

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)	57112
(Legistar file number)	
(License number)	LCU13-2019-00722
(Alder District #)	17
(Police Sector)	631
Office Use Only	

Section A – Applicant

1. 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.

BRINKER RESTAURANT CORPORATION

2. Trade Name (doing business as) CHILI'S GRILL & BAR

3. Address to be licensed 4344 E. TOWNE BLVD., MADISON, WI 53704

4. Mailing address 3000 OLYMPUS BLVD., ATTN: LEGAL DEPT., DALLAS, TX 75019

5. Anticipated opening date 08/08/2019 (*Tentative Change of Ownership Date)

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?

No Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B—Premises

8. 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.

ALCOHOL BEVERAGES WILL BE SOLD IN BAR AND DINING AREAS.

ALCOHOL BEVERAGES WILL BE STORED IN LOCKED STORAGE OFF OF THE KITCHEN.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
Indoor: 225 SEATS; 50 EMPLOYEES Outdoor: N/A

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

11. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to ERJ DINING III, LLC (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 TERENCE MILLER

13. City, state in which agent resides FITCHBURG, WI

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

15. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed 4/26/2018

16. State and date of registration of corporation, nonprofit organization, or LLC.
VIRGINIA, 06/28/2019

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
PRESIDENT	CHRISTOPHER L. GREEN	CARROLLTON, TX
V.P., AS & T	DANIEL S. FULLER	COPPELL, TX

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.
CORPORATION SERVICE COMPANY, 8040 EXCELSIOR DR, STE. 400, MADISON, WI 53717

19. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) 100% OWNED BY BRINKER INTERNATIONAL, INC. (NYSE: EAT)

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) APPLICATIONS SIMULTANEOUSLY BEING FILED FOR THE ATTACHED LOCATIONS.

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
11 am - 10 pm	11 am - 10 pm	11 am - 10 pm	11 am - 10 pm	11 am - 10 pm	11 am - 11 pm	11 am - 11 pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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. FOOD / FULL-SERVICE RESTAURANT
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:
9.24 % Alcohol 90.76 % 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 - 1 0 2 7 0 0 3 3 9 0 - 0 4
- 39. Federal Employer Identification Number 75-2340559
- 40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person MICHELE BIBB, SR. LICENSING MANAGER
 Business phone 972-770-9033 Business e-mail address michele.bibb@brinker.com
 Preferred language ENGLISH
 If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: N/A)
 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 GRACE YANG, ESQ.
 Phone 813-273-5000 E-mail grace.yang@gray-robinson.com

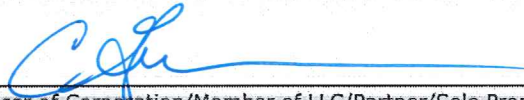
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- 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.



 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
 CHRISTOPHER L. GREEN

7-14-19

 (Date)

Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Background investigation form(s)	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> FEIN	<input checked="" type="checkbox"/> Form for surrender of previous license	<input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Business Plan
	<input checked="" type="checkbox"/> *Appointment of Agent	<input checked="" type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card		
<input type="checkbox"/> "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 _____

CHILI'S MENU

Find everything from our Texas-Size Baby Back Ribs, our ½ lb. Big Mouth Burgers® and our always sizzling, Full-on Fajitas.



Appetizers



Big Mouth Burgers®



Ribs & Steaks



Fajitas





Meal for 2



3 for \$10



Salads, Soups & Chili



Sandwiches



Chicken Crispers®



Guiltless Grill

FEEDBACK





Tacos & Quesadillas



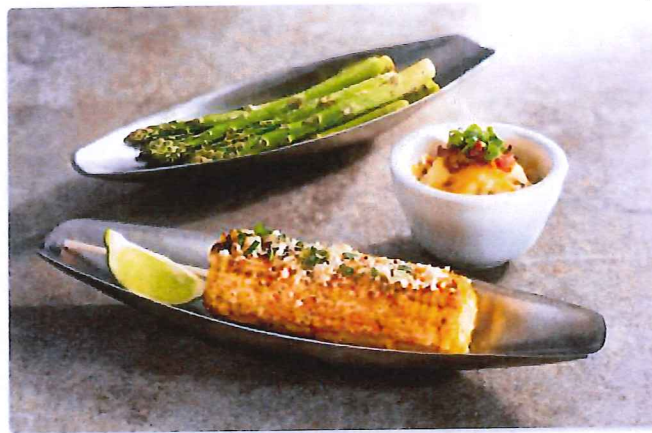
Smokehouse Combos



Chicken & Seafood



Lunch Specials



Sides



Desserts



FEEDBACK



Beverages



Kids Menu



Party Platters



Party Platter Add Ons

DOWNLOAD FACT SHEETS

**Allergen/Vegetarian, Nutrition,
Gluten-Friendly Menu**

*Notice: Approximate pre-cooked weights, actual weight may vary. May be cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

FEEDBACK

BACK TO TOP ▲

APPETIZERS

MENU ▾

Menu > Appetizers

All our appetizers are made to order and deliver big flavor that's simply too good not to share.



