



# 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

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, 2017.
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.

LM Madison LLC

4. Trade Name (doing business as) Lotsa

5. Address to be licensed 506 State Street, Madison, WI 53703

6. Mailing address 2480 Route 97, Glenwood, MD 21738

7. Anticipated opening date July 27th, 2016

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) General Manager of Establishment

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.

Main dining takes up majority of space upstairs. Service and sales line 1/4 of upstairs space. Will be stored in

the walk in cooler downstairs. Seating outside in front of building.

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 75
13. Describe existing parking and how parking lot is to be monitored.  
 No Parking lot. State Street establishment. Parking garages and street parking only
- 
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 Mark Karels
17. City, state in which agent resides Fitchburg, WI
18. How long has the agent continuously resided in the State of Wisconsin? 1 Year
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 12/14/2015
21. State and date of registration of corporation, nonprofit organization, or LLC.  
Maryland, 11/19/15 ; Qualified to do business in WI, 1/12/16
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
Treasurer	Michael Hannon	Baltimore, MD

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.  
Resident Agents, Inc.

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 \_\_\_\_\_
27. Business description Fast Casual stone fired pizza from dough to done in 5 minutes or less. Que system  
ordering for dine-in or carryout. Delivery available.  
 \_\_\_\_\_  
 \_\_\_\_\_
28. Hours of operation Sun-Wed: 11am - 12pm, Thur-Sat: 11am - 4am  
 \_\_\_\_\_
29. Describe your management experience Bachelor's degree in Culinary management. A total of 12 year  
of restaurant experience, 10 of which in a management role, 5 of which as a general manager or higher. Most  
recent stints in full service dining including alcohol service.  
 \_\_\_\_\_
30. List names of managers below, along with city and state of residence.  
Mark Karels, General Manager, Fitchburg, WI  
 \_\_\_\_\_  
 \_\_\_\_\_
31. Describe staffing levels and staff duties at the proposed establishment Mostly comprised of part  
time employees with a general manager, assistant general manager, and 4-5 shift leads. Minimum staffing of  
45+ employees.  
 \_\_\_\_\_
32. Describe your employee training After hired, orientation and three day training program for all staff members  
Cashiers and all managers will be Wisconsin Seller/Server certified. Only certified staff can handle sale/service of  
alcohol beverages.  
 \_\_\_\_\_

33. Utilizing your market research, describe your target market.  
 Good for all ages; however target market for majority of business will be college students between the ages of  
 \_\_\_\_\_  
 18-26. Highest volume of service is expected to be late night between 12am - 4am Thur-Sat  
 \_\_\_\_\_
34. Describe how you plan to advertise and promote your business. What products will you be advertising?  
 Social Media, Flyers, Word of Mouth, Google Reviews, Box Tops, and will have a brand embasidor on staff to  
 \_\_\_\_\_  
 reach out and market to the local community. Participation in local events including but not limited to charity,  
 \_\_\_\_\_  
 walk/run 5k/10k, tents and kiosks in fairs/special events, etc. Advertising Pizza and Delivery,  
 \_\_\_\_\_
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

