



UCLLB 2014-00234

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

- 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 ESPAÑOL
 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, 2014.
- 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.

4. Trade Name (doing business as) SEÑOR PEPPERS LLC (EL BURRITO LOCO) (DBAS)

5. Address to be licensed 745 ^{North} High Point Road Madison, WI, 53717

6. Mailing address 108 JAMESVILLE ST. OREGON, WI, 53575

7. Anticipated opening date 02-26-14

- 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) _____

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.

The Alcohol beverages are going to be sold in the Dining areas and if I can ^{to be} sold outdoor too, and are going to be stored in the back room, where only the staff got access. (See Attached)

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 Peoples

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

Public Parking in front at the 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 Magaly Richter

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

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

*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 05-11-13

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

Wisconsin 2012

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
<u>OWNER</u>	<u>Magaly Richter</u>	<u>Oregon, WI</u>

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.

~~Forge Valenzuela Sanchez~~
Magaly Richter

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 Restaurant Lunch and Dining

28. Hours of operation Monday - Sunday 11 AM - 9 PM Friday - SATURDAY 11 AM - 10 PM

29. Describe your management experience 12 yrs working with customers
and restaurant Business and I have a course of certificate
licence manager and completed the responsible beverage service Training
Course.

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

Kami Nelson Madison, WI

Omar Torres/Daniel Madison, WI

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

Kami - she is floor manager

Omar - he is a head chef manager

32. Describe your employee training _____

Kami - she got like 6 yrs experience in customer service
and she got food manager licence

Omar - he was working around restaurant Business
around 10 yrs of experience.

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

everyone like to eat good mexican food.

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

web site, news Paper, and Word of mouth.

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? Some times

like a group of 3 or 4 People mariachi Band. - 4-10 PM

38. What age range do you hope to attract to your establishment? 0 - To 100, NOT Preferences
everybody is welcome.

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 AM - 10 PM

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

43. Indicate any other product/service offered. only Food and drinks

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? 2 and 1 Boss boy

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

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

(For now)

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 0
 How many bartenders do you anticipate having work at one time on a busy night? 2 waiters making and serving drinks.
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 about 50
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? 75%
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 but NOT now
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes but NOT now
- * 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 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

68. State Seller's Permit 456-1027881123-02

69. Federal Employer Identification Number 90/0812802

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

Contact person Magaly Richter

E-mail address MagalyRichter@SeniorPeppersILCGmail.com

Phone (608) 501-7042 Preferred language English - Spanish

71. 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:

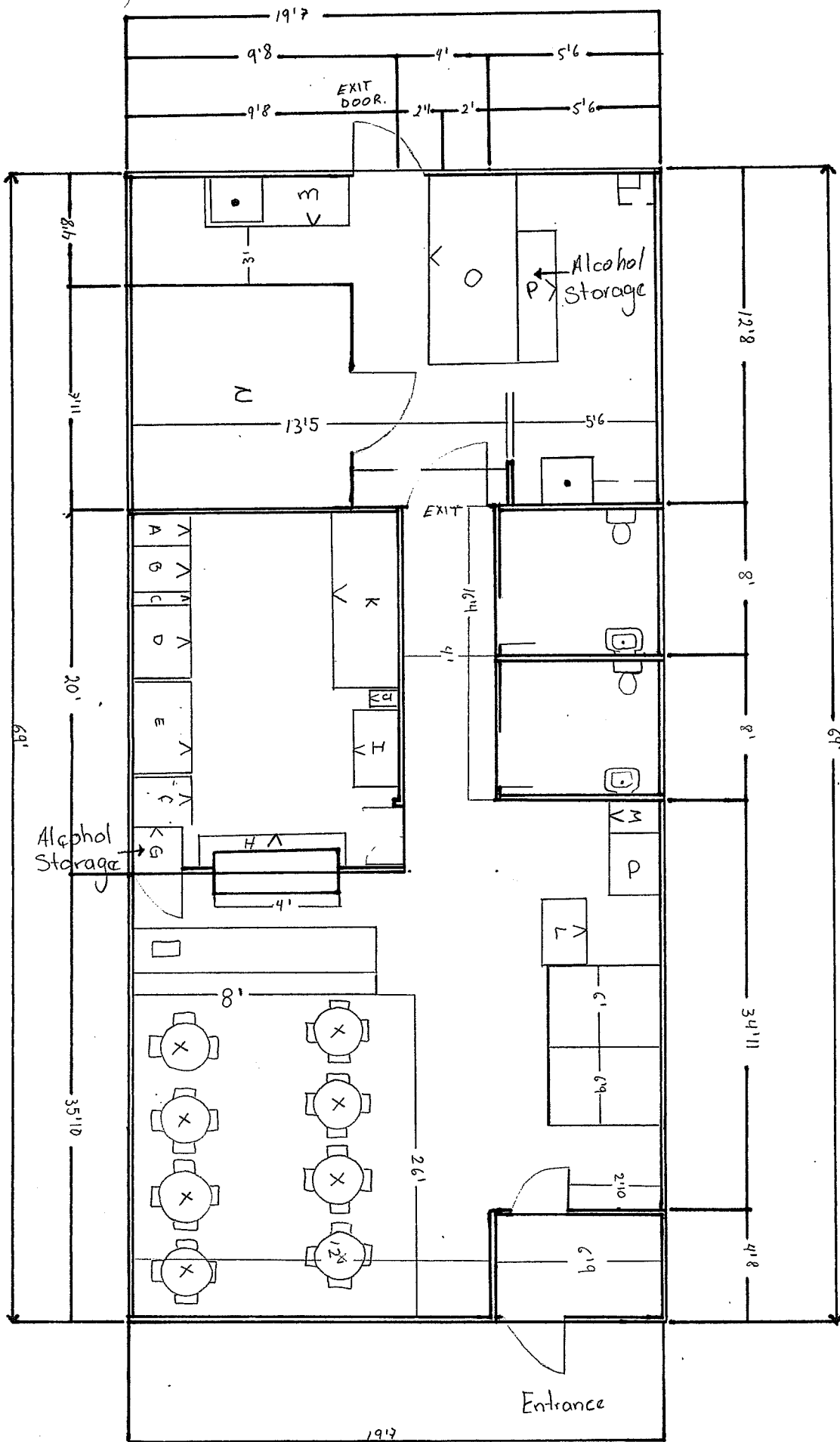
this 31st day of March, 2014

Michael Guin
 (Clerk/Notary Public)

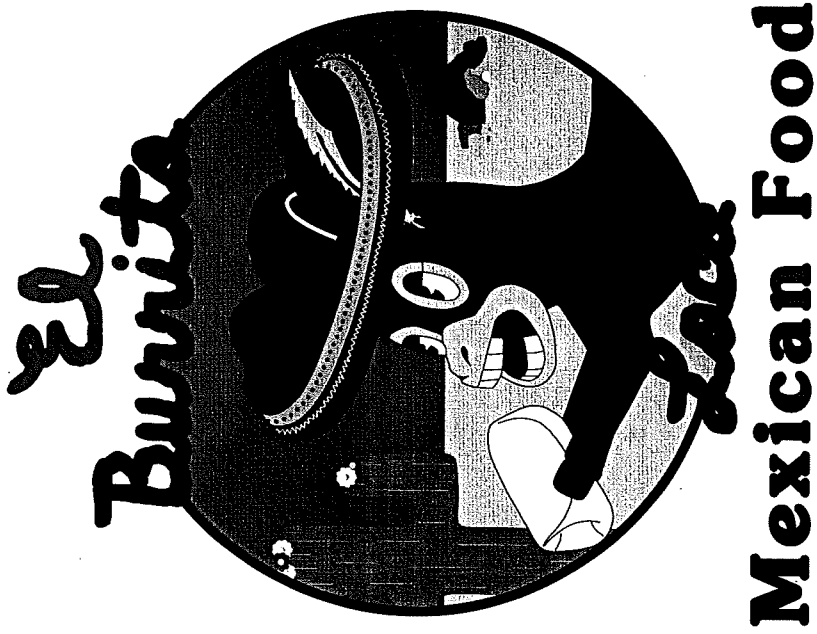
Magaly Richter
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 3-13-2016

