

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 09 ;
ending June 30 20 10

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

County of Dane Aldermanic Dist No. 1 (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): McKenzie Investment Group, Inc.

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>President Kenneth R. Gelinus</u>	<u>1983 Czech Ct Arkdale</u>	<u>WI 54613</u>
Vice President/Member		<u>Arkdale, WI</u>	
Secretary/Member	<u>Secretary Amanda K. Gelinus</u>	<u>1983 Czech Ct Arkdale</u>	<u>WI 54613</u>
Treasurer/Member		<u>Arkdale, WI</u>	
Agent	<u>President Kenneth R. Gelinus</u>	<u>1983 Czech Ct Arkdale</u>	<u>WI 54613</u>
Directors/Managers		<u>Arkdale, WI</u>	

3 Trade Name dba wingstop Business Phone Number (608) 469-4559
4 Address of Premises 707 S. Gamma Rd Post Office & Zip Code Madison / 53719

- 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 3/23/09 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) Please reference question 10 in supplemental

10 Legal description (omit if street address is given above): Included above

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? ---

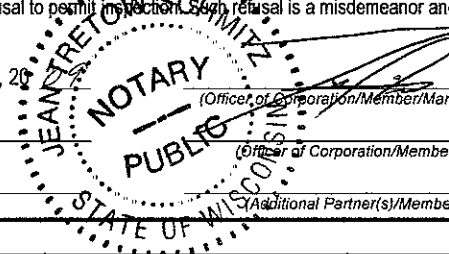
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
- 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? 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 officers, 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

SUBSCRIBED AND SWORN TO BEFORE ME

this 7th day of August, 2009

[Signature]
(Clerk/Notary Public)



(Office of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Office of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

My commission expires 9-23-2012

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>8-7-09</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>87322</u>	

Applicant's Wisconsin Seller's Permit Number: <u>456-102689 9/66-04</u>	
Federal Employer Identification Number (FEIN): <u>26-4509553</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ <u>20.00</u>
TOTAL FEE	\$

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" 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 checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC McKenzie Investment Group, Inc
2. Address of Licensed Premise 707 S. Gammon Rd, Madison, WI 53719
3. Telephone Number: (608) 469-4559 4. Anticipated opening date: 11/1/09
5. Mailing address if not opening immediately 1983 Czech Ct, Arkdale, WI 54613
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
Left message with Alderperson Ted S, Police Captain Jay L.
7. Are there any special conditions desired by the neighborhood? Yes No and Alcohol Policy
Coord. Katherine P, on 8/5/09. Will follow up.
 Explain. There is no neighborhood rep
8. Business Description, including hours of operation: Fast casual restaurant between 11am and midnight Monday through Sunday. Please reference the enclosed menu for more info.
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.**
The premises are approx 1171 sqft of useable space or 20' x 60', with planned seating for 28 and a capacity of 35 occupants. No bar is planned, and bottled beer and wine will be sold from front counter display case, and stored
11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No ^{in rear walk in cooler.}
 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. Parking lot is enclosed and specific to the strip center
13. Describe your management experience, staffing levels, duties and employee training.
Please reference the enclosed resume
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.
Kenneth R. Gelinas 1983 Czech St, Arkdale, WI 54613
 Name Address

15. Utilizing your market research, who would you project your target market to be?

Adults 18 to 49 years old.

16. What age range would you hope to attract to your establishment? 18 to 49 years old

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

2% of sales will be allocated to advertise for food products only.

