

L1@L1B-2014-00215



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

33603

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, 20 15.
- 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.

SABA IDEE THAILAND W LLC

- Trade Name (doing business as) MONSOON SIAM 2

- Address to be licensed 2045 ATWOOD AVE, UNIT 109, MADISON, WI

53703

- Mailing address SAME

- Anticipated opening date MAY 2014

- 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.

INDOOR SEATS 45-60 PP, INCLUDED BAR AREA.
OUTDOOR SEAT MAY USED IN SUMMER TIME APPROXIMATELY
14-16 SEATS, WITH THE FENCE / NO SMOKING

P-601
A-6 (tunnel)

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 45-60 pp

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

common area parking, off street parking

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 Dutdao Wonglaka

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? May/2014 - Present

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

1st FEB 2014

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
owner	DUT DAO WONGLAKA	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.

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) The first location of monsoon siam
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 Thai restaurant served Lunch & Dinner.
To go and Delivery
28. Hours of operation 7 DAY / week 11 AM - 3 PM / 5 PM - 10 PM
29. Describe your management experience Assistant Manager 2009 - 2011
Restaurant owner 2011 - present
30. List names of managers below, along with city and state of residence.
N/A
31. Describe staffing levels and staff duties at the proposed establishment _____
32. Describe your employee training _____

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

The Resident that living around,
all ages

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

Brochural, togo Menu,

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? all ages

39. What type of food will you be serving, if any? Thai Food
 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? Yes

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

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? 3-4

During what hours do you anticipate they will be on duty? 11am - 3pm / 5 pm - 10:00 pm

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? 7-8
 How many bartenders do you anticipate having work at one time on a busy night? 1
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 50%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 90%
 What percentage of your advertising budget do you anticipate will be drink related? 10%
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:
15 % Alcohol 80 % Food 5 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

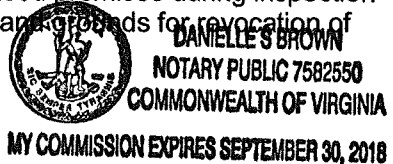
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] No Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

68. State Seller's Permit 456-1028227768-03
69. Federal Employer Identification Number 46-4830170
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Ditdao Wanglaka
 E-mail address monsoonsiam@gmail.com
 Phone 434-227-1419 Preferred language English
71. Corporate attorney, if applicable: Name N/A
 Phone _____ E-mail _____

Read carefully before signing in front of a notary: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor ^{for revocation of} this license.

