



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

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, 2016.
- 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.
 FLYHIGH4VR LLC DBA THAT BBQ JOINT
- Trade Name (doing business as) THAT BBQ JOINT
- Address to be licensed 901 WILLIAMSON STREET, MADISON WI 53703
- Mailing address 1862 WISCONSIN AVE, SUN PRAIRIE, WI 53590
- Anticipated opening date 07/01/2015
- 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.
 TWO STORY BUILDING-residential upstairs, commercial 1798sqft first floor. Currently there are 10/4 top tables. The first floor dining areas are separated by walls encompassing the stairs going into the basement. Each side of the dining room has 5/4 top tables. If outdoor seating is approved, the space directly in front of the building would also seat diners who may be drinking. We are a quick serve restaurant-customer come to the counter to place their orders and come back to the counter to pick up their order when it is ready.

walk-in cooler

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 40-50

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

Street parking on Patterson or Williamson. There are two spots behind the building and quick order pickup on the side of the building not on Patterson (driveway).

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to AVRA LLC (Vasillis Take Five) (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 MAUREEN A WHITE

17. City, state in which agent resides SUN PRAIRIE, WI

18. How long has the agent continuously resided in the State of Wisconsin? ~~2+YEARS~~ 3yrs

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.

WISCONSIN, 06/2013

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
OWNER	Maureen A White	Sun Prairie, WI
<u>OWNER</u>	<u>Clement G. Henriques</u>	<u>Madison, WI</u>

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.

Maureen A White

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Fully owned subsidiary of S&M White Inc.
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 WE ARE CURRENTLY OPERATING A BBQ RESTAURANT AT 1151 WILLIAMSON STREET, MADISON. WI. WE ARE MOVING DOWN THE STREET TO 901 WILLIAMSON STREET, MADISON WHERE WE PLAN TO OPEN June 15, 2015, STILL SERVING BBQ.

28. Hours of operation MON THRU SUNDAY, 6AM TO 10 PM
29. Describe your management experience I have been managing THAT BBQ JOINT since Aug 2013. I have a degree in accounting from UW-Milwaukee.

30. List names of managers below, along with city and state of residence.
Maureen White, Sun Prairie, WI 53590 _____

31. Describe staffing levels and staff duties at the proposed establishment I have two full-time employees-
both work in kitchen. I have two part time people working the front of house. FOH takes orders and hands out drinks-they may run food.

32. Describe your employee training Employees thus far receive OTJT for a minimum of one week-longer if necessary. They are given an employee handbook and health dept checklist.

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

People who love BBQ and locals who are looking for a place close by.

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

Thus far we have used word of mouth only. We advertised with ValPak for four months offering specials on BBQ.

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? Maybe, no concrete plans. May allow locals to play guitars, etc. in the DR on occasion-solo performances.

38. What age range do you hope to attract to your establishment? All

39. What type of food will you be serving, if any? _____
 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? 6am-10PM

42. What hours, if any, will food service not be available? NONE

43. Indicate any other product/service offered. _____

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? NONE

During what hours do you anticipate they will be on duty? _____

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
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
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? 100%
 What percentage of your advertising budget do you anticipate will be drink related? none
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:
10 % Alcohol 90 % 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

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. I 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] No Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

68. State Seller's Permit 4 5 6 - 1 0 2 8 1 9 3 4 3 2 - 0 2

69. Federal Employer Identification Number 46-3137411

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Maureen White

E-mail address flyhigh4vr@gmail.com

Phone 608-709-1300 Preferred language english

71. Corporate attorney, if applicable: Name _____

Phone _____ E-mail _____

Read carefully before signing in front of a notary: 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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

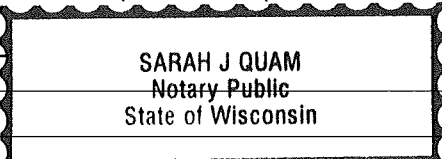
Subscribed and Sworn to before me:

this 08 day of June, 2015

Sarah J. Quam
 (Clerk/Notary Public)

Maureen A. White
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires August 12, 2017



Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council 6/2

Date provisional issued _____ Date license issued _____ License number WJCLIB-2015-00497

MENU

Wed-Sun: 12pm-8pm
Mon-Tues: Closed

THAT BBQ JOINT

1511 Willy
Street
Madison

Relocating by June 30

ENTREES (served with choice of two sides)

Pulled Pork Sandwich- pickles	\$8.50
Sliced Beef Brisket Sandwich- pickles	\$10.50
Rib Basket - 3 ribs, dinner roll	\$8.99
Rib Tips - dinner roll	\$8.99
1/2 Slab Ribs - dinner roll	\$13.95
1/2 Smoked Chicken - dinner roll	\$9.99
1/2 lb Wings, roll.....	\$8.50
Italian Beef	\$10.50

SANDWICHES (Lonely Sandwich, by itself)

Italian Beef

Served with Giardiniera (hot or mild) and provolone, with a side of Au Jus

	\$8.00
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Chicken Salad Sandwich

Smoked chicken chunks with celery, almonds and spice mix with a light mayo/mustard sauce, lettuce and pickles

	\$7.00
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Boca Mo' (VEGGIE FRIENDLY)

Boca Crumbles with sweet pepper and onion, simmered in our signature Mo Regular sauce, served with lettuce and pickles

	\$7.00
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Pulled Pork	\$6.00
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Beef Brisket	\$8.00
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BUY THE POUND One Pound, sauce

Pulled Pork (4 buns)	\$16.99
Brisket (4 buns)	\$21.99
Full Slab Ribs - 2 dinner roll	\$19.99
Whole Smoked Chicken - 2 dinner roll	\$12.99
Rib Tips - 2 dinner roll	\$12.99
Wings - 2 dinner roll ..	\$12.00

SIDES

Spicy Vinegar Slaw, Creamy Wisconsin Slaw, 4-Bean Salad,
Potato Salad, Greens, Brisket Chili, Baked Beans

4 oz	8 oz	16 oz
\$1.59	\$2.99	\$5.49

ALA CARTE (Not sides)

Sweet Potato Fries	\$3.50
Regular Fries	\$2.50
Jalapeno Hush Puppies (4)	\$1.75
Adam's Gift (1 Rib)	\$2.00
Cowardly Appendage	\$1.00
Fried Mac and Cheese Ball	\$1.50
Fried Okra	\$3.00
Need Mo' Sauce? 2 oz	
Mo' Regular, Mo' Spicy, Mo' Mustard	\$0.50

DESSERT

Pecan Pie Slice.....	\$3.00
Sweet Potato Pie	\$3.00

DRINKS

Sweet Tea	\$1.50
Unsweetened Tea ..	\$1.50
Soda 12 oz can	\$1.00
Coffee	\$1.50

608

Call ahead for pickup, and
remember, we socialize!

709

1300



thatbbqjoint.com

