

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 12 ;
ending June 30 20 13

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

County of Dane Aldermanic Dist. No. 4 (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): DLUX of madison LLC

LCL16-2012-00456

Applicant's Wisconsin Seller's Permit Number: <u>1156-1027843496 02</u>	
Federal Employer Identification Number (FEIN): <u>45-5461894</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>100</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$ <u>600</u>
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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>Member, Peder Maren</u>	<u>100 Wisconsin Ave # 1104 Madison, WI</u>	<u>53703</u>
Vice President/Member	<u>member, Monty Schio</u>	<u>2929 Hunter Hill Madison, WI</u>	<u>53705</u>
Secretary/Member	<u>member, Greg Frank</u>	<u>5 Wallingford Circle Madison, WI</u>	<u>53717</u>
Treasurer/Member	<u>Caitlin Suemnicht, member</u>	<u>5566 Bantry Lane Fitchburg, WI</u>	<u>53711</u>
Agent ▶	<u>Thomas Ray</u>	<u>6221 Roselawn Ave. Monona, WI</u>	<u>53716</u>
Directors/Managers	<u>Thomas Ray</u>	<u>132 E. Wilson St. # 602 Madison, WI</u>	<u>53703</u>

3. Trade Name ▶ DLUX Business Phone Number 608-285-2582
4. Address of Premises ▶ 117 Martin Luther King Jr Blvd Post Office & Zip Code ▶ Madison, WI 53703

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 6/11/12 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.) Main restaurant area, cabinets near restroom, basement storage

10. Legal description (omit if street address is given above): located in block 89 building between loading dock and another restaurant at 111 mlk.
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? Ocean Gull

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. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? 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.

STACI SCHULENBURG
Notary Public
State of Wisconsin

SUBSCRIBED AND SWORN TO BEFORE ME
I, Staci Schuilenburg, Notary Public, do hereby certify that 14 day of June, 20 12,
Staci Schuilenburg
(Clerk/Notary Public)
My commission expires March 1, 2015

Caitlin Suemnicht
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
Thomas Ray
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
Thomas Ray
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK			Signature of Clerk / Deputy Clerk
Date received and filed with municipal clerk <u>6-19-12</u>	Date reported to council/board	Date provisional license issued	
Date license granted	Date license issued	License number issued	

City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation) <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Written Description of Premise <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC DLUX of Madison, LLC
 2. Address of Licensed Premise 117 Martin Luther King Jr Blvd. Madison, WI 53703
 3. Telephone Number: 608-285-2582 4. Anticipated opening date: Sept. 1, 2012

5. Mailing address if not opening immediately 117 Martin Luther King Jr Blvd 53703
 6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
 7. Have contacted neighborhood assoc. representative via phone/email, have not
 Are there any special conditions desired by the neighborhood? Yes No heard back yet
 Explain. →

8. Business Description, including hours of operation: Restaurant + Bar
Sun-Tues, 11 am - 12 am ; wed-Sat, 11 am - 2 am

9. Do you plan to have live entertainment? No Yes—What kind? _____

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**
See attached

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. There is underground parking facility in the building which accomodates all customers of the building. It is monitored during daytime hours and some evenings.

13. Describe your management experience, staffing levels, duties and employee training.
See attached

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.
Kevin Henry 2002 Atwood Ave. Suite 208 Madison, WI 53704
 Name Address

15. Utilizing your market research, who would you project your target market to be?
business professionals in 4-5 block radius, people who live in neighborhood, tourists. see business plan (attached)
16. What age range would you hope to attract to your establishment? 25 to 45
17. Describe how you plan to advertise/promote your business. What products will you be advertising?
Food Fight generally doesn't pay for ad space, but promotion of food items, special dinners, events etc through facebook, emails, social media.
18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No
19. Owner of building where establishment is located: Urban Land Interests
 Address of Owner: 10 E. Doty St. # 300 Phone Number 251-0706
Madison, WI 53703
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 N/A
21. List the Directors of your Corporation/LLC
- | | | |
|---------------------|--------------------------------|--------------------------|
| <u>Kevin Henry</u> | <u>6221 Roselawn Ave</u> | <u>Monona, WI 53716</u> |
| Name | Address | |
| <u>Monty Schind</u> | <u>2929 Hunter Hill</u> | <u>Madison, WI 53705</u> |
| Name | Address | |
| <u>Peder Mosen</u> | <u>100 Wisconsin Ave #1104</u> | <u>Madison, WI 53703</u> |
| Name | Address | |
22. List the Stockholders of your Corporation/LLC
- | | | | |
|--------------------------|-----------------------------|---------------------------|----------------|
| <u>Greg Frank</u> | <u>5 Wallingford Circle</u> | <u>Madison, WI 53717</u> | |
| Name | Address | | % of Ownership |
| <u>Caitlin Suemwicht</u> | <u>5366 Brantley Ln</u> | <u>Fitchburg WI 53703</u> | |
| Name | Address | | % of Ownership |
| <u>Thomas Ray</u> | <u>132 E. Wilson #602</u> | <u>Madison, WI 53703</u> | |
| 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? Soup, salad, sandwich, dessert
 Breakfast Lunch Dinner potentially open for sat/sun breakfast
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? 11 am - 12 am, 7 days/week

