



# 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

P-403  
A - Verveer (4)

## 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\_\_\_\_.
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.

Estacion Inka

4. Trade Name (doing business as) Estacion Inka
5. Address to be licensed 604 University Ave Madison WIS3715

6. Mailing address Same

7. Anticipated opening date 01-15-16

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) \_\_\_\_\_

## 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.

Dining area is aprox. 800 sq. ft. store under counter  
We will have mostly the beers in bottles  
and served before goes to the table &  
into a beer glass.

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 16 seats

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

There is ONLY public parking for this location

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 \_\_\_\_\_

17. City, state in which agent resides \_\_\_\_\_

18. How long has the agent continuously resided in the State of Wisconsin? \_\_\_\_\_

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.

\_\_\_\_\_

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 |
|-------|------|-----------------------------|
|       |      |                             |
|       |      |                             |
|       |      |                             |
|       |      |                             |
|       |      |                             |
|       |      |                             |
|       |      |                             |

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) \_\_\_\_\_

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 This restaurant would be a place that sale latin sandwich, burgers and rotisserie chicken as well.

28. Hours of operation 11am To 9pm

29. Describe your management experience I have over 15 years of restaurant experience.

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

Esmeralda Rodriguez 344 Prairie Oaks Dr.

31. Describe staffing levels and staff duties at the proposed establishment We would star with 2 person talking order on the counter and 2 at the kitchen.

32. Describe your employee training I will be hiring experienced employees in The fast food industry, better of 2 years for dining or kitchen.

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

Customers that walk by that Ave  
which has A LOT OF traffic during year round.

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

We will use companies that has penetra  
tion online, which give us advantage to  
expose the business all over the area.

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? 25-35 age

39. What type of food will you be serving, if any? Sandwich, burgers, chicken  
 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? 9am - 9pm

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

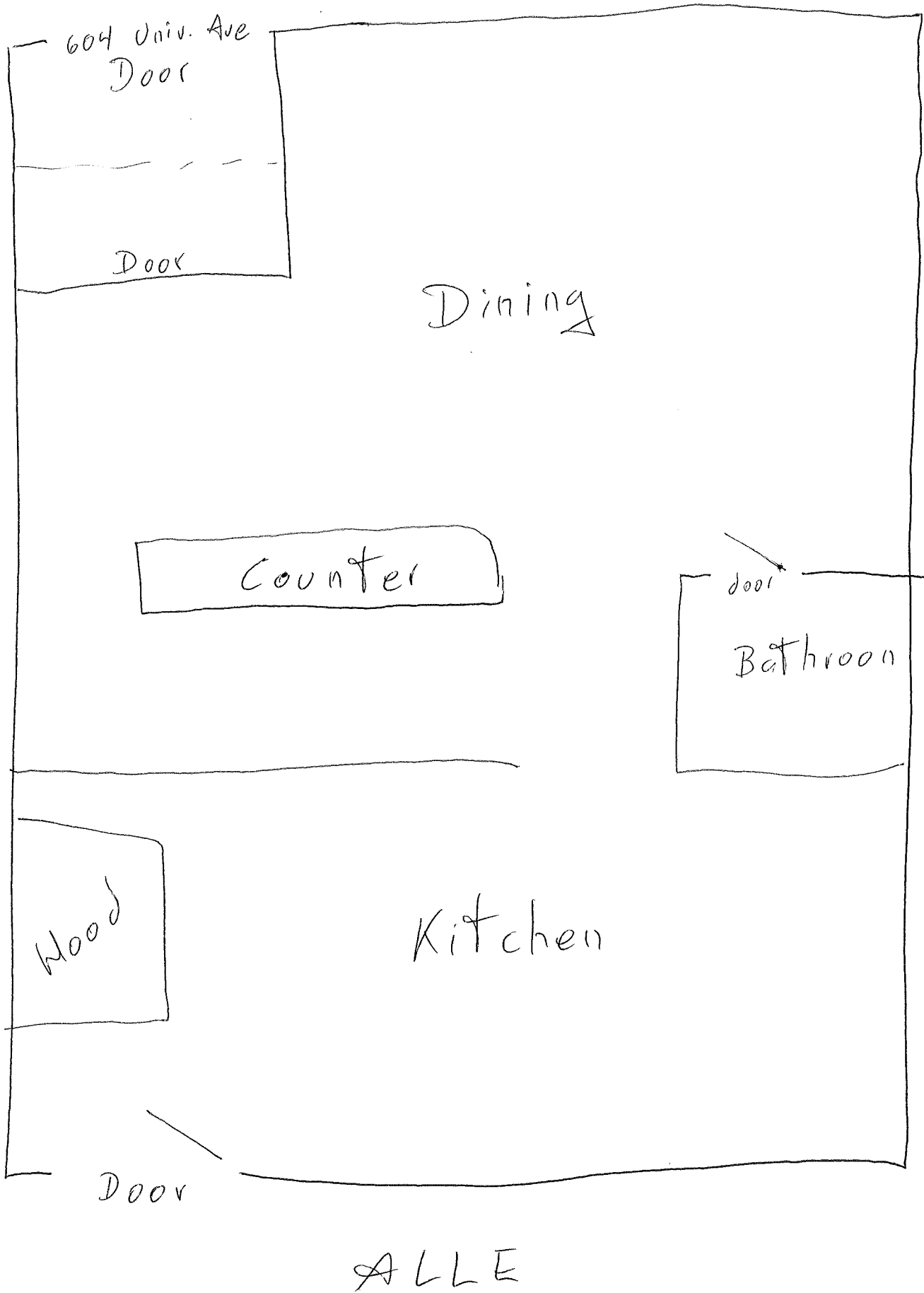
48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? \_\_\_\_\_  
 How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_
49. Will there be a kitchen facility separate from the bar?  No  Yes
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area 16 seats
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? 20
54. If your business plan includes an advertising budget: 0  
 What percentage of your advertising budget do you anticipate will be related to food? \_\_\_\_\_  
 What percentage of your advertising budget do you anticipate will be drink related? \_\_\_\_\_
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:  
5 <sup>beer</sup> % Alcohol 95 % 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

