



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider
Class B: ☒ Beer, ☒ Liquor,
☐ Class C Wine

(Agenda Item Number)

57538

(Legistar file number)

LICL/B-2019-00871

(License number)

9

(Alder District #)

125

(Police Sector)

Office Use Only

Section A – Applicant

- 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.
Chipotle Mexican Grill of Colorado, LLC
- Trade Name (doing business as) Chipotle Mexican Grill #3459
- Address to be licensed 7066 Sligo Dr., Madison, WI 53717
- Mailing address Attn: Chipotle Licensing, 445 N. High St., 2nd Floor, Columbus, OH 43215
- Anticipated opening date November 29, 2019
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
☒ 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.
Approximately 3,000 sq. foot, first-floor, enclosed premises located at 7066 Sligo Drive, Madison, WI.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):

Indoor: 82 Outdoor: N/A

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

Parking lot adjacent to front entrance of restaurant, with one reserved Chipotle space and two marked
Chipotle spaces. Parking will be monitored by local management.

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

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

Section C—Corporate Information

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

12. Name of liquor license agent Kimberly Belongea

13. City, state in which agent resides 649 Otter Ave., Oshkosh, WI 54901

14. How long has the agent continuously resided in the State of Wisconsin? 28 years

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☐ Yes, date completed _____

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

Colorado 1/5/1999

17. 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
LLC Manager	Helen N. Kaminski	Costa Mesa, CA
LLC Manager	Terry L. Keller	Dublin, OH

18. 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.

Cogency Global Inc., 901 South Whitney Way, Madison, WI 53711

19. Is applicant a subsidiary of any other corporation or LLC?

☐ No ☒ Yes (explain) Applicant is wholly owned by Chipotle Mexican Grill, Inc.,
a publicly-traded company.

20. 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) Please see attached list for other LLC locations with licenses in Wisconsin.

Section D—Business Plan

21. What type of establishment is contemplated?

- ☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☐ Grocery Store
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps
☐ Other _____

22. 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 N/A

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10:45 am - 10:00 pm	10:45 am - 10:00 pm	10:45 am - 10:00 pm	10:45 am - 10:00 pm	10:45 am - 10:00 pm	10:45 am - 10:00 pm	10:45 am - 10:00 pm
(Class B only) Enter below any hours when food service will not be available, if applicable (N/A)						
-	-	-	-	-	-	-

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.

24. Indicate any other product/service offered. Restaurant with on-site and drive-through service.

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

5 % Alcohol 95 % Food _____ % Other

If applicable, describe "Other": _____

Do you have written records to document the percentages shown? ☐ No ☒ Yes
You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. 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

37. This application is for the license period ending June 30, 2020.
38. State Seller's Permit 4 5 6 - 0 0 0 3 4 2 1 6 1 6 - 0 2
39. Federal Employer Identification Number 84-1485992
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Sidney Calicoat

Business phone 380-222-7066 Business e-mail address scalicoat@chipotle.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name Kaela Brennan
- Phone 612-338-2525 E-mail kmb@mcgrannshea.com

NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the following months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC),
☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans,
☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

Read carefully before signing: 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Chipotle Mexican Grill of Colorado, LLC

by

Tony Keller

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
 its LLC Manager

9-4-2019

(Date)

Clerk's Office checklist for complete applications

- | | | |
|--|--|---|
| ☒ WI Seller's Permit Certificate
(matching articles of incorporation) | ☒ Background investigation form(s) | ☒ Floor Plans |
| ☒ FEIN | ☐ Form for surrender of previous license | ☒ Lease |
| ☒ Written description of premises | ☒ *Articles of Incorporation | ☒ Business Plan |
| | ☒ *Appointment of Agent | ☒ **Sample Menu |
| | * Corporation/LLC only | ** Class B only |

Upon Application Submission, the Clerk's Office issued to the application:

- ☐ Orange sign ☐ Orange business card
☐ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION
(continued)

19. ~~8. (b)~~ Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? **Yes.**

LLC Applicant is wholly-owned by Chipotle Mexican Grill, Inc., a publicly traded company.

20. ~~8. (c)~~ Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? **Yes.**

LLC Applicant holds alcohol beverage licenses in Wisconsin at the following locations:

- 1) 11 North Mall Dr., Grand Chute, WI 54913
- 2) 4628 E. Washington Ave., Madison, WI 53704
- 3) 658 State St., Madison, WI 53704
- 4) 3705 North 124th St., Brookfield, WI 53005
- 5) 8422 Old Sauk Rd., Middleton, WI 53562
- 6) 2711 N. Mayfair Rd., Unit A, Wauwatosa, WI 53226
- 7) 15375 Bluemound Rd., Brookfield, WI 53005
- 8) 600 East Ogden Ave., Milwaukee, WI 53202
- 9) 5794 S. 108th St., Hales Corners, WI 53130
- 10) 3232 S. 27th St., Milwaukee, WI 53215
- 11) 5720 Washington Ave., Mt. Pleasant, WI 53406
- 12) 4738 Golf Road, Eau Claire, WI 54701
- 13) 2388 South Oneida Street, Ashwaubenon, WI 54304
- 14) 400 University Avenue, Shorewood Hills, WI 53705
- 15) 3515 Milton Ave, Suite 105, Janesville, WI 53545
- 16) W3198 E. Calumet St., Suite A, Buchanan, WI 54915
- 17) W176 N9360 Rivercrest Drive, Menomonee Falls, WI 53051

8. ~~9.~~ Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

Estimated 2,250 sq.ft. first-floor premises.

Chipotle Mexican Grill of Colorado, LLC
Class B Liquor/Beer Application
7066 Sligo Dr. Madison, WI

Business Plan

Chipotle Mexican Grill of Colorado, LLC ("Chipotle") is pleased to open its second location in Madison, at 7066 Sligo Drive. This business plan provides a summary of how Chipotle expects to operate this restaurant.

Restaurant Information

As background information, Chipotle is a quick-service, fresh, gourmet-quality Mexican restaurant. The entrees feature fresh ingredients, from which the customer may personalize his or her order. A sample copy of a menu is attached for your convenience.

Chipotle was founded by Steve Ells, a Culinary Institute of America graduate. Founded in Colorado, Chipotle has become recognized as the leader in the fresh Mexican category. Chipotle currently operates over 18 restaurants within Wisconsin, as well as numerous locations throughout the country. Chipotle is excited with the opportunity to open its new location in Madison in November 2019. This location will include a drive-through option for customer convenience.

The primary focus of Chipotle is food; alcoholic beverages are simply offered to complement the menu. It does not include a bar. The typical Chipotle restaurant has alcohol sales of less than five percent – over ninety-five percent of the sales are attributed to food.

Chipotle prides itself in serving as an asset to the community: as an employer, as a local business, and as an outstanding lunch and dinner option for customers.

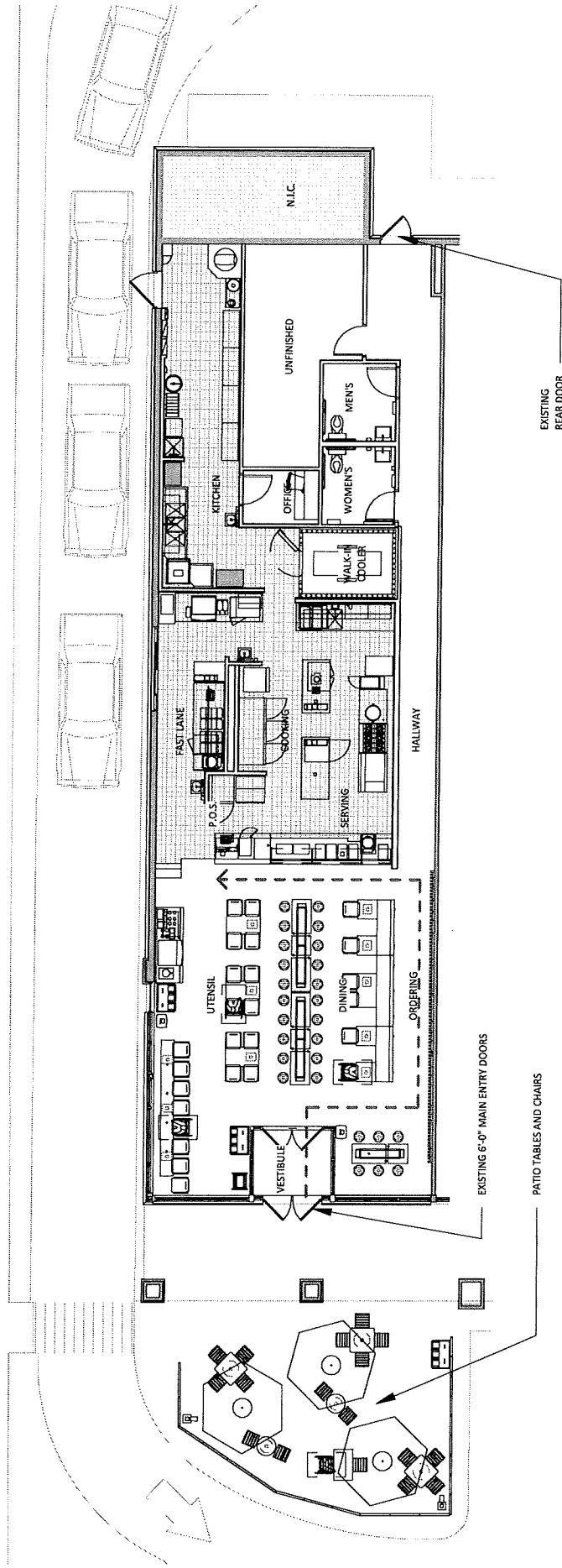
Hours of Operation

Chipotle is open from 10:45 AM – 10 PM seven days a week.

Management/ Employment

The general manager, Kimberly Belongea, has worked for Chipotle for years, most recently in the esteemed position of Restaurateur at Chipotle's East Appleton location. Chipotle typically employs approximately 25 people per location. Management will oversee operations and the premises.

*NOTE: DRAWING IS NOT TO SCALE



SAR SKETCH FOR:
 "WEST TOWNE"
 7066 Mineral Point Road,
 Madison, WI 53717
 STORE NO.: 3459
 19 March, 2019



FLOOR PLAN
 3,000 SF
 56 INTERIOR SEATS
 18 EXTERIOR SEATS



— BURRITOS, TACOS & MORE —



BURRITO

Tortilla, choice of rice, beans, meat, salsa & cheese or sour cream.



FAJITA BURRITO

Just like a burrito but with sautéed peppers & onions instead of beans.



BURRITO BOWL

Burrito or fajita served in a bowl, no tortilla.



TACOS

Your choice of flour or crispy corn with meat, salsa, cheese or sour cream & romaine lettuce.



SALAD

Chopped romaine lettuce with choice of beans, meat, salsa & cheese, with chipotle-honey vinaigrette.



— BURRITOS, TACOS & MORE —



BURRITO

Tortilla, choice of rice, beans, meat, salsa & cheese or sour cream.



FAJITA BURRITO

Just like a burrito but with sautéed peppers & onions instead of beans.



BURRITO BOWL

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TACOS

Your choice of flour or crispy corn with meat, salsa, cheese or sour cream & romaine lettuce.



SALAD

Chopped romaine lettuce with choice of beans, meat, salsa & cheese, with chipotle-honey vinaigrette.

— WHAT GOES INSIDE —

CHICKEN \$5.95

Naturally raised, marinated in our chipotle adobo, then grilled.

STEAK \$6.35

Naturally raised, marinated in our chipotle adobo, then grilled.

CARNITAS \$6.35

Naturally raised pork. Seared, braised for hours, then shredded.

BARBACOA \$6.35

Naturally raised beef. Braised for hours, then shredded.

VEGETARIAN \$5.95

Includes our freshly made guacamole and vegetarian black beans.

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— SALSAS —



Fresh
Tomato
(Mild)



Roasted
Chili-Corn
(Medium)



Tomatillo-
Green Chili
(Medium Hot)



Tomatillo-
Red Chili
(Hot)

— SALSAS —



Fresh
Tomato
(Mild)



Roasted
Chili-Corn
(Medium)



Tomatillo-
Green Chili
(Medium Hot)



Tomatillo-
Red Chili
(Hot)

— EXTRAS & DRINKS —

Chips & Guacamole	\$2.95	Margarita	\$4.25
Chips & Salsa	\$1.65	Beer	\$3.35 / 3.90
Guacamole	\$1.80	Bottled Drinks	\$2.10 / 2.40
Chips	\$1.15	Soda	\$1.55 / 1.85

— EXTRAS & DRINKS —

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Chips	\$1.15	Soda	\$1.55 / 1.85