

LICLIB-2012-00356  
26507

**ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION**

Submit to municipal clerk.

For the license period beginning \_\_\_\_\_ 20\_\_\_\_; ending \_\_\_\_\_ 20\_\_\_\_;

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of Dane Aldermanic Dist. No. 4 (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ Moose and House LLC

Applicant's Wisconsin Seller's Permit Number: <u>456-10278625</u> 24-02	
Federal Employer Identification Number (FEIN): <u>45-5306661</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	<b>\$</b>

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

MR.	Title	Name	Home Address	Post Office & Zip Code
President/Member		<u>Jonathan Sosnowski</u>	<u>45 Burroughs Dr. Fitchburg, WI 53713</u>	
Vice President/Member		<u>Mrs. Julie Stoleson</u>	<u>45 Burroughs Dr. Fitchburg, WI 53713</u>	
Secretary/Member				
Treasurer/Member				
Agent		<u>Jonathan Sosnowski</u>	<u>Julie Stoleson</u>	
Directors/Managers				

3. Trade Name ▶ The Buck and Badger Business Phone Number \_\_\_\_\_  
4. Address of Premises ▶ 115 State St. Madison, WI 53703 Post Office & Zip Code ▶ 53703

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No  
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No  
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No  
8. (a) Corporate/limited liability company applicants only: Insert state WI and date \_\_\_\_\_ of registration.  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
(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  No  
(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

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.) ON REVERSE SIDE →

10. Legal description (omit if street address is given above): \_\_\_\_\_  
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
(b) If yes, under what name was license issued? JANIS PIZZA  
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864]  Yes  No  
13. Does the applicant 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]  Yes  No  
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 25 day of May, 20 12

Eileen Berg  
(Clerk/Notary Public)

Jonathan Sosnowski  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

\_\_\_\_\_  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 2-29-13

\_\_\_\_\_  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

NO. 4  
PO-405

8c. Duma LLC dba Ivory Room Piano Bar  
and  
King Arthur LLC dba Capital Tap Haus

9. Alcohol beverages are to be sold in bar area from behind bar and in dining room from servers, as well as sidewalk cafe. Alcohol beverages are to be stored behind bar in cabinets and on shelving, also in walk-in cooler located behind kitchen and in basement on shelves.

## City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <u>CERT</u> <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" 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
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1. Name of Applicant/Partner/Corporation/LLC Moose and Mouse
2. Address of Licensed Premise 115 State St.
3. Telephone Number: N/A 608-698-5481 4. Anticipated opening date: 8/15/12
5. Mailing address if not opening immediately 107 State St. Madison, WI 53703
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?  Yes  No
7. Are there any special conditions desired by the neighborhood?  Yes  No  
 Explain. \_\_\_\_\_
8. Business Description, including hours of operation: Included on sheet in back
9. Do you plan to have live entertainment?  No  Yes—What kind? \_\_\_\_\_
10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**  
Included on separate sheet in back
11. Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No  
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.
12. Describe existing parking and how parking lot is to be monitored. parking ramps - outside center ramp and MATC parking ramp, as well as street parking off of State Street.
13. Describe your management experience, staffing levels, duties and employee training.  
Both partners have extensive management experience with Ivory Room piano bar and Capital Tap Haus. We have endured strict employee training with <sup>employee</sup> manuals and hands on training.
14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.  
Jonathan Sarnowski 45 Burroughs Dr. Fitchburg, WI 53713  
Name Address

15. Utilizing your market research, who would you project your target market to be?

Families visiting the downtown area, Overture Center guests, business workers in the downtown area, as well as college students - probably more so grad students being off campus.

16. What age range would you hope to attract to your establishment? ~~18-25~~ 0-99!

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

Advertise with local papers such as Isthmus, GMCVB and BID offers many advertising opportunities as well such as visitors map & guide to downtown. Will be advertising the restaurant with the food and that we are family friendly with kids menu.

18. Are you operating under a lease or franchise agreement?  Yes (attach a copy)  No

19. Owner of building where establishment is located: Tom Caputo

Address of Owner: 1831 Capital Ave. Madison, WI Phone Number 608-238-2838

20. 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?  Yes  No

N/A

21. List the Directors of your Corporation/LLC

Jonathan Sarnowski 45 Burroughs Dr. Fitchburg, WI 53713

Name Stoleson Address 45 Burroughs Dr. Fitchburg, WI 53713

Name Address

22. List the Stockholders of your Corporation/LLC

Name	Address	% of Ownership

23. What type of establishment are you? (Check all that apply)  Tavern  Nightclub  Restaurant

Other Please Explain. Mainly a restaurant, but will have a full service bar as well.

24. What type of food will you be serving, if any? Casual food, mid price range.

Breakfast  Lunch  Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  Pizza  Full Dinners

26. During what hours of your operation do you plan to serve food? Full Menu: Thursday 1 AM Monday thru Friday 11 AM - 10 PM Friday 11 AM - Midnight Saturday 9 AM - 10 PM Sunday - 9 AM - 10 PM limited bar menu hours until close, so food will always be available.

27. What hours, if any, will food service not be available? NONE, we plan to always have  
Some food available, even if limited menu late night hours.
28. Indicate any other product/service offered. We will have a retail section selling T-shirts,  
Stuffed animals, hats, etc.
29. Will your establishment have a kitchen manager?  Yes  No
30. Will you have a kitchen support staff?  Yes  No
31. How many wait staff do you anticipate will be employed at your establishment? 15-20  
 During what hours do you anticipate they will be on duty? 8:30AM - 2:00AM
32. Do you plan to have hosts or hostesses seating customers?  Yes  No
33. Do your plans call for a full-service bar?  Yes  No  
 If yes, how many bar stools do you anticipate having at your bar? 15-20  
 How many bartenders do you anticipate you would have working at one time on a busy night? 2
34. Will there be a kitchen facility separate from the bar?  Yes  No
35. Will there be a separate and specific area for eating only?  Yes  No  
 If yes, what will be the seating capacity for that area? 55-60 pp
36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill  Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes  No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
75%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you  
 anticipate will be related to food? ~~100%~~ 95%  
 What percentage of your advertising budget do you anticipate will be drink related? 5%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or  
 the Tavern League of Wisconsin?  Yes  No Currently member with  
Capital Tap Haus and Ivory Room.
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the  
 National Restaurant Association?  Yes  No Currently member with  
Capital Tap Haus and Ivory Room.

42. What is your estimated capacity? 120

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	35 %
Gross Receipts from Food and Non-Alcoholic Beverages	60 %
Gross Receipts from Other (Retail: T-Shirts, Stuffed Animals, etc.)	5 %
<b>Total Gross Receipts</b>	<b>100%</b>

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

**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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise 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 25 day of May, 2012

Elmer Bey  
(Clerk/Notary Public)

[Signature]  
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 2-24-13

8. The Buck and Badger Northwoods Lodge will be a family restaurant serving lunch and dinner, as well as breakfast on weekends. The restaurant will be one of a kind with a log cabin interior design. Food served will be casual fare, focusing on cabin comfort. Making you feel as if you are on vacation up north, right here in Madison. We will have an extensive kids menu as well, making it very family friendly. Hours of operation:

Monday through Thursday 11am - 1:30AM

Friday - 11am - 2:00AM

Saturday - 9am - 2:00AM

Sunday - 9am - midnight

The restaurant includes a sidewalk cafe - number of tables, chairs yet to be determined by Warren Haveren.

10. Attached is the floor plan, showing layout. The dining area is 1132 square feet, allowing approximately 12-14 tables, for 55-60 people. These tables will be surrounding a large stone fireplace, located in the center of the room. The bar area is 1080 square feet, including behind bar space. This will seat 15-20 bar stools around the bar and up front in window overlooking State Street. The bathrooms will be located in back of dining room, taking 220 square feet allowing for handicap accessibility. The full capacity is estimated at 120. A sidewalk cafe will increase this once determined on size we are allowed. Alcohol beverages are to be sold at bar, and tables in dining area by servers. Also in sidewalk cafe by servers. Alcohol beverages will be stored behind bar in cabinets and on shelving, in walk-in cooler located behind kitchen and in basement.



WISCONSIN DEPARTMENT OF REVENUE  
 PO BOX 8902  
 MADISON, WI 53708-8902

**State of Wisconsin • DEPARTMENT OF REVENUE**

REGISTRATION UNIT  
 2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902  
 PHONE: 608-266-2776 FAX: 608-261-6248  
 EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

MOOSE AND MOUSE LLC  
 45 BURROUGHS DR  
 FITCHBURG WI 53713

Letter ID: L1359371296  
 Batch Index: 1390932480-68

Wisconsin Department of Revenue

Seller's Permit

LEGAL/REAL NAME: MOOSE AND MOUSE LLC  
 BUSINESS NAME: BUCK AND BADGER  
 115 STATE STREET  
 MADISON WI 53703

The seller whose name appears above is authorized to engage in the business of selling tangible personal property and taxable services at the location shown. This permit is not transferable and is not valid at any other location. This permit must be conspicuously displayed at the place of business for which issued. Return this permit to the Department if you discontinue sales of taxable property and services at this location.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., this permit should be displayed or carried with you to the various events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1027862524-02



# This document is not yet filed.

Sec. 183.0202  
Wis. Stats.



State of Wisconsin  
Department of Financial Institutions

## ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1.        **Name of the limited liability company:**  
Moose and Mouse LLC
- Article 2.        **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3.        **Name of the initial registered agent:**  
Jonathan Sosnowski
- Article 4.        **Street address of the initial registered office:**  
45 Burroughs Dr.  
Fitchburg, WI53713  
United States of America
- Article 5.        **Management of the limited liability company shall be vested in:**  
A member or members
- Article 6.        **Name and complete address of each organizer:**  
Jonathan Sosnowski  
45 Burroughs Dr.  
Fitchburg, WI53713  
United States of America  
  
Julie Stoleson  
45 Burroughs Dr.  
Fitchburg, WI53713  
United States of America

## Soup

### French Onion

Sautéed onions in a rich beef broth topped with a sourdough crouton and Wisconsin white cheddar cheese. 4.95

Soup of the Day (Please Inquire) Cup 2.95 Bowl 4.95

## Starters

### Potato Pancake 5.25

Crisp potato pancake, served w/ homemade applesauce, sour cream, butter and Wisconsin maple syrup.

### French Fried Cheese 5.95

Wisconsin sharp cheddar, breaded and fried golden brown, served w/ house-made marinara sauce.

### Norwegian Meatballs 6.75

Pork and beef mixture seasoned, and rolled into balls then baked in a homemade mushroom soup, and served over fresh baked biscuits.

### Baked Cheese 6.50

Great Lakes provolone, baked with fresh herbs till golden brown, and served with a crust of bread for dipping.

## Salads

### Wedge Salad

Crisp Iceberg wedge topped with thousand island dressing and shattered crostini, and dusted with crumbled Wisconsin Moody Blue. 8.50

### Baby Spinach Salad 8.95

Baby spinach, tossed in a warm applewood bacon vinaigrette with candied nuts, maple glazed onions and hard boiled eggs, and topped w/ crumbled feta cheese.

### Caesar Salad 9.95

Romaine hearts bathed in anchovy vinaigrette w/ house-made croutons and topped with anchovy filet and shaved Wisconsin sharp cheddar.

## Sandwich

### Bratwurst Sandwich 8.50

Grilled Bratwurst, topped with caramelized peppers and onions and topped with melted Swiss cheese, served on house-made pan bread.

### Walleye Hogle 8.95

Crispy walleye filet on a sour roll, drizzled with roasted red pepper aioli, and served on a hogle roll

### Norwegian Meatball Sandwich 8.25

Juicy meatballs, halved and smothered with marinara, and melted Great Lakes provolone. Served on house-made pan bread.

## Entrée

### Pan Seared Duck Breast 15.95

Pan seared Maple Farms duck breast, served over sweet potato Gratin and vegetable, with a duck jus.

### Wisconsin Blue Cheese Crusted Flat Iron 14.95

Flat iron steak grilled and topped with rosemary blue cheese bread crumbs, served over garlic smashed potatoes.

### Smoked Pork Loin 13.95

Center cut pork loin, smoked, then grilled in medallions served over potato au gratin w/ an orange demi sauce.

### Lamb Chops 16.95

Tender Lamb chops grilled and served over garlic smashed potatoes and vegetable with a minted lamb jus.

### Fish Boil 12.95

Classic door county fish boil brought indoors. Whitefish, potatoes and onions, boiled together and served with melted butter and accompaniments.

### Booyah 13.95

Thick chicken and beef stew in the Northern Wisconsin tradition, served with house bread.

## Dessert

### Maple Baked Apples 6.95

Wisconsin apples baked with walnuts and cinnamon, then topped with maple syrup, and vanilla ice cream.

### Baked Lemon Pudding 5.95

Tangy sweet lemon cake, dusted with powdered sugar.

### Vienna Torte 6.95

Succulent rich chocolate cake topped with whipped cream.

## Kids Menu

### Mac Cheese 6.00

Every kids favorite. Homemade macaroni and cheese.

### Fish Sticks 6.00

Buttermilk breaded cod, served with French fries.

### Chicken Tenders 6.00

Strips of chicken, breaded and fried and served with French fries.

### Cheeseburger 6.00

Ground beef patty grilled and served on a soft bun with fries. 6.00

### Spaghetti with Marinara

Spaghetti with marinara sauce topped with parmesan cheese. 6.00

