

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 20 11 ;
ending 20 12

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

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): AT Bombers MSN, 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 David Marcus Title President/CEO Home Address 9400 N. Lake Drive Post Office & Zip Code WI/Waukegan 53217
Vice President/Member _____
Secretary/Member _____
Treasurer/Member _____
Agent Joseph J. Sorge, Jr
Directors/Managers _____

3. Trade Name AT Bombers Business Phone Number 608-305-4474
4. Address of Premises 201 W. Gorham St. Post Office & Zip Code Madison, WI 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 WI and date 4/20/11 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.)

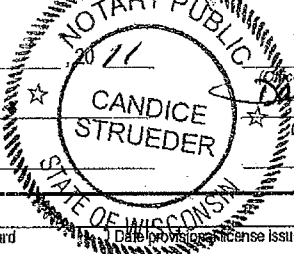
10. Legal description (omit if street address is given above): see above address

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? Crane
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 12 day of May
Candice Strueder (Notary Public)
My commission expires 2/2/2014
David Marcus (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
and Hospitality Democracy 2, LLC (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)



TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date previous license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

LIC1B-2012-00469

Applicant's Wisconsin Seller's Permit Number: <u>Applied For</u>	
Federal Employer Identification Number (FEIN): <u>45-2120033</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <i>na</i> <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent <small>* Corporation/LLC only</small>	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC AT Bombers MSN, LLC
2. Address of Licensed Premise 201 W. Gorham St. Madison, WI 53703
3. Telephone Number: 608.305.4474 4. Anticipated opening date: 08/01/2011
5. Mailing address if not opening immediately 40 Marcus Investments, LLC
~~100 E Wisconsin Ave, Suite 1030 Milwaukee, WI 53202~~
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
** Individuals contacted by Agent, Joseph J. Serge Jr.*
7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: Restaurant
7 Days/Week 11am - 2am (plus, after hours FOOD ONLY!)

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.**

See attached Floor plan and layout design.

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. _____
Street and surface lots - monitored by City of Madison

13. Describe your management experience, staffing levels, duties and employee training. _____
Restaurant company operating four existing liquor licenses in Milwaukee County. Total restaurant company staff is 200 servers to manage training to meet all public standards and requirements.

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.

PSC-Lawyers Incorporating Service Company
 Name 8040 Excelsior Drive Address _____
Suite 400
Madison, WI 53717

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

Families, downtown business professionals, students

16. What age range would you hope to attract to your establishment? all ages welcome

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

Social Media · Dining Experience

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

19. Owner of building where establishment is located: _____

Address of Owner: _____

Phone Number _____

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

David Marcus 9400 N. Lake Dr. Milwaukee, WI 53217

Name

Address

Name

Address

Name

Address

22. List the Stockholders of your Corporation/LLC

Hospitality Democracy 2, LLC 27.4403342 100%

Name

Address

% of Ownership

Name

c/o Marcus Investments, LLC
100 E. Wisconsin Ave Ste 1030
Milwaukee, WI 53202

Address

% of Ownership

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? Burgers / Sandwiches / Sides

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? All

27. What hours, if any, will food service not be available? None
28. Indicate any other product/service offered. Beverage and Retail
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? ~12
During what hours do you anticipate they will be on duty? all
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? ~19
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? All dining space available for bar and restaurant service
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?
50%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 90%
What percentage of your advertising budget do you anticipate will be drink related? 10%
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? Seating ~ 137

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	65 %
Gross Receipts from Other	5 %
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 9th day of May, 2011
Candice Strueder
(Clerk/Notary Public)

My commission expires 2/2/2014

[Signature]
Notary Public
CANDICE STRUEDER
STATE OF WISCONSIN
Notary Public/Member of LLC/Partner/Individual
David Strueder, on behalf of AJ Bombers MSN, LLC
Appt Hospitality, Democracy 2, LLC

Premise: A full service restaurant of approximately 6,000 sqft.

The retail space at the corner of Gorham and Henry is primarily made up of dining space for approximately 110 guests and bar space for approximately 25 guests.

The bar is in an L shape of approximately 17 feet by 15 feet and has behind it 3 coolers and shelf storage for beer, wine, and liquor.

Immediately behind the bar is the kitchen where full service equipment will be used ranging from flat-top griddles and fryers to prep, dish, soda and a walk-in cooler for food products. And behind the kitchen is our dry-storage area.

The remainder of the retail space will be used for restaurant infrastructure (offices), a “to-go” pick-up area, and walk in coolers and freezers for the storage of food and beverage.



EIN Assistant

Your Progress: 1. Identity 2. Authenticate 3. Addresses 4. Details 5. EIN Confirmation

Congratulations! The EIN has been successfully assigned.

