60130	Forest Park State of Illinois	1A-0008763
1500 Buena Vista Hwy., Elk Grove Village 60007	Elk Grove Village State of Illinois	1A-0008763
611 E. Golf Rd., Schaumburg 60173	Schaumburg State of Illinois	1A-0008763
950 S. Barrington Rd., Streamwood 60107	Streamwood State of Illinois	1A-0008763
1992 W. Jefferson, Naperville 60540	Naperville City of Naperville	1A-0008763
13130 S. Cicero, Crestwood 60445	Crestwood State of Illinois	1A-0008763
221 E. Townline Rd., Vernon Hills 60061	Vernon Hills State of Illinois	1A-0008763
15900 S. Harlem Ave., Tinley Park 60477	Tinley Park State of Illinois	1A-0008763
8832 W. Dempster, Niles 60714	Niles State of Illinois	1A-0008763
5532 S. Harlem Ave., Summit 60501	Summit State of Illinois	1A-0008763
531 N. Randall Rd., Batavia 60510	Batavia State of Illinois	1A-0008763
555 Cog Dr., Crystal Lake 60014	Crystal Lake State of Illinois	1A-0008763
2810 Route 34, Oswego 60543	Oswego State of Illinois	1A-0008763
3895 E. Main St., St. Charles 60174	St. Charles State of Illinois	1A-0008763
4020 W. 95th St., Oak Lawn 60453	Oak Lawn State of Illinois	1A-0008763
1155 Brook Forest Ave., Shorewood 60431	Shorewood State of Illinois	1A-0008763
8400 Skokie Blvd., Skokie 60077	Skokie State of Illinois	1A-0008763
1760 DeKalb Ave., Sycamore 60178	Sycamore State of Illinois	1A-0008763
555 East 81st Ave., Maitland 32751	Maitland State of Florida	1A-0008763
7195 Kinney Highway, Willowbrook 60527	Willowbrook State of Illinois	1A-0008763
100 W. Ontario, Chicago 60610	Chicago State of Illinois	1A-0008763
6102 W. Grand Ave. (Route 132 #607) Umea, E. 60031	Umea State of Illinois	1A-0008763
8350 La Palma Ave., Buena Park, CA 92620	Buena Park State of California	1A-0008763
12440 Day St., Morgan Valley, CA 92553	Morgan Valley State of California	1A-0008763
1744 W. Brandon Blvd., Brandon, FL 33510	Brandon State of Florida	1A-0008763
430 W. Taylor St., Chicago, IL 60607	Chicago State of Illinois	1A-0008763
17655 Bluemound Rd., Brookfield, WI 53009	Brookfield State of Wisconsin	1A-0008763
134 E. Boughton Rd., Bolingbrook, IL 60440	Bolingbrook State of Illinois	1A-0008763
2308 E. Lincoln Highway, New Lenox, IL 60451	New Lenox State of Illinois	1A-0008763
1000 S. Randall Road, Elgin, IL 60120	Elgin State of Illinois	1A-0008763
2102 E. Fowler Ave., Tampa, FL 33612	Tampa State of Florida	1A-0008763
6050 East State Street, Rockford, IL 61108	Rockford State of Illinois	1A-0008763
17600 Healed Street, Homewood, IL 60430	Homewood State of Illinois	1A-0008763
65 S. McCord Dr., Tempe, AZ 85281	Tempe State of Arizona	1A-0008763
10574 N. 30th Street, Scottsdale, AZ 85258	Scottsdale State of Arizona	1A-0008763
700 Lake Cook Road, Deerfield, IL 60015	Deerfield State of Illinois	1A-0008763
3308 W. Leavenworth Ave., Hancock Heights, IL 60708	Hancock Heights State of Illinois	1A-0008763
2306 N. Prospect Ave., Chicago, IL 60622	Chicago State of Illinois	1A-0008763
8705 W. Sun Lane, Greenfield, WI 53128	Greenfield State of Wisconsin	1A-0008763
8450 Madison Road, Woodbury, MN 55121	Woodbury State of Minnesota	1A-0008763
1900 W. Golf Rd., Rolling Meadows, IL 60008	Rolling Meadows State of Illinois	1A-0008763
202 N. Landmark Drive, Normal, IL 61761	Normal State of Illinois	1A-0008763
8201 E. 116th Street, Fishers, IN 46037	Fishers State of Indiana	1A-0008763
12251 Elm Creek Blvd., Maple Grove, MN 55127	Maple Grove State of Minnesota	1A-0008763
5102 N. Main Street, Mahanwah, NJ 08054	Mahanwah State of New Jersey	1A-0008763
4412 N. Rockwood Rd., Peoria, IL 61615	Peoria State of Illinois	1A-0008763
8150 US 31, Indianapolis, IN 46227	Indianapolis State of Indiana	1A-0008763
10444 E. US 26, Aspen, CO 81611	Aspen State of Colorado	1A-0008763
4505 East Towne Blvd., Madison, WI 53704	Madison State of Wisconsin	1A-0008763
1900 County Road B2, Roseville, MN 55113	Roseville State of Minnesota	1A-0008763
2741 E. 53rd Street, Danbury, CT 06810	Danbury State of Connecticut	1A-0008763
10311 W. McDowell Rd., Avondale, AZ 85392	Avondale State of Arizona	1A-0008763
235 W. Coliseum Blvd., Fort Wayne, IN 46826	Fort Wayne State of Indiana	1A-0008763
3343 W. Addison, Chicago, IL 60618	Chicago State of Illinois	1A-0008763
3400 Freedom Drive, Springfield, IL 62703	Springfield State of Illinois	1A-0008763
7715 W. Palm Parkway, Orlando, FL 32835	Orlando State of Florida	1A-0008763
17125 N. 7th Ave., Glendale, AZ 85308	Glendale State of Arizona	1A-0008763
870 E. State Road 32, Westfield, IL 60093	Westfield State of Illinois	1A-0008763
7330 West Towne Way, Madison, WI 53704	Madison State of Wisconsin	1A-0008763
2922 Lyons Blvd. N., St. Petersburg, FL 33710	St. Petersburg State of Florida	1A-0008763
8041 V. Mo Brinson Memorial Highway, Kissimmee, FL 34747	Kissimmee State of Florida	1A-0008763
2650 S. Market St., Gilbert, AZ 85235	Gilbert State of Arizona	1A-0008763
4560 Destination Drive, The Colony, TX 75056	The Colony State of Texas	1A-0008763
1401 US 41, Sarasota, FL 34235	Sarasota State of Florida	1A-0008763
3761 E. Broadview Blvd., Tucson, AZ 85718	Tucson State of Arizona	1A-0008763
1555 N. Central Expy, Azon, TX 75013	Azon State of Texas	1A-0008763
4200 S. Cooper St., Arlington, TX 76015	Arlington State of Texas	1A-0008763
20745 E. Walnut Rd., Queen Creek, AZ 85142	Queen Creek State of Arizona	1A-0008763
1801 S. Randall Rd., Algonquin, IL 60102	Algonquin State of Illinois	1A-0008763
3300 S. Cicero, Crestwood, IL 60445	Crestwood State of Illinois	1A-0008763
121 E. Main St., Danbury, CT 06810	Danbury State of Connecticut	1A-0008763
8789 Teaham Road, Fort Worth, TX 76177	Fort Worth State of Texas	1A-0008763
3330 W. Interstate 35, Denton, TX 76201	Denton State of Texas	1A-0008763
16102 W. Winstead Rd., Sugar Land, TX 77478	Sugar Land State of Texas	1A-0008763
14425 Lakeside Circle, San Jose, CA 95131	San Jose State of California	1A-0008763
13004 Middlefield Rd., Loma, MI 48150	Loma State of Michigan	1A-0008763
410 US 287, Mansfield, TX 76063	Mansfield State of Texas	1A-0008763
11005 W. Grand Pkwy S., Richmond, TX 77406	Richmond State of Texas	1A-0008763
315 N. Alafaya Trail, Orlando, FL 32828	Orlando State of Florida	1A-0008763
1019 Westside Parkway, Katy, TX 77449	Katy State of Texas	1A-0008763
7611 W. FM 1960, Houston, TX 77070	Houston State of Texas	1A-0008763
460 W. State Highway 118, Grapevine, TX 76051	Grapevine State of Texas	1A-0008763
12419 Southwest Freeway, Garland, TX 75042	Garland State of Texas	1A-0008763
2283 Dr. Randy McDaniel Way, Modesto, IL 61762	Modesto State of Illinois	1A-0008763
3102 State Hwy 151, Grand Prairie, TX 75052	Grand Prairie State of Texas	1A-0008763
25331 Tomahawk Pkwy, Tomball, TX 77375	Tomball State of Texas	1A-0008763
111 FM 1960 Rd BWP E, Humble, TX 77338 - Target Opening in 2026	Humble State of Texas	1A-0008763
13504 Dallas Pkwy, Dallas, TX 75240 - Opening in 2025	Dallas State of Texas	1A-0008763
18478 US N, Seaside, TX 77554 - Target Opening in 2025	Seaside State of Texas	1A-0008763
750 Cobb Place Blvd, NW, Kennesaw, GA - Opening in 2025	Kennesaw State of Georgia	1A-0008763



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91211**

**File ID:** 91211

**File Type:** License

**Status:** Entity  
Reorganization

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Entity Reorganization  
Fresh City Market LLC • dba Fresh Madison Market  
703 University Ave  
Class B Beer, Class C Wine  
(District 8)  
Remove one officer

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2013-00530 Officer Change (4).pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91211

### Title

Entity Reorganization  
Fresh City Market LLC • dba Fresh Madison Market  
703 University Ave  
Class B Beer, Class C Wine  
(District 8)  
Remove one officer





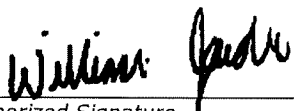
Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☒ No ☐ Yes, explain: \_\_\_\_\_

After this change, how many total officers/members/directors will be in the organization?: 6

Will this change alter your business plan? ☒ No ☐ Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*



Authorized Signature

11/12/2025

Date

☐ Form submitted by mail/e-mail  
Office Use Only



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91213**

**File ID:** 91213

**File Type:** License

**Status:** Entity  
Reorganization

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Entity Reorganization  
Metcalfe LLC • dba Metcalfe's  
726 N Midvale Blvd  
Class A Beer, Class A Liquor  
(District 11)  
Remove one officer

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** 8600-45273 Officer Change (4).pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

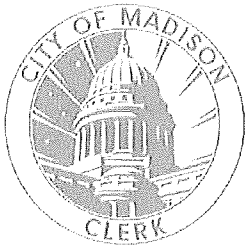
### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91213

**Title**

Entity Reorganization  
Metcalfe LLC • dba Metcalfe's  
726 N Midvale Blvd  
Class A Beer, Class A Liquor  
(District 11)  
Remove one officer



# Change of Officers

## City of Madison Clerk

210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☒ Beer, ☒ Liquor, ☐ Cider

Class B: ☐ Beer, ☐ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

8600-45273

(License number)

11

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

### Licensed Premises Information

This application modifies existing alcohol license number: 8600-45273

Business dba Name: Metcalfe's

Licensed Address: 726 North Midvale Boulevard Madison, WI

Liquor/Beer Agent Name: Kelsey L. Peyton Alder, District #: 11

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Metcalfe, LLC

Business Mailing Address: P.O. Box 8700 Grand Rapids, MI 49518

Business Contact Name, Position: Cindy Devenport, Manager, Licensing & Retail Compliance

Business Phone: 616-878-2751 Business Email: snlicensing@spartannash.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
Ileana McAlary	Assistant Secretary

continued on page two -OVER

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☒ No ☐ Yes, explain: \_\_\_\_\_

After this change, how many total officers/members/directors will be in the organization?: 6

Will this change alter your business plan? ☒ No ☐ Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

*William J. Jones*

Authorized Signature

11/12/2025

Date

☐ Form submitted by mail/e-mail  
Office Use Only



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91214**

**File ID:** 91214

**File Type:** License

**Status:** Entity  
Reorganization

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Entity Reorganization  
Metcalf Foods-West LLC • dba Metcalfe's  
7455 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 9)  
Remove one officer

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIA-2011-01722 Officer Change (4).pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91214

Title  
Entity Reorganization  
Metcalf Foods-West LLC • dba Metcalfe's  
7455 Mineral Point Rd  
Class A Beer, Class A Liquor  
(District 9)  
Remove one officer



# Change of Officers

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703  
[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☒ Beer, ☒ Liquor, ☐ Cider  
Class B: ☐ Beer, ☐ Liquor,  
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LICLIA-2011-01722

(License number)

9

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIA-2011-01722

Business dba Name: Metcalfe's

Licensed Address: 7455 Mineral Point Rd

Liquor/Beer Agent Name: Jason B. Zutter Alder, District #: 9

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Metcalfe Foods-West LLC

Business Mailing Address: P.O. Box 8700 Grand Rapids, MI 49518

Business Contact Name, Position: Cindy Devenport, Manager, Licensing & Retail Compliance

Business Phone: 616-878-2751 Business Email: [snlicensing@spartannash.com](mailto:snlicensing@spartannash.com)

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title
Ileana McAlary	Assistant Secretary

continued on page two -OVER

Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☒ No ☐ Yes, explain: \_\_\_\_\_

After this change, how many total officers/members/directors will be in the organization?: 6

Will this change alter your business plan? ☒ No ☐ Yes, please attach new business plan with application.

*Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.*

William: [Signature]

Authorized Signature

11/12/2025

Date

☐ Form submitted by mail/e-mail  
Office Use Only



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91212**

**File ID:** 91212

**File Type:** License

**Status:** Change of  
Licensed Premise

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Change of Licensed Premises  
Brass Biscuit LLC • dba Mint Mark  
Current Capacity (in/out): 149/59 • Proposed Capacity (in/out): 198/118  
1874 E Washington Ave • Agent: Chad Vogel  
Class B Combination Liquor & Beer • 45% alcohol, 54% food, 1% other  
Police Sector 501 (District 12)  
Request to add sixth floor rooftop bar, connected by a private elevator. Increasing  
indoor capacity by 49 and outdoor capacity by 59.

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICPCH-2025-01031 App.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91212

### Title

Change of Licensed Premises  
Brass Biscuit LLC • dba Mint Mark  
Current Capacity (in/out): 149/59 • Proposed Capacity (in/out): 198/118  
1874 E Washington Ave • Agent: Chad Vogel  
Class B Combination Liquor & Beer • 45% alcohol, 54% food, 1% other  
Police Sector 501 (District 12)  
Request to add sixth floor rooftop bar, connected by a private elevator. Increasing indoor  
capacity by 49 and outdoor capacity by 59.





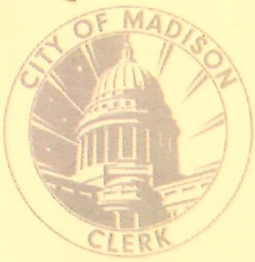
# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Master

File Number: 91212

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# Change of Premises

Fee: \$25.00

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

(Agenda Item Number)

(Legistar file number)

LICPC4-2025-01031

(License number)

12

501

(Alder District #)

(Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☒ Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2024-00083

Business dba Name: Mint Mark

Licensed Address: 1874 E. Washington Ave

Liquor/Beer Agent Name: Chad Vogel

45 % Alcohol, 54 % Food, 1 % Other Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Brass Biscuit LLC

Business Mailing Address: 1874 E. Washington Ave

Business Contact Name, Position: Chad Vogel

Business Phone: 608-285-5096 Business Email: info@mintmarkmadison.co

Current Capacity (indoor): 149 Current Capacity (outdoor): 59

Proposed Capacity (indoor): 198 Proposed Capacity (outdoor): 118

If your capacity is increasing, contact Building Inspection: (608) 266-4551, [buildinginspection@cityofmadison.com](mailto:buildinginspection@cityofmadison.com)

Description of Proposed Changes: Adding 6th Floor Rooftop Bar.

Space is connected to Mint Mark by a private elevator. Cocktail Bar will have an indoor capacity of 49 and outdoor capacity of 59

☒ Detailed Floor Plans included (required)

Carl Vogel  
Authorized Signature

11-17-25

Date

☒ Orange sign and business card issued

☒ "License Renewals & Changes" brochure with next steps issued

Office Use Only



"THE PERCH"  
BAR

1878 E. Washington Ave.  
Madison, Wisconsin 53704  
Project #: 2024.02

Date	Issuance/Revision
02-26-01	CONSTRUCTION ISSUE 1

## PROJECT INFO

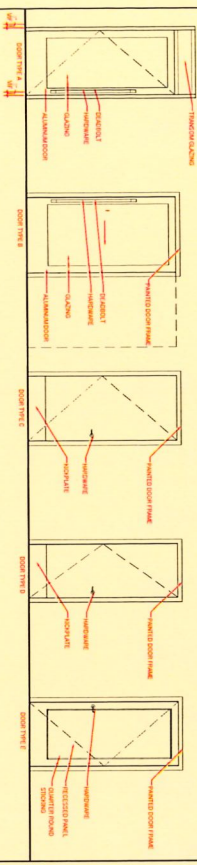
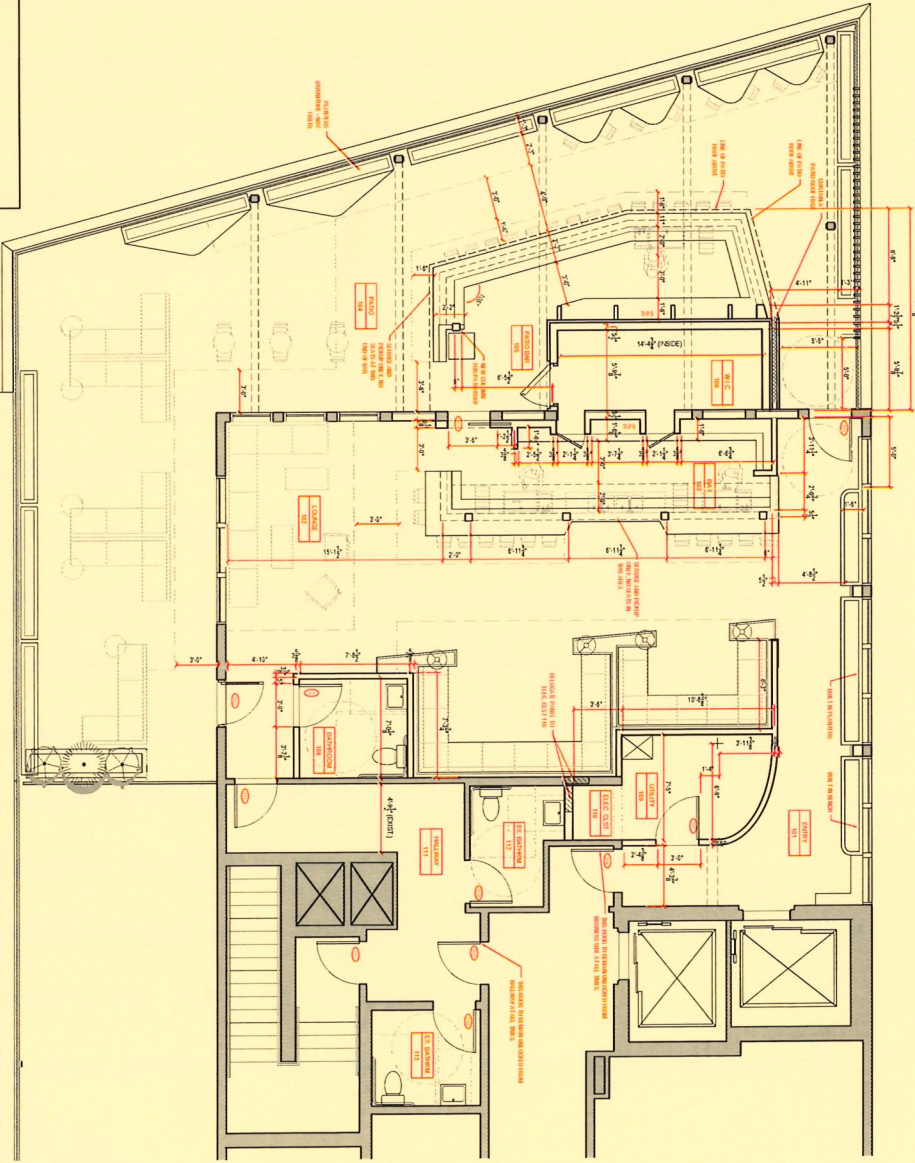
### KEY PLANS

A000



FINISH SCHEDULE									
NO.	NAME	QTY	UNIT	FINISH	QTY	UNIT	FINISH	QTY	UNIT
1	CEILING	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
2	WALL	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
3	FLOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
4	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
5	WINDOW	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
6	STAIR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
7	BATH	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
8	KITCHEN	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
9	HALL	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
10	CL. ROOM	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
11	STORAGE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
12	MECH. ROOM	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
13	ENTRANCE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
14	REAR PORCH	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
15	FRONT PORCH	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
16	LANDSCAPE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
17	PAVING	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
18	CONCRETE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
19	BRICK	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
20	STONE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
21	WOOD	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
22	GLASS	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
23	METAL	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
24	PLASTER	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
25	PAINT	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
26	CEILING	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
27	WALL	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
28	FLOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
29	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
30	WINDOW	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
31	STAIR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
32	BATH	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
33	KITCHEN	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
34	HALL	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
35	CL. ROOM	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
36	STORAGE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
37	MECH. ROOM	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
38	ENTRANCE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
39	REAR PORCH	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
40	FRONT PORCH	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
41	LANDSCAPE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
42	PAVING	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
43	CONCRETE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
44	BRICK	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
45	STONE	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
46	WOOD	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
47	GLASS	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
48	METAL	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
49	PLASTER	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
50	PAINT	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.

DOOR SCHEDULE									
NO.	NAME	QTY	UNIT	FINISH	QTY	UNIT	FINISH	QTY	UNIT
1	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
2	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
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5	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
6	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
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8	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
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10	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
11	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
12	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
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21	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
22	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
23	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
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25	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
26	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
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36	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
37	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
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45	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
46	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
47	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
48	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
49	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.
50	DOOR	100.00	SQ. FT.	POP	100.00	SQ. FT.	POP	100.00	SQ. FT.



102 DOOR ELEVATIONS

101 FLOOR PLAN

101 FLOOR PLAN

A101

FLOOR PLAN

CONSTRUCTION ISSUE 1

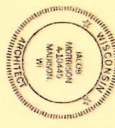
Date

1878 E. Washington Ave.

Madison, Wisconsin 53704

Project #: 2024.02

THE PERCH BAR



Potter Lawson  
Success by Design

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# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 90559**

**File ID:** 90559

**File Type:** License

**Status:** Recessed Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 10/22/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Bombay Blues Inc • dba Bombay Blues  
6617 Odana Rd • Agent: Babandeep Gabba  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 218 (District 19)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-00916 App.pdf, LICLIB-2025-00916  
Supplemental.pdf, 6617 Odana Rd map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	10/22/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (11/19/25), Common Council (12/9/25)						
1	COMMON COUNCIL	10/28/2025	Refer For Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Vidaver, seconded by Govindarajan, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.						
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Klemons, seconded by Farley, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						

1	COMMON COUNCIL	12/09/2025	Re-refer for Recessed Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Vidaver, seconded by Govindarajan, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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**Text of Legislative File 90559**

**Title**

Public Hearing - New License  
Bombay Blues Inc • dba Bombay Blues  
6617 Odana Rd • Agent: Babandeep Gabba  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 10% alcohol, 90% food  
Police Sector 218 (District 19)





# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider  
Class B: ☒ Beer, ☒ Liquor,  
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LICLIB-205-00916  
(License number)

19 Guequierre 218  
(Alder District #) (Police Sector)  
Office Use Only

## Section A – Applicant

- 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.  
BOMBAY BLUES, INC
- Trade Name (doing business as) BOMBAY BLUES
- Address to be licensed 6617 ODANA ROAD, MADISON, WI 53719
- Mailing address 212 E VERONA AVENUE, WI 53593
- Anticipated opening date 10/01/2025
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

THE TOTAL SIZE OF THE PREMISE IS 9687 SQ/FT WITH A DINING CAPACITY OF 50 PERSONS.

THE ALCOHOL WILL BE SERVED AT THE DINNER TABLES ONLY WITH FOOD. NO ALCOHOL SHALL BE SERVED WITHOUT FOOD. WE WILL CARRY NO MORE THAN 10 CASES OF BEER, WHICH WILL BE STORED IN THE WALK-IN COOLER INSIDE THE KITCHEN.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 50 Outdoor: N/A

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

Shared parking with other Tenants on the western end of the building.

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

☒ No ☐ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Babandeep Gabba

13. City, state in which agent resides WAUNAKEE, WISCONSIN

14. How long has the agent continuously resided in the State of Wisconsin? 4 YEARS

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed \_\_\_\_\_

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

WISCONSIN & 08/27/2025

17. 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
PRESIDENT	MANMOHAN PASRICHA	WAUNAKEE, WI
VICE PRESIDENT	BABANDEEP GABBA	WAUNAKEE, WI

18. 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.

