

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning 21 November 2008 ;  
ending June 30 2009

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of \_\_\_\_\_ 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): Rearing Fork LLC 3103 N. Oakland Ave., Milwaukee WI 5321  
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>Michael D Pranke</u>	<u>32179 Oakland Rd, Nashotah, WI</u>	<u>53058</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>Red Stokes</u>	<u>13300 W Dakota Ave, New Berlin WI</u>	<u>53151</u>
Directors/Managers			

- 3 Trade Name Udopa Mexican Grill Business Phone Number 444.962.4200 X103  
4 Address of Premises 4718 E. Towne Blvd Post Office & Zip Code Madison WI 53704

- 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 1998 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) Alcohol beverages will be stored & served inside New 2500 sq ft Restaurant

- 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? \_\_\_\_\_
- 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 3rd day of September 20 08  
James Mies  
(Clerk/Notary Public)  
My commission expires 11/26/11

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

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk <u>10/7/08</u>	Date reported to council/board <u>11-19-08</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>84129</u>	

Applicant's Wisconsin Seller's Permit Number: <u>456-0000422756-03</u>	
Federal Employer Identification Number (FEIN): <u>39-1917003</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>100.00</u>
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$ <u>500.00</u>
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ <u>20.00</u>
<b>TOTAL FEE</b>	\$ <u>620.00</u>



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

18-49 y/o/dz

16. What age range would you hope to attract to your establishment? 18-49 ye old adults

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

Radio Advertising / Mexican food

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

19. Owner of building where establishment is located: 4713 E Towne Blvd, Madison WI 53704

Address of Owner: PH East Towne LLC Phone Number (414) 962-4200 x103

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

Michael O. Pranke LLC 32179 Oakland Rd, Nashotah, WI 53058

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Michael O Pranke 32179 Oakland Rd Nashotah, WI 100% 53058

Name Address % of Ownership

Name Address % of Ownership

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

Other Please Explain \_\_\_\_\_

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

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? 10:30 AM to 10 PM

27. What hours, if any, will food service not be available? N/A
28. Indicate any other product/service offered. N/A
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? N/A  
 During what hours do you anticipate they will be on duty? N/A
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? \_\_\_\_\_
34. Will there be a kitchen facility separate from the bar? Yes No N/A
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? 70
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?  
25%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 3%  
 What percentage of your advertising budget do you anticipate will be drink related? 0%
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? 100

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	2 %
Gross Receipts from Food and Non-Alcoholic Beverages	98 %
Gross Receipts from Other	%
<b>Total Gross Receipts</b>	<b>100%</b>

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 27<sup>th</sup> day of October, 2008

[Signature]  
(Clerk/Notary Public)

[Signature]  
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 10/26/11

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, Michael O Pranke, officer/member for Roaring Fork LLC  
(Corporation/LLC), doing business as Wolpa Mexican Grill authorize and appoint  
Ron Stokes (Name) as the liquor/beer agent for the premise  
located at 4718 E. Towne Blvd.

Subscribed and sworn to before me this

3 Day of September, 2008

Coris Mies  
Notary Public, Dane County, Wisconsin

My Commission Expires 11/26/11

  
Signature of Officer/Member

## To be completed by appointed Liquor/Beer Agent

I, Ron Stokes, appointed liquor/beer agent for  
Roaring Fork LLC (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 0 %.

