



# 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.

Dublin' Profits LLC

4. Trade Name (doing business as) Wonder Bar
5. Address to be licensed 222 E. Olin Avenue, Madison, WI 53713
6. Mailing address 626 Samuel Dr., Madison, WI 53717
7. Anticipated opening date 2/1/17

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) Jim Delaney is the Liquor/Beer Agent for Delaney's Steakhouse

## 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.

Dining area, bar area, Kitchen, Storage 1<sup>st</sup> floor and basement, entire second floor and outside patio.

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 200

13. Describe existing parking and how parking lot is to be monitored.

Parking is located in front of building on west side and behind building on east side. Lights in lot will illuminate area.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to Trojax LLC (name of licensee)

15.  Attach copy of lease. Not applicable

### 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 James A. Delaney

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 12 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 Current Agent at Delaney's Steakhouse

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin 11/21/16

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
CEO	James Delaney	Madison, WI
President	Stephen J. Bassler Jr.	Madison, WI

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.

Stephen J. Bassler Jr.

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) Jim Delaney is the Liquor/Beer Agent  
For Delaney's Steakhouse

**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 Fine dining, full service, full menu  
restaurant

28. Hours of operation Spring/Summer 4pm - Close Tues-Sat, Fall/Winter  
4pm - Close Mon-Sat

29. Describe your management experience Adult lifetime of ownership  
and management, Currently a Co-owner of Delaney's  
Steakhouse.

30. List names of managers below, along with city and state of residence.  
James A. Delaney Madison, WI  
Stephen J. Bassler Jr. Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment  
1-2 bartenders, 3-10 servers, 1-2 managers,  
1-3 line cooks on shift during business hours

32. Describe your employee training current employees will be charged  
with training new hires as a "follow". Director  
of training will manage ~~processes~~. Curriculum

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

Local workers from area, sports fans,  
commuting travelers/hotel guests

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

Social media, signage, direct mail, email  
Food & beverage

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

### 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? \_\_\_\_\_

occasional live bands / DJ

38. What age range do you hope to attract to your establishment? 40+

39. What type of food will you be serving, if any? steaks, seafood, salads, etc.

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? 5pm - close

42. What hours, if any, will food service not be available? before 4pm

43. Indicate any other product/service offered. \_\_\_\_\_

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? 12

During what hours do you anticipate they will be on duty? all hours of operation

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? 10  
 How many bartenders do you anticipate having work at one time on a busy night? 2
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 \_\_\_\_\_
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? 85%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 85%  
 What percentage of your advertising budget do you anticipate will be drink related? 15%
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:  
20 % Alcohol 80 % 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

# *Enjoy your experience at the Wonder Bar*

## APPETIZERS

### **STUFFED MUSHROOMS**

4 JUMBO CRAB STUFFED MUSHROOMS TOPPED WITH HOUSE-MADE BEARNAISE SAUCE – 18

### **CHILLED PRAWN MARTINI**

FOUR SUCCULENT GULF COAST PRAWNS, HOUSE-MADE COCKTAIL SAUCE – 19

### **GRILLED STEAK PORTABELLA MUSHROOM**

PORTABELLA MUSHROOM FILLED WITH OUR LEGENDARY TENDERLOIN TOPPED WITH OUR HOUSE MADE WHISKEY PEPPERCORN SAUCE FINISHED WITH SWEET POTATO SHOESTRINGS – 21

### **BARBEQUED BACON WRAPPED PRAWNS**

FOUR PRAWNS GRILLED WITH CHEF SHAWN'S BBQ SAUCE AND APPLEWOOD SMOKED BACON – 20

### **OYSTERS ON THE HALF SHELL\***

FRESH OYSTERS WITH HOUSE-MADE COCKTAIL SAUCE – HALF DOZEN – 12

### **OYSTERS ROCKEFELLER**

6 FRESH OYSTERS TRADITIONALLY PREPARED – 15

### **WONDER BAR SIGNATURE LUMP CRAB CAKES**

SERVED WITH HOUSE-MADE RED PEPPER COULIS AND HOUSE-MADE REMOULADE SAUCE – 19

### **SEARED AHI TUNA\***

TOPPED WITH HOUSE-MADE DIJON MUSTARD SAUCE, SERVED RARE WITH GINGER AND WASABI – 18

### **BLACKENED SCALLOPS**

BLACKENED SCALLOPS FINISHED WITH A PARSLEY-PESTO SAUCE AND GARNISHED WITH ENGLISH CUCUMBERS, RADICCHIO, DIKON RADISHES, AND CARROT – 18

