



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor Class A Cider

Section A – Applicant

1. 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.

2. This application is for the license period ending June 30, 2017.
3. 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.

Star UWM LLC

4. Trade Name (doing business as) 5' Star Barbeque

5. Address to be licensed 605 E. Washington

6. Mailing address 3112 Parmenter St. Middleton, WI 53562

7. Anticipated opening date June 15, 2016

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?

No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?

No Yes (explain) _____

Section B—Premises

10. 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.

inside The restaurant premises only - all
indoor seating 2500 sq Large 2 Dining Room
with Bar BEER in cooler Liquor in Office.
out Door seating 5 tables

A-6
P-4

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity 99 / 350 ✓
13. Describe existing parking and how parking lot is to be monitored.
Landlord is providing 10 parking spaces - parking will be monitored by restaurant manager
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Cliff Fisher (name of licensee)
15. Attach copy of lease.

Section C—Corporate Information

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

16. Name of liquor license agent Vernon Jesse
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 30+ years
19. Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed _____
21. State and date of registration of corporation, nonprofit organization, or LLC.
Oct, 2015

22. 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	Chul Kee Chang	Champaign, IL
Secretary	Sang Y. Chang	Champaign, IL

23. 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.
- _____

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

No Yes (explain) _____

25. 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) Liquor license issued to Fitzgerald's Restaurant
Middleton

Section D—Business Plan

26. What type of establishment is contemplated?

Tavern Nightclub Restaurant Liquor Store Grocery Store

Convenience Store without gas pumps Convenience Store with gas pumps

Other _____

27. Business description Barbeque Menu - will serve lunch and
dinner open 7 days per week / will offer delivery
service and Take-out service

28. Hours of operation 10 AM to 9 PM

29. Describe your management experience Owner of Star Karaoke restaurant
in Savoy, Illinois. Very Successful with 10 employees and
Sales of \$1,000,000. Offer Korean Menu, bar, delivery and Karaoke Rooms

30. List names of managers below, along with city and state of residence.

Dean Carr Middleton, Wisconsin

31. Describe staffing levels and staff duties at the proposed establishment _____

3 cooks + one Cashier / one cook with Barbeque
experience + one live cook

32. Describe your employee training attend Food Handler's class + on the job

training. Our cooks will be experienced

33. Utilizing your market research, describe your target market.

We will service business and government offices during day-time hours; local residents at evening hours

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

We intend to pass flyers in the neighborhoods, advertise on campus food web sites; opening signage at the restaurant

35. Are you operating under a lease or franchise agreement? No Yes

36. 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

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.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? 20 yrs +

39. What type of food will you be serving, if any? _____
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? 10 AM to 9 PM