University Ave

1,200 sq Total



EROGAR PAN ASADO JUGOSO PAN MADEIRA PAN SERRANO



604 UNIVERSITY AVE. MADISON WI 53715 PH: 608-4673010



**SANDWICH & BURGERS**

Chicharron sand. \$6.99

Chicken Brasa sand. \$ 5.99

Pavo sand. \$ 6.99

Jamon Serrano sand. \$ 5.99

Lomo Saltado Sand \$ 7.99

Pull chicken Peruvian style \$ 5.99

Estacion Burger \$ 7.99

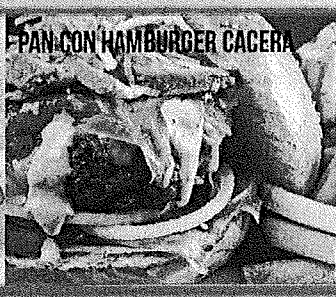
Criolla burger \$ 6.99

A lo Pobre Burger \$ 7.99

Bacon cheese Burger \$6.99

Portobella a lo pobre veggie \$ 7.99

|  |        |
|--|--------|
| 1/4 chicken with rice & beans                            | \$4.95 |
| 1/4 chicken with papas & salad                           | \$5.95 |
| 1/4 chicken with yuccas or sweet plantain or house salad | \$6.50 |
| 1/2 chicken with rice & beans                            | \$7.95 |
| 1/2 chicken with papas & salad                           | \$8.95 |
| 1/2 chicken with yuccas or sweet plantain or house salad | \$9.50 |



**JUGOS FRESCOS 100% NATURAL**

PAPAYA \$3.00

MARACUYA \$2.50

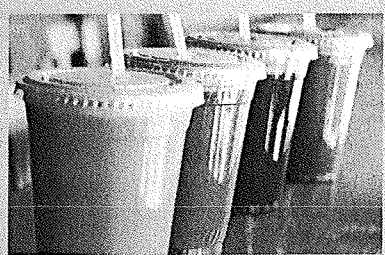
FRESA \$3.50

PLATANO \$3.00

PINA \$3.00

LUCUMA \$4.00

CHICHA MORADA \$ 2.50 ADD. MILK \$1



**SPECIAL PLATTER \$9.99**  
complementary soup & mini dessert.

TALLARINES VERDES

LOMO SALTADO

ARROZ CHAUFA

ARROZ CON POLLO

PESCADO DE LA ESTACION

**Sides**

French fries or rice or beans \$2.50

Sweet potatoes fries \$3.00

Yuca frita or house salad or sweet plantain \$3.50

Salchipapa \$4.99

Salchipapa with eggs \$5.99

Tamal peruanazo \$3.50

Papa rellena \$3.50

Empanadas \$ 2.50

**DESSERT**

- suspiro limeno \$3.50
- tres leches \$2.50
- arroz con leche \$2.00
- mousse de lucuma \$3.50
- crema volteada \$2.50
- cheese cake maracuyá \$2.50
- pie de limon \$2.50
- Alfajores \$1.75

SECTION 0.14

*Tenant's Share of Common Area Expenses:* Tenant responsible for interior and exterior maintenance, including but not limited to: upkeep of alley, sidewalks, storefront and rear entrance upkeep, windows & doors (including breakage or vandalism), graffiti removal, and signage.

SECTION 0.15

*Use of Premises* Restaurant – fast food

SECTION 0.16

*Additional Services:* Trash Service is \$175/month, with adjustments as necessary

SECTION 0.17

*Security Deposit:* \$3,000.00

SECTION 0.18

*Other Special Terms or Conditions:*

*Smoking:* Smoking is expressly forbidden. Building is a smoke free environment; this includes employers, employees, customers, agents and guests.

*Equipment and Fixtures:* Any improvements made to space become part of the space. The removal of any equipment or fixtures needs approval by owner.

*Signs:* Signage is the responsibility of the Tenant. Tenant must receive written approval from Landlord prior to any new installation.

*Sub-Lease:* Tenant may not sublease without Landlord's consent. This consent cannot be unreasonably withheld.

*Fire Extinguisher:* It is the responsibility of the Tenant to supply and to maintain a fire extinguisher, if so required.

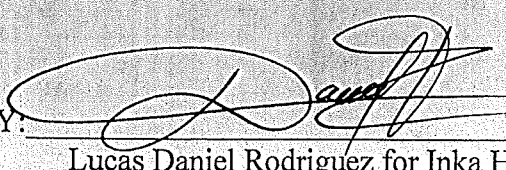
LANDLORD: 604-606 University Joint Venture

BY:   
Mark Jorgensen

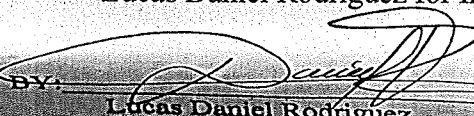
DATE: 11/16/15

TENANT:

Inka Heritage/Inka Chicken, Lucas Daniel Rodriguez, and Esmeralda Rodriguez

BY:   
Lucas Daniel Rodriguez for Inka Heritage/Inka Chicken

DATE: 11/16/15

BY:   
Lucas Daniel Rodriguez

DATE: 11/16/15