



# 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.  
Pacecar LLC
- Trade Name (doing business as) Mr. Brews Taphouse
- Address to be licensed 5251 High Crossing Blvd
- Mailing address 1145 Red Tail Drive Verona WI
- Anticipated opening date June July 8, 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.  
An upscale establishment comprised of 2680 sq/ft in a new development off of High Crossing Blvd. The space includes kitchen, bar, dining area, walk in cooler, storage, restrooms & patio.

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 76 indoor, 20 outdoor
13. Describe existing parking and how parking lot is to be monitored.  
Large shared lot behind the new development and in front of Corner American building.
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 Bradley J. Wirtz
17. City, state in which agent resides Madison WI
18. How long has the agent continuously resided in the State of Wisconsin? 40 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 11/30/15
21. State and date of registration of corporation, nonprofit organization, or LLC.  
WI 12/23/15

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
Member	<del>Prater LLC</del> Brad Wirtz	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.  
Brad Wirtz

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 Upscale craft beer pub featuring local,  
regional + national craft brews along with gourmet  
burgers from locally sourced products. A small selection  
of wine accompanies those offerings
28. Hours of operation 11am - Midnight Sun - Thursday + 11am - 1am Friday + Sat.
29. Describe your management experience Managed a HR Department comprised  
of 18 staff + a 1.8 million dollar budget for the  
past 8 years.
30. List names of managers below, along with city and state of residence.  
Brad Wierke WI
31. Describe staffing levels and staff duties at the proposed establishment Up to 20  
employees consisting of a general manager, kitchen manager,  
2 shift managers, 3-5 cooks + 12 servers + bartenders
32. Describe your employee training Every employee is screened w/ a background  
check. Training consists of several weeks of training in  
another Mr. Brews Taphouse by management + other training staff  
All bartenders are licensed and food handlers are certified.



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

Our target market is business executives, visitors staying @ nearby hotels, residents in nearby areas & travelers on I94 &

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

Advertising is done through our website and social media. We also use print and radio ads to promote menu items.

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? 26-65

39. What type of food will you be serving, if any? Gourmet burgers & fresh cut fries & chips.  
 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 - 11pm

42. What hours, if any, will food service not be available? When the kitchen closes @ 11pm

43. Indicate any other product/service offered. Wine, soda, salad, veggie burgers.

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? 8-10

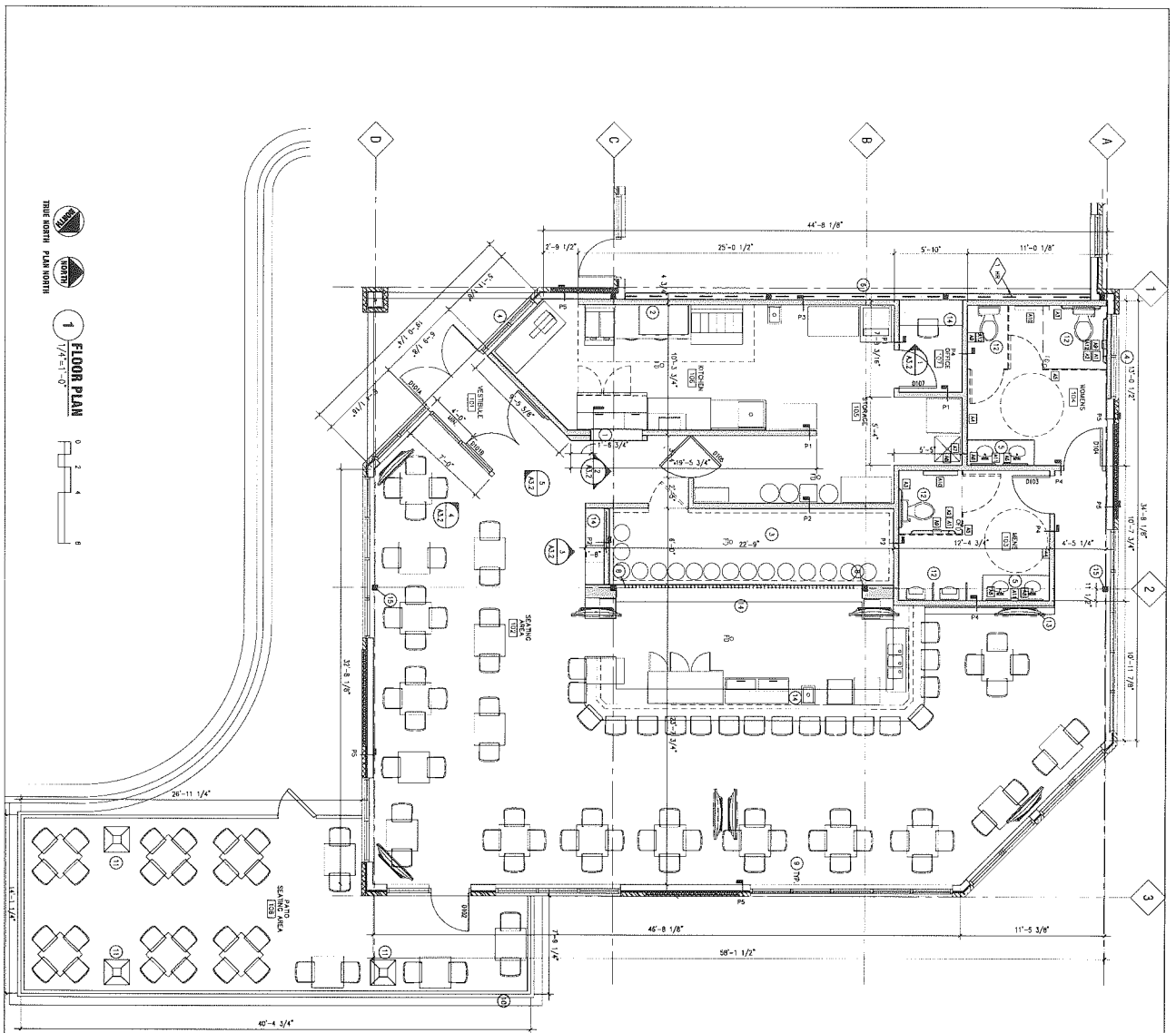
During what hours do you anticipate they will be on duty? 11am - 11pm

