

# 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)

LICUB-2021-00014  
(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.  
Patricia's Supermarket Inc.
- Trade Name (doing business as) Patricia's Supermarket Inc.
- Address to be licensed 1701 Moorland Rd, Madison, WI 53711
- Mailing address 1423 E. Orchard Dr, Edgerton, WI 53534
- Anticipated opening date 1/25/2021
- 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 building is a Restaurant-grocery store and we want to sell beer and some other alcohol beverages. They will be stored in the coolers and beverage area.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):  
 Indoor: 20 Outdoor: \_\_\_\_\_
10. Describe existing parking and how parking lot is to be monitored.  
10 spaces for cars with an approximate area of 40x50ft, and will be monitored with security cameras.
11. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Jeff Peterson (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 Patricia Sanchez
13. City, state in which agent resides Edgerton, WI
14. How long has the agent continuously resided in the State of Wisconsin? 1 year
15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed 12/21/2020
16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin 10/22/2020

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	Patricia Sanchez	Edgerton, 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.  
Patricia Sanchez
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
8am - 9pm	8am - 9pm	8am - 9pm	8am - 9pm	8am - 9pm	8am - 9pm	8am - 9pm
<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, groceries, beverages

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      60 % Food      30 % 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 90 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 0 5 1 1 6 1 5 - 0 2
39. Federal Employer Identification Number 854226531

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

Contact person Patricia Sanchez

Business phone (224) 857 4232 Business e-mail address paty.sam07@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: \_\_\_\_\_
- 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.

Patricia Sanchez

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

12/22/2020

(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 checked="" type="checkbox"/> Floor Plans   |
| <input checked="" type="checkbox"/> FEIN   | <input checked="" type="checkbox"/> Form for surrender of previous license | <input checked="" type="checkbox"/> Lease         |
| <input checked="" type="checkbox"/> Written description of premises  | <input checked="" type="checkbox"/> *Articles of Incorporation             | <input checked="" type="checkbox"/> Business Plan |
|  | <input checked="" type="checkbox"/> *Appointment of Agent                  | <input checked="" 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 \_\_\_\_\_





## Written Description of premises

The building is known to the neighborhood as "The Farm", it is located at 1701 Moorland Road, Madison, WI 53711, it used to be a tavern, it has an approximate parking lot of 40 x 50 feet in front of the building, the main entrance is on the left hand side, when entering you will find the tables and in the background the area that will be destined for Deli, continuing on the left side is the cook area, on the right side is a door that communicates with the kitchen, office, walk-in cooler and an exit to the garbage container. On the right side of the taqueria (cook area) are the men's and women's restrooms, after that there are other exit door, returning to the main entrance on the right side is the fruit and vegetable area, further on are the refrigerators for non-alcoholic beverages and alcoholic beverages. Next to the main entrance are the cashier, behind there all over the wall is a line of shelves like the other 4 lines that are between the cashier and the cook area.





**From:** [Paty Sanchez](#)  
**To:** [licensing](#)  
**Subject:** Re: Patricia 's liquor and food license 1/4  
**Date:** Monday, January 11, 2021 3:01:07 PM  
**Attachments:** [Floor Plans 2.pptx](#)

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

**Hi Jennifer**

**Please check it out. I hope this is what are you looking for.**

I did have a few questions:

- Where will guests be able to drink alcohol in the building? Is there an eating area? **I marked with yellow the eating area, able to drink in the building (booths) and beer and liquor to go (green), and kitchen (blue). By the way I attached the document.**
- Do any of your menu items require alcohol as an ingredient? If so, you would want to have the kitchen areas to be allowed to have alcohol. **No, we just got alcohol as a beverage for the restaurant and to go at the grocery store.**
- Do you know the approximate total square footage of the building?  
**Yes, it's approximate 3000 sqft.**  
**Please feel free to let me know for any other question or just confirm if this is clear**

**Thanks a lot. Have a wonderful day.**

On Mon, Jan 11, 2021 at 2:12 PM licensing <[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)> wrote:

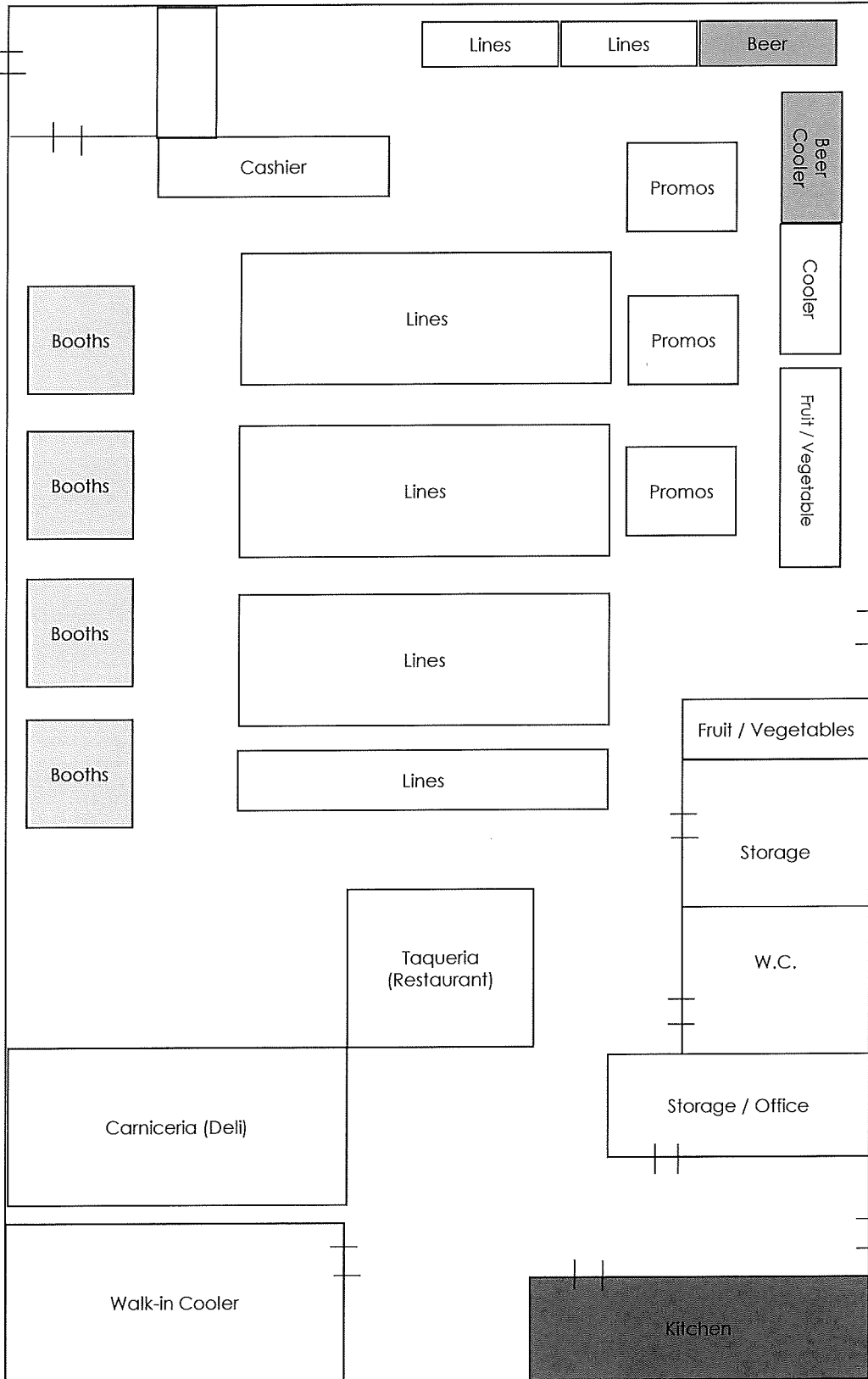
Hi Patricia,

We received your Liquor application and your Food and Drink application. We are entering them into the system now.

I did have a few questions:

- Where will guests be able to drink alcohol in the building? Is there an eating area?
- Do any of your menu items require alcohol as an ingredient? If so, you would want to have the kitchen areas to be allowed to have alcohol.
- Do you know the approximate total square footage of the building?









## Business plan

Patricia's is a Mexican restaurant in which you can also find groceries for the entire Latin American and American market, throughout this process of creating our business, we were detecting that the surrounding people were excited and eagerly awaiting the opening, which we feel committed to providing the best customer service, as well as the quality of food and products that we will offer.

Our hours of operation will be from 8:00 a.m. at 9:00 p.m. 7 days a week, we plan for the future according to the acceptance of our clients to offer the drive-thru service, for now we will be implementing deliveries and pick up.

Consumption within the facilities must comply with the guidelines that are presented to prevent the increase in cases of COVID-19. Maintaining social distancing and responsible consumption of alcoholic beverages.





## Menu:

### Meat option:

- Asada – Steak
- Pollo – Chicken
- Cecina – Thin salted steak
- Chorizo – Mexican sausage
- Pastor – Pork

### Service style recommendation

- Taco
- Torta
- Burrito

### Tacos...

- Served with: onions & cilantro or lettuce & tomato

### Tortas...

- Served with: lettuce, tomato, avocado, beans cheese & sour cream

### Burritos...

- Served with: lettuce, tomato, avocado, beans cheese & sour cream

### Platillos...

- Served with: rice, beans, salsa & tortillas

### Dinners... (All dinners include rice and beans)

- Taco dinner (3 tacos)
- Torta dinner (Meat of choice)
- Burrito dinner (Meat of choice)

### Desayunos (Breakfast choice served with rice, beans & tortillas)

### Huevos con: Eggs with

- Jamon – Ham
- Chorizo – Mexican Sausage
- A la Mexicana – Tomato & onion

### Drinks:

- Aguas frescas: Horchata y Jamaica R y L
- Canned coke, bottled water
- Jarritos, Mexican coke
- Beer: modelo, corona, Heineken, pacifico, light.

### Charola de tacos...

Taco tray - 20 tacos. Your choice of meat!

With cilantro & onions or lettuce and tomato, salsas included

