



# 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: 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.

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

El Sabor de Puebla LLC.

4. Trade Name (doing business as) El Sabor de Puebla

5. Address to be licensed 1133 Williamson St. Madison, WI 53703

6. Mailing address same as above

7. Anticipated opening date already open

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.

First Floor dining room with sitting for 30 people and

second floor dining room with sitting for 20 people.

Storage in second floor room and first floor cooler.

side walk cafe.

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 50

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

on street parking

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

No  Yes, license issued to Cafe Costa Rica (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 Reyna Gonzalez

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

18. How long has the agent continuously resided in the State of Wisconsin? 15

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 05-17-2015

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

March-April 2015 in Wisconsin

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 |
|-------|----------------|-----------------------------|
| Owner | Reyna Gonzalez | Madison, WI                 |
|       | Juan Gonzalez  | 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.

Reyna Gonzalez.

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) \_\_\_\_\_

**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 Mexican Food Restaurant

28. Hours of operation 11:00 am to 10:00 pm.

29. Describe your management experience \_\_\_\_\_

Worked selling food at the Farmer's Market.

30. List names of managers below, along with city and state of residence.

Waldo Olguin Galeana Madison, VT

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

3 people that work in the kitchen at different times  
3 waiters that work at different shifts.

32. Describe your employee training Food safety training.

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

All ages.

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

Word of mouth. Social Media.

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? 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? 11:00 am to 10:00 pm

42. What hours, if any, will food service not be available? \_\_\_\_\_

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

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? 3

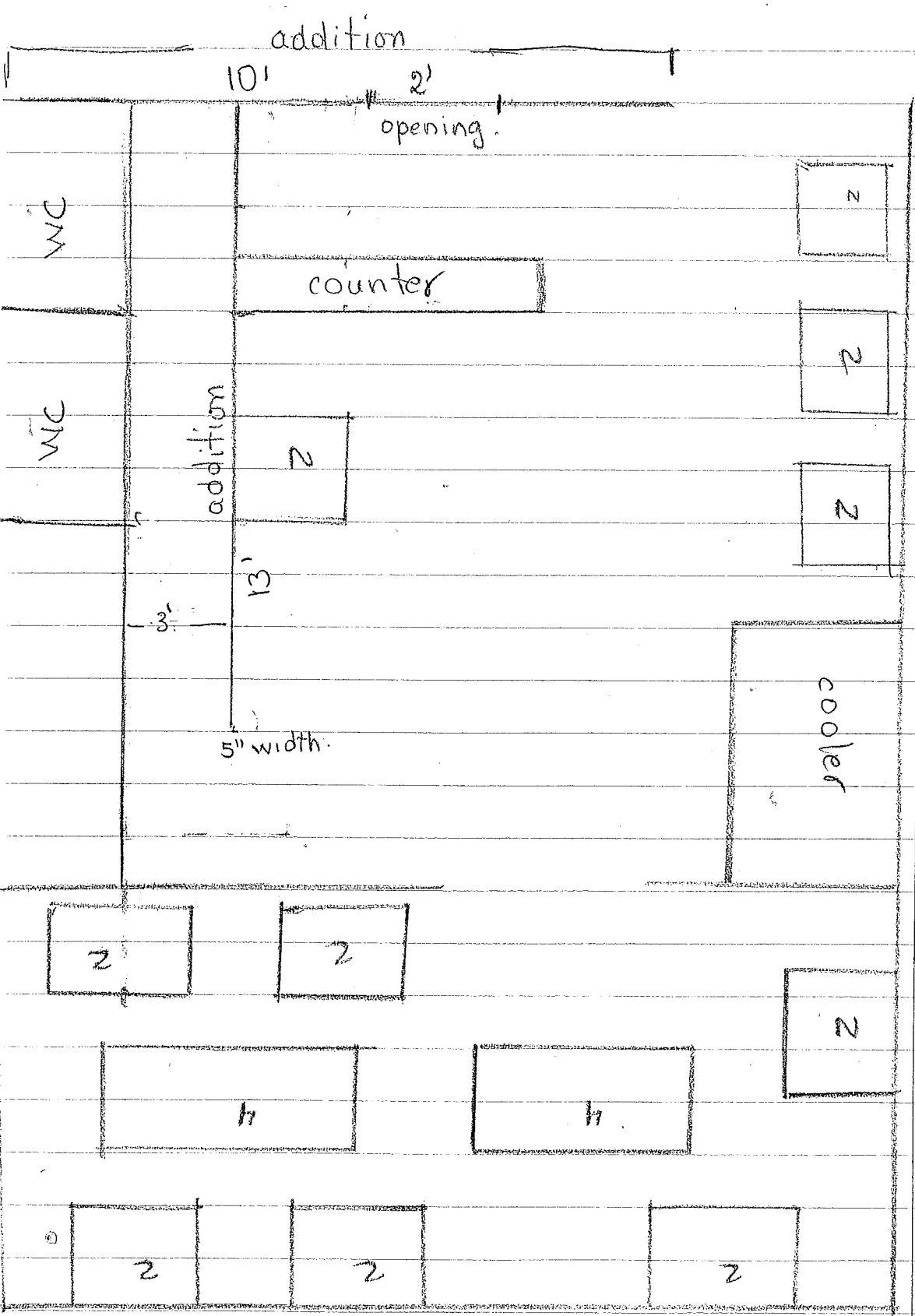
During what hours do you anticipate they will be on duty? all hours