27. What hours, if any, will food service not be available? 12 am - 2 am wed - Sat
28. Indicate any other product/service offered. _____
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? 12-15 on staff
 During what hours do you anticipate they will be on duty? during all business hours,
11 am - midnight or 2 am, depending on
day of week.
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? 20-22
 How many bartenders do you anticipate you would have working at one time on a busy night? 2 most
nights,
3 on weekends
34. Will there be a kitchen facility separate from the bar? Yes No
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? _____
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?
50%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? No ad budget - all done by corporate office,
but will be mostly, if not all, related
to food.
 What percentage of your advertising budget do you anticipate will be drink related? _____
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? 99

43. Pursuant to Chapter 38.02 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.

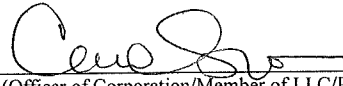
Gross Receipts from Alcoholic Beverages	35 %
Gross Receipts from Food and Non-Alcoholic Beverages	65 %
Gross Receipts from Other	%
Total Gross Receipts	100%

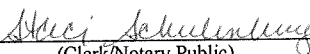
44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

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 14 day of June, 2012


(Officer of Corporation/Member of LLC/Partner/Individual)


(Clerk/Notary Public)

My commission expires March 1, 2015

STACI SCHULENBURG
Notary Public
State of Wisconsin

10. DETAILED WRITTEN DESCRIPTION OF BUILDING

DLUX is located at 117 Martin Luther King Jr. Blvd, located within the Block 89 building owned and managed by Urban Land Interests. The dining/bar area is a 41' x 42' space that can seat up to 30 people in curved booths running along the south side of the room, 30 people along banquette seating along the north side of the room, 7 people along a counter-height "ledge" that runs along the windows facing MLK Blvd, and 23 people around a bar located in the center of the dining room (full-service, full menu will be served at these seats). Alcoholic beverages will be sold and served in this main dining area, and outside at a 16-seat dining area directly in front of the restaurant. Alcoholic beverages will be stored in the main dining area (behind the bar), in cabinets (locked), and in the basement in a storage area.

13. DESCRIBE YOUR MANAGEMENT EXPERIENCE, STAFFING LEVELS, DUTIES AND EMPLOYEE TRAINING

The management team at DLUX consists of Caitlin Suemnicht, Managing Partner and Tom Ray, General Manager. A full-time, salaried chef will be hired (current menu is being developed by Food Fight partners/chefs), as well as a beverage manager and various shift managers.

Caitlin Suemnicht has been an employee of Food Fight Restaurant Group since 2001. She has managed Johnny Delmonico's, Ocean Grill and Fresco, and the last 2 years has been a managing partner with the company, overseeing the management team at Tex Tubb's Taco Palace, Avenue Bar, Ocean Grill, and Fresco. Caitlin will be overseeing and guiding the entire management team.

Tom Ray has been the General Manager of Ocean Grill for 2 years (current site for DLUX), and prior to that was a manager at Fresco for 2.5 years. Tom will be an onsite manager who works "on the floor" 6 days a week, day and evening during busy times. He is at the top of the management hierarchy at DLUX, supervising even the Executive Chef.

The staff at DLUX will consist of the managers listed above, along with an hourly staff of approx. 15 servers, 6 bartenders, 4 host personnel, and 10 kitchen employees. Because full menu will be served from 11:00 am to 12:00 am each day, the kitchen will be fully staffed throughout the day, along with anywhere from 3-6 waitstaff and 1-3 bartenders depending on day of the week and business levels.

Food Fight Restaurant Group has a comprehensive training and hospitality program for all employees. It is important for us to create the best experience for our guests, and that starts with knowledgeable, friendly and engaged team members. Our staff is trained in service standards, food and beverage knowledge, and we provide regularly scheduled training and development meetings for our staff (for individual restaurants and company wide). Our staff for DLUX will be hired a month before the restaurant is scheduled to open so that we can spend an ample amount of time training them in order to ensure a smooth and successful opening.