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input checked="" type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" 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 _____		



Burrito Loco
1,410 Square Feet



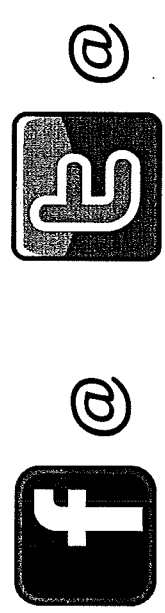
El Burrito Loco Mexican Food

745 North High Point Road
Madison, WI 53717
608-203-9670
EIBurritoLocoLLC.com
Dine In or Carryout

HOURS OF OPERATION

Monday	11 AM — 9PM
Tuesday	11 AM — 9PM
Wednesday	11 AM — 9PM
Thursday	11 AM — 9PM
Friday	11 AM — 10PM
Saturday	11 AM — 10PM
Sunday	CLOSED

Come find us on...



Facebook.com/elburritoloco
 twitter.com/BurritoLocoLLC

KID'S MENU	DRINKS
~12 years old & under	Fountain Soda 1.99
~Includes Fountain Soda, Milk,	~Pepsi Products
Apple or Orange Juice	Jarritos 2.25
~Ketchup and Ranch Dressing Available	Izze Sparkling Juice 2.19
Taco 4.95	Bottled Coca Cola 2.50
~Choice of Ground Beef or Shredded Chicken with Lettuce, Cheese, and Tomatoes	Iced Tea 2.55
~Choice of Mexican Rice or Refried Beans	Horchata 2.50
Quesadilla 4.95	Milk 2.50
~Choice of Cheese, Ground Beef or Shredded Chicken	Chocolate Milk 2.99
~Choice of Mexican Rice or Refried Beans	Apple Juice 2.99
Hamburger 4.50	Orange Juice 2.99
~Add Cheese for 50¢	Coffee 1.99
~Served with French Fries	
Chicken Nuggets 4.99	
~Served with French Fries	
Cheese Fries 3.99	

DESSERTS

Flan 3.99
Tres Leches 3.99
Corn Pie 2.99
Cheesecake 4.50
Choco-Flan 4.50

WE EVEN DO CATERING!

Planning a work meeting or conference?
 Are you throwing a party?

Whatever the case may be **SPICE** up your event with a **Taco Bar** from **El Burrito Loco!**

To inquire about our catering services and availability please visit our website.

STARTERS

- Chips & Salsa 1.99
- Cheese Dip 3.99
- Guacamole Dip 4.99
- Chorizo & Cheese 4.99
- Special Nachos 7.99
- ~A bed of Nacho Chips covered in your choice of Ground Beef or Chicken topped with Lettuce, Shredded Cheese or Homemade Cheese Sauce, Sour Cream, Pico de Gallo and Guacamole

SOUPS

- Cilantro Soup 3.75
- Chicken Tortilla 3.75
- Clam Chowder 4.25
- Chili 3.75

SALADS

- Taco Salad 7.25
- ~A Deep Fried Tortilla Bowl with a choice of Ground Beef or Shredded Chicken filled with Lettuce topped with Cheese, Tomatoes, and Sour Cream
- Fajita Taco Salad 8.99
- ~A Deep Fried Tortilla bowl filled with your choice of Steak or Grilled Chicken, Lettuce topped with Cheese, Guacamole, Pico de Gallo and Sour Cream
- ~Make it with Shrimp for an additional \$2.00

SIDES

- Sour Cream 1.00
- Shredded Cheese 1.50
- Mexican Rice 2.50
- Refried Beans 2.50
- Jalapenos 1.00
- Tortillas 1.00
- ~Choice of (4) Flour or Corn
- Guacamole 2.99
- Pico de Gallo 2.99

TACOS

- ~All tacos come with your choice of Soft Flour or Corn Tortillas or Hard Shell Tacos
- Tacos Regulares 5.00
- ~(2)Choice of Ground Beef or Shredded Chicken with Lettuce, Tomatoes and Cheese
- Mexican Tacos 5.50
- ~(2)Choice of Steak, Grilled Chicken, Chorizo, Barbaqoa, or Carnitas (Fried Pork) with Onions and Cilantro

