



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

1. 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.

2. This application is for the license period ending June 30, 20 17.
3. 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.

Dublin Profits LLC

4. Trade Name (doing business as) Coliseum Bar & Banquet

5. Address to be licensed 232 E. Olin Avenue, Madison, WI 53713

6. Mailing address 626 Samuel Dr., Madison, WI 53717

7. Anticipated opening date 2/1/17

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) Jim Delaney is the Liquor/Beer Agent for Delaney's Steakhouse

Section B—Premises

10. 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.

Entire first and second floor. Outside eating area.
Alcohol stored in cooler and bar.

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 300

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

Parking surrounds west, south, and east side of building. Lighting will ~~be~~ brighten ^{parking} area at night

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Trojax LLC (name of licensee)

15. Attach copy of lease. Not Applicable (own property) will email 1st page offer to purchase

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 James A. Delaney

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

18. How long has the agent continuously resided in the State of Wisconsin? 12 years

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 current Agents at Delaney's Steakhouse

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

Wisconsin 11/21/16

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 |
|-----------|----------------------|-----------------------------|
| CEO | James Delaney | Madison, WI |
| President | Stephen J Bassler Jr | Madison, WI |
| | | |
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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

Stephen J. Bassler Jr.

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) Jim Delaney is the Liquor/Beer Agent for Delaney's Steakhouse

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 Casual dining, full service, full menu restaurant, and sports bar
28. Hours of operation 11AM-2AM Sun-Thurs, 11AM-2:30AM Fri-Sat
29. Describe your management experience Adult Lifetime of ownership and management, currently a co-owner of Delaney's Steakhouse
30. List names of managers below, along with city and state of residence.
James A. Delaney Madison, WI
Stephen J. Bassler Jr. Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment _____
1-3 bartenders, 5-15 servers, 1-3 managers,
1-3 line cooks on shift during business hours
32. Describe your employee training current employees will be charged with training new hires as a "follow". Director of training will manage curriculum

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

Families, local workers from area, sports fans,
commuting travelers/hotel guests

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

Social media, signage, direct mail, email
Food & beverage

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? _____

occasional live bands/DJ

38. What age range do you hope to attract to your establishment? 25+

39. What type of food will you be serving, if any? burgers, pizza, nachos, salads, etc
 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 hours of operation