### **FILET MIGNON CARPACCIO\***

THINLY SLICED, SEASONED PEPPER RUBBED WITH SHAVED PARMESAN AND E.V.O.O. – 22

## SALADS

### **LOADED WEDGE**

CRISP ICEBERG LETTUCE WITH BACON, TOMATO & FRENCH ROQUEFORT – 6

### **WONDER BAR SIGNATURE BABY SPINACH SALAD**

AUTHENTICALLY SERVED WITH HOUSE-MADE HOT BACON DRESSING – 6

### **MIXED GREEN SALAD**

FEATURING HOUSE-MADE VINEGAR AND OIL DRESSING – 5

### **HOUSE-MADE DRESSING SELECTIONS**

VINEGAR & OIL 1000 ISLAND BLEU CHEESE  
HOT BACON BALSAMIC VINAIGRETTE FRENCH RANCH  
FRENCH ROQUEFORT – Add .75

## SOUP

### **WONDER BAR SIGNATURE CRAB BISQUE**

CHEF SHAWN'S VERSION OF THIS TIMELESS CLASSIC – 9

\*Consuming raw or uncooked meat, poultry, seafood, shellfish, or egg may increase your risk of food borne illness.

We will gladly separate any order for a \$5 plate charge. Corkage Fee - \$10

## STEAKS

DINNER INCLUDES SALAD AND CHOICE OF SIDE

FEATURING THE FINEST QUALITY MIDWESTERN  
RAISED BEEF, AGED TO PERFECTION.

**WONDER BAR SIGNATURE STEAK 14 oz.\***  
PREMIUM FILET OF STRIP LOIN CUT FROM  
THE HEART OF THE NEW YORK SIRLOIN - 37

**BONE-IN KANSAS CITY STRIP 22 oz.\***  
THE STEAK THAT MADE KANSAS CITY  
FAMOUS. A PREMIUM CUT BONE-IN KANSAS  
CITY STRIP - 34

**COWBOY STEAK 23 oz.\***  
CLASSIC BONE-IN RIBEYE, THICK CUT AND  
FULL OF PRIME FLAVOR - 37

**THE CHICAGO CHOP 18 oz.**  
THIS BONE-IN PORK CHOP WILL MELT IN  
YOUR MOUTH. STUFFED WITH AN APPLE  
HERB DRESSING AND TOPPED WITH AN  
APPLE CIDER REDUCTION. SERVED WITH  
MASHED POTATOES AND A VEGETABLE  
SIDE - 24

**SIRLOIN 16 oz.\***  
CHOICE CUT, TOP BUTT SIRLOIN, A FULL  
POUND FROM THE KING'S CHOICE - 27

**FILET MIGNON\***  
LEGENDARY, BARREL CUT, ALWAYS TENDER  
PETITE 6 oz. - 31                      9 oz. - 39

**STEAMED CRAB LEGS & FILET MIGNON\***  
8 oz. OF ALASKAN KING CRAB SPLIT LEGS  
AND A 6 oz. FILET MIGNON - MARKET

**STEAMED LOBSTER & FILET MIGNON\***  
12 oz. COLD WATER LOBSTER TAIL AND A  
6 oz. FILET MIGNON - MARKET

ASK YOUR SERVER ABOUT ADDING SHRIMP,  
SCALLOPS, CRAB LEGS, OR A LOBSTER TAIL  
TO ANY ENTRÉE

### Steak Temperatures

Blue Rare - Seared cold center

Rare - Seared cool center

Medium Rare - Seared warm center

Medium - Seared red hot center

Medium Well - Pink center

Well - Cooked throughout

### STEAK ACCOMPANIMENTS

GORGONZOLA SAUCE - 4      BEARNAISE SAUCE - 4  
HOLLANDAISE SAUCE - 4      WHISKEY PEPPERCORN - 4  
SAUTÉED MUSHROOMS - 3      OSCAR STYLE - 12  
SAUTÉED ONIONS - 3              BLACKENED

