

1/27/09

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning \_\_\_\_\_ 20\_\_\_\_ ;  
ending \_\_\_\_\_ 20\_\_\_\_ ;

TO THE GOVERNING BODY of the:  Town of  
 Village of } Madison  
 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): Bangkok Cuisine Inc.

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

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Owner/Manager</u>	<u>Thao Chuekao</u>	<u>4870 Canter Cir Madison WI 53718</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>THAO Chuekao</u>	<u>11</u>	<u>11</u>
Directors/Managers			

3. Trade Name Bangkok Cuisine Business Phone Number 608-250-6260  
4. Address of Premises 600 Williamson St Ste G Madison WI Post Office & Zip Code 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 12/14/08 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) \* see attached floor plan

10. Legal description (omit if street address is given above):  
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? CHAY CELINA DBA Mekong Restaurant

12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before opening 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 27 day of January, 20 09  
Johann E. Palmieri  
(Clerk/Notary Public)  
My commission expires 6/27/2010

Thao Chuekao  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)  
Thao Chuekao  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)  
Thao Chuekao  
(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 provisional license issued	Signature of Clerk / Deputy Clerk
<u>1/27/09</u>			
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number: <u>456-1026851129-02</u>	
Federal Employer Identification Number (FEIN): <u>26-3529216</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer <u>87848</u>	\$ <u>100</u>
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine <u>84848</u>	\$ <u>100</u>
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	<u>40.00</u>
<b>TOTAL FEE</b>	\$ <u>220</u>

## City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Number <input type="checkbox"/> Federal Employer Identification Number <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form	<input type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan <input type="checkbox"/> * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC Bangkok Cuisine Inc.  
 2. Address of Licensed Premise 600 Williamson St. Ste 6 Madison WI 53703  
 3. Telephone Number: 608-250-6280 4. Anticipated opening date: Dec 8/2008  
 5. Mailing address if not opening immediately \_\_\_\_\_

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

7. Are there any special conditions desired by the neighborhood?  Yes  No  
 Explain: \_\_\_\_\_

8. Business Description, including hours of operation: full restaurant, serving Thai dishes M-Sat 11:00am - 9:00pm

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.**

Eating area is 25' x 35' forming an "L" arrangement w/ 14 tables, 5 stools around bar counter. Seating full capacity would be about 30<sup>adult</sup> people. Beer storage would be in refrigerators, kitchen, & under bar counter.

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. Parking lot is shared w/ other businesses & monitored by maintenance personnel of the building.

13. Describe your management experience, staffing levels, duties and employee training.  
Restaurant will be staff by at least two other personnel plus owner. Owner will deal with servicing alcoholic beverage. Owner experience includes organizing beer sport tournament and concert management.

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.

Thao Chue Kao 4870 Center Cir Madison WI 53718  
 Name Address  
(owner/manager)

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

older people who like quiet dinner w/ wine/beer and mid 20's - 30's who like alcoholic drinks w/ spicy Thai curry dishes

16. What age range would you hope to attract to your establishment? 25+ years of age

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

word of mouth, business contacts, coupons. Advertisement will solely be food products, alcoholic beverages will only be an added drink if desired by customers

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

19. Owner of building where establishment is located: CHVALA Consulting

Address of Owner: 44 E. Mifflin St. Madison WI 53703 Phone Number 608-758-8222

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

THAO Chuekao 4870 Center Cir Madison WI 53718  
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Thao Chuekao 4870 Center Cir Madison WI 53718 100%  
Name Address % of Ownership

Name 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? spicy Thai curry dishes

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? 11:00 AM - 9:00 PM  
Monday - Saturday

27. What hours, if any, will food service not be available? NA
28. Indicate any other product/service offered None
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? 2  
During what hours do you anticipate they will be on duty? 11:00 am - 9:00 pm
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? 5  
How many bartenders do you anticipate you would have working at one time on a busy night? 1
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? 30
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?  
90%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 95%  
What percentage of your advertising budget do you anticipate will be drink related? 5%
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? 30-35

43. Pursuant to Chapter 23 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	10%
Gross Receipts from Food and Non-Alcoholic Beverages	90%
Gross Receipts from Other	— %
<b>Total Gross Receipts</b>	<b>100%</b>

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.

