



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

- Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

|                        |                 |
|------------------------|-----------------|
| (Agenda Item Number)   |                 |
| 85805                  |                 |
| (Legistar file number) |                 |
| LICLIB-2024-00953      |                 |
| (License number)       |                 |
| 15                     | 601             |
| (Alder District #)     | (Police Sector) |
| Office Use Only        |                 |

## Section A – Applicant

- 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.  
Forward Craft and Coffee, LLC
- Trade Name (doing business as) Forward Craft & Coffee
- Address to be licensed 2166 Atwood Ave Madison, WI 53704
- Mailing address 1906 Gulseth St Madison, WI 53704
- Anticipated opening date Already Open
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
 No  Yes (explain)  
Dan Podell, Owner
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.  
Building is an existing business (Forward Craft & Coffee) that currently has a Class B License for beer. We are a coffee shop and beer bar currently that sells primarily coffee, but would like to expand in a small offering of cocktail options. All liquor would be sold inhouse, no removal of liquor off the premises. No outdoor seating.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):  
 Indoor: 50 (Max occupancy 133) Outdoor: \_\_\_\_\_
10. Describe existing parking and how parking lot is to be monitored.  
Street parking and limited parking lot parking when available (5 stalls). Currently no onsite parking lot available due to construction of a development next door to us, using the stalls for construction storage.
11. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Forward Craft and Coffee, LLC (name of licensee)

**Section C—Corporate Information**

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

12. Name of liquor license agent Daniel Podell
13. City, state in which agent resides Madison, WI
14. How long has the agent continuously resided in the State of Wisconsin? 39 Years
15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed January 2022
16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin, February 2021
17. 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 |
|-------|---------------|-----------------------------|
| Owner | Daniel Podell | Madison, WI                 |
| Owner | Chad Walhood  | Madison, WI                 |
| Owner | Melissa Moss  | Portland, OR                |
|       |               |                             |

18. 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.  
Daniel Podell
19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_
20. 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) Considering of alcoholic cider

**Section D—Business Plan**

21. What type of establishment is contemplated?  
 Tavern    Nightclub    Restaurant    Liquor Store    Grocery Store  
 Convenience Store without gas pumps    Convenience Store with gas pumps  
 Other Forward Craft & Coffee is a coffee shop that also sells beer. Alcohol will be less than 50% of sales
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

| Sunday   | Monday   | Tuesday  | Wednesday | Thursday | Friday   | Saturday |
|--|----------|----------|-----------|----------|----------|----------|
| 7a - 6p  | 7a - 12p | 7a - 10p | 7a - 10p  | 7a - 10p | 7a - 10p | 7a - 10p |
| <i>(Class B only) Enter below any hours when food service will not be available, if applicable</i> |          |          |           |          |          |          |
| -  | -        | -        | -         | -        | -        | -        |

**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.*

24. Indicate any other product/service offered.      Coffee, Espresso Drinks, Bakery items, premade snacks.
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
  30   % Alcohol     65   % Food/Coffee     5   % Other  
 If applicable, describe "Other":   Retail/Merchandise   Do you have written records to document the percentages shown?    No    Yes  
 You may be required to submit documentation verifying the percentages indicated.
26. Do you plan to have live entertainment?    No    Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.    No    Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting.    No    Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.    No    Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

### Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 20\_25\_\_\_\_\_.
38. State Seller's Permit 4 5 6 - 1030873357-04
39. Federal Employer Identification Number 86-1875376\_\_\_\_\_

40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Dan Podell\_\_\_\_\_

Business phone 920-470-7036\_\_\_\_\_ Business e-mail address

drink@forwardcraft.com\_\_\_\_\_ Preferred language English\_\_\_\_\_

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.

41. Corporate attorney, if applicable: Name Jeffery Glazer\_\_\_\_\_
- Phone 608.561.4304\_\_\_\_\_ E-mail jmgglazer@ogs.law\_\_\_\_\_

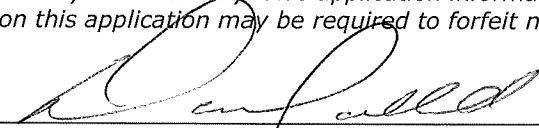
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 \_\_\_\_\_  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

