



Liquor/Beer License Application

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

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)	57536
(Legistar file number)	LCLIB-2019-00862
(License number)	2
(Alder District #)	403
(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.
BK MADISON INVESTMENTS LLC
- Trade Name (doing business as) Luchador Tequila & Taco Bar
- Address to be licensed 558 State Street, Madison, WI 53703
- Mailing address 328 W Gortem, Madison, WI 53703
- Anticipated opening date Feb 1, 2020
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)
Current Agent at Danny's Pub 328 W. Gortem.
- 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.

Single Story lease, men's & women's restroom, Full Kitchen
basement office, coolers, liquor storage, general storage,
small patio seating for dining.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 100-120 Outdoor: 30

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

N/A State Street, no parking

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

No Yes, license issued to Quest Public House (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 Brano S. Kruger

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

14. How long has the agent continuously resided in the State of Wisconsin? 17 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 unsure, holds active agent certificate

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

WI 07/24/19

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
Member/	Manager	Brano Kruger	Madison, WI
	Member	Daniel Rosenthal	Northfield, IL

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.

Brano S. Kruger

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) Brano S. Kruger - current agent at Danny's Pub 328. W. Gorham

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 Bar/Restaurant

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
10am - 2am	11am - 2pm	11am - 2am	11a - 2a	11a - 2a	11a - 2:30a	11a - 2:30a
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
- 11p	- 11p	- 11p	- 11p	- 12a	- 1a	- 1a

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. Food/Drink / possible private parties

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:

50 % Alcohol 50 % Food _____ % Other

If applicable, describe "Other": _____

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? _____

possible DJ

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 ~~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 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 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, 2020.
- 38. State Seller's Permit 4 5 6 - 1 0 3 0 2 4 2 3 6 3 - 0 2
- 39. Federal Employer Identification Number 84-2491794

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

Contact person Branco S. Kruger
 Business phone ⁽⁸¹⁷⁾ 644-7328 Business e-mail address branco@dannyspub
madison.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 _____
 Phone _____ E-mail _____


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)

09/16/19
 (Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Business Plan <input checked="" type="checkbox"/> **Sample Menu ** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<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 _____		



Luchador

Tequila & Taco Bar

Business Plan

Brano Kruger
Owner/Operator

558 State Street
Madison, WI 53703

CONFIDENTIAL

No offering is made or intended by this document. Any offering of interest in *Luchador Tequila & Taco Bar* will be made only in compliance with Federal and State securities laws.

This Document includes confidential and proprietary information of and regarding *Luchador Tequila & Taco Bar*. This document is provided for informational purposes only and may not be reproduced in whole or in part, or at any time may the contents within be divulged to a third party without prior written consent. By accepting this document, you agree to be bound by these restrictions and limitations.

Executive Summary/Business Overview

The creator of *Luchador Tequila & Taco Bar* is seeking to build a fast-paced, service friendly Mexican-American crossover style bar and taco joint that caters to both the college students/recent graduates and the local young professionals while being a comfortable option for the relaxed, yet upbeat drinker. Customers will enjoy a bright, vibrant environment during the week with a slightly higher energy, combination atmosphere of food and drink on the weekends. *Luchador Tequila & Taco Bar* recognizes the lack of this theme in the area and being located on the 500 block of State Street, believes this to be a fantastic location to showcase this concept. *Luchador Tequila & Taco Bar* understands the underlying factors people look at when choosing a bar or restaurant: *Great Food, Good Prices, Cold Drinks* and *Great Service*. Similar to Chipotle's focus on "food with integrity", *Luchador Tequila & Taco Bar* intends to proudly promote these driving factors in everything it does. *Luchador Tequila & Taco Bar* will focus on being a social gathering spot for all types of people in and out of the State Street/Downtown area. It will position itself as viable option for lunch and as an upbeat dinner locale by offering food and drink specials and its late night business will thrive off of the area's existing energy, while providing food later on the weekend. We will focus on providing a safe and desirable place to socialize for young professionals, college students and the area's residents.