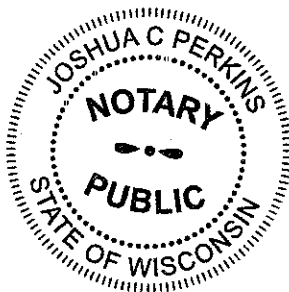
Subscribed and Sworn to before me:

this 27 day of January, 2009

Joshua C Perkins  
(Clerk/Notary Public)

[Signature]  
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 6/27/10



# Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

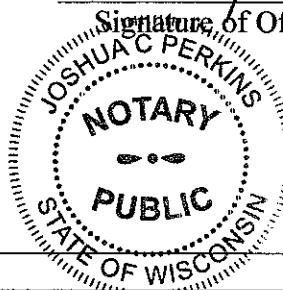
I, THAO CHUEKAO, officer/member for Bangkok Cuisine Inc.  
(Corporation/LLC), doing business as Bangkok Cuisine, authorize and appoint  
THAO CHUEKAO (Name) as the liquor/beer agent for the premise  
located at 600 Williamson St Ste G  
Madison WI 53703

Subscribed and sworn to before me this

27 Day of January, 2009

Joshua C Perkins  
Notary Public, Dane County, Wisconsin

My Commission Expires 6/27/10



To be completed by appointed Liquor/Beer Agent

I, THAO CHUEKAO, appointed liquor/beer agent for  
Bangkok Cuisine Inc (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 100 %.