10/18/24  
 \_\_\_\_\_  
 (Date)

| <b>Clerk's Office checklist for complete applications</b>   |   |   |
|---|---|---|
| <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)<br><input type="checkbox"/> FEIN<br><input type="checkbox"/> Written description of premises | <input type="checkbox"/> Background investigation form(s)<br><input type="checkbox"/> Form for surrender of previous license<br><input type="checkbox"/> *Articles of Incorporation<br><input type="checkbox"/> *Appointment of Agent<br>* Corporation/LLC only | <input type="checkbox"/> Floor Plans<br><input type="checkbox"/> Lease<br><input type="checkbox"/> Business Plan<br><input type="checkbox"/> **Sample Menu<br>** Class B only |
| <b>Upon Application Submission, the Clerk's Office issued to the application:</b>   |   |   |
| <input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card  |   |   |
| <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information  |   |   |
| Date complete application filed with Clerk's Office _____   |   |   |
| Date of ALRC meeting _____ Date license granted by Common Council _____   |   |   |
| Date provisional issued _____ Date license issued _____   |   |   |



# Coffee

|              |          |        |
|--------------|----------|--------|
|              | 12oz /   | 16oz   |
| LATTE        | \$4.75 / | \$5.00 |
| AMERICANO    | \$3.50 / | \$4.00 |
| CHAI         | \$5.00 / | \$5.50 |
| MIEL         | \$5.75 / | \$6.25 |
| MOCHA        | \$5.75 / | \$6.25 |
| CAPPUCCINO   | \$5.00   |        |
| MATCHA LATTE | \$5.75   |        |
| ESPRESSO     | Double   | \$2.75 |
| DRIP COFFEE  | \$3.00 / | \$3.25 |
| REFILLS      | \$1.50   |        |

Alternative Milk - Soy or Oat: \$1.00  
 Additional Syrup Flavor: \$0.75

# Nitro Cold Brew

|                       |          |          |        |
|-----------------------|----------|----------|--------|
|                       | 8oz /    | 12oz /   | 16oz   |
| Cold Brew (df)        | \$4.50 / | \$5.00 / | \$5.50 |
| Sweet and Creamy (df) | \$4.75 / | \$5.25 / | \$5.75 |
| Butterfinger          | \$5.00 / | \$6.00 / | \$7.00 |
| Apple Pie (df)        | \$5.00 / | \$6.00 / | \$7.00 |

**Cold Brew Flight**  
 Includes a 5oz pour of each flavor - \$14.00

**Single 5oz Pours**  
 Regular - \$3.50  
 All other flavors - \$4.00

(df) = dairy free

# Specials!

|   |      |        |
|---|------|--------|
| <b>The Fox Paw</b><br>Mocha made w/ Ghirardelli chocolate & blood orange Monin syrup      | 16oz | \$7.60 |
| <b>Pumpkin Spice Latte</b><br>Latte made w/ Monin pumpkin syrup                           | 16oz | \$6.50 |
| <b>Chaider</b><br>Chai concentrate and apple cider with a sprinkle of cinnamon and nutmeg | 16oz | \$6.00 |
| <b>Apple Cider</b><br>Topped with cinnamon and nutmeg                                     | 16oz | \$5.00 |

**Hot Tea** 16oz \$3.50  
 English Breakfast (Black)  
 Green Mango (Green)  
 Cinnamon Orange (Herbal)

**Iced Tea** \$4.00 / \$4.25  
 Red Berries (Herbal)  
 English Breakfast (Black)

**Lemonade** \$4.00 / \$4.25  
 Berry Violet, Strawberry,  
 Rose, Chipotle Pineapple





13 **Anti-Hero**  
American IPA • ABV: 6.7%  
Revolution Brewing • Chicago, IL  
5oz \$3 / 8oz \$4 / 16oz \$6

14 **The Higher We Flew**  
Double Hazy IPA • ABV: 7.5%  
Sway Brewing • Baileys Harbor, IL  
5oz \$4 / 8oz \$6 / 16oz \$8

15 **Nosferatu**  
Red Imperial IPA • ABV: 8.0%  
Great Lakes Brewing Co. • Cleveland, OH  
5oz \$4.5 / 8oz \$6.5 / 12oz \$8.50

16 **Gator Belts & Patty Melts**  
IPA • ABV: 6.5%  
Hop Butcher For The World • Chicago, IL  
5oz \$4 / 8oz \$6 / 16oz \$8.50

17 **Peach Orange Mango**  
Kettle Sour • ABV: 4.4%  
Delta Beer Lab • Madison, WI  
5oz \$5 / 8oz \$7 / 16oz \$9

