

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 Village of City of MADISON

County of DANE Aldermanic Dist. No. _____ (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): LOB, LLC

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.

President/Member OW NEK / JONATHAN ENRIQUEZ Title OW NEK Name JONATHAN ENRIQUEZ Home Address 630 N. MAIN ST Post Office & Zip Code 53527
 Vice President/Member _____
 Secretary/Member _____
 Treasurer/Member _____
 Agent JONATHAN ENRIQUEZ
 Directors/Managers _____

3. Trade Name LOB Business Phone Number _____

4. Address of Premises 212 STATE STREET 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 _____ 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.)

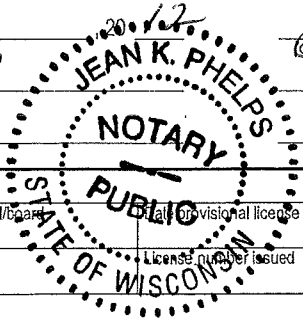
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 1ST FLOOR RESTAURANT / BASEMENT STORAGE & WALK IN COOLERS

- 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? PAULS LWS
- 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 27th day of November
Jean K Phelps
(Clerk/Notary Public)



[Signature]
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
[Signature]
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
 (Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

My commission expires 6/22/14.

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>11-27-12</u>	Date reported to council/clerk _____	Date provisional license issued _____	Signature of Clerk / Deputy Clerk _____
Date license granted _____	Date license issued _____	License number issued _____	

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation)	<input type="checkbox"/> Written Description of Premise	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> Federal Employer Identification #	<input type="checkbox"/> Background Investigation Form(s)	<input type="checkbox"/> Lease
<input type="checkbox"/> Notarized Original Application Form	<input type="checkbox"/> Notarized Transfer of Ownership	<input type="checkbox"/> Sample Menu
<input type="checkbox"/> Notarized Supplemental Form	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
<input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> *Notarized Appointment of Agent	
	* Corporation/LLC only	

1. Name of Applicant/Partner/Corporation/LLC WOB, INC LLC

2. Address of Licensed Premise 212 STATE ST, MADISON, WI 53703

3. Telephone Number: _____ 4. Anticipated opening date: FEB. 1, 2012

5. Mailing address if not opening immediately 419 CANTWELL CT 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: RESTAURANT MON. - FRIDAYS 11:00AM - 2:00AM / SAT. - SUN - 8:00AM - 2:00AM

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.**

1ST FLOOR RESTAURANT 1750 sq ft, BASEMENT STORAGE 1700 sq ft, WALK-IN, OFFICE, WILL HAVE TABLES & BOOTH ON FIRST FLOOR, POST STAND TO GET PEOPLE AT FRONT OF RESTAURANT. BAR & MENU WILL BE SOLD BEHIND BAR ALSO

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. NO BUSINESS PARKING

13. Describe your management experience, staffing levels, duties and employee training.
2 FULL TIME MANAGERS - GM HAS 10+ YEARS OF FID & BAR EXPERIENCE. CO-OWNER MANAGER HAS 8+ YEARS IN THE RESTAURANT BUSINESS

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.
JASON SANCHEZ 419 CANTWELL CT MADISON WI 53703
Name Address

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

ROAD SHOWS, STATE ST. TOURISTS, FAMILYS GOING TO OVERNIGHT SHOWS

16. What age range would you hope to attract to your establishment? 25+

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

WORD OF MOUTH, SOCIAL MEDIA, LOCAL ADVERTISING

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

19. Owner of building where establishment is located: ELLEN DESPINS

Address of Owner: _____ Phone Number 606-469-5558

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

21. List the Directors of your Corporation/LLC

JASON ENRIQUEZ 419 CANTON CT MANSFIELD
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

JASON ENRIQUEZ 419 CANTON CT MANSFIELD WE 03703 33.33%
Name Address % of Ownership

JONATHAN ENRIQUEZ 630 N. MAIN ST LITTLE ROCK WE 72701 33.33%
Name Address % of Ownership

BRIAN BOLDEN 1560 WILD IRIS ST SUN PARK, WE 72750 33.33%
Name Address % of Ownership