42. What hours, if any, will food service not be available? Food available all hours opened

43. Indicate any other product/service offered. we have shuffle board and pool table + TVs

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

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? one

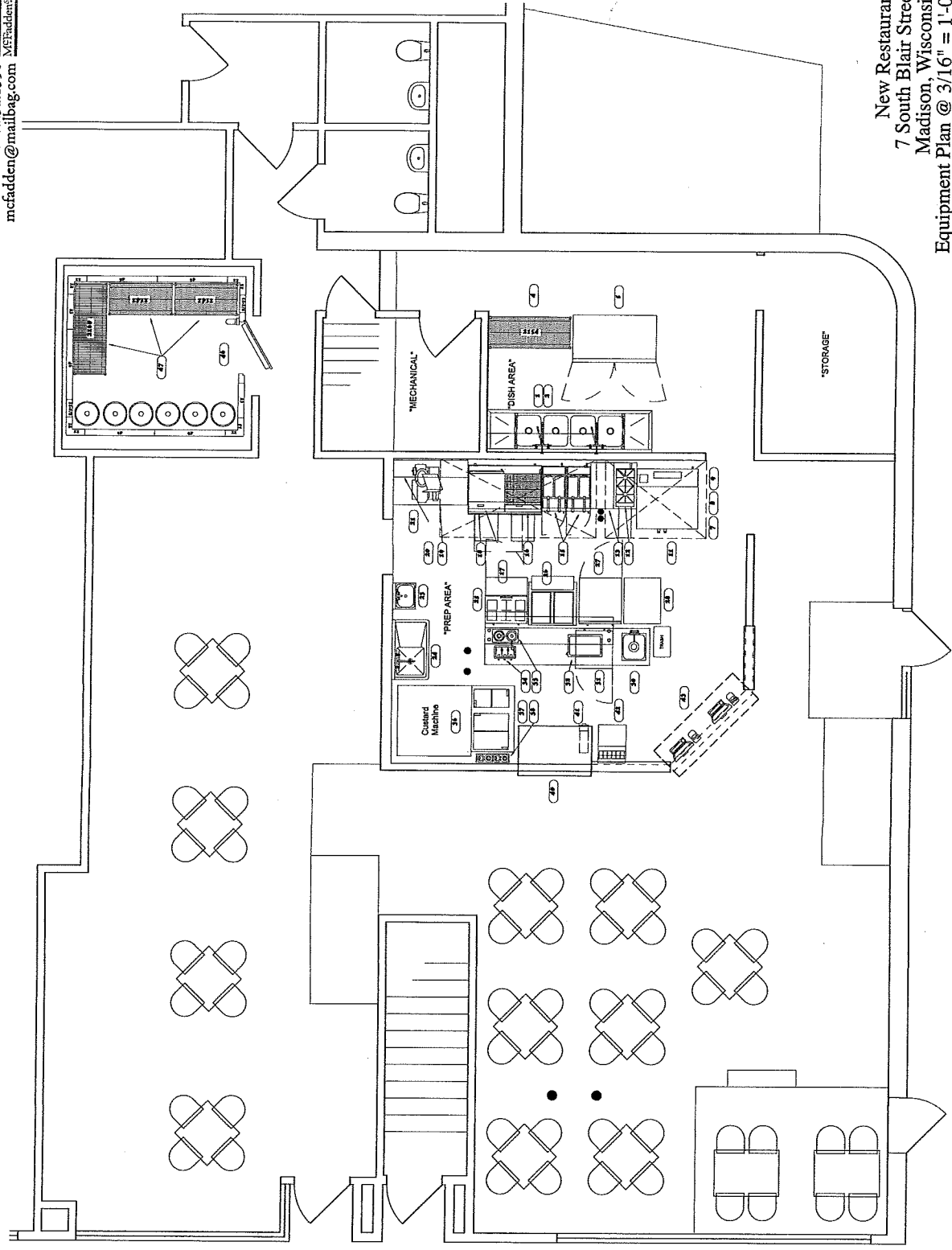
During what hours do you anticipate they will be on duty? Lunch and Dinner

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 40
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 25 %
54. 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? _____
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
10 % Alcohol 90 % Food _____ % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes



ITEM	QTY	EQUIPMENT SCHEDULE
1	1	4 COMPARTMENT SINK
2	1	WALL SHELF
3	-	OPEN
4	LOT	WIRE SHELVING
5	1	FREEZER REACH-IN
6	-	OPEN
7	1	KHAUST HOOD
8	1	FIRE SUPPRESSION SYSTEM
9	1	5/8 WALL COVER
10	-	OPEN
11	1	CONVECTION OVEN
12	1	W/FLAT TOP
13	1	WORK TABLE
14	1	OPEN
15	1	FRYER
16	1	CHARBROILER
17	1	GRIDDLE
18	1	REFRIGERATED EQUIPMENT STAND
19	1	WORK TABLE
20	1	WALL SHELF
21	1	SLICER
22	-	OPEN
23	1	HAND SINK
24	1	4-COMPARTMENT SINK
25	1	SANDWICH/SALAD PREP
26	1	HOT FOOD TABLE
27	1	UNDERCOUNTER FREEZER
28	1	WORK TABLE
29	-	OPEN
30	1	WORKTABLE W/ DOUBLE OVERSHELF
31	1	UNDERCOUNTER REFRIGERATOR
32	1	FOOD WARMER
33	1	HOT FUDGE/CARAMEL WARMER
34	1	TOPPING DISPENSER
35	-	OPEN
36	1	CUSTARD MACHINE (BY OWNER)
37	1	CABINET (BY OWNER)
38	1	CONT. HOLDER
39	-	OPEN
40	1	PICK-UP COUNTER (BY OTHERS)
41	1	PAPER CUP DISPENSER
42	1	SODA & ICE DISPENSER (BY OTHERS)
43	1	ORDER COUNTER (BY OTHERS)
44	-	OPEN
45	-	OPEN
46	1	WALK-IN COOLER
47	1	WALK-IN COOLER SHELVING
48	1	DRAFT BEER SYSTEM
49	-	OPEN
50	-	OPEN
51	1	MIC FROSTER
52	1	DRAINBOARD
53	1	ICE BIN
54	1	4 COMPARTMENT SINK
55	-	OPEN
56	1	ICE BIN
57	1	DRAINBOARD
58	1	RACKBAR
59	1	ICE MAKER
60	1	WATER FILTER
61	1	MELTWORK CABINET