EIN Assigned: 45-2120033

Legal Name: AJ BOMBERS MSN LLC

The confirmation letter will be mailed to the applicant. This letter will be the applicant's official IRS notice and will contain important information regarding the EIN. Allow up to 4 weeks for the letter to arrive by mail.

We strongly recommend you print this page for your records.

Click "Continue" to get additional information about using the new EIN.

[Continue >>](#)

Help Topics

- [Can the EIN be used before the confirmation letter is received?](#)

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:**

AJ Bombers MSN, LLC

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

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

CSC-LAWYERS INCORPORATING SERVICE COMPANY

Article 4. **Street address of the initial registered office:**

8040 Excelsior Drive
Suite 400
Madison, WI 53717
United States of America

Article 5. **Management of the limited liability company shall be vested in:**

A member or members

Article 6. **Name and complete address of each organizer:**

Kelley Renzelmann
100 E Wisconsin Avenue
Suite 1030
Milwaukee, WI 53202
United States of America

Other Information. **This document was drafted by:**

Kelley Renzelmann

Organizer Signature:

Kelley Renzelmann

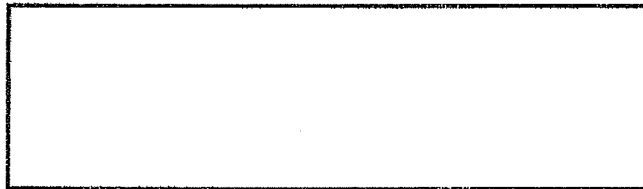
Date & Time of Receipt:

4/20/2011 10:56:38 AM

Credit Card Transaction Number:

201104202582516

**ARTICLES OF ORGANIZATION - Limited Liability Company
(Ch. 183)**



Filing Fee: \$130.00

Total Fee: \$130.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
4/20/2011	

FILED 4/20/2011	Entity ID Number A065259
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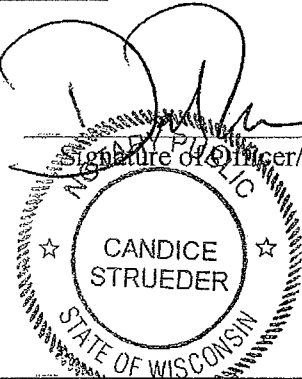
Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, David Marcus, officer/member for AJ Bombers MSN, LLC
(Corporation/LLC), doing business as AJ Bombers, authorize and appoint
Joseph J. Sorge, Jr. (Name) as the liquor/beer agent for the premise
located at 201 W. Gorham St.
Madison, WI. 53703

Subscribed and sworn to before me this
9th Day of May, 20 11
Candice Strueder
Notary Public, Dane County, Wisconsin
My Commission Expires Milwaukee 2/2/2014

[Signature]
Signature of Officer/Member

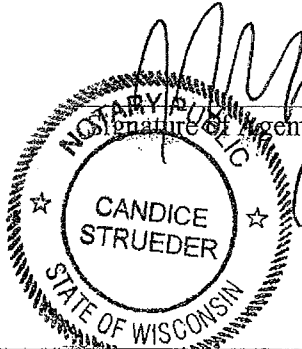


To be completed by appointed Liquor/Beer Agent

I, Joseph J. Sorge, Jr., appointed liquor/beer agent for
AJ Bombers MSN, 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 10 %.

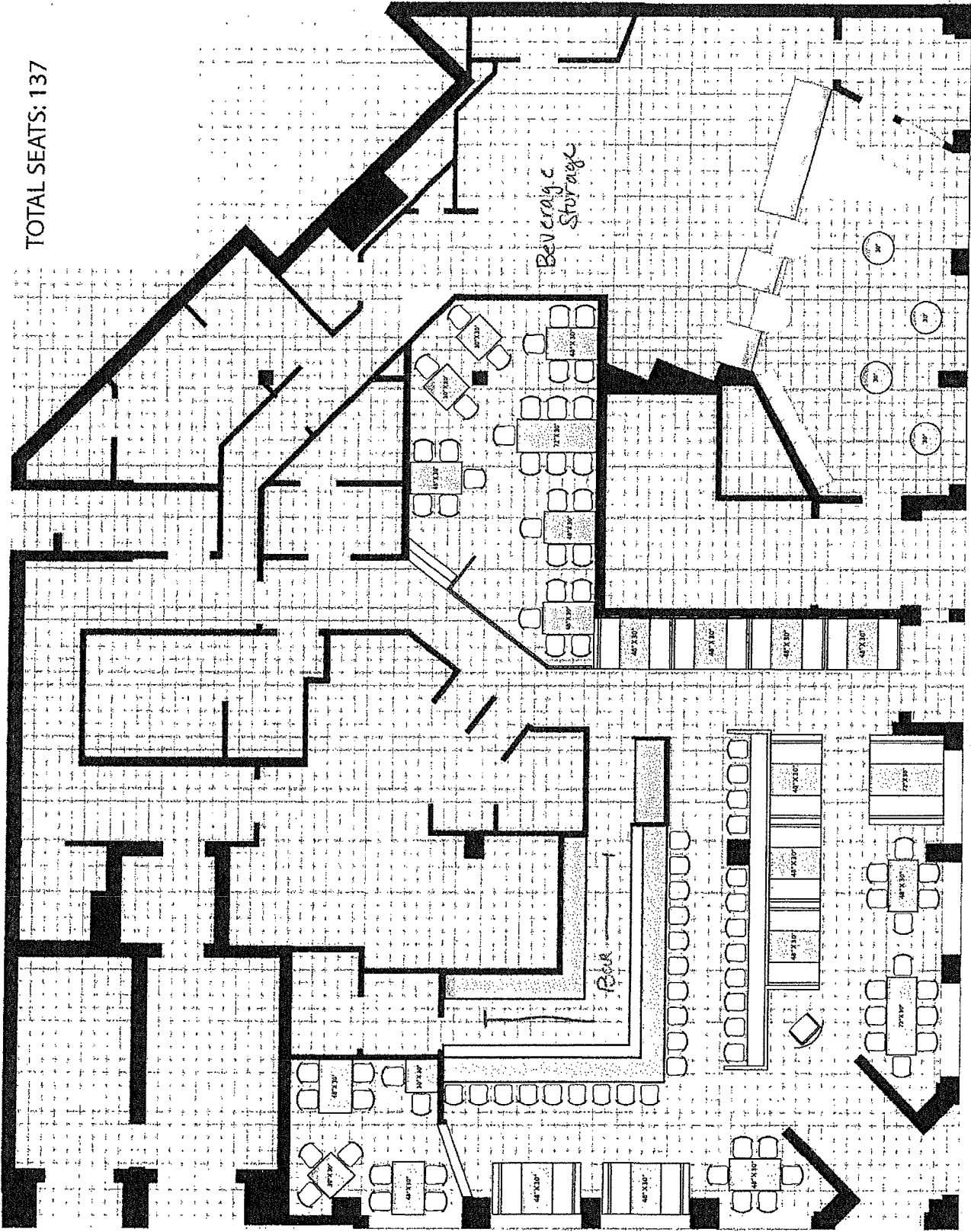
Subscribed and sworn to before me this
9th Day of May, 20 11
Candice Strueder
Notary Public, Dane County, Wisconsin
My Commission Expires Milwaukee 2/2/2014

[Signature]
Signature of Agent



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

TOTAL SEATS: 137



AJ BOMBERS - MADISON

5,200 sq ft total

LAYOUT B



fluxdesign

PLAN

www.thinkflux.com

1 SQ. = 1 SQ. FT.

04.27.11

WEST GORHAM PROPERTY

Part of Lots Two (2) and Three (3), Block Fifty-seven (57), Original Plat of Madison, in the City of Madison, Dane County, Wisconsin, more fully described as follows: Commencing at North corner of said Block 57; thence Southwest (N 44°52'11"E) along Southeast line of W. Gorham Street 96 (96.00) feet; thence Southeast (N 45°07'49" W) at right angles to W. Gorham Street 50 (50.19) feet; thence Northeast parallel with W. Gorham Street 96 feet to Southwest line of N. Henry Street; thence Northwest (S 44°36'10"E) along Southwest line of N. Henry Street 50 feet to point of beginning.



Tax Parcel Number: 251/0709.
Address Per Tax Roll: 201 W. Gorham St.

BOMBERS


Fries * Burgers * Beer


NAME _____ TABLE NO. _____

BURGERS MORE  Bombers proudly serves 1/4 lb. custom blend fresh beef patties cooked medium.

- 100% ORGANIC GRASSFED BEEF** 3.5 / patty
(now available to sub on any sandwich)
- AJ BURGER**
American cheese, lettuce, tomato and Bomber sauce
SINGLE 4.5 DOUBLE 7 TRIPLE 9.5 QUAD 12.0
- STUFFED 'SHROOM (v)** 5.75
choose a crispy fried or baked portabello stuffed with WI cheddar & muenster cheeses with lettuce, tomato and Bomber Sauce
- BOMBER BURGER** 7.5 
AJ Burger and Stuffed 'Shroom stacked together
- TURKEY BURGER** 6
a ground turkey burger with seasoned mayo topped with sweet potato strings, served on a herbed cranberry focaccia
- BLACK BEAN BURGER (v)** 6 
with lettuce, tomato and Bomber Sauce
(NOW can be prepared VEGAN)
- VEGGIE BURGER (v)** 5
a veggie burger patty with lettuce, tomato and Bomber Sauce (Less than 350 calories)

 **THE MILWAUKEE BURGER** 7.5
1/4 lb. burger, dbl WI Colby cheese, dbl Mueske's bacon topped with Schlitz onions






- CHICKEN SANDWICH** 6
choose a crispy fried or griddled juicy chicken breast with lettuce, tomato and Bomber sauce
- BARRIE BURGER** 6.5
1/4 lb. burger with bacon and natural chunky peanut butter (yes, a peanut butter bacon burger)
- GRILLED CHEESE** 4.5
WI cheddar, muenster, bacon, tomato and Bomber sauce on panini bread
- HOT DOG** 4.5 
kosher, all beef jumbo dog with American cheese and grilled onions
(write what you want)
- SPECIALTY**
ask your server about today's special _____

TOP OFF 

(want it? circle it)

☆☆☆☆☆☆

FRIED ONIONS .5	BACON 1.5
MUSHROOMS .5	FRIED EGG 1
JALAPEÑOS .5	PICKLES .5
PNUT BUTTER .5	AVOCADO 1

- GI-NORMOUS FRIES** 2 (SM) 4 (LG) 
fresh, hand-cut seasoned fries
- SWEET POTATO CHIPS** 2 (SM) 4 (LG) 
addictive homemade chips
- ONION STRINGS** 2 (SM) 4 (LG) 
magic seasoning - served with Bomber sauce
- WINGS** 6 choose BUFFALO or BBQ 
a pound of plump juicy wings
- BUFFALO CHICKEN EGGROLLS** 5
chopped buffalo chicken and cheddar cheese with a side of ranch or blue cheese
- PRETZELS** 4.5
three warm salted pretzels served with our WI mustardy cheese sauce (plain cheese sauce also available)
- WISCONSIN CHEDDAR CHEESE CURDS** 4
fried WI cheddar curds served with chipotle ranch
- SPEICHER ROOT BEER FLOAT** 5 
- ICE CREAM COOKIE SANDWICH** 2 (SM) 5 (LG)



COOL TO KNOW: Our BUNS are baked locally at Miller Bakery.

THE BOMBERS

★ ADULT BEVERAGES ★



DOMESTIC BOTTLES

MILLER
Lite, MGD, 64 & High Life
SCHLITZ (TALL BOY)
COORS LIGHT

BUDWEISER
Bud & Light
PBR (16oz. POUNDER)
ROLLING ROCK



PREMIUM BOTTLES

Ask your server about our SEASONAL SELECTIONS



BELLS
Two Hearted Ale & Amber
SPRECHER AMBER
AMSTEL LIGHT
NEWCASTLE
CORONA
Extra & Light
HACKER-PSCHORR WEISSE
STELLA ARTOIS
LEINIE'S RED
BLUE MOON
HORNY GOAT
Exposed & Red Vixen

NEW GLARUS
Spotted Cow & Fat Squirrel
GOOSE ISLAND
Honkers Ale & 312
HEINEKEN
Lager & Light
GUINNESS
NEW BELGIUM
Fat Tire Amber Ale
SIERRA NEVADA PALE ALE
WOODCHUCK CIDER
LAKEFRONT BREWERY
Riverwest Stein, Eastside
Dark & IPA



★★★★★ WINE

ALICE SPRINGS
Cabernet or Chardonnay
BOLLA
Chianti or Pinot Grigio

THE BLOODY BOMBER



BOMBERS SECRET
Bloody Mary garnished with a lemon, lime, olive, pickle and our signature AJ Burger strap with mustard cheese and bacon. Served with your choice of domestic shorty.

DEALS & STEALS

HAPPY HOUR 2-6 pm, M-F
2-1-1 call cocktails & \$2 domestic beers

BRUNCH BURGERS
Freaking Awesome. Ask your server for details.

BURGER OF THE MONTH
This was so popular that it's now called Burger of the Month, I'm sure someone around here knows what it is.

SECRETS ARE GOOD
There is always something secret on the menu, do you know today's secret?

THE INCREDIBLE GULP

4 scoops of vanilla ice cream with Tuaca Italian Liqueur, Jack Daniel's and Sprecher Root Beer in a 32oz. Mug

BOMBERS is PROUD to FEATURE
SAILOR JERRY SPICED RUM



FOLLOW US >>

twitter.com/ajbombers

facebook.com/ajbombers

TAKE OUT HOTLINE 414-221-9999
ajbombers.com

Corner of Knapp & Water Streets Downtown Milwaukee
Bombers has always been a smoke free restaurant & bar.

Consuming raw or undercooked meat, poultry, seafood or shellfish may increase your risk of food-borne illness.