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? \_\_\_\_\_  
 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 \_\_\_\_\_
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? 80%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? \_\_\_\_\_  
 What percentage of your advertising budget do you anticipate will be drink related? \_\_\_\_\_
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:  
10 % Alcohol 90 % 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 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







# BREAKFAST / DESAYUNOS

## COMBO #1

- 1 Taco
- 1 Tamal

Con arroz y frijoles  
with rice and beans

## COMBO #2

- 2 Tamal

Con arroz y frijoles  
with rice and beans

## COMBO #3

- Quesadilla

Con arroz y frijoles  
with rice and beans

## COMBO #4

- 2 Tacos

Con arroz y frijoles  
with rice and beans

## COMBO #5

- 1 Burrito

Con arroz, frijoles and crema  
with rice and beans  
and sour cream

\$7.99  
MON - FRI  
11 - 2PM

POST

Flan de  
Pastel 3

# DRINKS / BEVERAGES



# EXTRAS SIDES

|                     |        |
|---------------------|--------|
| Guacamole           | \$1.25 |
| Pico de gallo       | \$1.00 |
| Arroz / rice        | \$1.99 |
| Frijoles / beans    | \$1.99 |
| Papas fitas / fries | \$1.99 |
| Tamal               | \$2.00 |

# ADULTS KIDS

Chicken tenders with  
natural fresh fries  
**\$5.99**

2 Mini taco with rice  
and beans  
**\$4.99**

Quesadilla with rice  
and beans  
**\$4.99**





**MEXICAN DISHES / PLATILLOS MEXICANOS**

**MOLE POBLANO**

A mixed of different types of pepper and seasoned with spices, peanut and chocolate. served on top of a piece of chicken with rice and beans. \$10.50

**CHILE RELLENO**

Roasted fresh poblano pepper stuffed with cheese, covered with beaten until stiff egg and fried in oil. Served with rice, beans & salad. \$9.50

**FILETES DE PESCADO**

Fried fish. Served with rice, beans & salad. \$10.50

**COSTILLA DE RES**

Ribs beef. Served with rice, beans, jalapeño pepper, onions & nopales (cactus). \$9.50

**FLAUTAS DE POLLO**

A deep fried small rolled up tortilla with cheese or chicken filling. Served with rice, beans & salad. \$8.50

**FAJITAS POBLANAS DE POLLO**

Chicken fajitas with slices of poblano pepper. Served with rice & beans. \$10.50

**FAJITAS DE RES / CAMARON / POLLO**

fajitas beef/shrimp/chicken. Served with rice, beans & salad. \$9.50 (shrimp) \$11.50

**CAMARON A LA DIABLA**

Shrimp in a spicy chipotle sauce. Served with rice, beans & salad. \$11.50

**TOSTADA DE CEVICHE**

Shrimp marinated in lemon juice, served over a crispy tortilla. \$8.50

**BURRITO POBLANO**

A flour tortilla filled with the meat of your choice: chicken, steak or pork; beans, cheese, rice & lettuce. topped with cheese & mole, garnish with fresh cheese or sesame seed. \$10.50

**BISTEC A LA MEXICANA**

Pieces of steak with onions, tomatoes & jalapeño pepper. Served with rice and beans. \$9.50

**BISTEC ASADO**

Grilled steak served with nopales, onions & jalapeño pepper roasted. Served with rice and beans. \$9.50


**ENCHILADAS DE POLLO O QUESO**

Rollled corn tortilla filled with chicken or cheese and covered with





# Menu



El Sabor <sup>de</sup> Puebla

**MEXICAN RESTAURANT**





# ANTOJITOS POBLANOS

## TACOS

Oval corn tortilla and cooked on the griddle, stuffed with beans and meat of your choice, topped with red or green sauce, lettuce and fresh cheese.

\$4.99

## PICADETAS MEXICANAS

Small dough made tortilla with a pinched up rim around the edges to hold the filling, topped with red or green sauce, onion and fresh cheese.

\$3.50

## MARQUES

Oval shape corn tortilla topped with cheese and red or green sauce. With the meat of your choice chicken, steak or al pastor (pork).

\$4.99

## SOPE

Fried corn dough filled with meat and beans, topped with lettuce, tomatoes and sour cream. With meat of your choice, asada, chicken, al pastor (pork).

\$3.99

## 2 SOPE

Fried corn dough filled with meat and beans, topped with lettuce, tomatoes and sour cream. With meat of your choice, asada, chicken, al pastor (pork). Served with rice and beans.

\$9.99

## QUESADILLA

Corn tortilla filled with mushrooms, spinach or choice of meat, parmesan cheese cooked in a griddle folded in half. Served with rice and beans.

\$8.99

## TACOS \$3.00 each

ASADA Pieces of beef with onions and cilantro

AL PASTOR Pork with onions and cilantro

POLLO Shredded chicken served with lettuce, tomatoes, cheese and sour cream

PESCADO Fried fish served with lettuce, tomatoes and sour cream (only on Fridays)

## TORTAS \$8.99

CARNE ASADA Steak, beans, lettuce, tomatoes, cheese and sour cream or mayonnaise

AL PASTOR Pork meat, beans, lettuce, tomatoes, cheese and sour cream or mayonnaise

MILANESA DE POLLO O RES Breaded chicken breast or steak, beans, lettuce, tomatoes, cheese and sour cream or mayonnaise



# POSTRES / DESSERTS

|                             |        |
|-----------------------------|--------|
| Flan de queso / chesse flan | \$2.50 |
| Pastel 3 leches             | \$3.50 |
|                             | \$2.50 |

# BEBIDAS / BEVERAGES

## CANS

|                                       |        |
|---------------------------------------|--------|
| Coke / diet coke                      | \$ .99 |
| Pepsi                                 | \$ .99 |
| Sprite                                | \$ .99 |
| Mountain dew                          | \$ .99 |
| Fanta : orange, grape<br>& strawberry | \$ .99 |
| Jumex: peach<br>& mango nectar        | \$1.20 |

## BOTTLES:

|                 |        |
|-----------------|--------|
| Coca cola       | \$2.00 |
| Fanta orange    | \$2.00 |
| Jarritos        | \$2.00 |
| Sangria         | \$2.00 |
| Gatorade        | \$2.00 |
| Tropicana juice | \$2.00 |

El Sabor  
Doble

