



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

P-302
A-13

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.

Stag and Stein LLC

- Trade Name (doing business as) Freiburg Gastropub
- Address to be licensed 2612 Monroe St.
- Mailing address 2612. Monroe St. 53711
- Anticipated opening date May 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) Ivory Room, Capital Tap Haus, Buck and Badger, Rare Stealing

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.

Beer, wine, liq, will be stored behind bar and dedicated locked areas of basement including walk-in coolers. Sales and service will be dedicated to the street level bar and dining room with limited seating outside. ON private property

- 11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.
- 12. Applicants for on-premises consumption: list estimated capacity 99
- 13. Describe existing parking and how parking lot is to be monitored.
Existing parking on Monroe St. and existing lots across the street to be monitored by staff.
- 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 Stephen Weber
- 17. City, state in which agent resides MADISON WI.
- 18. How long has the agent continuously resided in the State of Wisconsin? 2 yrs.
- 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 2/17/15
- 21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin

- 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 |
|-------------------------------|--------------------|-----------------------------|
| Jonathan Sosnowski | | |
| Member | Jonathan Sosnowski | Fitchburg WI. |
| member | Julie Sosnowski | Fitchburg WI. |
| Lic. Agent | Stephen Weber | MADISON WI |
| | | |
| | | |
| | | |

- ? 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.
Jonathan Sosnowski

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Blacllc Oaks Restaurants LLC
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 German Style Gastro-Pub Serving up-scale
Gastro style food. Full bar and wine menu. Kid friendly options.

28. Hours of operation M-F 11am - 10pm S-S 10am - 9pm
29. Describe your management experience 10 + years of management and
ownership in Madison.

30. List names of managers below, along with city and state of residence.
Jonathan Sosnowski Travis Vaughn (head chef)
Stephen Weber _____
31. Describe staffing levels and staff duties at the proposed establishment Gen Manager,
bar manager, head chef, host, servers, bartenders.

32. Describe your employee training 3 + weeks prior to opening
followed by on-site training

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

print ads, ~~radio~~ midwest family,
word of mouth,

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

Midwest family we use exclusively as our ad agency,

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? 2-85

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? all

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

43. Indicate any other product/service offered. merchandise

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? 20

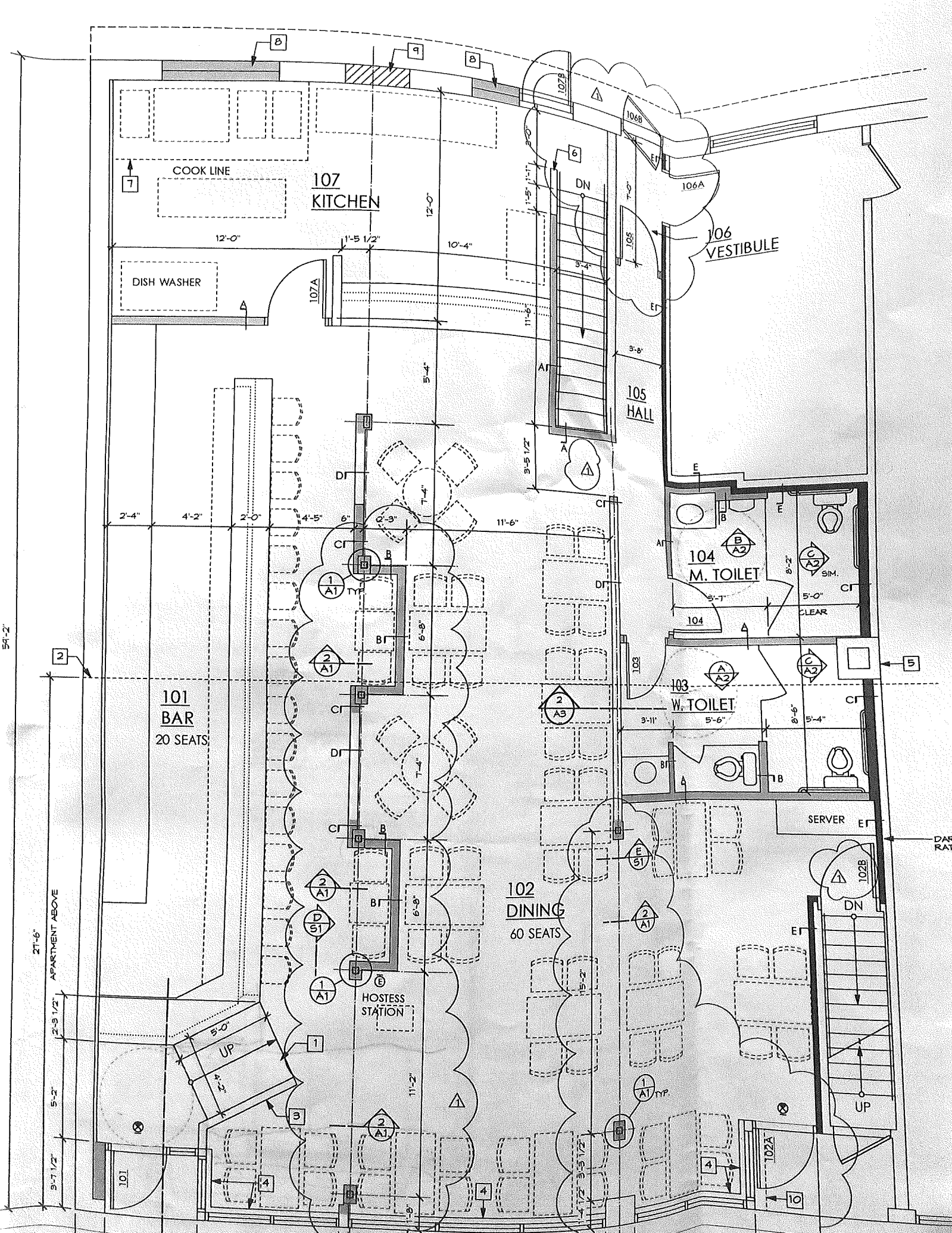
During what hours do you anticipate they will be on duty? all