BABANDEEP GABBA

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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

21. What type of establishment is contemplated?  
☐ Tavern   ☐ Nightclub   ☒ Restaurant   ☐ Liquor Store   ☐ Grocery Store  
☐ Convenience Store without gas pumps   ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10AM-12AM	10AM -12AM	10AM -12AM	10AM -12AM	10AM -12AM	10AM - 12AM	10AM-12AM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## 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.*

24. Indicate any other product/service offered. Indian Food and Drinks
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
10 % Alcohol   90 % Food   --- % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☒ No   ☐ Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No   ☐ Yes—what kind? \_\_\_\_\_  
 \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No   ☒ Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No   ☒ Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No   ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 2026.
38. State Seller's Permit 4 5 6 - 1 0 3 2 1 5 6 5 9 3 - 0 4
39. Federal Employer Identification Number 39-4012846
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person MANMOHAN S PASRICHA

Business phone 6083547872 Business e-mail address MAXCUSTOMTAILOR@GMAIL.COM

Preferred language ENGLISH

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

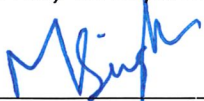
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,  
☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



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

09/11/2025

(Date)

#### Clerk's Office checklist for complete applications

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s)       | <input type="checkbox"/> Floor Plans   |
| <input type="checkbox"/> FEIN   | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease         |
| <input type="checkbox"/> Written description of premises  | <input type="checkbox"/> *Articles of Incorporation             | <input type="checkbox"/> Business Plan |
|   | <input type="checkbox"/> *Appointment of Agent                  | <input type="checkbox"/> **Sample Menu |
|   | * Corporation/LLC only  | ** Class B only                        |

#### Upon Application Submission, the Clerk's Office issued to the application:

- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

## Bombay Blues Food Menu

### Appetizers

#### Chicken

##### Claypot Tandoor-iffic

(chicken marinated in yogurt and spices and roasted in a tandoor, a cylindrical clay oven.)

##### Sheek Saari duo

(juicy, spiced ground meat of chicken and lamb kebabs in warm naan bread with fresh toppings and a cooling sauce.)

##### Cream Dream

(Tender, creamy, and aromatic chicken marinated in yogurt, cream, and mild spices, grilled to perfection with a hint of smokiness.)

##### Skewered Spice Chicken tiké

(Experience our artfully prepared kebabs featuring juicy, bite-sized pieces of boneless chicken marinated OVERNIGHT in a rich, tangy blend of yogurt, ginger, garlic, and traditional spices like cumin and coriander. Cooked over charcoal until slightly charred, each bite is tender, moist, and bursting with flavor. Served with fresh lemon and onion.)

##### Butter Chicken Wings

(An Indian-American fusion. We start with extra crispy chicken wings, then toss them in our lusciously creamy and perfectly balanced makhani sauce, made with butter, cream, and fragrant spices.)

##### Chilly Willy

(Our take on the classic Indo-Chinese street food. Marinated chicken pieces are fried to a perfect golden crisp, then wok-tossed in a rich, bold sauce of ginger, garlic, chilies, soy sauce, and a hint of vinegar. Served with your choice of gravy or dry.)

#### Lamb

##### Fire-Grilled Lamb Chops

Inspired by the legendary cuisine of Bombay, these opulent lamb chops are marinated in a luscious blend of yogurt, cream, and a fragrant medley of authentic spices. They are grilled to a succulent finish, promising an unforgettable taste of Mughal-era indulgence.

##### Bhuna Lamb

(Our take on a traditional slow-cooked classic beloved British-Indian favorite known for its rich, bold flavors. We use bone-in lamb for maximum flavor, braised until

melt-in-your-mouth tender in a dark, luscious gravy of golden onions, fresh ginger, and tomatoes. The signature "bhuna" technique intensifies the spices, creating a deeply aromatic and satisfying dish)

#### Bombay Blues Special 65

(Crispy, spicy, and irresistible. Tender mutton pieces are marinated with traditional spices and deep-fried to create this classic, fiery starter. )

#### Fish

##### Silk Route Salmon

(Crispy, golden-fried Salmon fillets seasoned with carom seeds (ajwain), ginger, garlic, and traditional spices. A popular street food from Amritsar, served with fresh mint chutney and a squeeze of lemon)

##### Signature Achari Fish

(Experience the bold flavors of the pickle jar, transformed. Tender fish is infused with a zesty and vibrant achari spice mix, featuring mustard, fenugreek, and fennel seeds. The perfect appetizer for those who love a smoky, tangy, and spicy kick.)

##### The Bombay Blues Sizzler

(A satisfying platter of almost all the appetizers of chicken, lamb and fish bites served with naan bread and salads, perfect for sharing)

#### Vegetarian

#### Appetizers

##### Beetroot Galouti Kebabs

(Crafted in the tradition of the toothless Nawabs of Lucknow, these legendary "melt-in-the-mouth" vegetarian kebabs are a culinary masterpiece. Our chefs meticulously blend finely grated beetroot with rich spices, cashews, and rose petals for an exceptionally soft and aromatic experience. )

##### Paneer Tiranga Tikka

(tri-colored appetizer featuring cubes of soft Indian cottage cheese (paneer) and vegetables marinated in three distinct, flavorful yogurt-and-spice mixes. The dish is named tiranga (meaning "tricolor" in Hindi) because it is prepared to resemble the colors of the Indian national flag—saffron, white, and green.)

##### Chilly Willy Paneer

Our take on the classic Indo-Chinese street food. Marinated cottage cheese pieces are fried to a perfect golden crisp, then wok-tossed in a rich, bold sauce of ginger, garlic, chilies, soy sauce, and a hint of vinegar. Served with your choice of gravy or dry.)

##### The Great Mushroom Roast

(Button mushrooms and vegetables, marinated overnight in a luscious blend of hung curd, cashew paste, and aromatic spices. Cooked in a clay oven until tender, developing a creamy texture and balanced smoky flavor. A favorite party starter, best enjoyed with a squeeze of lemon and a sprinkle of chaat masala.)

#### Paneer Franky

(Taste the streets of Mumbai with our signature Paneer Frankie. A hearty, hand-held wrap with a spiced paneer and vegetable filling, wrapped in a fresh, warm flatbread. Topped with zesty chutneys and fresh onions for an authentic street-style experience.)

#### Main course

##### Vegetarian

##### Dal Makhani

(The ultimate Indian comfort food. This rich and creamy curry is made with whole black lentils and kidney beans cooked slowly until tender. It's perfectly spiced and finished with a swirl of cream and butter for a hearty, satisfying meal.)

##### The Tawa Medley

Experience the bold flavors of the Indian streets with our signature Mix Veg Tawa Masala. A colorful medley of vegetables is expertly seared on a heavy iron griddle, developing a delightful charred and smoky depth. The vegetables are then coated in our chef's special, house-ground masala, creating a dish that is robust, aromatic, and perfectly balanced with savory, spicy, and tangy notes.

##### Kadai paneer

Kadai paneer is a popular North Indian dish featuring cubes of paneer (Indian cottage cheese), bell peppers, and onions in a rich, flavorful tomato-onion gravy. The dish gets its name from the kadai, the thick, deep, wok-like pan in which it is traditionally prepared.

##### Butterlicious paneer

The rich and creamy Indian curry made with soft cubes of paneer (Indian cottage cheese) simmered in a silky, vibrant tomato-and-cashew gravy. Also known as butter paneer, it is a staple of North Indian cuisine and a popular restaurant and home-cooked dish.

##### Spinach Cheese Delight

(fusion Indian dish combining the creamy, buttery, and mildly sweet tomato gravy of paneer butter masala with the earthy, spiced leafy greens found in traditional saag paneer. It is a rich, flavorful, and indulgent vegetarian curry not found in

traditional Indian cuisine. )

## Non Vegetarian

### Butter chicken

A classic Indian dish featuring marinated and grilled chicken (often tandoori) simmered in a rich, creamy, mildly spiced, and buttery tomato-based gravy with a sweet and tangy flavor profile.

### Kadai chicken

Also known as chicken karahi, is a popular North Indian and Pakistani dish featuring tender chicken cooked in a thick, spicy, and tangy tomato and onion-based gravy. The dish gets its name from the traditional heavy, circular iron wok, or kadai, in which it is prepared.

### Spinach chicken

Consisting of tender chicken pieces simmered in a thick, creamy, spiced sauce made from a mixture of leafy greens, most commonly spinach, but sometimes including other greens like kale or collard greens. It's known for its earthy, spicy flavor profile, with the velvety green sauce creating a comforting and hearty curry.

### Chicken tikka masala

This popular dish consisting of marinated, grilled chicken pieces (tikka) simmered in a creamy, spiced tomato-based sauce (masala) It features an aromatic flavor profile from ingredients like ginger, garlic, cumin, coriander, garam masala, and often features a rich, orange-colored sauce made with tomatoes and cream.)

## Rice and biryani

- Steamed basmati rice
- Saffron ghee rice
- Jeera rice
- Chicken biryani
- Lamb biryani
- Egg biryani
- Veg pulao

## Breads and naan

- Plain naan
- Butter naan
- Cheese naan
- Onion naan
- Prantha
- Tawa RottiAppetizers










## Key Plan - Restaurant Area



**Restaurant Area - Partial Floor Plan**

### Fire System Legend

	Exit Sign
	Exit Light
	Fire Strobe
	Fire Pull
	Fire Extinguisher



## **Business Plan: Bombay Blues**

**Date:** October 26, 2023

**Business Name:** Bombay Blues

**Address:** 6617 Odana Road, Madison, WI 53719

**Operating Hours:** 10:00 AM - 12:00 Midnight, 7 Days a Week

**Core Concept:** A modern, family-friendly Indian restaurant offering authentic regional cuisine, a warm atmosphere, and a unique policy of serving alcohol only with food to emphasize the culinary experience.

### **1.0 Executive Summary**

Bombay Blues is a new Indian restaurant poised to launch at 6617 Odana Road in Madison, Wisconsin. Our concept is to provide a genuine and elevated Indian dining experience that caters to both the lunch and dinner crowds, as well as late-night seekers of quality food. Unlike typical bars, we will serve beer, wine, and curated cocktails exclusively with food orders, reinforcing our focus on cuisine and a comfortable, family-oriented environment.

We will operate from 10:00 AM to midnight daily, capturing the lunch, dinner, and late-night markets. Our menu will feature classics from North and South India, including Tandoori specialties, Biryanis, and a dedicated vegetarian/vegan section. Occasional live music nights will enhance our community presence and draw in new customers. The Odana Road corridor is a high-traffic retail area with strong demographics that align with our target market. Bombay Blues aims to become a staple in Madison's diverse culinary scene by offering exceptional food, consistent service, and a memorable atmosphere.

### **2.0 Company Description**

- **Business Name:** Bombay Blues
- **Legal Structure:** Small Business Corporation (S-Corp)
- **Location:** 6617 Odana Road, Madison, WI 53719
- **Mission Statement:** To bring the authentic and diverse flavors of India to Madison by using traditional cooking methods and high-quality ingredients, served in a welcoming and vibrant setting.
- **Vision Statement:** To be recognized as Madison's premier destination for Indian cuisine and a beloved community gathering place.

### **3.0 Concept, Products, and Services**

**Core Concept:** Modern Indian cuisine with a focus on authenticity and accessibility.

#### **Menu Offerings:**

- **Lunch (10:30 AM - 3:00 PM):** Quick-service lunch buffet (weekdays) and an extensive à la carte menu featuring wraps, thalis (platters), and classic entrees.
- **Dinner (5:00 PM - 11:30 PM):** Full-service à la carte dining with an expansive menu of appetizers, Tandoori grills, curries, biryanis, and breads.
- **Late-Night (10:00 PM - Midnight):** A condensed menu featuring popular, quickly-served items like kebabs, samosas, and biryani for the post-theater, post-game, and evening crowd.

- **Weekend Brunch (10:00 AM - 2:00 PM):** A special menu featuring Indian-inspired brunch items (e.g., Masala Omelets, Keema Pav, Uttapam).

#### **Beverage Service:**

- **Alcohol Policy:** Alcohol (draft/craft beer, wine, signature cocktails like Mango Lassi Mojitos) will be served **only with a food order**. This policy ensures a dining-focused atmosphere and aligns with our family-friendly brand.
- **Non-Alcoholic:** Traditional drinks like Mango Lassi, Sweet/Salted Lassi, Masala Chai, and a selection of premium teas and soft drinks.

#### **Special Features:**

- **Music Nights:** Monthly events featuring live traditional Indian music (Sitar, Tabla) or acoustic sets to create a unique ambiance without becoming a loud bar scene.
- **Catering:** Build a dedicated catering menu for local businesses, universities, and private events.
- **Online Ordering & Delivery:** Partner with major third-party apps (Uber Eats, DoorDash) and develop an in-house system for pick-up orders to maximize reach.

### **4.0 Market Analysis**

#### **Target Market:**

- **Primary:** Residents of Madison's west side and surrounding suburbs (Middleton, Verona). Families, professionals (30-65), and empty-nesters with mid-to-high disposable income who appreciate quality dining.
- **Secondary:** University of Wisconsin students, faculty, and staff seeking a change from typical fast food; tourists and visitors to the area; and the local Indian community seeking authentic cuisine.

#### **Competition:**

- **Direct:** Other Indian restaurants in Madison. We will differentiate through our extended hours, modern atmosphere, unique alcohol policy, and focus on consistent, high-quality food.
- **Indirect:** All other dining options on the busy Odana Road corridor (e.g., chain restaurants, other ethnic cuisines). Our unique value proposition will help us compete for a share of the dining budget.

**Demographics:** The west side of Madison is affluent, well-educated, and has a high concentration of families. The area has a growing interest in diverse, authentic, and high-quality culinary experiences.

### **5.0 Marketing and Sales Strategy**

#### **Phase 1: Pre-Launch (2-3 Months Before Opening)**

- **Website & Social Media:** Launch Instagram, Facebook, and Google Business Profile. Build hype with "coming soon" posts, behind-the-scenes content, and menu teasers.

- **Local PR:** Send press releases to local news outlets (Isthmus, Cap Times, Wisconsin State Journal) and food bloggers.
- **Email List:** Build an early-bird email list offering a discount on the first meal.

### Phase 2: Grand Opening (First Month)

- **Soft Opening:** Invite local influencers, food critics, and neighbors for a soft opening to gather reviews and generate buzz.
- **Launch Promotion:** Offer a "15% off entire bill" promotion for the first week.
- **Direct Mail:** Send postcards with offers to households in a 3-mile radius.

### Phase 3: Ongoing Operations

- **Loyalty Program:** Implement a digital punch card or points system for repeat customers.
- **Community Engagement:** Participate in local festivals and sponsor community events.
- **Email Marketing:** Send monthly newsletters featuring new dishes, music night schedules, and special offers.
- **Online Reputation:** actively manage and respond to all Google and Yelp reviews.

## 6.0 Management Team

- **Proprietor/General Manager:** [Your Name], with experience in [mention your relevant experience, e.g., restaurant management, business administration, or a passion for Indian cuisine and hospitality].
- **Head Chef:** To be hired—a highly experienced chef specializing in North and South Indian cuisines with a proven track record.
- **Key Hires:** An experienced restaurant manager, a dedicated marketing/social media coordinator, and seasoned front-of-house and kitchen staff.

## 7.0 Operations Plan

- **Hours of Operation:** 10:00 AM - 12:00 AM, 7 days a week.
- **Facility:** 2,500 sq. ft. space with an estimated seating capacity of 80-100. Layout will include dining area, open kitchen view of Tandoor oven, takeout counter, and restrooms.
- **Suppliers:** Establish relationships with local produce suppliers (e.g., Dane County Farmers' Market vendors) and national specialty distributors for authentic Indian spices and ingredients.
- **Technology:** Point-of-Sale (POS) system with integrated online ordering, inventory management, and reservation capabilities.

## 8.0 Financial Plan

### Key Revenue Assumptions:

- Average Lunch Ticket: \$18
- Average Dinner Ticket: \$32
- Estimated Seat Turnover: 1.5x daily

- Gradually increasing capacity utilization from 30% in Month 1 to 65% by Month 12.

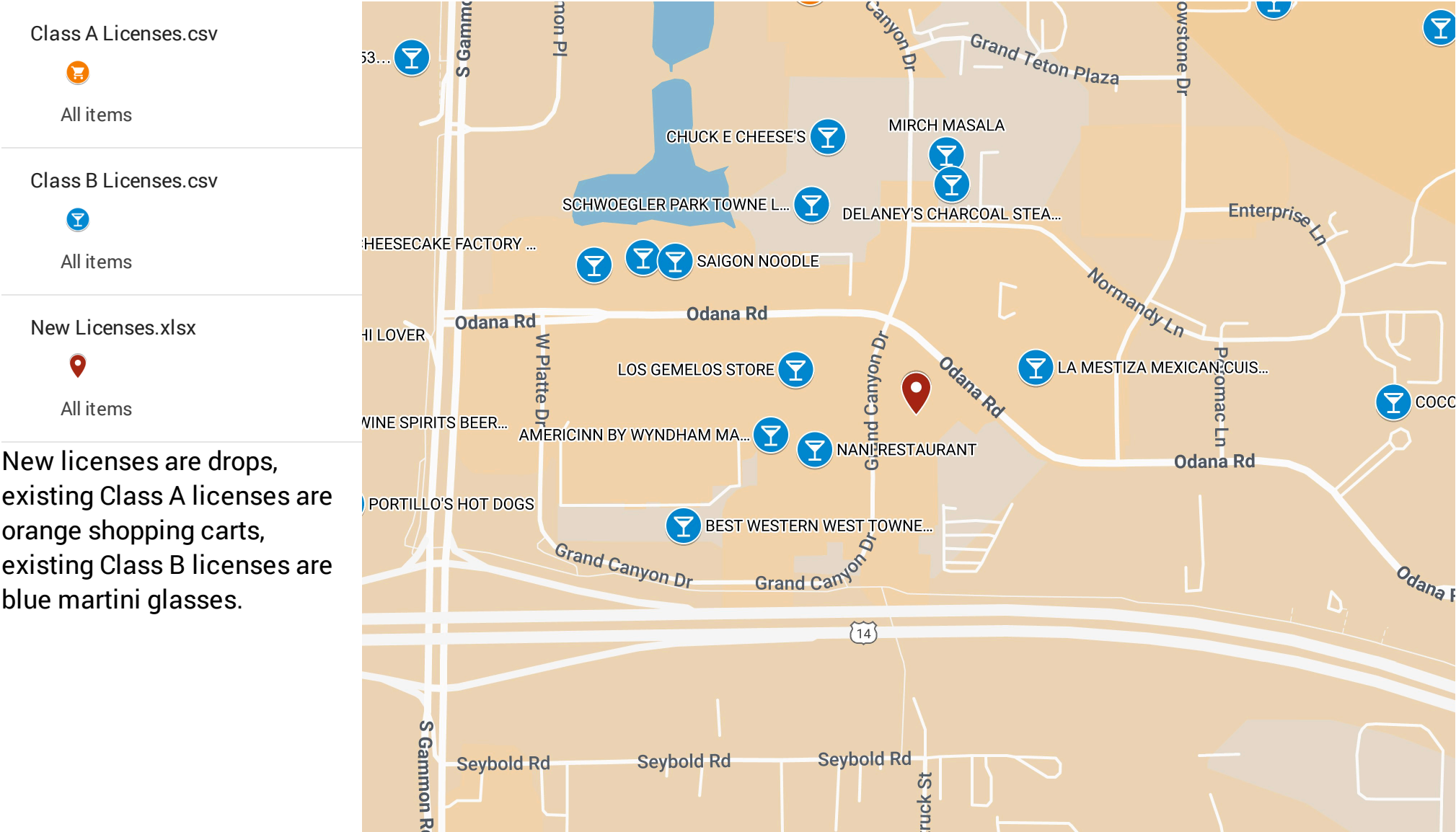
**Startup Costs (Estimated):**

- Kitchen Equipment & Fit-Out: \$150,000
- Leasehold Improvements (Decor, Furniture): \$100,000
- Initial Inventory: \$20,000
- Licenses & Permits (Liquor, Food, Health): \$5,000
- Marketing (Pre-opening): \$10,000
- **Total Estimated Startup Costs: ~\$285,000**

**Projected Monthly Operating Expenses (Estimated):**

- Rent: \$6,000
- Payroll (Staff of 15-20): \$25,000
- Food & Beverage Cost: (30-35% of sales)
- Utilities: \$2,500
- Marketing: \$1,500
- Loan Repayment: \$3,000
- Other (Insurance, etc.): \$2,000
- **Total Estimated Monthly Fixed Costs: ~\$40,000 (before COGS)**

# November 2025 ALRC New License



New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 90560**

**File ID:** 90560

**File Type:** License

**Status:** Recessed Public Hearing

**Version:** 2

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 10/22/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Luna's Market LLC • dba Luna's Market  
2328 S Park St • Agent: Mariam Maldonado  
Class A Beer, Class A Liquor  
Police Sector 309 (District 14)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIA-2025-00927 App.pdf, LICLIA-2025-00927  
Floor Plan.pdf, 2328 S Park St map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	10/22/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (11/19/25), Common Council (12/9/25)						
1	COMMON COUNCIL	10/28/2025	Refer For Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Vidaver, seconded by Govindarajan, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.						
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING	ALCOHOL LICENSE REVIEW COMMITTEE			Pass

**Action Text:** A motion was made by Klemons, seconded by Farley, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

One registration in support.

**Notes:** Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)

2	COMMON COUNCIL	12/09/2025	Re-refer for Recessed Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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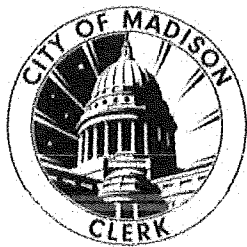
**Action Text:** A motion was made by Vidaver, seconded by Govindarajan, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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**Text of Legislative File 90560**

**Title**

Public Hearing - New License  
Luna's Market LLC • dba Luna's Market  
2328 S Park St • Agent: Mariam Maldonado  
Class A Beer, Class A Liquor  
Police Sector 309 (District 14)



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LCLIA-2025-00927

(License number)

14

(Alder District #)

C-309

(Police Sector)

Office Use Only

Class A: ☒ Beer, ☐ Liquor, ☐ Cider  
Class B: ☐ Beer, ☐ Liquor,  
☐ Class C Wine

## Section A – Applicant

1. 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.

Luma's Market

2. Trade Name (doing business as) Luma's Market

3. Address to be licensed 2328 S Park Street, Madison WI 53718

4. Mailing address 2010 Red Arrow Trl Madison WI 53718

5. Anticipated opening date 10/15/2025

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

☐ No ☒ Yes (explain)

Gracelys Nung Luma

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☐ No ☐ Yes (explain)

## Section B—Premises

8. 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Back of the store, coolers, Towards the front behind the customer service counter.



9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: N/A Outdoor: N/A

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

The parking is in a plaza. The plaza has their own security

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

☐ No ☒ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Mariam Maldonado
13. City, state in which agent resides Fitchburg WI
14. How long has the agent continuously resided in the State of Wisconsin? 20 years
15. Has the liquor license agent completed the responsible beverage server training course?
- ☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed \_\_\_\_\_
16. State and date of registration of corporation, nonprofit organization, or LLC.
- 8/30/23
17. 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
<u>Owner</u>	<u>Mariam Maldonado</u>	<u>Fitchburg WI</u>

18. 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.