### **SIDES** - Featuring Wisconsin Potatoes

WISCONSIN BAKED POTATO - 4  
STEAMED BROCCOLI HOLLANDAISE - 4  
DOUBLE BAKED POTATO - 5  
STEAMED ASPARAGUS HOLLANDAISE - 5  
WONDER BAR SIGNATURE HASHBROWNS - 4  
PENNE PASTA MARINARA - 4  
WISCONSIN MASHED POTATOES - 4  
PENNE PASTA ALFREDO - 4

## SEAFOOD

DINNER INCLUDES SALAD AND CHOICE OF SIDE

### CHILEAN SEA BASS

A FILET OF FRESH CHILEAN SEA BASS,  
SEARED, BRUSHED WITH OUR BANANA  
CURRY GLAZE AND TOPPED WITH SWEET  
POTATO STRINGS - 28

### CHEF SHAWN'S SELECTION OF THE EVENING\*

THE FRESHEST FISH, WITH OUR EXECUTIVE  
CHEF'S UNIQUE TOUCH - MARKET

### PAN FRIED WALLEYE

A WISCONSIN TRADITION WITH A TWIST  
PAN FRIED 12 oz. WALLEYE COATED IN PANKO  
AND ALMOND BREADING FINISHED WITH A  
HOUSE MADE LEMON BEURRE BLANC - 26

### SHRIMP

LARGE PRAWNS, SAUTÉED IN REAL  
WISCONSIN BUTTER SERVED WITH COCKTAIL  
SAUCE - 29

### PAN SEARED SEA SCALLOPS

LIGHTLY BLACKENED AND FINISHED WITH  
A SUBTLE GINGER CREAM SAUCE, SERVED  
OVER PENNE PASTA - 30

### WONDER BAR SIGNATURE

#### KING CRAB LEGS

THE TRADITION RETURNS WITH 1 LB. OF  
STEAMED ALASKAN KING CRAB SPLIT LEGS  
SERVED WITH DRAWN BUTTER - MARKET

#### 12 oz. LOBSTER TAIL

12 oz. COLDWATER LOBSTER TAIL BROILED AND  
SERVED WITH DRAWN BUTTER - MARKET

### ON THE LIGHTER SIDE

SERVED WITH YOUR CHOICE OF SALAD

### HERB ENCRUSTED STUFFED CHICKEN\*

DOUBLE BREAST OF ORGANIC FREE RANGE  
CHICKEN LIGHTLY STUFFED WITH A  
SEASONED BLEND OF THREE CHEESES AND  
SERVED WITH OUR WISCONSIN MASHED  
POTATOES AND A CHOICE OF ASPARAGUS  
OR BROCCOLI HOLLANDAISE STYLE - 23

### PORTABELLA MUSHROOM ENTRÉE

3 PORTABELLA MUSHROOMS MARINATED IN  
A BALSAMIC VINAIGRETTE WITH  
ASPARAGUS, BROCCOLI AND A POTATO  
PANCAKE. FINISHED WITH A WASABI  
GARLIC SAUCE - 20

