

ALB Dist 4  
Police Dist 405

LICLIB- 2014-01263



# 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: \_\_\_\_\_)  
 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, 2015.
- 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.

TK Restaurant LLC

- Trade Name (doing business as) Tavernakaya
- Address to be licensed 33 East Main St Madison WI 53703
- Mailing address 100 Wisconsin Ave Apt 904 Madison WI 53703
- Anticipated opening date 5/1/2015

- 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) Jan-Min Michael Ding also is the liquor agent for Umami Dumpling & Ramen Bar LLC

## 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 restaurant will be located on the ground floor space of the office building located at 33 E Main St. It is approx. 3200 sq ft. Alcohol will be served at the bar, dining room, and sidewalk cafe (it approved). Alcohol will be stored in refrigerated coolers behind the bar and in the kitchen. Storage Room will also be used for product storage.

- 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 100 + 16 sidewalk
- 13. Describe existing parking and how parking lot is to be monitored.  
Parking Ramp in Block 89 complex has video camera surveillance. There is also off street parking at metered spots.
- 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 Jan-Min Michael Ding
- 17. City, state in which agent resides Madison, WI
- 18. How long has the agent continuously resided in the State of Wisconsin? 4.5 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 9/24/2010
- 21. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin, 12/5/2014

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
<del>Director</del> Member	Kevin Henry	Columbus, Wisconsin
Member	Kai-Fu Kuo	Brooklyn, New York
Member	Monty Schiro	Hollandale, Wisconsin
Member	Gregory Frank	Madison, Wisconsin
Member	William Horzuesky	Madison, Wisconsin
Member	Bradley Bauer	Blue Mounds, Wisconsin
Member	Thomas Ray	Fitchburg, Wisconsin

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) Agent is also agent for Umami Dumpling & Ramen Bar LLC.

**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 restaurant with full service bar serving brunch, lunch, dinner with a menu consisting of 75% asian influenced items and 25% more classic american fare. Asian menu to include sushi bar and japanese style skewers.
28. Hours of operation Mon-Thurs. 11am to 11pm, Fri+Sat. 10am to 2am, Sun. 10am-9pm
29. Describe your management experience I have owned and operated Umami Ramen & Dumpling Bar for past 4 years. My partners at Food Fight Restaurant Group can also provide management consulting.
30. List names of managers below, along with city and state of residence.  
Jan-Min Michael Ding Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment \_\_\_\_\_  
We will be employing 8 to 10 waitstaff, 1 to 3 bar staff, 6 to 8 kitchen staff, 1 manager, and 1 host.

32. Describe your employee training Employees will go through Food Fight Restaurant Group's training program which covers service, safety, health code, and proper employee conduct. Managers & Bar staff will be required to complete responsible beverage server training course.

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

Area Professionals, Local Residents, Families, Students from UW-Madison, Visitors to Downtown Area, Tourists.

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

We will use a variety of digital & print media outlets as well as social media to promote our food and beverage offerings.

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 age groups with focus on 25 to 65+.

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? From opening till 1 hour before closing.

42. What hours, if any, will food service not be available? 1 hour prior to closing except Sunday.

43. Indicate any other product/service offered. Restaurant Branded T-Shirts.

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

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

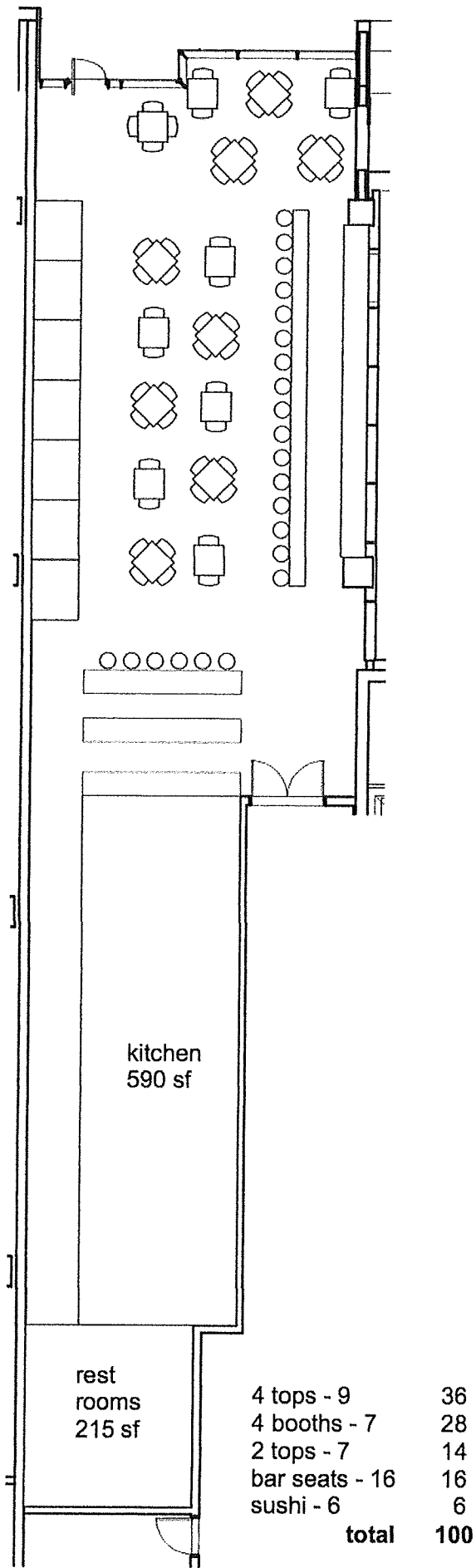
46. How many wait staff do you anticipate will be employed at your establishment? 8 to 10  
During what hours do you anticipate they will be on duty? all hours

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

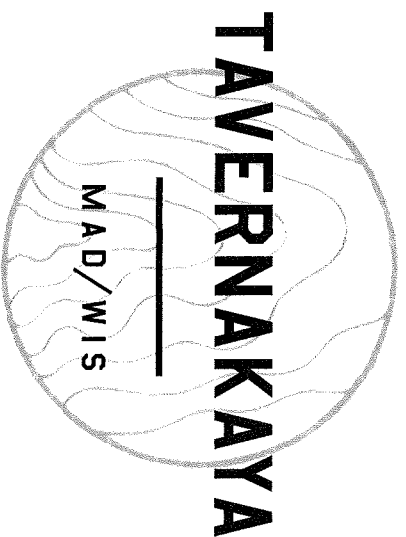
48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? 15  
 How many bartenders do you anticipate having work at one time on a busy night? 2
49. Will there be a kitchen facility separate from the bar?  No  Yes
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area 75
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? 50%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 80  
 What percentage of your advertising budget do you anticipate will be drink related? 20
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:  
30 ~~70~~ <sup>m.d.</sup> % Alcohol 70 ~~30~~ <sup>m.d.</sup> % Food \_\_\_\_\_ % Other
58. Do you have written records to document the percentages shown?  No  Yes *estimates*  
 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



**B** Floor Plan  
Scale: 1/16" = 1'-0"



### SMALL PLATES

- Spicy tuna over crispy rice
- Caesar salad
- Tempura cheese curds
- Togarashi sweet corn fritters
- Pork dumplings
- Pork buns
- Korean bbq (bulgogi) beef buns
- Korean style fried chicken wings
- Chicken karaage
- Japanese fried chicken
- Yakitori and kushiyaki
- chicken, beef, pork, shrimp
- Pickled veggie platter

### SANDWICHES

- House blend wagyu burger
- Korean bbq (bulgogi) burger
- Bahn mi bit sandwich
- Chinese roast pork cubano
- Grilled cheese

### SUSHI

- Rolls - 6 to 10 different types
- Sushi appetizer
- Sashimi appetizer
- Alaskan roll
- Dragon roll

### DIM SUM

- Shrimp Rice Noodle Crepe
- Spare Ribs
- Steamed Shrimp Dumpling
- Shiu Mai (Shrimp And Pork)
- Daikon Radish Cake
- Spring Roll
- Vegetarian Rice Noodle Crepe