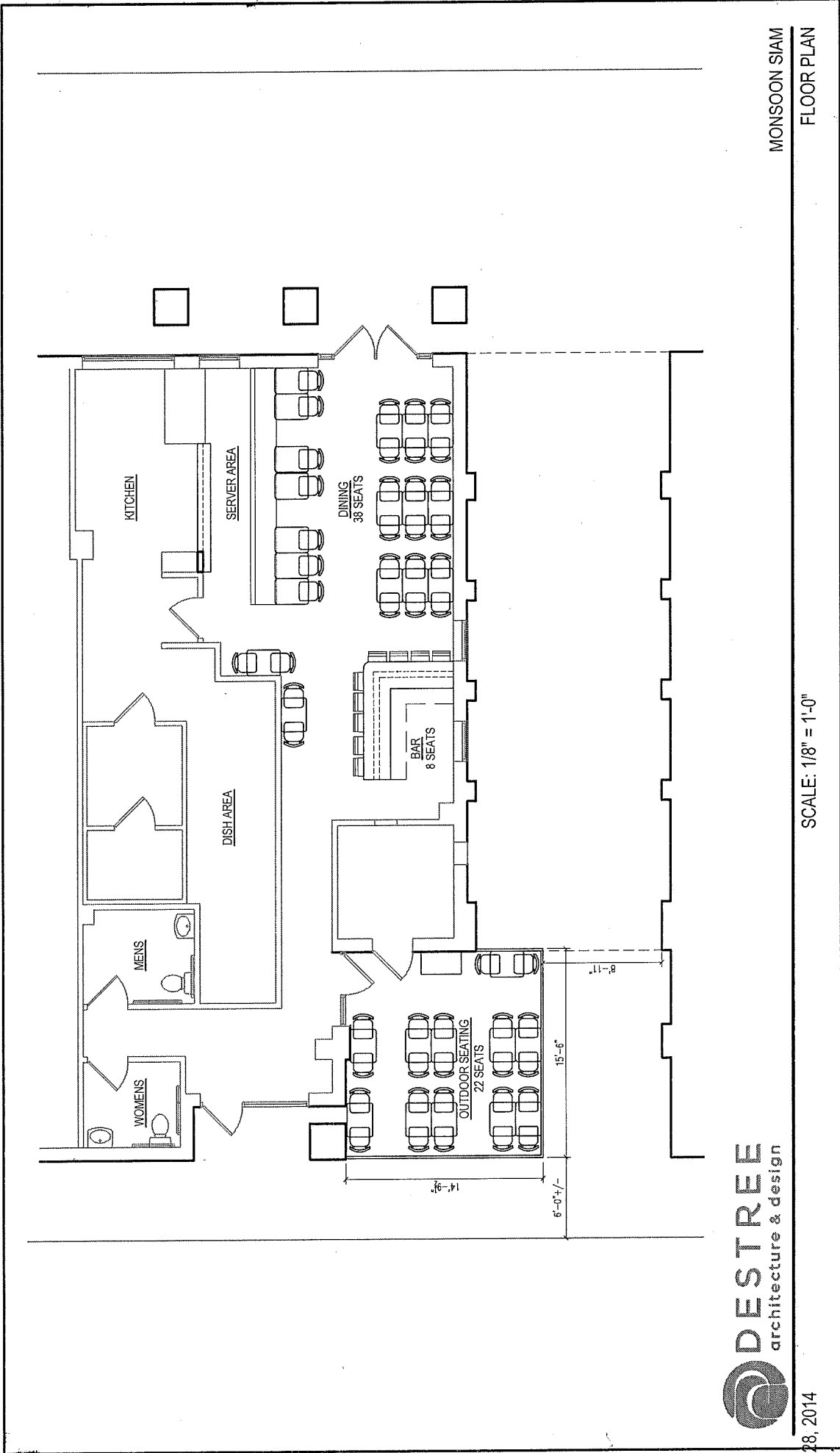


Subscribed and Sworn to before me:
 this 28 day of March, 2014
Danielle S. Brown
 (Clerk/Notary Public)

Ditdao W.
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires September 30, 2018

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office <u>3/31/14</u> Date of ALRC meeting <u>4/23/14</u> Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number <u>L1C1B-2014-00215</u>		



SCALE: 1/8" = 1'-0"



NON-ALCOHOLIC

Thai Iced Tea/Thai Iced Coffee	\$2.75
Thai Lemon Iced Tea	\$2.75
Mango Treasure	\$3.25
Coconut Juice	\$3.25
Orange/Pineapple/Cranberry Juice	\$2.75
Lemonade	\$2.75
Strawberry Lemonade	\$3.25
Fruit Punch	\$3.25
Shirley Temple	\$2.75
Arnold Palmer	\$2.75
Fresh Fruit Daiquiri	\$3.95
(Strawberry or Mango)	
Bubble Tea	\$3.95
(Thai Coffee or Thai Tea)	
Horizon Organic Chocolate Milk	\$2.00
Perrier 330ml.	\$2.95
Bottled Water	\$1.25
Pepsi Products (20 oz)	\$1.75
Unsweetened Iced Tea (Refillable)	\$2.00
Hot Thai Tea	\$2.00
Hot Thai Coffee	\$2.00
Hot Chocolate	\$2.00
Cup of Hot Tea (Refillable)	\$2.00
Choice of: Jasmine, Green, Gen-mai, Earl Grey (Decaf)	

BOTTLED BEER

Singha (Thai), Chang (Thai)	\$4.50
Flying Dog IPA	\$4.50
Corona Extra	\$4.50
Hoegaarden	\$4.50
Supporo (22 oz.)	\$6.95
Bud light	\$3.95

DRAFT BEER \$5/ PITCHER \$18

Stella Artois/ Smutty Nose IPA
Blue Mountain (seasonal)/ Star Hill (seasonal)
<i>Please see server for seasonal beer</i>