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 *Wine & Beer only*  
 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 50-60
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? 60%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 75%  
 What percentage of your advertising budget do you anticipate will be drink related? 25%
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:  
40 % Alcohol 60 % 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



**1 FLOOR PLAN**  
1/4" = 1'-0"



**HATCH PATTERNS, NCT:**

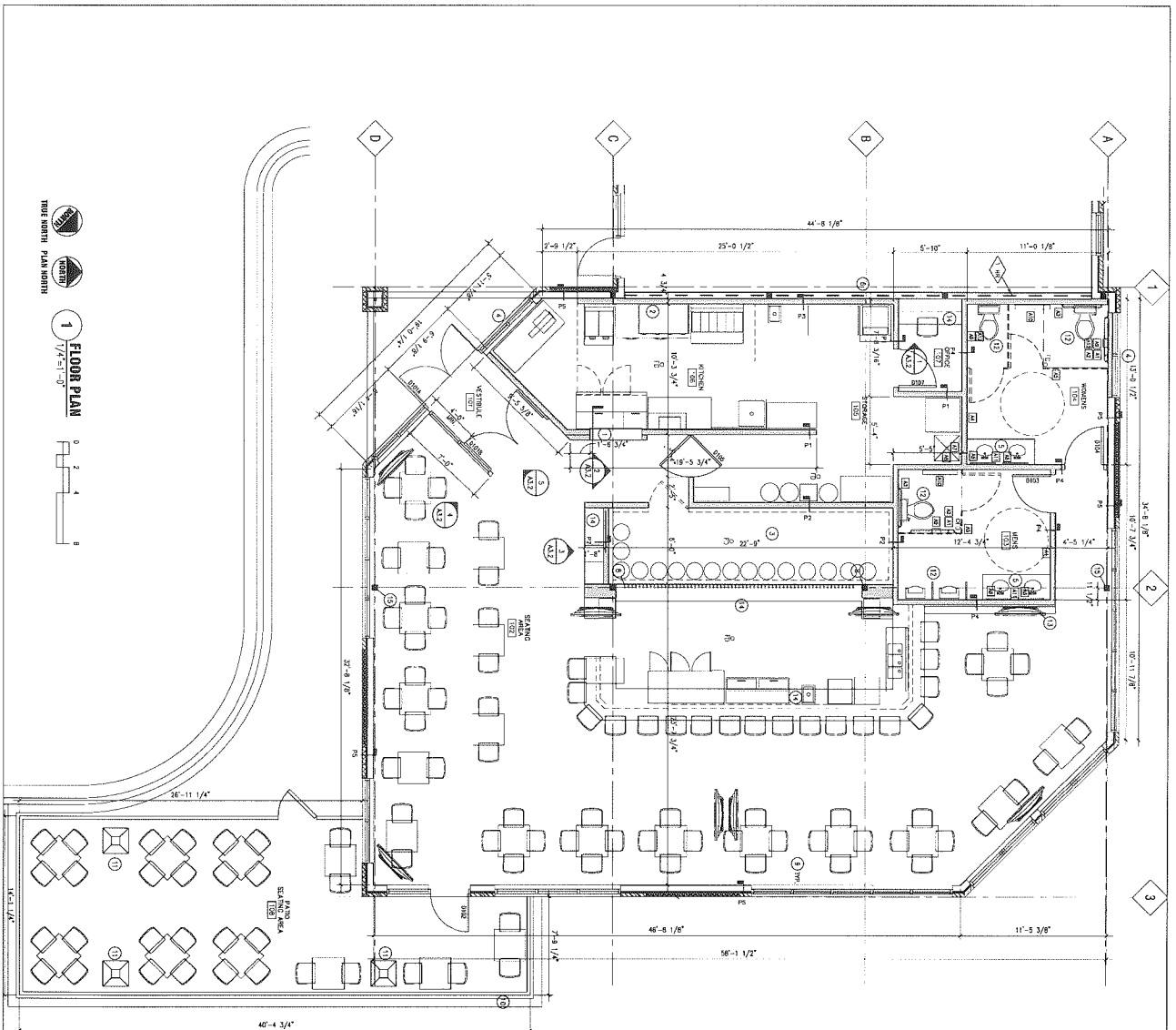
[Hatch Pattern]	NEW CONSTRUCTION
[Hatch Pattern]	EXISTING CONSTRUCTION

- FLOOR PLAN NOTES:**
1. FINISHES SEE 1000 SERIES DRAWING 5-01.1 1-01.00 SEE SECTION 7.01.2. WALL MATERIALS 6-01.01
  2. REMOVE EXISTING STAIR WALL FINISH FROM FLOOR TO EXISTING STAIR DECK TOP
  3. 22'-0" x 6'-0" CEILING
  4. BUILT UP METAL FLOOR IN KITCHEN CONSTRUCTION
  5. 1/2" SLOPE DOWN DRAINAGE AND 1/2" STAINLESS STEEL
  6. VERIFY EXISTING FLOOR FINISH IN KITCHEN, RESTROOM AND RESTROOM
  7. REMOVE EXISTING STAIR WALL TO EXISTING STAIR DECK TOP
  8. ADD EDGE OF DOUBLE WALL TO EXISTING STAIR DECK TOP WALL. SEE FINISH DRAWING 5-01.01.01
  9. ALUMINUM WINDOW SIZES AND WINDOW SIZES. FINISH ALL WINDOWS.
  10. METAL TRUCK DOORWAY. SUBJECT TO 3' MIN. CLEARANCE.
  11. CHANGE FLOOR FINISH. SEE ITEM 10 FOR LABORATORY DRAWING.
  12. FINISH QUANTITY/LABORING NOT SHOWN.
  13. TRAILER/STAIRS TO BE BUILT
  14. WALL LAYOUTS SEE PLAN. VERIFY WITH ARCHITECT. SEE DETAIL 6.01.01
  15. CEILING TO REMAIN ALTHOUGH FINISHES FOR CONSTRUCTION. VERIFY WITH ARCHITECT. SEE DETAIL 6.01.01
  16. FINISHES SEE 1000 SERIES DRAWING 5-01.01.01

