

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 20
ending June 30 20 10

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 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): Vintage II, 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>Mark J Kraemer</u>	<u>3513 Field Crest Way</u>	<u>53719</u>
Vice President/Member	<u>Trent O. Kraemer</u>		
Secretary/Member	<u>Brittany Kraemer</u>		
Treasurer/Member			
Agent	<u>Trent Kraemer</u>		
Directors/Managers	<u>Scott Manning, Bryan Manning, Mike Bridges</u>		

- 3 Trade Name Vintage Brewing Company Business Phone Number _____
4 Address of Premises 674 S Whitney way Post Office & Zip Code 53711

- 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 Aug 21-09 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) Whole Building at 674 Whitney way and 12' x 40' Veranda
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? J.T. Whitney S
12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning 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 23rd day of August, 20 09

[Signature]
(Clerk/Notary Public)

My commission expires 11/2/11

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>8/25/09</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN): <u>27-0795321</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$ 70-

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification Number <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form	<input checked="" type="checkbox"/> Description of Licensed Premise <input checked="" type="checkbox"/> *Notarized Appointment of Agent <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC Vintage II, Inc
2. Address of Licensed Premise 674 S Whitney Way Madison
3. Telephone Number: _____ 4. Anticipated opening date: 11/1/09
5. Mailing address if not opening immediately 3513 Fieldcrest Way Madison WI 53719
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: Brew Pub and restaurant Sat + Sun 8-2:00 am - M-F 11-2am
9. Do you plan to have live entertainment? No Yes—What kind? bands
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.**
Building is 84'x122' with a 12'x40" covered veranda on front. See plan for seating arrangements. Capacity is 362, Bar size is 20x26 U. Alcohol will be stored in liquor room upstairs and behind the bar. It will be sold at bar in restaurant, and on veranda.
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 on front and side of building
13. Describe your management experience, staffing levels, duties and employee training
18 plus years combined in all 3 areas.
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.
Trent Kramer 4924 Hammarkey Rd. Madison 53711
 Name Address

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

21 and up

16. What age range would you hope to attract to your establishment?

21 and up

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

Promote restaurant & food - web, newspaper

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

19. Owner of building where establishment is located: J Herzog & Son's, Inc

Address of Owner: 1770 South Bellaire Street Phone Number _____

Suite 1209 Denver CO 80222

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

Mark Kraemer 3513 Field Crest Way Madison WI 53719
Name Address

Trent Kraemer 4924 Hammerley Rd Madison WI 53711
Name Address

Brittany Kraemer " "
Name Address

22. List the Stockholders of your Corporation/LLC

Above at 1/6 each, 3 others same
Name Address % of Ownership

Bryan Manning 7322 W Valley Ridge Dr Madison WI 53719 1/6
Name Address % of Ownership

Mike Bridges 931 Jennika St #1 Madison WI 53703 1/6
Name Address % of Ownership

Scott Manning 15227 Kivett Ln Reno NV 89521 1/6
Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain Brew Pub & Restaurant

24. What type of food will you be serving, if any?

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? All hours

27. What hours, if any, will food service not be available? None
28. Indicate any other product/service offered. _____
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? 20
During what hours do you anticipate they will be on duty? 10 Am - 10:30 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? _____
How many bartenders do you anticipate you would have working at one time on a busy night? 3
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? _____
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?
65% - 70%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 75% - 80%
What percentage of your advertising budget do you anticipate will be drink related? 25% - 30%
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? ~~432~~ 362

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	55 %
Gross Receipts from Food and Non-Alcoholic Beverages	44 %
Gross Receipts from Other	1 %
Total Gross Receipts	100%

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.

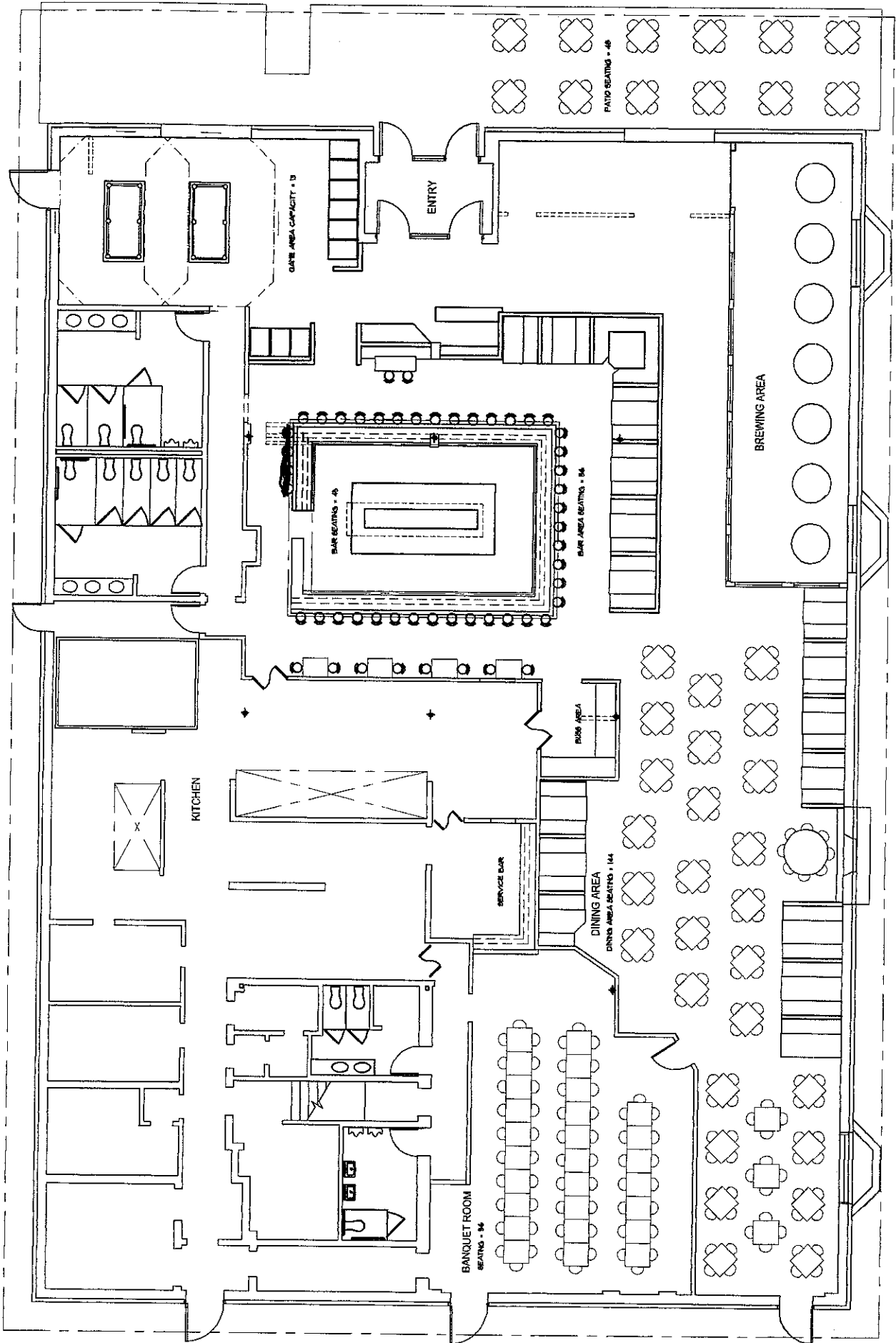
Subscribed and Sworn to before me:

this 23 day of Aug, 2009

T. Adkin
(Officer of Corporation/Member of LLC/Partner/Individual)

[Signature]
(Clerk/Notary Public)

My commission expires 5-6-2012



Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Brittany Kraemer, officer/member for Vintage II, Inc.

(Corporation/LLC), doing business as Corporation, authorize and appoint

Trent Kraemer (Name) as the liquor/beer agent for the premise

located at 674 S. Whitney Way
Madison, WI 53711

Subscribed and sworn to before me this

23 Day of Aug., 2009

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 10/2/11

[Signature]
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Trent Kraemer, appointed liquor/beer agent for

Vintage II, 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 16 %.

Subscribed and sworn to before me this

23 Day of Aug, 2009

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 10/2/11

[Signature]
Signature of Agent

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

COMMERCIAL REAL ESTATE SERVICES

CBRE
CB RICHARD ELLIS

10 E Doty Street
Suite 410
Madison, WI 53703

608 663 5445 Tel
608 663 5438 Fax
608 575 6839 Cell

Matt Paske@cbre.com
www.cbre.com

Matthew S. Paske
Vice President

CB Richard Ellis, Inc
Brokerage Agency Services

August 25, 2009

Mr. Trent Kraemer
Vintage Bar & Grill
VIA EMAIL

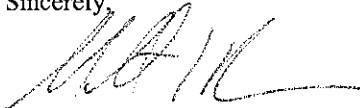
RE: 674 South Whitney Way Madison, Wisconsin

Dear Mr. Kraemer:

I am pleased to announce that, Whitney Square 1999 LLC, Landlord, will be executing a lease (subject to lender's approval) with you for the "Vintage" to open another location at the former JI Whitney's at 674 South Whitney Way in the Whitney Square Shopping Center.

It has been a pleasure to work with you in this matter and if needed the landlord and I will support your efforts to obtain a liquor license for this location

Sincerely,



Matthew S. Paske
Vice President

CC: Mr. Dan McKinney