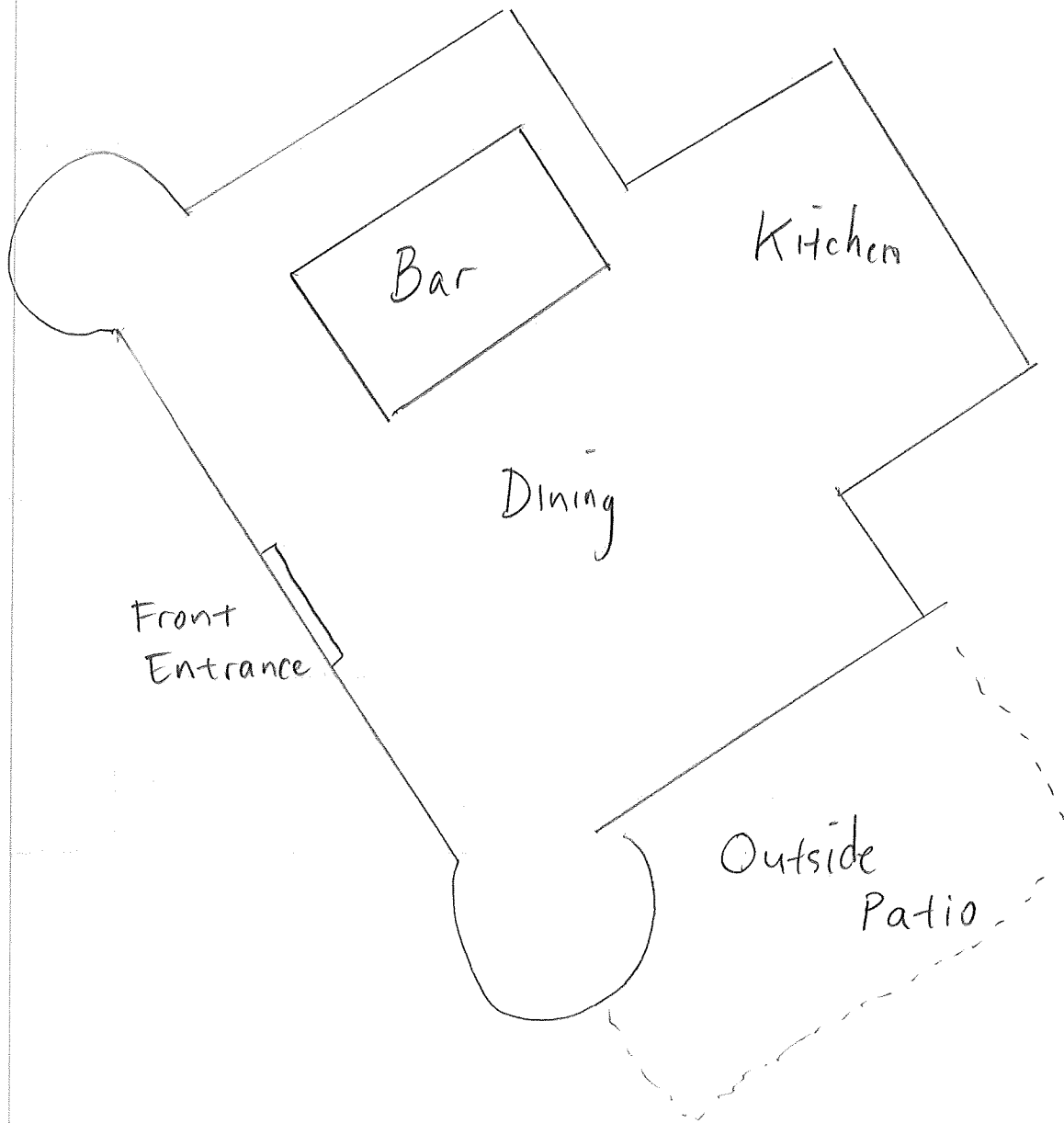
### HOUSE-MADE DESSERTS

OLD FASHIONED CHEESECAKE\* - 8  
DECADENT CHOCOLATE TORTE\* - 8  
CREME BRULEE\* - 8

ACCEPTING RESERVATIONS  
FOR PRIVATE PARTIES,  
BUSINESS OR PLEASURE

