



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

LIC LIB-2015-00030

P 409 A-2

36994

Section A – Applicant

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

- This application is for the license period ending June 30, 2015.
- 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.

SP Roberts LLC, owned by Salsapants Inc.

4. Trade Name (doing business as) Paqual's Cantina

5. Address to be licensed 1344 E. Washington ave. Madison WI 53703

6. Mailing address 1344 E. Washington ave. Madison WI 53703

7. Anticipated opening date 03/15/2015

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

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) SP Roberts LLC is owned by Salsapants Inc. that holds a class B liquor license @ 1851 Monroe St Madison WI

Section B—Premises

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

13,000 gross sq ft building, with restaurant operating on 6,000 sq ft 1st floor.
Building includes locked storage room + beer cooler in basement, 1st floor service areas in dining room, bar area, + enclosed outdoor patio with storage behind bar + in locked room. 2nd floor locked offices and record storage room, with private dining room.

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) SP Roberts LLC is owned by Salsapants Inc.
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) Owner + officer have interests in Salsapants Inc., Circolo LLC. + Madison Epicureans LLC.

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____
27. Business description Locally owned, family friendly, southwestern restaurant with 3 locations in the madison area.
28. Hours of operation M-Thr 11am-10pm, F 11am-11pm, Sat 8am-11pm, Sun 8am-9pm
29. Describe your management experience Over 30 years of experience in the food service industry, with a highly trained team of restaurant, bar, and kitchen managers.
30. List names of managers below, along with city and state of residence.
Ben Roberts, Middleton WI Rigina MacNaughton, Evansville, WI
Seth Wilson, Middleton WI Pablo Rodriguez, Madison WI
31. Describe staffing levels and staff duties at the proposed establishment Staffing levels will vary depending on day + time from approximately 12-22 on duty staff of servers, hosts, cooks, managers, serving assistance bartenders
32. Describe your employee training Rigorous and on going training for all areas of service, operation, + management including multiple required + supplemental certification programs.

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

family restaurant serving a wide market of guests

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

Radio, Print, Television, Web and social media
will all be utilized.

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No Yes N/A

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? All ages

39. What type of food will you be serving, if any? _____
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? All hours of operation

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

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

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? 30

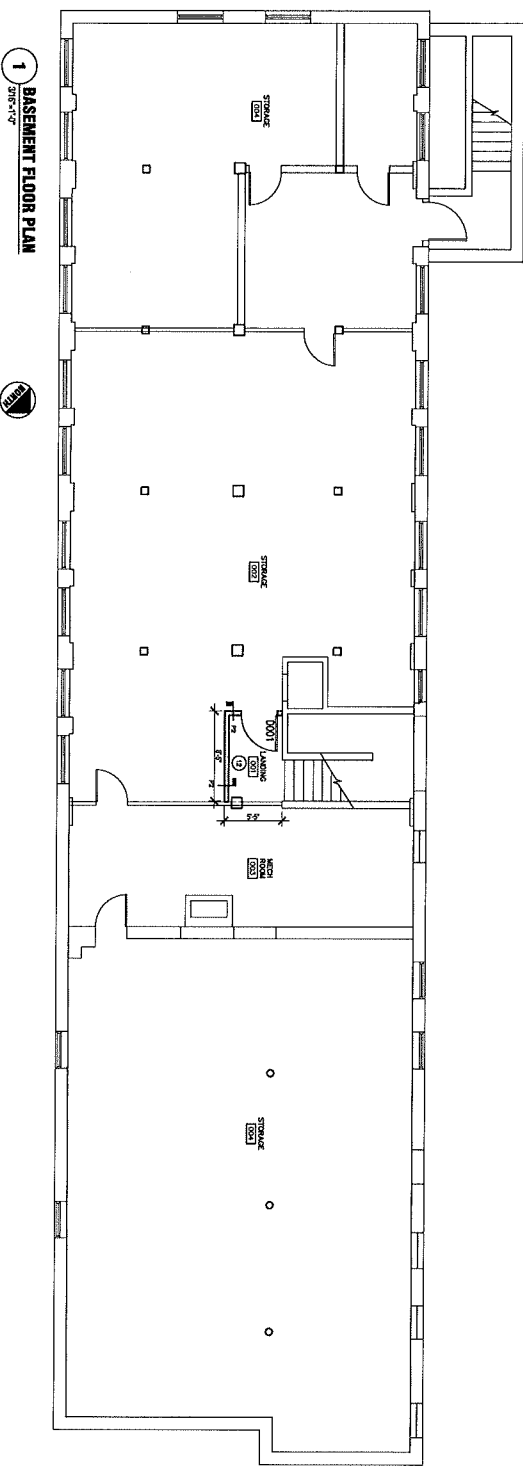
During what hours do you anticipate they will be on duty? All hours of operation