**DETAILED ACCESSORY SCHEDULE**

NO.	QTY.	ITEM	MAKE AND MODEL	FINISHED BY	INSTALLED BY
[01]	2	1/2" STAINLESS STEEL BAR	BRAND X	C.C.	C.C.
[02]	2	4" CHAIR BARS	BRAND X	C.C.	C.C.
[03]	2	3" CHAIR BARS	BRAND X	C.C.	C.C.
[04]	2	HARDWARE	BRAND X	C.C.	C.C.
[05]	1	FINISH	BRAND X	C.C.	C.C.
[06]	1	FINISH	BRAND X	C.C.	C.C.
[07]	1	FINISH	BRAND X	C.C.	C.C.
[08]	1	FINISH	BRAND X	C.C.	C.C.
[09]	1	FINISH	BRAND X	C.C.	C.C.
[10]	1	FINISH	BRAND X	C.C.	C.C.
[11]	1	FINISH	BRAND X	C.C.	C.C.
[12]	1	FINISH	BRAND X	C.C.	C.C.
[13]	1	FINISH	BRAND X	C.C.	C.C.
[14]	1	FINISH	BRAND X	C.C.	C.C.
[15]	1	FINISH	BRAND X	C.C.	C.C.
[16]	1	FINISH	BRAND X	C.C.	C.C.
[17]	1	FINISH	BRAND X	C.C.	C.C.
[18]	1	FINISH	BRAND X	C.C.	C.C.
[19]	1	FINISH	BRAND X	C.C.	C.C.
[20]	1	FINISH	BRAND X	C.C.	C.C.
[21]	1	FINISH	BRAND X	C.C.	C.C.
[22]	1	FINISH	BRAND X	C.C.	C.C.
[23]	1	FINISH	BRAND X	C.C.	C.C.
[24]	1	FINISH	BRAND X	C.C.	C.C.
[25]	1	FINISH	BRAND X	C.C.	C.C.
[26]	1	FINISH	BRAND X	C.C.	C.C.
[27]	1	FINISH	BRAND X	C.C.	C.C.
[28]	1	FINISH	BRAND X	C.C.	C.C.
[29]	1	FINISH	BRAND X	C.C.	C.C.
[30]	1	FINISH	BRAND X	C.C.	C.C.
[31]	1	FINISH	BRAND X	C.C.	C.C.
[32]	1	FINISH	BRAND X	C.C.	C.C.
[33]	1	FINISH	BRAND X	C.C.	C.C.
[34]	1	FINISH	BRAND X	C.C.	C.C.
[35]	1	FINISH	BRAND X	C.C.	C.C.
[36]	1	FINISH	BRAND X	C.C.	C.C.
[37]	1	FINISH	BRAND X	C.C.	C.C.
[38]	1	FINISH	BRAND X	C.C.	C.C.
[39]	1	FINISH	BRAND X	C.C.	C.C.
[40]	1	FINISH	BRAND X	C.C.	C.C.
[41]	1	FINISH	BRAND X	C.C.	C.C.
[42]	1	FINISH	BRAND X	C.C.	C.C.
[43]	1	FINISH	BRAND X	C.C.	C.C.
[44]	1	FINISH	BRAND X	C.C.	C.C.
[45]	1	FINISH	BRAND X	C.C.	C.C.
[46]	1	FINISH	BRAND X	C.C.	C.C.
[47]	1	FINISH	BRAND X	C.C.	C.C.
[48]	1	FINISH	BRAND X	C.C.	C.C.
[49]	1	FINISH	BRAND X	C.C.	C.C.
[50]	1	FINISH	BRAND X	C.C.	C.C.





