



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

- 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.
- This application is for the license period ending June 30, 2017.
- 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.
JK & JK LLC
- Trade Name (doing business as) LJ's Sports Tavern & Grill
8 NORTH PATERSON
- Address to be licensed ~~858 E. Washington Ave~~, MADISON, WI 53703
- Mailing address 4110 Carberry Street, MADISON, WI 53704
- Anticipated opening date 12/1/16
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- 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.

Approximately 4,226 useable square feet located in the
Galaxie building at 858 East Washington Avenue (corner of East
Washington Ave. and N. Paterson St.), MADISON. Along with an
Outdoor dining area on N. Paterson St. & East Washington Ave.
Liquor will be stored in locked cabinets behind bar and
in secure storage rooms. BARS "L" shaped where drinks will
be served.

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity TBD 140

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

Customers can use floors 2 + 3 of the attached parking structure

along with street parking. Parking garage monitoring is by, and at, Landlord's discretion

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

No Yes, license issued to _____ (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 John P Kavanagh IV

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

18. How long has the agent continuously resided in the State of Wisconsin? 44 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.

WI June 23, 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
Member	John P Kavanagh IV	MADISON, WI
Member	Sarah M Kavanagh	MADISON, WI
Member	James Kinney	MADISON, WI
Member	Patricia Kinney	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.

Sarah M Kavanagh

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) _____

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 Sports tavern-style full service restaurant

and bar. Owner operated with a combined 75+ years
of experience working and managing restaurants & bars.

28. Hours of operation M-F 11am-1:30am, Saturday 9am-2am, Sunday

9am-12am

29. Describe your management experience John (Johnny) has been the

general manager of Kavanaugh's Esquire Club (1025 N. Sherman Ave.
MADISON) for decades. John is experienced in managing all
aspects of a restaurant & bar.

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

John P Kavanaugh IV

MADISON, WI

Patricia Kinney

MADISON, WI

31. Describe staffing levels and staff duties at the proposed establishment. Johnny will function
as the general manager and Patricia will serve as front-of-the-house
manager. In addition to regular waitstaff, bartenders, dishwashers,
etc., a lead bartender and lead kitchen worker will be hired.
All staff will perform customary duties of their positions while
providing excellent customer service in a secure and lawful manner.

32. Describe your employee training We will do new hire training led by

management. In addition, staff will be made aware of employment
and work rules. Staff, when required, will get and maintain
ServSafe certification and Responsible Beverage Service certifications.

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

Daytime corporate lunch; Afternoon happy hour for everyone;
late night Breese Stevens field patrons; Brunch crowd Saturday

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

AND Sunday - Anyone looking to watch sporting events in a
We will rely heavily on social media platforms such as:
Facebook, twitter, Instagram, etc. We will be promoting
food specials and sporting events.