Make Your Own Mexican

- 9.99
- Taco Platter
- ~(3)Choice of Steak, Grilled Chicken, Chorizo, Barbaqoa, or Carnitas with Onions, Cilantro, Mexican Rice, Refried Beans, Pico de Gallo, Guacamole, a Slice of Lime, and your choice of Green Sauce or Red Hot

PEPPERS

- Pobano Platter 9.99
- ~A Traditional Mexican Roasted Pobano Pepper stuffed with Cheese covered with Our Own Special Sauce with sides of Mexican Rice, Refried Beans and your choice of Tortillas

QUESADILLAS

- Quesadilla Special 8.99
- ~A Flour Tortilla filled with your choice of Ground Beef or Shredded Chicken and Melted Cheese served with a side of Mexican Rice and Guacamole Salad
- Steak Quesadilla 10.99
- ~A Flour Tortilla filled with Steak topped with Cheese Sauce, Lettuce, Pico de Gallo, and Sour Cream served with sides of Mexican Rice and Refried Beans
- Fajita Quesadilla 10.25
- ~A Flour Tortilla filled with your choice of Steak or Chicken served with a side of Mexican Rice or Refried Beans and Pico de Gallo and Guacamole
- Quesadilla Nortena 10.99
- ~A Flour Tortilla filled with your choice of Grilled Chicken or Shrimp, Sautéed Mushrooms, Onions and Tomatoes served with sides of Mexican Rice, Refried Beans and Sour Cream
- Vegetarian Quesadilla 8.99
- ~(2) Wheat Flour Tortillas filled with Melted Cheese served with a side of Mexican Rice and Guacamole Salad
- Quesadilla Sencilla 7.99
- ~A Flour Tortilla filled with Cheese with sides of Mexican Rice, Refried Beans and Sour Cream
- Quesadilla Poblana 7.99
- ~A Flour Tortilla filled with Roasted Pobano Peppers, Tomatoes, Onions, with sides of Sour Cream and Guacamole

ENCHILADAS

- Mexicanas 9.99
- ~(3)Choice of Ground Beef, Shredded Chicken covered in Red Enchilada Sauce topped with Lettuce, Tomatoes, Guacamole and Sour Cream with sides of Mexican Rice and Refried Beans
- Regulares 8.99
- ~(3)Choice of Ground Beef, Shredded Chicken or Cheese covered with Red Enchilada Sauce topped with Cheese with sides of Mexican Rice and Refried Beans
- Verde a la Crema 9.99
- ~(3)Choice of Ground Beef, Shredded Chicken or Cheese covered with creamy Green Sauce topped with Mozzarella Cheese with sides of Mexican Rice, Pico de Gallo and Guacamole
- Mole Enchiladas 8.99
- ~(3)Chicken Enchiladas smothered in Our Own Homemade Mole Sauce with a side of Mexican Rice
- Enchiladas Sinaloa 11.99
- ~(3)Enchiladas with Grilled Shrimp, Onions and Tomatoes covered with Green Mild Sauce and Cheese with sides of Mexican Rice
- Enchiladas Verde 9.99
- ~(3)Choice of Chicken, Ground Beef or Cheese Enchiladas covered with Green Mild Sauce topped with Cheese, Onions, Cilantro with sides of Sour Cream, Mexican Rice and Refried Beans