### NOODLES/RICE

- Japanese curry rice
- (pork/chicken katsu)
- Japanese tonkotsu ramen
- w/homemade noodles
- Shrimp tempura udon
- Furiake rice cakes
- Chinese sausage fried rice
- Mac and cheese

### LARGE PLATES

- Slow roasted ribs
- Miso glazed salmon
- Chinese bbq duck
- Panko crusted fish and chips
- Pork tonkatsu
- (pork tenderloin cutlet)
- Shiso bacon clams

### SIDES

- Frites
- Taro fries

木と紙の作品展  
朝に起きる。



## **TAVERNAKAYA BUSINESS PLAN December 2014**

**Michael Ding  
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**CONFIDENTIAL**

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## **Executive Summary**

Tavernakaya a.k.a. "TK" will offer a unique yet familiar experience where American tavern meets Japanese izakaya (gastropub) in a 100 seat restaurant and bar located right on the Capitol Square in downtown Madison. We will be serving lunch, dinner, and weekend brunch as well as offering extended hours and a late night menu on weekends. Our food will be moderately priced and include a variety of options from small plates to large plates, sushi, sandwiches, rice, noodles and dim sum ensuring accessibility for a wide range of customers. With the increased demand and trend toward Asian inspired flavors, our Asian concept coupled with the incorporation of common tavern dishes like fried cheese curds and burgers, will appeal to all diners. To complement our food offering we will offer an extensive drink menu consisting of local and Asian beers, wine, sake, craft cocktails, and both traditional and Japanese whiskeys.

The restaurant will be a casual and comfortable yet sophisticated establishment appealing to both business and residential customers. The decor is a "rustic modern" setting that captures both the tavern and Japanese pub ambiance. In addition, we will have an "indoor outdoor" space in the front of the restaurant created by utilizing movable glass walls which will greatly enhance our curb appeal and generate substantial revenue.

Intense market research and target market evaluation suggest that Tavernakaya is ideally situated to cater to a large market segment including local area professionals, downtown residents, students (including international students), and visitors/tourists to the downtown area. Major downtown residential development will greatly increase the size of the customer base in the area and we expect to capture our proportionate share of that business.

## **Business Overview**

We are a restaurant and bar that is a combination of an American tavern and a Japanese izakaya with a focus on plates that can be shared and drinks that complement our food in a fun and casual environment.

An izakaya is a type of Japanese establishment that serves food to accompany drinks. It is a casual place for socializing after-work.

## **Success Factors**

- The main partner has already introduced a new dining concept and made it successful as evidenced by Umami, Madison's first dedicated ramen and dumpling restaurant. Umami has been open for almost 4 years and has won many local restaurant awards
- Strong and experienced management team including members of the Food Fight Restaurant Group
- Our formula incorporates characteristics of concepts already proven to work on the Capitol Square (tavern-style establishment) in addition to our original ideas so we can differentiate ourselves from the competition and still capture a large segment of the market
- The concept will benefit from the current culinary trend towards Asian inspired flavors and the increased demand from the public for this type of cuisine
- The food menu will include traditional tavern favorites, popular tavern fare with an Asian twist, inventive sushi, and an array of unique Asian dishes to appeal to a broad customer base

to the highest quality which ensures consistency of product and creates cost savings from a more streamlined preparation and less inventory

- Emphasis will be placed on providing exceptional service at all levels from top management to bussers and food runners ensuring that each customer has the best experience possible from when they are greeted upon entry until they leave the restaurant
- We are confident we will be able to meet our sales and profitability goals by using the systems and processes already developed at Umami and Food Fight Restaurant Group
- We have a solid customer base at our sister restaurant Umami as well as the Food Fight Restaurant Group establishments that we expect will frequent and help support the new restaurant
- We will be importing a ramen noodle-making machine from Japan allowing us to make our own noodles and dumpling wrappers that will be of superior quality to what is currently available on the market and costs significantly less than buying or outsourcing production. (Currently Umami contracts with RP's Pasta to produce noodles using our secret recipe)
- While our competition is just starting to offer traditional ramen dishes, our plan is to introduce tsukemen (ramen noodles served with dipping sauce) and mazemen (ramen noodles mixed with sauce instead of broth) which have become increasingly popular in Japan to stay ahead of the market