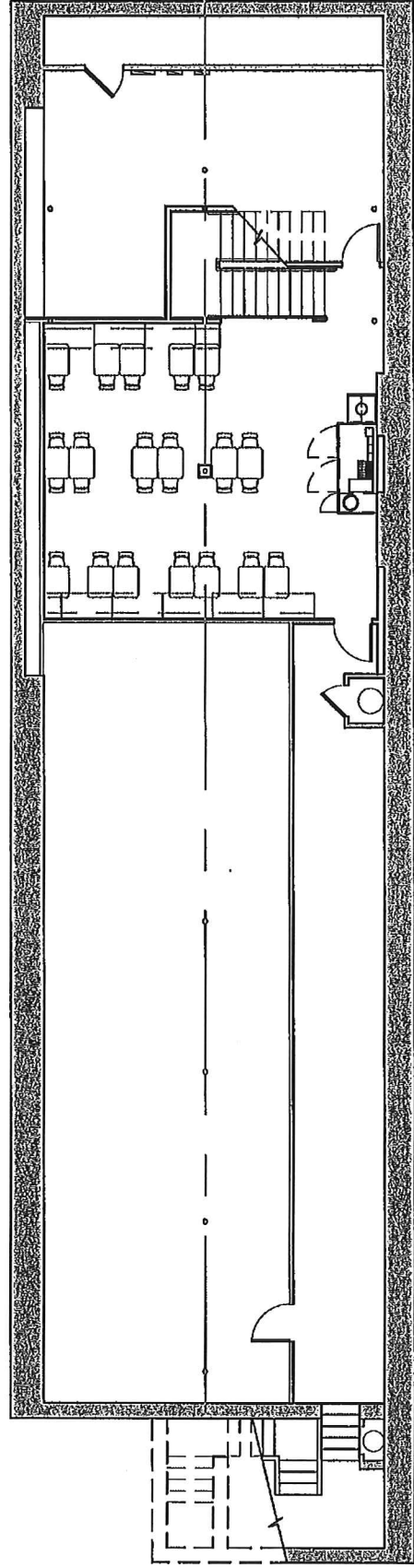
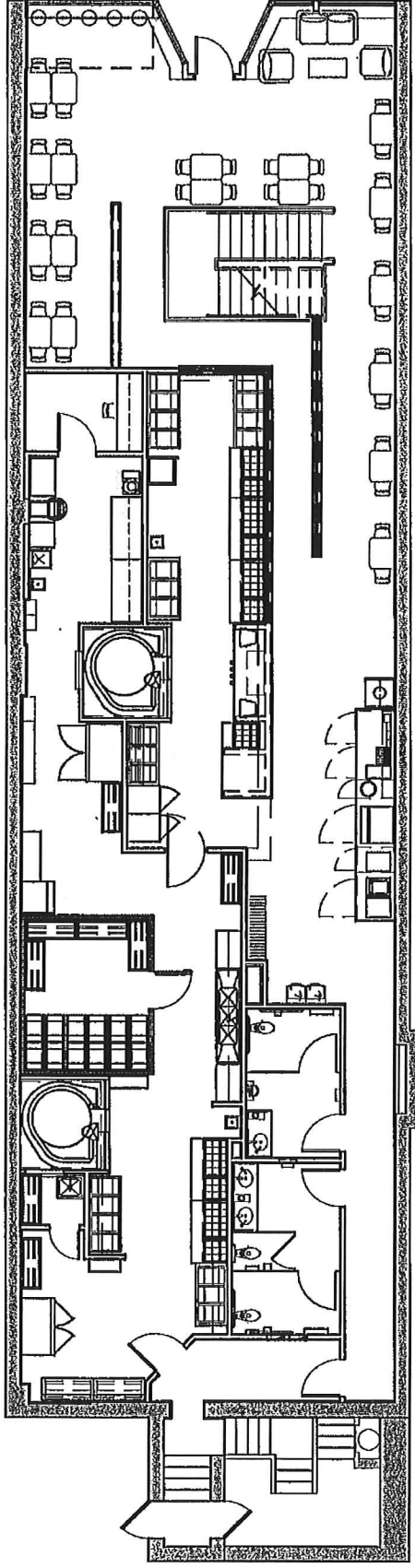
This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_  
 \_\_\_\_\_
38. What age range do you hope to attract to your establishment? 18-26 (Target Market)
39. What type of food will you be serving, if any? Pizza  
 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? When Open
42. What hours, if any, will food service not be available? None
43. Indicate any other product/service offered. Non Alcoholic Beverages
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? N/A  
 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? \_\_\_\_\_  
 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 **N/A; NO bar**
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area Fast casual restaurant
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? 100
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 90  
 What percentage of your advertising budget do you anticipate will be drink related? 10
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:  
5 % Alcohol 95 % Food 0 % 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



L2M  
ARCHITECTS  
SK-1

MADISON, WI  
SCALE: N.T.S.

LOTSA MOZZA  
15.313

03-24-2016





# LOTSAs™

STONE FIRED PIZZA

## BUILD YOUR OWN

### 11" PIZZA

\$7.99

OR

### SALAD

ENTREE ... \$7.99 SIDE ... \$3.99

#### STEP 1 SELECT YOUR DOUGH, SAUCE, AND ONE CHEESE

##### DOUGH

TRADITIONAL  
ANCIENT GRAIN  
GLUTEN FREE ADD \$2.00

##### SAUCE

ALFREDO OLIVE OIL  
BBQ RED  
BUFFALO SPICY RED

#### STEP 2 SELECT YOUR GREENS AND DRESSING

##### GREENS

FRESH SPINACH SPRING MIX  
KALE SUPER BLEND  
ROMAINE

##### DRESSINGS

BALSAMIC HONEY  
VINAIGRETTE MUSTARD  
BLUE CHEESE LITE RANCH  
CAESAR RANCH  
ITALIAN

#### CHEESE

BLUE CHEESE PEPPER JACK  
CHEDDAR JACK BLEND PROVOLONE  
FETA RICOTTA  
FRESH MOZZARELLA ROMANO  
MOZZARELLA SHAVED PARMESAN

#### STEP 2 SELECT UP TO FIVE TOPPINGS AND ONE FINISHER

##### TOPPINGS

ALMONDS CRANBERRIES PEPPERONI  
AVOCADO ADD \$1.50 CROUTONS PINEAPPLE  
ANCHOVIES CUCUMBER PROSCIUTTO ADD \$2.00  
ARTICHOKE HEARTS DITALINI PASTA QUINOA  
BACON EGG RED ONION  
BANANA PEPPERS GOAT CHEESE ROASTED CORN  
BELL PEPPERS ITALIAN HAM ROASTED GARLIC  
BLACK OLIVES ITALIAN SAUSAGE ROASTED RED PEPPERS  
BROWN SUGAR BACON JALAPEÑOS ROASTED ROSEMARY  
CARMELIZED ONIONS KALAMATA OLIVES POTATOES  
CARROTS MEATBALLS SALAMI  
CHICKEN MUSHROOMS SHRIMP ADD \$2.00  
CHOPPED GARLIC PEPPERONCINI SOUR DOUGH PRETZELS  
TOMATOES