**FLOOR PLAN**  
1  
1/4"=1'-0"

**HATCH PATTERNS, ETC.**  
NEW CONSTRUCTION  
EXISTING CONSTRUCTION

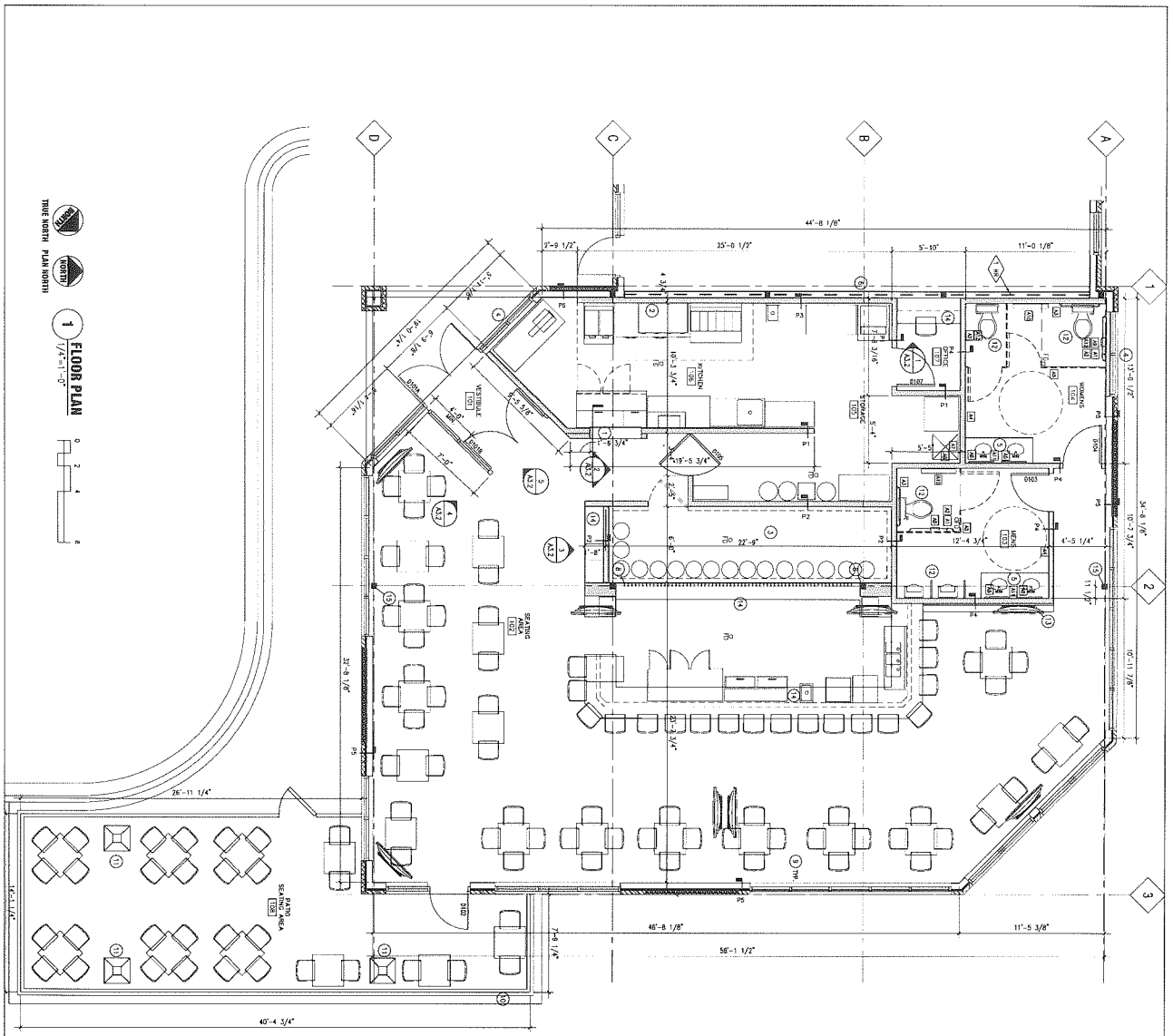
- FLOOR PLAN KEY NOTES:**
- 1 CHANGES FROM OWNER CHANGE # 1, 1-11-19 SEE SHEET 0-2(A)2. WALL SCHEDULE 9-1/2"
  - 2 FINISH STAINLESS STEEL. WALL PANEL FROM STORE TO CEILING. SEE SHEET 0-2(A)2.
  - 3 2'-0" x 4'-0" x 8'-0" COLUMNS.
  - 4 BACK UP FOR THIS IS BE COMPLETED BY OTHER TRADESMEN SYSTEM.
  - 5 NEW SHAWNEE ROOFING SYSTEM, 1/2" OF STAINLESS STEEL. INTERIOR FLOOR. REMOVE THE 1/2" THICKNESS.
  - 6 REMOVE EXISTING FLOORING. REMOVE EXISTING FLOORING. REMOVE EXISTING FLOORING.
  - 7 ADD ONE (1) OF EXISTING WALL TO EXISTING EXTERIOR. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 8 ALUMINUM WALLS. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 9 NEW, FINISH CONCRETE. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 10 FINISH CONCRETE. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 11 FINISH CONCRETE. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 12 FINISH CONCRETE. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 13 FINISH CONCRETE. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 14 SEE TO PROVIDE ADEQUATE FINISH FOR EXTERIOR. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 15 VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.
  - 16 VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT. VERIFY WITH ARCHITECT.

**TOILET ACCESSORY SCHEDULE**

NO.	QTY.	ITEM	MANUF. AND MODEL	FINISHED BY	INSTALLED BY
01	1	1/2" CERAMIC CORE BAR	BERNARD 6808	C.C.	C.C.
02	2	1/2" CORE BAR	BERNARD 6808	C.C.	C.C.
03	2	3/4" CORE BAR	BERNARD 6808	C.C.	C.C.
04	10	HAND SPINDLE	KLEINER K-58	C.C.	C.C.
05	1	FLUSH VALVE	BERNARD 6808	C.C.	C.C.
06	4	STAINLESS STEEL SINK	BERNARD 6808-24X6	C.C.	C.C.
07	1	1/2" CORE BAR	40 1300-3	C.C.	C.C.
08	1	1/2" CORE BAR	40 1300-4	C.C.	C.C.
09	3	TOILET TISSUE DISPENSER	BERNARD 8077	C.C.	C.C.
10	2	SOAP DISPENSER	KOMA WASH-- 1000-55	C.C.	C.C.
11	2	SMOOTHER	GRAY 2189-- 12 1/2X 11 1/2X 11 1/2	C.C.	C.C.
12	2	SMOOTHER	GRAY 2189-- 12 1/2X 11 1/2X 11 1/2	C.C.	C.C.

NOTE: SEE SHEET 0-2 FOR OTHER TOILET ACCESSORY SCHEDULES.





