

Application Date: 12-20-2006

Proof of WI Seller's Permit No. _____

Name of Corporation, Limited Liability Company, Individual Owner, Private Club or Partner(s) <i>CHOW FAMILY HOLDINGS, INC</i>		Liquor/Beer Agent <i>SU-HUA KUO</i>	
Mailing Address <i>736 N. MIDVALE BLVD</i>		Liquor/Beer Agent Address <i>5022 Sandhill Dr.</i>	
City/State/Zip Code <i>MADISON, WI 53705</i>		Liquor/Beer City/State/Zip Code <i>Middleton WI 53502</i>	
Name of Registered Agent or General Partner		Local Contact Person Phone Number <i>SU-HUA KUO 232-1688</i>	
Trade Name <i>CHEERS INTERNATIONAL GRILL</i> <i>PACHUCO'S BAR & GRILL</i>		Estimated Opening Date <i>3-1-2007</i>	
Business Address <i>6722 ODAM ROAD</i> <i>MADISON, WI 53719</i>		Signature of Owner/Operator	
Type of Business <input type="checkbox"/> Restaurant <input type="checkbox"/> Tavern <input type="checkbox"/> Grocery Store <input type="checkbox"/> Caterer <input type="checkbox"/> Cafeteria <input type="checkbox"/> Other _____			
Food and Drink License? Needed for:			
Private Club? <input type="checkbox"/> Yes <input type="checkbox"/> No			
License Description	Type	Fee	Number
<i>Transfer of location</i>	<i>108</i>	<i>\$30-</i>	<i>76526</i>
Pre-Inspection & License Fees Non-Refundable	TOTAL	\$	

IT IS MANDATORY THAT ALL APPLICABLE INFORMATION BE COMPLETED. INACCURATE INFORMATION MAY RESULT IN SUSPENSION OR REVOCATION OF LICENSE.

76526

APPLICATION FOR TRANSFER OF LICENSES FOR SALE OF FERMENTED MALT BEVERAGES
AND/OR INTOXICATING LIQUOR FROM ONE PREMISES TO ANOTHER

Dane County, Wisconsin
December 26, 20 06

To the governing body of the (City) (~~Village~~) (~~Town~~) of Madison
County of Dane Wisconsin.

The undersigned hereby applies for a transfer of Class B liquor/beer license from 736 N. Midvale Blvd., Madison, WI 53705 to 6722 Odana Road, Madison, WI 53719
(present location) (proposed location)
on or about March 1, 2007
(date)

1. APPLICANT: (print name and address plainly)

- (a) Full name of applicant Chou Family Holdings, Inc.
- (b) Address 736 N. Midvale Blvd., Madison, WI 53705

2. LOCATION AND DESCRIPTION OF PREMISES TO WHICH APPLICATION FOR TRANSFER IS MADE:
Describe building or buildings where alcohol beverages are to be sold, served and stored.

- (a) Street number 6722 Odana Road 53719
- (b) Trade name of establishment Cheers International Grill and Pachuco's Bar and Lounge
- (c) Physical description of building, buildings and/or land area comprising licensed premises.
See Addendum A
- (d) Legal description (omit if street address is given above.) N/A
- (e) Is any other business conducted on same premises? Yes No If so, what?

- (f) Was this location licensed for beer or liquor during the past year? Yes No
- (g) Give name and address of previous licensee. Tres Amigos, Inc., 6722 Odana Road, Madison, WI 53719

- (h) Will the previous licensee surrender its license? Yes No Unknown at this time, but Applicant is in the process of obtaining this information from Tres Amigos, Inc.

Registrar # 05313

Ald. 19 (Radomski)

Sector 113

ALL APPLICANTS FOR TRANSFER OF CLASS B LICENSES MUST ANSWER THE FOLLOWING:

3. If granted, state any interest, directly or indirectly, that any brewer, bottler, wholesaler, manufacturer, or rectifier will hold in the premises for which you are applying

None

4. If you do not own the fixtures, state the manner, terms and conditions under which said fixtures are held

N/A

Wen Bin Kuo
(Signature)

State of Wisconsin }
County of } ss.

(I) ~~We~~, Wen-Bin Kuo and _____
being first duly sworn on oath says that (he/she is) ~~(they are)~~ the person(s) above named and that the answers to the questions in each instance are complete and true.

Wen Bin Kuo

Subscribed and sworn to before me this

26th day of December, 2006

[Signature]

Notary Public, Dane County, Wis.

My Commission Expires is permanent

CLASS OF BUSINESS

Name

Original Location

Ward

Proposed Location

Ward

License No.

