



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

- 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 17.
- 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.
Crostini's LLC
- Trade Name (doing business as) Crostini Sandwiches
- Address to be licensed 231 North Street Madison WI 53704
- Mailing address 231 North Street Madison WI 53704
- Anticipated opening date opened since June 2013
- 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.
please refer to Exhibit B of store layout. In addition
alcohol will be stored in a locked holding cage in the restaurant
storage basement as illustrated in Exhibit B. Alcohol will only be
able to be consumed in customer dining area

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 total customer capacity
is approximately 25
13. Describe existing parking and how parking lot is to be monitored.
off street parking is available to patrons. In addition
bicycle parking Available out front door of business
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 John Kokkines
17. City, state in which agent resides Madison Wisconsin
18. How long has the agent continuously resided in the State of Wisconsin? Over 3 months
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 10-16-16
21. State and date of registration of corporation, nonprofit organization, or LLC.
Madison Wisconsin

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	John Kokkines	Madison Wisconsin

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.
John Kokkines

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) _____

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 The business in which I own, is a small Gourmet Sandwich Shop with a variety of hot & cold sandwiches, also including pasta dishes, Chicago inspired items such as authentic Italian Beef, Hot Dogs & Philly Cheesesteak. Also Fresh Salads & Soup
28. Hours of operation Monday - Friday 10:30 AM - 8 PM Saturday 11-9
29. Describe your management experience As an owner/operator I foresee the entire aspect of the business. The patrons that frequent my establishment are extremely supportive and wish to see me continue my success.
30. List names of managers below, along with city and state of residence.
I am the sole owner operator at this time with no other employee acting as manager.
31. Describe staffing levels and staff duties at the proposed establishment As the sole owner-operator I am in charge of delegating duties and responsibilities to my employees. Certain employees whom have been with me for have on the responsibility of training newly acquired staff.
32. Describe your employee training training is system based to provide an easy and understandable format to learn from. Every employee starts at a beginners level and moves up once they feel comfortable to do so, while other co-workers assist in training and encouragement to help further a newer employees progress.

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

local residents within a 1-2 mile radius of the store.

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

word of mouth has been the single most successful method for us. The food I provide speaks for itself and continues to grow in popularity. In addition we have had articles written about us in the past as well (please refer to attached articles)

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? mid twenties & up

39. What type of food will you be serving, if any? Subs, Paninis, Pastas, Italian Beef, Hot dogs
 Breakfast Brunch Lunch Dinner to name a few.
please refer to attached menu

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? Monday - Friday 10:30 AM - 8 PM
Saturday 11 AM - 9 PM

42. What hours, if any, will food service not be available? food will be served throughout the hours listed above.

43. Indicate any other product/service offered. no additional products will be sold

44. Will your establishment have a kitchen manager? No Yes res I will be acting as manager

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? none.
During what hours do you anticipate they will be on duty? This is a fast casual sit down establishment

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 seating only?
 No Yes, capacity of that area 35 approximate seating
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 Both
53. What percentage of payroll do you anticipate devoting to food operation salaries? 95%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 95%
 What percentage of your advertising budget do you anticipate will be drink related? 5%
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:
10 % Alcohol 90 % 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