



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

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2015.
3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

The Morrison Group Inc.

4. Trade Name (doing business as) VOM FASS USA
5. Address to be licensed 119 State Street Ste 102-103 Madison, WI 53703
6. Mailing address 2910 Prairie Rd. Madison, WI 53719
7. Anticipated opening date February 2015
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The space is uniquely shaped, rectangular but coming to a triangular point at the end of the space. Alcohol will be displayed and sampled in the triangular front area and stored in a small storeroom at the back of the store. This storage area is locked.

A-4 (VERVE GR)
P-405

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 25

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

There is metered parking, street parking and 2-3 ramps nearby.

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 Ashley S. Morrison

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

18. How long has the agent continuously resided in the State of Wisconsin? 11 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.

Madison, WI September 2, 2014

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
CEO	Ashley Morrison	Madison, WI
President	Jessica Morrison	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.

Ashley Morrison

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 Sell alcohol but has tastings on premises.

27. Business description Vom Fass is a retail establishment that sells specialty foods, such as gourmet oils, vinegars and spices. They also sell small-batch alcoholic beverages, such as liquors, spirits and wine.

28. Hours of operation 9am-9pm Mon-Sun

29. Describe your management experience Ashley Morrison has 25+ years of high level retail management experience, specializing in customer service and operations.

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

Ashley Morrison Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment There will be at least 2 employees on premises at all times. During busy periods, there will be 3-4, as needed.

32. Describe your employee training Vom Fass has very extensive training processes. There will be product training as well as customer service and procedure training prior to first day of employment.

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

Adults (mostly female) aged 25-54 with a higher household income, that have interests in cooking, entertaining and gift giving.

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

Vom Fass has a robust marketing and advertising plan. We will also have our own website and social media channels. We will also pursue opportunities with other local businesses.

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

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
 No Yes 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? Adults 25-54

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? _____

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. Oils, vinegars, spices, complementary items

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

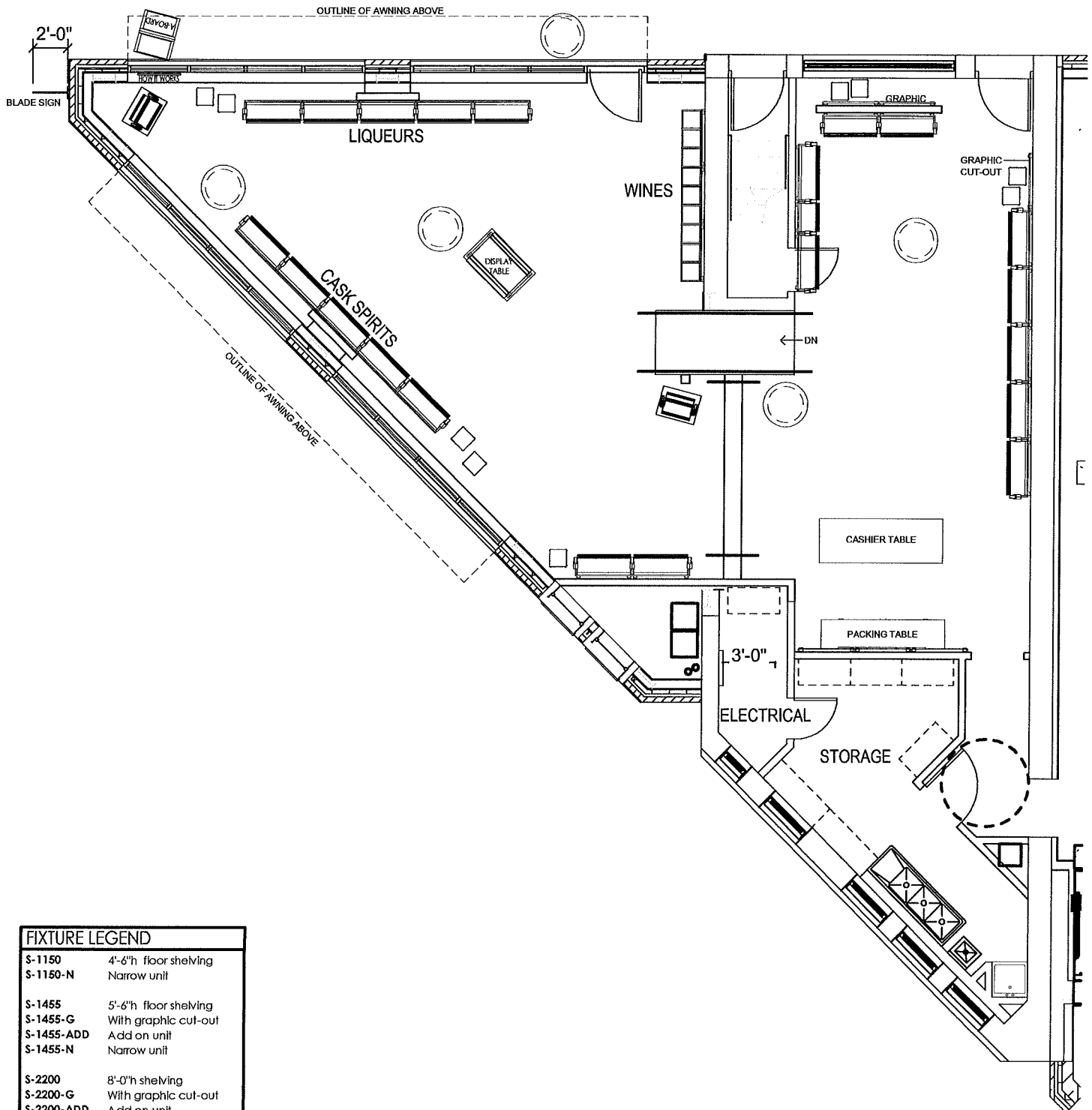
46. How many wait staff do you anticipate will be employed at your establishment? _____
During what hours do you anticipate they will be on duty? _____

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

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
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? *N/A*
 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?
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
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:
 _____ % Alcohol _____ % 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

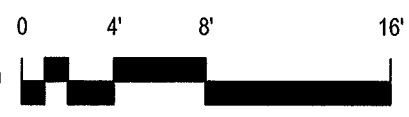
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson 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



FIXTURE LEGEND	
S-1150	4'-6" h floor shelving
S-1150-N	Narrow unit
S-1455	5'-6" h floor shelving
S-1455-G	With graphic cut-out
S-1455-ADD	Add on unit
S-1455-N	Narrow unit
S-2200	8'-0" h shelving
S-2200-G	With graphic cut-out
S-2200-ADD	Add on unit
S-2200-N	Narrow unit
B500	Narrow wall shelves
B1000	Wall shelves

MADISON, WI - STATE ST.: PRELIM. FIXTURE PLAN

1/8" = 1'-0"



Look • Taste • Enjoy

**NOT FOR
CONSTRUCTION**

VOM FASS USA
MADISON, WI

NOV. 6, 2014

ARD EBERLE ARCHITECTS