WHITE WINE

Du Coing Saint Fiacre Chardonnay	\$6.95/\$28
2010 (Loire, France - organic)	
William Hill Chardonnay'09 (CA)	\$7.95/\$31
Canyon Road Pinot Grigio'10 (CA)	\$6.50/\$25
Domain de Bellemare Sauvignon Blanc	\$6.95/\$28
2010 (France)	
Rosé Le Chaz'12 (France)	
(Organic - 60% cinsault, 40%Grenacha)	\$6.95/\$28
Laurent Miquel'10 Vinonier, Reserve	\$8.50/\$35
(Languedoc, FR)	
Gadino Cellars Pinot Grigio'11 (VA)	\$6.95/\$28
Chateau du Coing Muscadet	\$8.50/\$35
2010 (France)	

RED WINE

Gascon Malbec'10 (Argentina)	\$7.95/\$31
Josh Cellas Cab. Sauvignon '09 (CA)	\$6.95/\$28
Gabriele Rausse Merlot '11 (VA)	\$7.95/\$31
Vin du de Loire, Pinot Noir (French)	\$7.95/\$31
2011 Vignoble Cogne'	
Clos Oouvert Vino Puro '10 (Chile)	\$54
El Pais de Quenehuao '10 (Chile)	\$49

SAKÉ

Ozeki (cold/warm, 180 ml.)	\$5.50
Nikori Sake (unfiltered, 375 ml.)	\$9.50

CHAMPAGNE/ BRUT

Champagne François Diligent	\$29
(Pinot noir, aged-3 years, 375 ml)	
J. Rogét Champagne (187 ml)	\$5.95
François Diligent Chamapagne	\$55
(France - Brut Rosé 750ml.)	
François Diligent Pinot Noir	\$55
(France, aged-3 years 750ml.)	
Cerdon Renardat Fache Bugey Rosé	\$49
(Sparkling wine)	



CHEF'S SPECIAL

TOFU ANGEL \$13

Pan-fired marinated tofu with steam Bok Choy, carrots, mushrooms and scallions topped with spicy, sweet, and sour secret chef's special sauce, bed with steamed wide noodle.

GREEN PAPAYA FRIES \$8

Deep fried green papaya served with cucumbers, red bell peppers, and red onions relish.

SWEET TAMARIND SHRIMP \$17

Stir-fired shrimps topped with sweet and sour tamarind sauce served with grilled asparagus. The tamarind sauce includes pineapples, red bell peppers, and red onions.

PLAH SCALLOP \$17

Grilled scallops tossed with spicy lime chili paste, scallions, red onions, cilantros, lemongrass, cashew nuts, served with fresh vegetables.

RIVER MONSTER (Whole Tilapia) \$17

Deep fried whole tilapia topped with red onions, scallions, cilantro, and spicy lime dressing on a bed of julienne cabbage.

SOFT SHELL CRAB \$19 (Seasonal)

Deep fired and topped with light yellow curry sauce with bell peppers, fresh gingers, onions, scallions, egg and basil.

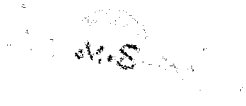
MUSSEL CHA CHA \$14

Mussel stir-fried with chili, bell peppers, basil in red chili sauce.

DELUXE SOFT SHELL CRAB \$9

Deep fried soft shell crab served with spicy mayonnaise and sweet chili sauce on the side.

***In order to keep the integrity of our food, please no substitution.**





APPETIZERS

CHICKEN SATAY \$6.50

Marinated chicken grilled and served with peanut sauce and cucumber relish.

KANOM JEEB \$6.50

Crabmeat, minced pork and water chestnuts wrapped in wonton skin, steamed and served with sweet Thai soy sauce.

SPRING ROLLS \$4

Our veggie rolls deep-fried and served with sweet and sour sauce.

CIGAR ROLLS \$4

Peas, potatoes and onions seasoned with curry powder, deep-fried, and served with sweet and sour sauce.

FRESH ROLL \$5

Lettuce, avocado and carrots wrapped with rice paper, served with special peanut sauce.

NUM TOK \$7

Marinated grilled beef, sliced and tossed with red onions, scallions, cilantro and spicy lime dressing

HOUSE SALAD \$4.50

Fresh vegetables served with our house ginger dressing on the side.

CALAMARI \$6.50

Fried calamari served with sweet-chili sauce.