WRITTEN DESCRIPTION OF PREMISE

DLUX is located at 117 Martin Luther King Jr. Blvd, located within the Block 89 building owned and managed by Urban Land Interests. The dining/bar area is a 41' x 42' space that can seat up to 30 people in curved booths running along the south side of the room, 30 people along banquette seating along the north side of the room, 7 people along a counter-height "ledge" that runs along the windows facing MLK Blvd, and 23 people around a bar located in the center of the dining room (full-service, full menu will be served at these seats). Alcoholic beverages will be sold and served in this main dining area, and outside at a 16-seat dining area directly in front of the restaurant. Alcoholic beverages will be stored in the main dining area (behind the bar), in cabinets (locked), and in the basement in a storage area.



Caitlin Suemnicht <caitlin.suemnicht@gmail.com>

Fwd: FW: Wisconsin Business Tax Registration Confirmation

1 message

Caitlin Suemnicht <csuemnicht@foodfightinc.com>
To: Caitlin Suemnicht <caitlin.suemnicht@gmail.com>

Mon, Jun 18, 2012 at 6:12 AM

From: Wisconsin Department of Revenue [mailto:
DOR_DO_NOT_REPLY@revenue.wi.gov]
Sent: Monday, June 11, 2012 4:09 PM
To: Kevin Henry
Subject: Wisconsin Business Tax Registration Confirmation****

** **

We have processed your Business Tax Registration (BTR) application that you recently submitted electronically.

We have issued the following tax accounts and tax account identification numbers:

- DLUX OF MADISON LLC
- Business Tax Registration 600-1027843496-03
- Sales & Use Tax 456-1027843496-02
- ↘ Withholding Tax 036-1027843496-04

You should receive additional information about your account(s), including your registration certificate and applicable permits, within 5-7 days. If any registration fee is due you will also receive a bill for the fee amount.

Wisconsin Department of Revenue
Registration Unit ****

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Caitlin Suemnicht
Managing Partner • Food Fight Restaurant Group
608.213.4236
www.foodfightinc.com

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Caitlin Suemnicht
Managing Partner • Food Fight Restaurant Group
www.foodfightinc.com



DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Date of this notice: 06-11-2012

Employer Identification Number:
45-5461894

Form: SS-4

Number of this notice: CP 575 A

DLUX OF MADISON LLC
DLUX
% KEVIN HENRY MBR
2002 ATWOOD AVE STE 208
MADISON, WI 53704

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 45-5461894. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 941	10/31/2012
Form 940	01/31/2013
Form 1065	04/15/2013

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

A limited liability company (LLC) may file Form 8832, *Entity Classification Election*, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, *Election by a Small Business Corporation*. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.



Sec. 183.0202
Wis. Stats.

State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1. **Name of the limited liability company:**
Dlux of Madison, LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
Kevin Henry
- Article 4. **Street address of the initial registered office:**
2002 Atwood Ave. Ste 208
Madison, WI 53704
United States of America
- Article 5. **Management of the limited liability company shall be vested in:**
A manager or managers
- Article 6. **Name and complete address of each organizer:**
Kevin Henry
2002 Atwood Ave. Ste 208
Madison, WI 53704
United States of America
- Other Information. **This document was drafted by:**
Kevin Henry

Organizer Signature:

Kevin Henry

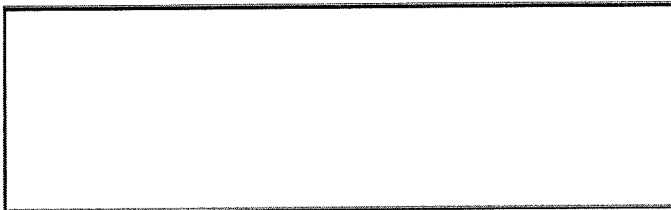
Date & Time of Receipt:

6/4/2012 1:47:16 PM

Credit Card Transaction Number:

201206043017323

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**



Filing Fee: \$130.00
Expedite Fee: \$25.00
Total Fee: \$155.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
6/4/2012	

FILED 6/4/2012	Entity ID Number D049517
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Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Caithlin Suemnicht, officer/member for DLUX of madison, LLC
(Corporation/LLC), doing business as DLUX, authorize and appoint
Thomas Ray (Name) as the liquor/beer agent for the premise
located at 117 Martin Luther King Jr Blvd madison 53703

Subscribed and sworn to before me this

14 Day of June, 2012

Staci Schulenbug
Notary Public, Dane County, Wisconsin

My Commission Expires March 1, 2015

Caithlin Suemnicht

Signature of Officer/Member

STACI SCHULENBURG
Notary Public
State of Wisconsin

To be completed by appointed Liquor/Beer Agent

I, Thomas Ray, appointed liquor/beer agent for
DLUX of Madison, 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 5.75 %.