18 **Half Shell Hero (GF)**  
Fruited Grape Sour • ABV: 5.0%  
G-Five Brewing Co. • Beloit, WI  
5oz \$5 / 8oz \$7 / 16oz \$9

19 **Ope! Sourry**  
Sour- Raspberry Vanilla • ABV: 5.7%  
Ope! Brewing Co. • Milwaukee, WI  
5oz \$4.50 / 8oz \$6.50 / 16oz \$8.50

20 **Hazza (GF)**  
Watermelon Chili Lime Sour • ABV: 5%  
G-Five Brewing Co. • Beloit, WI  
5oz \$5 / 8oz \$7 / 16oz \$9

## Beer Specials

\*Contains Alcohol. Must be 21.



**Michelada** 16oz \$7.00

Narragansett Lager,  
Chamoy Rim, Michelada Mix  
(Tomato Juice & Spices)

**Beermosa** 16oz \$6.00

Narragansett Lager & OJ

SPOOKY SWIGS  
SPOOKY SWIGS



# CRAFT

## 01 Falles

Horchata White Stout • ABV: 7.0%  
G-Five Brewing Co. • Beloit, WI

5oz \$5 / 8oz \$7 / 16oz \$9

## 02 Bomb!

Imperial Stout • ABV: 13.0%  
Prairie Artisan Ales • Kerbs, OK

5oz \$5 / 8oz \$7 / 12oz \$9

## 03 Oscar's Chocolate Oatmeal Stout

Oatmeal Stout • ABV: 5.6%  
Sand Creek Brewing • Black River Falls, WI

5oz \$3 / 8oz \$4 / 16oz \$6.50

## 04 Coconut Deth

Imperial Stout • ABV: 14.3%  
Revolution Brewing Co • Chicago, IL

5oz \$7 / 8oz \$10

## 05 Ten Snack

Czech Pilsner • ABV: 3.5%  
Working Draft • Madison, WI

5oz \$3 / 8oz \$4 / 16oz \$6.50

## 06 O, Umlaut!

Kolsch • ABV: 5.2%  
Starkweather Brewing • Madison, WI

5oz \$4 / 8oz \$5 / 16oz \$8

## 07 Pinky Sweater

Pilsner • ABV: 5.5%  
Sketchbook Brewing Co • Evanston, IL

5oz \$3 / 8oz \$5 / 16oz \$6.50

## 08 Reverie Pils

Pilsner • ABV: 5.0%  
Monkless Belgian Ales • Bend, OR

5oz \$3 / 8oz \$5 / 16oz \$7

## 09 Pumpking

Pumpkin Beer • ABV: 8.5%  
Southern Tier Brewing • Lakewood, NY

5oz \$4 / 8oz \$6 / 16oz \$8

## 10 Hollywood Nights (gf)

American IPA • ABV: 7.2%  
ALT Brew • Madison, WI

5oz \$4.50 / 8oz \$6.50 / 16oz \$8.50

## 11 THC Sparkling Water

Strawberry Lemon • THC: 4.20mg  
Honey Bee Cannabis • Madison, WI