HOI OB (STEAMED MUSSELS) \$7

Steamed mussels with lemongrass, galangal, lime leaf and fresh basil

PAPAYA SALAD \$7

Julienne green papaya, string beans, tomatoes, and peanuts mixed with spicy lime dressing, served with grilled skewered shrimp.

FRIED TOFU \$6

Deep fried tofu served with sweet chili sauce and crushed peanuts

SUN-DRIED BEEF \$7

Tender Thai-style cured beef, marinated and fried until crispy, served with Sriracha sauce.



SOUP

Seafood \$6.95/ Shrimp \$5.50/ Chicken \$4.50/
Tofu \$4.50/ Mushroom \$4.50

TOM YUM

Spicy broth with a touch of lemon grass, served with straw mushrooms, sprinkled with cilantro and scallions.

TOM KA

Coconut milk broth with straw mushrooms, sprinkled with cilantro and scallions.

TOFU SOUP

Vegetable broth with soft tofu and napa cabbage, sprinkled with cilantro and scallions.

NOODLE SOUP

TOM YUM NOODLE

\$8.50 Chicken/\$13 Seafood

Steamed noodles, bean sprouts, and mushrooms, in a spicy broth with a touch of lemon grass, topped with scallions and cilantro

CHICKEN NOODLE SOUP \$8.50

Steamed noodles, chicken, and bean sprouts, topped with scallions and cilantro.

BEEF NOODLE SOUP \$8.50

Steamed noodles, beef, meat balls, and bean sprouts, topped with scallions and cilantro.

GUAY TEAW MOO \$8.50

Steamed noodles with spicy & sour soup, pork, bean sprouts and peanuts.



NOODLES

Chicken/Pork/Beef/Tofu \$8.99 / Seafood \$13

PAD THAI

Thailand's traditional noodle dish. Stir-fried thin rice noodles with crushed peanuts, bean sprouts, scallions, and egg.

DRUNKEN NOODLE

Wide rice noodles stir-fried with string beans, bamboo shoots, tomatoes, basil, red peppers, and chili, in a spicy garlic sauce.

PAD SEE EAW

Wide rice noodles stir-fried with egg and Chinese broccoli in a sweet Thai soy sauce.

ANDAMAN NOODLE \$13.99

Wide rice noodles stir-fried with seafood, onions, scallions, ginger, red peppers, green peppers, basil and egg in a special light yellow curry sauce, topped with crabmeat.

SUKI YAKI \$9.95

(choice of stir-fried or soup bowl)

Cellophane noodles, carrots, Napa cabbage, baby corn, snow pea, scallions, spinach and egg in a special spicy sesame sauce.

KAO SOI \$9.95

Romaine noodles in Chef's special yellow curry sauce, topped with crispy noodles, red onions, cilantro, scallions and pickled cabbage.

PRA RAM \$9.95 (Peanut Sauce & Noodle)

Steamed thin rice noodles, choice of meat topped with peanut sauce on a bed of steamed spinach, and sprinkled with fried onions.

POO GOONG OB \$13.99

Cellophane noodles stir-fried with shrimp, fresh ginger, Shitake mushrooms, celery, scallions and Napa cabbage, served in a clay pot topped with crabmeat.

KUA GAI \$8.99

Wide rice noodles stir-fried with chicken and egg in Thai-style light soy sauce on bed of lettuce, sprinkled with scallion.



ENTRÉES

Chicken/Pork/Beef/Tofu \$8.99
Tofu Ball \$10 /Seafood \$13

KA POW

Choice of meat sautéed with chili, garlic, fresh basil, and red peppers in a spicy garlic sauce.

PAD GARLIC

Choice of meat sautéed with garlic sauce, served with steamed broccoli on the side.

PAD FRESH GINGER

Choice of meat stir-fried with fresh ginger, mushrooms, onions, scallions, and bell peppers in a light black bean sauce.

PAD CASHEW NUT

Choice of meat sautéed with cashew nuts and onions, sprinkled with scallions in a sweet chili paste sauce.

PAD PIK SOD

Choice of meat sautéed with fresh chili, onions, scallions and red peppers in a tasty brown sauce.

PAD PIK POW

Choice of meat sautéed with fresh chili, onions, scallions, mushroom, basil and red peppers in a tasty chili paste sauce.

KA POW CRISPY SQUID \$13

Deep-fried squid sautéed with green chili, red peppers, onions and fresh basil in a spicy basil sauce topped with crispy basil.

GA REE SEAFOOD \$13.99

Stir-fried shrimp, squid, scallops, mussels, and eggs, with fresh ginger, onions, scallions and basil in a light yellow curry sauce.

PLA PAD PED \$15

Deep-fried Tilapia filets sautéed with bamboo shoots, string beans, green chili, young peppercorn, red peppers and exotic spices in a special chili paste sauce, topped with crispy basil.

CRYING TIGER \$13

Marinated flank steak, pan grilled, sliced, and served with a spicy dipping sauce and side salad.

MONSOON SIAM FISH \$15

(Steamed or Deep-fried)

Tilapia filet topped with choice of sauce.

- Chili garlic sauce (good with deep fried)

- Black bean, mushroom, and ginger sauce.

- Spicy fresh lime dressing (with steamed only)

ASPARAGUS DELIGHT \$13

Asparagus, shrimp, and Shitake mushroom stir-fried in a light garlic sauce, served over brown rice.



FRIED RICE ENTRÉES

Chicken/Pork/Beef/Tofu \$8.99
Crabmeat \$12 /Seafood \$13

KAO PAD

Thai fried rice. Jasmine rice stir-fried with choice of meat, onions, carrots, peas, scallions, tomatoes and egg.

KAO PAD KA POW

Jasmine rice stir-fried in spicy garlic sauce, basil leaves, bell peppers, onions and chili.

PINEAPPLE FRIED RICE \$9

Jasmine rice stir-fried with yellow curry powder, pineapple, peas, tomatoes, onions, carrots, and cashew nuts.

VEGETARIAN

PAD THAI JAE \$ 8.99

Thin rice noodles stir-fried with veggies, tofu, crushed peanuts, bean sprouts, and scallions (egg optional).

VEGGIES FRIED RICE \$8.99

With BROWN RICE \$9.95

Jasmine rice stir-fried with mixed vegetables and tofu, onions, scallions, tomatoes (egg optional).

SPICY ROASTED TOFU WITH BASIL \$12

Deep fried roasted tofu sautéed in spicy basil sauce with red pepper, onions, green chili, fresh basil. Served with steamed veggies on the side.

SPICY EGGPLANT \$8.99

Slices of eggplant and tofu stir-fried in spicy black bean sauce with chili, red peppers, garlic and fresh basil leaves.

KAPOW JAE \$8.99

Stir-fried broccoli, carrots, mushrooms, onions, red peppers, green chili, basil and tofu with spicy basil sauce.

RAMA TOFU \$9.95

Deep fried tofu topped with peanut sauce on a bed of steamed broccoli. Sprinkled with fried onions.

ROASTED TOFU CURRY \$12

Steamed, roasted tofu, bamboo shoots, pineapple, string beans, baby corn, tomatoes, bell peppers, chili and fresh basil in red curry sauce.

PAD PAK JAE \$8.99

Sautéed mixed vegetables and tofu in a light garlic sauce.

BOK CHOI IN SESAME SAUCE \$12

Tofu lightly battered and quickly deep-fried topped with stir-fried bok choy in sesame sauce served with brown rice.



CURRY

Chicken/Pork/Beef/Tofu \$9.50
Tofu Ball \$10.99 /Seafood \$13

GREEN CURRY

traditional style curry with bamboo shoots, basil, green chill, and red bell peppers.

OR RED CURRY

PANANG CURRY

Special Panang curry sauce cooked with bell peppers and basil.

MASSAMAN CURRY

Special Massaman curry sauce with peanuts, potatoes and onions.

YELLOW CURRY

Tasty yellow curry sauce cooked with potatoes and onions. Topped with fried onions.

SIDE ORDER

Steamed rice \$1/ Brown rice \$1.95
Steamed Veggies \$1.95/ Steamed noodle \$1.5
Peanut sauce \$2

DESSERT \$ 4.50

Mango Sweet Sticky Rice (seasonal)
Fried Ice Cream
Coconut Milk Ice Cream
Special dessert of the day (Please ask server)

* Gluten free available

* If you have food allergies or are sensitive, please ask for complete list of ingredients in your order.

* 20% Gratuity will be added for party of 6.

*** In order to keep the integrity of our food, no substitutions please.**