neighborhood style tavern

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

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? 25-80

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? All

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

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? 15-20

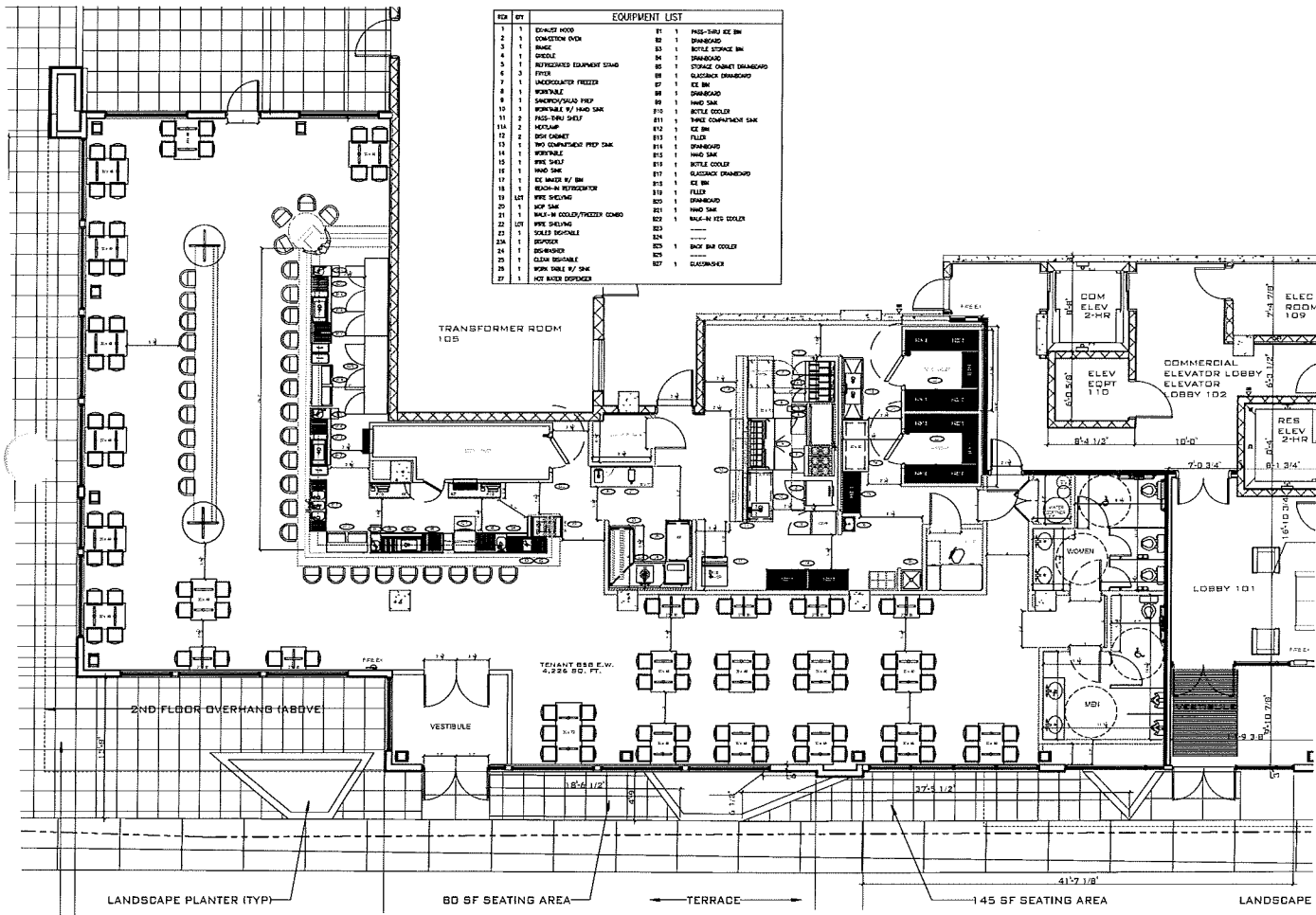
During what hours do you anticipate they will be on duty? All

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

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 30
 How many bartenders do you anticipate having work at one time on a busy night? 4
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? 80%
 What percentage of your advertising budget do you anticipate will be drink related? 20%
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:
40 % Alcohol 60 % 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



REV	BY	EQUIPMENT LIST
1	1	CONVEY HOOD
2	1	COMBUSTION OVEN
3	1	GRIDDLE
4	1	GRIDDLE
5	1	REFRIGERATED EQUIPMENT CABINETS
6	3	FFVS
7	1	UNDOORATED FREEZER
8	1	WORKTABLE
9	1	SINK
10	1	SINK
11	2	PASS-PANTRY SHELF
11A	2	WALLMOUNT
12	2	DISH CABINET
13	1	W/O COMPARTMENT PREP SINK
14	1	WORKTABLE
15	1	W/O SHELF
16	1	W/O SINK
17	1	ICE MAKER W/ BIN
18	1	BROCH-HW REFRIGERATOR
19	1	W/O SHELFING
20	1	MOP SINK
21	1	MULTI-HW COOLING/FREEZER CABINET
22	1	W/O SHELFING
23	1	W/O SHELFING
24	1	DISPOSER
25	1	CLEAN WORKTABLE
26	1	WORK TABLE W/ SINK
27	1	ICE WATER DISPENSER
81	1	PASS-PANTRY ICE BIN
82	1	DISHWASHER
83	1	BOTTLE STORAGE BIN
84	1	DISHWASHER
85	1	STORAGE CABINET DRAMENGRIP
86	1	GLASSWARE DRAMENGRIP
87	1	ICE BIN
88	1	DISHWASHER
89	1	W/O SINK
90	1	BOTTLE COOLER
91	1	W/O COMPARTMENT SINK
92	1	ICE BIN
93	1	FLUID
94	1	DISHWASHER
95	1	W/O SINK
96	1	W/O SHELF
97	1	GLASSWARE DRAMENGRIP
98	1	ICE BIN
99	1	W/O SHELF
100	1	DISHWASHER
101	1	W/O SINK
102	1	MULTI-HW REFRIGERATOR
103	1	W/O SHELFING
104	1	DISPOSER
105	1	ICE WATER DISPENSER
106	1	GLASSWARE