N/A

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

☐ No ☒ Yes (explain) Sana's groceries LLC

20. 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**

21. What type of establishment is contemplated?

- ☐ Tavern   ☐ Nightclub   ☐ Restaurant   ☐ Liquor Store   ☒ Grocery Store  
☐ Convenience Store without gas pumps   ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00
(Class B only) Enter below any hours when food service will not be available, if applicable						
9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00	9:00 - 9:00

**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.*

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

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

\_\_\_\_\_ % Alcohol   \_\_\_\_\_ % Food   \_\_\_\_\_ % Other

If applicable, describe "Other": N/A

Do you have written records to document the percentages shown? ☐ No   ☐ Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☐ No   ☐ Yes—what kind? N/A

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No   ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No   ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No   ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 2025.
38. State Seller's Permit 4 5 6 - 10 3 2 1 4 8 8 5 4 - 0 2
39. Federal Employer Identification Number 33-3736526

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

Contact person Mariam Maldonado

Business phone 608 698 6107 Business e-mail address mnunzola@munozgroceries.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name N/A
- Phone \_\_\_\_\_ E-mail \_\_\_\_\_

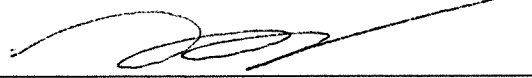
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
☐ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☒ Floor Plans,  
☒ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

9/25/25  
 (Date)

#### Clerk's Office checklist for complete applications

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate ,<br>(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s) ,     | <input type="checkbox"/> Floor Plans , |
| <input type="checkbox"/> FEIN ,   | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease ,       |
| <input type="checkbox"/> Written description of premises ,  | <input type="checkbox"/> *Articles of Incorporation ,           | <input type="checkbox"/> Business Plan |
|   | <input type="checkbox"/> *Appointment of Agent ,                | <input type="checkbox"/> **Sample Menu |
|   | * Corporation/LLC only  | ** Class B only                        |

#### Upon Application Submission, the Clerk's Office issued to the application:

- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

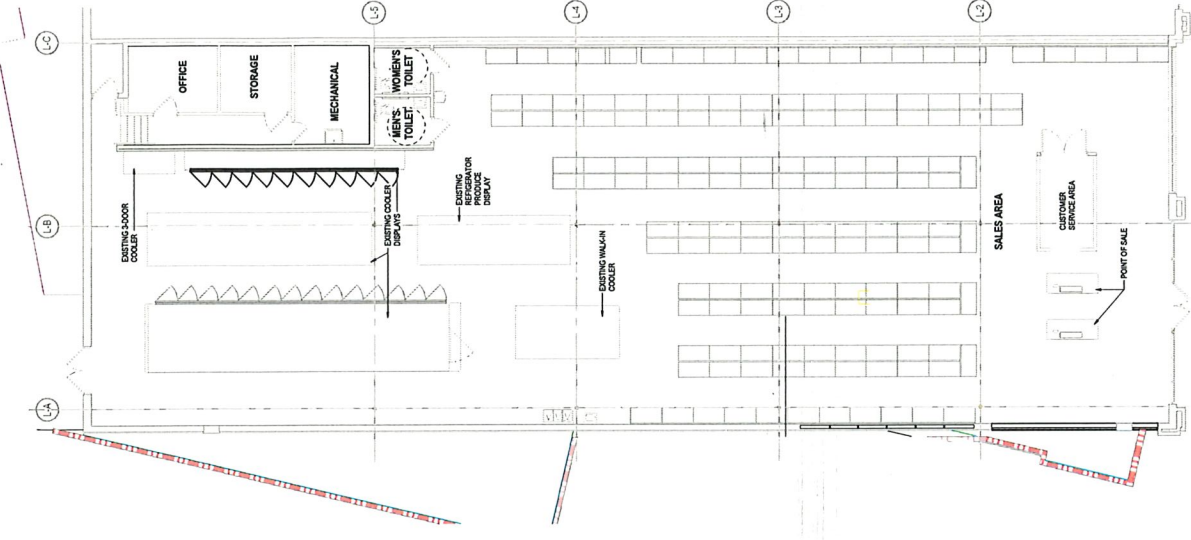
Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

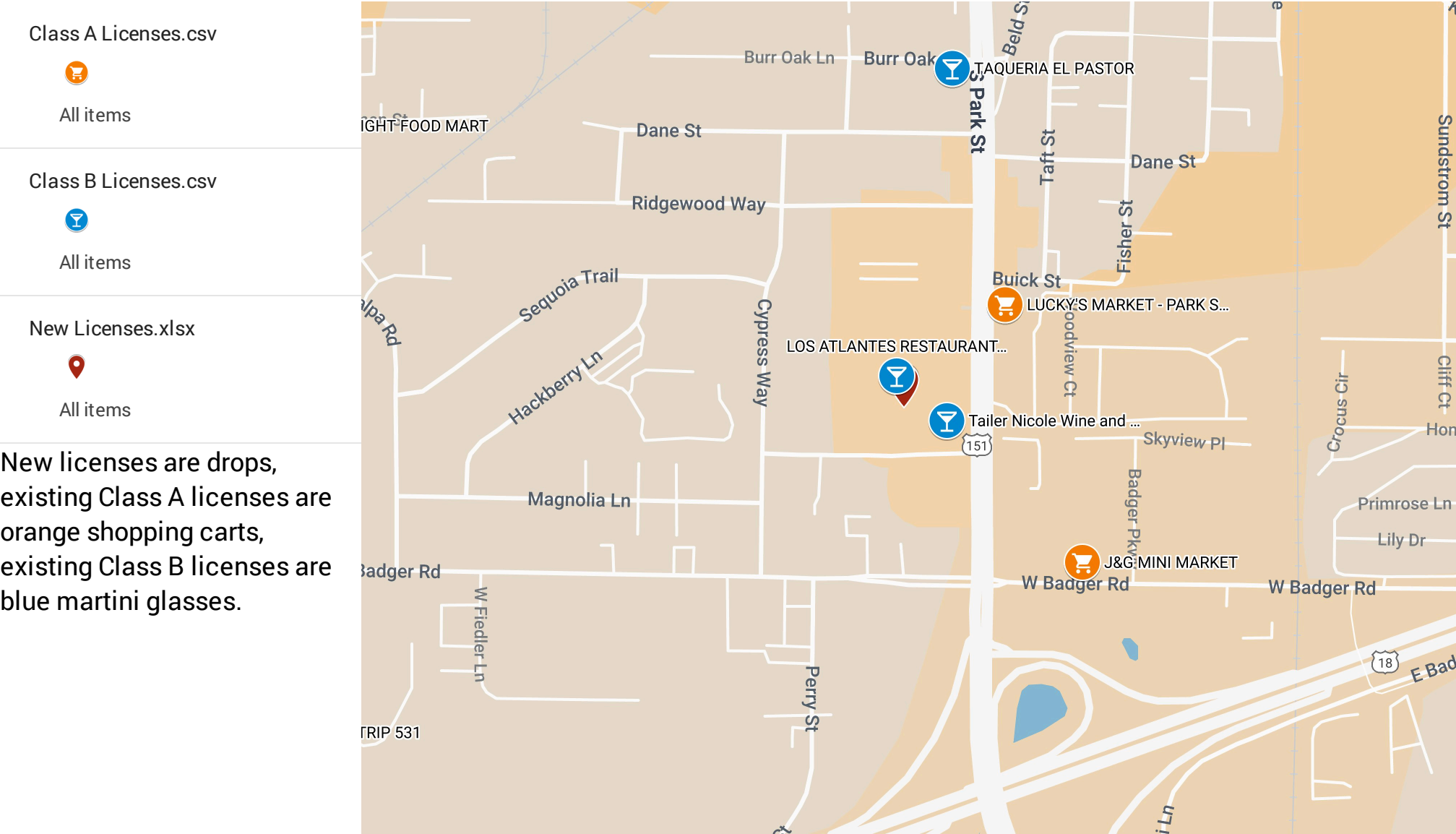
<b>ISSUED FOR CONSTRUCTION</b> DATE: 02/11/2025 DRAWING SET: 2025117 PROJECT NO.: 2025117	
<b>REVISIONS</b> NO. DESCRIPTION DATE	
FIRST FLOOR PLAN (UPDATED 2025-08-11) 2208 S PLYM STREET MADISON, WI 53713	
LUNA'S MARKET (AT VILLAGE ON PARK) 2208 S PLYM STREET MADISON, WI 53713	

A201b



**1. FIRST FLOOR PLAN**  
SCALE: 1/8" = 1'-0"

# November 2025 ALRC New License





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 90561**

**File ID:** 90561

**File Type:** License

**Status:** Recessed Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 10/22/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Madcity Lodging LLC • dba Sleep Inn/MainStay  
4802 Tradewinds Pkwy • Agent: Bhavin Patel  
Estimated Capacity (in/out): 100/15  
Class B Beer • 1% alcohol, 99% food  
Police Sector 620 (District 16)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-00945 App.pdf, LICLIB-2025-00945  
Floor Plan.pdf, 4802 Tradewinds Pkwy map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	10/22/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (11/19/25), Common Council (12/9/25)						
1	COMMON COUNCIL	10/28/2025	Refer For Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Vidaver, seconded by Govindarajan, to Refer For Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.						
1	ALCOHOL LICENSE REVIEW COMMITTEE	11/19/2025	RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING	ALCOHOL LICENSE REVIEW COMMITTEE			Pass

**Action Text:** A motion was made by Farley, seconded by Verveer, to RECOMMEND TO COUNCIL TO RE-REFER - PUBLIC HEARING to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

One registration in support.

**Notes:** Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)

1	COMMON COUNCIL	12/09/2025	Re-refer for Recessed Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE	Pass
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**Action Text:** A motion was made by Vidaver, seconded by Govindarajan, to Re-refer for Recessed Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE. The motion passed by voice vote/other.

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### **Text of Legislative File 90561**

#### **Title**

Public Hearing - New License  
Madcity Lodging LLC • dba Sleep Inn/MainStay  
4802 Tradewinds Pkwy • Agent: Bhavin Patel  
Estimated Capacity (in/out): 100/15  
Class B Beer • 1% alcohol, 99% food  
Police Sector 620 (District 16)





# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☒ Beer, ☐ Liquor, ☐ Cider  
Class B: ☒ Beer, ☐ Liquor,  
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LIC18-202500945  
(License number)

16  
(Alder District #)

620  
(Police Sector)  
Office Use Only

## Section A – Applicant

- 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.  
Madcity Lodging LLC
- Trade Name (doing business as) Sleep Inn/MainStay
- Address to be licensed 4802 Tradewinds Pkwy, Madison, WI. 53718
- Mailing address 4802 Tradewinds Pkwy, Madison, WI. 53718
- Anticipated opening date \_\_\_\_\_
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Our Sleep Inn/MainStay is a 157 room hotel located on the southeast corner of  
Madison. The only are used for sales is our lobby and common breakfast room.  
All purchases must be made at our front desk. There is a small patio area  
next of our breakfast room.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: ~~40~~ 100 Outdoor: ~~15~~ ~~15~~ 15

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

Our beverages will only be available for sale to our in house guests.

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

☒ No ☐ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Bhavin Patel

13. City, state in which agent resides Oregon, WI

14. How long has the agent continuously resided in the State of Wisconsin? 20 years

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 11/23/2023

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

Wisconsin/July 2023

17. In the table below list the directors of your corporation or the members of your LLC.

☐ Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Bhavin Patel	Oregon, WI
Member	Jagdish Patel	Waunakee, WI
Member	Hitendra Patel	Janesville, WI

18. 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.

Bhavin Patel

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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

21. What type of establishment is contemplated?

- ☐ Tavern   ☐ Nightclub   ☐ Restaurant   ☐ Liquor Store   ☐ Grocery Store  
☐ Convenience Store without gas pumps   ☐ Convenience Store with gas pumps

☒ Other Hotel

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-	-	-	-	-	-	-
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## 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.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

1% % Alcohol              % Food   99% % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☐ No   ☐ Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No   ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No   ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No   ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No   ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 2026.
38. State Seller's Permit 4 5 6 - 1 0 3 1 4 4 9 5 5 5 - 0 2
39. Federal Employer Identification Number 93-2125698
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Bhavin Patel

Business phone 608-695-8450 Business e-mail address BobPatel@branchhotelmanagement.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,  
☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



11/14/2024

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

(Date)

**Clerk's Office checklist for complete applications**

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input checked="" type="checkbox"/> Background investigation form(s) | <input type="checkbox"/> Floor Plans   |
| <input checked="" type="checkbox"/> FEIN   | <input type="checkbox"/> Form for surrender of previous license      | <input type="checkbox"/> Lease         |
| <input checked="" type="checkbox"/> Written description of premises  | <input checked="" type="checkbox"/> *Articles of Incorporation       | <input type="checkbox"/> Business Plan |
|  | <input type="checkbox"/> *Appointment of Agent                       | <input type="checkbox"/> **Sample Menu |
|  | * Corporation/LLC only   | ** Class B only                        |

**Upon Application Submission, the Clerk's Office issued to the application:**

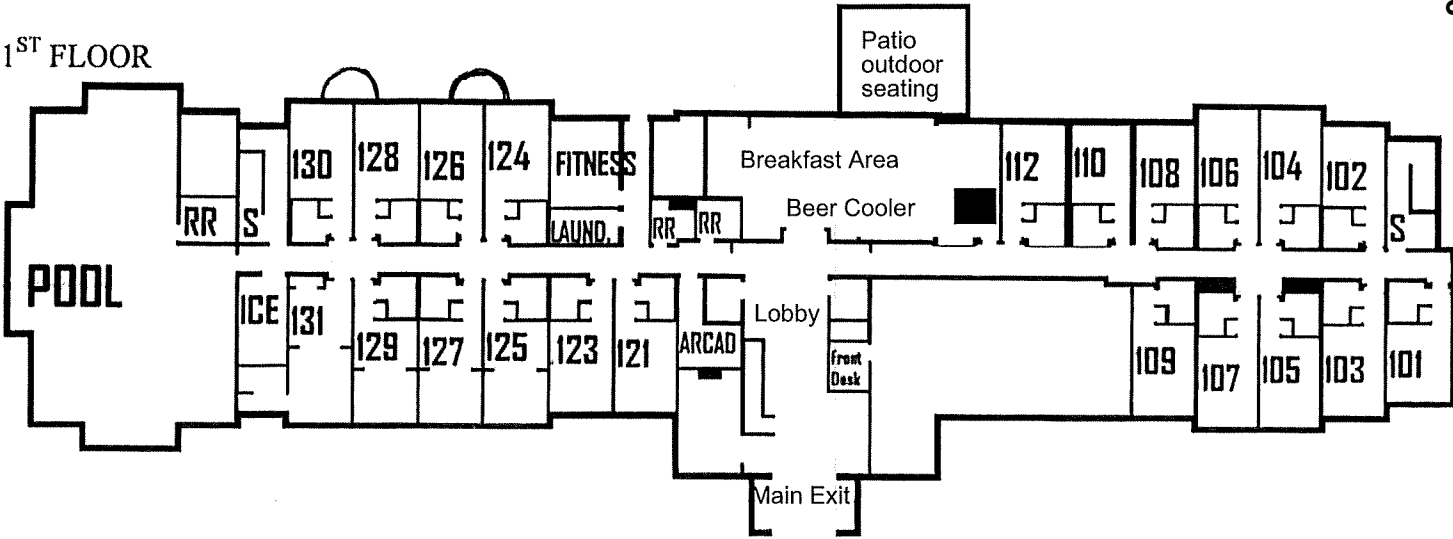
- ☒ Orange sign ☒ Orange business card  
☒ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_


Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

1<sup>ST</sup> FLOOR




# November 2025 ALRC New License

Class A Licenses.csv




All items

Class B Licenses.csv



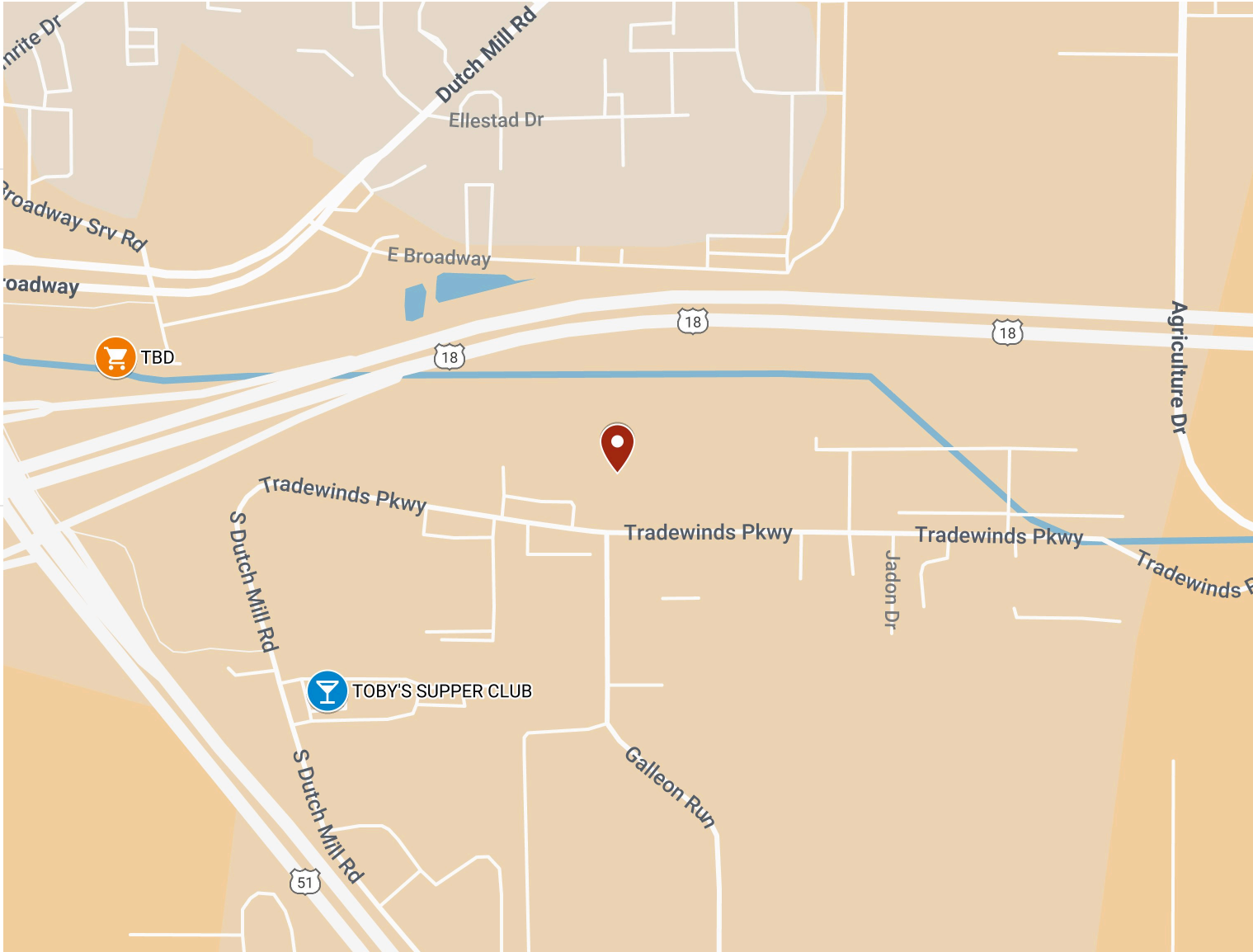
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.







# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91035**

**File ID:** 91035

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Veil and Vault LLC • dba Veil and Vault  
325 E Wilson St • Agent: Ace McCarty  
Estimated Capacity (in/out): 67/0  
Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Police Sector 405 (District 4)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-01000 App.pdf, LICLIB-2025-01000  
Supplemental.pdf, 325 E Wilson St map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE						

## Text of Legislative File 91035

### Title

Public Hearing - New License  
Veil and Vault LLC • dba Veil and Vault  
325 E Wilson St • Agent: Ace McCarty  
Estimated Capacity (in/out): 67/0

Class B Combination Liquor & Beer • 65% alcohol, 35% food  
Police Sector 405 (District 4)



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01000

(License number)

4  
(Alder District #)

405  
(Police Sector)

Office Use Only

100

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☒ Class C Wine

## Section A – Applicant

- 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.  
Veil and Vault LLC
- Trade Name (doing business as) Veil and Vault
- Address to be licensed 325 E Wilson St, Madison WI, 53703
- Mailing address 325 E Wilson St, Madison WI, 53703
- Anticipated opening date 03-28-26
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
Veil and Vault is a speakeasy nestled inside the historic saddlery building. There will be NO outdoor space and approximately 1500 sq. ft. comprised of 40 seats, with additional 15 seats in a private room. Alcohol is stored in prep room in kitchen area. It is served at the bar and table service. There will be a back bar area.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 67 Outdoor: 0

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

Public Parking, street + ramp

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

☒ No ☐ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent ACE MCCARTY

13. City, state in which agent resides SUN PRAIRIE, WISCONSIN

14. How long has the agent continuously resided in the State of Wisconsin? 10 years

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 2022 / active operator license

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

WISCONSIN, 9-24-24

17. 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	Courtney MCCARTY	Sun Prairie, Wisconsin
owner	Daniel HANN	Philadelphia, Pennsylvania
owner	ACE MCCARTY	Sun Prairie, W.I.

18. 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.

ACE MCCARTY

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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) I own part of MITRO LLC, Courtney owns the other part

## Section D—Business Plan

21. What type of establishment is contemplated?  
☒ Tavern   ☐ Nightclub   ☐ Restaurant   ☐ Liquor Store   ☐ Grocery Store  
☐ Convenience Store without gas pumps   ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-	-	-	-	4 - PM	4 - PM	4 - PM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	1 - 9 PM	1 - 9 PM	1 - 9 PM

## 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.*

24. Indicate any other product/service offered. Food-Light Bites
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
65 % Alcohol   35 % Food   \_\_\_\_\_ % Other
- If applicable, describe "Other": \_\_\_\_\_
- Do you have written records to document the percentages shown? ☒ No   ☐ Yes  
 You may be required to submit documentation verifying the percentages indicated.
26. Do you plan to have live entertainment? ☒ No   ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No   ☒ Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No   ☒ Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No   ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 20 26.

38. State Seller's Permit 4 5 6 - 1 0 3 2 1 8 8 1 7 0 - 0 4

39. Federal Employer Identification Number 99-5142381

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

Contact person Courtney McCarty

Business phone 608-553-2316 Business e-mail address Courtney@TheN140Lounge.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,  
☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

*Alc Mc...*

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

*11-5-25*

(Date)

#### Clerk's Office checklist for complete applications

<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Background investigation form(s) <input checked="" type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Business Plan <input checked="" type="checkbox"/> **Sample Menu ** Class B only
<input checked="" type="checkbox"/> FEIN		
<input checked="" type="checkbox"/> Written description of premises		

#### Upon Application Submission, the Clerk's Office issued to the application:

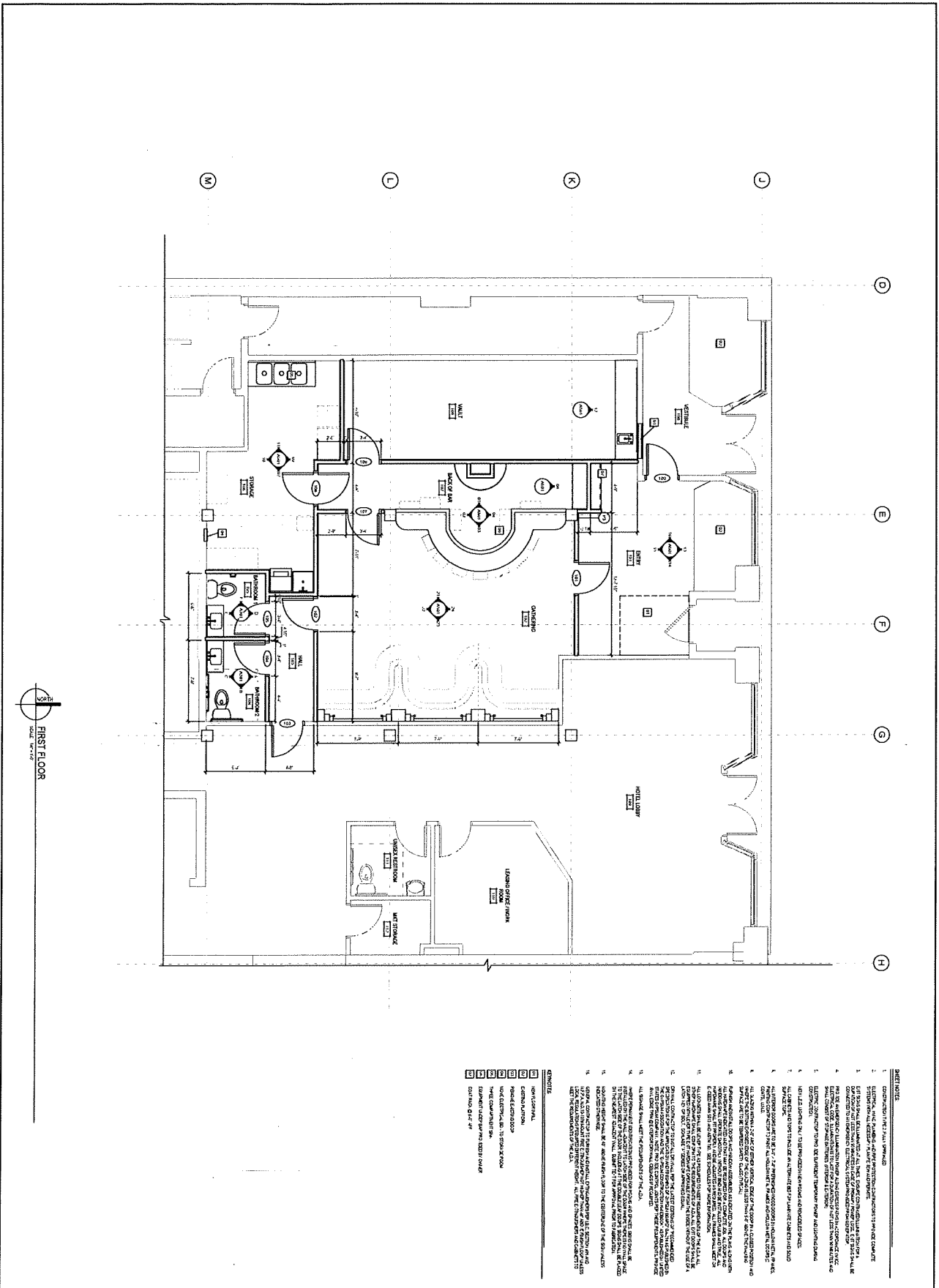
- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_





FIRST FLOOR  
SCALE: 1/8" = 1'-0"

- REVISIONS**
- | NO. | DESCRIPTION         | DATE |
|-----|---------------------|------|
| 1   | ISSUED FOR PERMIT   |      |
| 2   | REVISIONS TO PERMIT |      |
| 3   | REVISIONS TO PERMIT |      |
| 4   | REVISIONS TO PERMIT |      |
| 5   | REVISIONS TO PERMIT |      |
| 6   | REVISIONS TO PERMIT |      |
| 7   | REVISIONS TO PERMIT |      |
| 8   | REVISIONS TO PERMIT |      |
| 9   | REVISIONS TO PERMIT |      |
| 10  | REVISIONS TO PERMIT |      |
| 11  | REVISIONS TO PERMIT |      |
| 12  | REVISIONS TO PERMIT |      |
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**ANGLUS-YOUNG**  
ARCHITECTS/ENGINEERS  
Janesville | Madison | Rockford

**VEIL & VAULT LLC**

**VEIL & VAULT INTERIOR BUILDOUT**

317 E. WILSON ST  
MADISON, WI 53703

**PROJECT NUMBER**  
81220

**APPROVED BY**  
JAO

**REVIEWED BY**  
JAO

**DRAWN BY**  
CLB

**FIRST FLOOR PLAN**

**A101**

VEIL & VAULT LLC

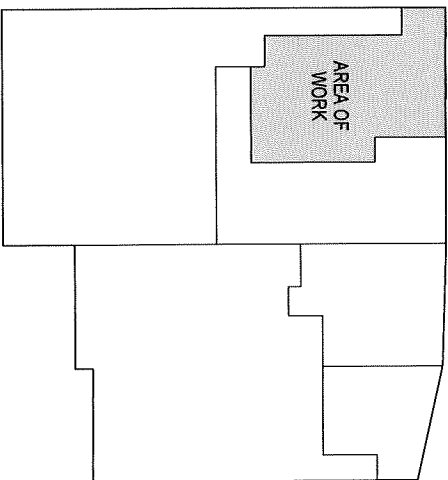
325 E. WILSON ST  
MADISON, WI 53703



**ANGUS-YOUNG**  
ARCHITECTS/ENGINEERS  
Janesville | Madison | Rockford  
WEIL & VAULT INTERIOR BUILDOUT

## VEIL & VAULT INTERIOR BUILDOUT

AY PROJECT NUMBER: 81220



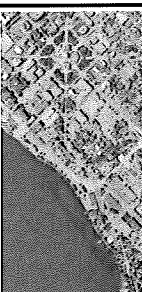
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G001 CUNY SIZE  
G002 TYPICAL MOUNTING HEIGHTS AND ADA STANDARDS FOR REFERENCE ONLY  
G003 LIFE SAFETY