1 FLOOR PLAN  
1/4" = 1'-0"

**HATCH PATTERNS KEY:**  
 NEW CONSTRUCTION  
 EXISTING CONSTRUCTION

- FLOOR PLAN KEY NOTES:**
- 1 FINISH STAIR FROM EXISTING CORRIDOR. 3'-0" x 1'-0" SET SECOND FLOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 2 REMOVE STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR.
  - 3 3'-0" x 3'-0" DOOR.
  - 4 BACK BAR TUB TO BE INSTALLED AT EXISTING SERVICE/STAIR.
  - 5 NEW BAR/STAIR COUNTER TOP 1/2" x 1/2" STAINLESS STEEL. HORIZONTAL GRIP. FINISH TO BE DETERMINED.
  - 6 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 7 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 8 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 9 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 10 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 11 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 12 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 13 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 14 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.
  - 15 REMOVE EXISTING STAINLESS STEEL WALL PANEL FROM DOOR TO COLLECT STAIR FROM DOOR. SEE ARCHITECTURE & 1'-0" SET.

**TABLE ACCESSORY SCHEDULE**

NO.	QTY.	ITEM	MANUF. AND MODEL	FURNISHED BY	INSTALLED BY
01	2	1/2" VERTICAL CHAIR BAR	BRONCK 6005	C.C.	C.C.
02	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
03	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
04	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
05	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
06	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
07	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
08	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
09	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
10	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
11	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
12	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
13	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
14	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
15	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
16	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
17	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
18	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
19	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
20	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
21	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
22	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
23	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
24	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
25	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
26	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
27	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
28	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
29	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
30	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
31	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
32	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
33	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
34	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
35	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
36	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
37	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
38	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
39	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
40	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
41	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
42	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
43	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
44	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
45	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
46	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
47	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
48	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
49	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.
50	2	3/4" CHAIR BAR	BRONCK 6005	C.C.	C.C.

A2.1

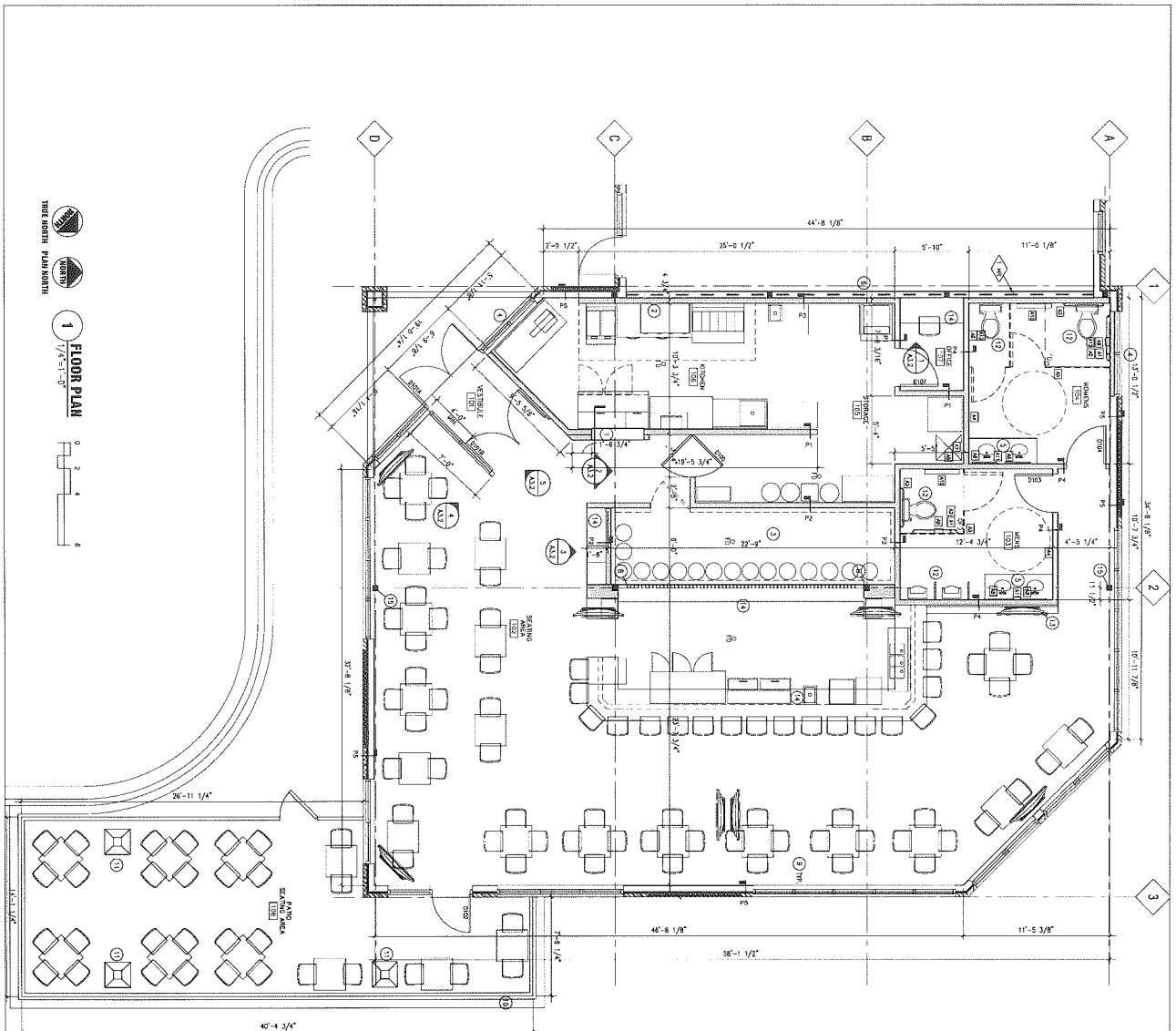
FLOOR PLAN  
02/15/18  
PROJECT SET

**FLOOR PLAN**

**MR BREWS TAPROOM**  
 TENANT IMPROVEMENT  
 5271 HIGH CROSSING BLVD  
 MADISON, WI

**SHULFER**  
ARCHITECTS, LLC





**1 FLOOR PLAN**  
1/4" = 1'-0"



**HATCH PATTERNS, ETC.**

[Pattern]	CONSTRUCTION
[Pattern]	EXISTING CONSTRUCTION

**FLOOR PLAN KEY NOTES:**

1. REMOVE EXISTING 1000 SQUARE FOOT AREA OF 10' x 10' CEILING TRUSS SYSTEM. REMOVE EXISTING 10' x 10' CEILING TRUSS SYSTEM. REMOVE EXISTING 10' x 10' CEILING TRUSS SYSTEM.
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**INDEX ACCESSORY SCHEDULE**

