

RETAIL LICENSE TRANSFER - PREMISES TO PREMISES

Wisconsin Department of Revenue

FEE \$ _____

APPLICATION FOR TRANSFER OF LICENSES FOR SALE OF FERMENTED MALT BEVERAGES AND/OR INTOXICATING LIQUOR FROM ONE PREMISES TO ANOTHER

MADISON, Wisconsin
_____, 20____

To the governing body of the City Village Town of MADISON
County of DANE Wisconsin.

The undersigned hereby applies for a transfer of Class A Beer license ~~from~~ and a Class A LIQUOR LICENSE From 8302 MINERAL POINT ROAD To 122 JUNCTION ROAD
(present location) (proposed location)
on or about SEPTEMBER 14, 2012
(date)

1. APPLICANT: (print name and address plainly)

- (a) Full name of applicant STEVE'S LIQUORS WEST, INC.
- (b) Address 8302 MINERAL POINT ROAD, MADISON, WI 53719

2. LOCATION AND DESCRIPTION OF PREMISES TO WHICH APPLICATION FOR TRANSFER IS MADE: Describe building or buildings where alcohol beverages are to be sold, served and stored.

- (a) Street number 122 JUNCTION ROAD, MADISON, WI 53719
- (b) Trade name of establishment STEVE'S WINE BEER SPIRIT
- (c) Physical description of building, buildings and/or land area comprising licensed premises.
APPROXIMATELY 4,950 SQUARE FEET OF SPACE AT 122 JUNCTION ROAD, MADISON, WI, CONTAINING (i) APPROXIMATELY SQUARE FEET OF RETAIL SPACE, (ii) SQUARE FEET OF COOLER, and (iii) SQUARE FEET OF STORAGE AS DEPICTED ON EXHIBIT B.
- (d) Legal description (omit if street address is given above.) SEE ADDRESS ABOVE
- (e) Is any other business conducted on same premises? Yes No If so, what? B.
- (f) Was this location licensed for beer or liquor during the past year? Yes No
- (g) Give name and address of previous licensee. N/A
- (h) Will the previous licensee surrender its license? Yes No

N/A

PD-128
AO-9 (SKIOMORE)

ALL APPLICANTS FOR TRANSFER OF CLASS B LICENSES MUST ANSWER THE FOLLOWING:

3. If granted, state any interest, directly or indirectly, that any brewer, bottler, wholesaler, manufacturer, or rectifier will hold in the premises for which you are applying

4. If you do not own the fixtures, state the manner, terms and conditions under which said fixtures are held

STAVE'S LIQUORS WEST, INC.
Karen C. Eigenberger
(Signature)
KAREN C. EIGENBERGER

State of Wisconsin }
County of _____ } ss.

(I) (We), _____ and _____
being first duly sworn on oath says that (he/she is) (they are) the person(s) above named and that the answers to the questions in each instance are complete and true.

Subscribed and sworn to before me this

26th day of June, 2012

Suzanne Smith

Notary Public, Dane County, Wis.

My Commission Expires 7/29/2012

CLASS OF BUSINESS

Name _____
Original Location _____
Ward _____
Proposed Location _____
Ward _____
License No. _____
Treasurer's Receipt No. _____
Filed _____
Submitted to Council or Board _____
Approved _____ Date _____
Denied _____ Date _____

EXHIBIT B, page 1 DEVELOPMENT PLAN

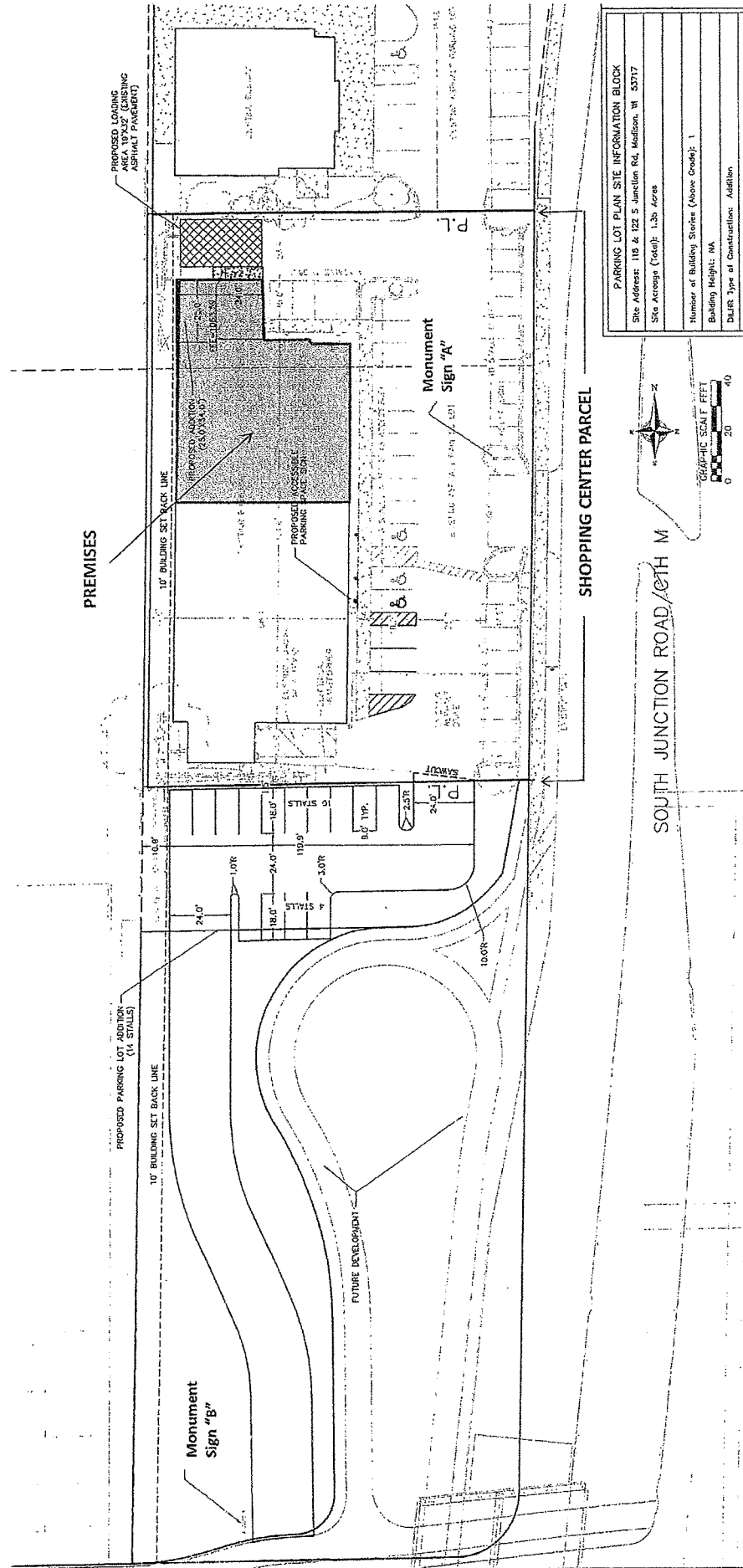
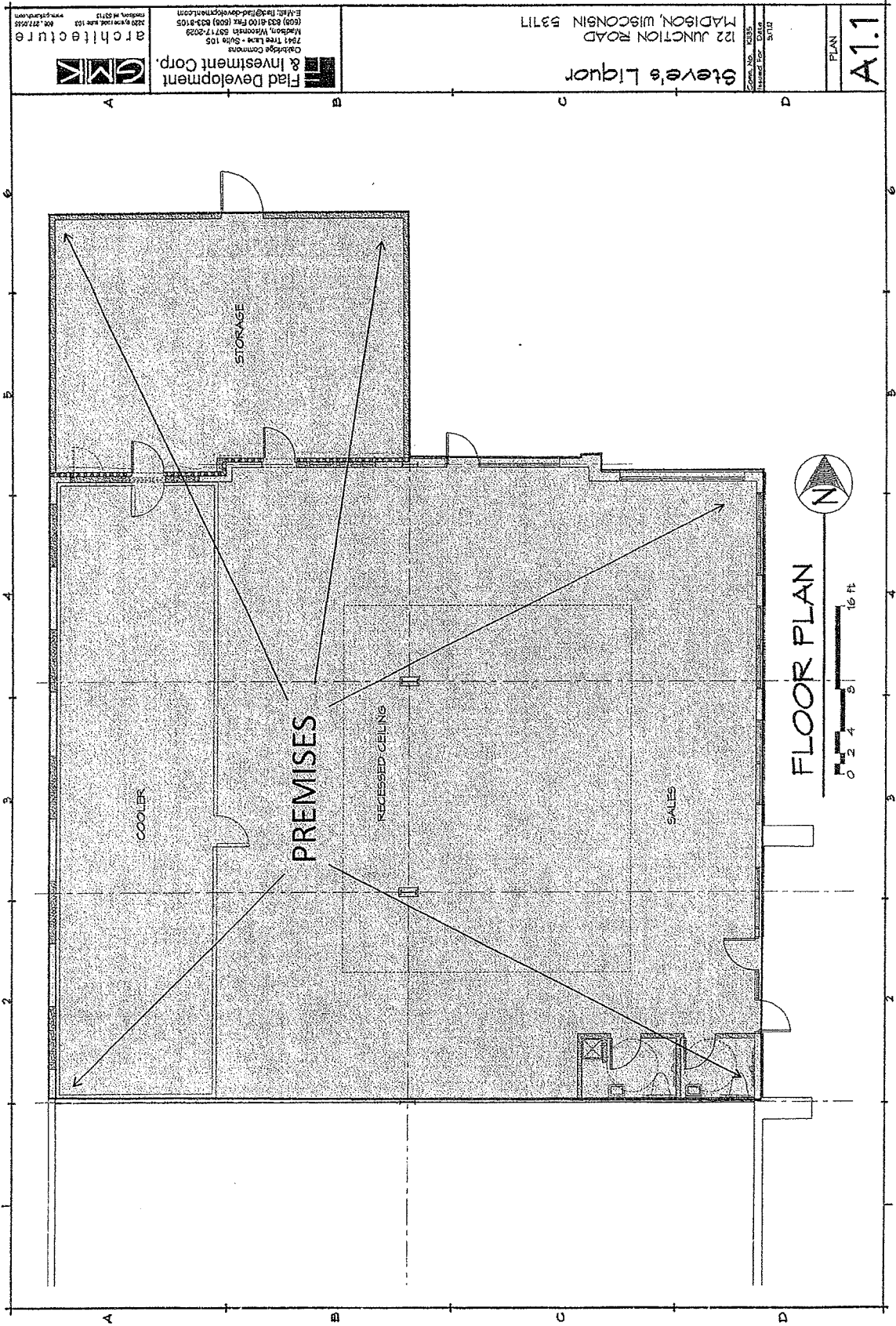


EXHIBIT B, page 2 - FLOOR PLAN



City of Madison Supplemental Class A License Application

<input type="checkbox"/> Seller's Permit Certificate- (Entity must match Articles of Incorporation) <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<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 * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC STEVES LIQUORS WEST, INC.
2. Address of Licensed Premise 122 JUNCTION ROAD, MADISON, WI 53719
3. Telephone Number: 608-833-5995 4. Anticipated opening date: SEPTEMBER 14, 2012
5. Mailing address if not opening immediately 8302 MINERAL POINT ROAD, 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. What type of establishment is contemplated? Liquor Store Grocery Store
 Convenience Store – Gas Pumps Yes No Other—Explain _____

9. Business Description: RELOCATION OF EXISTING STEVES LIQUORS STORE FROM 8302 MINERAL POINT RD, BECAUSE OF CONDEMNATION OF ROAD. APPLICANT WILL CONTINUE W/ RETAIL SALE OF WINE, BEER + SPIRITS

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.**

APPROXIMATELY 4,950 SQUARE FEET OF SPACE AT 122 JUNCTION ROAD, CONTAINING (i) AN APPROXIMATELY SQUARE FOOT RETAIL AREA, (ii) AN APPROXIMATELY 960 SQUARE FOOT COOLER and (iii) AN APPROXIMATELY SQUARE FOOT STORAGE ROOM, ALL AS DEPICTED ON EXHIBIT B ATTACHED

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No HERE TO.
 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. THE RETAIL CENTER IN WHICH THE PREMISES ARE LOCATED HAS 37 PARKING SPACES (3 ARE HANDICAPPED) FOR USE BY CUSTOMERS. AN ADDITIONAL 14 SPACES ARE AVAILABLE FOR EMPLOYEES ON SOUTH SIDE OF CENTER. Parking lot will be well lighted + visible from retail

13. Describe your management experience, staffing levels, duties and employee training. Applicant ~~has operated~~ (and its predecessor) have conducted business for 17 years. All employees are trained + have retail experience.

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.

Karen C. Eigenberger 8302 MINERAL POINT RD MADISON
 Name Address WI 53719
 SEC ATTACHED EXHIBIT D

15. Utilizing your market research, who would you project your target market to be?
21-65 YEAR OLDS LIVING IN ZIP CODES 53719, 53717 + 53711 + 53593

16. Describe how you plan to advertise/promote your business. What products will you be advertising?
WORD OF MOUTH, BILLBOARDS, FROM TIME TO TIME OTHER MARKETING CAMPAIGNS. BEER, WINE + SPIRITS

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

18. Owner of building where establishment is located: WHITEHEAD PROPERTIES, LLC
Address of Owner: 7941 TREE LANE, #105, MADISON, WI 53717 Phone Number 608-833-5981

19. 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
N/A - NOT A PRIVATE CLUB

20. List the Directors of your Corporation/LLC
KAREN C. EIGENBERGER 1006 REDAN DRIVE VERONA, WI 53593
Name Address
RANDALL WAUTLET 5236 PRESERVATION PLACE, SUN PRAIRIE WI 53590
Name Address
JOSEPH D. VARESE 6338 INNER DRIVE MADISON, WI 53705
Name Address

21. List the Stockholders of your Corporation/LLC
SAME AS #20 ABOVE
Name Address % of Ownership
Name Address % of Ownership
Name Address % of Ownership

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: STEVE'S LIQUORS WEST, INC.
this 26th day of June, 2012
Karen C. Eigenberger
(Officer of Corporation/Member of LLC/Partner/Individual)

Sacqual Smith
(Clerk/Notary Public)
My commission expires 7/29/2012

KAREN C. EIGENBERGER

EXHIBIT B, page 1 DEVELOPMENT PLAN

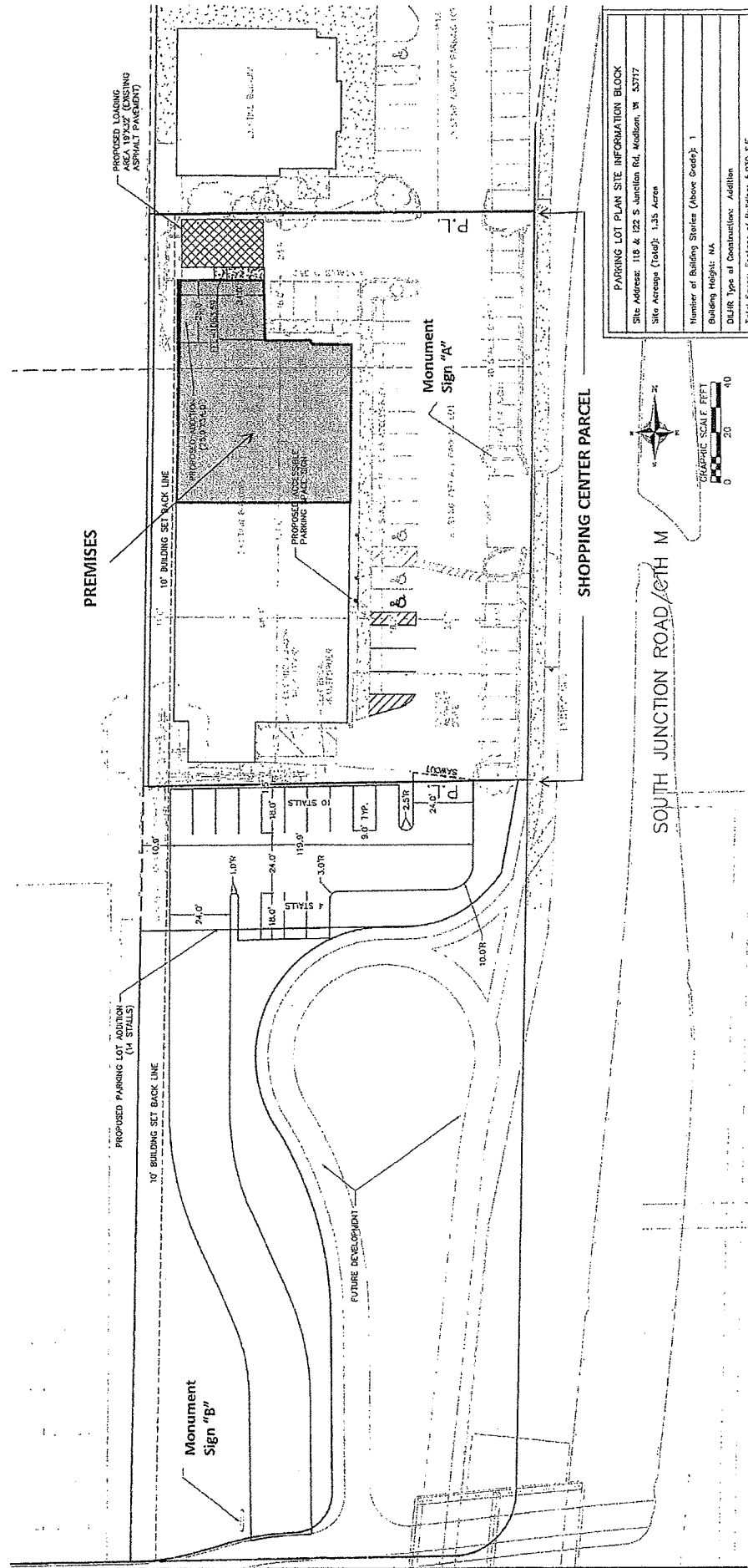
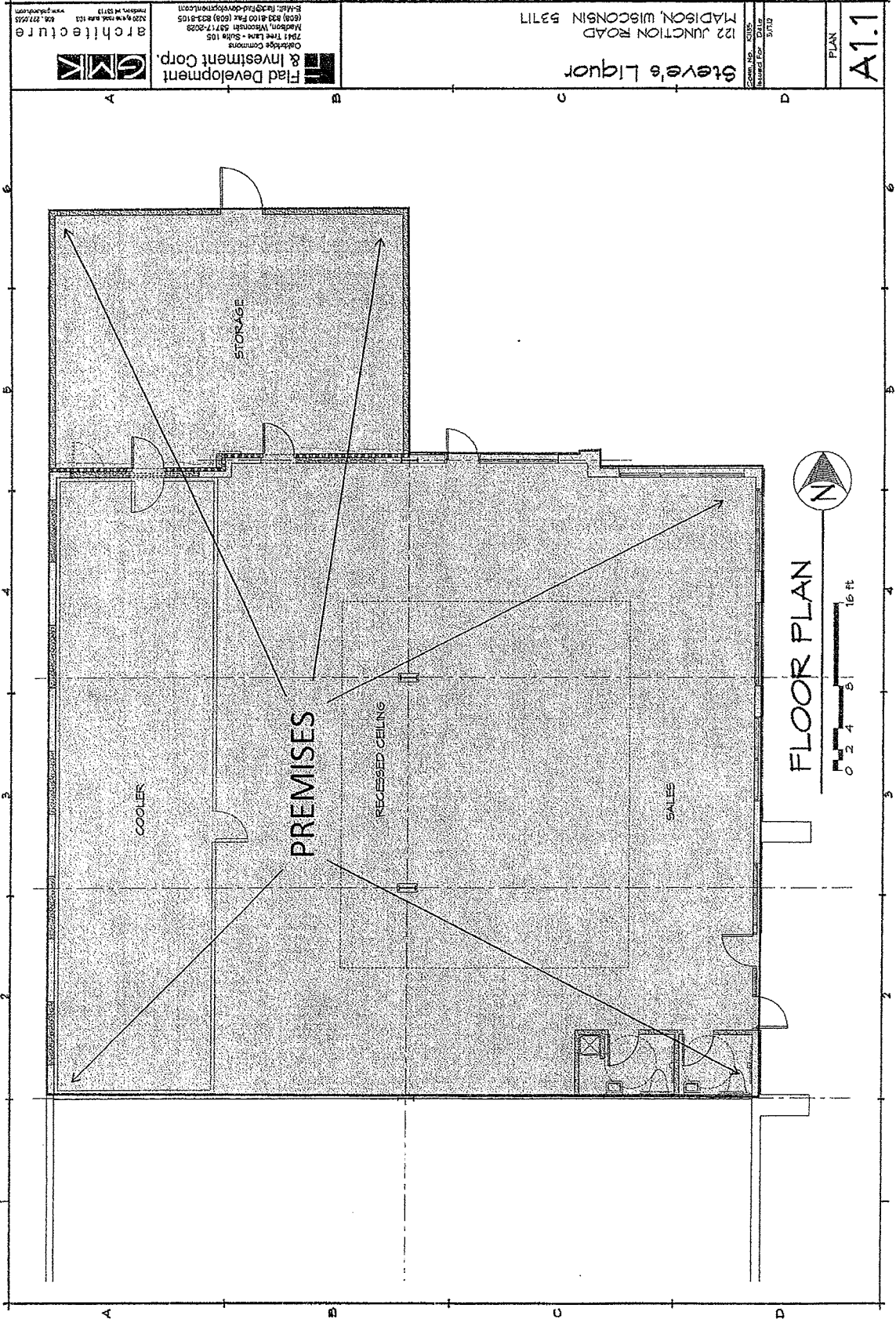
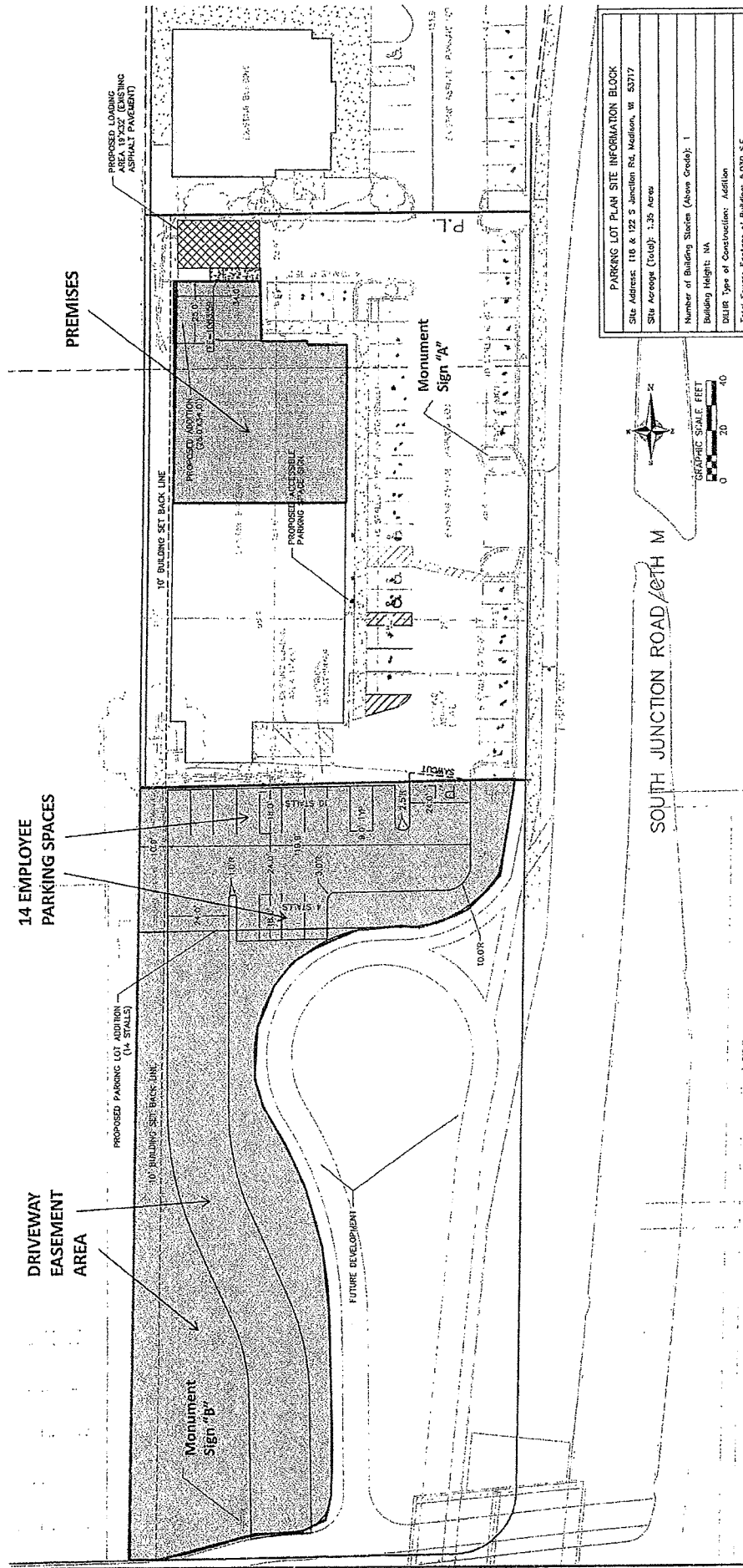


EXHIBIT B, page 2 - FLOOR PLAN



 Flad Development & Investment Corp.	Outridge Commons 7041 Tree Lane - Suite 105 Madison, Wisconsin 53717-2029 (608) 823-8100 Fax: (608) 823-8105 E-Mail: flad@flad-investment.com	Steve's Liquor 122 JUNCTION ROAD MADISON, WISCONSIN 53711
	architecte 1205 W. MOUNTAIN AVE. 103 MADISON, WI 53713 www.stevestliquor.com	DATE: 9/10/10 DRAWN BY: GIBBS CHECKED BY: GIBBS

EXHIBIT D EMPLOYEE PARKING PLAN



PARKING LOT PLAN SITE INFORMATION BLOCK	
Site Address:	118 & 122 S Junction Rd, Madison, WI 53717
Site Area (Total):	1.35 Acres
Number of Building Stories (Above Grade):	1
Building Height:	10'
DLR# Type of Construction:	Addition
Total Square Footage of Building:	4,030 S.F.