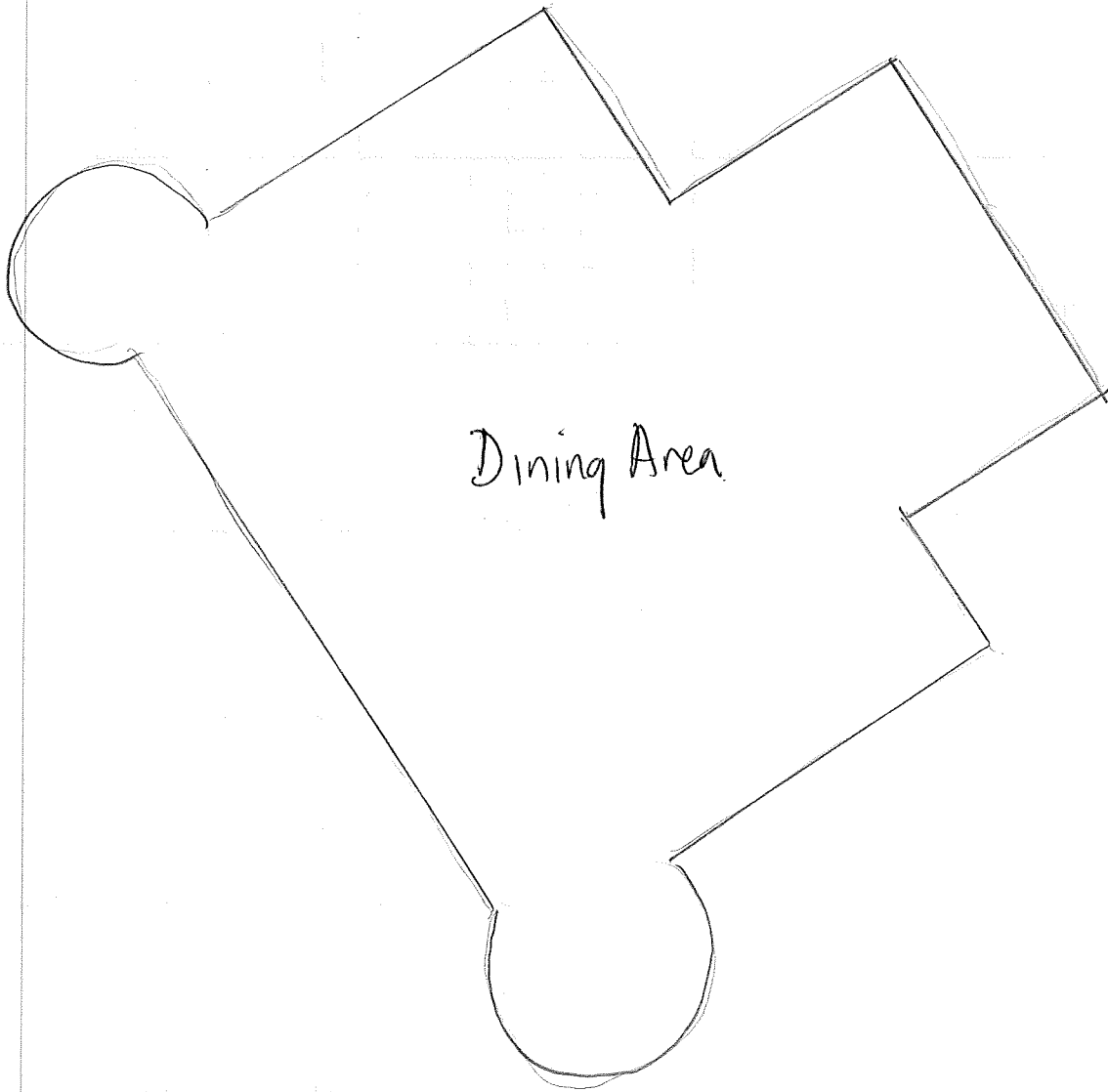
Wonder Bar  
222 E. Olin Avenue

First Floor (Street level)





Wonder Bar  
222 E. Olin Avenue  
Second Floor



Dining Area

Wonder Bar  
222 E. Olin Avenue  
Basement