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

Other Please Explain. _____

24. What type of food will you be serving, if any? _____

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? 8AM - 2AM SAT, SUN

11AM - 2AM MON, FRIDAYS

27. What hours, if any, will food service not be available? NONE
28. Indicate any other product/service offered. NONE
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? 10+
During what hours do you anticipate they will be on duty? OPEN - CLOSED
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
How many bartenders do you anticipate you would have working at one time on a busy night? 3
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? 30
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?
100%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%
What percentage of your advertising budget do you anticipate will be drink related? 0
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
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

42. What is your estimated capacity? 100

43. Pursuant to Chapter 38.02 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.

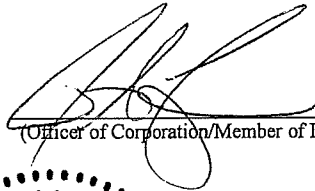
Gross Receipts from Alcoholic Beverages	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	70 %
Gross Receipts from Other	0%
Total Gross Receipts	100%

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:

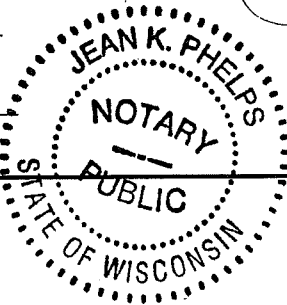
this 27th day of November, 20 12



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

Jean K. Phelps
(Clerk/Notary Public)

My commission expires 6/22/14





WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8949
MADISON, WI 53708-8949

Contact Information:

2135 RIMROCK RD PO BOX 8949
MADISON, WI 53708-8949
ph: 608-267-3780 fax: 808-267-1030
email: DeAnna.Sellers@revenue.wi.gov
website: revenue.wi.gov

Letter ID L0459341344

JASON A. ENRIQUEZ
608 LLC OWNED BY JASON ENRIQUEZ
212 STATE ST
MADISON WI 53703-2215

Wisconsin Department of Revenue Seller's Permit

Legal/real name: 608 LLC OWNED BY JASON ENRIQUEZ
Business name: 608 LLC
212 STATE ST
MADISON WI 53703-2215

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1027902221-02

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:**
608, LLC

Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**

Article 3. **Name of the initial registered agent:**
Jason Enriquez

Article 4. **Street address of the initial registered office:**
419 Cantwell Ct.
Madison, WI 53703
United States of America

Article 5. **Management of the limited liability company shall be vested in:**
A manager or managers

Article 6. **Name and complete address of each organizer:**
Melissa M. Turczyn, ESQ
Michael Best & Friedrich LLP
1 S. Pinckney St., Ste. 700
Madison, WI 53703
United States of America

Other Information. **This document was drafted by:**
Melissa M. Turczyn, ESQ

Organizer Signature:
Melissa M. Turczyn, ESQ

Date & Time of Receipt:
5/24/2012 5:00:11 PM

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

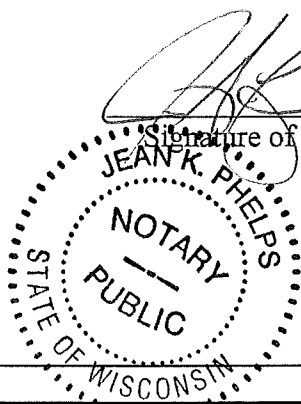
I, JONATHAN ENRIQUETA, officer/member for LOB LLC
(Corporation/LLC), doing business as LOB, authorize and appoint
JONATHAN ENRIQUETA (Name) as the liquor/beer agent for the premise
located at 212 STATE ST. MADISON WI 53703

Subscribed and sworn to before me this

27th Day of November, 20 12

Jean K. Phelps
Notary Public, Dane County, Wisconsin

My Commission Expires 6/22/14



Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

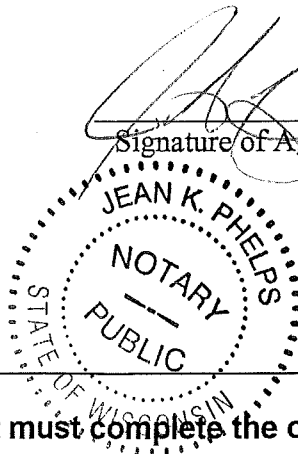
I, JONATHAN ENRIQUETA, appointed liquor/beer agent for
LOB, LLC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 32.3%.