42. What hours, if any, will food service not be available? zero

43. Indicate any other product/service offered. _____

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 hours of operation

47. Do you plan to have hosts or hostesses seating customers? No Yes

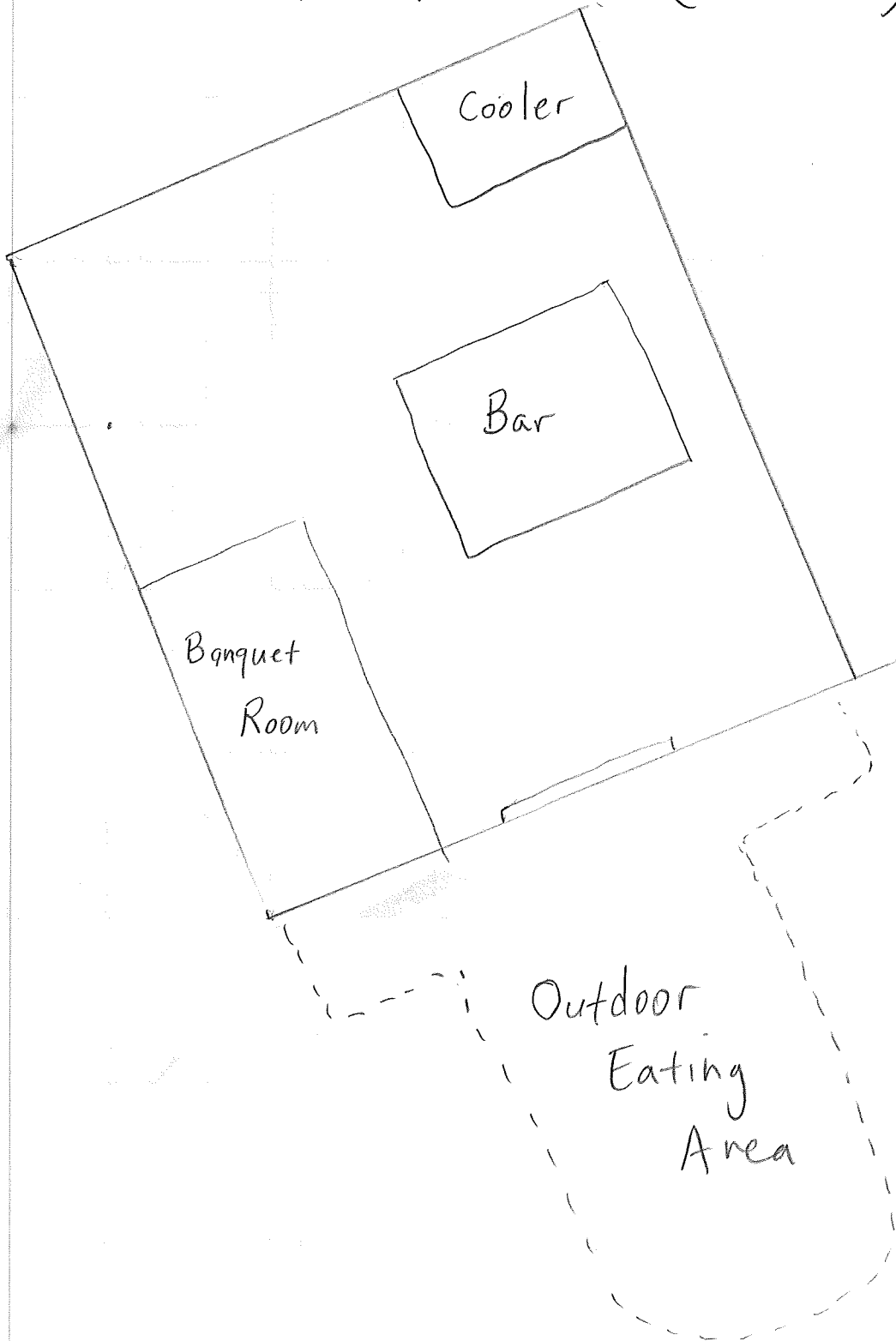
48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 25
 How many bartenders do you anticipate having work at one time on a busy night? 3
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
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? 65%
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:
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