Subscribed and sworn to before me this

14 Day of June, 2012

Staci Schulenbug
Notary Public, Dane County, Wisconsin

My Commission Expires March 1, 2012

Thomas Ray

Signature of Agent

STACI SCHULENBURG
Notary Public
State of Wisconsin

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

appetizers

TATER TOTS
sharp cheddar cheese,
bacon, and
green onion
7

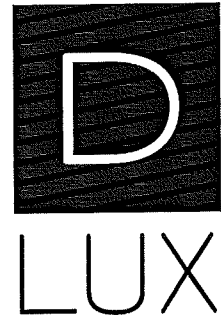
FRESH OYSTERS
sweet & spicy
mignonette, cocktail
sauce, fresh horseradish
12

**CARAMELIZED ONION
DIP & CHIPS**
housemade kettle
chips
4

CRISPY ONION RINGS
beer battered,
truffle cream sauce
7

**CHEESE CURD-
STUFFED PRETZELS**
sun-dried tomato confit,
honey mustard
8

FRIED PICKLES
homemade ranch
6



soups
salads

DAILY SOUP
local
seasonal
c 3 b 6

GREEN GODDESS
mixed baby greens and
butter lettuce, scallions,
green apples, avocado, alfalfa
sprouts, sunflower seeds,
goat cheese, croutons,
green goddess dressing
8

7 LAYERS
romaine, hard-boiled
egg, bacon, tomatoes,
green onion, cheddar,
peas, creamy cucumber-
chive dressing
8

FARFALLE
arugula, romaine, farfalle
pasta, grilled zucchini,
cherry tomatoes, pine
nuts, garlic, lemon,
balsamic vinegar
7

ALL BURGERS ARE 8 BUCKS. YEP - JUST LIKE THAT.

beef burgers

DLUX*
port wine onion marmalade,
watercress, and stone-ground
mustard aioli

STEAKHOUSE*
barbeque sauce, neuske's bacon,
aged cheddar, lettuce, tomato
and thick-cut onion ring

SANTA FE*
poblano chile, bacon,
queso sauce, and blue
corn tortilla chips

FARMHOUSE*
farm cheese, sun-dried
tomato confit, arugula, and
celery mayonnaise

SUNRISE*
cheddar, crisp bacon,
over-easy egg, and
shoestring potatoes

MUSHROOM & SWISS MELT*
Sautéed mushrooms,
caramelized onions,
swiss cheese, and
horseradish mayonnaise

CARNEGIE*
pastrami, sauerkraut, swiss
cheese and russian dressing

THE STANDARD*
butter lettuce, tomato, red
onion, american cheese,
mayonnaise and yellow mustard

*All beef burgers are served "pink or no pink."

sorta burgers

SALMON
english cucumber, thinly-sliced
radish, shaved onion, tomato,
and mustard-dill sauce

CORDON BLEU
crispy battered chicken,
smoked ham, gruyere mornay,
tomato and honey dijon

FAUXLAFTEL
alfalfa sprouts, tomato,
red onion, and creamy
cucumber-chive dressing

TURKEY COBB
butter lettuce, crumbled bleu
cheese, bacon, tomato, fresh
avocado, and herb aioli

EGGPLANT CAPRESE
fresh basil, balsamic, tomato,
herbs, and fresh mozzarella

AHI TUNA
pineapple mustard glaze,
pickled red onion, and spicy
poblano-pickle relish

sides

SEA SALT FRIES 3
CHEDDAR & GREEN ONION FRIES 4
PARMESAN & TRUFFLE CREAM FRIES 4

HOUSE MADE CHIPS 3
SWEET & SPICY VINEGAR SLAW 3
POTATO SALAD WITH BACON 3

*Consuming foods in an undercooked condition (i.e. rare, medium rare) may increase your chances of contracting a food-borne illness. For parties of 6 or more, an 18% gratuity will be added to your bill.



THE OPPORTUNITY

The popularity of burgers has been climbing nationwide over the past few years and still seems to be growing. Across the country there has been a surge in burger offerings; entire restaurants are being created around the burger, many with celebrity chef owners. In a world where steak is so expensive, burgers are the other red meat. One big growth niche in the burger market has been on the upscale end. Studies have shown that consumers are increasingly willing to spend more money for a better-tasting burger. Combining the mass popularity of the hamburger with the allure of gourmet ingredients, the upscale burger is being welcomed in many cities.