Subscribed and sworn to before me this

27th Day of November, 20 12

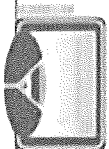
Jean K. Phelps
Notary Public, Dane County, Wisconsin

My Commission Expires 6/22/14



Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.



VALIDATE ONLINE AT SERVINGALCOHOL.COM

CODE: 15ASUJ29CW

ONLINE TRAINING

SERVING ALCOHOL INC
UNITED STATES OF AMERICA
team@servingalcohol.com



Jonathan Enriquez

has completed the Serving Alcohol Inc. approved course

Wisconsin Alcohol Seller-Server

November 26, 2012

APPROVED BY THE STATE OF WISCONSIN SS-125.04

PROVIDER TRAINING IN COMPLIANCE WITH SS-134.66

STUDENT ACKNOWLEDGED UNDERSTANDING OF SS-134.88:

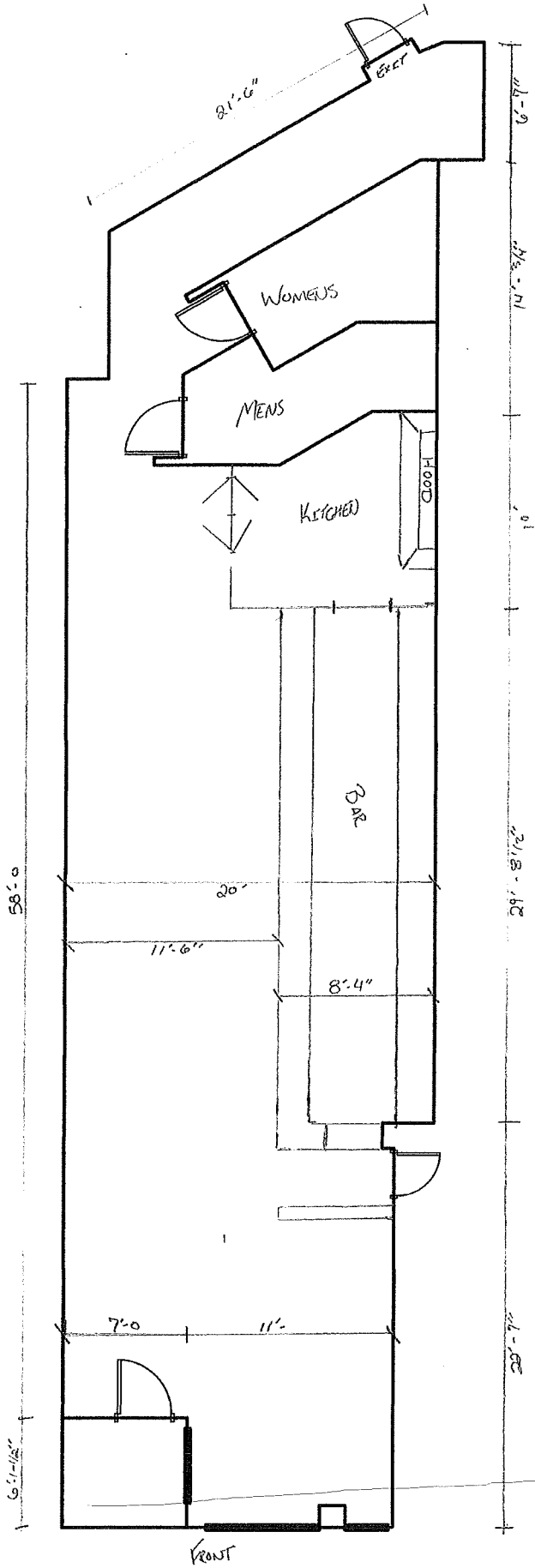
Restrictions on sale or gift of cigarettes or tobacco products; that state law prohibits selling tobacco products to any person under the age of 18; and failure to comply with these restrictions may result in a citation.