##### FINISHERS

ARUGULA BUFFALO DRIZZLE SPINACH  
BALSAMIC GLAZE DRIZZLE OLIVE OIL DRIZZLE SRIRACHA  
BASIL PESTO BASIL DRIZZLE SUN-DRIED TOMATOES  
BBQ SAUCE DRIZZLE RANCH DRIZZLE  
BLUE CHEESE DRIZZLE RANCH (ON THE SIDE)

ADDITIONAL TOPPINGS \$1.00 EACH

### MINI MARIA MEAL ... \$8.99

COMBOS

BUILD YOUR OWN 6" ONE TOPPING PIZZA AND A SIDE SALAD.

LOTSAs.COM

## SIGNATURE 11" PIZZAS

**SIMPLY CHEESE ... \$6.49**  
RED SAUCE, MOZZARELLA

**BBQ CHICKEN ... \$7.99**  
BBQ SAUCE, MOZZARELLA,  
CHEDDAR JACK BLEND, CHICKEN,  
BACON, CARAMELIZED ONIONS

**BIANCA ... \$7.99**  
OLIVE OIL, MOZZARELLA, PROVOLONE,  
SHAVED PARMESAN, RICOTTA,  
CHOPPED GARLIC, TOMATOES, BASIL

**BREAKFAST ... \$7.99**  
ROMANO, EGG, CHEDDAR JACK BLEND,  
MOZZARELLA, SAUSAGE, BACON

**BUFFALO CHICKEN ... \$7.99**  
BUFFALO SAUCE, MOZZARELLA,  
CHICKEN, BLUE CHEESE CRUMBLE

**HAWAIIAN ... \$7.99**  
RED SAUCE, MOZZARELLA,  
ITALIAN HAM, PINEAPPLE

**MARGHERITA ... \$7.99**  
RED SAUCE, FRESH MOZZARELLA,  
CHOPPED GARLIC, TOMATOES, BASIL

**MEAT LOVERS ... \$7.99**  
RED SAUCE, MOZZARELLA, ITALIAN  
SAUSAGE, SALAMI, ITALIAN HAM

**SHRIMP OLD BAY ... \$9.99**  
RED SAUCE, MOZZARELLA, SHRIMP,  
OLD BAY

**VEGGIE ... \$7.99**  
RED SAUCE, MOZZARELLA, ARTICHOKE  
HEARTS, BELL PEPPERS, BLACK OLIVES,  
TOMATOES

## SIGNATURE SALADS

**CAESAR ... ENTREES \$7.99 SIDE \$3.99**  
ROMAINE, CHICKEN, SHAVED PARMESAN,  
CROUTONS

**CHOPPED ... ENTREES \$7.99 SIDE \$3.99**  
ROMAINE, ICEBERG, RED CABBAGE, CHICKEN,  
BACON, TOMATOES, DITALINI PASTA, BLUE  
CHEESE CRUMBLES

**LOTSA HOUSE**  
ENTREE \$8.99 SIDE \$5.49  
ROMAINE, SALAMI, SHRIMP, HARD BOILED  
EGG, PEPPERONCHINI, TOMATOES, SHAVED  
PARMESAN, PROVOLONE

**MEDITERRANEAN**  
ENTREE \$8.99 SIDE \$5.49  
ROMAINE, CHICKEN, BROWN SUGAR  
BACON, HARD BOILED EGG, AVOCADO,  
TOMATOES, GORGONZOLA,  
SOURDOUGH PRETZELS

**SUPER ... ENTREES \$7.99 SIDE \$3.99**  
RAINBOW KALE, SHAVED BRUSSEL  
SPROUTS, ROMAINE, RED CABBAGE,  
TOASTED ALMONDS, GOAT CHEESE

## THE SWEET STUFF

**FRUIT SMOOTHIES ... \$3.50**  
STRAWBERRY BANANA  
WILDBERRY

**BLENDED COFFEE ... \$3.50**  
MOCHA CHOCOLATE CHUNK

## MILKSHAKES ... \$3.50

BROWNIE BATTER  
CAKE BATTER  
CHOCOLATE  
COOKIES & CREAM  
GREEN MINT CHIP  
PEANUT BUTTER CUP  
STRAWBERRY  
VANILLA

## DRINKS

**SOFT DRINKS**  
FOUNTAIN ... \$1.95  
BOTTLED ... \$1.99

**BOTTLED WATER**  
16.9oz ... \$1.49  
33oz ... \$1.99

**LOTSA.COM**

319 YORK ROAD, TOWSON, MD 21204  
410-705-4400

Customers with gluten sensitivities should exercise judgment in consuming this pizza. Lotsa's pizza made with a Gluten Free Crust is prepared in a common kitchen with the risk of gluten exposure. Therefore, Lotsa DOES NOT recommend this pizza for pizza customers with celiac disease.