The existing bar has since shut down and is closed to the public. Located in the true heart of State Street, *Luchador Tequila & Taco Bar* would look to both feed off of and boost the energy and desire for both great food and drink.

The primary focus of the bar/restaurant would be a hacienda styled back bar to draw in and wow the customers with an initial feel of small town/destination Mexico. Bright and vibrant colors would fill the room with energy and the addition of locally hand painted, pop culture references mixed serious yet comical Mexican themes would fill the wall spaces. Our goal is to blend Madison with pop culture and upbeat Mexican themes (think Bucky Badger with a Luchador wrestling mask on or the capital building painted in bright colors).

The goal of *Luchador Tequila & Taco Bar* would be to open Monday – Friday for lunch at 11:00am, brunch on the weekends, and remain open until bar time each night. Opposite of the normal bar restaurant model where the kitchens close early, *Luchador Tequila & Taco Bar* would close its kitchen at 11:00pm most likely on the weekdays and then remain open later on the weekends, most likely 12:00am on Thursdays and 1:00am on Fridays and Saturdays. This would allow *Luchador Tequila & Taco Bar* to continue to push its food sales later while provided the customer with a late night food alternative to sustain them through the late night party that is Madison and State Street.

Success Factors

Luchador Tequila & Taco Bar is uniquely qualified to succeed due to the following reasons:

- **Products & Services:** Our goal is not to beat anyone or be better, but rather to build upon and add our strength to the neighborhood. Our main focus will be the guest's experience while at *Luchador Tequila & Taco Bar*. From the food and drinks to the

music, our goal will be to entertain the guests while provided exceptional food and drink. The food will emphasize a mix of traditional Mexican appetizers and tacos with flavors and foods from around the globe. The bar will feature Mexican, American and local beers and all major types of high demand liquors, both Tequila and standard bar options. The Downtown area of Madison, and more so the entertainment district where *Luchador Tequila & Taco Bar* is being proposed, lacks an upbeat, energetic Mexican/American energetic bar and would fill that need. We want to get back to the concept of a taco bar, food and drink with a party.

- Human Resources: Owner/operator Brano Kruger has over 1 years experience in the bar/restaurant industry, 10 of those managing and now 2 years owning and operating another establishment in downtown Madison. Additional management would be brought in with experience in both Front of House (FOH) and kitchen or Back of House (BOH). We will drive to not only succeed at *Luchador Tequila & Taco Bar* but also help Madison's movement in becoming one of the greatest mid-sized entertainment cities in the nation.
- Location: Our Downtown Madison/State Street location is our biggest advantage. The area provides a built-in clientele by being the entertainment district for the University of Wisconsin-Madison. The State Street District also serves as a neighborhood bar and restaurant strip that best resembles Milwaukee's Brady Street or Chicago's Wrigleyville.
- Operational Systems: *Luchador Tequila & Taco Bar* has developed Front of House (FOH) and Back of House (BOH) systems that will enable it to provide high quality products/services at a lower cost. A 30-pageserver/bartender training service manual has been established that will create a service first attitude that is necessary to thrive in the bar/restaurant industry. Years of Point-of-Sale programming and operational experience will help expedite product ticket times.
- Customers: Most recently Brano Kruger has owned and operated Danny's Pub on Gorham Street, now hitting their 2 year mark of being open. Prior to that, Brano Kruger has 3+ years experience as General Manager at another Downtown Madison bar, Red Rock Saloon, posting annual sales exceeding \$2.5M. Previously Brano Kruger managed Trinity Three Irish Pubs (\$3M+ annual sales) for 2 years, an Irish bar and restaurant in Downtown Milwaukee, sharing many aspects of the proposed *Luchador Tequila & Taco Bar*. Prior to that Brano Kruger was with Buckhead Saloon for 5 ½ years, both as an employee and the manager, posting sales of around \$3.5M+ annually. These factors give *Luchador Tequila & Taco Bar* a sense of the needs of Madison's customer base. That customer base will expect a high quality dining and drinking experience at a reasonable cost, in a hip, in-style venue. We want to entertain out of town guests while still striving towards knowing every regular's name and order preference. *Luchador Tequila & Taco Bar's* key to success will be understanding the importance of establishing repeat customers.
- Design: *Luchador Tequila & Taco Bar* will minimize the alterations to the existing floor plan, focusing more on an aesthetic change to the interior design to increase energy and achieve the desired affect rather than remodeling. *Luchador Tequila & Taco Bar* wants to become a Madison destination that truly symbolizes American pop culture and believes the crossover of an upbeat Mexican/American theme would perfectly fit this.