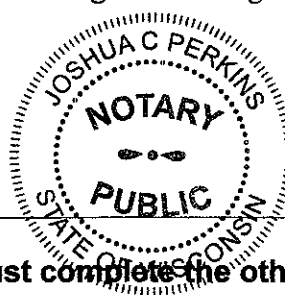
Subscribed and sworn to before me this

27 Day of January, 2009

Joshua C Perkins  
Notary Public, Dane County, Wisconsin

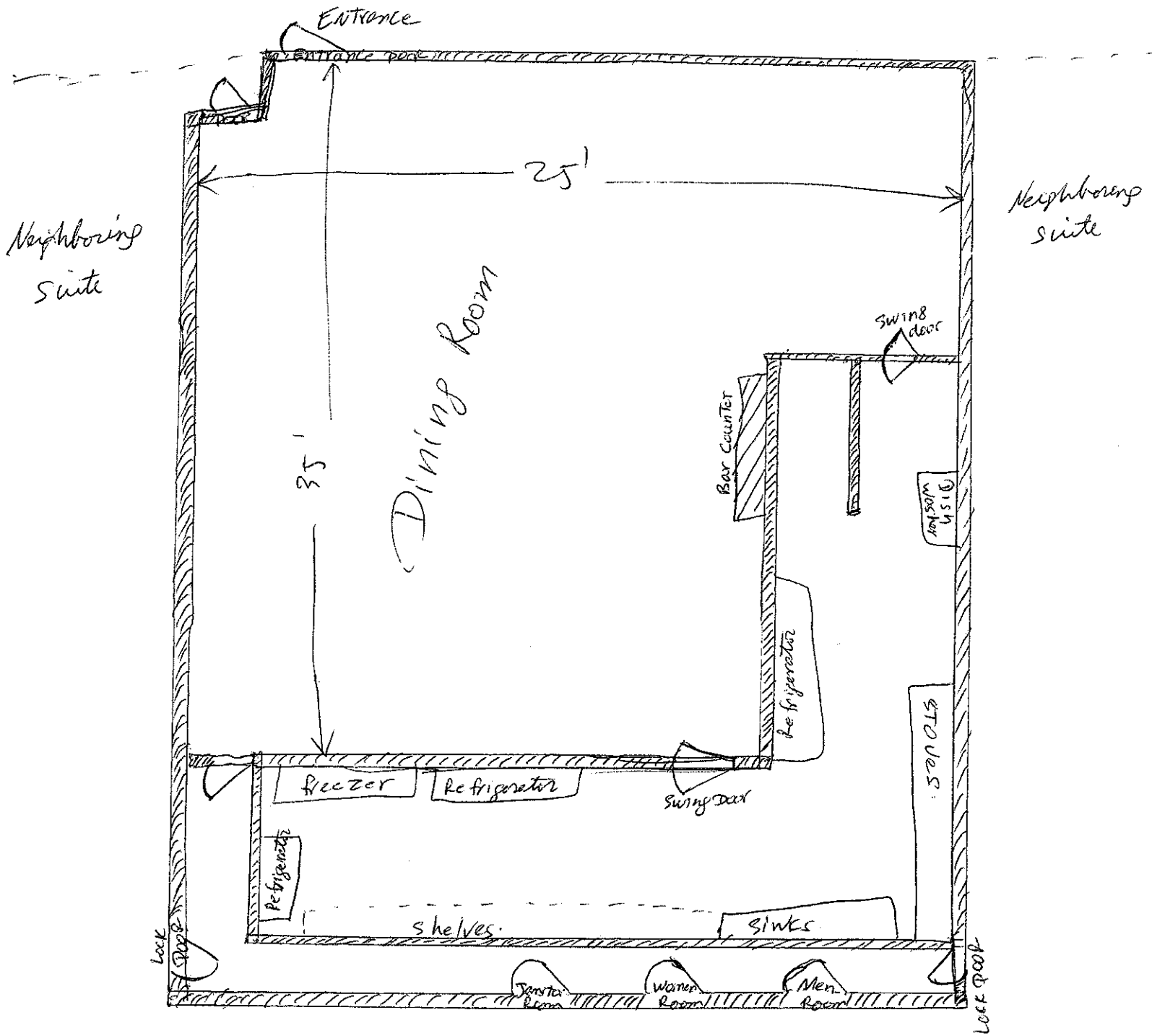
My Commission Expires 6/27/10

Thao Chuekao  
Signature of Agent



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

# Bangkok Cuisine Suite & Schematic Drawing



**SALADS**

**S1 Laab**

Grilled chicken or beef slices with cucumber, lettuce, green onions, mint leaves and lime juice .....\$8.95

**S2 Papaya Salad**

Shredded papaya in a special spicy thai sauce ....\$5.95

**S3 Thai chicken salad**

Sliced chicken breast with lettuce and peanut sauce .....\$5.95

**SOUPS**

**Add \$2 for seafood**

**B1 Tom Yum\*\***

Hot & Sour Lemongrass Soup with onion, mushroom, tomato, thai herbs, tamarind, lime juice, and chili paste. Topped with green onions and cilantro .....\$2.95

**B2 Gai Tom Ka**

Chicken, onion, mushrooms in a savory broth of coconut milk, herbs, tamarind, and lime juice .....\$2.95

**B3 Thai Noodle Soup\***

Egg noodles steamed with your choice of Beef, Chicken, Pork in special soup broth .....\$4.95

**B4 Pho (Rice noodle soup)**

Beef, Chicken, Pork, Beef Tripe.....\$6.50  
Seafood .....\$8.50  
Rice noodles in a special broth. Topped with beansprouts, cilantro, green onion and a slice of lemon.

**NOODLES STIR FRY**

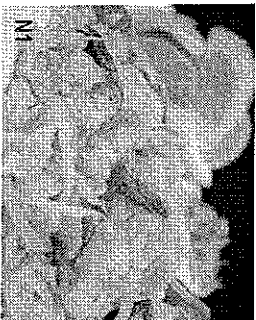
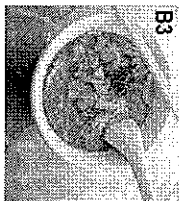
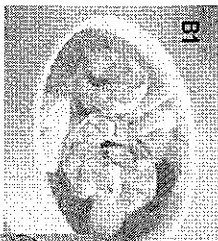
**Chicken, Beef, Tofu and Pork.....\$8.95**  
**Squid, Shrimp....\$10.95**

**N1 Pad Thai (Most Famous Thai Noodle Dish)**

Rice noodles with tofu, crushed peanuts, green onions, bean sprouts, eggs, and your choice of meat. Topped with a slice of lemon, raw bean sprouts, and crushed peanuts.

