



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

Section A – Applicant

1. 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.

2. This application is for the license period ending June 30, 2016.
3. 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.

Alba Macintosh Barriques LLC

4. Trade Name (doing business as) BARRIQUES

5. Address to be licensed 2166 Atwood Ave, Madison WI 53704

6. Mailing address 1925 MONROE ST, MADISON WI 53711

7. Anticipated opening date Oct. 15, 2015

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?

No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?

No Yes (explain) _____

Section B—Premises

10. 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.

2,134 sq. ft. retail space ^{And CAFE} on the ground floor on the corner of Atwood Ave & Punning St.

Bottle wine for retail sale will be displayed on the retail floor with wines by the glass stored behind retail counter along w/ 4 tap handles for beer.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 120

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

FIVE off street parking stalls behind building and STREET parking. EMPLOYEES will have parking inside of building

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

No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease.

Section C—Corporate Information

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

16. Name of liquor license agent FINN BERGE

17. City, state in which agent resides Middleton WI

18. How long has the agent continuously resided in the State of Wisconsin? ENTIRE LIFE

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 May, 1990

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

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	Matt Weygandt	Madison, WI
MEMBER	FINN BERGE	Middleton, 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.

FINN V. BERGE

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

Neighborhood, families, business professionals, Students

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

Coffee related drinks, latte, mocha's, chai etc,
food items, soup specials and bi-weekly
wine tastings on Friday night

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? 2 - 100 yrs old.

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? 6am - 10pm

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

43. Indicate any other product/service offered. Coffee related products, wine by the bottle
& wine related products.

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? 20 staff.

During what hours do you anticipate they will be on duty? Open to Close, 5-8hr shifts

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

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) 6 BARRIGUES STORE LOCATIONS IN MADISON AREA

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 Specialty cafe/wine shop restaurant.
Primarily a neighborhood based cafe serving coffee, tea,
pastries, salads & sandwiches throughout
28. Hours of operation 6am - 10pm.
29. Describe your management experience Owned and operated the BARRIGUES
CAFE/WINE SHOPS IN MADISON SINCE OPENING IN
1998
30. List names of managers below, along with city and state of residence.
FIRMA V. BERGIE, Middleton, WI
MATT WEGGANDT, Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment 3-5 staff
servicing coffee, tea, etc along w/ sandwiches & salads
during the day hours, evening a mix w/ wines by the glass & beer
32. Describe your employee training BARRIGUES starts w/ on-site training &
policies before the employee's 1st floor shift. 45 day review
of employees to check performance, policies, completion of
training and obtaining their bartenders license.

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
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 98
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? 98%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 95%
 What percentage of your advertising budget do you anticipate will be drink related? 5%
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:
13 % Alcohol 83 % Food 4 % 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

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

- TBA
68. State Seller's Permit 456 004-0000 306602 29853 2-02
- TBA
69. Federal Employer Identification Number ~~39-1944056~~ ~~39-1944056~~ 39-1944056
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person FINN V. BERGE
 E-mail address finn@barriquesmarket.com
 Phone 608-345-0776 Preferred language English
71. Corporate attorney, if applicable: Name Pat Neumann
 Phone 608-283-1774 E-mail pneumann@boardmanclark.com

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

Subscribed and Sworn to before me:

this 24th day of August, 2015

[Signature]
 (Clerk/Notary Public)

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

My commission expires 6.29.2018

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 _____

P601 A6

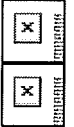
Rodriguez, Rachel

From: Finn Berge [finn@barriquesmarket.com]
Sent: Monday, August 24, 2015 4:03 PM
To: licensing
Subject: Barriques application

FYI - Actual address that was just submitted.

3:41 PM (18 minutes ago)

Kevin Burow <KBurow@knothebruce.com>



to me, Steve



Finn,

We just received confirmation on this and your address will be 2166 Atwood Ave. This will be added to the city's system tonight and will be available to reference tomorrow morning.

