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LICLIB-2014-01269



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, 20 15.
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.
Red Elephant, LLC owned by Richard Koenings
4. Trade Name (doing business as) Red Elephant Chocolate
5. Address to be licensed 119 State St Unit 105 Madison, WI 53703
6. Mailing address 333 N Broadway St. Milwaukee, WI 53202
7. Anticipated opening date 2/6/15
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.

Block 100 Property, Unit 105, 119 State St.
Madison, WI 53703. Expect to have outside
sidewalk serving when weather permits
1537 sq feet, wine storage in display cabinet + storage room

P-405
A-4

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 30

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

n.a.

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 Richard Koening

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

18. How long has the agent continuously resided in the State of Wisconsin? 60+ 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 _____

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

WI

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 |
|-----------|-----------------|-----------------------------|
| President | Richard Koening | Milwaukee, WI |
| Member | Lawrence Laux | Dousman, WI |
| Member | Rex Capwell | Racine, 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.

Richard Koening

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 A chocolate cafe that produces, serves, & sells
chocolate products or products containing chocolate (bakery, ice
cream, coffee, tea). Sell wine, cheese, & non-food items
related to or in association with chocolate or elephants
28. Hours of operation wk days 11a-8p weekends 10a-10p adjusted for events
or off season
29. Describe your management experience 35 yrs business mgt + 5 years
chocolate business mgt
30. List names of managers below, along with city and state of residence.
Richard Koening Milwaukee, WI
Elizabeth Smith Berlin, WI
31. Describe staffing levels and staff duties at the proposed establishment _____
Between 1 + 4 persons producing & selling products
32. Describe your employee training Prior preferred experience +
Red Elephant orientation + periodic training

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

Premium chocolate is enjoyed by anyone 8-80, 60-65% are women concentrated in the 20-60 age group

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

Social media, print, radio, digital. Chocolate

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? 20-60

39. What type of food will you be serving, if any? snacks, desserts
 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

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

43. Indicate any other product/service offered. non-food items themed to chocolate & elephants

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

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

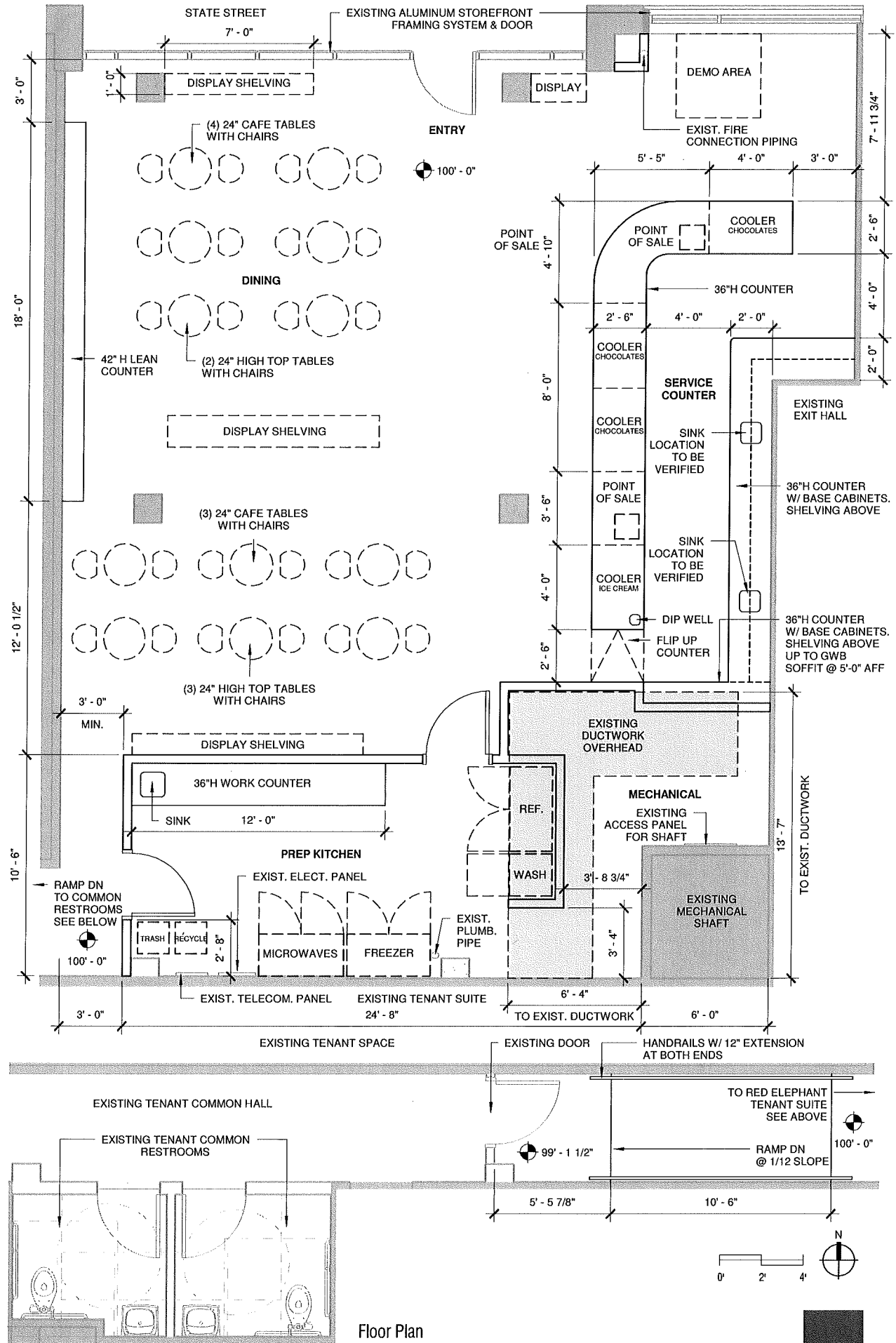
46. How many wait staff do you anticipate will be employed at your establishment? none, counter service
During what hours do you anticipate they will be on duty? _____