REVISION

Lj's SPORTS TAVERN & GRILL
858 East Washington Avenue
FOODSERVICE EQUIPMENT LAYOUT

C
08-18-16
1/4"=1'-0"

Kavanaugh
BY THE WAY
RESTAURANT SUPPLY

K1



Sample Menu Items

Appetizers

Homemade Chicken
Tenders
Chicken Wings
Shrimp Cocktail
Pork Wings
Homemade Cheese Curds
Quesadilla
Spinach Artichoke Dip

Salads

Chicken Apple Salad
Steak & Bleu Wedge
Chicken Quesadilla
Grilled Chicken Caprese
LJ's Signature

Sides

Onion Rings
Soup
French Fries
Fresh Fruit

Sandwiches

French Dip
Chicken Meatball
Rueben
Deep Fried Cod
Ocean Perch
Steak
Flavor Chicken

Burgers

Patty Melt
Big Jack
Sicilian
Bacon Bleu
Spinach Artichoke
Western

Wraps

Sweet Chili Chicken
Chicken Cordon Bleu
Buffalo
Caribbean Chicken
Mediterranean

Breakfast

Egg Quesadilla
Classic 2 Egg
Omelets
Corned Beef & Hash
French Toast
Eggs Benedict

Specials

Friday Fish Fry
Sunday Chicken
Firehouse Special
Jalapeno Popper Chicken

Soups

French Onion
Clam Chowder
Chicken Tortilla
Spicy Tomato Noodle
Chicken Noodle



Business Plan

Prepared for

Johnson Bank
Key Community Real Estate LLC
Gebhardt Development
Petkovsek & Moran, LLP
Steinhilber Swanson Resop & Sipsma

Information, data and drawings embodied in this business plan are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of JK & JK LLC.

4110 Carberry Street
Madison, Wisconsin 53704

p. 608.469-9801

sarah.kavanaugh01@gmail.com

Table of Contents

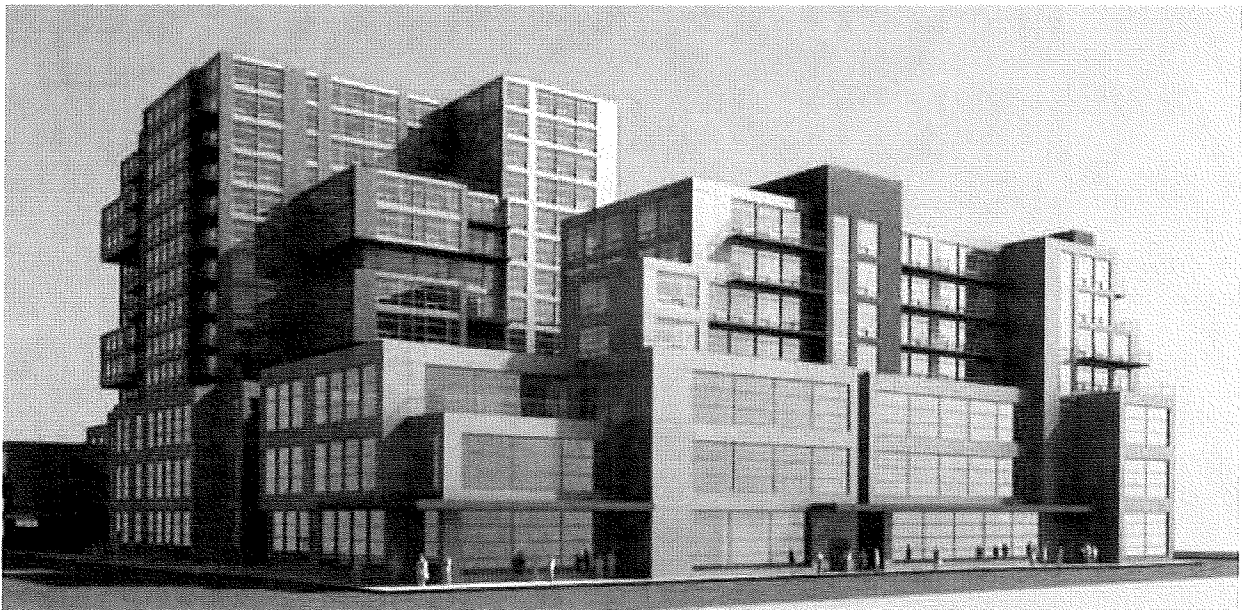
I. Executive Summary	2-3
II. Personal Background Information	3-5
III. Business Concept	6-9
IV. Menu.....	9-11
V. Business Organization	12
VI. Marketing Plan	13-14
VII. The Financial Plan.....	15
VIII. Attachments.....	16