NO.	QTY	ITEM	MANUF. AND MODEL	FURNISHED BY	INSTALLED BY
01	2	1/2" VERTICAL CURVE BAR	BRONXCO 6805	C.S.	C.S.
02	2	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
03	2	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
04	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
05	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
06	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
07	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
08	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
09	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
10	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
11	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
12	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
13	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
14	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
15	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
16	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
17	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
18	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
19	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.
20	1	1/2" CURVE BAR	BRONXCO 6805	C.S.	C.S.

**A2.1**

DATE: 10/15/2014  
PROJECT: MR BREWS TAPROOM

**FLOOR PLAN**

**MR BREWS TAPROOM**  
TENANT IMPROVEMENT  
5271 HIGH CROSSING BLVD  
MADISON, WI



Pace Car LLC

# Mr. Brews Taphouse @ High Crossing

Business Plan

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January 11, 2016

## Business Concept:

Mr. Brews Taphouse restaurants (taphouse) feature a substantial variety of craft beer selections (50 – 80) and high-quality hamburgers served on bakery fresh buns along with other food and beverage products in a distinctive, casual, and family friendly atmosphere. Mr. Brews has developed a distinctive system and incorporated a variety of technology for operating and franchise restaurants which have a record of success in Madison and surrounding areas.

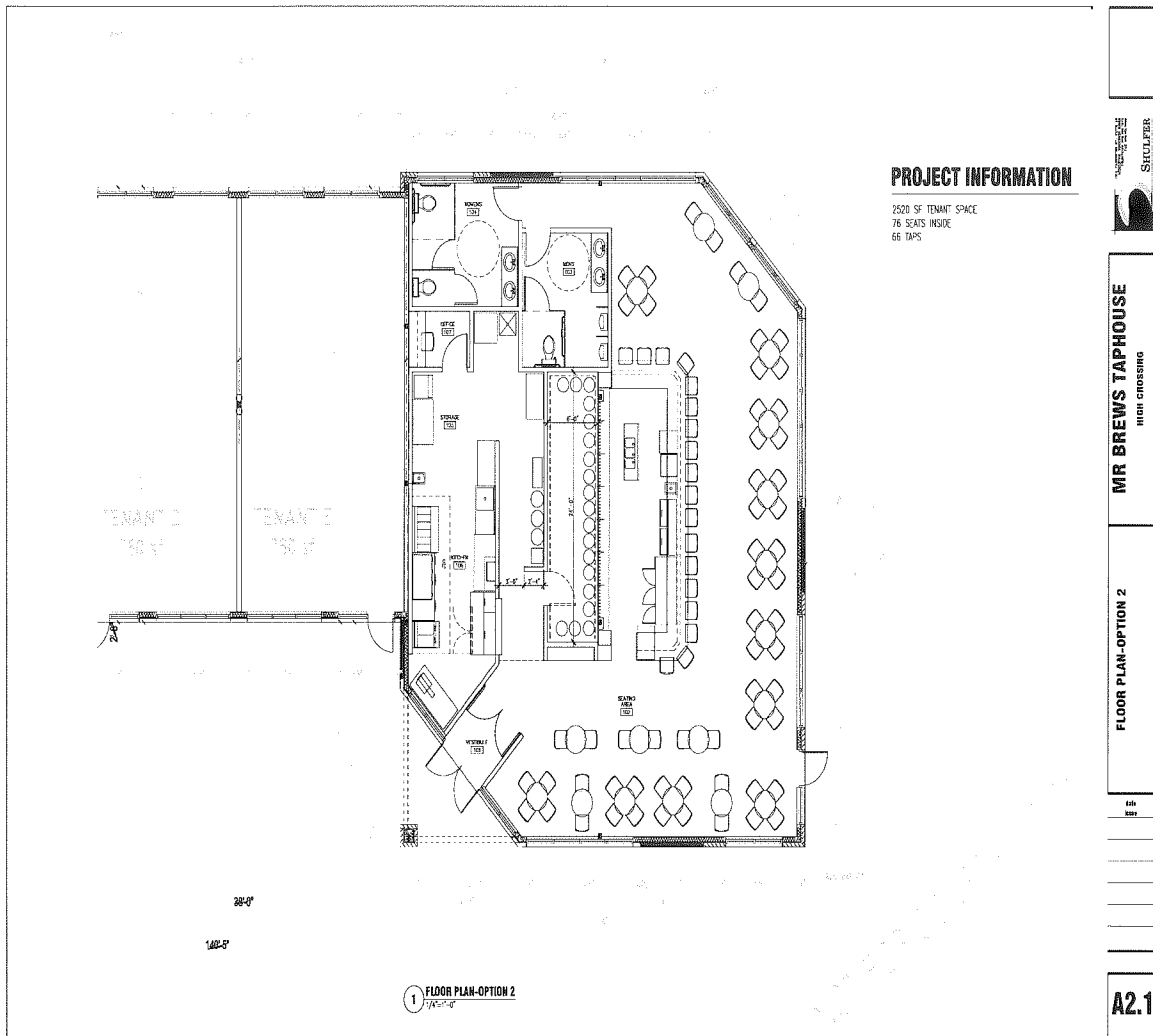
## Mission Statement:

Deliver a consistently exceptional and unique experience.