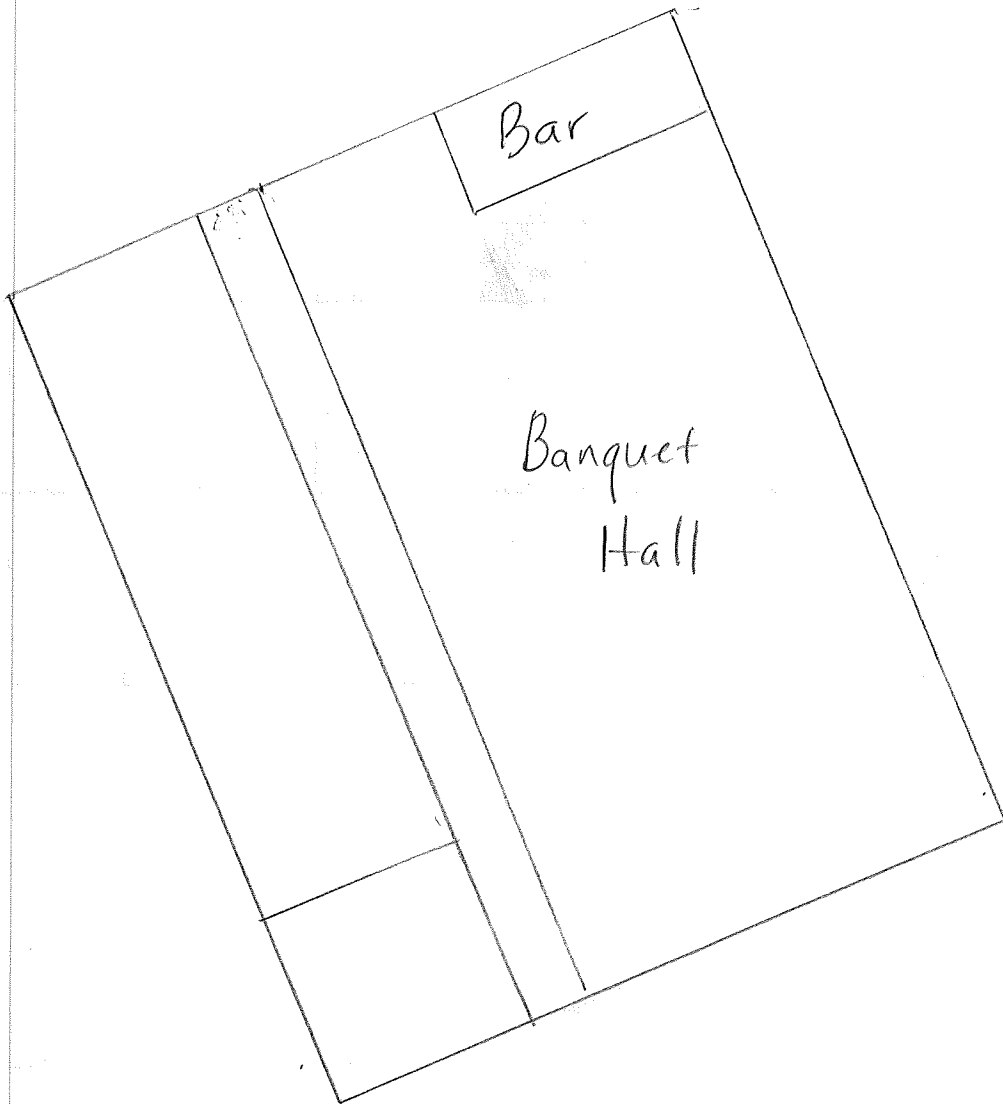
Coliseum Bar & Banquet
232 E. Olin Ave

First Floor (Street level) ^N



Coliseum Bar & Banquet
232 E. Olin Ave

Second Floor



APPETIZERS

Groups of 6 or more, add 20% gratuity

Coliseum Nachos (Chicken or Beef)

Full Order **12.99** Half Order **8.99**

Fresh tortilla chips loaded with a blend of Monterey Jack and cheddar cheeses, nacho cheese, black olives, black beans, tomatoes, onions, and fresh jalapeños.

Served with sour cream and house-made green salsa on the side. *Add guacamole for 0.99*

Waffle Nachos

9.29

Deep fried waffle fries, loaded with a blend of Monterey Jack and cheddar cheeses, nacho cheese, bacon bits, black olives, tomatoes, onions, and fresh jalapeños. Served with sour cream and house-made green salsa on the side.

Add blackened chicken or ground beef for 1.99
Add guacamole for 0.99

Coliseum Jerk Chips

5.99

Homemade crispy pub chips served with our seasoned jerk dip.

Chicken Strips (5)

7.79

Strips of potato chip crusted chicken breast. Served with ranch, buffalo, honey mustard, or barbecue sauce on the side.

Coconut Shrimp

8.79

Breaded and deep-fried to perfection! Served with a tropical rum sauce.

Wings (8)

8.49

Fresh chicken wings deep-fried and tossed in buffalo or barbecue sauce. Served with celery and bleu cheese.

Onion Straws

5.99

Homemade onion straws, breaded and fried to perfection! Served with our ultimate dip.

Cheese Curds

7.29

Cheddar cheese curds fried in a crispy batter. Served with a side of ranch. *A Wisconsin Favorite!*

Chips and Salsa

5.29

Fresh tortilla chips served with house-made green salsa.