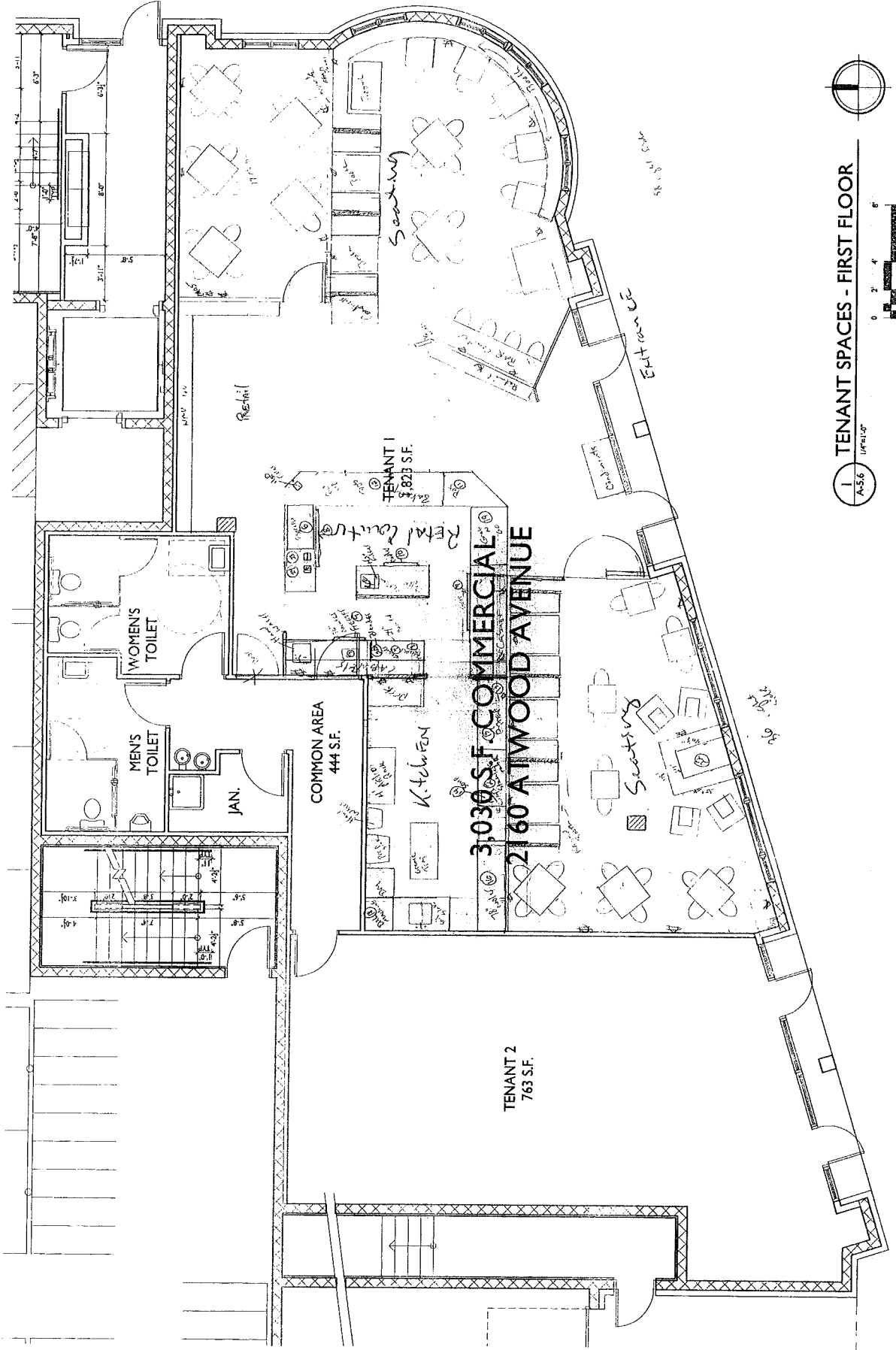
Thanks,

Kevin

Kevin Burow, AIA, LEED AP | Architect | Knothe & Bruce Architects, LLC | Ph: [608.836.3690](tel:608.836.3690) | Cell: [608.575.3123](tel:608.575.3123)
7601 University Avenue; Suite 201, Middleton, WI 53562 | kburow@knothebruce.com | www.knothebruce.com

From: Finn Berge [mailto:finn@barriquesmarket.com]
Sent: Monday, August 24, 2015 3:31 PM
To: Steve Austin <Steve@kruppconstruction.com>
Cc: Kevin Burow <KBurow@knothebruce.com>





1 TENANT SPACES - FIRST FLOOR



Barriques intention is to become an asset to the Atwood neighborhood providing a location for families, friends and business professionals a place to meet to enjoy a coffee/cappuccino, breakfast, sandwich during the day or possibly a glass of wine in the evening.

The location at 2160 Atwood Ave will operate in the same professional manner as all of our Barriques stores throughout the Madison area. This new location will be the 7th store in the Madison area. It will employ approx. 20 staff and 1 onsite manager. Hours of operation will be 6am – 9pm Monday thru Thursday, 6am – 10pm Friday, 6:30am-10pm Saturday and 7-9pm Sunday.

The new location will be funded completely by Barriques.

Description of Premises:

Barriques will occupy 1,823sqft on the first floor of the Cornerstone Building located at 2160 Atwood Ave. 70% of the space will be dedicated to café seating and a meeting room, 10% retail and 20% for kitchen and back of the house operations.