47. Do you plan to have hosts or hostesses seating customers? No Yes

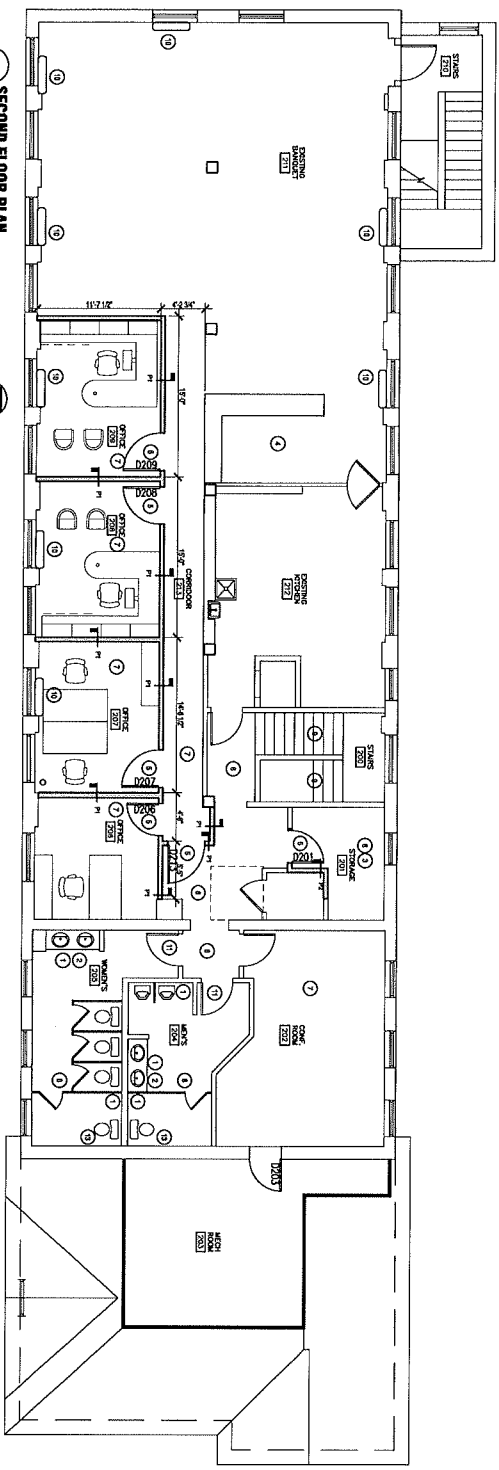
48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 26
 How many bartenders do you anticipate having work at one time on a busy night? 3 - 4
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 72%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? N/A
 What percentage of your advertising budget do you anticipate will be drink related? N/A
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
30 % Alcohol 70 % Food 0 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes



1 BASEMENT FLOOR PLAN
3/8" = 1'-0"



2 SECOND FLOOR PLAN
3/8" = 1'-0"

GENERAL PLAN NOTES

1. REFER TO ALL GENERAL AND SPECIFICATIONS
2. CONSULT THE ARCHITECT FOR ANY AMENDMENTS TO THE GENERAL NOTES
3. ALL WORK SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE IBC AND ALL APPLICABLE CODES
4. ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE IBC AND ALL APPLICABLE CODES