**N2 Pad See-Eaw**

Wide Rice noodles with broccoli, eggs, bean sprouts, and your choice of meat in a sweet soy sauce



**N3 Drunken Noodle**

Flat wide rice noodle with beansprouts, mushroom, peapods, and basil in a special sauce

**N4 Pad Thai Curry\*\***

Rice noodles with tofu, crushed peanuts, green onions, bean sprouts, eggs and your choice of meat topped with a slice of lemon, raw bean sprouts and crushed peanuts stir fried in a red coconut sauce

**STIR FRY ENTREES**

**Chicken, Beef, Tofu and Pork .....\$8.95**  
**Shrimp or Squid .....\$10.95**

**E1 Potato Curry (chicken, pork, or beef)\***

Bamboo strips, potato, and carrots in a mild yellow curry sauce

**E2 Seafood Curry\*\***

Shrimp, squid, mussels, and scallops mixed with bell pepper, onion, bamboo, and mushroom in a red curry basil sauce

**E3 Pad Ped\*\***

Onion, mushroom, eggplant and bell pepper in a red curry coconut sauce

**E4 Peanut Curry (chicken, pork, and beef)\*\***

Bell pepper, onion, carrot, and bamboo strips in a peanut curry sauce

**E5 Gang Keaw Warm\*\***

Bell Pepper, eggplant and green peas in a green curry sauce

**E6 Pepper Steak**

Sauteed beef stir fried with bamboo, onion, bell pepper and mushroom in chef's special brown sauce

**E7 Pad Pak**

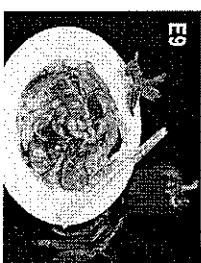
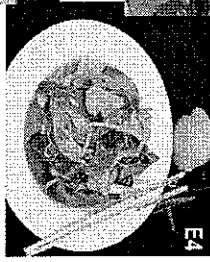
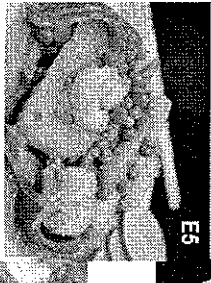
Napa, broccoli, carrot, peapod, bamboo, baby corn, mushroom in a brown sauce

**E8 Pad Cashew**

Roasted cashews, green onions, bamboo shoots, baby corn and water chestnuts in a brown sauce

**E9 Pad Almond**

Roasted almond, celery, bamboo shoots, baby corn, water chestnuts in a brown sauce





For Reservations # 25

# BANGKOK CUISINE

600 Williamson St. Suite G  
Madison, WI 53703  
Telephone: (608) 250-6280

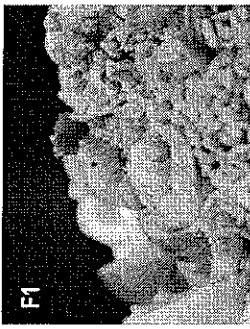
### Business Hours:

Monday thru Saturday 11:00am to 9:00pm  
Sunday 11:00am to 7:00pm

We offer authentic Thai cuisine with fast service in a casual dining atmosphere.  
*Lunch is served until 2pm. All entrees are served with a special appetizer of the day (for Dine-in Only).*

Please Specify degree of Hotness when ordering:

\*\*\*\* 4 Stars = Very Hot \*\*\* 3 Stars = Hot \*\* 2 Stars = Medium \* Star = Mild



F1

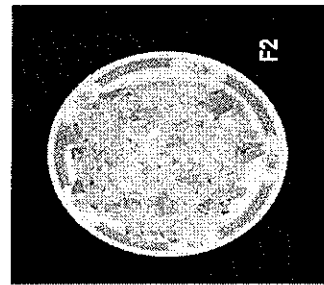
**FRIED RICE**  
Chicken, Beef, Pork, or Tofu.....\$7.95  
Shrimp, Scallop or Squid.....\$9.95

### F1 Kow Pad

Carrots, peas, onions, and eggs, rice stir fried

### F2 Bangkok Special

Shrimp, scallop, squid, beef, and chicken mixed with  
peapods, onion, bean sprouts and eggs in a basil  
garlic chili sauce