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? 20
 How many bartenders do you anticipate having work at one time on a busy night? 2-3
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 60
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? 15%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 5%
 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:
30 % Alcohol 70 % 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



Menu

"Schnellimbisse"

"Frittes"

Crispy Sunchokes- Curry Ketchup, House Mayonnaise

"Felchen"

Pickled Herring- Caraway Cracker, Fennel, Chive

"Rubensalat"

Roasted Beets- Borscht, Hazelnuts, Celery, lemon

"Gasselaber"

Chicken Liver Pate- Gherkins, Senf, Toast

"Kartoffelpuffer"

Potato Pancakes- House Apple Sauce

"Zu Teilen"

"Kase"

Three Artisan Cheeses- Fruit, Jam, Toast

"Wurst"

House Bratwurst and Knackwurst- Sauerkraut, Beer Braised Onions, Senf

"Forellen-Salat"

Smoked Trout Salad- Watercress, Frisee, Radish, Horseradish Vinaigrette

"Pierogi"

Potato Filled Dumplings- Fried Onion, Bacon, Dill Cream

"Venusmulchen"

Manilla Clams- Knackwurst, White Wine, Garlic, Toast

“Vorspeisen”

“Wachtel”

Grilled Quail- Black Lentils, Turnip, Baby Carrot

“Jacobsmuschel”

Seared Scallops- Potato Dumplings, Wild Mushroom, Leek, Thyme

“Schweinbauch”

Crispy Pork Belly- Braised Cabbage, Warm Potato Salad, Senfsauce

“Weiner Schnitzel”

Veal Cutlet- Spätzle, Asparagus, Cipolinni Onion, Fried Egg

“Hamburg”er

Black Angus Burger- Bacon, Carmelized Onion, Cambozola, “Pommes Frites”

“SuBigkeiten”

“Kasekuchen”

Quark Cheesecake- House Preserves

“Brotpudding”

Banana Bread Pudding- Carmel, Sweet Cream

“Eisbecher”

Ice Cream Sundae- Vanilla, Fudge, Cherries

Business Plan
Freiburg German Gastropub
2612 Monroe Street
Madison WI

For decades, traditional London “pubs” were thought of only for their ability to supply not-so-cold pints of beer and other simple liquid libations to the neighborhoods they served. As contemporary pub owners became more aware of the integration of the pub and foodie cultures in the new millennium, they began adding kitchens, and serving “pub grub” to their patrons. They quickly realized that the addition of good food to their operations created a vibrant and discerning new customer base. These new “foodies” were more interested in the food; where it came from, how it was prepared, and who was the Chef preparing it, than they were in the pints that accompanied the plates. Over time, the food in these early “gastropubs” became more and more high-end, as did the beer selections, which also ushered in an artisanal approach to cocktails coming from the bar. This elevation of food, beer, cocktails, and service style, based on the traditional London pub, became known as the “gastropub”, and has been a popular addition to the worldwide restaurant scene over the last decade. Another strong element of the gastropub concept is the family friendly pricing, and a highly skilled, friendly, and informed service staff.

Jack and Julie Sosnowski’ vision for an authentic German Gastropub became a reality last year when Jack toured Germany visiting beer gardens, taverns, and restaurants, from Munich to Koln. Freiburg German Gastropub is an original concept designed by Jack and Julie’s restaurant group, Noble Chef Hospitality; also the creators and operators of The Ivory Room, The Capital Tap Haus, The Buck & Badger, and Rare on the Square Steak House, all located on, or near, the capital square in downtown Madison, Wisconsin. Freiburg German Gastropub will feature contemporary German and European dishes for lunch Monday through Friday, brunch Saturday and Sunday, and dinner seven nights a week. Chef Travis Vaughn, a recent addition to Noble Chef, will be heading up the culinary staff at Koln. Chef Travis comes to Noble Chef from California by way of Colorado, and brings many years of kitchen expertise to the Noble Chef team. Modern German gastropubs serve farm fresh foods that are in keeping with the best farm-to-table restaurants in America; Freiburg German Gastropub will uniquely define modern German food in the Madison market.

Freiburg German Gastropub will employ approximately forty people, with ten to fifteen on shift at any one time. The restaurant will seat approximately fifty people, with another fifteen seats available at the bar. The bar will offer over thirty German, Belgian, and Austrian beers, artisanal cocktails, and full menu food service at all times.

The role of the gastropub in the community is to be a good neighbor, and a convenient and convivial meeting spot for both friends and family. Jack and Julie’s vision for Freiburg German Gastropub on Monroe Street is exactly that; a good neighbor first and foremost, along with providing a new, exciting, high quality dining restaurant to one of Madison’ most interesting and unique neighborhoods.