## ARCHITECTURAL

A181	FIRST FLOOR PLAN
A281	FIRST FLOOR REFLECTED CEILING PLAN
A381	SCHEDULES
A581	INTERIOR ELEVATIONS

## LOCATION MAP:

[illegible]

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## PROJECT TEAM

**OWNER:**  
**COURTNEY AND ACE MCCARTHY**

**ARCHITECT:**  
ANGUS YOUNG  
316 WASHINGTON AVE.  
MADISON, WI 53703

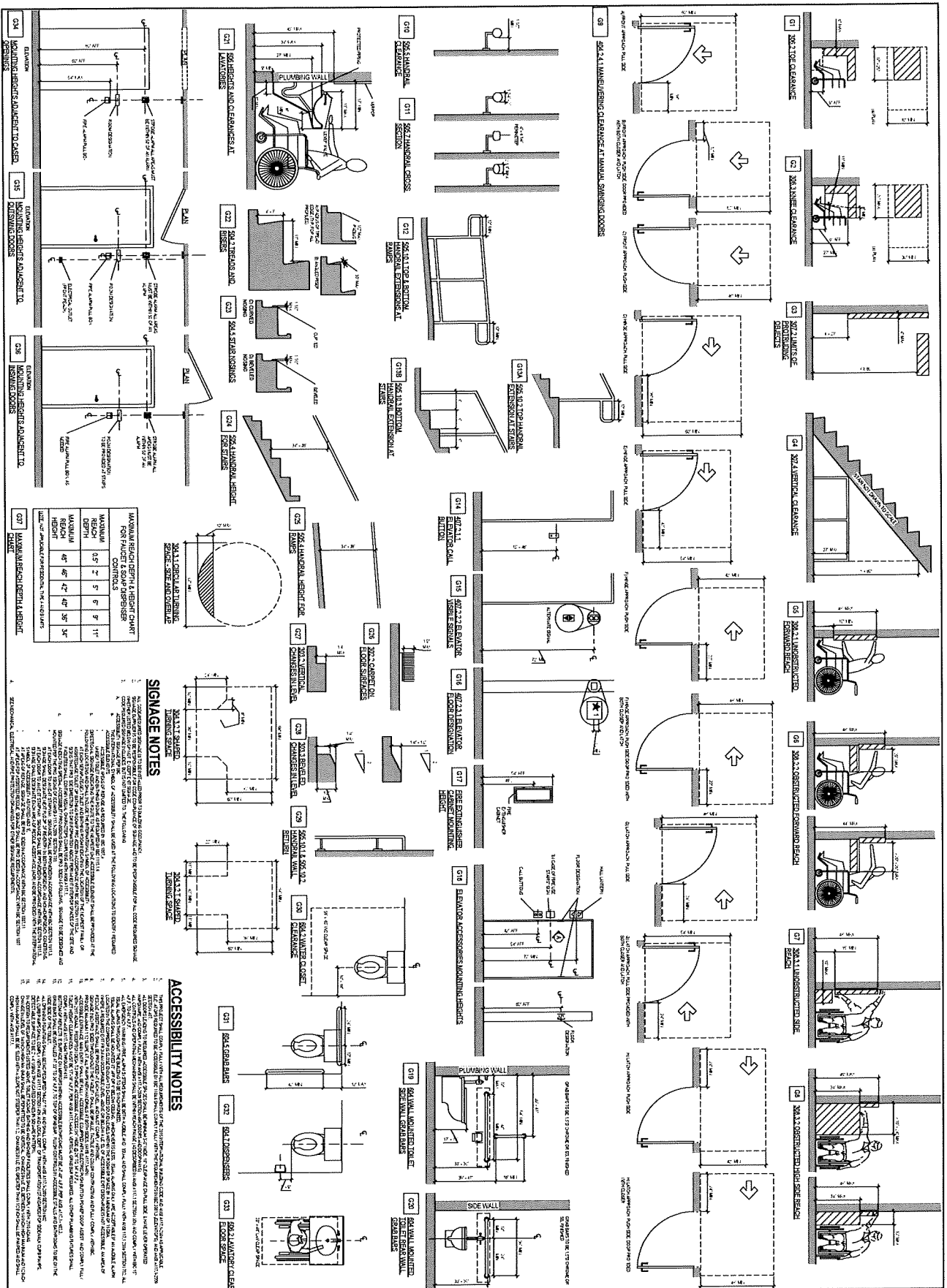
**CONTACT: JEFF DAVIS**  
EMAIL: J.DAVIS@ANGUSYOUNG.COM  
PHONE: 608-756-2226

24	20	16	12	08	04
23	19	15	11	07	03
22	18	14	10	06	02
21	17	13	09	05	01

TITLE BLOCK

608.756.2326  
www.angueyoung.com

**G001**



**ANCUS-YOUNG**  
ARCHITECTS/ENGINEERS  
Janesville | Madison | Rockford

**VEIL & WALT LLC**

325 E. WISCONSIN ST.  
MADISON, WI 53703

**VEIL & WALT INTERIOR**  
BUILDOUT

NO.	REVISION	DATE
1	ISSUED FOR PERMIT	08/20/2020
2	ISSUED FOR PERMIT	08/20/2020
3	ISSUED FOR PERMIT	08/20/2020
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**PROJECT NUMBER**  
81220

**APPROVED BY**  
JAO

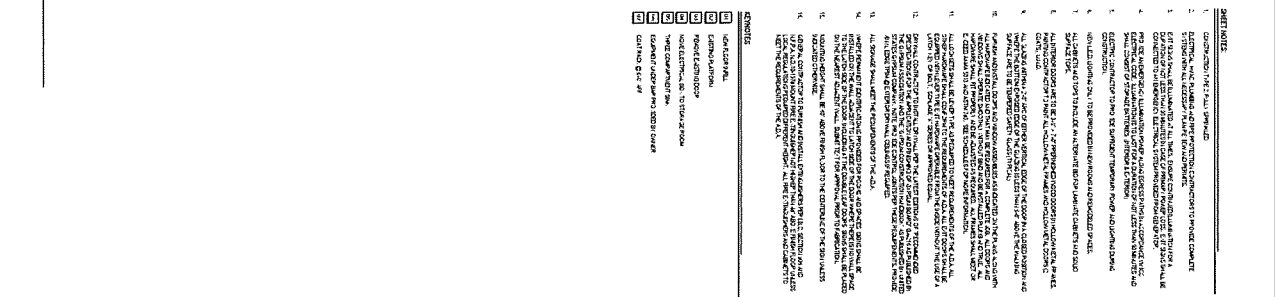
**REVIEWED BY**  
JAO

**DRAWN BY**  
EJB

**TYPICAL ACCESSIBILITY**  
AND STANDARDS  
REFERENCE ONLY

**G002**



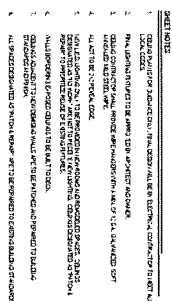


**ANGUS-YOUNG**  
ARCHITECTS/ENGINEERS  
1400 Madison 1 Road  
Madison 1, Madison 1, Missouri

**VEIL & VAULT LLC**  
VEIL & VAULT INTERIOR  
BUILDOUT  
326 E. WILSON ST  
MADISON, MO 63703

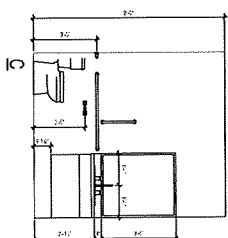
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This is a revision of the plan. The plan is not to be used for construction.

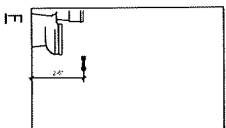



**FIRST FLOOR REFLECTED CEILING PLAN**  
 Scale: 1/8" = 1'-0"

<b>ANGUS-YOUNG</b> ARCHITECTS/ENGINEERS Jannville   Madison   Rockford		<b>VEIL &amp; MAULT LTD.</b>																																																																																																																																																																																																																																																																																																									
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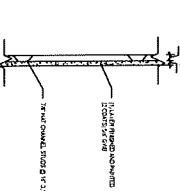
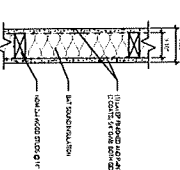


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- A. ALL INFORMATION ABOUT THE SUBJECT WILL BE MADE AVAILABLE TO THE REQUESTER.
- B. RECORDS RELATING TO THE SUBJECT WILL BE MADE AVAILABLE TO THE REQUESTER.
- C. RECORDS RELATING TO THE SUBJECT WILL BE MADE AVAILABLE TO THE REQUESTER, BUT ONLY TO THE EXTENT THAT THE INFORMATION IS NOT EXEMPTED FROM DISCLOSURE UNDER THE FOIA.

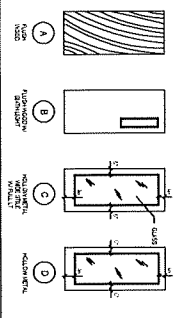


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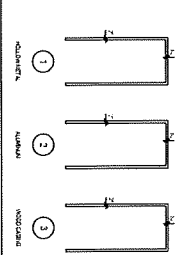
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			TITLE	UNIT/SEC	TYPE	PERSON	CU		
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DOOR TYPE



**FRAME TYPE**





**ANGUS-YOUNG**  
ARCHITECTS/ENGINEERS  
Janesville | Madison | Rockford

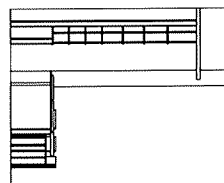
**VEIL & VAULT LLC**

**VEIL & VAULT INTERIOR  
BUILDOUT**

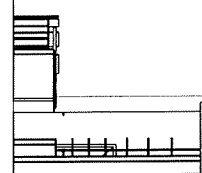
325 E. WILSON ST  
MADISON, WI 53703

SCHEDULED REVISIONS		
NO.	DESCRIPTION	DATE
01	REVISION 1: ADDITION OF INTERIOR FINISHES	
02	REVISION 2: ADDITION OF INTERIOR FINISHES	
03	REVISION 3: ADDITION OF INTERIOR FINISHES	
04	REVISION 4: ADDITION OF INTERIOR FINISHES	
05	REVISION 5: ADDITION OF INTERIOR FINISHES	
06	REVISION 6: ADDITION OF INTERIOR FINISHES	
07	REVISION 7: ADDITION OF INTERIOR FINISHES	
08	REVISION 8: ADDITION OF INTERIOR FINISHES	
09	REVISION 9: ADDITION OF INTERIOR FINISHES	
10	REVISION 10: ADDITION OF INTERIOR FINISHES	
11	REVISION 11: ADDITION OF INTERIOR FINISHES	
12	REVISION 12: ADDITION OF INTERIOR FINISHES	
13	REVISION 13: ADDITION OF INTERIOR FINISHES	
14	REVISION 14: ADDITION OF INTERIOR FINISHES	
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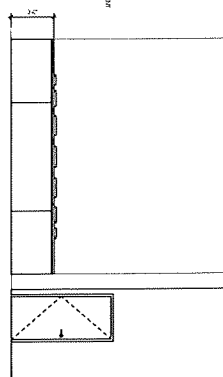




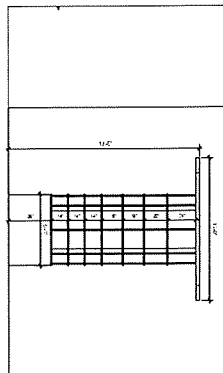
04  
A501



02 BEHIND BAR LOOKING SOUTH  
A501 SCALE 1/4" = 1'-0"



03 BEHIND BAR LOOKING EAST  
A501 22.46 14.13



01 BEHIND BAR LOOKING WEST  
A501 SEE N-14

[illegible]

**Abstract**

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ANTERIOR ELEV.

# A501



**ANGUS-YOUNG**  
ARCHITECTS/ENGINEERS  
Janesville | Madison | Rockford

VEIL &amp; VAULT LLC

**VEIL & VAULT INTERIOR  
BUILDOUT**

325 E. WILSON ST  
MADISON, WI 53703

# VEIL & VAULT

## SIGNATURE CLASSIC COCKTAILS

### WHISKEY & BOURBON

BOULEVARDIER \_\_\_\_\_ \$15

Bourbon • Campari • Sweet Vermouth *A rich, spirit-forward classic*

PAPER PLANE \_\_\_\_\_ \$16

Bourbon • Aperol • Amaro Nomino • Lemon

GOLD RUSH \_\_\_\_\_ \$14

Rye • Cognac • Sweet Vermouth - *Brrrigh clean, and quietly powerful*

VIEUX CARRE \_\_\_\_\_ \$16

New Orleans tradition with layers of *spice*, warmth, and charm

### GIN CLASSICS

LAST WORD \_\_\_\_\_ \$16

Gin • Green Chartreuse • Maraschino • Lime *Equal parts balance —*

BEE'S KNEES \_\_\_\_\_ \$14

Prohibition favorite, elegant in its simplicity *and natural sweetness*

CORPSE REVIVER NO. 2 \_\_\_\_\_ \$15

Zesty, bright, and perfectly calibrated — *the ultimate pre-dinner cocktail*

AVIATION \_\_\_\_\_ \$15

Floral and sophisticated, with notes of cherry blossom and *chru*s

### ELEGANT & OTHER SPIRITS

SIDECAR \_\_\_\_\_ \$15

Elegant and tart — a timeless blend of citrus and warmth

PISCO SOUR \_\_\_\_\_ \$14

Silky and aromatic with a creamy citrus lift

## **Company Description**

### **A. Ownership Information**

Veil and Vault LLC is owned by Ace McCarty, Courtney McCarty and Dan Hamm. This limited liability corporation will be formed independently of Nitro, LLC to ensure both financial and operational separation of existing and future business owned by the McCarty's and any potential stakeholders.

### **B. Mission Statement**

*"Transcend the ordinary"*

At Veil and Vault, every cocktail is a masterpiece, meticulously crafted with premium and local ingredients paired to innovative techniques which engage the senses and ignite the imagination. We are dedicated to providing an intimate, immersive atmosphere where the spirit of the Prohibition era is celebrated through sophistication, exclusivity, and a relentless pursuit of excellence.

### **C. The Vision**

Veil and Vault envisions establishing itself as a trailblazer within Madison, WI, by filling a notable void in the city's nightlife and culinary scene. As craft cocktails continue to rise in popularity across the United States, marking their presence in every major city with high-experience offerings, Madison remains a largely untapped market with only a handful of craft cocktail locations. Recognizing this gap, Veil and Vault aims to introduce an unparalleled speakeasy and high-experience craft cocktail lounge to the area. This endeavor is not just about serving exquisite drinks; it's about crafting an immersive experience that transports patrons to a bygone era of mystery and exclusivity, while showcasing the artistry and innovation behind each cocktail. Through Veil and Vault, we seek to bring a slice of the burgeoning national trend of speakeasies and high-quality craft cocktails to Madison, making it a destination for both connoisseurs and those looking to explore the rich, intricate world of mixology in a setting that feels both exclusive and welcoming.

### **D. Products and Services**

#### **Afternoon Operations**

As part of the operational planning for our speakeasy, the afternoon preparation routine has been meticulously structured to ensure a seamless transition into the evening's service, providing an unparalleled experience for our guests. This period is critical for setting the tone and ensuring operational excellence. It begins with the thorough setup of the bar, involving a detailed inventory check, strategic placement of liquors and mixers for efficient access, and polishing of glassware to ensure each piece sparkles under the dim, ambient lighting characteristic of our establishment. There will be a heavy focus on preparation of fresh goods for use in the menu items, such as syrups, tinctures, infusions, batched cocktails, and elaborate garnishments.

While bar and kitchen staff are engaged in prep and setup, our host will be stationed in the boutique storefront to engage with walk-in guests, selling and serving items such as macaroons, bottles of wine, and cocktail kits. This ensures the boutique operates as both a standalone retail experience and as a discreet gateway to the speakeasy, maintaining the sense of discovery for those who realize there is more hidden behind the walls.

### **Evening Operations**

Veil and Vault will serve curated craft cocktails designed hand-in-hand with leading industry experts. Veil and Vault qualifies to obtain a Class B Combination license from the City of Madison to serve Liquor, Beer, and Wine. Veil and Vault will employ two bartenders and two server/hostesses. Menus will change seasonally, and both alcoholic and non-alcoholic options will be offered. Hours of operation will be from Wednesday to Saturday. Hours 5pm to 1am.

### **Accompaniments**

Veil and Vault will feature a thoughtfully crafted small plates menu designed to complement and enhance the cocktails we serve. Guests can enjoy these elevated bites alongside a dedicated cocktail menu, offering a wide variety of creative craft cocktails to suit every palate.

Our food and drink program will be available during all days of operation, providing a consistent and elevated experience for every guest. Each visit will also include a complimentary non-alcoholic welcome drink, both included in the 2-drink minimum per person.

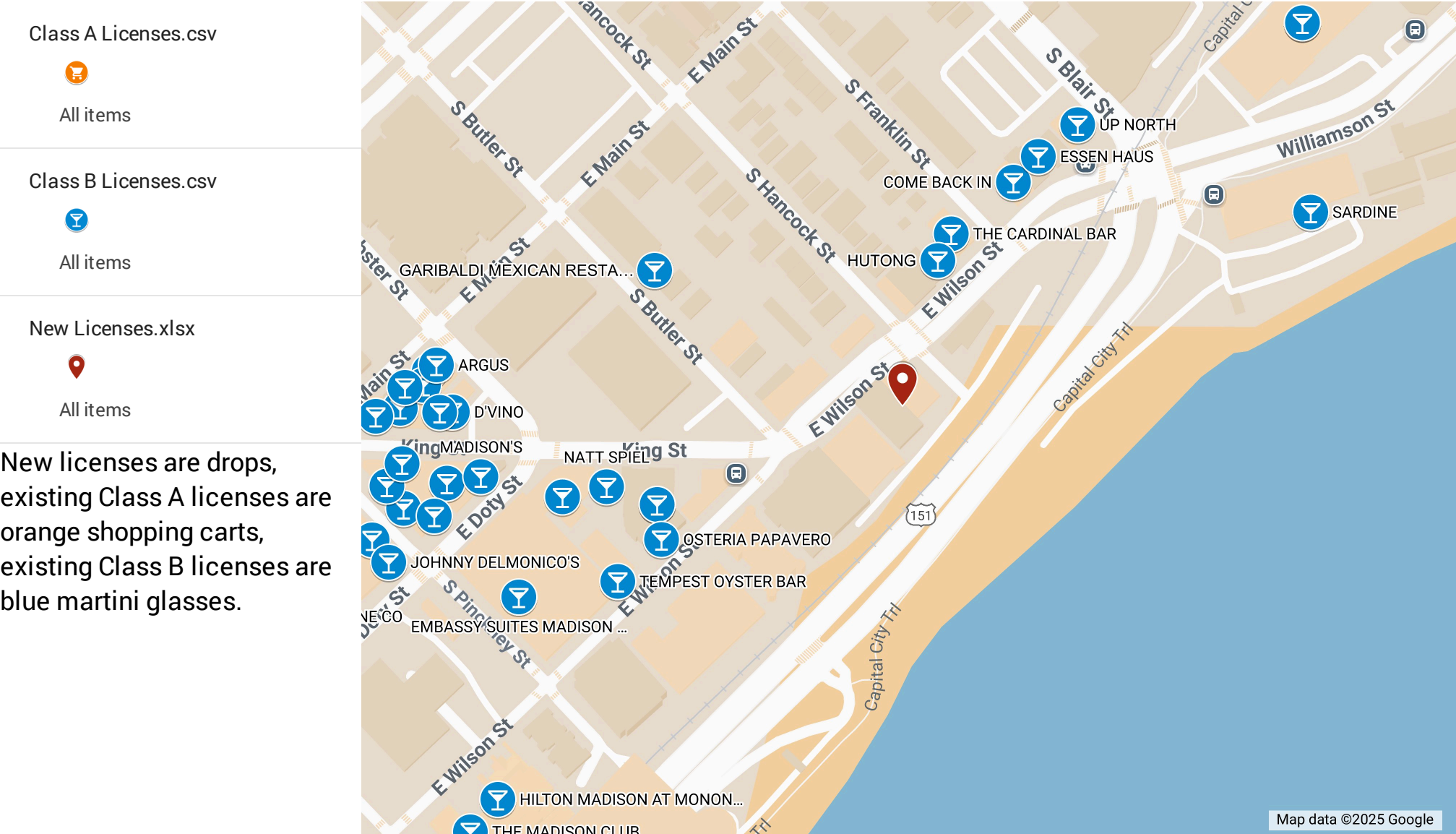
Veil and Vault will be hidden behind a boutique storefront, offering guests an added layer of intrigue and discovery in true speakeasy fashion. The boutique will sell thoughtfully curated items such as macaroons, bottles of wine, and cocktail kits to-go, serving both as a standalone retail space and a subtle entry point to the hidden lounge.

The Veil and Vault boutique will serve as both a revenue driver and brand extension, offering a curated selection of premium products that mirror the exclusivity of the speakeasy. The boutique will highlight signature macaroons, wines, and cocktail kits that allow guests to take a piece of the experience home while also acting as the discreet entry point to the lounge. This ensures a balance of retail revenue and guest intrigue, while reinforcing our identity as a lifestyle destination rather than just a bar. Complementing the retail program, the food menu will be carefully curated to pair seamlessly with cocktails, featuring rotating small plates and shareables designed in collaboration with local chefs and purveyors. This culinary focus provides guests with an elevated, holistic dining experience, increases average check size, and strengthens Veil and Vault's differentiation in a competitive market where most competitors remain food or beverage centric but rarely both.

### **E. Channels of Distribution**

Veil and Vault will operate as a direct-to-consumer speakeasy bar, offering an elevated craft cocktail experience designed to engage the senses and provide a must-try experience. Alongside our cocktails, we

# December 2025 ALRC New License





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91036**

**File ID:** 91036

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
La Bonita LLC • dba La Bonita  
4915 Commercial Ave • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Beer • 25% alcohol, 50% food, 25% other  
Police Sector 609 (District 3)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-01004 App.pdf, LICLIB-2025-01004  
Supplemental.pdf, 4915 Commercial Ave map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE						

## Text of Legislative File 91036

### Title

Public Hearing - New License  
La Bonita LLC • dba La Bonita  
4915 Commercial Ave • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0

Class B Beer • 25% alcohol, 50% food, 25% other  
Police Sector 609 (District 3)





# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider  
Class B: ☒ Beer, ☐ Liquor,  
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

C16613-2025-01004

(License number)

3

(Alder District #)

609

(Police Sector)

Office Use Only

119

## Section A – Applicant

- 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.  
La Bonita LLC
- Trade Name (doing business as) La Bonita
- Address to be licensed 4915 Commercial Ave Madison WI 53704
- Mailing address \_\_\_\_\_
- Anticipated opening date 3-10-21
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol will be stored in a cooler, Alcohol will be  
Served at tables

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 40-50 Outdoor: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

☒ No ☒ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Rodrigo Flores
13. City, state in which agent resides Windsor, Wisconsin
14. How long has the agent continuously resided in the State of Wisconsin? 15 years
15. Has the liquor license agent completed the responsible beverage server training course?
- ☒ No, but will complete prior to ALRC meeting ☐ Yes, date completed \_\_\_\_\_

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

Wisconsin, 5/12-21

17. 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	Rodrigo Flores	Windsor, WI

18. 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.

Rodrigo Flores

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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

21. What type of establishment is contemplated?  
☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☒ Grocery Store  
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm	9 am - 9 pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

## 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.*

24. Indicate any other product/service offered. \_\_\_\_\_
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
25 % Alcohol 30 % Food 25 % Other
- If applicable, describe "Other": \_\_\_\_\_
- Do you have written records to document the percentages shown? ☐ No ☒ Yes  
 You may be required to submit documentation verifying the percentages indicated.
26. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 20\_\_\_\_.

