

UCCIB-2019-00160
A-6 P-410



City of Madison Liquor/Beer License Application

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

Section A – Applicant

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

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

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

- This application is for the license period ending June 30, 2019.
- 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.

ATWOOD RESTAURANT LLC

- Trade Name (doing business as) BAR CORALLINI

- Address to be licensed 2004 ATWOOD AVE. MADISON, WI 53704

- Mailing address 5111 MONONA DRIVE MONONA, WI 53710

- Anticipated opening date 5/10/19

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain) _____

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) see attached

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.

See attached

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 80-85 customers
10 employees

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

Shared tenant parking

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

No Yes, license issued to CHOCOLATERIAN (name of licensee)
(closed after fire on 2/25/2018)

15. Attach copy of lease.

Section C—Corporate Information

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

16. Name of liquor license agent CAITLIN SUENNICHT

17. City, state in which agent resides MADISON, WI

18. How long has the agent continuously resided in the State of Wisconsin? 24 years

19. Appointment of agent form and background check form are attached.

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

No, but will complete prior to ALRC meeting Yes, date completed 5-16-2011

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

WISCONSIN, JAN 2, 2019

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

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Kevin Henry	COLUMBUS, WI
Member	Greg Frank	MADISON, WI
Member	Caitlin Suennicht	MADISON, WI
Member	Giovanni Novella	MADISON, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

KEVIN HENRY

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) See attached _____

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 See attached _____

28. Hours of operation MON: CLOSED, TUES-THURS 4 PM-10 PM, SAT 11 AM-1 AM, SUN 4 PM-9 PM, FRI 4 PM-1 AM

29. Describe your management experience see attached _____

30. List names of managers below, along with city and state of residence.
- | | |
|--------------------------|--------------------|
| <u>GIOVANNI NOVELLA</u> | <u>MADISON, WI</u> |
| <u>RICHARD LAYTON</u> | <u>MADISON, WI</u> |
| <u>CAITLIN SUENNICHT</u> | <u>MADISON, WI</u> |

31. Describe staffing levels and staff duties at the proposed establishment _____
see attached _____

32. Describe your employee training _____
see attached _____

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

See attached

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

See attached

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

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
 No Yes

Section E—Consumption on Premises

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

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

38. What age range do you hope to attract to your establishment? 25-75, plus families

39. What type of food will you be serving, if any? ITALIAN FOOD - SAME MENU ALL THE TIME
 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? DURING ALL BUSINESS HOURS

42. What hours, if any, will food service not be available? N/A

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? 12

During what hours do you anticipate they will be on duty? ALL BUSINESS HOURS, PLUS UP TO 2 HOURS BEFORE + AFTER BUSINESS HOURS

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? 15
 How many bartenders do you anticipate having work at one time on a busy night? 2-3
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? 60
54. If your business plan includes an advertising budget: No
 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:
25 % Alcohol 75 % Food _____ % 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 Deputy Clerk prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes
65. I intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
67. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] No Yes
68. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

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

70. Federal Employer Identification Number 83-3089968

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

Contact person CAITLYN SUENNICHT

E-mail address csuennicht@foodfightinc.com

Phone 608-213-4236 Preferred language ENGLISH

72. Corporate attorney, if applicable: Name _____

Phone _____ E-mail _____

Read carefully before signing in front of a notary: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 15 day of February, 2019

[Signature]
 (Clerk/Notary Public)

[Signature]
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 04/04/2020

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <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"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		

10. Premises (where alcohol beverages are sold and stored)

(a) 3,000 sq. ft.

Alcohol will be sold in the restaurant space (1st floor of floor plans). The restaurant space consists of the dining area and a 15-seat bar. There is no outdoor seating. Alcohol will be stored behind the bar on the 1st floor, and in the basement in a beverage cooler and in a locked liquor storage area.

25. Does the corporation, any officer, any director, any stockholder, liquor agent hold interest in any other alcohol beverage license or permit in Wisconsin?

Atwood Restaurant LLC (dba Bar Corallini) is a Food Fight Restaurant Group restaurant. Our officers, stockholders, and liquor agent hold interest in other establishments (all Food Fight restaurants) with Class B licenses in Wisconsin.

27. Business description

Bar Corallini is a restaurant for and of the neighborhood. We draw our inspiration from our history and our surroundings-- the friendly and eclectic Schenk Atwood neighborhood, the history and architecture of the Schenk-Huegel Building in which we're located, and Naples, Italy, the hometown of our Chef, Giovanni Novella. Bar Corallini will bring the best of Italy to the neighborhood where pizza, handcrafted pastas, classic Italian cocktails, a cozy space, and warm hospitality come together to create a warm and convivial dining experience. Bar Corallini's comfortable atmosphere welcomes every occasion, from family-style dining to drinks and antipasti at our intimate tables.

29. Describe your management experience

The management team at Bar Corallini consists of Caitlin Suemnicht, Giovanni Novella, and Richard Layton.

Caitlin Suemnicht has worked for Food Fight Restaurant Group since 2001. She has held many positions, including General Manager, Operations Manager, and Creative Director. She will be overseeing and guiding the entire management team at Bar Corallini.

Giovanni Novella, Executive Chef: Giovanni will be the creative force and manage day-to-day kitchen operations. He brings years of experience creating and managing establishments in San Diego and Madison. Giovanni has worked at two other Food Fight restaurants as the Executive Chef: Cento and Fresco.

Richard Layton has been the Assistant General Manager at Cento for the last two years, and will be the General Manager of the restaurant. He has extensive experience in restaurant management, running restaurants in Des Moines, Iowa and Australia before he was in Madison.

31. Describe staffing levels and staff duties at the proposed establishment

The staff at Bar Corallini will consist of the managers listed above, a Bar Manager, several Shift Managers, a Sous Chef, and approximately 12 servers, 6 bartenders, 3 hosts, and 10 kitchen employees. Because the full menu will be served during all business hours, the kitchen will be fully staffed throughout the evening, along with anywhere from 3-4 waitstaff and 1-2 bartenders depending on the day of the week and business levels.

32. Describe your employee training

Food Fight Restaurant Group has a comprehensive training and hospitality program for all employees. It is important for us to create the best experience for our guests, and that starts with knowledgeable, friendly and engaged team members. Our staff is trained in service standards, food and beverage knowledge, and we provide regularly scheduled training and development meetings for our staff (for individual restaurants and company-wide). Our staff for Bar Corallini will be hired a month before the restaurant is scheduled to open so that we can spend an ample amount of time training them in order to ensure a smooth and successful opening.

33. Utilizing your market research, describe your target market

Madison supports a wide range of restaurants, and the vibrant Schenk Atwood neighborhood will benefit from the comfortable Italian experience that Bar Corallini will bring. Our target customers are residents and families as well as out-of-towners coming to the neighborhood. We will appeal to all age ranges.

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

Food Fight and our restaurants generally do not pay for advertising or have an advertising budget. However, we do use social media to promote our restaurant and food offerings.