Our goal is to provide the guest with the “WOW” factor that builds from the moment they see the storefront to the second they walk through the door.

- **Marketing & Operations:** The management team will possess the skills that will enable *Luchador Tequila & Taco Bar* to attract new customers at a lower price. Having managed Trinity Three Irish Pubs, Brano Kruger understands how to establish and maintain a steady clientele with next to zero dollar marketing budget by creating a word of mouth buzz and establishing a well-regarded reputation. At the same time, at both Buckhead Saloon and Red Rock Saloon, Brano Kruger has run event driven bars that have allowed him to better understand how to actively market and advertise an establishment in many forms such as social media, newspaper and radio ads, and staff-invite parties. Now on his own at Danny’s Pub and understanding the fiscal balance of advertising verse a grass roots route, Brano Kruger is used to a mix of social media campaigns and positive experiences to boost his clientele.

Sample Menu

The menu at *Luchador Tequila & Taco Bar* would be a simple/small menu with the mentality of *do the simple stuff right*. *Luchador Tequila & Taco Bar* has already been in talks with Pig Tailz out of Milwaukee, Wi to help create the initial menu. As winners of Milwaukee’s Taco Fest the last 2 years, they have a pretty good idea of what a winning taco should taste like.

Menu Example

Appetizers

Chips & Salsa

Chips & Guacamole

Chips & Queso

Wisconsin Cheese Curds w/Chipotle Ranch

Adobe Grilled Wings

Quesadilla

Fajita Rolls (Chicken Fajita Egg Rolls)

Tacos

Steak/Chicken Fajita Taco

Chicken Tikka Masala Taco

Caribbean Jerk Chicken Taco

Buffalo Chicken Taco

Tequila Lime Shrimp Taco

Braised Short Rib Taco

Sweet Potato Taco

Sides

Cilantro Lime Rice

Beans

Specials Example

Bonus Taco Tuesday (Buy 2, Get 1 Free)

Happy Hour (lower priced Margaritas)

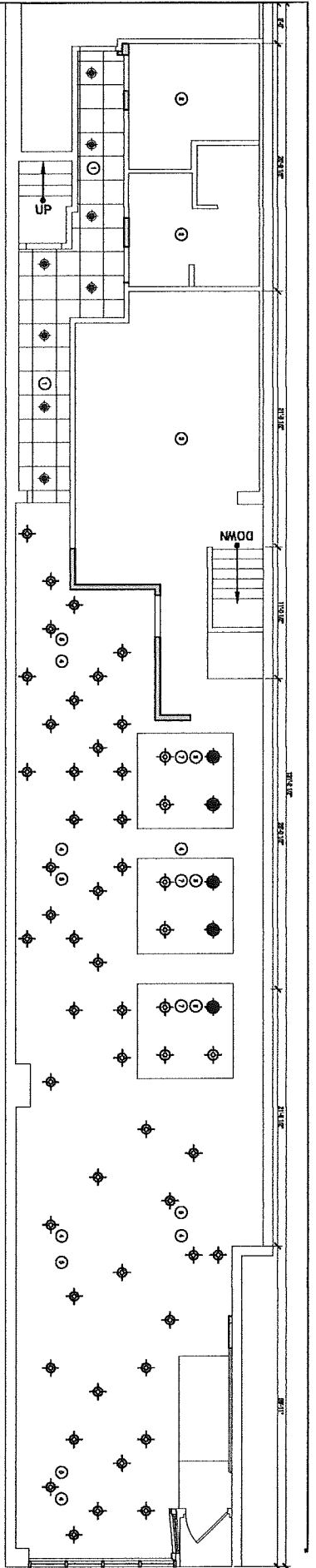
Birthday or Group Specials (Party platter of tacos, a Luchador Mask)

El Luchador Rainbow Frozen Margarita (a blend of Lime, Strawberry and Blue Raspberry Frozen Margaritas layered)

A higher end tequila bottle program where people can purchase their bottle and come in a drink from it whenever they want







1
CEILING PLAN

① SECOND FLOOR CEILING PLAN REFER TO SET

CEILING PLAN NOTES

1. VERIFY CEILING GRID SIZE AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
2. VERIFY CEILING HEIGHT AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
3. VERIFY CEILING FINISH AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
4. VERIFY CEILING LIGHT FIXTURES AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
5. VERIFY CEILING ACCESS PANELS AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
6. VERIFY CEILING SPRINKLER HEADS AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
7. VERIFY CEILING SMOKE DETECTORS AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
8. VERIFY CEILING THERMOSTATS AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
9. VERIFY CEILING SOUND ATTENUATION AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.
10. VERIFY CEILING VENTILATION AND TO BE MAINTAINED TO MATCH EXISTING CONDITIONS.

CEILING PLAN KEYED NOTES:

- ① CEILING ACCESS PANEL
- ② CEILING SPRINKLER HEAD
- ③ CEILING SMOKE DETECTOR
- ④ CEILING THERMOSTAT
- ⑤ CEILING VENTILATION
- ⑥ CEILING SOUND ATTENUATION
- ⑦ CEILING LIGHT FIXTURE
- ⑧ CEILING FINISH
- ⑨ CEILING HEIGHT
- ⑩ CEILING GRID

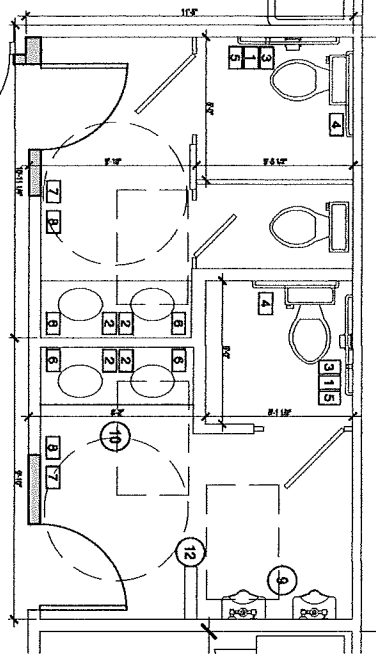
LIGHTING & CEILING SYMBOLS KEY:

◆	WALL LIGHT
◆	TRUSSET POINT LIGHT
◆	TRUSSET POINT LIGHT (EXISTING)
◆	TRUSSET POINT LIGHT (NEW)
◆	TRUSSET POINT LIGHT (RELOCATED)
◆	TRUSSET POINT LIGHT (REMOVED)
◆	TRUSSET POINT LIGHT (TO BE)
◆	TRUSSET POINT LIGHT (TO BE REMOVED)
◆	TRUSSET POINT LIGHT (TO BE RELOCATED)
◆	TRUSSET POINT LIGHT (TO BE REMOVED AND RELOCATED)

REFLECTED CEILING PLAN

THE ROAST
TENANT IMPROVEMENT
1000 STATE STREET
MARIETTA, GA 30067

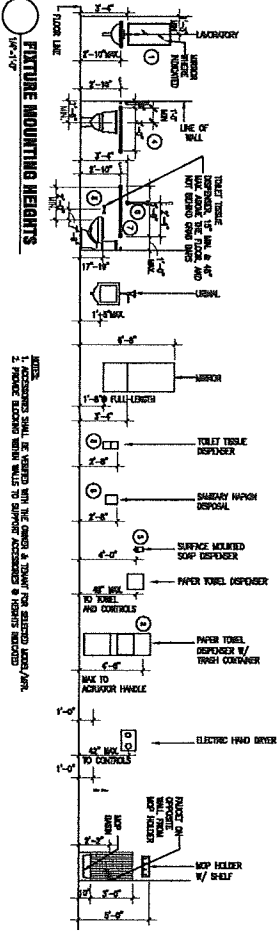




TOILET ROOM ACCESSORIES SCHEDULE

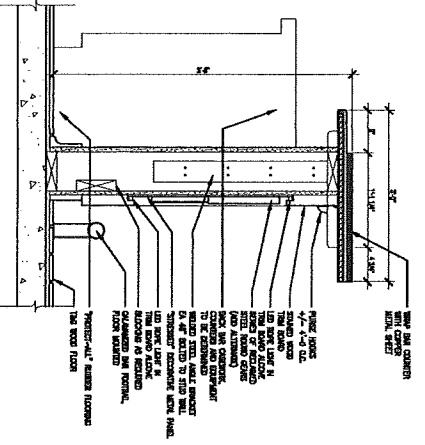
01	WALL MOUNTED CHAIRNY WIPON WARE RECEPT
02	WALL MOUNTED LEAD SWAP DISPENSER
03	ONE WALL MOUNTED SURFACE MOUNTED TOILET TISSUE DISPENSER
04	3" X 6" LONG OVAL VAN DISPENSER
05	4" X 6" LONG OVAL VAN DISPENSER, 1/2" VERTICAL
06	WALL MOUNTED MIRROR
07	PAPER TOWEL DISPENSER/ NIGHT RECEPTACLE
08	PAPER TOWEL DISPENSER

1 ENLARGED BATHROOM PLANS
1/2" = 1'-0"

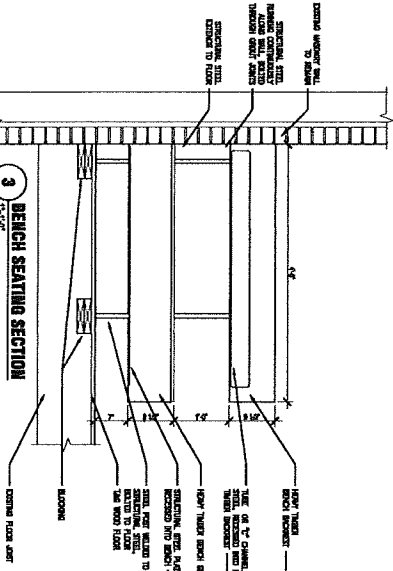


HEIGHTS SHOWN ARE BASED ON THE CENTER OF THE FIXTURE UNLESS NOTED OTHERWISE. SEE SCHEDULE FOR ACCESSORY HEIGHTS.

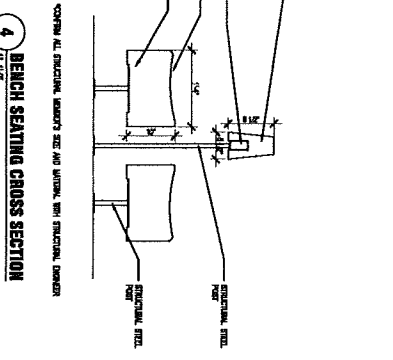
2 FIXTURE MOUNTING HEIGHTS
1/4" = 1'-0"



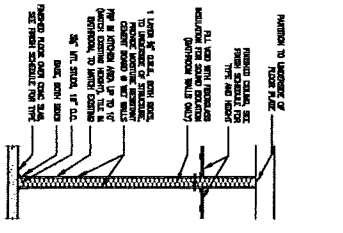
2 BAR CASWORK SECTION
1/2" = 1'-0"



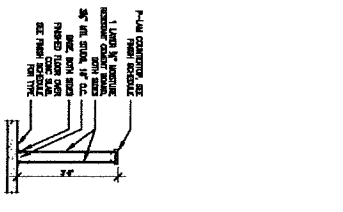
3 BENCH SEATING SECTION
1/2" = 1'-0"



4 BENCH SEATING CROSS SECTION
1/2" = 1'-0"



5 PARTITION TYPE P-1
1/2" = 1'-0"



6 PARTITION TYPE P-2
1/2" = 1'-0"