PERSONS COMPLETING THIS COURSE HAVE AGREED TO EXECUTE THE FOLLOWING POLICIES TO THE BEST OF THEIR ABILITIES:

- * CARD ANY PERSON 35 YEARS OF AGE OR YOUNGER
- * OBSERVE AND REPORT ANY CUSTOMER SHOWING SIGNS OF POSSIBLE IMPAIRED BEHAVIOR
- * RESPOND IMMEDIATELY TO ANY POSSIBLE PROBLEM SITUATIONS
- * DETERMINE THAT PEOPLE ENTERING THE PREMISES TO CONSUME ALCOHOL ARE OF LEGAL ALCOHOL DRINKING AGE AND RECORD THEM IF THERE IS ANY QUESTION AS TO THEIR AGE
- * ENSURE A PERSON MATCHES THEIR VALID LEGAL IDENTIFICATION

ADVANCED REMODEL & RECONSTRUCTIONS
PLANS FOR 212 STATE ST.

1-1
1'



608 Sample Menu

Appetizers

Chicken Wings

Jalapeño Poppers

Cheese Curds

Mac N' Cheese Bites

Wisconsin Cheese Fries

Chicken and Beef Nachos

Lunch and Dinner Menu

Hamburgers

BLT

Chicken Sandwiches

Grilled Cheese

Brats and Hot Dogs

Chicken Caesar salad

Chopped Salad

Pizzas

Breakfast

French toast

Pancakes

Eggs Benedict

Omlets

Breakfast Plate- eggs, bacon, ham and potatoes

608 Sample Tapas Menu

Cheesecurds

Hamburger Sliders

Pulled Pork Sliders

Brat Sliders

Chicken Quesadillas

LoadedPotato Skins

Steak Kabobs

Chicken Kabobs

608 Restaurant

Executive Summary

608 is a business venture of Madisonians Jason Enriquez, Jonathan Enriquez and Brian Bordan. 608, representing the Madison area code, will heavily rely on local meats and produce in order to create a limited "Farm-to-Fork" menu. The ambiance will appeal to students, faculty, alumni and visitors who are seeking a relaxed and comfortable experience near the University of Wisconsin-Madison campus.

Location

608 will be located at 212 State Street near the University of Wisconsin-Madison campus. " ". Linking the University of Wisconsin to the State Capitol, State Street is downtown Madison's leading area for shopping, dining and entertainment. The amount of foot traffic on State Street is superlative anywhere else in Madison.

Product

608 will feature proficiently prepared, local ingredient driven food including: sandwiches, salads, hamburgers, daily chef specials, and breakfast items. The menu will also feature beer from local breweries, wine and spirits. See enclosed sample menu.

Target Market

608 will appeal to the students, university faculty, returning alumni, and visitors. University of Wisconsin currently enrolls approximately 42,000 students. The University employs approximately 19,000 people. The University of Wisconsin Badgers bring in some 80,000 visitors during the football season alone.

Risk

High quality dining experiences are limited on the 200 block of State Street and 608 will operate in a district best known for national fast food chains. The company will be going against many by establishing itself in an area known for appealing to these chains. With the need for a high quality food experience apparent, the people associated with the University of Wisconsin will support 608.

608 will operate in a high rent district. The initial rent with taxes for the 1700 sq ft of leased space is approximately \$6,000. The high cost of rent means the business will need to make an immediate impact in the marketplace if it is going to succeed.

The business believes it can manage these risks described above. Although the 200-300 block of State Street, is a college oriented area, several sit down restaurants have proven successful. Currently there are no "Local-Food Derived" restaurants on the 200 block.

Because the business is located by the Overture Center for Arts, Comedy Club and Orpheum/ Frank Productions the business will experience high volumes of

customers on all nights of the week. The additional business generated from these establishments will help sustain the business' finances.

Legal

608 functions as a Wisconsin Limited Liability Company (LLC)

Competition

There are currently no "Local-Food Derived" Restaurants on the 200 block of State Street priced affordably. 608 will compete against Fresco and Icon for lunch and dinner business.

Competitive Advantage

608 is the only restaurant on State Street that will honor a "Farm to Fork" initiative with affordable everyday prices.

Thanks to one of the partners skills in remodeling, build-out cost will be kept to bare minimum. The entire interior will be renovated from bathrooms to beer taps.

Last of all, 608 has the advantage of one of the owner's vast restaurant experience and bar experience. His association with surrounding area restaurants and bars will give leverage to word of mouth bringing people through the door.