Barriques is a Madison based café/wine shop that began in 1998 at our original location at 1831 Monroe St. We have grown from just a wine retail shop to being more of a café that offers a unique selection of wines by the glass and limited retail sales. Our emphasis is being a local, neighborhood based café that is accessible by local residents and families that can walk or bike to our stores and be a meeting space for working professionals throughout the day.

We now produce the majority of our fresh baked goods (scones, cookies, bars, rolls) for breakfast on site at each location and offer an array of fresh salads, sandwiches and wraps throughout the day. Barriques also is a local coffee company which we roast our own single origin and specialty blends for our stores and many local restaurants and businesses.



Barriques Food Menu

Served from 11am to 1/2 hr before close

Sandwiches

All sandwiches come with your choice of Zapps
Potato Chips or Homemade Barriques Pasta Salad or
Mixed Greens

Hi-Ho Hummus \$6.85

Barriques sun-dried tomato hummus w/ nicoise olive tapenade,
roma tomatoes, cucumber, red onion, montechèvre feta cheese,
and romaine lettuce wrapped in a tomato basil wrap

Garden Wrap \$6.85

Spinach, avocado, tomato, red cabbage, cucumber, red
pepper, and peppadew aioli, wrapped in a tomato basil
tortilla

BBQ Ranch Chicken Wrap \$6.95

BBQ chicken & applewood bacon tossed w/ spinach,
tomato, and ranch dressing wrapped in a tomato basil tortilla

Cuban \$7.50

Roast pork, ham, roth kase gruyere, traditional mustard and dill
pickles served on a la brea telera roll

Wisconsin Dip \$7.50 *

Classic grilled cheese w/ Hooks 3yr cheddar on clausens artisan
sourdough served with your choice of soup
*add applewood smoked bacon for \$2.00

Turkey Club \$8.50

Roasted turkey and applewood bacon, w/ lettuce, tomato, mayo,
and avocado on clausens artisan sourdough

BLT Wrap \$7.50

Applewood bacon w/ romaine lettuce, tomato, and mayo on a
tomato basil tortilla

Chucky Tuna \$6.85 *

Barriques tuna with Hooks 3yr aged cheddar, tomato and
scallions on Madison Rye
*Get it as a melt!

SALADS

Salads served with a Barriques roll

Barriques House Salad \$8.45

Mixed greens, peppers, dried cranberries, goat cheese with a
cranberry-mustard vinaigrette

Salmon Salad \$10.45

Alaskan salmon fillet, mixed greens, tomato, capers,
red onion, feta w/ a zesty lemon garlic vinaigrette

Chicken Pesto Salad \$7.95

Mixed baby greens, sarvecchio parmesan, roma tomato,
zucchini, red onion w/ a basil pesto vinaigrette

The Mediterranean Experience \$8.50

Barriques roasted red pepper hummus, nicoise olive tape-
nade, marinated artichoke, odyssey feta cheese, red pepper,
roma tomato, mixed greens and pita bread

SOUP

Cup - \$3.55 Bowl— \$4.75

CHILI ^{seasonal}

Cup— \$4.65 Bowl— \$5.75

Additions

Add Meat to any Sandwich or Salad for \$2.00

Substitute soup as a side

Cup \$2.50

Bowl \$3.75

Barriques

www.barriquesmarket.com

Old Sauk: 608-828-9502

West Wash: 608-268-6264

Monroe St: 608-284-9463

Fitchburg: 608-277-9463

Middleton(Cayuga Ct): 608-824-9463

Park St: 608-819-6787



Breakfast Menu

BARRIQUES BREAKFAST SANDWICH \$2.65

*Fresh egg with Hooks cheddar on a Barriques breakfast roll
Add Applewood bacon or sausage for \$1.25 each*

HUEVOS WRAP \$5.95

*2 eggs, black bean and jicama salsa with corn, Hook s cheddar, tomato,
and chipotle sauce wrapped in a tomato basil tortilla.*

BIKER S DREAM WRAP \$4.95

*Peanut butter, banana, peaches, Barriques granola and strawberry jam
wrapped in a whole wheat tortilla.*

Avocado Jack Wrap \$5.95

*2 eggs, avocado, Hook s pepper jack cheese, spinach, and tomato
wrapped in a tomato basil tortilla.*

Add Applewood bacon or sausage for \$1.25 each

Granola w/ Milk \$2.95

A big bowl of Barriques granola served with skim milk.

PARFAIT \$3,75

*Fresh strawberries, vanilla and blueberry yogurt, and
Barriques granola.*

BARRIQUES PASTRIES \$1.50 and up

*A selection of scones, bagels, brioches, cinnamon rolls, morning buns,
cookies, and more baked fresh daily.*

www.barriquesmarket.com