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FLOOR PATTERNS: AS SHOWN	
[Pattern]	NEW CONSTRUCTION
[Pattern]	EXISTING CONSTRUCTION

**SECOND FLOOR PLAN
PATIO FOUNDATION & FRAMING PLAN**

PASQUALS
TENANT IMPROVEMENT
1444 E. WASHINGTON AVE
MADISON, WI



A2.4

TOWNZETA
CONSTRUCTION

PASQUAL'S

SOUTHWESTERN

MONROE STREET

STARTERS

- CHIPS & SALSA 2.95 CHIPS & FIESTA DIP 3.95
CHIPS & PICO DE GALLO 3.95 CHIPS & CHILE CHEESE DIP 3.95
CHIPS & GUACAMOLE & SALSA 4.95

PASQUAL'S NACHOS Your choice of shredded beef, chicken, chorizo, red chile pork, black beans, pinto beans, garden veggies, or extra cheese on top of Pasqual's chips with cheese, tomatos, black olives, cilantro, jalapeños, sour cream, and fresh salsa Half Order 5.95/Full Order 9.95

SPICY FRIES Southwestern seasoned fries & a side of spicy mayo 3.95

SALADS & SOUPS

FAJITA TACO SALAD Mixed chopped lettuce, grilled fajita chicken, sauteed poblano peppers, red peppers, and onions, cheddar jack cheese, pico de gallo, and smoky ranch. With Pasqual's chips 9.95

TACO SALAD Mixed chopped lettuce with tomatoes, green onions, cilantro, mild green chiles, black olives, cheese, sour cream, and Pasqual's chips. Choose your topping: shredded beef, chicken, chorizo, red chile pork, black beans, or pinto beans. Served with fresh salsa 8.95

CHILE VERDE Green chiles, shredded chicken, and pinto beans topped with cheese & green onions. Served with a side of blue corn bread 6.95

BLACK BEAN SOUP Black beans and seasonal veggies in this vegetarian delight, topped with cheese and green onions. Served with a side of blue corn bread 5.95

WHITE CHICKEN CHILE White beans, grilled chicken & mild green chiles. Served with "grilled cheese" corn tortillas 6.95

SANDWICHES & BURGERS

PASQUAL'S BURGER Grass fed beef patty with cheese, mild green chiles, green onions. Served on sourdough roll with spicy mayo, lettuce & tomato. Served with Pasqual's chips & fresh salsa 9.95

BLACK BEAN BURGER Certified organic black bean patty on a sourdough roll, roasted red pepper, jack cheese, lettuce, & pico de gallo. With Pasqual's chips 8.95

SEDONA WRAP Grilled sweet red peppers, poblano peppers, mushrooms, onions, & asparagus in whole wheat tortilla with arugula, chevre cream, & smoked ranch. With Pasqual's chips 7.95

FAJITA CHICKEN WRAP Grilled fajita chicken with spicy mayo in a flour tortilla with cheese, mild green chiles, green onions, cilantro, tomatoes, & lettuce. With Pasqual's chips & pico de gallo 6.95

TAMALE DINNER

Traditional corn masa with either chicken & green sauce or pork & red sauce, topped with cheese & green onions. Served with black or pinto beans & New Mexican rice. Full(2) 9.95/Single(1) 6.95

PASQUAL'S QUESADILLAS

Cheddar jack cheese, tomatoes, cilantro, and green chiles in a flour tortilla. Served with New Mexican rice, black beans or pinto beans, sour cream & salsa 9.95