Add guacamole for 0.99

Quesadillas

Cheese Quesadilla

7.29

A warm tortilla loaded with a blend of cheeses. Served with pico de gallo and sour cream.

Add blackened chicken or blackened steak for 1.99

Fiesta Quesadilla

7.99

Loaded with Southwestern beans, green and red peppers, onions, a blend of cheeses, and our special sauce. Served with pico de gallo and sour cream.

Add blackened chicken or blackened steak for 1.99

Pizza Quesadilla

7.99

Mozzarella, pepperoni, sausage, and black olives. Served with marinara on the side.

Small Sides

2.29

French fries, coleslaw, cottage cheese, seasonal roasted vegetables, or tater tots.

Sweet potato fries, waffle fries, or onion straws. **3.28**

Large Sides

5.49

French fries, sweet potato fries, tater tots, or waffle fries.

Side Salads

2.99

House side salad or Caesar side salad.

BEVERAGES

Coke, Diet Coke, Sprite, Sprite Zero, Pibb Xtra, Mello Yello, Iced Tea, Lemonade, or Coffee

Free Refills!

2.19

Hot Tea or Small Milk

1.99

Cranberry Juice or Orange Juice

2.19

Sprecher Root Beer, Ginger Ale,

Ginger Beer, Fanta Orange, or

Large Milk

2.50

Pineapple or Grapefruit Juice

3.29

Red Bull

4.00




TRADITIONAL PIZZAS

All pizzas served on our traditional thin crust pizza.

Cheese Classic 9 inch **9.99** 16 inch **16.99**

A traditional pizza, with our tomato-pesto sauce and mozzarella.

Coliseum Supreme 9 inch **11.99** 16 inch **19.99**

Pizza with our tomato-pesto sauce, topped with sausage, pepperoni, onions, peppers, mushrooms, black olives, and mozzarella.

Roasted Vegetable 9 inch **11.99** 16 inch **19.99**

Pizza with our tomato-pesto sauce, topped with zucchini, squash, mushrooms, peppers, broccoli, carrots, onions, black olives, tomatoes, and mozzarella.

Pesto Chicken 9 inch **11.99** 16 inch **19.99**

Pizza with a pesto base, topped with grilled chicken, roasted garlic, spinach, feta, mozzarella, and parmesan cheeses.

Additional Toppings 1.00

Extra cheese, onions, green peppers, tomatoes, pepperoni, sausage, banana peppers, jalapeños, roasted garlic, mushrooms, black olives, green olives, broccoli, ham, pineapple, ground beef, or bacon.

Add chicken for 2.00

SANDWICHES

All sandwiches served with choice of french fries, coleslaw, cottage cheese, roasted vegetables, sweet potato fries, tater tots, or waffle fries.

Pork Sandwich

9.95

Breaded pork loin, Swiss cheese, stone ground mustard slaw, and pickles; on marble rye.

Club Sandwich

9.29

Turkey, ham, lettuce, tomato, Applewood-smoked bacon, cheddar cheese, and mayo, on pita bread.

Tuna Melt

8.79

Grilled tuna salad, topped with cheddar and Swiss cheese, on light rye.

B.L.T.

7.99

Four strips of Applewood-smoked bacon, lettuce, tomato, and mayo on whole wheat toast.

Add avocado for 1.25

Klement's Bratwurst

7.49

A full third-pound brat, served with sauerkraut, on a pretzel bun.

A Wisconsin Tradition!

Jumbo Hot Dog

7.29

A full quarter-pound all-beef red dog on a pretzel bun.

Add cheese or chili for 0.99

Fish Sandwich

9.79

A beer battered, deep-fried, cod fillet with cheddar cheese, lettuce, tomato, red onion, and roasted red pepper aioli, on a French roll.

Philly Steak Sandwich

9.49

Strips of sliced roast beef with peppers, onions, provolone, and garlic aioli on a toasted French roll.

