



# 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, 2018.
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.  
BRENNAN'S CELLARS LLC
4. Trade Name (doing business as) BRENNAN'S CELLARS
5. Address to be licensed 8210 WATTS ROAD, MADISON, WI 53719
6. Mailing address 8210 WATTS RD, MADISON, WI 53719
7. Anticipated opening date 12-01-2017
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?  
☒ No ☐ Yes (explain) \_\_\_\_\_
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
☒ No ☐ Yes (explain) \_\_\_\_\_

## 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 BUILDING (20,076 SQUARE FEET) CONSISTS OF PRODUCE, STORAGE AND PREP AREAS, PRODUCE SALES AREA, MISCELLANEOUS FOOD STORAGE AND SALES AREAS. WINE, BEER AND LIQUOR SALES AND STORAGE AREAS. THE ALCONOX SALES PORTION OF PREMISES AMOUNTS TO APPROXIMATELY 6,700 SQ. FEET.

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 150
13. Describe existing parking and how parking lot is to be monitored.  
98 STALLS OF SHARED PARKING WITHIN CORTLAND COMMONS SHOPPING CENTER. PREMISES IS CAMERA MONITORED
14. Was this premises licensed for the sale of liquor or beer during the past license year?
- ☐ No ☒ Yes, license issued to BRENNAN'S COUNTRY FARM MARKET INC. (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 THEA MILLER
17. City, state in which agent resides MADISON, WI
18. How long has the agent continuously resided in the State of Wisconsin? 27 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 \_\_\_\_\_
21. State and date of registration of corporation, nonprofit organization, or LLC.  
WISCONSIN 10/6/2017
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/MANAGER	TIMOTHY MULCAHY	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.

TIMOTHY J MULCAHY

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) APPOINTED AGENT IS CURRENTLY THE AGENT  
OF BRENNAN'S MARKET

### 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 SPECIALTY FOODS GROCER. FOCUS ON WISCONSIN  
CHEESE, PRODUCE, MEAT & DELI. SELECTIONS OF  
WINE, BEER, LIQUOR.

28. Hours of operation 8 A.M TO 8 P.M.

29. Describe your management experience 18 YEARS AS MANAGER WITH  
BRENNAN'S MARKET

30. List names of managers below, along with city and state of residence.

TIMOTHY MULCAHY - MADISON, WI BROCK CUMMINGS - MADISON, WI  
THEA MILLER - MADISON, WI

31. Describe staffing levels and staff duties at the proposed establishment 5 - FULL TIME  
DEPARTMENT MANAGERS, 10-12 PART-TIME EMPLOYEES I.E. -  
STOCKERS, CASHIERS, CUSTOMER SERVICE

32. Describe your employee training JOB SHADOWING WITH VETERAN EMPLOYEES.  
P.O.S. TRAINING, PRODUCT KNOWLEDGE, CUSTOMER SERVICE ROLEPLAY.

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

WIDE DEMOGRAPHIC & AGE RANGE. PEOPLE SEEKING HIGH QUALITY & ARTISANAL PRODUCTS

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

INITIAL PRESS RELEASES. SOCIAL MEDIA. BILLBOARD. IN-STORE MARKETING. CHEESE, FRUIT, MEAT, WINE.

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? 0-100

39. What type of food will you be serving, if any? TO GO SANDWICHES & DELI OFFERINGS  
☐ 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? 10 a.m. - 6 p.m.

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

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? 0

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

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? \_\_\_\_\_  
 How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_
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 20
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? 45%
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:  
25 % Alcohol 8 % Food 91 % Other - GROCERY & UNPREPARED FOODS. BOTTLED WINE & BEER
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 Deputy Clerk 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 intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. ☐ No ☒ Yes

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
67. 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
68. 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

69. State Seller's Permit 456-1029438515-02

70. Federal Employer Identification Number 82-3033392

71. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Tim MULCAHY

E-mail address TJMULCAHY08@YAHOO.COM

Phone 608-513-6984 Preferred language ENGLISH

72. Corporate attorney, if applicable: Name VIRGINIA BARTELT

Phone 608-663-5601 E-mail VBARTELT@BARTELTGROB.COM

**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 and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 12<sup>th</sup> day of October, 20 12

[Signature]  
 (Clerk/Notary Public)

[Signature]  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 6-29-2018

#### Clerk's Office checklist for complete applications

<input type="checkbox"/> Orange sign	<input checked="" type="checkbox"/> Background investigation form(s)	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input checked="" type="checkbox"/> FEIN	<input checked="" type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Sample Menu
<input checked="" type="checkbox"/> Notarized application	<input checked="" type="checkbox"/> *Notarized Appointment of Agent	<input checked="" type="checkbox"/> Business Plan
<input checked="" type="checkbox"/> Written description of premises	* Corporation/LLC only	

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_ License number \_\_\_\_\_