Treasurer's Receipt No.

Filed

Submitted to Council or Board

Approved Date

Denied Date

ADDENDUM A

APPLICATION FOR TRANSFER OF LICENSES FOR SALE OF FERMENTED MALT BEVERAGES AND/OR INTOXICATION LIQUOR FROM ONE PREMISES TO ANOTHER

Paragraph 2(c) - Physical description of building, buildings and/or land area comprising licensed premises:

The licensed premises will be in a single-story building. The only businesses in the single-story building will be the licensed premises and a computer store owned and operated by an unrelated third party. The licensed premises and the computer store will have different street addresses. The licensed premises occupies more than two-thirds of the building space. See Exhibit A to the attached draft Lease for a rough illustration of the licensed premises (referred to as "Restaurant (Demised Premises)").

**City of Madison
Liquor and/or Beer Original Supplemental Form**

Office Use Only

- | | |
|--|---|
| <input type="checkbox"/> Seller's Permit Number | <input checked="" type="checkbox"/> Lease |
| <input type="checkbox"/> Federal Employer Identification Number | <input type="checkbox"/> Notarized Transfer of Ownership Letter |
| <input type="checkbox"/> Notarized Original Application Form (AT-106) | <input type="checkbox"/> *Schedule of Appointment of Agent (AT-104) |
| <input type="checkbox"/> Notarized Supplemental Form | <input type="checkbox"/> *Notarized Agent Appointment/Acceptance Form |
| <input type="checkbox"/> Description of Licensed Premise | <input type="checkbox"/> *Articles of Incorporation/ Organization |
| <input type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103) | <input type="checkbox"/> Sample Menu, if possible |
| <input type="checkbox"/> Background Investigation Form(s) | <input type="checkbox"/> Business Plan, if one exists |
| <input type="checkbox"/> Floor Plans | * Forms required of Corporation/LLC only |

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

- Alderperson Joel Radomski can be reached at 236-0892 at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com
- The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm
- Police Department District Captain Blaine Davenport can be reached at 288-6152
- Alcohol Policy Coordinator Joel Plant can be reached at 264-9295

1. 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
2. Are there any special conditions desired by the neighborhood? Yes No
Explain. Applicant is unaware of any at this time, but intends to contact the neighborhood association and Alderperson to determine if there are any.
3. Name of Applicant/Partner/Corporation/LLC Chou Family Holdings, Inc., currently d/b/a Peking Palace, but intending to d/b/a Cheers International Grill and Pachuco's Bar and Lounge starting March 1, 2007.
4. Telephone Number: (608) 232-1688
5. Address of Licensed Premise 6722 Odana Road, Madison, WI 53719
6. Anticipated opening date: March 1, 2007
7. Mailing address if not opening immediately 736 N. Midvale Blvd., Madison, WI 53705

8. What type of establishment is contemplated? Tavern Nightclub Restaurant
 Liquor Store Grocery Store Convenience Store – Gas Pumps Yes No
 Other Please explain _____

9. Business Description including hours of operation and if entertainment is part of your venue, what type:
See Addendum A

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.**

See Addendum A

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 See Addendum A

13. Describe your management experience, staffing levels, duties and employee training.

See Addendum A

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. Su-Hua Kuo

Name

<u>736 N. Midvale Blvd.</u>	<u>Madison</u>	<u>WI</u>	<u>53705</u>
Address	City	State	Zip

The above address will be changed to the licensed premises after March 1, 2007.

15. Excluding pre-packaged snacks, how late will food be served? 12:00 a.m.

16. What type of food will you be serving, if any? See Addendum A

17. Indicate any other product/service offered: No

18. Describe your target market See Addendum A

19. What is your estimated capacity? 289

20. Are you operating under a lease or franchise agreement? Yes No (If yes, attach a copy)

21. Owner of building where establishment is located: Odana Properties, LLC
Address of Owner: 5783 Schumann Dr., Madison, WI 53711 Phone Number 608-829-2007

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course? Yes No If Yes, indicate names: Su-Hua Kuo

License cannot be issued until proof of Beverage Server Training completion is shown.

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting? Yes No

24. Corporation/LLC: Agent must disclose interest held in business: 0 % Husband owns 100%

25. Corporation/LLC: Has agent completed the Beverage Server Training Course? Yes No

License cannot be issued until proof of Beverage Server Training completion is shown.

26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
Wen-Bin Kuo	5622 Sandhill Drive Middleton, WI 53562
Szu-Ping Chou	1077 Gammon Lane, Unit A Madison, WI 53719

Stockholder's Name	Address	Extent of Ownership%
Wen-Bin Kuo	5622 Sandhill Drive Middleton, WI 53562	100%

Manager's Name	Address	Business Phone	Home Phone
Wen-Bin Kuo	5622 Sandhill Dr. Middleton, WI 53562	608-232-1688	608-824-8727
Su-Hua Kuo	5622 Sandhill Dr. Middleton, WI 53562	608-232-1688	608-824-8727

27. 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
28. 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.**

Calendar/fiscal year: January 1 – December 31 July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	40 %
Percent Gross Receipts from Food	60 %
Percent Gross Receipts from Other	%
Total Gross Receipts	100 %

Do you have written records to document the percentages shown? Yes No New establishment - the above is an estimate
You may be required to submit documentation verifying the percentages you've indicated.

29. What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub
 Other Please explain: _____

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

31. Will your establishment be a member of the Wisconsin Restaurant Association? Yes No

32. How many wait staff will be employed at the establishment? 5-6

33. What hours, if any, will food service not be available? 12:00 a.m. - 2:00 a.m.

34. Describe how you plan to advertise/promote your business. What products will you be advertising?
See Addendum A

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 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 must sign; corporate officer(s), members/managers of Limited Liability Companies must sign) 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 20th day of December, 2000

[Signature]
 (Clerk/Notary Public)

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

 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

My commission expires is permanent

 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

If you have any questions, please contact the City Clerk's Office at (608) 266-4601.

ADDENDUM A

LIQUOR AND/OR BEER ORIGINAL SUPPLEMENTAL FORM

Paragraph 9 - Business Description including hours of operation and if entertainment is part of your venue, what type:

The business will be a restaurant with a bar area. The restaurant will serve a selection of ethnic and American food. Food will be served in the restaurant and bar area from 11:30 a.m. to 9:00 p.m. Monday-Thursday and Sunday, and 11:30 a.m. to 10:00 p.m. Friday and Saturday. Food will also be served in the bar area from 9:00 p.m. to 12:00 a.m. Monday-Thursday and Sunday, and 10:00 p.m. to 12:00 a.m. Friday and Saturday. Only a limited selection of appetizers and snacks will be served in the bar area.

Disc jockeys will provide Latin music entertainment in the bar area from 9:00 p.m. to 2:00 a.m. on Friday and Saturday nights, and occasionally on Thursday nights.

Paragraph 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 landlord of 6722 Odana Road did not have a floor plan available for the premises. A copy of the floor plan has been requested from the Building Inspection Unit and will be provided as soon as possible, along with a written response to this question. This response cannot be completed prior to obtaining the floor plan.

Paragraph 12 - Describe existing parking and how parking lot is to be monitored.

There will be approximately 80 parking spaces dedicated to the licensed premises and the computer store that is in the same building as the licensed premises. Patrons of the licensed premises can also use the parking spaces behind the shopping center immediately east of the licensed premises.

With regard to how the parking lot will be monitored, when disc jockey entertainment is being provided, security staff will regularly patrol the immediate exterior of the building. When disc jockey entertainment is not being provided, management and staff will periodically inspect the parking lot for litter and other issues.

Paragraph 13 - Describe your management experience, staffing levels, duties and employee training:

Su-Hua Kuo and Wen-Bin Kuo have been working in the restaurant business since 1992 and have been involved in providing disc jockey entertainment since 2000.

The following is an estimate of the staffing levels:

1. 5-6 wait staff;
2. 6 kitchen staff (cooks, dishwashers);
3. 8 bartenders; and
4. 5 persons to provide security and check identification cards (3 of which will be provided by a security company).

Employee training consists of on-site training by management and a written employee manual. The bartenders that are hired have a bartender's license and most have already completed the beverage server training course. Management will familiarize the bartenders with the laws relating to service of alcohol and unruly patrons, if they are not already familiar with them.

Paragraph 16 - What type of food will you be serving, if any?

The restaurant will serve a selection of ethnic and American food. The full restaurant menu will be available from 11:30 a.m. to 9:00 p.m. Monday-Thursday and Sunday, and 11:30 a.m. to 10:00 p.m. Friday and Saturday. After 9:00 p.m. on Monday-Thursday and Sunday, and after 10:00 p.m. on Friday and Saturday, only a limited menu consisting of appetizers and snacks will be available.

Paragraph 18 - Describe your target market.

The target market for the restaurant are individuals and families from the Madison area. The target market for the disc jockey entertainment are Latino individuals 30-50 years of age.

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

The business will be advertised in the telephone book, local newspapers and local magazines. Also, advertisements will be made on the radio. The business will advertise food, alcohol and disc jockey entertainment.