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: James T. Curran

Address of Owner: 770 N. Parkway, Jefferson WI, 53549 Phone Number (608) 220-9860

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

Kenneth R. Gelnas 1983 Czech Ct, Arkdale, WI 54613
Name Address

Amanda K. Gelnas 1983 Czech Ct, Arkdale, WI 54613
Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Kenneth R. Gelnas Same as above 95.2%
Name Address % of Ownership

Amanda K. Gelnas Same as above 4.8%
Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain Fast casual

24. What type of food will you be serving, if any? Please reference the enclosed menu.

Breakfast Lunch Dinner

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 (Same as menu)

26. During what hours of your operation do you plan to serve food? 11am to midnight Monday through Sunday?

27. What hours, if any, will food service not be available? None while open
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 → kitchen and counter service
31. How many wait staff do you anticipate will be employed at your establishment? Approx 10 for
During what hours do you anticipate they will be on duty? Staffing will be scheduled based on need/demand.
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? ~
How many bartenders do you anticipate you would have working at one time on a busy night? ~
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? 28
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?
Approx. 98%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%
What percentage of your advertising budget do you anticipate will be drink related? 0%
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
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42. What is your estimated capacity? 35

43. Pursuant to Chapter 23 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	3 %
Gross Receipts from Food and Non-Alcoholic Beverages	97 %
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.

The above percentages are based on historical franchise data.

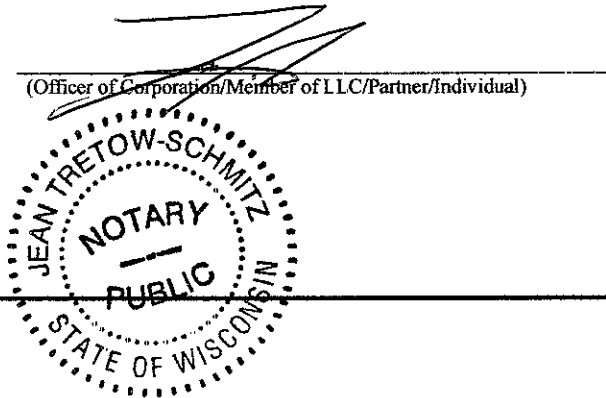
Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), 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 7th day of August, 2009

Jean Tretow-Schmitz
(Clerk/Notary Public)

My commission expires 9-23-2012



Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Kenneth R. Gelinias, officer/member for McKenzie Investment Group, Inc.
(Corporation/LLC), doing business as Wingstop, authorize and appoint

Kenneth R. Gelinias (Name) as the liquor/beer agent for the premise
located at 707 S. Gammon Rd
Madison, WI 53719

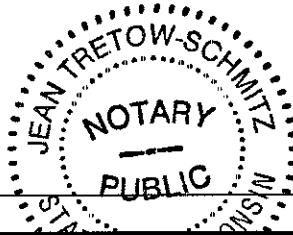
Subscribed and sworn to before me this

7th Day of August, 2009

Jean Tretow-Schmitz
Notary Public, Dane County, Wisconsin

My Commission Expires 9-23-2012


Signature of Officer/Member



To be completed by appointed Liquor/Beer Agent

I, Kenneth R. Gelinias, appointed liquor/beer agent for
McKenzie Investment Group, Inc. (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 95.2 %.

Subscribed and sworn to before me this

7th Day of August, 2009

Jean Tretow-Schmitz
Notary Public, Dane County, Wisconsin

My Commission Expires 9-23-2012


Signature of Agent



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

Kenneth (Ken) R. Gelinas
1983 Czech Ct
Arkdale, WI 54613
August 7, 2009

Office of the Madison City Clerk
Re: Company History and Business Plan for Beer and Wine License Application
210 Martin Luther King Jr. Blvd, Rm 103
Madison, WI 53703

To whom it may concern:

Please find a brief description and business plan for McKenzie Investment Group, Inc., along with forecasted financials that were submitted to the company's lender for the first Wingstop store to be located at 707 S. Gammon Rd, Madison, WI 53719.

COMPANY HISTORY

Founded in March 2009, McKenzie Investment Group, Inc. is focused on expanding fast casual restaurant franchises with quality products and services; including access to broad and dynamic markets.

The company's vision is simple....

'Consistently meet or exceed customer expectations by providing the best products and services on time, every time, and at the lowest cost possible.'

WINGSTOP DEVELOPMENT

After acquiring development rights from Wingstop Restaurant, Inc. for Dane County, WI, in April 2009, the corporation has worked aggressively to sign a lease and start up the first store in Madison in Q4, 2009. This will establish the first ever Wingstop in the region against minimal existing competition, as there are no fast casual chicken wing restaurant franchises currently in the Madison or Dane County markets.

The pursuit of a development agreement with Wingstop Restaurants, Inc. was established based on the following:

1. A lifelong passion for food and the food service industry in general. (I grew up working at McDonalds, A&W, and other restaurants in my late teens and early adulthood)
2. A strong background in operations and quality, and sales and marketing from my spouse's background will establish a strong leadership team and foundation for success. I was also ranked in the top 10% of my peers by my previous employer in 2004, 2005, 2006, and 2007.
3. Wingstop's startup costs are low and average weekly sales are about \$14,000 per week. (Attached projected sales for year 1 are based on other franchisee input and are below the national average to hedge)

Office of the Madison City Clerk


August 5, 2009

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4. Wingstop's menu is extremely focused to drive quality and repeat customers, while minimizing inventory and COGS. Please visit their website at www.wingstop.com or review the attached literature for more information.
5. Average Wingstop ticket prices are around \$14, making it affordable for a relatively customer target based market even in difficult economic times.
6. This new startup will be a sole focus to insure short and long term success and sustainability.

Please find forecasted financial data enclosed for your review, and let me know if you require additional information as part of this application process.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ken Gelinas', with a stylized flourish at the end.

Kenneth (Ken) R. Gelinas
President
McKenzie Investment Group

Enclosure

Wingstop Projections - Gelinias Madison Store - 707 S. Gammon Rd, Madison, WI 53719

MONTHLY PROFIT & LOSS	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total	Year 2	Year 3
Cash Sales	45,000	45,000	45,000	46,350	47,741	49,173	50,648	52,167	53,732	55,344	57,005	58,715	606,875	727,049	872,459
Credit Sales	3,600	3,600	3,600	3,708	3,819	3,934	4,052	4,173	4,299	4,428	4,560	4,697	48,470	58,164	69,797
Total Sales	48,600	48,600	48,600	50,058	51,560	53,107	54,700	56,341	58,031	59,772	61,565	63,412	654,345	785,213	942,256
Less: Returns & Allowances															
Net Sales	48,600	48,600	48,600	50,058	51,560	53,107	54,700	56,341	58,031	59,772	61,565	63,412	654,345	785,213	942,256
Cost of Goods Sold	17,010	17,010	17,010	17,520	18,046	18,587	19,145	19,719	20,311	20,920	21,548	22,194	229,021	274,825	329,780
Gross Profit	31,590	31,590	31,590	32,538	33,514	34,519	35,555	36,621	37,720	38,852	40,017	41,218	425,324	510,389	612,466
Compensation: Officer Salaries	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	36,000	36,000
Salaries & Compensation	5,832	5,832	5,832	6,007	6,187	6,373	6,564	6,761	6,964	7,173	7,388	7,609	78,521	94,226	113,071
Payroll Taxes	574	574	574	585	597	609	621	634	647	660	674	688	7,015	8,809	10,715
Total Salaries & Comp	9,406	9,406	9,406	9,592	9,784	9,982	10,185	10,395	10,611	10,832	11,059	11,296	144,330	171,844	204,491
Repairs & Maintenance	125	125	125	125	125	125	125	125	125	125	125	125	1,500	1,500	1,500
Bad Debts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	36,000	36,000
Taxes & Licenses	75	75	75	100	100	100	125	125	150	150	150	150	1,375	1,375	1,375
Advertising & Selling Expense	1,944	1,944	1,944	2,002	2,062	2,124	2,188	2,254	2,321	2,391	2,463	2,536	26,174	31,409	37,690
Pension, Profit Sharing, Etc.															
Employee Benefit Programs	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	18,000	18,000
Insurance	250	250	250	250	250	250	250	250	250	250	250	250	3,000	3,000	3,000
Royalties	2,430	2,430	2,430	2,503	2,578	2,655	2,735	2,817	2,902	2,989	3,078	3,171	32,717	39,261	47,113
Telephone/Utilities	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	36,000	36,000
Legal & Professional	500	500	500	500	500	500	500	500	500	500	500	500	6,000	6,000	6,000
Credit Card Fees	72	72	72	74	76	79	81	83	86	89	91	94	989	1,163	1,386
Bank Fees	25	25	25	25	25	25	25	25	25	25	25	25	300	300	300
Miscellaneous/Other	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	18,000	18,000
Total Other Operating Exp	14,421	14,421	14,421	14,579	14,717	14,858	15,029	15,179	15,359	15,518	15,682	15,851	180,035	192,007	206,374
Total Operating Expense	23,827	23,827	23,827	24,172	24,501	24,840	25,183	25,531	25,883	26,240	26,602	26,969	324,366	394,598	454,594
Total Operating Profit (Loss)	7,763	7,763	7,763	8,366	8,013	9,679	8,210	8,917	9,620	7,175	7,947	8,743	100,958	115,791	157,872
Other Income	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income (Loss)	7,763	7,763	7,763	8,366	8,013	9,679	8,210	8,917	9,620	7,175	7,947	8,743	100,958	115,791	157,872