Smothered Italian Sausage

9.29

A grilled Italian sausage patty topped with mozzarella, sautéed peppers, and onions on a French roll.

French Dip

9.49

Sliced roast beef, provolone cheese, and sautéed mushrooms, on a French roll. Served with au jus for dipping.

Reuben

9.29

Sliced corned beef, Swiss cheese, sauerkraut, and thousand island dressing, on light rye.

Try substituting sliced turkey!

Extreme Grilled Cheese

7.49

American cheese with Applewood-smoked bacon, tomato, ranch, and red onion, on grilled white bread.

Regular grilled cheese for 6.29

Soft Shell Tacos

8.29

Three warm soft-shell tortillas filled with your choice of seasoned beef or chicken, a blend of cheeses, lettuce, and tomatoes. Served with fresh tortilla chips and house-made green salsa.

Gyros

9.29

Grilled strips of lamb and beef, topped with tzatziki sauce, raw onions, and tomatoes, on a warm pita.

Add extra gyro-meat for 3.00

Try substituting chicken!

CHICKEN

roasted vegetables, sweet potato fries, tater tots, or waffle fries.

- Chicken Philly** 9.29
Strips of grilled chicken with peppers, onions, provolone, and garlic aioli on a toasted French roll.
- Cajun Chicken Sandwich** 8.79
Grilled Cajun-seasoned chicken breast with lettuce and red onion, on a bun, mayo on the side.
- Crispy Chicken Sandwich** 9.29
Fried chicken breast, Swiss and cheddar cheeses, Applewood-smoked bacon, lettuce, tomato, and garlic aioli on a pretzel bun.
- Chicken Cordon Bleu** 9.29
Fried chicken, ham, Swiss cheese, lettuce, tomato, and honey mustard, served on a pretzel bun.
Substitute our classic hamburger for 1.29
- Grilled Chicken Sandwich** 8.79
Grilled chicken breast served with lettuce on a bun, mayo on the side.
- Buffalo Chicken Sandwich** 8.79
A grilled chicken breast smothered in buffalo sauce, topped with cheddar cheese and lettuce, served on bun, with a side of bleu cheese.
- Chicken Sliders (3)** 8.49
Fried chicken, coleslaw, cheddar cheese, and Applewood-smoked bacon.

SALADS

- House Salad** 7.49
Mixed greens, topped with red cabbage, carrots, tomatoes, cucumbers, and a blend of cheeses.
Add grilled chicken for 2.99
- Caesar Salad** 8.29
Crisp romaine lettuce, tossed with a classic Caesar dressing, parmesan cheese, and croutons.
Add chicken, steak, or gyro-meat for 2.99
- Chicken Bacon Ranch Salad** 9.29
Grilled chicken breast on a bed of mixed greens, Applewood-smoked bacon, red cabbage, carrots, and tomatoes, tossed with ranch dressing.
- Taco Salad** 8.79
Chicken or beef on a bed of mixed greens, with shredded cheese, diced tomatoes, scallion onions, black olives, and our chipotle ranch. Served in a fried tortilla shell, with sour cream and house-made green salsa on the side.
- Buffalo Bleu Salad** 9.29
Crispy or grilled chicken, tossed in buffalo sauce, on a bed of mixed greens with red cabbage, carrots, tomatoes, and a blend of cheeses. Served with bleu cheese dressing on the side.
- Cobb Salad** 9.49
Mixed greens, topped with grilled chicken breast, hard boiled eggs, tomatoes, cucumbers, bacon bits, and crumbled bleu cheese.
- Southwest Salad** 8.79
A bed of lettuce, with red onion, corn, tomatoes, avocado, black beans, and tortilla chips. Served with our chipotle ranch dressing.
Add grilled chicken or steak for 2.99
- Chef Salad** 9.49
Mixed greens topped with Julianne style ham, turkey, Swiss and cheddar cheeses, hard boiled eggs, tomatoes, and cucumbers.