38. State Seller's Permit 4 5 6 - 1 0 3 2 2 0 6 2 3 6 - 0 4

39. Federal Employer Identification Number 80-0991004

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

Contact person Rodrigo Flores

Business phone 608-358-0363 Business e-mail address rodrigo.flores194413@gmail.com

Preferred language Spanish

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

☒ Yes (language: Spanish)

☐ 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: Spanish

☐ 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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_



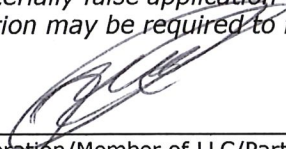
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,  
☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

11-03-25.  
 (Date)

#### Clerk's Office checklist for complete applications

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input checked="" type="checkbox"/> Background investigation form(s)<br><input type="checkbox"/> Form for surrender of previous license | <input checked="" type="checkbox"/> Floor Plans<br><input checked="" type="checkbox"/> Lease |
| <input checked="" type="checkbox"/> FEIN   | <input checked="" type="checkbox"/> *Articles of Incorporation  | <input checked="" type="checkbox"/> Business Plan  |
| <input checked="" type="checkbox"/> Written description of premises  | <input checked="" type="checkbox"/> *Appointment of Agent<br>* Corporation/LLC only   | <input checked="" type="checkbox"/> **Sample Menu<br>** Class B only                         |

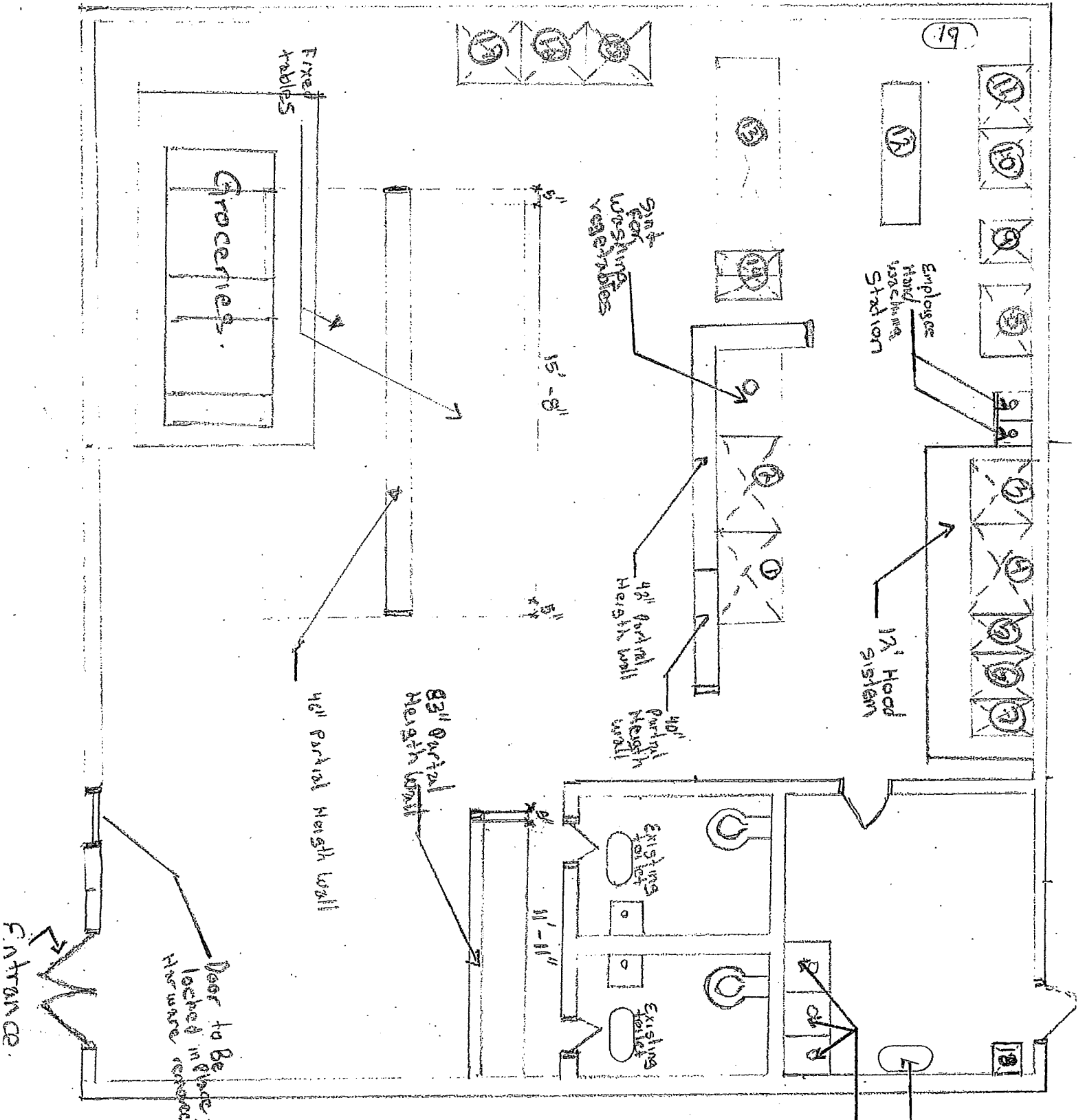
#### Upon Application Submission, the Clerk's Office issued to the application:

- ☒ Orange sign    ☒ Orange business card  
☒ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office 11/7/25

Date of ALRC meeting 12/17/25 Date license granted by Common Council 11

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_



# A LA Bonita Bussines Plans

We sell a Mexican food with Grocery  
stor and Sell Beer Also

We open every day 9 to 9





# TAQUERIA LA BONITA

## BURRITOS

## PRICE

Asada (Steak)	7.99
Pollo (Chicken)	7.99
Pastor (Pork)	7.99
Campechano	7.99
(Combination of Meats)	7.99

## QUESADILLAS

## PRICE

Cheese Quesadilla	3.50
Pork & Ham Quesadilla	5.00
Meat Quesadilla	6.00
Sopes	3.50
Carne Asada	11.99
Chuleta Ahumada	10.99

## TORTAS

## PRICE

Milanesa de pollo (Breaded Chicken)	8.79
Milanesa de Res (Breaded Beef)	8.79
Pastor (Pork)	8.79
Jamon (Pork Ham)	7.99
Chorizo (Sausage)	7.99
Campechano (Combination of Meats)	8.79

## TACOS

## PRICE

Asada (Steak)	2.69
Pollo (Chicken)	2.69
Pastor (Pork)	2.69
Chorizo (Sausage)	2.59
Tripa (Beef Tripe)	2.89
Lengua (Beef Tongue)	2.89
Campechano (Combination of Meats)	2.69

## Sodas - Drinks



2.00



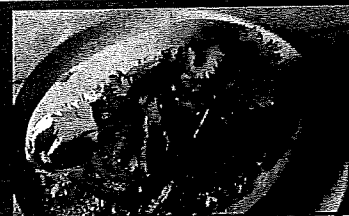
1.00



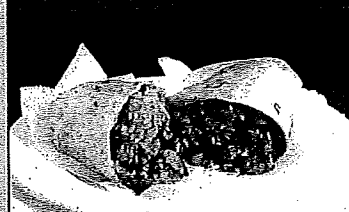
2.00



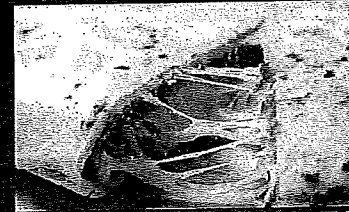
Tacos 2.89



Tortas 8.79



Burritos 7.99



Quesadillas 3.50



Sopes 3.50

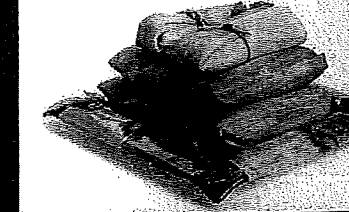


Huaraches 3.50

## Especiales de Fines de Semana

Fajitas Mixta 20.99

Tamales Docena 18.99



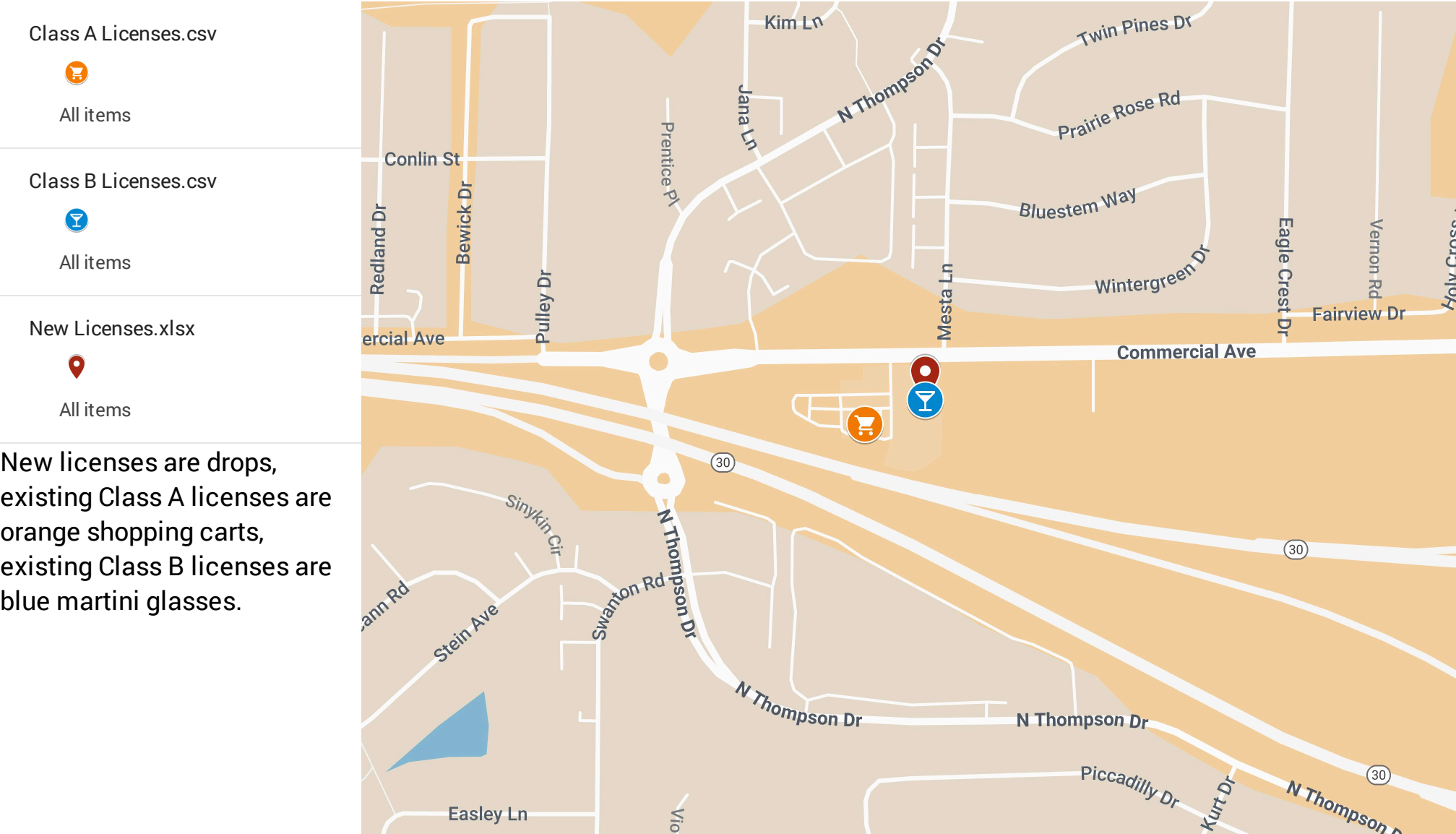
Visitenos:

7 dias  
a la semana  
Lunes a Sabado  
10: a 8:00 PM  
Domingo

4915 Comercial Ave  
Madison Wi 53704  
(608) 283-9982

Barbacoa de Res 9.99  
Barbacoa de Borrego 13.99  
Carnitas 7.99  
Menudo 9.99

# December 2025 ALRC New License





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91037**

**File ID:** 91037

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
La Bonita LLC • dba La Bonita  
5534 Eastpark Blvd • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 520 (District 17)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-01005 App.pdf, LICLIB-2025-01005  
Supplemental.pdf, 5534 Eastpark Blvd map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE						

## Text of Legislative File 91037

### Title

Public Hearing - New License  
La Bonita LLC • dba La Bonita  
5534 Eastpark Blvd • Agent: Rodrigo Flores  
Estimated Capacity (in/out): 50/0

Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 520 (District 17)



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LIC182025.01005

(License number)

17 520  
(Alder District #) (Police Sector)  
Office Use Only

130

## Section A – Applicant

- 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.  
La Bonita LLC
- Trade Name (doing business as) La Bonita
- Address to be licensed 5534 Eastpark Blvd, Madison, WI
- Mailing address \_\_\_\_\_
- Anticipated opening date 12-01-2025
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol will be stored in a cooler, Alcohol will  
be served at tables.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 30 Outdoor: \_\_\_\_\_

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

---



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

☒ No ☒ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Rodrigo Flores

13. City, state in which agent resides Windsor Wisconsin

14. How long has the agent continuously resided in the State of Wisconsin? 18 years

15. Has the liquor license agent completed the responsible beverage server training course?

☒ No, but will complete prior to ALRC meeting ☐ Yes, date completed \_\_\_\_\_

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

Wisconsin, 5-12-21

17. 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	Rodrigo Flores	Windsor Wi

18. 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.

Rodrigo Flores

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

☒ No ☒ Yes (explain) \_\_\_\_\_

20. 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

21. What type of establishment is contemplated?

- ☐ Tavern    ☐ Nightclub    ☒ Restaurant    ☐ Liquor Store    ☐ Grocery Store  
☐ Convenience Store without gas pumps    ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm	10 am - 9 pm
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

## 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.*

24. Indicate any other product/service offered. \_\_\_\_\_

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

30 % Alcohol    70 % Food    \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☐ No    ☒ Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No    ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No    ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No    ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No    ☒ Yes



30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 20\_\_\_\_.
38. State Seller's Permit 4 5 6 - 1 0 3 2 2 0 6 2 3 6 - 0 4
39. Federal Employer Identification Number 80-0991004
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Rodrigo Flores

Business phone 608-358-0363 Business e-mail address rodrigo.flores194413@gmail.com

Preferred language Spanish

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

☒ Yes (language: Spanish)

☐ 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: español

☐ 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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

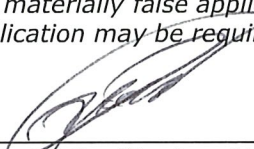
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,  
☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

11-07-28  
 (Date)

**Clerk's Office checklist for complete applications**

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input checked="" type="checkbox"/> Background investigation form(s)<br><input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Floor Plans ✓              |
| <input checked="" type="checkbox"/> FEIN   | <input checked="" type="checkbox"/> *Articles of Incorporation  | <input checked="" type="checkbox"/> Lease ✓         |
| <input checked="" type="checkbox"/> Written description of premises  | <input checked="" type="checkbox"/> *Appointment of Agent   | <input checked="" type="checkbox"/> Business Plan ✓ |
|  | * Corporation/LLC only  | <input type="checkbox"/> **Sample Menu ✓            |
|  |   | ** Class B only                                     |

**Upon Application Submission, the Clerk's Office issued to the application:**

- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

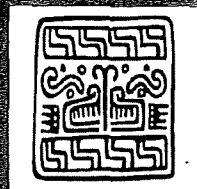
Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

# A LA BONTA Bussines Plans

We sell a Mexican food with Grocery  
stor and Sell Beer Also

We open every day 9 to 9



# TAQUERIA LA BONITA

## BURRITOS

### PRICE

Asada (Steak)	7.99
Pollo (Chicken)	7.99
Pastor (Pork)	7.99
Campechano	7.99
(Combination of Meats)	7.99

## QUESADILLAS

### PRICE

Cheese Quesadilla	3.50
Pork & Ham Quesadilla	5.00
Meat Quesadilla	6.00
Sopes	3.50
Carne Asada	11.99
Chuleta Ahumada	10.99

## TORTAS

### PRICE

Milanesa de pollo	8.79
(Breaded Chicken)	
Milanesa de Res	8.79
(Breaded Beef)	
Pastor (Pork)	8.79
Jamon (Pork Ham)	7.99
Chorizo (Sausage)	7.99
Campechano	8.79
(Combination of Meats)	

## TACOS

### PRICE

Asada (Steak)	2.69
Pollo (Chicken)	2.69
Pastor (Pork)	2.69
Chorizo (Sausage)	2.59
Tripa (Beef Tripe)	2.89
Lengua (Beef Tongue)	2.89
Campechano	2.69
(Combination of Meats)	

## Sodas - Drinks



2.00



1.00



2.00



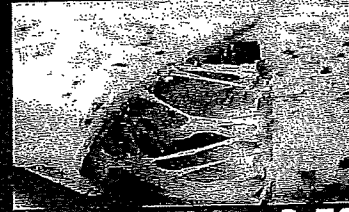
Tacos 2.89



Tortas 8.79



Burritos 7.99



Quesadillas 3.50



Sopes 3.50



Huaraches 3.50

## Especiales de Fines de Semana

Fajitas Mixta 20.99

Tamales Doceña 18.99



Barbacoa de Res	9.99
Barbacoa de Borrego	13.99
Carnitas	7.99
Menudo	9.99

Visitenos:


7 dias  
a la semana  
Lunes a Sabado  
10: a 8:00 PM  
Domingo

4915 Comercial Ave  
Madison Wi 53704  
(608) 283-9982




# December 2025 ALRC New License

Class A Licenses.csv




All items

Class B Licenses.csv



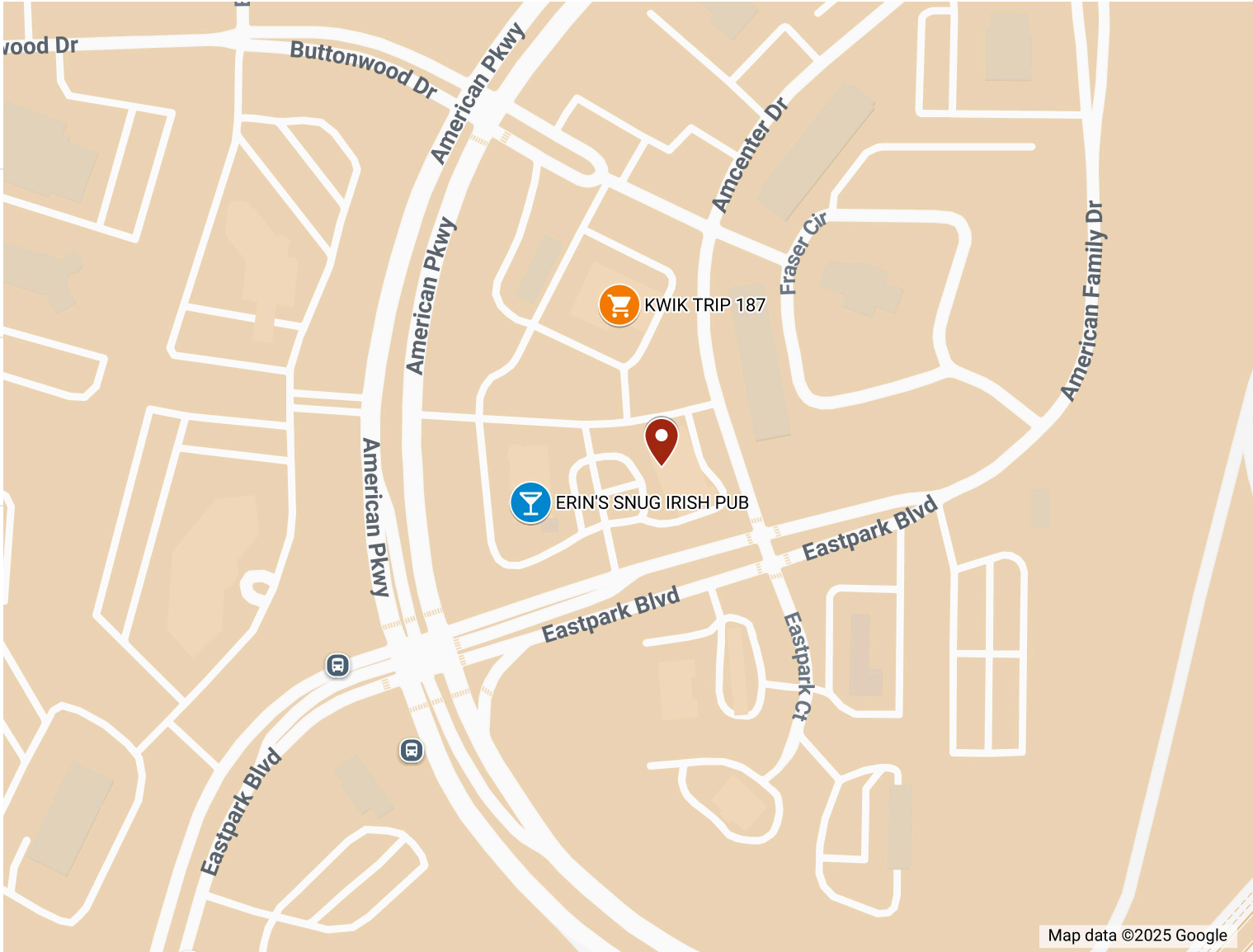
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91038**

**File ID:** 91038

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence  
and Culture  
671 W Badger Rd • Agent: Janine Stephens Hale  
Estimated Capacity (in/out): 735/0  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 310 (District 14)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-01014 App.pdf, LICLIB-2025-01014  
Supplemental.pdf, 671 W Badger Rd map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE						

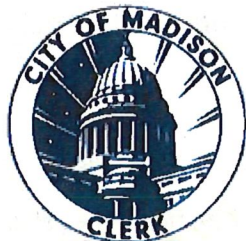
## Text of Legislative File 91038

### Title

Public Hearing - New License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture  
671 W Badger Rd • Agent: Janine Stephens Hale

Estimated Capacity (in/out): 735/0  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 310 (District 14)





# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01014

(License number)

14

(Alder District #)

310

(Police Sector)

Office Use Only

## Section A – Applicant

- 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.  
Center for Black Excellence and Culture, Inc.
- Trade Name (doing business as) \_\_\_\_\_
- Address to be licensed 671 W. Badger Rd, Madison WI 53713
- Mailing address PO Box 259042, Madison WI 53725
- Anticipated opening date January 1, 2026
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcohol beverages will be sold and stored in two main areas. There will be a built in bar located in the

Garden/Atrium located on the lower level of the building and Club Afrique, an exclusive member only

lounge located on the upper level of the building. Each bar area has properly built in and designated storage

for the alcohol.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 135 for lounge/ 361 large theatre  
239 small theatre

Outdoor: \_\_\_\_\_

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

We have a private parking lot that will be monitored by a contracted security company when hosting events

As well as 2-4 volunteers to monitor entry/exit points who will be provided with vests, radios or cell phones

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

☒ No ☐ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Janine Stephens Hale

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 41 years

15. Has the liquor license agent completed the responsible beverage server training course?

☒ No, but will complete prior to ALRC meeting ☒ Yes, date completed 10/28/2025

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

Wisconsin, 05/03/2021

17. 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
President	Alexander Gee, Jr.	Fitchburg, WI
Chairman	Raymond Allen	Madison, WI
	Francis Huntley- Cooper	Fitchburg, WI
Treasurer	Brian Russell	Fitchburg, WI

18. 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.

Jason Fields

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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**

21. What type of establishment is contemplated?

- ☐ Tavern   ☐ Nightclub   ☐ Restaurant   ☐ Liquor Store   ☐ Grocery Store
- ☐ Convenience Store without gas pumps   ☐ Convenience Store with gas pumps
- ☒ Other Event venue

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12pm-9pm	10am-9pm	10am-9pm	10am-9pm	10am-9pm	12pm-11pm	11am-11pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**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.*

24. Indicate any other product/service offered. Pre-packaged food and snacks

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

40 % Alcohol   60 % Food   \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☒ No   ☐ Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☐ No   ☒ Yes—what kind? Live music, DJ  
theatrical performances, comedy shows

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No   ☒ Yes28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No   ☒ Yes29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No   ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
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34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 2026.
38. State Seller's Permit 4 5 6 - 1030779756 - 05
39. Federal Employer Identification Number 85-3072819
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Janine Stephens Hale

Business phone 608-205-8378 Business e-mail address jshale@theblackcenter.org

Preferred language English

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

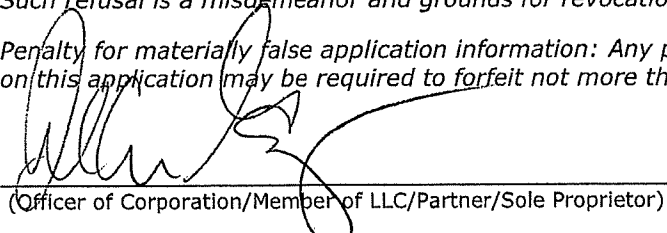
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- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),  
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☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

11/4/25  
 (Date)

**Clerk's Office checklist for complete applications**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s)       | <input type="checkbox"/> Floor Plans   |
| <input type="checkbox"/> FEIN   | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease         |
| <input type="checkbox"/> Written description of premises  | <input type="checkbox"/> *Articles of Incorporation             | <input type="checkbox"/> Business Plan |
|   | <input type="checkbox"/> *Appointment of Agent                  | <input type="checkbox"/> **Sample Menu |
|   | * Corporation/LLC only  | ** Class B only                        |

**Upon Application Submission, the Clerk's Office issued to the application:**

- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

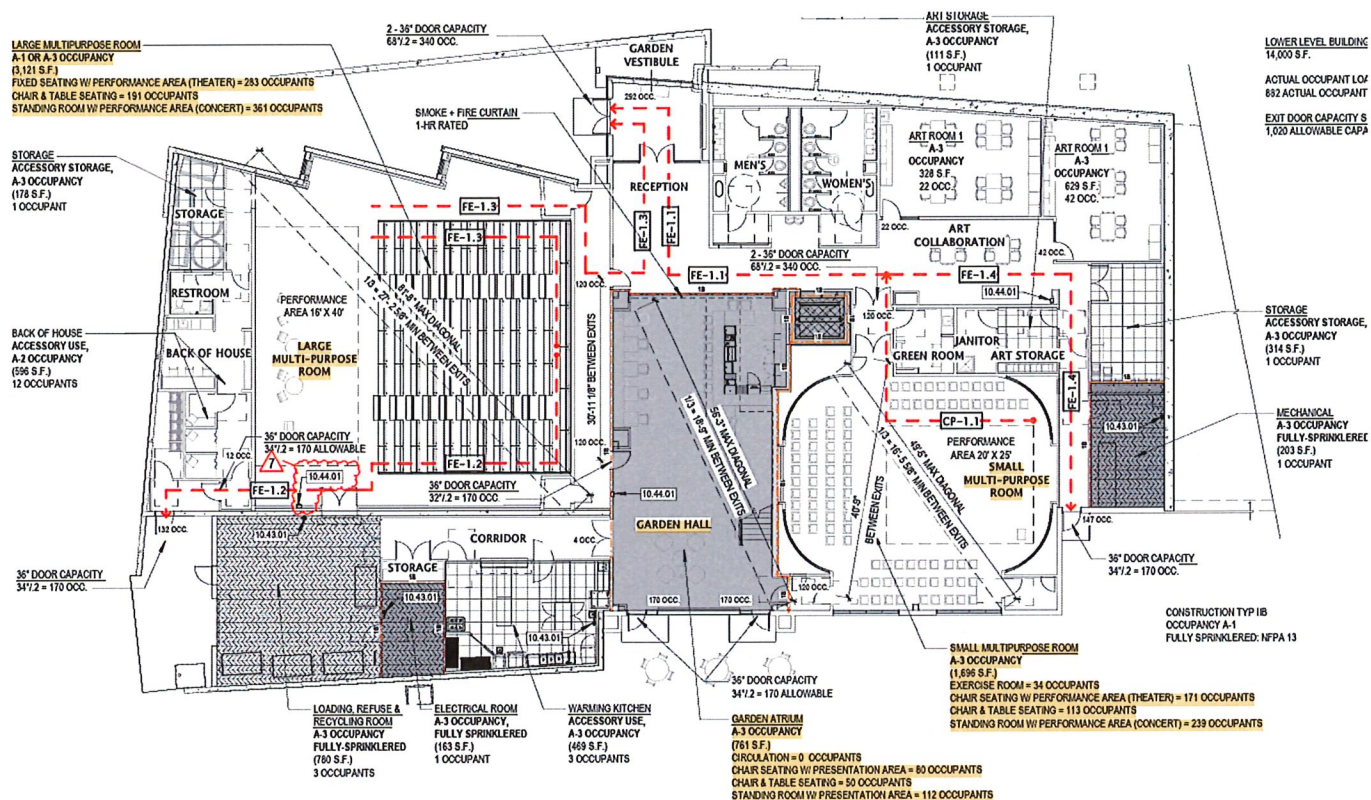
Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_



**Alcohol will be served in the Large Multipurpose Room, Garden Atrium and Small Multipurpose Room during special events**











June 1, 2024

The Center for Black Excellence and Culture is expected to be constructed in 2024/2025 and will consist of a three story, approximately 35,000 square foot building located at 655 W Badger Road, Madison.