Assumptions:

1. First year annual sales are based on conservative numbers from existing franchisees. Year two and three are based on 20% growth each year. Again based on feedback from existing franchisees.
2. Officer salaries will remain low at \$3,000/mth for the first 6 mths to insure startup success and to minimize impact to the bottom line during that time.
3. Pension program availability and cost is TBD.
4. Employee benefit program (health, dental and life insurance) would be available to officers and full time managers only.
5. Royalty fees are fixed at 5% of total sales, while marketing/advertising fees were doubled from the corporate requirement (4% instead of 2%) to allow for more push.
6. Other percentage assumptions are based on industry standards and tax codes where applicable.

TASTEBUDS REJOICE

OUR LEGENDARY BUFFALO-STYLE CHICKEN WINGS REMAIN OUR PRIMARY FOCUS



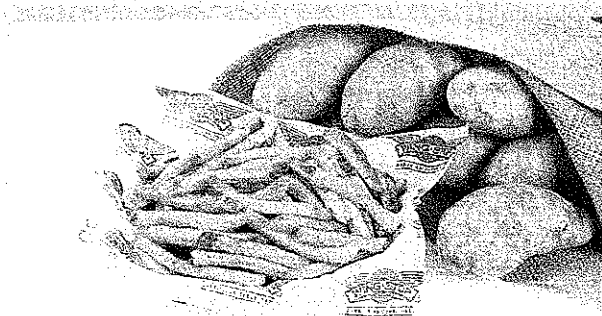
THE MENU

Over a decade after opening our first restaurant, our legendary buffalo-style chicken wings remain the primary focus at Wingstop.

Each is made fresh-to-order, served steaming-hot and sauced in one of nine proprietary flavors, including Original Hot, Cajun, Atomic, Mild, Teriyaki, Lemon Pepper, Hawaiian Barbeque, Garlic Parmesan, and Hickory Smoked BBQ.



Although our award-winning wings are a meal by themselves we also offer a variety of delicious home-made sides including fresh-cut seasoned fries, bourbon double-baked beans, classic pearl potato salad, chilled carrot and celery sticks, creamy Ranch or chunky Bleu Cheese dressings, hot rolls, soft drinks and a wide selection of beers and wines.



"Other companies that sell wings don't have our focus and end up trying to create too many items that just don't make sense to the core menu. I wanted to be involved because this is a simple concept and we put out a great product."

— Lance Graulich, Las Vegas