Salad Dressings

French, Fat-Free French, Ranch, Lo-Fat Ranch, Bleu Cheese, Italian, Thousand Island, Honey Mustard, Caesar, Raspberry Vinaigrette, Balsamic Vinaigrette

Soup

Cup 3.29 | Bowl 5.29

Chili

Cup 3.49 | Bowl 5.49

Add fresh jalapeños, onions, sour cream, or shredded cheese for 0.49

WRAPS

All wraps served with choice of french fries, coleslaw, cottage cheese, roasted vegetables, sweet potato fries, tater tots, or waffle fries.

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| Southwest Chicken Wrap Blackened chicken, cheese, lettuce, tomato, and Southwestern beans. Served with house-made green salsa on the side. | 8.79 | Veggie Pesto Wrap Our seasonal roasted vegetables sautéed in pesto, with cheese, lettuce, and tomatoes. | 8.79 |
| Ranch Chicken Wrap Crispy or grilled chicken, cheese, lettuce, tomato, and ranch. | 8.79 | Turkey Bacon Ranch Wrap Sliced turkey, Applewood-smoked bacon, cheese, lettuce, tomato, and ranch. | 8.79 |
| Buffalo Chicken Wrap Crispy or grilled chicken tossed in buffalo sauce, lettuce, tomato, and bleu cheese dressing. | 8.79 | Greek Chicken Wrap Grilled chicken, lettuce, black olives, feta cheese, red onion, and Greek dressing. | 8.79 |

BURGERS*

All burgers served with choice of french fries, coleslaw, cottage cheese, roasted vegetables, sweet potato fries, tater tots, or waffle fries.

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|--|--------------|--|--------------|
| Classic Burger 7oz Add lettuce, tomato, or onion at no charge. <i>Create your own!</i> American, cheddar, provolone, Swiss, or Pepper Jack cheese Sautéed mushrooms or onions Applewood-smoked bacon Fried egg* | 8.29 | Sliders (3) Mini-burgers served with grilled onions and cheddar cheese. | 8.79 |
| | 0.59 | Wisconsin Burger 10oz burger, topped with American, provolone, and cheddar cheese, with two strips of Applewood-smoked bacon. | 10.49 |
| | 0.79 | | |
| | 0.99 | Coliseum Burger 10oz burger, topped with American cheese, lettuce, pickles, onions, and our roasted red pepper aioli. | 10.49 |
| | 0.99 | | |
| Hawaiian Burger Our classic burger, topped with lettuce, a slice of pineapple, and provolone cheese. Served with a side of Jamaican mayo. | 8.79 | Veggie Burger Meatless burger, served with lettuce, tomato, and a side of ranch. | 8.79 |
| Black and Bleu Burger A blackened classic burger, topped with bleu cheese crumbles, lettuce, and tomato. | 8.79 | Cowboy Burger Our classic burger smothered in barbecue sauce, topped with cheddar cheese, Applewood-smoked bacon, and fried onion straws. | 9.29 |
| Athens Burger Our classic burger, topped with feta cheese, black olives, and Mediterranean sauce. | 8.79 | <i>Try substituting a chicken breast!</i> | |
| Bison Burger A half-pound, locally raised bison burger. Served on a pretzel bun. <i>Create your own!</i> | 10.49 | World Dairy Burger Our classic burger, topped with American, Swiss, cheddar, provolone, and bleu cheese. Served with lettuce, tomato, and onion on an Asiago bun, with a side of cheese curds. | 10.49 |

KIDS CHOICES

| | | | |
|--|-------------|---|-------------|
| Kids Cheese Pizza A 6" traditional thin crust, topped with mozzarella and our Italian-style sauce. | 4.99 | Kids Chicken Tenders (3) Potato chip crusted chicken tenders with a side of tater tots. | 5.99 |
| Kids Grilled Cheese Half an American cheese sandwich on grilled white bread with a side of tater tots. | 4.49 | Kids Sliders (2) Beef sliders with American cheese with a side of french fries. | 5.99 |

*Consuming raw or undercooked meat, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness.