



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 Class A Cider

Section A – Applicant

- 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.

- This application is for the license period ending June 30, 2017.
- 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.

Glaze Madison One LLC

- Trade Name (doing business as) Glaze Teriyaki
- Address to be licensed 563 State St., Madison, WI 53703
- Mailing address 563 State St., Madison, WI 53703
- Anticipated opening date June 15, 2016
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

1600 sq ft at 563 State St. Entry vestibule leads into dining area; counter for order is approx 30 ft inside

building; service pass through prevents customers from accessing behind counter. Beer and wine for

service to customers will be stored on ice at service counter. Beer and wine in storage will be stored in walk-in

cooler behind counter and past the cook station near door to main building that is kept locked at all time.

Sales records are kept in cabinets on Manager's desk near walk-in cooler. Outdoor seating as approved.

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 100

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

Municipal parking ramps near State St.

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 Mr. David Sanborn

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

18. How long has the agent continuously resided in the State of Wisconsin? 49 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.

31-Oct-2014, Delaware LLC

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
Manager	Mr. Paul Krug	New York City, NY

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.

Attorney Jeffrey M. Glazer

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Applicant is the seventh Glaze Teriyaki store in the United States
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 _____
27. Business description Fresh ingredients selected at a counter by the customer is cooked in a wok to order.
Customers can get drinks at the fountain or order a beer or wine with their meal served from behind the counter.
Food and non-alcohol drinks can be ordered to sit or to carry out. A sidewalk cafe is planned. While the service
is casual, the atmosphere is upscale and urban.
28. Hours of operation Prep staff at 7am; Lunch and Dinner Service starting at 11am - 10pm
29. Describe your management experience Glaze Teriyaki Madison is the seventh location in the Glaze
Teriyaki family. Prior to Glaze, Applicant, head-chef Dennis, and Liquor Agent David Sanborn have had
long histories owning, managing, and working in restaurants and kitchens around the United States.
30. List names of managers below, along with city and state of residence.
David Sanborn - Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment 3-10 staff will be on site at
all times. Normal roles and duties include manager, cashier, food prep, cook/chef, and cleaning/janitorial.

32. Describe your employee training All employees will undergo multiple day training on topics such as
customer service, menu, cleaning and sanitation, and alcohol service.

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

The target market will be students, staff, faculty, families, and business professionals looking for a budget-friendly, healthy, locally-sourced alternative to sandwiches and fried foods.

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

Food will be promoted in normal trade channels including newspaper, television, and radio. Focus of advertising will be on University population, but will generally target the entire Madison area looking for fresh, budget-friendly food near campus.

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

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? Family-friendly, but primarily 19-65

39. What type of food will you be serving, if any? Seattle-style Teriyaki

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? 11am - 10pm

42. What hours, if any, will food service not be available? 7am - 11am (prep staff only)

43. Indicate any other product/service offered. N/A

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? 0 - no table service

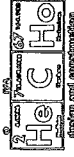
During what hours do you anticipate they will be on duty? N/A

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? 0
 How many bartenders do you anticipate having work at one time on a busy night? 0
49. Will there be a kitchen facility separate from the bar? No Yes
 Alcohol served at Counter, but is separated from kitchen by expediter's station
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 46
51. What type of cooking equipment will you have?
 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? 50%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 What percentage of your advertising budget do you anticipate will be drink related? 0%
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:
2 % Alcohol 98 % 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



PROJECT

563 STATE STREET
GLAZE TERIYAKI
MADISON, WI 53703

DESIGN
HECHO INC.
Designer Certification
No. 0894, N.I. 11201
P. 718.629.5488

ARCHITECT OF RECORD

ENGINEER

OTHER

OTHER

DATE	2015.11.17	REVISED FOR	REVISION 1
DATE	2015.12.11	REVISED FOR	REVISION 1
NO.	DATE	REVISION	
1	2015.12.15	CLIENT REVISION	

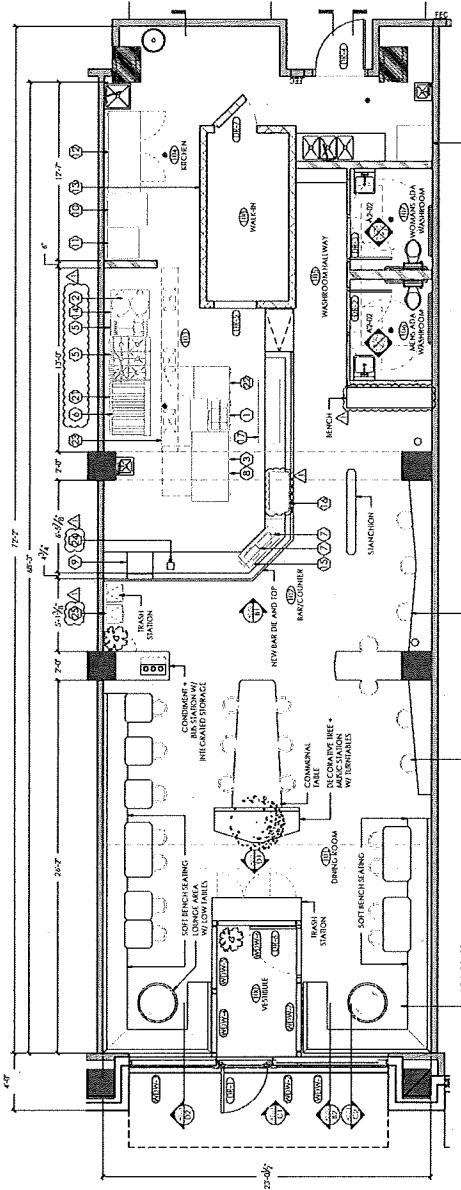
Scale: 1/4" = 1'-0"
Drawing Title: PROPOSED FLOOR PLAN
Sheet & Signature:
Date: 2015.12.15
Drawing No.: 10007
Checked By: JTB
Drawn By: BCW

A

B

C

D



OCCUPANCY: AS CUSTOMERS + 6
EMPLOYEES: 48 PERSONS

PROPOSED FLOOR PLAN
SCALE: 1/4" = 1'-0"

- EXISTING WALL
- DEMO EXISTING
- (N) WALL FULL HEIGHT
- (N) WALL PARTIAL HEIGHT

NOTES:
- OWNER TO PROVIDE SPEC'S EQUIPMENT
- WORKS, FINISHES AND RELATED
- COMMENTS TO BE PROVIDED TO THE
- GC TO PROVIDE. AMMS FOR GCI DOORS

NO.	DESCRIPTION	LOCATION	RESPONSIBILITY
ES-22	1 SINGLE GLOSS ONDOY	TRIE	GC/CI
ES-23	1 24" X 36" X 12" WALK-IN REFRIG	WALK-IN REFRIG	GC/CI
ES-24	1 24" X 36" X 12" WALK-IN FREEZER	WALK-IN FREEZER	GC/CI

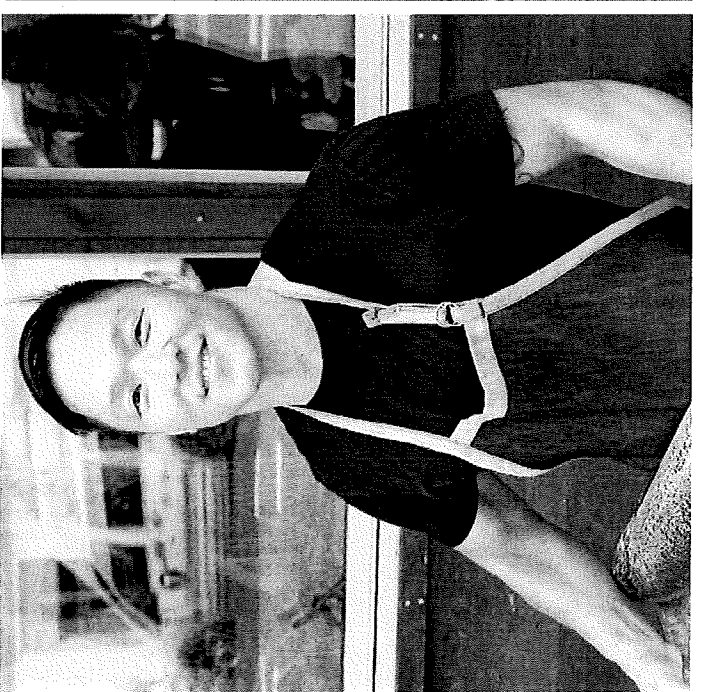
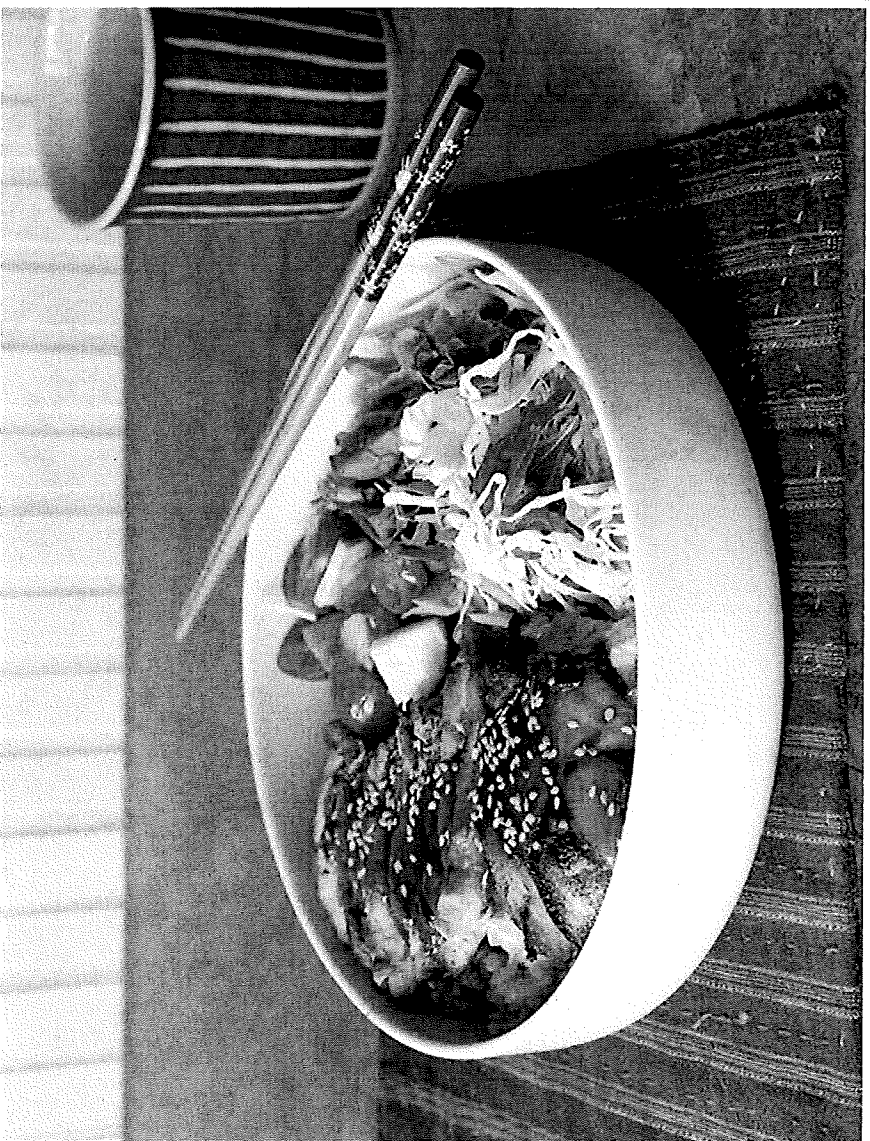
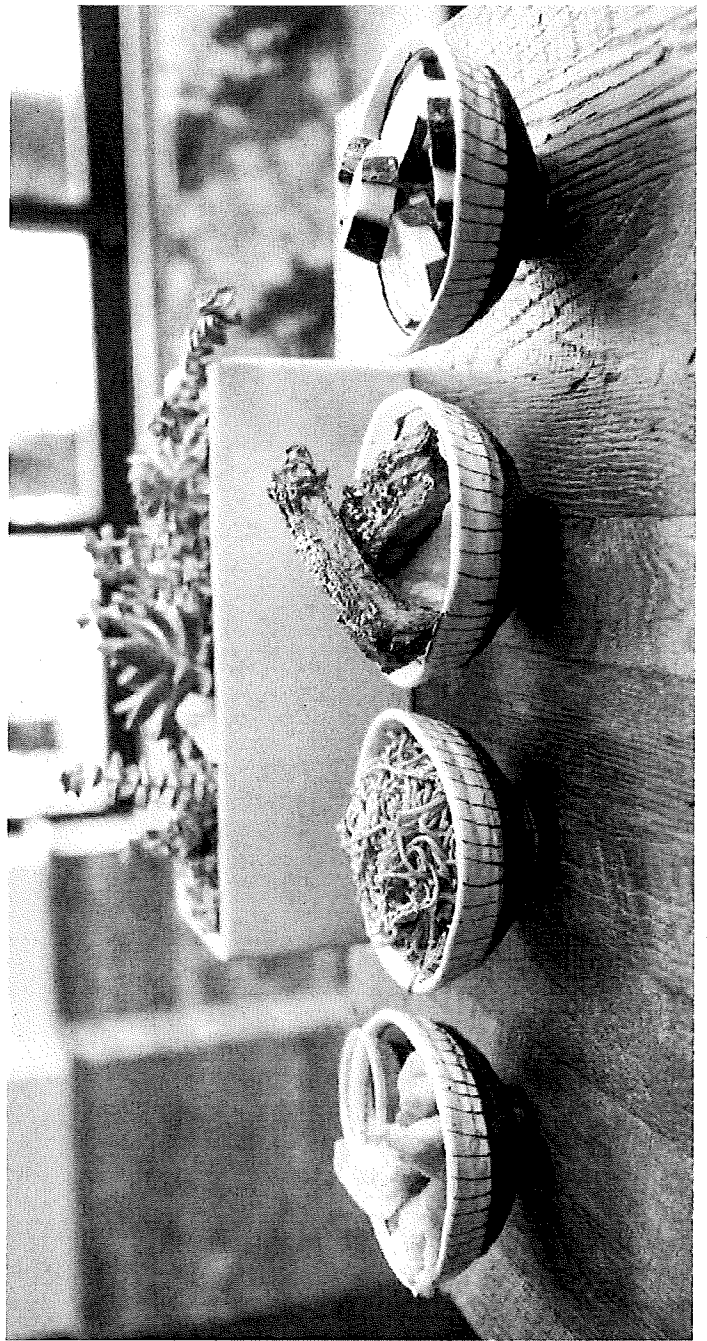
NO.	DESCRIPTION	LOCATION	RESPONSIBILITY
ES-25	1 24" X 36" X 12" WALK-IN CUPBOARD	WALK-IN CUPBOARD	GC/CI
ES-26	1 24" X 36" X 12" WALK-IN REFRIG	WALK-IN REFRIG	GC/CI
ES-27	1 24" X 36" X 12" WALK-IN FREEZER	WALK-IN FREEZER	GC/CI

ITEM	QTY.	EQUIPMENT DESCRIPTION	EQUIPMENT MANUFACTURER	EQUIPMENT MODEL NUMBER	RESPONSIBILITY
ES-01	1	30 GAL TOP REFRIGERATOR	TRUE	TS11-278-AD-FLAT LID	GC/CI
ES-02	2	RICE COOKER	AMMO	AS55C	GC/CI
ES-03	1	8" WALKER TABLE W/B B	GARLAND	5737	GC/CI
ES-04	1	2" RANGE	GEARL	MAIR	GC/CI
ES-05	1	PANTRY	GEARL	5M2C-STCK	GC/CI
ES-06	1	PREP TABLE	GEARL	5M2C-STCK	GC/CI
ES-07	1	CHEF'S BAR	TRUE	TKCS-52-60	GC/CI
ES-08	1	SODA MACHINE	BEVQUIP	BA-100	GC/CI
ES-09	1	FREEZER	BEVQUIP	TUC237	GC/CI
ES-10	1	ICE MACHINE	TRUE	TBO	GC/CI
ES-11	1	BACK BAR FROGE	TRUE	TBB-30-LD-09	GC/CI
ES-12	1	WALK-IN	EMETAC-TBO		GC/CI
ES-13	1	TABLE FOR RICE COOKERS	4X2 SHELF CUSTOM		GC/CI
ES-14	1	TABLE FOR POS	4X2 SHELF CUSTOM		GC/CI
ES-15	1	COOLER FOR BEER	CUSTOM	4'X2'	GC/CI
ES-16	1	PREP TABLE	OMIT		GC/CI
ES-17	1	OMIT	OMIT		GC/CI
ES-18	1	DISHWASHER	OMIT		GC/CI
ES-19	1	OMIT	OMIT		GC/CI
ES-20	1	4" TABLE FOR GRILL	4'X2'		GC/CI



GLAZE

TERIYAKI



OUR VISION

Glaze aims to become the leading Asian concept in the fast and fine casual space.

We offer a quick, feel-good dining choice with our healthy, made-to-order menu that uses locally sourced, all-natural and organic ingredients whenever possible. Our sauces are made from scratch and always made daily.

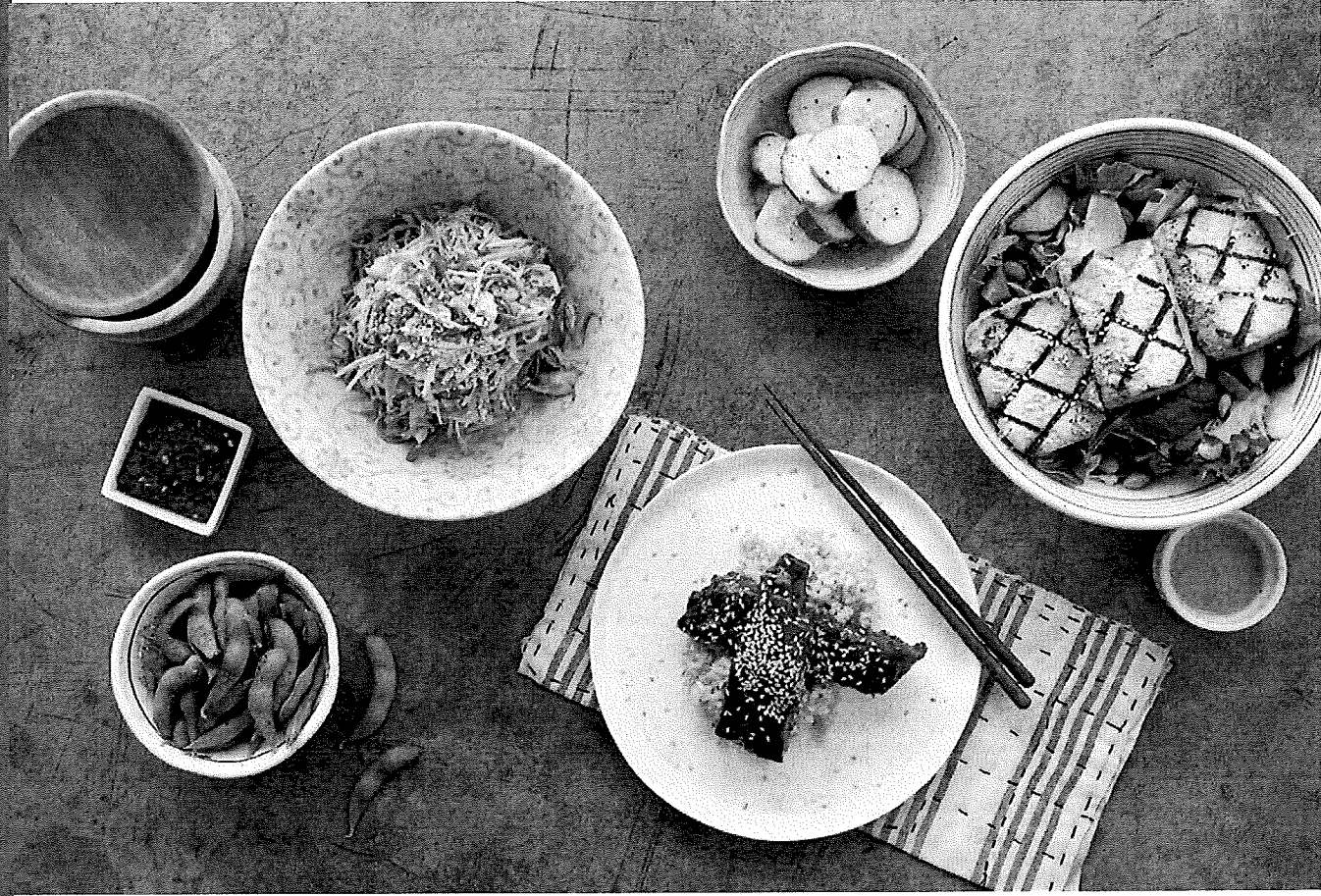
Our restaurant locations are built using reclaimed materials and feature our community through the use of artwork and serveware made by local artisans. All of our disposables are compostable and bio-degradable.

Our brand is egalitarian and meant for everyone. A firefighter, the high school basketball team, families and young professionals all feel welcomed in our restaurants because we believe that good food should have no boundaries.

**NEW ASIAN FINE CASUAL
HEALTHY TO INDULGE**

GOOD FOR THE COMMUNITY

SMART FOOD FOR EVERYDAY PEOPLE



OUR INSPIRATION



Our founder Paul Krug grew up in Seattle eating at local teriyaki joints, ubiquitous in his hometown. Teriyaki grew in popularity in Seattle in the 1970s when the city saw a boom in Korean immigrants, and it's been a way of life every since. Every great city has its own signature specialty food: New York has pizza, Philly has cheesesteaks and Seattle has teriyaki.

At Glaze, we combine the best flavors and recipes from Seattle, Korean and Japanese-style teriyaki. Glaze is the evolution of teriyaki and grilled cooking, focused on high quality ingredients and clean preparations.

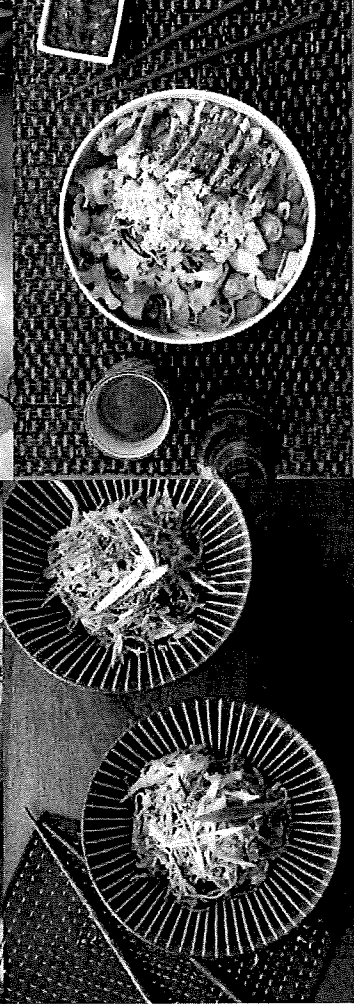
GLAZE 1.0



- Darker, food-truck inspired interiors
- Food served in cardboard takeout containers
- Industrial look & feel
- Focus on street art and graffiti
- Locations in commercial areas



GLAZE 2.0



- Elevated environment, inspired by third wave coffee shops
- Communal, comfortable seating
- Food served on ceramics made by local artisans
- Cleaner aesthetic, simpler design
- Locations in residential neighborhoods
- Open kitchens



GLAZE
RESTAURANT

CURRENT BRAND ATTRIBUTES

Multi Unit/Multi Market Presence

Stable Unit Performance

Street Inspired Interior Design

Evolving Brand Identity

Music Forward

Positive Buzz and Brand Awareness

Positive YOY Unit Performance

Targets Large White Space in Market:
Fast Casual Asian

Quality Menu Offerings – Bold Flavors

Paper Product Delivery

Modern Teriyaki Niche

Cooked From Scratch

ASPIRATIONAL BRAND ATTRIBUTES

Multi Market Cluster Expansion Strategy

Increasing YOY Unit Performance

Upgraded On Trend Interior Design
Roll-out

Asian Grill – Live Fuel Preparation

Class Leading Food Quality – Organic,
Clean, Healthful, From Scratch, Bold
Flavors

Enhanced Day Part Offerings and Capture

Full service restaurant ideas delivered
in Smart Fast Casual Format

Multiple Expansion Models – Four Wall,
Food Court, Airport

Custom Designed Ceramics

Signature Branded Music Development

Enhanced Web-Based Catering/Delivery App

FRESH. LOCAL. GLUTEN FREE. HEALTHY. SMALL BATCH.

TERIYAKI PLATES

INCLUDES RICE & SIDE SALAD

CHOOSE PROTEIN

- CHICKEN BREAST 9.50
- CHICKEN THIGH 8
- STEAK 10.25
- SALMON 10.25
- TOFU 8.50
- WOK-SAUTÉED VEGETABLES 7.50
- BONELESS PORK LOIN 9

+

CHOOSE RICE

WHITE // BROWN // NO RICE // NO RICE, EXTRA SALAD

+

CHOOSE DRESSING

SESAME // CARROT-GINGER // HONEY-LEMON (GLUTEN-FREE)

ALSO ADD

- SPICY, EXTRA-SPICY OR THE HOTTEST TERIYAKI SAUCE + 1
- GLUTEN-FREE TERIYAKI SAUCE + 1

EXTRA PROTEIN

MEAT, VEGGIE, FISH OR TOFU + 3

SALAD PLATES

- SALMON 9.75
- CHICKEN 9.75
- TOFU 9.75

WITH CHOICE OF DRESSING:

SESAME // GINGER-CARROT // HONEY-LEMON (GLUTEN-FREE)

COMBO PLATES

COMBO 1

CHOOSE ANY TWO DIFFERENT TERIYAKI ENTREES 11

COMBO 2

ADD GYOZA, CUCUMBER SALAD OR WOK-SAUTÉED VEGETABLES + 2

SIDES

- STEAMED EDAMAME 3
- COLD SOBA NOODLE SALAD 4
- SHRIMP SHUMAI 4
- SHISHITO PEPPERS 6
- SPICY-YAKI CHICKEN WINGS 4.50
- CUCUMBER SALAD 3
- CRISPY GYOZA DUMPLINGS 4
VEGETABLE, CHICKEN OR PORK
- CHARRED PORK RIB 5

THE OPPORTUNITY

GLAZE

T E R I Y A K I

Glaze is the only Asian concept among the next generation fast casual concepts. We fill a large white space in the rapidly growing category.

Of the Asian fast casual dining concepts, Glaze represents a modern take on Asian-fusion food by making our food from scratch, cooking on premise and offering organic and healthy grilled preparations in an elevated atmosphere.



FAST CASUAL COMPETITORS

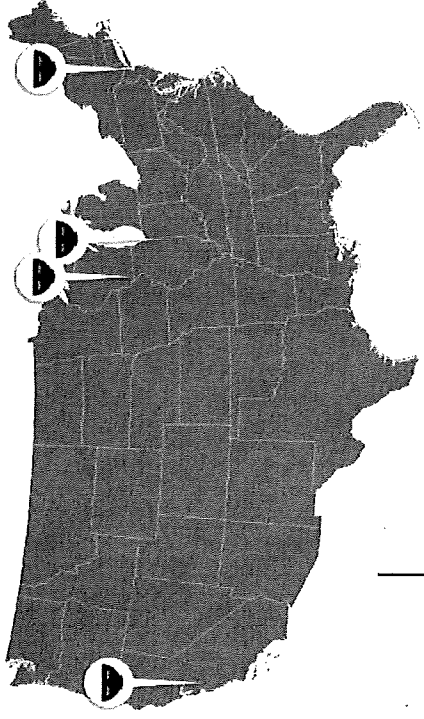


ASIAN COMPETITORS



GROWTH PLAN

Glaze has strategically laid the foundation for national expansion by first opening in three key regions: the East Coast, the West Coast and in the Midwest. With solid stakes in these leading markets, we will be able to capitalize on our current infrastructure, customer base and brand recognition and grow with greater ease in new cities across the country.



SF

CALIFORNIA

Pacific Heights
-
Fillmore

**+ 3 TO 4 UNITS
IN NEXT TWO YEARS**

NYC

NEW YORK

Union Square
-
Midtown East
-
Midtown West
-
Williamsburg
-
DUMBO

coming soon

coming soon

**+ 4 TO 5 UNITS
IN NEXT TWO YEARS**

CHI

ILLINOIS

Lakeview East

**+ 2 TO 3 UNITS
IN NEXT TWO YEARS**

MAD

WISCONSIN

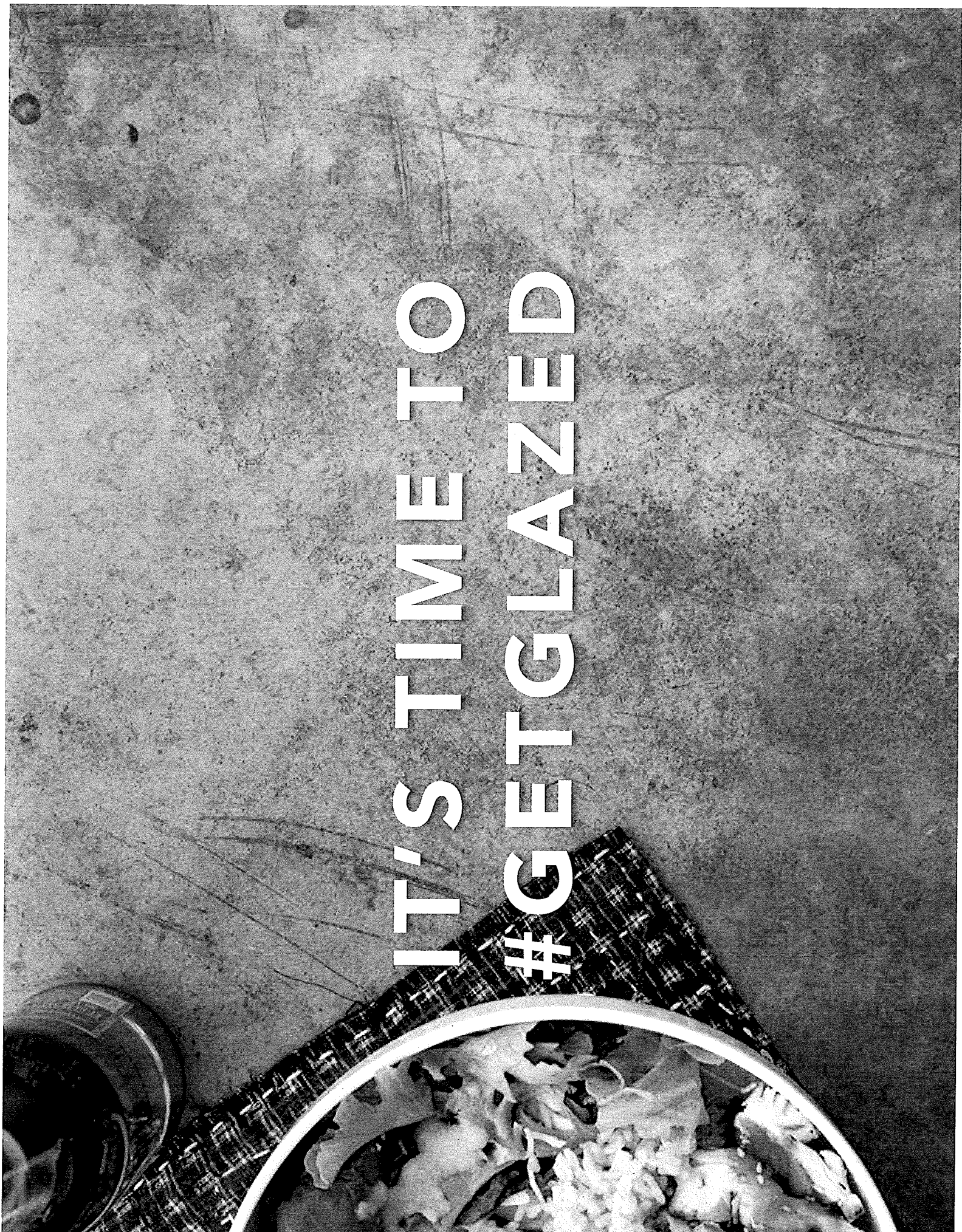
coming soon
UW Campus

**+ 2 TO 3
COLLEGE TOWN UNITS
IN NEXT TWO YEARS**

CURRENT

NFM

IT'S TIME TO
#GETGLAZED



GLAZE

T E R I Y A K I

This presentation contains forward-looking statements regarding future events or the future financial performance of Glaze (the "Company"). Forward-looking statements are based on management's current plans and assumptions (a copy of such assumptions are available upon request), but are subject to known and unknown risks and uncertainties, which may cause the Company's actual results, performance or achievements to differ materially from expectations. No representations or warranties, express or implied, are made as to the accuracy or reasonableness of such plans and assumptions or the forward-looking statements based thereon. You should not rely on these forward-looking statements. Factors that could materially affect our results, performance or achievements include (but are not limited to): our ability to achieve our expected revenues and comparable store sales due to the acceptability and quality of our products; general economic conditions; our ability to control our operating costs, including commodity, labor and other restaurant expenses; our ability to successfully locate, open and operate new restaurants and implement our growth strategy; and our ability to manage ongoing and unanticipated costs. The information contained herein speaks only as of the date of this presentation and neither the Company nor any of its representatives undertakes any obligation to update such information as a result of future events or otherwise.