- SHREDDED BEEF~CHICKEN~RED CHILE PORK~CHORIZO
GRILLED GARDEN~BLACK BEAN~PINTO BEAN~CHEESE

HUEVOS RANCHEROS

Eggs cooked your style on a blue corn tortilla with red chile, green chile, or mole sauce, topped with cheese & green onions. Served with New Mexican rice & black beans or pinto beans
1 egg 4.95/ 2 eggs 6.95

ENCHILADAS

Choice of flour, yellow corn, or blue corn tortilla; red chile, green chile, or mole sauce; served with New Mexican rice & black beans or pinto beans Full(2) 9.95/Single (1) 5.95

- SHREDDED BEEF~CHICKEN~CHORIZO~RED CHILE PORK
GRILLED GARDEN~CHEESE~BLACK BEANS~PINTO BEANS

PASQUAL'S TACOS

Lettuce, cheese, sour cream, tomato, black olive, green onion, & cilantro. On a tortilla of your choice of crispy corn, soft yellow corn, soft blue corn, or flour and fresh salsa. Two tacos with beans and rice 7.95

- SHREDDED BEEF~CHICKEN~CHORIZO~RED CHILE PORK
BLACK BEAN~PINTO BEAN

TACOS ESPECIAL

Comes with New Mexican rice & black or pinto beans

DOUBLE TACO A Pasqual's taco of your choice on a crispy tortilla in a flour tortilla lined with black beans, pinto beans, or guacamole 6.95

FAJITA TACO Flour tortilla with grilled chicken or steak with sauteed red & poblano peppers & onions with lettuce, cheese, & sour cream 6.95

GRILLED TILAPIA Yellow corn tortilla, grilled tilapia, cabbage slaw, creme fraiche, salsa picante. 2 tacos 8.95

GRILLED GARDEN Yellow corn tortilla, cheese, grilled peppers and black olives, lettuce, tomato, sour cream, & cilantro. 6.95

TOSTADA

A flat, crispy corn tortilla stacked with pinto beans, lettuce, tomatoes, cheese, cilantro, green onions, black olives, and sour cream.

With black or pinto beans & New Mexican rice 7.95

- SHREDDED BEEF~CHICKEN~CHORIZO~RED CHILE PORK~BLACK BEAN

PASQUAL'S BURRITOS

Rolled with pinto beans, cheese, lettuce, tomato and cilantro. Served with New Mexican rice & black or pinto beans 8.95

- SHREDDED BEEF~CHICKEN~CHORIZO~RED CHILE PORK
BLACK BEAN~PINTO BEAN

BURRITOS ESPECIAL

Served with New Mexican rice and black beans or pinto beans

GUACAMOLE With lettuce, tomato, green onion, black olive, cheddar jack cheese in a flour tortilla 9.95

FAJITA Either grilled fajita chicken with black beans or grilled steak with pinto beans, sauteed peppers & onions, cheddar jack cheese and sour cream in a flour tortilla 9.95

PUEBLO ANASAZI Anasazi Rice with shredded beef, chicken, chorizo, or red chile pork rolled with cheese in a flour tortilla 8.95

GRILLED VEGGIE ANASAZI Anasazi rice with grilled garden veggies rolled with cheese in a flour tortilla 8.95

JERK CHICKEN Shredded jerk chicken with lettuce, tomato, cilantro, and black beans in a flour tortilla with a side of cucumber yogurt 8.95

SALAD Fresh lettuce, tomatoes, cheese, mild green chiles, black olives, green onions, and warm pinto beans 8.95

BEAN BURRITO Warm black or pinto beans wrapped with lettuce, tomatoes, and cheese 8.95

CAN'T DECIDE ON YOUR BURRITO??

Try a smaller burrito!! Full commuter, two burritos (10.95) or half commuter, one burrito (6.95)

(Add 1.00 for full fajita burrito and .75 for half fajita burrito)



TRY YOUR BURRITO COWBOY STYLE!!

Choose any burrito and smother it with your choice of red, green or mole sauce, cheese, and green onions!
10.95 (add 1.00 for fajita burritos)