F2

### DRINKS

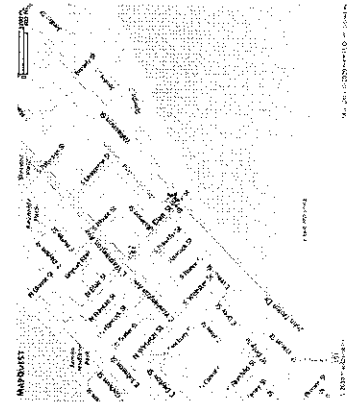
- Hot Tea .....\$2.00
- Thai Iced Tea .....\$2.00
- Thai Iced Coffee .....\$2.00
- Coconut drink .....\$2.00
- Soy milk.....\$2.00
- Soda.....\$1.00
- Bottle water .....\$1.00

### Beer

- Domestic  
Budweiser, Bud light, Miller, and Miller Lite .....\$2.50
- Import Beer  
Heikenen, Singha, Tsingtao, Beer Lao, and Corona  
.....\$3.50

### DESSERTS

- Tapioca Dessert .....\$3.00
- Coconut Ice Cream .....\$2.00
- Thai Fruit Medley .....\$3.00



Bangkok Cuisine  
600 Williamson St. Suite G  
Madison, WI 53703  
(608) 250-6280

We're located at the corner of Williamson St.  
and N. Blair St. (Right before it turns to John  
Nolen Dr.)

### APPETIZERS

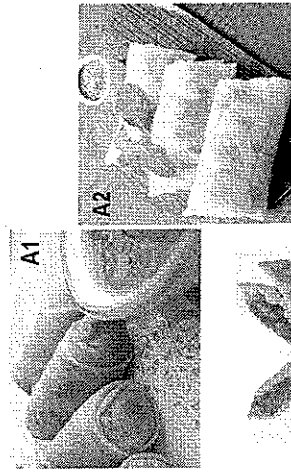
**A1 Thai Egg Rolls (2)**  
Mixed vegetables with your choice of pork or chicken  
wrapped in rice paper and deep fried .....\$1.95

**A2 Fresh Spring Rolls (2)**  
Vermicelli noodles, fresh lettuce, and your choice of  
pork ham or shrimp wrapped in a steamed rice  
wrapper.....\$2.95

**A3 Crab Rangoon (4)**  
Cream cheese and crab in a flour wrapper and deep  
fried.....\$2.95

**A4 Satay**  
Grilled Sliced Chicken or Beef on a skewer with  
peanut Sauce and Cucumber salad .....\$7.95

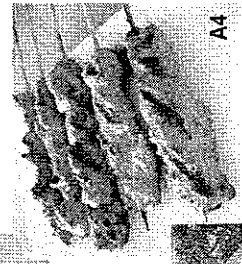
**A5 Fried Tofu**  
Served with peanut sauce and Cucumber  
Salad.....\$3.95



A1



A3



A4



### HOUSE SPECIALS

**H1 Bangkok Platter (2)**  
eggrolls, springrolls, crab rangoon, and beef tenyaki  
.....\$8.95

**H2 Bangkok Combo**  
Papaya salad, chicken wings, and sticky  
rice.....\$9.95

**H3 Fried Fish (30-45 minute wait)**  
Tilapia topped with mixed vegetables in a brown  
sauce.....\$10.95

# Transfer of Ownership

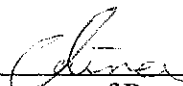
(letter to surrender previous license)

*to be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.*

The Class "B" license for the premise located at  
Class of License  
600 Williamson St Ste E Madison WI 53703 will be relinquished upon the  
Street Address  
approval of the application and the issuance of the same type of license for the same  
premises to THITO CHUERAO  
License Applicant

There have been no convictions for violations during the current license year, nor are there any pending violations against the present licensee except as follows:

\_\_\_\_\_  
\_\_\_\_\_

  
Signature of Present License Holder

01/26/2009  
Date

# Payment of Taxes on Liquor/Beer License Transier

I, THAO CHUEKAO, Owner/Manager, applicant for  
Name Title  
a liquor and/or beer license for the premise located at 600 Williamson St Ste G Madison WI have  
Address 53703  
read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand  
that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments  
must be paid before the Office of the City Clerk can issue said license.

[Signature]  
Signature of Applicant

1/27/09  
Date

Subscribed and sworn to before me this

27 day of January, 2009

[Signature]  
Notary Public, Dane County, State of Wisconsin

My Commission Expires 6/27/10