Subscribed and sworn to before me this

3 Day of September, 2008

Coris Mies  
Notary Public, Dane County, Wisconsin

My Commission Expires 11/26/11

  
Signature of Agent

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



**ROARING FORK**  
RESTAURANT GROUP

3103 NORTH OAKLAND AVENUE MILWAUKEE, WI 53211 414 962-4200 F 414 962-4500

**ADDENDUM**  
**AUXILIARY QUESTIONNAIRE**  
**ALCOHOL BEVERAGE LICENSE APPLICATION**

4. Ron Stokes is the Agent of Roaring Fork LLC, which holds the following Alcohol Beverage Licenses:

I. License # B-0007239  
Qdoba Mexican Grill  
3101 N. Oakland Avenue  
Milwaukee, WI 53211

II License # 47467  
Qdoba Mexican Grill  
548 State Street  
Madison, WI 53703

III. License # 3  
Qdoba Mexican Grill  
2831 S. 108<sup>th</sup> Street  
West Allis, WI 53223

IV. License # 17  
Qdoba Mexican Grill  
12345 W. Capitol Drive  
Wauwatosa, WI 53222

V. License # 52457  
Qdoba Mexican Grill  
2741 University Avenue  
Madison, WI 53705

VI. License # 2002-09  
Qdoba Mexican Grill  
8789 N. Port Washington Road  
Fox Point, WI 53217

VII. License # 59286  
Qdoba Mexican Grill  
6650 Mineral Point Road  
Madison, WI 53705

VIII. License # 495983  
Qdoba Mexican Grill  
275 W. Wisconsin Avenue  
Milwaukee, WI 53203

IX. License #03 37  
Qdoba Mexican Grill  
418 N. Mayfair Road  
Wauwatosa, WI 53226

X. License # B-0009233  
Qdoba Mexican Grill  
2228 N. Prospect Avenue  
Milwaukee, WI 53202

XI. License # 48-03/04  
Qdoba Mexican Grill  
15620 W. National Avenue  
New Berlin, WI 53151

XII. License # 8  
Qdoba Mexican Grill  
18895 W. Bluemound Road  
Brookfield, WI 53045



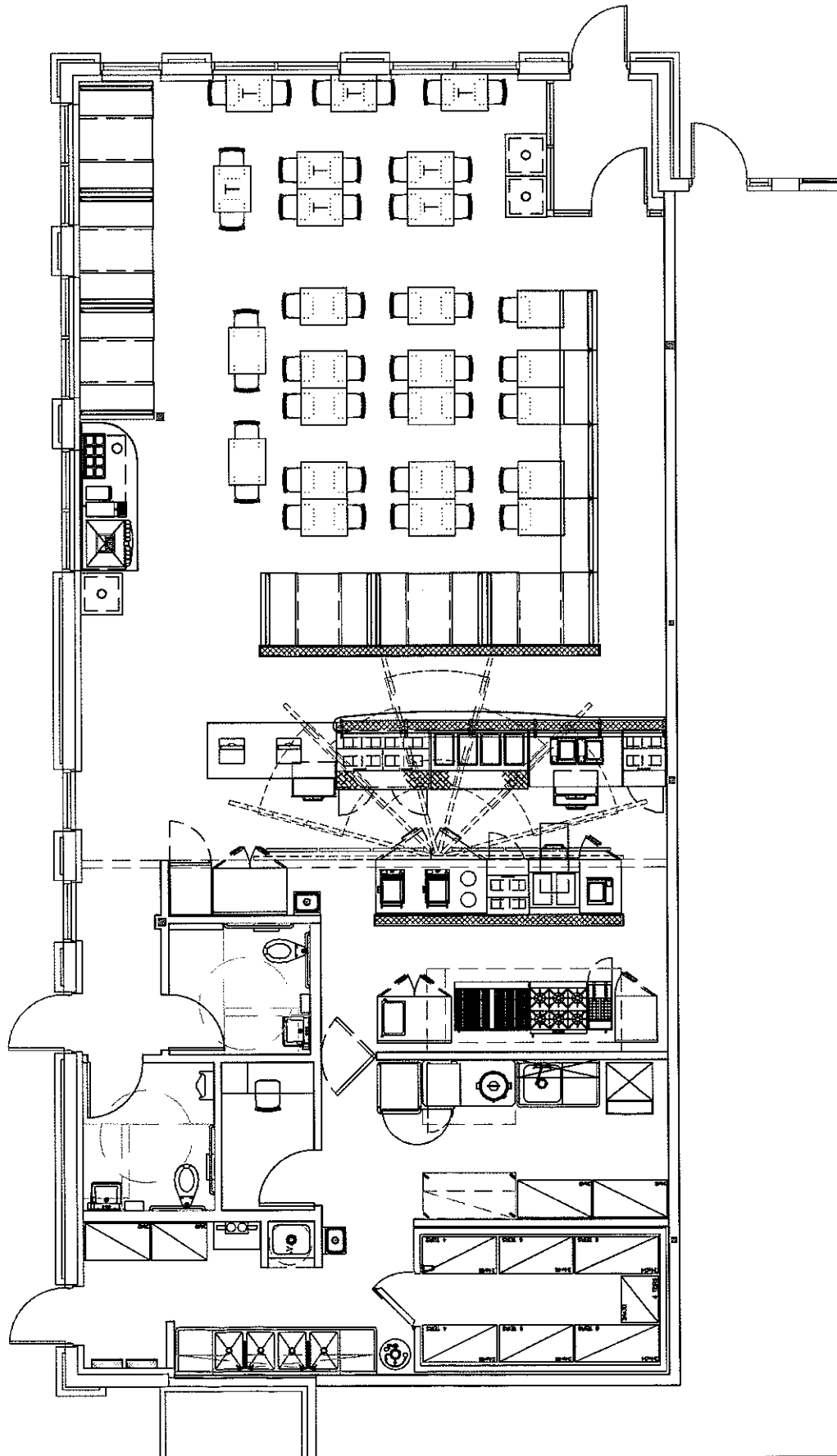


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|---|---|