# Design:

Plans for this taphouse include seating for 76 in the interior and additional seating for 25 in the exterior patio. The interior has been designed in accordance with the Mr. Brews Design Standards Manual in cooperation with Shulfer Architects LLC. The interior layout is designed to be inviting and fully assessable to customers, as well as operationally efficient for staff use. Using a variety of finishes, the taphouse is designed to present a very simple, friendly atmosphere for both working class and business class patrons.





## Location:

This taphouse will be located in a new development located at 5251 High Crossing BLVD in Madison WI. This is a high traffic area at the corner of High Crossing BLVD and City View Drive. In addition to the new development where the taphouse will located, which will include 4 or 5 additional businesses, additional developments including a Holiday Inn Express and Gold's Gym that are planned for this area. Currently, there are several hotels in the area as well as a new hospital clinic and American Family Insurance Headquarters is located just minutes away.

# Resource Requirements:

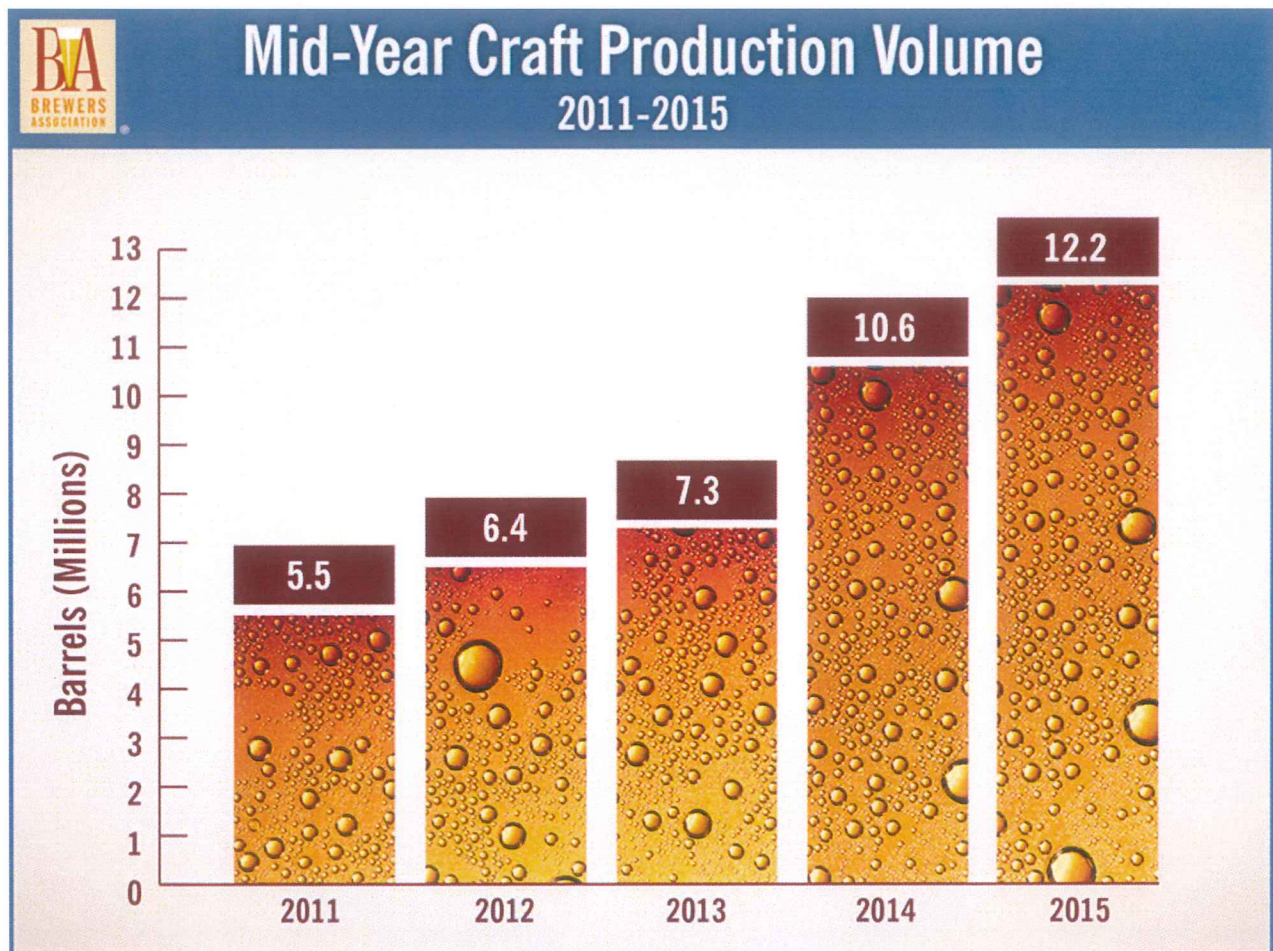
Intensionally omitted.

Financials:

Intensionally omitted.

## Market Summary:

The appeal of Mr. Brews Taphouse restaurants centers on the celebration of the high quality craft beers movement. Craft beer is the fastest growing retail product in the United States having experienced double digit annual market share growth since 1998. Further, the fastest growing sector within craft beer is “on premise” consumption, i.e. the brewpub. Mr. Brews is intent upon capitalizing on this substantial market growth with continually updated selections as well as classic offerings, featuring craft beers from local, regional, and national breweries.



With the substantial increase in barrels and breweries the market is ripe for additional outlets for that allow consumers to experience a variety of offerings. Pairing this with food offerings that are classic American fare provides a unique customer experience in a casual and friendly atmosphere.



## Initial Marketing Strategy:

The marketing strategy is designed to meet or exceed the revenue projections outlined in the financials section of this business plan within the allotted budget. The projected marketing expenses outlined in the financial projection are based on 2% of revenues. In accordance with the franchise agreement 1% of the revenue is used by Mr. Brews for marketing regionally and 1% is spent locally by the franchisee. This marketing strategy is focused on local marketing.