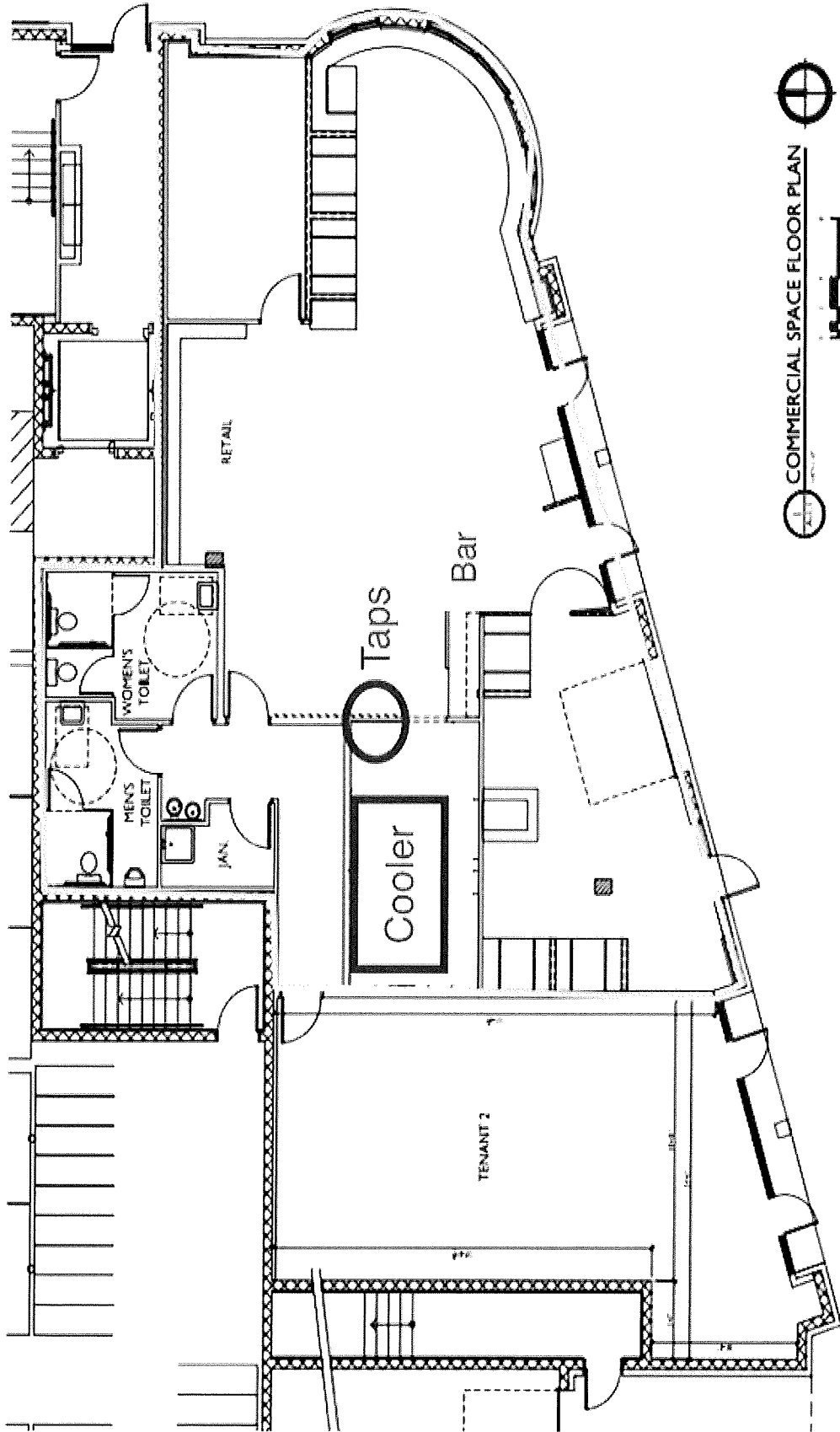
5oz \$3 / 8oz \$4 / 12oz \$6

## 12 Ektokooler

Hard Seltzer • ABV: 5.0%  
Eagle Park Brewing Co. • Milwaukee, WI

5oz \$3 / 8oz \$5 / 16oz \$7





COMMERCIAL SPACE FLOOR PLAN



SCALE: 1/8" = 1'-0"



# Forward Craft & Coffee

## *2022 Business Plan*

**CONFIDENTIAL**

**12/08/2021**

*Last Updated: 2/10/2022*

**ADDRESS:** 1906 Gulseth St. Madison, WI 53704

**PHONE:** 920-470-7036 | **E-MAIL:** [drink@forwardcraft.com](mailto:drink@forwardcraft.com)

**WEBSITE:** [forwardcraft.com](http://forwardcraft.com)

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# Forward Craft & Coffee

*2022 Business Plan*



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# Executive Summary

## A. Company and Background

Forward Craft & Coffee Placing an emphasis on craft beer and craft coffee, we will be serving a diverse portfolio of drink offerings that can be enjoyed both on and off premise. Beyond our product lines of coffee, beer, seltzers, ciders, and more, Forward Craft & Coffee looks to create an inclusive culture that produces a sense of belonging. Whether it's a morning cup of coffee, an afternoon pick-me-up, or a night out with friends, we look forward to becoming a part of Madisonians' lives.

## B. Market Opportunity

### Products

By combining the craft beer world with coffee, we want to offer a place where people can enjoy a cup of coffee in the evening, or a place to have a beer, cider, seltzer or non-alcoholic beverage at the same time. The marriage of the two industries will also present opportunities for us that our competition may not have access to. We will be able to mix unique coffee drinks alongside artisan barrel aged beer, or coffee flavorings with an IPA or seltzer. We also can create seasonal and specialty drinks that can combine the different products.