Madison has yet to see an upscale burger bar. Customers are quality-minded but penny-wise. They're very much committed to the local food movement (in Madison especially), seem to enjoy swanky restaurants (think Graze, Eno Vino, Merchant, Fresco), but don't want to feel like they've dropped a lot of money on a night out.

THE EXPERIENCE

We will be reconstructing the Ocean Grill space. The décor will be sleek, comfortable and chic. There will be a rectangular bar towards the right side of the restaurant (moved from current location), so that it's visible from the street. On the right side of the restaurant, wrapping along the server area, there will be curved "theater" style booths that are at a raised height so that the people sitting in these booths see up and over the bar. On the left side of the space, there will be banquette seating that will give us flexibility for large groups. Along the front windows will be a bar-height ledge where people can look out to the street. We will have an outdoor dining area as well. The restaurant will differ from very casual places like Great Dane, Old Fashioned, and Coopers. It will be a more upscale burger bar where business diners, couples, students, and large groups want to dine and drink.

Service style will be casual and hospitable. We will not take reservations unless it's for a large group (number of guests still TBD, but probably 8 or more). Servers will be knowledgeable about ingredients, food preparation, beer, cocktails and wine. One idea for uniforms is that servers will wear white oxford shirts, dark jeans, skinny dark ties and long bistro aprons. We believe that the way staff is dressed does impact diners' decisions about where to eat. For example, a group of dressed-up girls who don't want to eat at an extremely fancy place would also not want to go to Old Fashioned to eat; they would feel over-dressed. It feels strange to go out to eat at a place where servers are wearing t-shirts when you're wearing a skirt and high heels.

Music will be hip, and played at a slightly elevated level from the traditional background music that's at many restaurants.

MENU STRUCTURE, PRICE POINT, FOOD IDEAS

The menu will be made up of approximately 15 burgers, approximately 10 made with red meat, 5 made of "alternative" options (seafood, turkey, chicken, vegetarian). The burgers will be made of and topped with higher end, original, and delicious ingredients. There will also be soup, a couple salads, and a few appetizer and sides offerings. With a 30% food cost target, we are going to try to keep all burgers at an \$8 price point, served a la carte. The restaurant will offer the same menu all day and night. We will serve food until midnight every night of the week, with the bar staying open until 2 am Wednesday through Saturday nights.

ALCOHOL FEATURES

Wine, cocktails, bottled and tap beer will be offered. Quality, unique wines will be poured in the \$6-9 price range. Cocktails will be the focus of alcohol sales at the restaurant; we will follow the craft cocktail movement without alienating customers by using overly obscure ingredients. We will serve beautiful, delicious, unique cocktails that don't cost an arm and a leg or take 15 minutes to make--drinks that you can't get anywhere else in the city.

HOURS OF OPERATION AND MEAL PERIODS

Sunday through Tuesday, 11:00 am to 12:00 am

Wednesday through Saturday, 11:00 am to 2:00 am

Same menu served all day, happy hour served from 4:00 until 6:00 or 7:00 pm.

TARGET MARKET

Our target market is broad; by day, business professionals who work within a 4-5 block radius, people who live in neighboring housing units, convention visitors, tourists. By night, we hope to appeal to both male and females over a broad age range who are socially and culturally active. Our target market lives downtown, near West, West Madison, and south of Madison; people who generally come downtown for a night out on the town. We also hope to appeal to the same business professionals for happy hour/dinner before they head home for the night.

VALUE PROPOSITION

Our value proposition is that we will serve the highest quality, most unique burgers in a special ambiance—in a location where you wouldn't expect to eat a hamburger. We will have knowledgeable, experienced, hospitable service in a chic atmosphere. In downtown Madison, you either get fancy food in a dressy place, or the opposite end of the spectrum. At our restaurant, you get the best of both worlds.

COMPETITION ANALYSIS

Who are the competitors? It depends how you look at it.

"Swankier" places with mid-priced food are competition: Merchant, Graze, and Fresco might share our customer base.

Our competitive advantage is that we are serving a very popular food (a very focused menu) with an upscale spin in a dynamic environment. No other place in Madison is doing that.

Places who serve a good hamburger close to us could be competitors: Great Dane, Coopers, and Old Fashioned. But we would have a different atmosphere, more specialized burgers, and very different wine and cocktail offerings.

FINANCIAL PLAN

We have developed a labor schedule, sales and customer count projections, and a working budget.