Triple Dipper™

Why choose one when you can choose three? Select three appetizers and enjoy! Served with dipping sauces.

ORDER



Southwestern Eggrolls

These aren't your ordinary eggrolls. Crispy flour tortillas, chicken, black beans, corn, jalapeño Jack cheese, red peppers, spinach. Served with avocado-ranch.

ORDER

FEEDBACK



Skillet Queso



White Spinach Queso

With pico, guacamole, cilantro. Served with chips & salsa.

BIG MOUTH BURGERS®

MENU ▾

Menu > Big Mouth Burgers®

Hand-crafted fresh to order. Smashed to lock in flavor on a toasted brioche bun. Served with garlic dill pickles & fries.



The Boss Burger*

The burger all other burgers report to. Smoked brisket, tender rib meat, jalapeno-cheddar smoked sausage, bacon & cheddar with lettuce, tomato, House BBQ & house-made ranch. We. Dare. You.

ORDER



Mushroom Swiss Burger*

There's so mush-room in our hearts for this one. Topped with sauteed onions, mushrooms, Swiss, lettuce, tomato & garlic aioli.

ORDER

FEEDBACK



RIBS & STEAKS

MENU ▾

Menu > Ribs & Steaks

Our Texas-Size Baby Back Ribs are smoked in-house over pecan wood and slow-cooked. Our steaks are hand-trimmed, 100% USDA ribeye & choice sirloin. All grain-fed & optimally aged.



Original Full Order Ribs

ORDER



Original Half Order Ribs

ORDER

FEEDBACK



Mix & Match Ribs

ORDER



House BBQ Full Order Ribs

ORDER

FAJITAS

MENU ▾

Menu > Fajitas

With chipotle butter, cilantro, bell peppers, onions. Served with Mexican rice, black beans & flour tortillas. Substitute flour with all-natural corn tortillas (minus 140 cal). Guacamole, sour cream, pico, salsa & shredded cheese included on the side (add 330 cal).



Mix & Match Fajitas

ORDER



Mix & Match Fajita Trio

ORDER

FEEDBACK



Chicken Fajitas

ORDER



Steak Fajitas

ORDER

SALADS, SOUPS & CHILI

MENU ▾

Menu > Salads, Soups & Chili

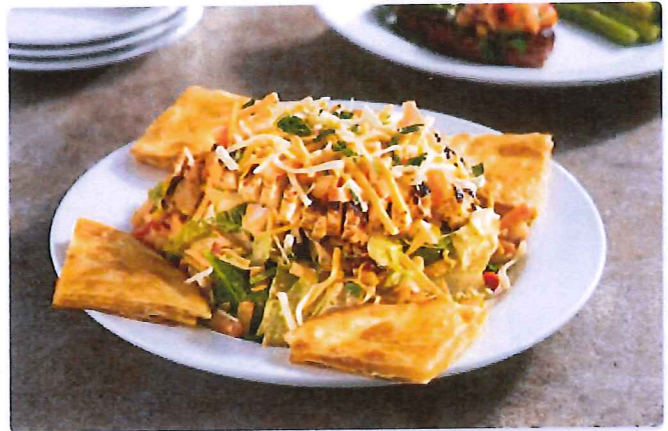
Hot, savory soups, world famous chili and flavorful salads with fresh ingredients.



Boneless Buffalo Chicken Salad

Crispy chicken tossed in spicy Buffalo sauce, bacon, bleu cheese crumbles, pico, tortilla strips with house-made ranch.

ORDER



Quesadilla Explosion Salad

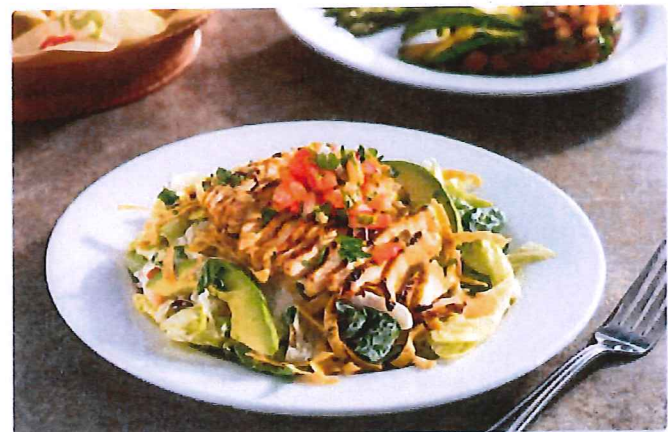
Grilled chicken, cheese, tomatoes, corn & black bean salsa, tortilla strips with citrus-balsamic. Served with cheese quesadillas.

ORDER

FEEDBACK



Santa Fe Crispers® Salad



Santa Fe Chicken Salad

SANDWICHES

Menu > Sandwiches

MENU ▾

Hand-crafted sandwiches served with fries.



Bacon Avocado Grilled Chicken Sandwich

You definitely won't be hungry later. Grilled chicken, bacon, swiss, avocado, sauteed onions, lettuce, tomato, cilantro-pesto mayo on a toasted buttery roll.

ORDER



Buffalo Chicken Ranch Sandwich

Crispy chicken with spicy Buffalo sauce, tomato, lettuce, house-made ranch on a brioche bun.

ORDER

FEEDBACK



California Turkey Club

CHICKEN & SEAFOOD

MENU ▾

Menu > Chicken & Seafood

Prepared fresh and always delicious!



Cajun Chicken Pasta

Grilled chicken, penne in Alfredo sauce, topped with chile spices, Parmesan, tomatoes, green onions. Served with garlic toast.

ORDER

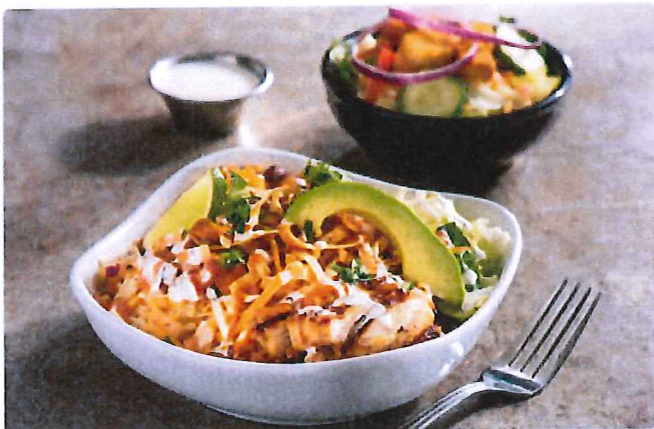


Cajun Shrimp Pasta

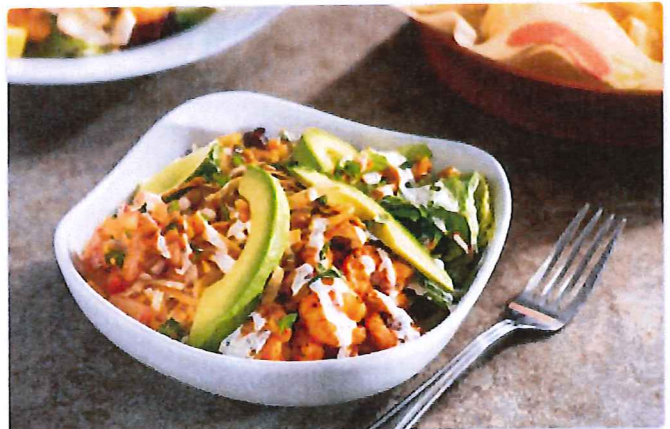
Shrimp, penne in Alfredo sauce, topped with chile spices, Parmesan, tomatoes, green onions. Served with garlic toast.

ORDER

FEEDBACK



Chipotle Chicken Fresh Mex Bowl



Chipotle Shrimp Fresh Mex Bowl

LUNCH SPECIALS

MENU ▾

Menu > Lunch Specials

8 Lunches for just \$8! Start off fresh with a salad (70-340 cal) or soup (240-790 cal) and then pick your favorite entree. Available Monday-Friday 11am-4pm. All lunch portions. No substitutions. \$8 offer does not include Lunch Chicken Fajitas.



Lunch Combo - Double Burger

Two grilled patties, American cheese, lettuce, tomato & mustard. Served with fries.

ORDER



Lunch Combo - Chili's 1975 Soft Tacos

Two Original Chili tacos in flour tortillas with cheese, lettuce tomatoes. Served with sour cream and chips & salsa.

ORDER

FEEDBACK



DESSERTS

MENU ▾

Menu > Desserts

Classic desserts big enough to share, but too good to actually do it.



Molten Chocolate Cake

Chocolate cake with a molten chocolate center, topped with vanilla ice cream in a chocolate shell. Big enough to share, too good to actually do it.

ORDER



Paradise Pie†

Chocolate chip, walnut and coconut layered bar. Topped with vanilla ice cream, walnuts & drizzled with hot fudge & caramel. 50¢ of every Paradise Pie purchased will go back to St. Jude Children's Research Hospital®. † THIS ITEM CONTAINS NUTS.

ORDER

FEEDBACK



KIDS MENU

MENU ▾

Menu > Kids Menu

Each Pepper Pal meal comes with your choice of entree, side item (40-240 cal) & drink (0-310 cal).



Pepper Pals® Cheese Burger Bites

Cheeseburger bites made with all-natural beef and served with choice of side and a drink.

ORDER



Pepper Pals® Burger Bites

Burger bites made with all-natural beef and served with choice of side and a drink.

ORDER

FEEDBACK



Pepper Pals® Grilled Chicken Bites



Pepper Pals® Cheese Quesadilla

Cheese Quesadilla served with choice of side and a drink.

BEVERAGES

Menu > Beverages

MENU ▾

Enjoy our house-made lemonades, teas & soft drinks.



FEEDBACK

ORDER AT YOUR CHILI'S



- Or -

USE MY CURRENT LOCATION 