**Ideal customer:** The ideal customer is between 25 and 60 years of age of any gender, race, or income level living, working, or staying at hotels within a 2-mile radius of the establishment. Being located just off of the interstate there is also an opportunity to attract individuals traveling through the City of Madison.



**Advertising:** Using marketing materials developed or authorized by Mr. Brews in accordance with the franchise agreement we will ensure that those living within a 2-mile radius of the establishment receive promotional materials at least one time in each calendar year. We will also pay close attention to home sales in the area and ensure that new home buyers receive promotional materials

within one month of establishing residence within the area. This effort should result in establishing and maintaining a reasonable amount of regular customers visiting the establishment from the area for during the after work or on weekends.

Using Marketing materials developed or authorized by Mr. Brews in accordance with the Franchise agreement we will attempt to establish and ongoing relationship with area hotels. The advertising and promotions will be designed to ensure that every individual staying in one of the area hotels is aware of our location and unique offering and experience that is provided by Mr. Brews restaurants. This is less likely to result in an ongoing relationship with the customer, but the number of customers and ongoing need for food and entertainment for those staying at these area hotels should result in revenue that justifies the additional expense.

Although generally employers limit direct advertising to employees Mr. Brews provides an atmosphere and experience conducive to casual business meetings, lunch, as well as after work relaxation experiences that are highly desirable to individuals working in the surrounding areas. This includes Wi-Fi, electronics, and atmosphere. Several conversations with individuals working at the American Family Insurance headquarters, Park Bank, and Badgerland Financial support this quantitative analysis of the area. Many currently see the Snug Pub as the only current option and being just a few minutes away and it is highly likely that we will attract and retain these customers on an ongoing basis. The high level of service should and selection of quality craft beers should allow Mr. Brews to achieve and maintain a competitive advantage in this area.

With the authorization of Mr. Brews, we will attempt to advertising on I-39 and US-151. The advertising will focus on the ease of access being only .1 miles off of the interstate as well as food options.

Lastly, we will maintain a consistently updated presence in various social media outlets. This will initially include the Mr. Brews Website, Facebook, and Twitter. Posts and marketing in this area will focus on new and unique craft beer offerings and specials.

## Products:

**Craft Beer:** An extremely important component of any taphouse focusing on the sale of craft beer is selection. This must be done in a strategic manner in order to ensure that the section doesn't become overwhelmed with hyper-local offerings. With the growth of craft beer brewing operations in Madison and the surrounding areas the demand for taps will be high. It is critical that in addition to these local offerings that a mix of regional and national offerings continues to make up a substantial percentage of the beer offerings. Clearly, hyper-local and national offerings will be easier for customers to find at other restaurants and breweries in the areas. A particular focus on regional and more difficult to find craft beers will be a critical component to the line up of craft beers in order to ensure that the customer can continue to have a unique experience at this location. Although the types and styles of beer will be continually updated, we will consistently maintain the following percentages in considering which options to drop and which to maintain: 40% hyper-local, 20% semi-local, 25% regional, and 15% national/international. Sales of individual beers will dictate the individual selections that stay in the line up and those that are replaced.



It is also important that we maintain a reasonable selection of easily identifiable offerings as generally individuals visiting for the first time will go with an easily identifiable option prior to moving on to more adventurous and less recognizable offerings.



**Wine & Cider:** In addition to a large selection of craft beer there will consistently be alternative options including tap wine and ciders. The intent is to rotate through these offerings seasonally while keeping the better selling options around for more extended periods. These offerings also provide options for individual visitors that may not be as interested in craft beer, but want to enjoy the experience with friends and family.

**Non-Alcohol Options:** Traditional soda offerings will be available as well as craft root beer and potentially other soda options on tap. We also intend to include a line of kombucha and potentially other similar options for individuals looking for healthier options and/or non-alcohol options.

**Food:** The menu is generally established by Mr. Brews and includes several options for gourmet hamburgers, fresh cut fries, and appetizers. The menu has been recently updated to include salad options and we will work with Mr. Brews to emphasize paleo offerings which are already available by ordering burgers on lettuce instead of a bun.

## Staffing:

The staffing model for Mr. Brews Taphouse restaurants is generally very simple and is outlined in the franchise agreement. At all times during business hours, the taphouse will have management staff on duty responsible for supervising employees and operations. It is expected to include the following positions:

Owner – Brad Wirtz

General Manager – Vacant

Kitchen Manager – Vacant

Shift Manager – Vacant

Servers (15)



## Competition:

The majority of the competition will come from East Towne and the new Sun Lakes commercial development in Sun Prairie. Neither of these developments include a restaurant with the craft beer focus which will provide a substantial competitive advantage in the area. Erin's Snug Pub, Uno's Pizzeria and Pooley's are located within close proximity. All of these restaurants offer a substantially different experiences for customers allowing Mr. Brews to corner the market for craft beer consumers.

Given the growth of the craft beer industry and outlets in recent years there is a strong likelihood that a second restaurant focusing on craft beer could open in the area. By focusing on the marketing plan, this Mr. Brews location will have an established clientele, and the service and quality of the products provided by this location will allow it to stay on course to meet revenue projections even in the face of more focused and similar competition.

## Conclusion:

This plan is designed to provide a simple guide for the initiation and conduct of an of the investment and start up of an individual Mr. Brews Taphouse. As with any established franchise, much of the design, costs, marketing, and related business variables are established in the franchise agreement. That said, each Mr. Brews Taphouse is a business entity onto itself that requires effort and decision making by individual's owners in order to succeed. By following the general guidelines outlined within this plan, the Mr. Brews at High Crossing should meet or exceed the revenue streams of existing establishments and exceed the conservative revenue projections outlined in this plan.