BURRITOS

- Authentic Mexican 8.99
- ~Choice of Steak, Grilled Chicken, Shredded Chicken or Ground Beef rolled with Mexican Rice, Refried Beans, Cheese, Lettuce, Tomatoes, Sour Cream and your choice of our Green Sauce of Red Hot Sauce
- Cheesesteak Burrito 9.50
- ~Grilled Steak rolled with Onions, Mushrooms and Cheese Sauce served with a side of Mexican Rice and Refried Beans
- Steak Fajita Burrito 10.25
- ~Choice of Mexican Rice or Refried Beans rolled with Steak, Guacamole, Pico de Gallo, Cheese and Sour
- Burrito Special 7.99
- ~Choice of Shredded Chicken or Ground Beef, Cheese, Mexican Rice, and Refried Beans rolled together smothered in Red Enchilada Sauce
- Burrito Sinaloa 9.50
- ~A Flour Tortilla rolled around Grilled Chicken marinated with Chipotle Sauce with Cilantro Lime White Rice, Black Beans and Lettuce covered in Cheese Sauce
- Vegetarian Burrito 7.99
- ~A Flour Tortilla rolled around Refried Beans, Mexican Rice, Cheddar Cheese, Lettuce, Tomatoes, Guacamole and Sour Cream
- Breakfast Burrito 7.99
- ~Scrambled Eggs, Chorizo, Refried Beans and Cheese rolled together in a Flour Tortilla

CHIMICHANGAS

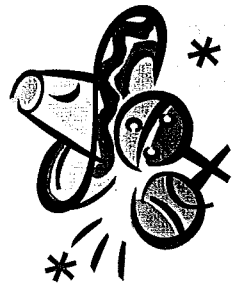
- ~All Chimichangas come with your choice of Homemade Cheese or Enchilada Sauce
- Chimi Regulares 8.99
- ~(2)Choice of Ground Beef or Shredded Chicken in a rolled up Deep Fried Tortilla covered with your choice of sauce with sides of Lettuce, Guacamole, Sour Cream, Mexican Rice and Refried Beans
- Fajita Chimi 10.50
- ~(2)Grilled Chicken or Steak, Onions and Bell Peppers in a rolled Deep Fried Tortilla covered with your choice of sauce with sides of Lettuce, Guacamole, Sour Cream, Pico de Gallo, Mexican Rice and Refried Beans

Seafood Chimi

- 11.99
- ~(2)Grilled Shrimp, Crab, Sautéed Onions and Bell Peppers in a rolled Deep Fried Tortilla covered with your choice of sauce with sides of Lettuce, Pico de Gallo, Guacamole, Mexican Rice and Refried Beans
- Chimi Fajita Mix 11.99
- ~(2)Grilled Shrimp, Chicken, Steak, Sautéed Onions and Bell Peppers in a rolled Deep Fried Tortilla covered with your choice of sauce with sides of Lettuce, Pico de Gallo, Guacamole, Mexican Rice and Refried Beans
- Chimi Fajita Mix 11.99
- ~(2)Grilled Shrimp, Chicken, Steak, Sautéed Onions and Bell Peppers in a rolled Deep Fried Tortilla covered with your choice of sauce with sides of Lettuce, Guacamole, Pico de Gallo, Sour Cream, Mexican Rice and Refried Beans

Our Own Homemade Sauces

- Chile de Arbol Red Hot Sauce
- Tomatillo Mild Green Sauce
- Red Enchilada Sauce
- Cheese Sauce



According to the City of Madison Health Department, consuming raw or undercooked meats, poultry, seafood, shell fish or eggs may increase your risk of food borne illness

Senor Peppers LLC & El Burrito Loco

108 Janesville St

Oregon, WI 53575

To Whom It May Concern:

The purpose of this letter is to set forth and establish our business plan for consideration in our application for an Alcoholic Beverages License in the City of Madison, WI.

El Burrito Loco, a part of Senor Peppers LLC, is a family owned and operated restaurant located at 745 N High Point Rd. Our normal business hours are 11:00 AM until 9:00 PM – Monday through Thursday; and 11:00 AM until 10:00 PM – Friday and Saturday. Our primary business is lunch and dinner food service with the ability for dine-in or carry-out and we specialize in Mexican cuisine.

Please see attached plans for details and size of our space. If you have any other questions or concerns you may contact me at my cell or e-mail.

Best regards,

A handwritten signature in black ink that reads "Jorge Valenzuela Sanchez". The signature is written in a cursive style with a large, stylized 'J' and 'S'.

Jorge Valenzuela Sanchez

Office Manager/IT Director/Registered Agent

608-957-9545

jorgesanchez@senorpeppersllc.com