### Accessibility

It can be difficult to find a sit-down location and get a quality cup of coffee in Madison after 5pm. At Forward Craft & Coffee, our hours of operation will give you the option to have that cup of coffee in the evening, as well as that sniffer of beer.

The location also gives a range of options to access our shop: walking traffic, close proximity to the Madison bike trail system and electric bike rental station, free street parking on both Atwood Avenue and Dunning Street, and close proximity to bus stops.

The location also presents an opportunity to integrate with other local restaurants, retail shops and entertainment options. With proximity to The Barrymore Theater, Zion Church, Starkweather Brewery, One Barrel Brewing, and many restaurant choices; our business model will be able to coexist with these Madison staples.

### Demographics

In addition to the product and accessibility opportunities above, Forward Craft & Coffee will be in a neighborhood whose residents have disposable income and engage in a social lifestyle - either as part of their daily routine or as part of a social activity. The demographic we target also sees value in supporting local businesses, goods and services. Our demographic also seeks out craft and artisan products over big business and national chain markets.

### Total Addressable Market (TAM)

Madison Metro: 664,865

Atwood Neighborhood (600 block Williamson St. to 100 Block of Cottage Grove Rd.): 17,292<sup>3</sup>

### Serviceable Addressable Market (SAM) Demographics and Data

Age: 21 - 65

Average Rent (Schenk - Atwood) - \$1,180<sup>1</sup>

Medium Home Value (Schenk - Atwood): \$260,000<sup>2</sup> (\$236,640<sup>3</sup>)

Local Businesses: 648<sup>3</sup>

Daytime Population: 16,400<sup>3</sup>



Average income per capita: \$38,744<sup>3</sup>  
Average Household Size: 1.9<sup>3</sup>  
Median Age: 36.7<sup>3</sup>  
2010-2018 Population Growth Rate: 1.2%<sup>3</sup>  
Average Traffic: Williamson St. Daily Traffic: 17,750<sup>4</sup>  
Bike Trail AADT: 1,553<sup>5</sup>  
Pedestrian AADT: 186<sup>6</sup>

Total SAM Count labeled as "Wine and Food lovers": **19,000**

### Share of Market (SOM)

Forward Craft & Coffee has a goal of reaching 266 transactions per day. This would be 1.4% share of the market (SOM) from the SAM data reports of 19,000. The number 266 was chosen based on a sum total of our average daily transactional numbers based on industry averages, data found, and assumptions made for the 5 revenue channels we will be pulling from (Coffee, alcohol, food, retail and other).

Transactions goal per day: 266 or 1.4% of total SAM percentage. ( $19,000 / 266 = 1.4\%$ )

or

1.4% of the traffic data equals: Pedestrian: 3, Bike: 22, Vehicle: 249 = 274 total. Which also gets us slightly above our benchmark goal of 266.

<sup>1</sup><https://www.rentcafe.com/average-rent-market-trends/us/wi/madison/>

<sup>2</sup>[https://www.realtor.com/realestateandhomes-search/Schenk-Atwood\\_Madison\\_WI/overview](https://www.realtor.com/realestateandhomes-search/Schenk-Atwood_Madison_WI/overview)

<sup>3</sup>Emerald City Dominant Tapestry segment

<sup>4</sup><https://cityofmadison.maps.arcgis.com/apps/webappviewer/index.html?id=8c2d43c18d8542c7bdf8a93a11d7e545>

<sup>5</sup><https://cityofmadison.maps.arcgis.com/apps/webappviewer/index.html?id=8c2d43c18d8542c7bdf8a93a11d7e545> based on nearest count station (Winnebago Ave. Eastrail Path at Winnebago St).

<sup>6</sup><https://data.eco-counter.com/ParcPublic/?id=4336#> study based on 10% of farthest east pedestrian traffic recorded in public records.

## C. Key Team Members

**Dan Podell (he/him/his), Partner** - 13+ years of marketing and web development with local, national and international brands. 4+ years of independent small business owner experience. 5+ years of entrepreneurial and small business experience as one of the flagship members of current place of employment. 10+ years of craft beer industry exposure, on and off-premise networking.

**Chad Walhood (he/him/his), Partner** - 10+ Years of bar and restaurant experience. 2 years experience in hotel management. 8 years small business owner. 10+ Years broadcast marketing experience. 3 Years Digital Advertising Experience .

**Melissa Moss (she/her/hers), Partner** - 14 years experience in finance across banking, insurance, and investments. Currently completing her MBA. 5+ years overseeing investment properties.

## D. Financing Required