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? 25%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 90%
 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:
20 % Alcohol 70 % Food 10 % 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.

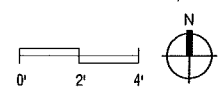
Section F—Required Contacts and Filings

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



Floor Plan
 Red Elephant Chocolate Cafe
 December 19, 2014

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Madison Café Business Plan

It is the intention of Red Elephant LLC to open its second upscale Chocolate Café at 119 State St Madison, WI by Valentine's Day 2015.

The concept of a Chocolate Café is to provide a comfortable but upscale environment to appreciate the special qualities and sociability of chocolate in its many forms.

To accomplish that, seating will be part of the Café per the current space plan. There will also be a demonstration area to show the process and steps involved in creating and decorating some of the chocolate products we produce. We also provide fun and interesting facts and information about both chocolate and elephants, which we refer to as 'cocoaphacts' and 'elephacts', and weave them through presentations or trivia events we refer to as the 'history and mystery' of Chocolate.

We are Red because of the 2 most important chocolate days of the year, Christmas and Valentines. We are Elephant because of their intelligent and social nature and family structure; characteristics we think apply to connoisseurs of premium and artistic chocolates

As at our 2 year old Third Ward Milwaukee Chocolate Café, it will feature creative premium chocolate products, hand made and artistically designed and decorated. They will be sold out of the case and packaged.

Bakery, various drink products, and non-food items will also be available as are set forth in the Sample Menu. However, new for this location will be wine by the glass and cheese options to provide another extension to our Chocolate Café concept and personality.

Richard Koenings, founder Red Elephant Chocolate

December 2014



Madison Café preliminary **Sample Menu**

Individual chocolates or bakery or drink items range in price from \$1 to \$8. Packaged chocolates generally range from \$3 to \$60. Special order products are available with personalized elements.

Chocolates: bulk out of the case or pre-packed boxes, trays, cello wrapped, and closed tubs in various milk or dark chocolates hand painted with cocoa butter, dipped, molded, or tumbled

Truffles: seasonal and daily flavors, shapes, and artistry

Clusters (caramel and nuts)

Meltaways (various flavors)

Sea Salt Caramels

Figures: solids, on sticks/pops or various shapes and colors

Peanut butter/caramel/marshmallow figures seasonal

Chocolate covered trail mix (nuts and dried fruit)

Bars plain and with nut, fruit, and various complementary ingredients

Finely ground dark chocolate for hot chocolate, chocolate coffee, or topping

Finely ground cocoa beans for cocoa bean tea

Bakery items: from the counter case

Cake bites

Chocolate covered Oreo cookies, rice crispies, perezels, etc

Cake slices

Chocolate whipped cream puff

Ice creams, by the scoop, cones, shakes

Cheeses plated with or w/o wine and chocolates

Wine, coffee, hot chocolate, tea by the glass/cup to be of various sizes varieties and sources

Non food items themed to chocolate and elephants such as plush figures, games, ornaments, books, prints, etc

December 2014

A Chocolate Experience You'll Never Forget™

(414) 431-5520 | www.RedElephantChocolate.com | 333 N. Broadway St. | Milwaukee, WI 53202