This cultural center will have two multi-purpose gathering spaces capable of hosting performing arts events including live performances, theater, film festivals, and a variety of other assembly events including lectures, weddings and hosting school field trip events. The larger of these two rooms (Space A, noted below) will be equipped with a retractable platform system with 240 integral theater seats. The smaller room (Space B) will accommodate up to 100 people with loose seating. A large Garden Atrium (Space C) will be situated between these venues providing for casual gathering before and after events. A catering kitchen (Space D) will also be adjacent to these spaces.

Approximately 1350 square feet will be dedicated to visual arts production rooms (Spaces E) and another 650 sf for gallery/exhibition space (Space F).

Six independent, classroom-type spaces (Spaces G) will be available for meetings and youth functions with one equipped as a multi-media center. A small recording studio (Space H), with control room and sound booth will be provided.

Adjacent to the main entry will be a reception desk, merchandise store (Space I) and a large commons (Space J) for gatherings and small events.

Limited access will be provided to the upper floor for those attending the Center's office suite (Space K) and board room (Space L), a large private lounge with an outdoor roof-top patio (Space M), approximately 2700 sf of co-working space (Space N), and a Women's Center (Space O).

Space A – Large Multi-Purpose Room, 3135 sf : theater, music, film, lecture, weddings, school field trips

Space B – Small Multi-Purpose Room, 1704 sf : theater, music, film, lecture, weddings, school field trips

Space C – Garden Atrium, 1440 sf : pre-event gathering, bar and catering service, informal events

Space D – Kitchen, 451 sf : catering/finishing kitchen (not full production)

Spaces E – Art Production, 627 sf, 325 sf, 399 sf : 2D & 3D art production

Space F – Art Gallery, 654 sf : art exhibition

Spaces G – Meeting Rooms, 599 sf, 642 sf, 682 sf, 742 sf, 464 sf, 439 sf : classrooms, youth functions, meetings, reading room, senior center

Space H – Recording Studio, 381 sf : music and spoken word recording

Space I – Reception & Store, 340 sf : information, merchandise sale

Space J – Commons, 1536 sf : gathering

Space K – Executive Offices, 874 sf : business offices

Space L – Board Room, 405 sf : meetings

Space M – Lounge, 1428 sf : casual gatherings with food and drink, lectures

Space N – Innovation Center, 2700 sf : co-working office environment

Space O – Women's Center, 513 sf : gathering/meeting space





## Center for Black Excellence and Culture Club Afrique and Garden Atrium Bar Menu

---

Center for Black Excellence and Culture Club Afrique and Garden Atrium Bar Menu  
Bar services operated by CBEC will offer beer, wine, and simple cocktails alongside light food service. Alcohol service is limited to guests aged 21+ during posted hours.

### Beer & Cider

<u>Item</u>	<u>Description</u>	<u>Size</u>	<u>Price</u>
Local Craft Lager	Light, crisp lager brewed locally	12 oz bottle	\$6
Amber Ale	Smooth malt-forward ale	12 oz bottle	\$6
Hard Cider	Semi-dry, gluten-free cider	12 oz can	\$7
Domestic Light Beer	Traditional American-style light beer	12 oz bottle	\$5

### Wine by the Glass

<u>Item</u>	<u>Type</u>	<u>Region</u>	<u>Price</u>
House White	Chardonnay or Sauvignon Blanc	California	\$8
House Red	Cabernet Sauvignon or Merlot	California	\$8
Rosé	Dry, fruit-forward	Oregon	\$8
Sparkling Wine	Prosecco	Italy	\$9



### Simple Cocktails

<u>Item</u>	<u>Ingredients</u>	<u>Price</u>
Classic Margarita	Tequila, triple sec, lime juice, salt rim	\$10
Whiskey Sour	Whiskey, lemon juice, simple syrup	\$9
Vodka Cranberry	Vodka, cranberry juice, lime	\$8
Rum & Cola	Light rum, cola, lime wedge	\$8
Gin & Tonic	London dry gin, tonic, lime	\$8
Mocktail Mule (Nonalcoholic)	Ginger beer, lime, mint	\$6

### Nonalcoholic Beverages

<u>Item</u>	<u>Price</u>
Sparkling Water	\$3
Soft Drinks	\$3
Iced Tea or Lemonade	\$4
Coffee or Espresso	\$4
Mocktail of the Month	\$6

### Light Snacks (Available During Alcohol Service)

<u>Item</u>	<u>Description</u>	<u>Price</u>
Cheese & Cracker Plate	Local cheeses, fruit, crackers	\$10
Flatbread or Panini	Rotating seasonal options	\$9



Hummus & Veggie Plate	Served with pita wedges	\$8
Chips & Salsa	Fresh tomato salsa	\$6
Dessert Bites	Mini brownies or cookies	\$5

### **Proposed Alcohol Service Hours**

<b>Day</b>	<b>Hours</b>
Thursday	5:00 PM – 9:00 PM
Friday	5:00 PM – 10:00 PM
Saturday	4:00 PM – 10:00 PM
Sunday	3:00 PM – 8:00 PM

### **Responsible Service Statement**


The Center Lounge is committed to the safe and responsible service of alcohol.

- All servers will complete Responsible Beverage Service (RBS) training.
- Alcohol will only be served with food available on-site.
- ID will be checked for all patrons purchasing alcohol, regardless of age appearance.
- No drink specials, 'shots-only' service, or self-service alcohol is permitted.




# December 2025 ALRC New License

Class A Licenses.csv




All items

Class B Licenses.csv



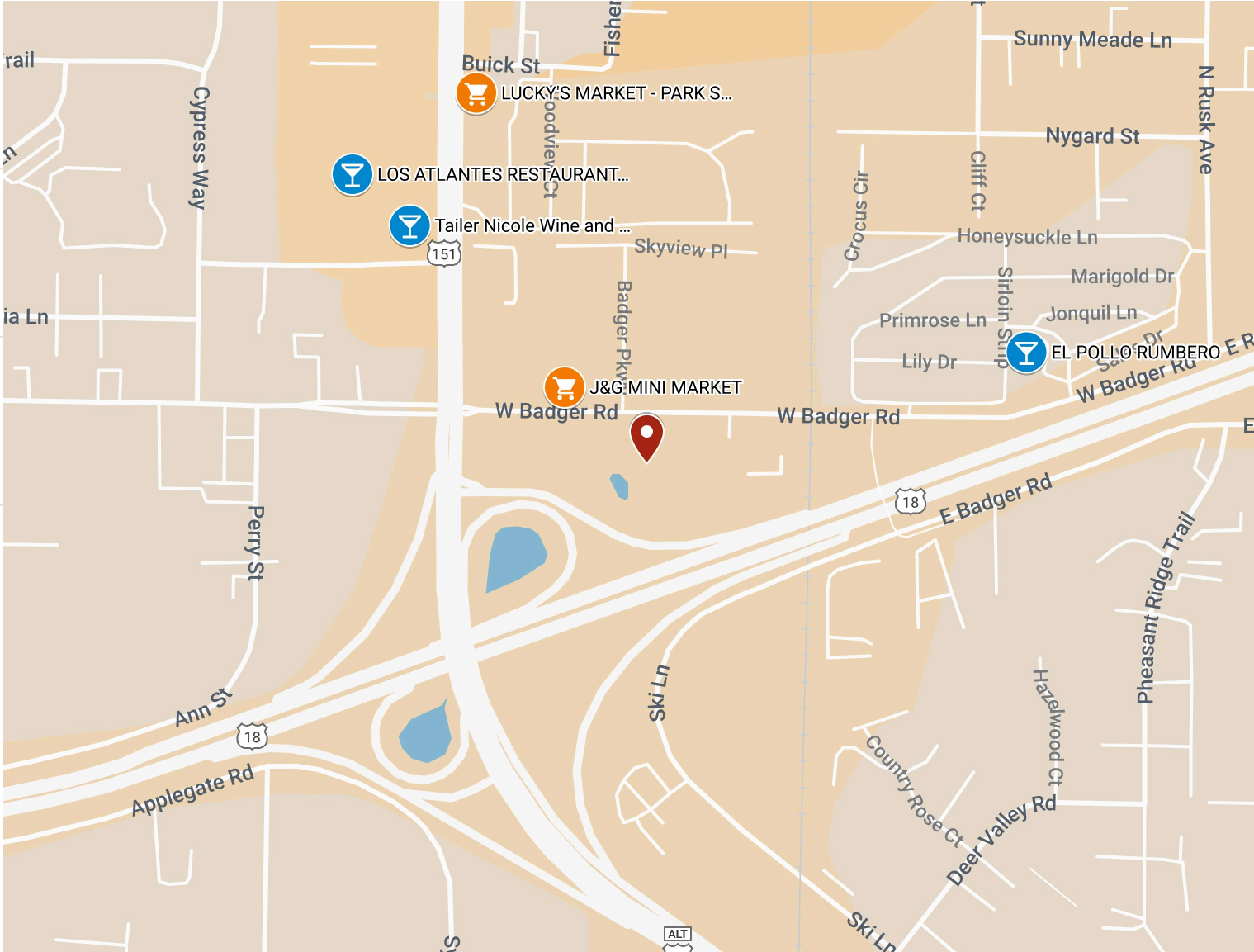
All items

New Licenses.xlsx



All items

New licenses are drops,  
existing Class A licenses are  
orange shopping carts,  
existing Class B licenses are  
blue martini glasses.





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91042**

**File ID:** 91042

**File Type:** License

**Status:** 21 Entertainment

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** 21+ Entertainment License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence  
and Culture  
Capacity (in/out): 735/0  
671 W Badger Rd • Agent: Janine Stephens Hale  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 310 (District 14)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICENT-2025-01015 App\_Redacted.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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## Text of Legislative File 91042

### Title

21+ Entertainment License  
Center for Black Excellence and Culture Inc • dba Center for Black Excellence and Culture  
Capacity (in/out): 735/0  
671 W Badger Rd • Agent: Janine Stephens Hale  
Class B Combination Liquor & Beer • 60% alcohol, 40% food  
Police Sector 310 (District 14)



# Entertainment License

Permanent

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2025-00788  
(License number)

14 310  
(Alder District #) (Police Sector)

Office Use Only

Type of entertainment license: ☒ Entertainment License (21+) ☐ Visual & Performing Arts License (18+)

## Licensed Premises Information

This application modifies existing alcohol license number (if applicable): LIC11B-2025-01014  
(Class B license only)

Business dba Name: Center for Black Excellence and Culture, Inc.

Licensed Address: 671 W. Badger Rd

Premise Capacity: 135 lounge/361 large theatre

239 small theatre

Liquor/Beer Agent Name: Janine Stephens Hale

60 % Alcohol, 40 % Food,      % Other

Alder, District #: McKinney, #1 Police Sector: South District

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Center for Black Excellence and Culture, Inc.

Business Mailing Address: PO Box 259042, Madison WI 53725

Business Contact Name, Position: Janine Stephens Hale, Chief Administrative Officer

Business Phone: 608-205-8378

Business Email: jshale@theblackcenter.org

## Corporate Officers, Partners, or Sole Proprietor's information:

Name	Address	Title
Alexander Gee, Jr.	2827 Charleston Dr, Fitchburg WI 53711	President
Raymond Allen	26 Sumter Ct, Madison WI 53701	Chairman
Frances Huntley Cooper	5801 Roanoke Drive, Fitchburg WI 53719	Secretary

Will entertainment or any amplified sound be outdoors? ☒ No ☐ Yes

If yes, contact Zoning ([zoning@cityofmadison.com](mailto:zoning@cityofmadison.com), 608-266-4551) for necessary approvals.

I certify that this information is true and correct to the best of my knowledge.

X Janine Stephens Hale  
Signature

November 2, 2025

Date

☒ Orange sign and business card issued

☒ "License Renewals & Changes" brochure with next steps issued

Office Use Only

**Entertainment and Security Information**

Live entertainment includes (check all that apply): ☒ Live Music ☒ Disc Jockey ☐ Designated Dance Floor  
*Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.*

Type of live entertainment to be offered: Live music, DJ, Comedy Show, Performing Arts Performances

Number of security personnel and how they will be utilized: 2-3 depending on size of event to monitor even and  
and bar crowd control and serve as entry and exit control monitors.

Description of clothing to identify security personnel: Uniforms clearly marked as security

Plan to handle control and clearance of the parking lot during hours of operation and ☒ at closing time:  
We plan to have 2-4 volunteers monitor entry/exit points and walk the lot periodically.

How will the entrance line be managed and controlled: 2-4 volunteers and a security officer

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Begin by issuing a warning via staff  
If the behavior continues we will have security escort them out with at least one staff member present. If they resist  
we will plan to contact law enforcement.

Underage drinking and fake ID plan: All patrons will be properly carded. ID's will be properly checked to ensure  
they are valid. If there is any question, staff will use the FEAR method to validate the identification.

If underage drinking is suspected we would observe, assess prior to approaching or having them escorted out.

Plan to control and supervise patrons under twenty-one (21) years of age: All guests must check in at the entrance  
A valid ID will be required for wristband or stamp issuance. Under 21 will receive a wristband while those over 21 will not  
receive a wristband or stamp. We will post clear signage in visible areas and appoint a volunteer to monitor compliance.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
We will have volunteers designated for cleaning up and monitoring noise levels.

**Management Personnel**

Name	Date of Birth	Name	Date of Birth
Janine Stephens Hale			
Jason Fields			



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91039**

**File ID:** 91039

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Banzo LLC • dba Banzo  
2105 Sherman Ave • Agent: Netalee Sheinman  
Estimated Capacity (in/out): 30/30  
Class B Combination Liquor & Beer • 1% alcohol, 98% food, 1% other  
Police Sector 501 (District 12)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-01026 App.pdf, LICLIB-2025-01026  
Supplemental.pdf, 2105 Sherman Ave map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE						

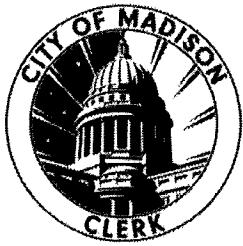
## Text of Legislative File 91039

### Title

Public Hearing - New License  
Banzo LLC • dba Banzo  
2105 Sherman Ave • Agent: Netalee Sheinman  
Estimated Capacity (in/out): 30/30



Class B Combination Liquor & Beer • 1% alcohol, 98% food, 1% other  
Police Sector 501 (District 12)



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☐ Beer, ☒ Liquor,  
☐ Class C Wine

(Agenda Item Number)	
(Legistar file number)	
LICB-2025-01026	
(License number)	
12	501
(Alder District #)	(Police Sector)
Office Use Only	

## Section A – Applicant

- 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.  
Banzo LLC
- Trade Name (doing business as) Banzo
- Address to be licensed 2105 Sherman Ave. Madison, WI 53704
- Mailing address 2105 Sherman Ave. Madison, WI 53704
- Anticipated opening date open since 09/2011
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
Banzo is a small fast-casual restaurant with a dining room on the ground floor and an outdoor patio. The second floor of the building is used for offices and storage.  
Alcohol will be stored in secure stock rooms on 2nd floor and basement accessible by authorized staff only.



9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 30 Outdoor: 30

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

We currently rent 17 parking spots in the lot adjacent to the restaurant. Security cameras are in place 24 hours.

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

☐ No ☒ Yes, license issued to Banzo LLC (beer & wine) (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Netalee Sheinman

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 14 years

15. Has the liquor license agent completed the responsible beverage server training course?

☒ No, but will complete prior to ALRC meeting ☐ Yes, date completed \_\_\_\_\_

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

Wisconsin - August 2011

17. In the table below list the directors of your corporation or the members of your LLC.

☐ Attach background check forms for each director/member.

Title	Name	City and State of Residence
member	Netalee Sheinman	Madison, WI
member	Aaron Collins	Madison, WI

18. 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.

Aaron Collins

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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**

21. What type of establishment is contemplated?

- ☐ Tavern   ☐ Nightclub   ☒ Restaurant   ☐ Liquor Store   ☐ Grocery Store
- ☐ Convenience Store without gas pumps   ☐ Convenience Store with gas pumps
- ☐ Other \_\_\_\_\_

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-	-	11a - 9p	11a - 9p	11a - 9p	11a - 9p	11a - 9p
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**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.*

24. Indicate any other product/service offered. food

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

1 % Alcohol   98 % Food   1 % Other

If applicable, describe "Other": merchandise

Do you have written records to document the percentages shown? ☐ No   ☒ Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No   ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No   ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No   ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No   ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 2026.
38. State Seller's Permit 4 5 6 - 1 0 2 7 3 8 1 9 6 8 - 0 2
39. Federal Employer Identification Number 45-2970859
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Aaron Collins

Business phone 608-441-2002 Business e-mail address aaron@banzomadison.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_
- Phone \_\_\_\_\_ E-mail \_\_\_\_\_

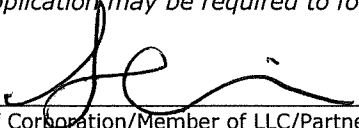
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☒ Appointment of Agent (if Corp/LLC),  
☒ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☒ Floor Plans,  
☒ Copy of Lease, ☒ Business Plan, and ☒ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

11/14/2025  
(Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b> <input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____ Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____		

# Banzo – Business Plan for Liquor License Application

Madison, Wisconsin

## 1. Executive Summary

Banzo is a well-established fast-casual Mediterranean restaurant that has operated in Madison, Wisconsin for nearly 15 years. Known for its warm, inviting atmosphere and award-winning handmade Mediterranean cuisine, Banzo serves a loyal customer base of neighborhood regulars, new residents, and diners who value high-quality ingredients and a welcoming environment.

To enhance the guest experience, remain competitive, and increase revenue, Banzo plans to introduce a thoughtfully curated craft cocktail program that complements its Mediterranean menu. This business plan outlines the concept, operational approach, and responsible-service measures that will guide the addition of alcoholic beverages to the restaurant.

---

## 2. Company Overview

Founded in Madison, WI, Banzo has become a neighborhood staple and has earned *Best of Madison* awards in the Mediterranean/Middle Eastern category for more than 10 consecutive years. The restaurant operates with a fast-casual counter-service model and offers dine-in, takeout, delivery, and catering.

Banzo is recognized for its commitment to high-quality ingredients, environmentally conscious practices, meaningful community engagement, and a strong, supportive workplace culture.

---

## 3. Concept & Proposed Cocktail Program

Banzo plans to introduce a small, focused craft cocktail menu that enhances the overall dining experience while maintaining simplicity and efficiency. Key components include:

- A curated list of signature cocktails incorporating Mediterranean-inspired flavors such as citrus, herbs, and regionally influenced spirits.
- One to two rotating seasonal cocktails featuring fresh, local ingredients.
- Batch-prepared cocktails stored securely in the back-of-house, allowing staff to pour drinks quickly and consistently.
- The potential inclusion of zero-proof craft beverages to accommodate guests who prefer non-alcoholic options.

This program aligns with Banzo's culinary identity and the expectations of guests who value quality, thoughtful preparation, and consistency.

## 4. Market & Customer Base

Banzo serves a diverse yet cohesive customer base, primarily composed of:

- Long-time regulars who dine with Banzo frequently
- New residents in the area discovering high-quality, community-oriented restaurants
- Guests who prioritize fresh ingredients, scratch-made food, and a warm, welcoming atmosphere

The introduction of craft cocktails is expected to deepen engagement with these guests and enhance their overall dining experience, while attracting additional patrons seeking full-service-quality beverages in a casual setting.

## 5. Operations & Staffing

The cocktail program is designed to be operationally efficient and require no major workflow changes:

- No additional staffing is needed. Current staff will receive all required alcohol-service training.

- Banzo will appoint a designated Liquor Agent to manage compliance and oversee the program.
- Planned small investments include:
  - Staff training and certification courses
  - Secure bar equipment and dispensing tools
  - Locking storage cabinets for alcohol inventory

Batch preparation and streamlined service ensure that cocktails can be served quickly without impacting food operations.

---

## 6. Safety, Compliance & Responsible Service

Banzo prioritizes safety and compliance in all aspects of service. Alcohol service will follow strict procedures, including:

- Responsible server training for all staff who serve alcohol
- Rigorous ID verification for all alcohol purchases
- Secure storage with controlled access for all alcoholic products
- Ongoing monitoring and oversight by the Liquor Agent

These measures ensure responsible service and a safe dining environment for all guests.

---

## 7. Community Impact & Reputation

Banzo has earned a strong reputation in Madison for nearly 15 years through:

- Consistent recognition as one of the city's top Mediterranean restaurants
- Regular donations and volunteer partnerships with local nonprofit organizations



- Environmentally conscious initiatives and sustainable operating practices
- A commitment to positive staff culture and community-building

The introduction of a modest and well-managed cocktail program will allow Banzo to continue evolving while maintaining its community-focused identity.

---

## 8. Financial Outlook

Adding a small craft cocktail menu is expected to:

- Increase average check value
- Boost overall revenue
- Attract additional guests seeking a more complete dining experience
- Strengthen the restaurant's competitive position in the neighborhood

Because of the batch-preparation model and minimal capital investment, the financial risk is low and the potential return is strong.

---

## 9. Conclusion

Banzo is well positioned to responsibly offer a selection of craft cocktails that enrich the guest experience and align with the restaurant's commitment to quality and community. With a strong history in Madison, a loyal customer base, and a thoughtful operational plan, Banzo will ensure that alcohol service is handled safely, effectively, and in a way that enhances its role as a neighborhood fixture.

# Banzo

HAND-MADE MEDITERRANEAN

## Step 1: What do you want?

### Pita

#### Sandwich \$12

Filled with hummus, pickles, chips, and chopped salad

#### Salad Bowl \$14

Mixed greens with chopped salad, olives, chickpeas, feta, and lemon agave dressing

#### Rice Bowl \$13.50

Majadra rice, chopped salad, and hummus

#### Hummus

#### Bowl \$11.75

Homemade hummus with pita

## Step 2: How do you want it?

### Banzo

Classic Falafel  
Fried Fresh

### Harvest

Classic Falafel +  
Seared Eggplant

### Batata

Sweet Potato  
Falafel

### F-Bomb

Classic Falafel +  
Choice of Chicken  
(+ \$2.50)

### Chick

Marinated Chicken  
Tenderloin  
(+ \$2.50)

### Shawarma

Slow Roasted  
Chicken Thighs  
(+ \$2.50)

### Kofta

Ground Beef Kebabs  
In Curry Sauce  
(+ \$2.50)

### Lamb

Turkish Coffee  
Glazed (+ \$10)

## Sides? <sup>1 for \$4.50</sup> <sup>3 for \$12.00</sup>

Falafel

Batata

Hummus + Pita

Babaganush + Pita

Hand Cut Fries

Majadra Rice

Chopped Salad

Couscous Tabouli

Roasted Beet Salad

Moroccan Carrots

Fried Cauliflower

## Extras?

Lentil Soup - cup \$3.50 bowl \$5.50

Hand-cut Chips \$2.50

Pita Chips \$2.50

Pita \$2.50

Falafel or Eggplant \$2

Pickled Red Onions \$1

Tea Egg \$2

Chicken \$3.50

Baklava \$4.50

Salted Tahini Chocolate Chip Cookie \$2.25

Sauces \$0.50 - tahini, yogurt dill, chili garlic (hot), or green chili (hot)

**Ready to  
order?**

Tuesday - Saturday 11am-9pm  
2105 Sherman Ave  
Madison, WI 53704

**call**

(608) 441-2002

**online**

BanzoMadison.com



# Barzo

HAND-MADE MEDITERRANEAN

## Deli Items

- |   |   |
|---|---|
| <b>Salads and Spreads</b> 16oz<br>\$11 each or 3 for \$30 | <b>Sauces</b> 6 oz. \$3                 |
| • babaganush  | • tahini                                |
| • chopped salad   | • yogurt dill                           |
| • couscous tabouli  | • chili garlic (hot)                    |
| • roasted beet salad                                      | • green chili (hot)                     |
| • Moroccan carrots  | • lemon agave dressing                  |
| <b>Homemade Hummus</b><br>16 oz. \$6.99                   | <b>Sliced Dill Pickles</b><br>6 oz. \$3 |
| <b>Take and Bake Falafel</b><br>(12 pieces) \$6.99        | <b>Kalamata Olives</b><br>6 oz. \$6     |
|   | <b>Pita</b> (package of 4) \$8          |

## Take and Bake Family Meal \$60

- 1 lb. majadra rice, 1 lb. chicken, 12 falafel, 16 oz. chopped salad, 16 oz. homemade hummus, 4 pitas and sauces \*vegan option (no chicken, double falafel)



(608) 441-2002 BarzoMadison.com

# Drinks

## Spindrift \$2.50

lemon lime  
grapefruit  
pineapple  
nojiro

## San Pelligrino \$2.50

plain  
lime  
cherry  
peach

## Specher Sodas \$3

root beer  
low-cal root beer  
cherry cola  
cream soda

## Let It Ride Kombucha \$5

ginger  
blueberry  
raspberry

## Iced Chai-der \$6

## Apple Juice Box \$1.50

## Water (12oz can) \$2.50

# Wine

## By The Bottle \$24

pinot grigio  
pinot noir  
cabernet sauvignon

## By The Can \$8

malbec  
cabernet sauvignon  
chardonnay  
pinot grigio  
rosé

## Sangria \$8

house-made red wine sangria  
w/ grapes and pears

# Coffee & Tea

## Iced Turkish Coffee \$6

black  
with oat milk

## Coffee \$3

"Banzo Blend" by Just Coffee Coop

## Home-Brewed Iced Tea \$3.50

unsweetened black tea brewed w/  
mint leaves and tart cherry

## Yerba Mate \$4

revel berry  
enlighten mint

## Teasider Hot Tea \$3

Banzo Blend (black tea w/ lemon, mint, hyssop)  
earl gray  
green  
midwest mint (caffeine free)

# Beer, Cider & Hard Seltzer

## PBR Tallboy \$4

## Delta Beer Lab (16oz) \$6

German-style pilsner  
hazy IPA  
strawberry rhubarb sour  
amber ale  
porter

## ACE Perry Craft Cider \$5

## Spindrift Spiked Pineapple \$6

## Non-Alcoholic

Hop Water \$5  
Untitled Art Grapefruit Radler \$5  
Honey Bee Cannabis Co  
Ginger Lime THC Sparkling Water \$6

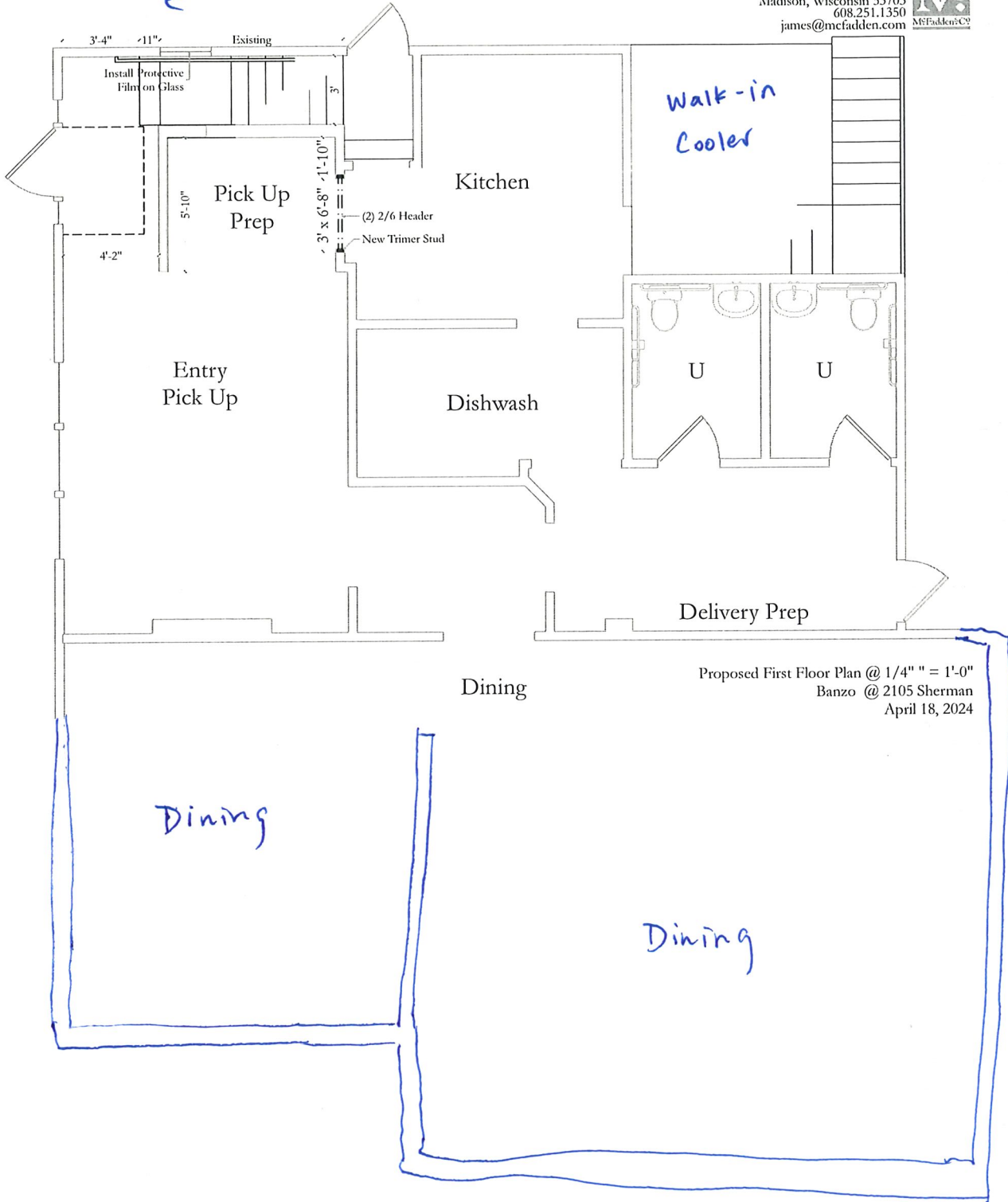
# Cocktails

- Signature Cocktail #1 \$8
- Signature Cocktail #2 \$8
- Signature Cocktail #3 \$10
- Seasonal Cocktail \$11



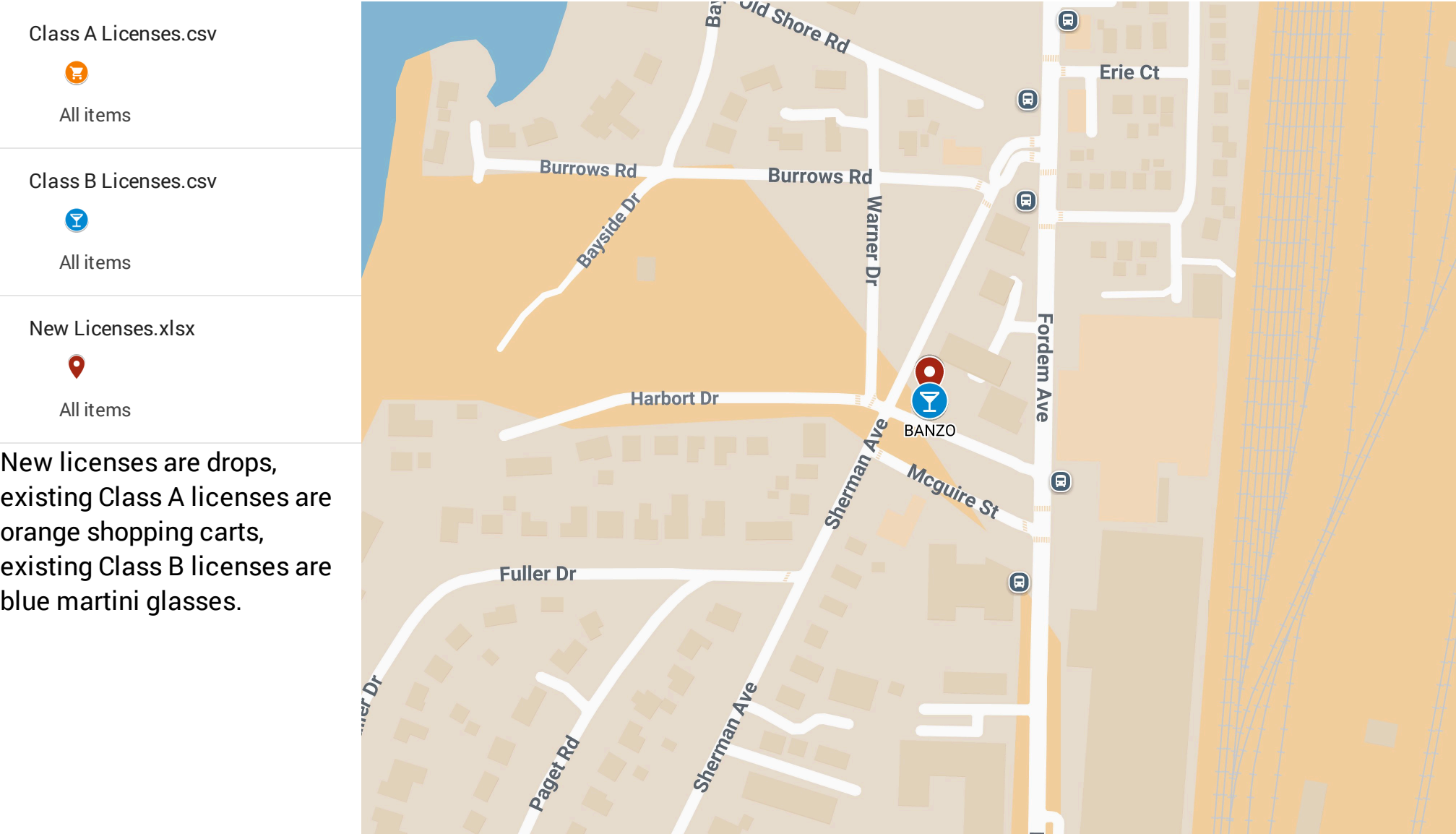
→ upstairs (office + storage) - staff only  
 ← downstairs (storage) - staff only

McFadden & Company  
 380 West Washington Ave  
 Madison, Wisconsin 53703  
 608.251.1350  
 james@mcfadden.com





# December 2025 ALRC New License





# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91040**

**File ID:** 91040

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Capitol Club LLC • dba The Capitol Club  
107 State St • Agent: Stephen Matteo Bell-Castile  
Estimated Capacity (in/out): 93/30  
Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 405 (District 4)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-01028 App.pdf, LICLIB-2025-01028  
Supplemental.pdf, 107 State St map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE						

## Text of Legislative File 91040

### Title

Public Hearing - New License  
Capitol Club LLC • dba The Capitol Club  
107 State St • Agent: Stephen Matteo Bell-Castile  
Estimated Capacity (in/out): 93/30



Class B Combination Liquor & Beer • 30% alcohol, 70% food  
Police Sector 405 (District 4)



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider  
Class B: ☒ Beer, ☒ Liquor,  
☒ Class C Wine

(Agenda Item Number)

(Legistar file number)

LICLIB-2025-01028  
(License number)

(Alder District #)

(Police Sector)

Office Use Only

## Section A – Applicant

- 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.  
Capitol Club LLC
- Trade Name (doing business as) The Capitol Club
- Address to be licensed 107 State St. Madison, WI, 53703
- Mailing address 401 East Washington Ave, Madison, WI, 53703
- Anticipated opening date January 2026
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
☒ No ☐ Yes (explain)
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
Alcohol will be stored in a locked Room in the Basement, Cold Storage will be in a separate locked Walk-in Cooler in the Basement. Alcohol will be sold and served at the bar and in the dining Room. Outside Patio Seating also Available. With Alcohol Service Provided in the designated Area.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 93 Outdoor: 30

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

City Street & Ramp Parking Available

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

☐ No ☒ Yes, license issued to B's Hospitality LLC (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Stephen Matteo Bell-Castile  
 13. City, state in which agent resides Madison, WI  
 14. How long has the agent continuously resided in the State of Wisconsin? 7 Years

15. Has the liquor license agent completed the responsible beverage server training course?

☒ No, but will complete prior to ALRC meeting ☐ Yes, date completed \_\_\_\_\_

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

Wisconsin 11/16/25

17. 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
<u>Management</u>	<u>Brian Reynolds</u>	<u>Chicago, IL</u>

18. 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.

Brian Reynolds

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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) Prost-Madison Beer Hall, Owner

## Section D—Business Plan

21. What type of establishment is contemplated?

- ☐ Tavern    ☐ Nightclub    ☒ Restaurant    ☐ Liquor Store    ☐ Grocery Store  
☐ Convenience Store without gas pumps    ☐ Convenience Store with gas pumps  
☐ Other \_\_\_\_\_

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am - 12am	11am - 12am	11am - 12am	11am - 12am	11am - 12am	11am - 1am	11am - 1am
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

## 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.*

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

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

30 % Alcohol    70 % Food    0 % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☒ No    ☐ Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No    ☐ Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No    ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No    ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No    ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 2026.

38. State Seller's Permit 4 5 6 - Applied For

39. Federal Employer Identification Number 41-2620317

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

Contact person Brian Reynolds

Business phone 734 419 6980 Business e-mail address Brian@letsPost.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name N/A

Phone \_\_\_\_\_ E-mail \_\_\_\_\_




**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Applied For*
- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☒ Appointment of Agent (if Corp/LLC),  
☒ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☒ Floor Plans,  
☒ Copy of Lease, ☒ Business Plan, and ☒ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

*11/17/25*  
 (Date)

#### Clerk's Office checklist for complete applications

- ☐ WI Seller's Permit Certificate  
 (matching articles of incorporation)  
☒ FEIN  
☒ Written description of premises

- ☒ Background investigation form(s)  
☒ Form for surrender of previous license  
☒ \*Articles of Incorporation  
☒ \*Appointment of Agent  
 \* Corporation/LLC only

- ☒ Floor Plans  
☒ Lease  
☒ Business Plan  
☒ \*\*Sample Menu  
 \*\* Class B only

#### Upon Application Submission, the Clerk's Office issued to the application:

- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_

## 107 STATE STREET GASTROPUB

### Food & Beverage Menu

#### SHAREABLES

Wisconsin Cheese Curds – Beer-battered white cheddar, herb ranch — 12

Giant Pretzel – Warm Bavarian pretzel, beer cheese, mustard — 14

Duck Confit Wings – Crispy duck wings, chili-maple glaze — 15

*Smoked Whitefish Dip* – Great Lakes whitefish, herbs, kettle chips — 13

Chorizo Queso Fundido – Roasted poblanos, melted cheese blend, tortillas — 14

#### SOUPS & GREENS

Roasted Tomato Bisque — 8

Beer Cheese Soup — 9

State Street Salad – Roasted squash, pecans, cranberries, goat cheese, maple vinaigrette — 13

*Caesar With a Twist* – Brussels sprouts, parmesan, toasted crumbs — 12

Add chicken +6, crispy tofu +4

#### SANDWICHES & BURGERS

State Street Smash Burger – Two smashed patties, caramelized onions, house sauce — 15

Fried Chicken Sandwich – Buttermilk chicken, pickles, hot honey, slaw — 16

Short Rib Grilled Cheese – Beer onions, cheddar, provolone — 17

*Black Bean Veggie Burger* – Guacamole, tomato jam, greens — 14

Capitol Square Cubano – Mojo pork, ham, Swiss, pickles, mustard — 16

Served with fries or side salad.

#### PLATES

Fish & Chips — 17

Steak Frites — 24



Pork Schnitzel — 19

Seasonal Risotto — 17

LATE NIGHT (After 10pm)

Single Smash Burger — 10

Poutine — 11

Fried Chicken Bites — 9

## BEVERAGES

### DRAFT BEER

Working Draft "What's Next?" Pale Ale — 7

Spotted Cow — 6

Fantasy Factory IPA — 7

Riverwest Stein Amber — 6

Penguin Pale Ale — 6

### COCKTAILS

State Street Old Fashioned — 10

Capitol Mule — 9

Smoky Maple Manhattan — 12

Lavender Gin Fizz — 11

Session Margarita — 10

Autumn Spritz — 10

### WINE

White — Pinot Grigio 8/30, Chardonnay 9/34

Red — Pinot Noir 10/36, Cabernet Sauvignon 10/38

Sparkling — Prosecco 9/32

## ZERO-PROOF

Cucumber Cooler — 7

Ginger-Lemon Fizz — 7

NA IPA (*rotating*) — 6

W. Miff/ia St.

Rear Doors

Women's  
Restroom

Men's  
Restroom

Booth Seating

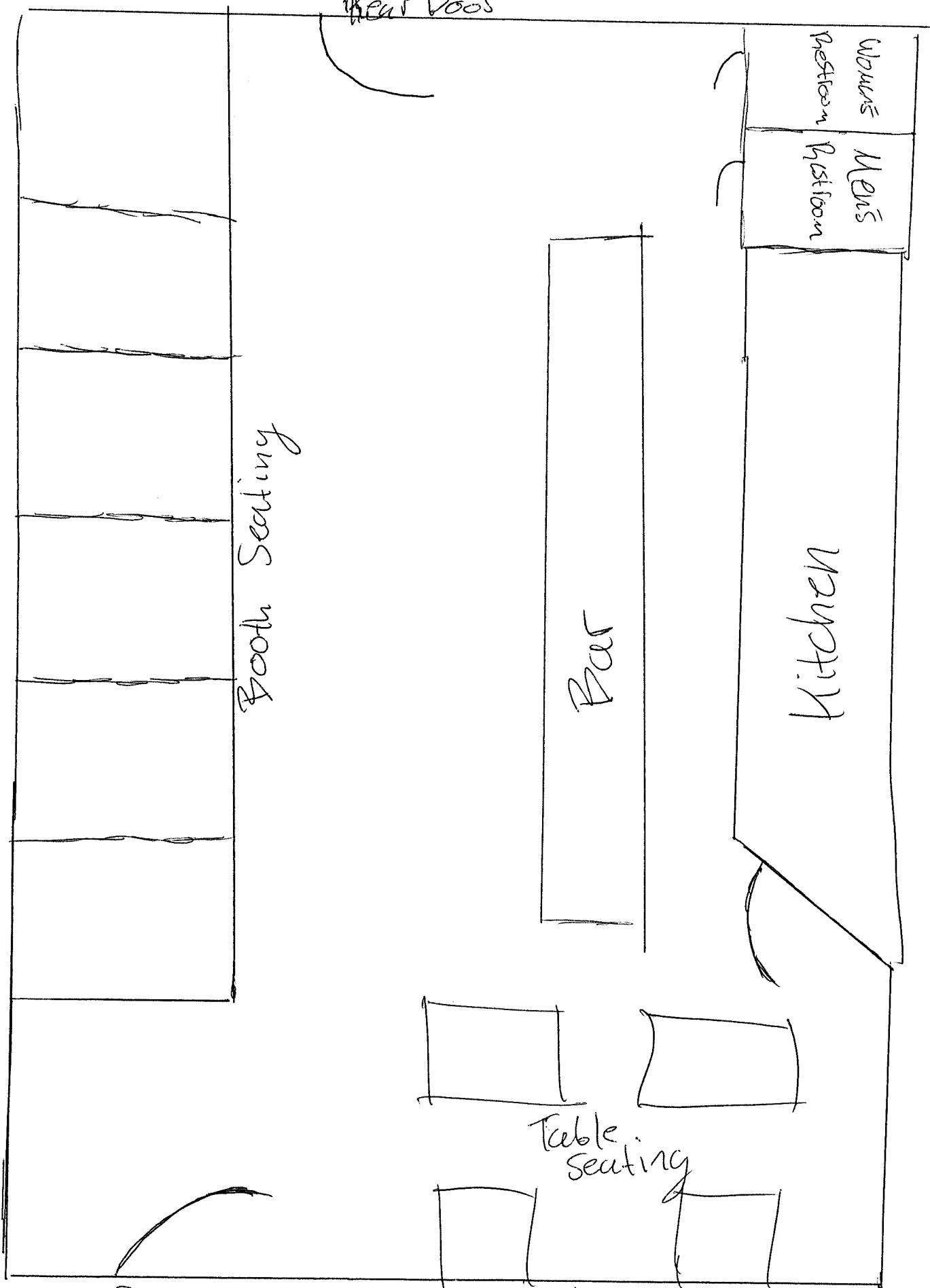
Bar

Kitchen

Table  
Seating

Front Door

State St.



## Business Plan

### 1. Executive Summary

The 107 State St Gastropub will be a chef-driven, locally focused bar and restaurant in the heart of downtown Madison, WI. The concept combines elevated comfort food, craft beer, curated cocktails, and a relaxed but refined atmosphere. Positioned between the Capitol Square and the University of Wisconsin campus, the location captures heavy foot traffic from students, professionals, locals, and tourists.

### 2. Mission Statement

To provide high-quality, inventive pub fare and a welcoming gathering place that celebrates Wisconsin ingredients, community, and hospitality.

### 3. Business Objectives

- Establish the gastropub as a top dining and drinking destination on State Street within year one.
  - Achieve profitability by month 18.
  - Build a loyal base of local customers and repeat visitors.
  - Maintain a rotating menu featuring local farms and breweries.
- 

### 4. Location Overview

**Address:** 107 State St, Madison, WI

This location offers:

- High pedestrian traffic
  - Proximity to UW–Madison
  - Event-driven surges (Farmers' Market, protests, campus events, concerts, theater shows, parades)
  - Visibility from Capitol Square footpaths
-

## 5. Concept & Menu

### Food

- Elevated pub classics: smash burgers, confit wings, fish & chips, seasonal salads
- Shareables: cheese curds, pretzels with beer cheese, smoked dips
- Seasonal chef specials using local farms and producers

### Drinks

- 4-8 rotating Wisconsin craft beer taps
  - Classic and house-original cocktails
  - Small, curated wine list
  - Zero-proof cocktail and beer options
- 

## 6. Target Market

- Young professionals working near Capitol Square
  - UW–Madison students (especially graduate and professional students)
  - Downtown residents
  - Theatergoers
  - Tourists
  - Event-day traffic (Badger games, protests, concerts, farmers market)
- 

## 7. Competitive Analysis

State Street has heavy competition (bars, quick-service restaurants, casual sit-downs). The gastropub differentiates itself with:

- *Higher-quality food than typical bars*

- Strong identity around Wisconsin sourcing
  - A comfortable environment appealing to both students and professionals
  - More approachable, friendly vibe compared to upscale restaurants on the Square
- 

## **8. Marketing & Branding Strategy**

- Brand identity focused on local sourcing, comfort, and craftsmanship
  - Strong social media presence (Instagram, TikTok for menu reveals, tap changes)
  - Partnerships with local breweries and distilleries
  - Soft-opening events for influencers, local business owners, and service industry
  - Promotions around major UW and Capitol events
  - Loyalty program with digital punch rewards
- 

## **9. Operations Plan**

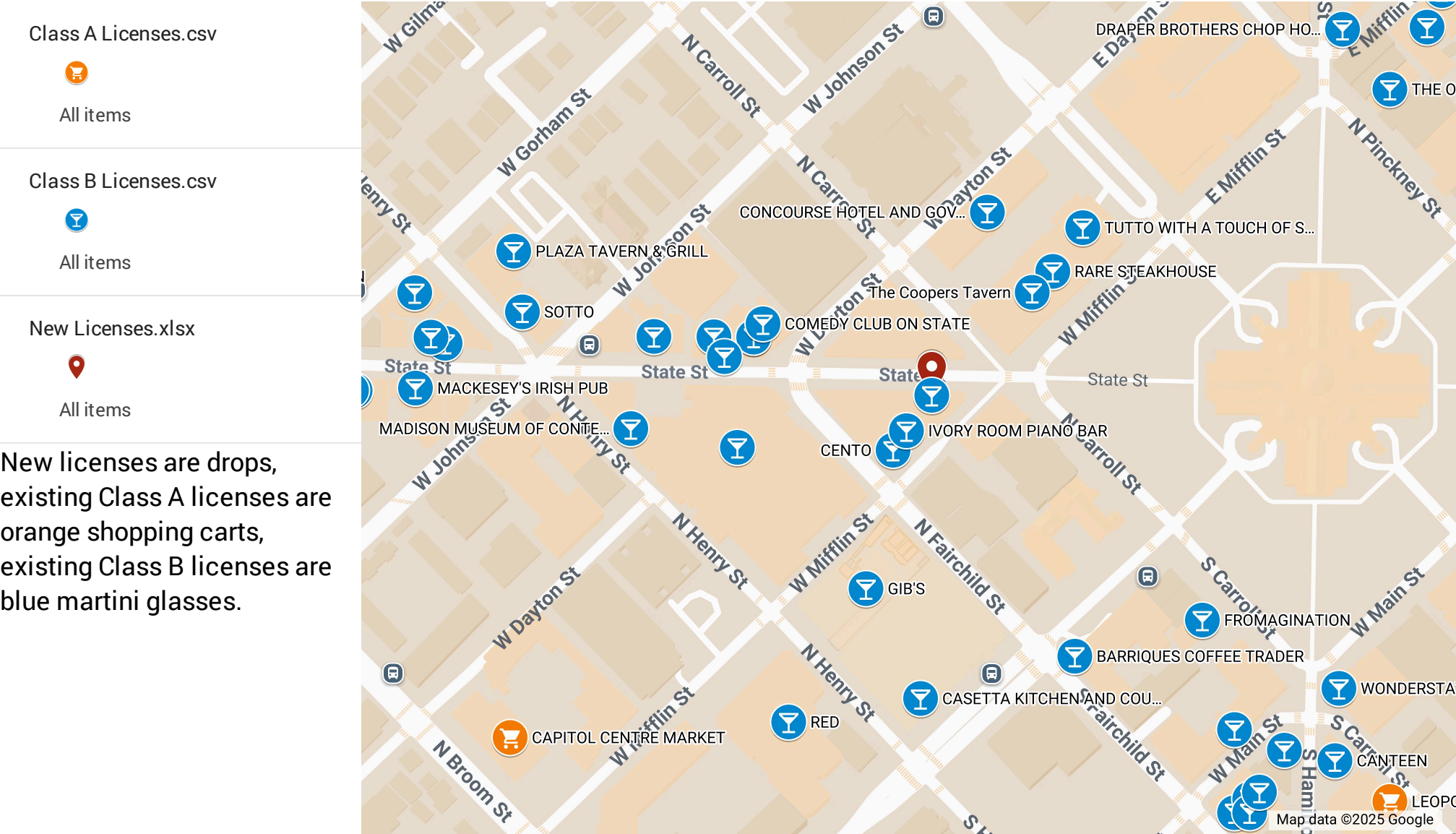
### **Hours**

- Lunch & dinner 7 days/week
- Late-night kitchen on weekends

### **Staffing**

- General Manager
- Chef / Kitchen Manager
- Line cooks & prep cooks
- Bartenders
- Servers & support staff

# December 2025 ALRC New License







# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91041**

**File ID:** 91041

**File Type:** License

**Status:** Public Hearing

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** Public Hearing - New License  
Friends Applaud LLC • dba Friends Applaud  
1602 Gilson St • Agent: Adam Benedetto  
Estimated Capacity (in/out): 90/300  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICLIB-2025-01029 App.pdf, LICLIB-2025-01029  
Supplemental.pdf, 1602 Gilson St map.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

## History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Clerk's Office	11/25/2025	Referred for Introduction				
	<b>Action Text:</b> This License was Referred for Introduction						
	<b>Notes:</b> Alcohol License Review Committee- Public Hearing (12/17/25), Common Council (1/13/26)						
1	COMMON COUNCIL	12/09/2025	Referred for Public Hearing	ALCOHOL LICENSE REVIEW COMMITTEE			
	<b>Action Text:</b> This License was Referred for Public Hearing to the ALCOHOL LICENSE REVIEW COMMITTEE						

## Text of Legislative File 91041

### Title

Public Hearing - New License  
Friends Applaud LLC • dba Friends Applaud  
1602 Gilson St • Agent: Adam Benedetto  
Estimated Capacity (in/out): 90/300

Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

44418-2025.01029

(License number)

13

306

(Alder District #)

(Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

## Section A – Applicant

1. 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.

Friends Applaud LLC

2. Trade Name (doing business as) Friends Applaud

3. Address to be licensed 1602 Gilson Street, Madison, WI 53715

4. Mailing address 5730 Dogwood Place, Madison WI, 53705

5. Anticipated opening date February 1, 2026

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

☒ No ☐ Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

## Section B—Premises

8. 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The location has 900 sqf indoor space as well as 3000 sqf in a fenced in back yard and 250 square feet in front of the building that is surrounded by a fence.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: <sup>90</sup>~~45~~ people Outdoor: 300

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

There is an abundance of street parking in the area because that section of Gilman is mostly industrial space.

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

☒ No ☐ Yes, license issued to \_\_\_\_\_ (name of licensee)

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Adam Benedetto
13. City, state in which agent resides Madison, Wisconsin
14. How long has the agent continuously resided in the State of Wisconsin? 5 years
15. Has the liquor license agent completed the responsible beverage server training course?
- ☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 8/5/2024
16. State and date of registration of corporation, nonprofit organization, or LLC.

The LLC was formed October 30, 2025

17. 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	Adam Benedetto	Madison WI
Owner	Sacha Benedetto	Madison, WI

18. 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.

Adam Benedetto

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

☒ No ☐ Yes (explain) \_\_\_\_\_

20. 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

21. What type of establishment is contemplated?
- ☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☐ Grocery Store
- ☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps
- ☐ Other \_\_\_\_\_
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9am midnight	9am midnight	9am Midnight	9am Midnight	9am- Midnight	9am midnight	9am    midnight
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

## 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.*

24. Indicate any other product/service offered. \_\_\_\_\_
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:
- \_\_\_\_\_ 40 % Alcohol      \_\_\_\_\_ 60 % Food      \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

Do you have written records to document the percentages shown? ☒ No ☐ Yes  
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☐ No ☒ Yes—what kind? \_\_\_\_\_
- We hope have a stage that hosts live music bands both acoustic and amplified music.  
Poetry shows and stand up acts. \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

## Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 20\_\_\_\_.
38. State Seller's Permit 4-5-6 - 456-1032199013-04 - \_\_\_\_\_
39. Federal Employer Identification Number 41-2419818
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Adam Benedetto

Business phone 718.501.4306 Business e-mail address benadamdetto@gmail.com

Preferred language English Adam@friendsapplaud.com

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☒ Appointment of Agent (if Corp/LLC),  
☒ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☒ Floor Plans,  
☒ Copy of Lease, ☒ Business Plan, and ☒ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Adam Benedetto

November 15, 2025

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

(Date)

#### Clerk's Office checklist for complete applications

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s)       | <input type="checkbox"/> Floor Plans   |
| <input type="checkbox"/> FEIN   | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease         |
| <input type="checkbox"/> Written description of premises  | <input type="checkbox"/> *Articles of Incorporation             | <input type="checkbox"/> Business Plan |
|   | <input type="checkbox"/> *Appointment of Agent                  | <input type="checkbox"/> **Sample Menu |
|   | * Corporation/LLC only  | ** Class B only                        |

#### Upon Application Submission, the Clerk's Office issued to the application:

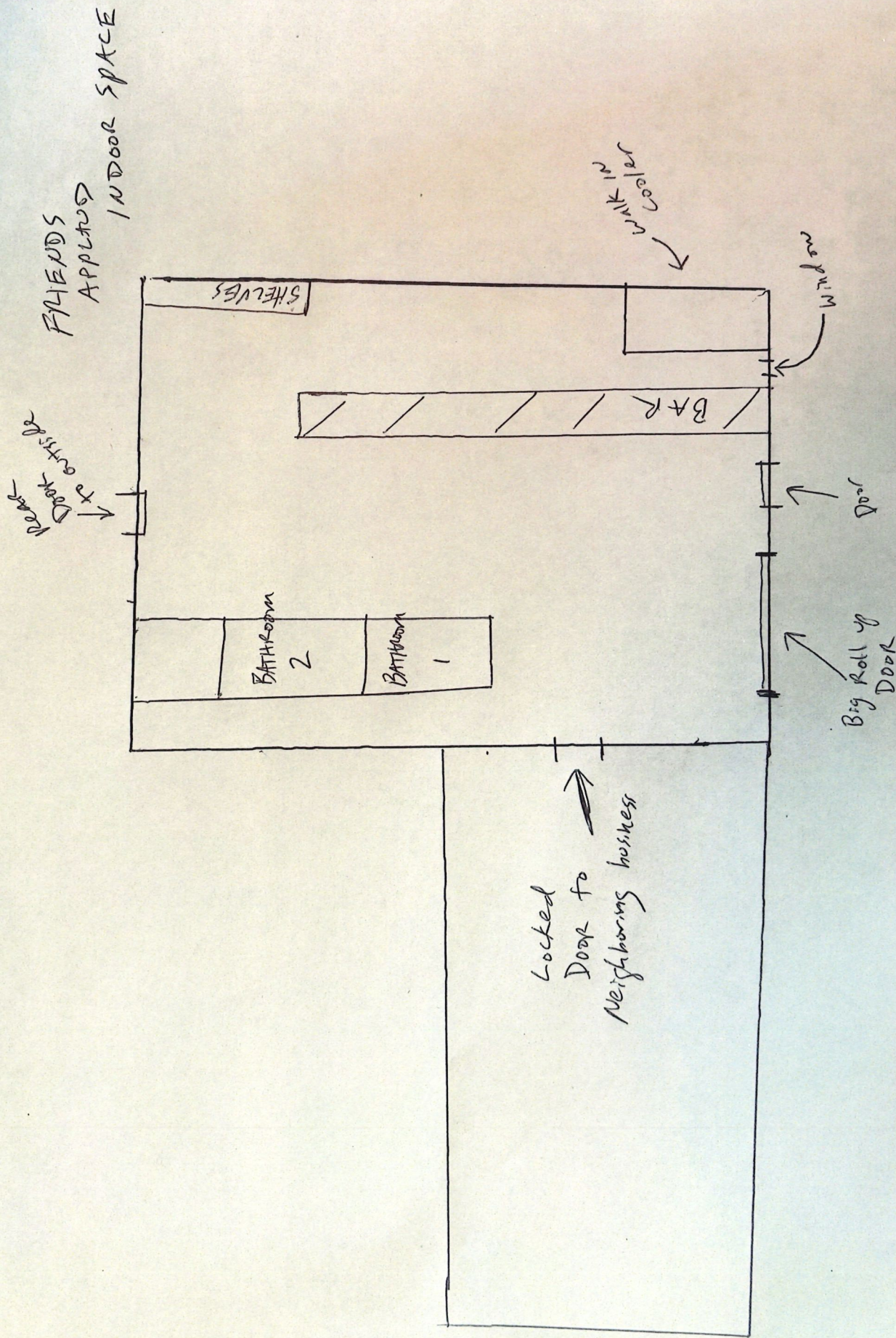
- ☐ Orange sign    ☐ Orange business card  
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_







# “Friends Applaud”

## Opening Business Plan

By Adam Benedetto

Email: [benadamdetto@gmail.com](mailto:benadamdetto@gmail.com)

Phone: 718.501.4306

### Executive summary

Friends Applaud will be a full-service restaurant that specializes in Detroit style pizza. It will also regularly offer soups, salads, desserts, beers on tap, mixed drinks and fantastic Old World and New World wines. The restaurant will seat 10 people at the bar, 30 people at tables in-doors and an array of picnic tables for outdoor seating when the weather is nice.

With 3280 square feet of outdoor space, there will be a lot of opportunities to create an environment that neighborhood people will want to spend time in. We'll have outdoor dining and an intimate stage that features live music and other performances.

Friends Applaud will continually keep the Madison public curious and the immediate neighborhood well fed.

### Highlights

The ultimate highlight of Friends Applaud will be the charm of the service. The food, the beer, the wine, the atmosphere, the excellent lighting, the music, and whatever events we have going on outdoors will only be tools for the people who work there to invite guests to feel a part of the space. It will be the people working that will connect the guests with the space enough to make them want to find their way back.

### Objectives

#### Step 1. An Introduction to the Neighborhood: January 2026 - July 2026

When the restaurant opens it will have a full liquor license and serve pizza, handmade pasta, soups and ornate salads. The reason for this is that we will not have a hood; making pizza doesn't require one. Pizza is also easy to keep tight food costs on. Every day, we will hand make pizza dough in the morning to serve the following day (24-hour dough). We will offer a series of toppings and have a few specialty pizzas. We'll also offer deliveries.

The most important aspect of our menu is that it won't require a lot of labor. One person can prepare pizza dough, pizza toppings, and soup. Salads can be prepared with fresh ingredients, every day, from 12-4pm before dinner. The idea is that three people can serve drinks and cook for a space that seats 40 people.

The menu may look something like this:

#### **Dinner Menu (Items that we don't need a hood to serve)**

##### **10" x14" Handmade Detroit Style Pizzas**

##### **Assorted specialty pizzas**

Toppings: Pepperoni, Toasted Fennel Sausage, Burrata, Hen of the Wood Mushrooms, Pickled Jalapenos, Greek Olives, Anchovies, Fennel, Anchovies, etc.

##### **Four Cheese Veggie Lasagna**

**Kale Tofu Salad** – with pickled red onion, red cabbage, pepita seeds, honey, tahini

**Sabine Salad** - A creative rotating salad based on 8 fresh ingredients.

##### **Curt's Famous Popcorn Piled High Over Spicy Chili**

##### **Avgolemono (Greek Lemon Chicken Soup)**

**A Cheese Plate Featuring the top 5 Cheeses in Wisconsin** as determined at the world Dairy Expo.

**Specials: Handmade pasta and a rustic red sauce.**

Eventually we will be able to open for brunch on the weekends. This menu again reflects No Hood.

#### **Brunch Menu Available Saturday and Sunday from 9AM-2PM**

**Toast with smoked Chubb**, a hard-boiled egg and mixed green salad

**Avocado toast** with hard-boiled egg and mixed greens

**Quinoa with Red Pepper, Green Pepper warmed with Spiraled Ham** a soft-boiled egg and touched with vinaigrette and everything bagel seasoning

**Pesto Burrata on Rye** with Honey and a poached egg

**Overnight Steel Oats** with assorted berries

**Assorted Pastries**

We will have a large learning curve to do with the 3000 square foot outdoor space. Using the outdoor space effectively is critical for us to be highly profitable. So between January and July we will listen to the neighborhood to figure out what to do with the outdoor space. We do plan to put out games like Bocce Ball, Corn Hole, and the popular Scandinavian yard game Kubb; the games and music events will present the opportunity to bring the community together and begin to understand how to tailor to the local vibe.

#### **Step 2. Putting in a Kitchen: July 2026**

The city of Madison offers a building upgrade worth \$50,000. Every other business in the building has taken advantage of that. We will apply for that as soon as the lease goes into effect. With 50,000 we will be able to put a hood in the space to the left of the bar and then add a stove, a grill.

With a stove and a deep fryer in the kitchen we will have the ability to cook more food in a timely manner. That will mean we can serve more people, offer pizza deliveries/to go, and we can serve more expensive products. For example, entrees like steak and more sides like french fries will bring the overall check average up.

For a more ambitious menu we'd probably have to bring on a chef with some skills to manage the kitchen. It would be their job to oversee food costs and ordering at that point.

Below is an example of the menu:

#### **Dinner (with the hood vent):**

##### **10" x14" Handmade Detroit Style Pizzas**

##### **Assorted specialty pizzas**

Toppings: Pepperoni, Toasted Fennel Sausage, Burrata, Hen of the Wood Mushrooms, Pickled Jalapenos, Greek Olives, Anchovies, Fennel, Anchovies, etc.

**Crab Cake BLT** on a bun.

**Marinated Hanger Steak** with Fries

**Curt's Old-Bay Popcorn Encrusted Chicken** - Pickle brined chicken thighs, peppercorn braised and then deep fried to order in a seasoned popcorn dredge

**Trujillo Burger** - Jalapeno Pepper jelly, brie cheese, with tomato mayonnaise with crispy shallots

**Chicken Liver Mousse** - served with cherry preserve and sour dough toast

**Bone Marrow with Wisconsin Wild Cat Piled on Top** - served with rye bread and French Fries

**Kale Tofu Salad** -with or without chicken

**Sabine Salad** - A creative rotating salad based on 8 fresh ingredients.

**Avgolemono (Greek Lemon Chicken Soup)**

#### **Sides:**

French Fries

Pesto Burrata on Rye

A Cheese Plate that features the top 5 Cheeses in Wisconsin as determined at the world Dairy Expo.

Caramelized Cauliflower with capers, mustard vinaigrette and pine nuts

Side Kale Salad

## Mission statement

- ▶ The mission of Friends Applaud will be a community hub with excellent food, wine, and live music/events. It will be a success when people consider it a true example of Madison's personality, and it creates a sense of place on the South Side. When people think of Friends Applaud as the number one thing to "go to" when they want to experience the culture of Madison, we will have succeeded.

## Key to success

There are Two Keys to Success:

1. Location. Location. Location. Being a new neighborhood restaurant and live entertainment spot in a developing part of town is a challenge but it is exactly what we need to capitalize on. There is a sense of intriguing mystery to a new and awesome place in a part of town no one expects – think Roberta's Pizza place in Brooklyn; when they first opened, it was an intimidating place to get out of a cab. But mainly claim that Roberta's presence changed the neighborhood. We can do the same for South Park Street.
2. Excellent customer service will be paramount. Every restaurant and bar is doing the same thing; offering food and drinks. Few places dedicate their staff to creating a customer experience that goes far beyond a transactional exchange. The food, the wine, the music... Those are all tools to help people become infatuated with us but they will fall in love with us because of how they are treated in our space and how they remember it later. That's the real magic.

## Description of business

Friends Applaud will bring a P.M. hangout to the southside of Madison. We will feature great food, select wines, beer people like, and mixed cocktails in a comfortable setting built with beautiful natural wood. We will have great lighting that everyone looks amazing in. There is no bar like it on the South Side. Cordial makes nice drinks but has no food. No other place is open. The neighborhood is badly in need of a 3<sup>rd</sup> space, a hangout space, a place for neighbors to talk over coffee, beer or dinner. We will have an outdoor fire for people to sit around. We will have live entertainment– music, plays, comedy, an open mic – anything a stage can accommodate.

We will strive not only to be a neighborhood restaurant but a place all of Madison is proud of. When people think of Madison, they add Friends Applaud to the list of things to see and experience.

## Company ownership/legal entity

A proposal, all options are still on the table.

- Owner: Adam Benedetto
- Adam likes the idea of having a food focused business partner as we grow. It may be that he will hire a chef and offer them profit sharing. If they prove themselves, they can become a partner.


## Location

A GENERAL UNDERSTANDING OF THE 1602 GILSON LOCATION

- 1602 Gilson is in a unique part of Madison. It is located just one block from Wingra Creek Bike Path, half a mile from the Goodman Pool, 2.2 miles from the Wisconsin Capitol Building, and 2.2 miles to the Memorial Union Terrace, and 1 mile to the city's beltline of HWY 12/18


# December 2025 ALRC New License

Class A Licenses.csv




All items

Class B Licenses.csv



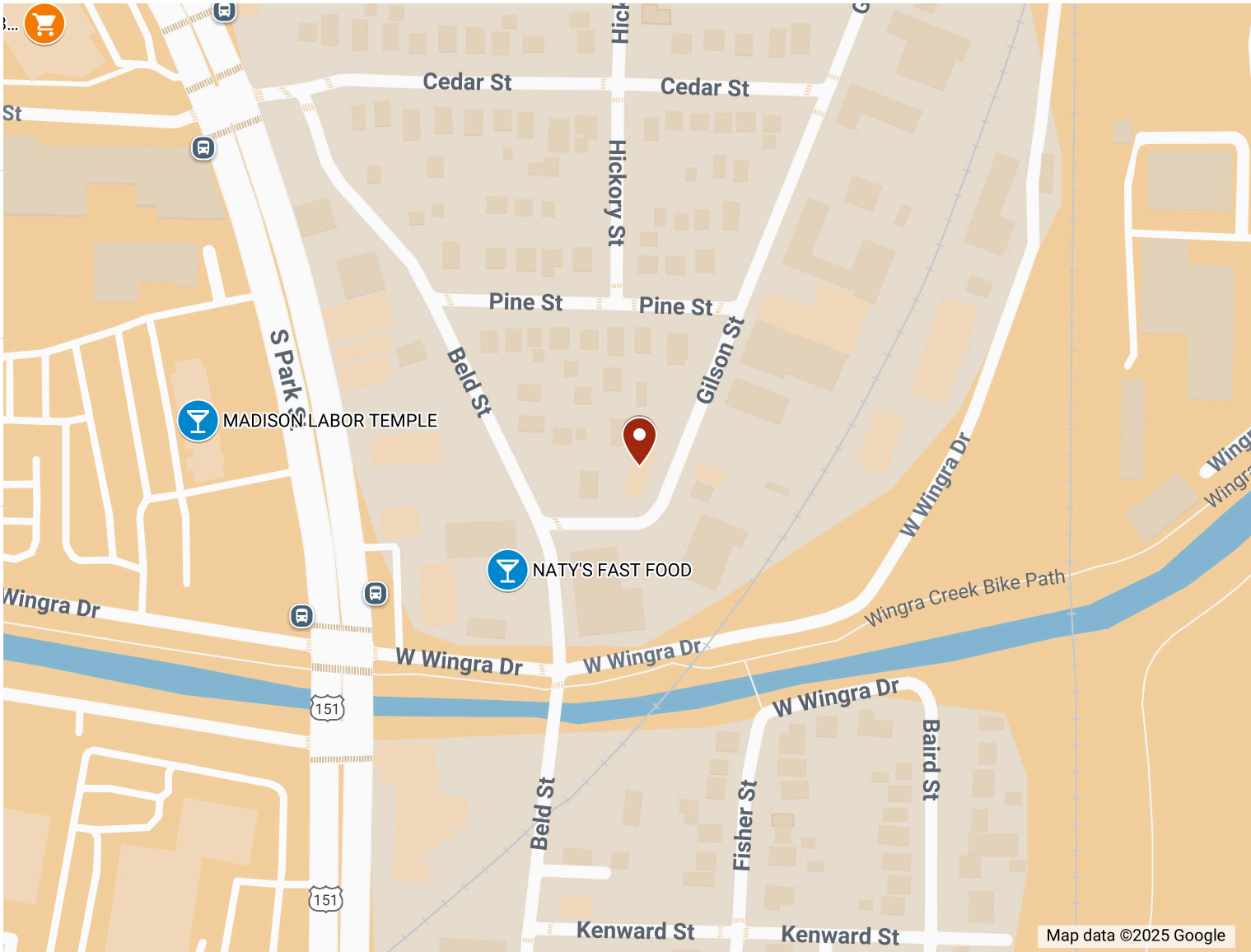
All items

New Licenses.xlsx



All items

New licenses are drops, existing Class A licenses are orange shopping carts, existing Class B licenses are blue martini glasses.







# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91043**

**File ID:** 91043

**File Type:** License

**Status:** 21 Entertainment

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 11/25/2025

**File Name:**

**Final Action:**

**Title:** 21+ Entertainment License  
Friends Applaud LLC • dba Friends Applaud  
Capacity (in/out): 80/500  
1602 Gilson St • Agent: Adam Benedetto  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:** LICENT-2025-01030 App\_Redacted.pdf

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91043

#### Title

21+ Entertainment License  
Friends Applaud LLC • dba Friends Applaud  
Capacity (in/out): 80/500  
1602 Gilson St • Agent: Adam Benedetto  
Class B Combination Liquor & Beer • 40% alcohol, 60% food  
Police Sector 306 (District 13)



# Entertainment License

Permanent

(Agenda Item Number)

(Legistar file number)

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

LICENT-2025-01030  
(License number)

13 5306  
(Alder District #) (Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☐ Beer, ☐ Liquor,

☐ Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

608-266-4601

Type of entertainment license: ☒ Entertainment License (21+) ☐ Visual & Performing Arts License (18+)

## Licensed Premises Information

This application modifies existing alcohol license number (if applicable): \_\_\_\_\_  
(Class B license only)

Business dba Name: Friends Applaud

Licensed Address: 1602 Wilson St MADISON WI 53715

Premise Capacity: 80 500 Liquor/Beer Agent Name: Adam Benedetto  
Indoor Outdoor

40 % Alcohol, 60 % Food, \_\_\_\_\_ % Other Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Friends Applaud LLC

Business Mailing Address: 5730 Dogwood Pl MADISON WI 53705

Business Contact Name, Position: Adam Benedetto, Owner

Business Phone: 718 501 4306 Business Email: Adam@FriendsApplaud.com

Corporate Officers, Partners, or Sole Proprietor's information:

Name	Address	Title
Adam Benedetto	5730 Dogwood Pl MADISON WI 53705	Owner
SACHA BENEDETTO	5730 Dogwood Pl MADISON WI 53705	Owner

Will entertainment or any amplified sound be outdoors? ☐ No ☒ Yes

If yes, contact Zoning ([zoning@cityofmadison.com](mailto:zoning@cityofmadison.com), 608-266-4551) for necessary approvals.

I certify that this information is true and correct to the best of my knowledge.

X Adam Benedetto  
Signature

Nov 17 2025  
Date

☒ Orange sign and business card issued

☒ "License Renewals & Changes" brochure with next steps issued

Office Use Only

## Entertainment and Security Information

Live entertainment includes (check all that apply): ☒ Live Music ☒ Disc Jockey ☐ Designated Dance Floor  
 Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.

Type of live entertainment to be offered: Live music, both Acoustic and electric.  
Stand up comedy, DJs, small theatrical plays,

Number of security personnel and how they will be utilized: \_\_\_\_\_  
For larger shows we will hire security based on ticket sales

Description of clothing to identify security personnel: \_\_\_\_\_  
We will hire ~~company~~ security company with appropriate uniforms.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: \_\_\_\_\_  
As it is an outside venue we will end shows at a  
reasonable hour. Our staff will encourage patrons to respect the  
neighborhood.

How will the entrance line be managed and controlled: We will have a  
door person ~~taking~~ <sup>checking</sup> IDs, and another door person taking tickets.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: We will have  
management and owners on premise to handle these situations.  
First we will deescalate verbally and then use bouncers to  
remove people from the premise. We will call the police if necessary.

Underage drinking and fake ID plan: \_\_\_\_\_  
We will have a bouncer check IDs at the door and  
issue wrist bands to people 21 and over.

Plan to control and supervise patrons under twenty-one (21) years of age: \_\_\_\_\_  
If there is a big show outside we will not let  
people under 21 outside.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: \_\_\_\_\_  
Staff will make sure no glasses leave the premise, we will  
have staff pick up litter around the premise. The owner will  
work with the landlord + neighbors to handle noise complaints.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Adam Benedetto			
Stella Benedetto			



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91189**

**File ID:** 91189

**File Type:** License

**Status:** MPD Report

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Recent Calls for Service

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:**

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91189

Title

Recent Calls for Service



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 91190**

**File ID:** 91190

**File Type:** License

**Status:** Clerk Report

**Version:** 1

**Reference:**

**Controlling Body:** ALCOHOL  
LICENSE REVIEW  
COMMITTEE

**File Created Date :** 12/10/2025

**File Name:**

**Final Action:**

**Title:** Summary of Licenses Issued

**Notes:**

**Sponsors:**

**Effective Date:**

**Attachments:**

**Enactment Number:**

**Author:**

**Hearing Date:**

**Entered by:** jverbick@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 91190

Title

Summary of Licenses Issued