| XIII. License # 00036<br>Qdoba Mexican Grill<br>5075 S. 76 <sup>th</sup> Street<br>Greenfield, WI 53220 | XIV. License # 65<br>Qdoba Mexican Grill<br>5401 Caddis Bend Road<br>Fitchburg, WI 53711      |
| XV. License # 2004-9<br>Qdoba Mexican Grill<br>3250 Golf Road<br>Deafield, WI 53018                     | XVI. License # 74<br>Qdoba Mexican Grill<br>1890 Meadow Lane<br>Waukesha, WI 53188            |
| XVII. License # B0010158<br>Qdoba Mexican Grill<br>6035 W. Durand Ave<br>Racine, WI 53406               | XVIII. License # 147<br>Qdoba Mexican Grill<br>8750 S. Howell Avenue<br>Oak Creek, WI 53154   |
| XIX. License # 78<br>Qdoba Mexican Grill<br>325 East North Street<br>Waukesha, WI 53188                 | XX. License # 2006-8<br>Qdoba Mexican Grill<br>920 W Paradise Dr<br>West Bend WI 53095        |
| XXI. License # 06-034<br>Qdoba Mexican Grill<br>510 W Silver Spring Dr UnitK-124<br>Glendale WI 53217   | XXII. License # 507-06<br>Qdoba Mexican Grill<br>2476 S Oneida St<br>Green Bay, WI 54304      |
| XXIII. License # 014229000037207<br>Qdoba Mexican Grill<br>6430 Green Bay Rd<br>Kenosha, WI 53142       | XXIV. License # 17 & #10<br>Qdoba Mexican Grill<br>4343 W Wisconsin Ave<br>Appleton, WI 54913 |
| XXV. License # 0700002747<br>Qdoba Mexican Grill<br>187 N Pioneer Rd<br>Fond du Lac, WI 54935           |   |

Twisted Fork LLC  
2238 North Farwell Avenue  
Milwaukee, WI 53202







lingle design  
group, inc.  
156 W. MAIN STREET  
LENA, IL 61049  
PH: (815) 369-9195  
FAX: (815) 369-4435



OWNER/TENANT:  
STOKES

SCALE  
1/8" = 1'-0"

*Global*  
MEXICAN GRILL  
4718 E. TOWNE BLVD  
MADISON, WI

SPACE PLAN  
2411 S.F.  
74 SEATS

PROJ. NO.: 08-628  
DATE: 07/16/08  
SPACE PLAN #  
004

DESIGNED	DATE	BY
CHECKED	DATE	BY
APPROVED	DATE	BY
JLK		