I. EXECUTIVE SUMMARY

Give Us Your Hungry, Your Thirsty, Your Overworked Masses

Welcome to an upscale modern-day “Cheers”. John and Sarah Kavanaugh and James and Patricia Kinney are partnering to open a ~4,300 sq/ft sports tavern and restaurant with full catering operations located in the new Galaxie Building on the corner of East Washington Avenue and Paterson Street in Madison, Wisconsin. “LJ’S – Neighborhood Sports Tavern and Grill” will create an open and welcoming atmosphere where everyone from lawyers to east-side blue collar workers and young and old alike will sit side-by-side enjoying a pint of beer or classic martini. “LJ’S” will blend the best of the east side neighborhood tavern atmosphere with the more refined elements of downtown.

The Galaxie building is the newest project of Gebhardt Development featuring an ultra-modern design anchored by Festival Foods Grocery store with 200 residential units and 660 free covered parking stalls. “LJ’S” will occupy the “L” shaped unit on the corner of East Washington Avenue and Paterson Street with access on both streets. This project is tentatively scheduled for buildout September 1st.



Corner of East Washington Avenue and Paterson Street (proposed site)

Capitalizing on the recent corporate and residential construction boom in and around the East Washington Avenue corridor, “LJ’S – Neighborhood Sports Tavern and Grill” will be open seven days a week. Hours of operation will be Monday – Friday 8:00 a.m. – 2:00 a.m. and Saturday - Sunday 9:00 a.m. to 2:00 a.m.

Full-service catering operations will be offered to businesses in the entire Dane County market with a focused marketing campaign to those located in the downtown area.

John Kavanaugh and Patricia Kinney come into the restaurant and bar business with their eyes wide open. They have a combined 75+ years of experience in all bar, restaurant and catering operations. They understand the time and commitment it takes to operate a profitable hospitality business. The Kavanaugh's and Kinney's enjoy a close friendship that has spanned many decades and generations.

Initial capital and construction costs will be well managed with the conservative projected annual income (see attachments). Johnny and Patty will be owner/operators and thus no additional management salaries are anticipated. In addition, much of the initial start-up equipment will be purchased through Kavanaugh's Restaurant Supply, ensuring the best products and pricing.

The planning and development of this business has been a long time coming. Understanding the many risks associated with opening a new restaurant and bar, the Kavanaugh's and Kinney's have gone to great lengths to explore many options and concepts before settling on "LJ'S". It is with great excitement we present this Business Plan for consideration.

II. PERSONAL BACKGROUND INFORMATION

Great restaurants and bars are made by the people who run them. "LJ'S" is a partnership of two married couples; John and Sarah Kavanaugh and James and Patricia Kinney.

Johnny and Sarah Kavanaugh



Having grown up on the east side of Madison, John (LJ) Kavanaugh, IV grew up in the bar and restaurant business. This venture will bare his nickname "LJ" to honor the tradition and

history his family has in the bar and restaurant business. His grandfather, John (Jack) Kavanaugh opened the still successful, Kavanaugh's Esquire Club located on North Sherman Avenue in Madison in 1947. Johnny is the third generation to manage the family business. Johnny's father, John Kavanaugh, III, is the current owner with Johnny operating as the general manager for all operations including catering. Johnny has managed a large scale catering operation for many years including having satellite deli's located at four Dean Health Centers around Madison. Johnny has worked full-time at the restaurant since the age of 12 except for a period of several years when he lived in San Diego, California. In San Diego, Johnny worked at major hotel brands and eventually managed a local bar in Mission Bay. Johnny's entire professional career of 30+ years is in the hospitality industry. Johnny's passion is connecting his love of people and his love of the hospitality industry. Upon building the facilities for "LJ'S", Johnny will resign from Kavanaugh's Esquire Club to focus solely on this business venture.

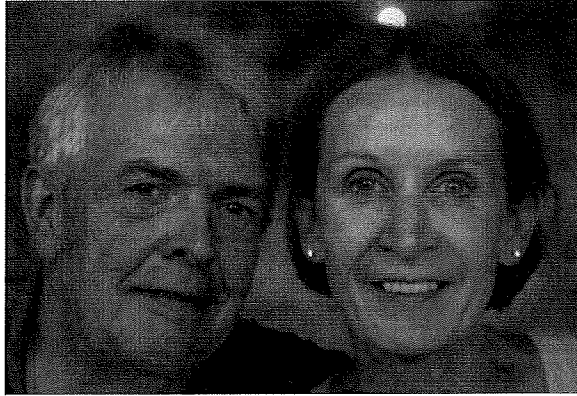
Johnny is an expert in all aspects of running a successful restaurant and bar business including: management, licensure, pricing, menu planning, liquor selection and pricing, local laws and regulations, food handling and safety, equipment maintenance and repair, budgeting, finance, marketing, catering, etc. He holds his ServSafe Food Handler license through the National Restaurant Association and Bartender license through the City of Madison.

Sarah Kavanaugh has a BA from the University of Wisconsin – Madison (political science). Since graduating, she worked for 10 years as a paralegal before accepting a position with the State of Wisconsin. For the last 5+ years Sarah has been employed as an Education Director with the Wisconsin Technical College System Office. Sarah is currently enrolled in a two year leadership training program. Sarah will continue her employment with the State and will have no day-to-day responsibilities for the business. However, she will provide support and help whenever needed.

Johnny and Sarah both volunteer as members of the Madison Area Crime Stoppers. Sarah currently serves as President of the Board of Directors.

Johnny and Sarah have been married for approximately 8.5 years, live on Madison's east side and have no children.

James and Patricia Kinney



Similar to Johnny, Patricia (Patty) Kinney has spent most of her life working at Kavanaugh's Esquire Club. For the past 42 years, Patty has worked in waitressing, catering, front-of-the-house management and as a lead in staff training. Over the decades, she has built up a loyal customer base. With 42 years of front-of-the-house management experience, Patty will lead the front-of-the-house operations at "LJ's". In addition to her restaurant experience, Patty has worked as a talented seamstress for herself as well as many years at Silver Leaf Interiors. Patty is an expert in creating, maintaining and repairing home furnishings such as window dressings, pillows, covered headboards, etc. having recently completed a large project for the Madison Public Library. Patty will bring a wealth of both restaurant and design experience to this business.

James (Jim) Kinney is retired from Oscar Mayer/Kraft Foods. Jim worked at Oscar Mayer/Kraft Foods for 42 years having worked in many positions over his career; 13 years in Quality, 3 years as the loading dock/shipping cooler supervisor, 9 years as a garage supervisor managing 15 Teamster over-the-road drivers, mechanics and outside grounds crew. From 1995-1998, Jim moved into a position in Purchasing. From 1998 until his retirement in 2006, Jim was the Kraft Foods Transportation Manager managing a \$428 million dollar budget. In 2012, Kraft Foods brought Jim back on staff as a consultant managing 74 refrigerated warehouses throughout the Kraft network. Jim brings a wealth of knowledge in budget, purchasing and contract negotiation.

Jim serves as a volunteer on the Board of Directors for Madison Area Crime Stoppers with Johnny and Sarah. Jim served previously as the Board President.

Jim and Patty have been married for 37 years, live on the east side of Madison and have two adult children.

III. BUSINESS CONCEPT

Want to go where everyone knows your name, and they're always glad you came? Welcome to "LJ's – Neighborhood Sports Tavern and Grill"; a modern and upscale "Cheers". "LJ'S" will be a ~4,300 square foot full service neighborhood sports bar and restaurant with catering operations located on the corner of East Washington Avenue and Paterson Street within walking distance to Madison's vibrant downtown. Our goal is to become a trusted and valuable neighborhood establishment serving all of the east side and downtown business clientele and residential customers. In addition to the interior space, "LJ'S" will enjoy substantial outdoor seating area on both East Washington Avenue and Paterson Street.

The Galaxie building is a strong location for "LJ'S" for the following reasons:

1. Anchored by the new Festival Foods Grocery Store
2. 200 residential units in the building; no subsidized housing units. Rents range from \$1135 (efficiency) to \$2,995 (3 bedroom) Madison Property Management / Galaxie
3. Exposure on both East Washington Avenue and Paterson Street
4. Situated directly across Paterson Street from the newly renovated Breese Stevens Field which is scheduled to host over 50 events in the coming year:

BREESE IS BACK

MADISON WISCONSIN

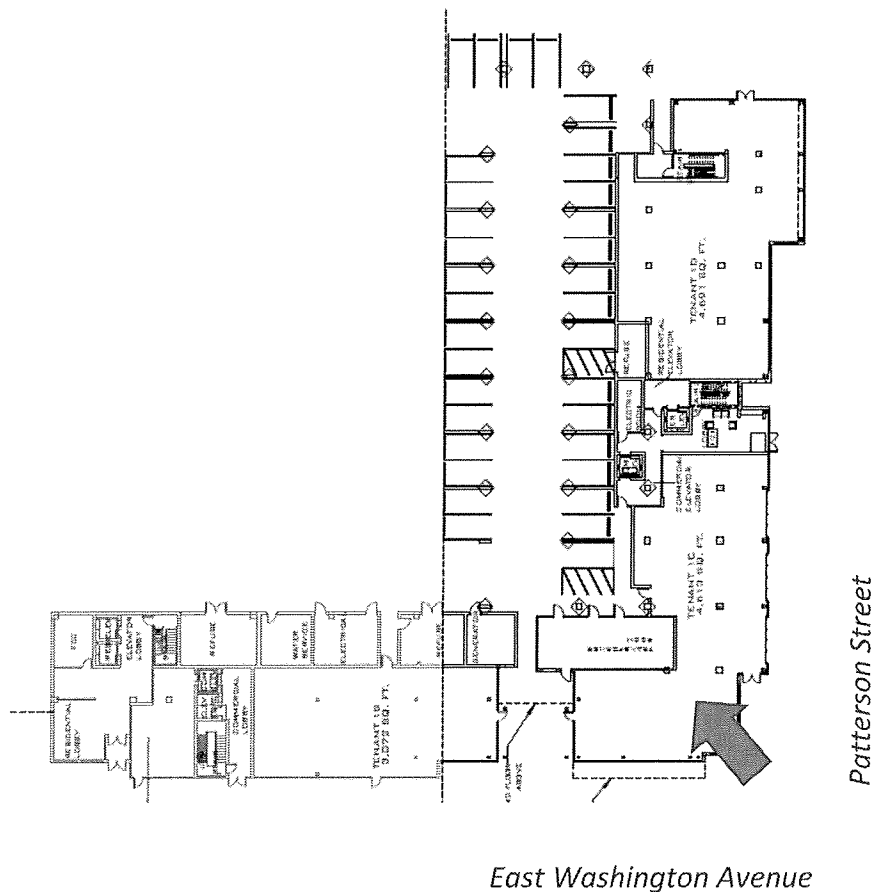
BREESE IS BACK WITH TWO MAJOR CONCERTS COMING YOUR WAY!
TICKETS GO ON SALE TO THE PUBLIC ON 3/25, BUT YOU HAVE A CHANCE TO SCORE YOURS EARLY!
JUST USE THE PROMO CODES BELOW ON 3/24 BETWEEN 10AM AND 10PM AND DON'T WAIT
— OFFER GOOD WHILE SUPPLIES LASTS!

<http://breesestevensfield.com/breese-stevens-events/>

5. Situated across the street from soon-to-be built Cosmos building that will house the Frank Music concert hall in addition to substantial retail space
6. Signage on East Washington Avenue
7. Traffic counts exceed 50,000 daily
8. Floor to ceiling windows with 17' ceiling heights

9. Easy access with two lighted intersections
10. Abundant free parking
11. On several bus routes
12. Walkable to Capitol Square
13. Will enjoy customers attending Farmer's Markets, UW Sporting Events, Overture Center, all downtown activities, etc.

Proposed Site:



Demographic Profile

	Downtown Core	City of Madison	Dane County
Population	25,217	240,627	507,522
Number of Workers	29,592	177,876	289,747
Avg. Housing Value	\$237,699	\$245,894	\$228,800
Per Capita Income	\$17,507*	\$31,322	\$33,713

*Income figure for downtown is lower as it includes the large student population

Over the last several years there has been a significant increase in new construction both in and around the East Washington Avenue corridor. Despite the increase in business and residential populations, no new neighborhood sports bars have been added. Our goal is to integrate ourselves into the community offering an upscale neighborhood atmosphere with quality food, full wine list and classic cocktails at reasonable prices.

We will occupy a unique place in the market. The following attributes set us apart from our competition:

- ✓ Locally owned with a combined 70 + years in the restaurant business
- ✓ Owner operated and managed
- ✓ Ownership that was born and raised on the east-side of Madison and knowledgeable about the neighborhood
- ✓ Not a franchise
- ✓ Not a night club, not a brew pub, not a farm-to-table establishment
- ✓ Traditional Wisconsin Friday night fish fry
- ✓ Saturday and Sunday will feature signature bloody marys and champagne cocktails
- ✓ Will create custom picnic baskets for Concerts on the Square attendees
- ✓ Will carry all major sporting packages; NFL Sunday Ticket, MLB, Soccer, Golf, NBA, etc.
- ✓ Will offer bus transportation to and from Badger sporting events

Each month we will feature a drink, beer, appetizer and entrée of the month. These items will be paired to the season and offered at a special price. The items will be promoted in advance and throughout the month. Example might include:

March (St. Patrick's Day focus)

Cocktail: The Double Irish – Irish whiskey, lemon juice, Irish lager, sugar

Beer: black and tan

Appetizer: Mini Reuben Sandwiches (similar to burger sliders)

Entrée: Corned beef and cabbage

December (Christmas/New Year's focus)

Cocktail: The Sparkling Poinsettia – champagne, pomegranate juice

Beer: Spaten Optimator

Appetizer: Shrimp cocktail

Entrée: Prime rib

Johnny is well acquainted with all the restaurant and bar vendors in Madison. His relationship with the vendors allow him to enjoy the best product pricing and services. He will continue his practice of sourcing the best prices for quality products. In addition to food and beverage vendors, Johnny will work with his uncle, Kevin Kavanaugh, who owns Kavanaugh's Restaurant Supply (KRS). The kitchen and interior will largely be purchased through KRS ensuring the best prices for all needed start-up products. Finally, we have been in contact with the Alderperson for this neighborhood, Ledell Zellers, to ascertain their support for a liquor license. Alderperson Zellers does not see any neighborhood opposition to the liquor license.

The day-to-day operations of "LJ'S" will be managed by Johnny Kavanaugh. He will be responsible for the overall management and operation of the business. Patty will serve as front-of-the-house manager. Sarah will bring her experience with QuickBooks and small business finances to the day-to-day financial operation of the business with routine assistance from professional accountants.

"LJ'S" will enjoy and maximize the flexibility and familiarity that an owner/operator tavern enjoys. Customer service and experience can be tailored to meet the needs and preferences of our clientele. Without the constraints of franchise contracts, "LJ'S" can work one-on-one with customers in both the restaurant and catering operations to build long lasting, trusted and profitable relationships.

IV. MENU

"LJ'S" will offer a full appetizer, lunch and dinner menu Monday through Friday. "LJ'S" will also offer a full breakfast menu Saturday and Sunday. A sample of three to four items in each category is below. Each month, "LJ'S" will feature a signature steakhouse burger/sandwich special along with seasonal specials. All soups will be homemade daily.

Menu Sample

Appetizer

Shrimp Cocktail - Served with North Carolina's famous homemade Ranch House Cocktail Sauce

Sliders – Your choice of 3 Agnus Beef, homemade southern-style friend chicken, French dip or BBQ Pork

Fruit and Cheese Plate – Assortment of seasonal fruit, Sun Prairie's Weyawega Cheeses and crackers

French Bread Pizza – French bread pizza boat with your choice of toppings
Spinach Artichoke Dip – Served warm in a bread bowl with fresh vegetables for dipping
Classic Wisconsin Cheese Curds – Homemade cheese curds served with your choice of dipping sauce
Pork Wings – 3 Pork short ribs served with your choice of Sweet Chili or BBQ sauce

Mains

Soup and Stuffed Baked Potato – Soup of your choice served alongside our stuffed baked potato of the day (broccoli cheese, Mexican or loaded)
Philly Cheese Steak - Served with your choice of Angus beef or grilled chicken
Reuben – Slow roasted corned beef, kraut, thousand island served on toasted rye
Garibaldi – Ham, salami, pepper jack cheese, tomato, pepperoncini served on toasted French bread
Burgers – “L’S” will have a full assortment of burgers/sandwiches that will allow the individual to select which protein they prefer; Angus beef, southern-style crispy fried chicken, grilled chicken breast, turkey burger or veggie burger

Salads

LJ Signature Salad – Dark greens, corkscrew pasta, sundried tomatoes, walnuts, red onion, fresh grated parmesan with creamy balsamic dressing
Black and Bleu Salad – Dark greens, steak, bleu cheese crumble, tomato, red onion, boiled egg with homemade bleu cheese dressing
Chicken and Apple – Your choice of southern-style crispy fried chicken or grilled chicken breast served atop dark greens, apple, raisins, sharp cheddar, red onion, croutons with creamy French dressing
Classic Wedge – Iceberg lettuce, tomato, red onion, bleu cheese crumble with French dressing

Breakfast

Classic – Two eggs any style, sausage or bacon, hash browns and toast
Omelets – Build-your-own served with hash browns and toast
Corned Beef Hash – Homemade hash served with two eggs any style and toast
Breakfast Burrito – Your choice of sausage or bacon, scrambled eggs, peppers, onions served with hash browns and toast

Walleye and Eggs – Deep fried walleye, two eggs any style, hash browns and toast

Sides

Oven Browns – Quartered potato baked until golden brown

Baked Potato

Fries

Potato Salad

Coleslaw

Soups

Spicy Tomato Noodle

Loaded Baked Potato

Clam Chowder

Dutch Potato

Rueben

White Chicken Chili

“LJ’S” will look to partner with two local food producers; Schoep’s Ice Cream (Madison) and Weyawega Cheese (Sun Prairie). Featuring these two local producers works to promote their product while providing exclusive pricing for our ice cream and cheese orders. “LJ’S” will have classic Wisconsin supper club style ice-cream based bar drinks such as grasshoppers and brandy alexandras in addition to non-alcoholic milkshakes.

V. BUSINESS ORGANIZATION

“LJ’S” is organized as a Wisconsin Limited Liability Company; JK & JK LLC with FEIN 47-4343707. The Operating Agreement is attached.

Understanding the value of professional advice and assistance, “LJ’S” will employ a team of experts at the development stage and as long term advisors. The team consists of:

Role	Name	Contact Information
Buildout	Capital Builders	Dan Wanke 6400 Gisholt Drive, Suite 105 Madison, WI 53713 (608) 222-9480
Accountant	Ray Petkovsek, CPA Peter H. Gremmer, CPA/MBA	Petkovsek & Moran, LLP 4001 Nakoosa Trail. Suite 200

		Madison, WI 53714-1355 (608) 221-3268 peter@pmcpas.com
Lawyer	Kenneth R. Sipsma	Steinhilber Swanson Resop & Sipsma 122 W. Washington Avenue, Suite 850 Madison, WI 53703 (608) 709-5990 ksipsma@swansonresop.com
Restaurant Start-Up Expert	Kevin Kavanaugh	Kavanaugh's Restaurant Supply 2920 Bryant Road Madison, WI 53713 (608) 271-8514
Interior Design	Silver Leaf Design Gallery	301 North Sherman Avenue Madison, WI (608) 242-0707

VI. MARKETING PLAN

Upon lease signing, a social media campaign will commence. "LJ'S" has already established the following accounts to protect the name:



LJ'S Tavern Madison



LJ'S Tavern Madison



LJ'S Tavern Madison

Instagram



LJ'S Tavern Madison.com

The campaign will leverage social media contacts and attract new customers. The campaign will start with the business announcement and then post regularly during the construction process. This will allow customers a firsthand view of the progress of building. We will also post regular polls to gauge customer interest in menu items and get customers

excited that they are helping to shape the business. We want to attract customers throughout the building phase rather than wait until opening.

After opening, social media will be used in a more traditional sense to promote "LJ'S". We will regularly post menu specials, drink specials and promote events. All the social media platforms are linked together so customers will receive the same marketing materials regardless of which platform they prefer.

Since "LJ'S" will benefit from being situated downtown, we will use direct marketing tactics to attract and keep loyal customers. We will begin with offering a percentage off for employees of particular business on a particular day. For example:

- Monday: 10% off for State of Wisconsin employees
- Tuesday: 10% off for Epic employees
- Wednesday: 10% off ShopBop employees

In addition, we will offer fun happy hour specials throughout the week to include:

- Monday – Wednesday: Happy hour pricing on all domestic taps and appetizers
- Thursday: \$9 Martini night
- Friday: Traditional Wisconsin Fish Fry and Old Fashioned

"LJ'S" will also offer an innovative and fun approach to buying a round of drinks for a friend that is not with you. The "Buy-A-Friend-A-Drink" board will encourage new customers to come and regulars to keep coming back. An example of this is below:

