



City of Madison Liquor/Beer License Application

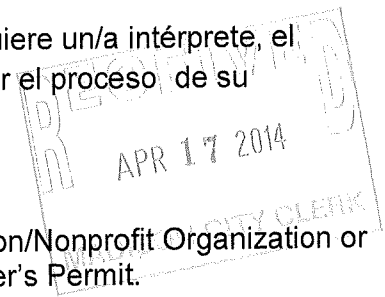
On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

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, 2015.
- 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.

PUNCHIM LLC

- Trade Name (doing business as) TBD . Per TBD

5. Address to be licensed 3506 Packers Ave. Madison, WI

6. Mailing address 6305 Masthead Drive, Madison, WI 53719

7. Anticipated opening date July 1st, 2014

- 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.

Alcohol will be sold in building 3506 Packers Ave. on shelves. The store have a big storage Room, where extra Alcohol will be stored

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 NA

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

Parkings Located in front of the store

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

No Yes, license issued to Packers Liquor (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 LAKHVIR KAUR

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

18. How long has the agent continuously resided in the State of Wisconsin? 24 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 AUG 26th, 2010

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
owner/manager	LAKHVIR KAUR	MADISON, WI
owner/manager	CHARNJEET KAUR	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.

Charanjeet Kaur

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Madison Oil LLC
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) Verona Liquor Store, Verona WI
Madison Liquor, Madison WI

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 Store will sell Local Micro Brewery Beer,
spirits, wine, Tobacco Products and Packaged Food.
28. Hours of operation 7 days a week 9AM - 9PM
29. Describe your management experience currently own two stores in area
one in Verona (Verona Liquor), other one in Madison (Madison Liquor)
30. List names of managers below, along with city and state of residence.
Lakhvir Kaur Madison, WI
Chamjeet Kaur Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment we will hire
one Full time person and two Part time people will
be hired
32. Describe your employee training Each New Employee will be trained
in Verona Liquor Store and Madison Liquor Store before hand
employees will be aware of all Rules and Regulations required
to sell liquor in store.

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

Local Neighborhood around Packers Ave.

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

Big sign (lightup) in front of store.

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? _____

39. What type of food will you be serving, if any? _____
 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? _____

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? _____

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 _____
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? _____
54. If your business plan includes an advertising budget:
 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:
 _____ % Alcohol _____ % 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

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

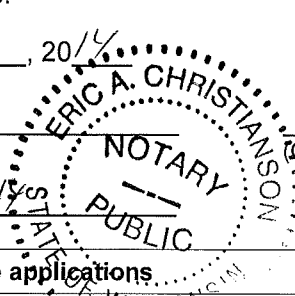
68. State Seller's Permit 456-1028518165-02
69. Federal Employer Identification Number 465245622
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person LAKHVIK KAUR
 E-mail address LAKICHAMAL@yahoo.com
 Phone 608-692-6520 Preferred language English
71. Corporate attorney, if applicable: Name _____
 Phone _____ E-mail _____

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 17th day of April, 2014

 _____ (Clerk/Notary Public) 
 _____ (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
 My commission expires 6-29-2015



Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input 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
Date complete application filed with Clerk's Office <u>4.17.14</u>		
Date of ALRC meeting <u>5.21.14</u> Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		

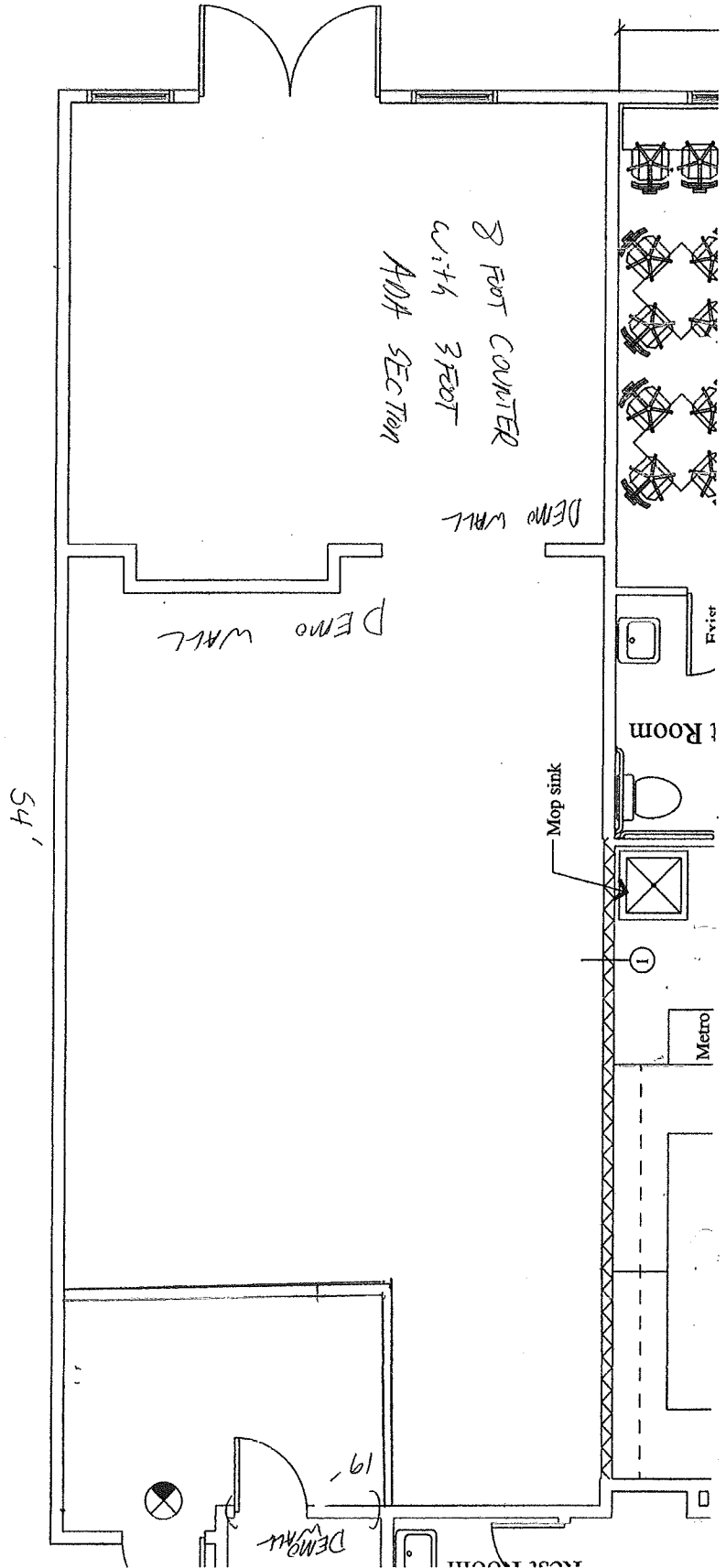
A-12 (PALM)
P-511

Scale = 1/4" = 1'-0"

North



Exit Light



PLAT OF SURVEY

Lot 3, CSM No. 267, and Lot 1, CSM No. 146, City of Madison, Dane County, WI

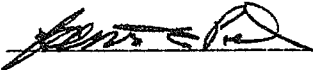
Legal Description:

Lot 3, Certified Survey No. 267, recorded in Vol. 2, Page 5, Doc. No. 1206612, subject to Ingress and Egress Easement, Doc. No. 1206572 and ROW Grant, Underground Electric, Doc. No. 2835720, also subject to recorded and unrecorded easements and restrictions.

Lot 1, Certified Survey Map No. 146, recorded in Vol. 1, Page 146, Doc. No. 1104767. Together with the north 1/2 of vacated Browning Road, recorded in Volume 33099, Page 8, Doc. No. 2768466, City of Madison, Dane County, Wisconsin, subject to recorded and unrecorded easements and restrictions.

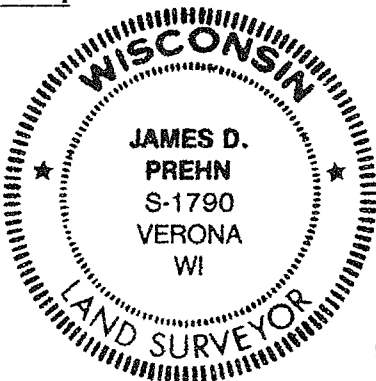
Surveyor's Certificate:

I, James D. Prehn, Wisconsin Registered Land Surveyor, S-1790, have surveyed the above described property and the map hereon is a true representation thereof and shows the size and location of the property, its exterior boundaries, the location and dimensions of all visible structures thereon, fences, apparent easements and roadways and visible encroachments, if any, to the best of my knowledge, understanding, and belief. This survey is made for the exclusive use of the present owners of the property, and all those who purchase, mortgage, or guarantee the title thereto within one (1) year from the date hereof; and as to them I certify the accuracy of said survey and map as performed and prepared in accordance with Wisconsin Administrative Code Chapter A-E 7, Minimum Standards for Property Surveys.

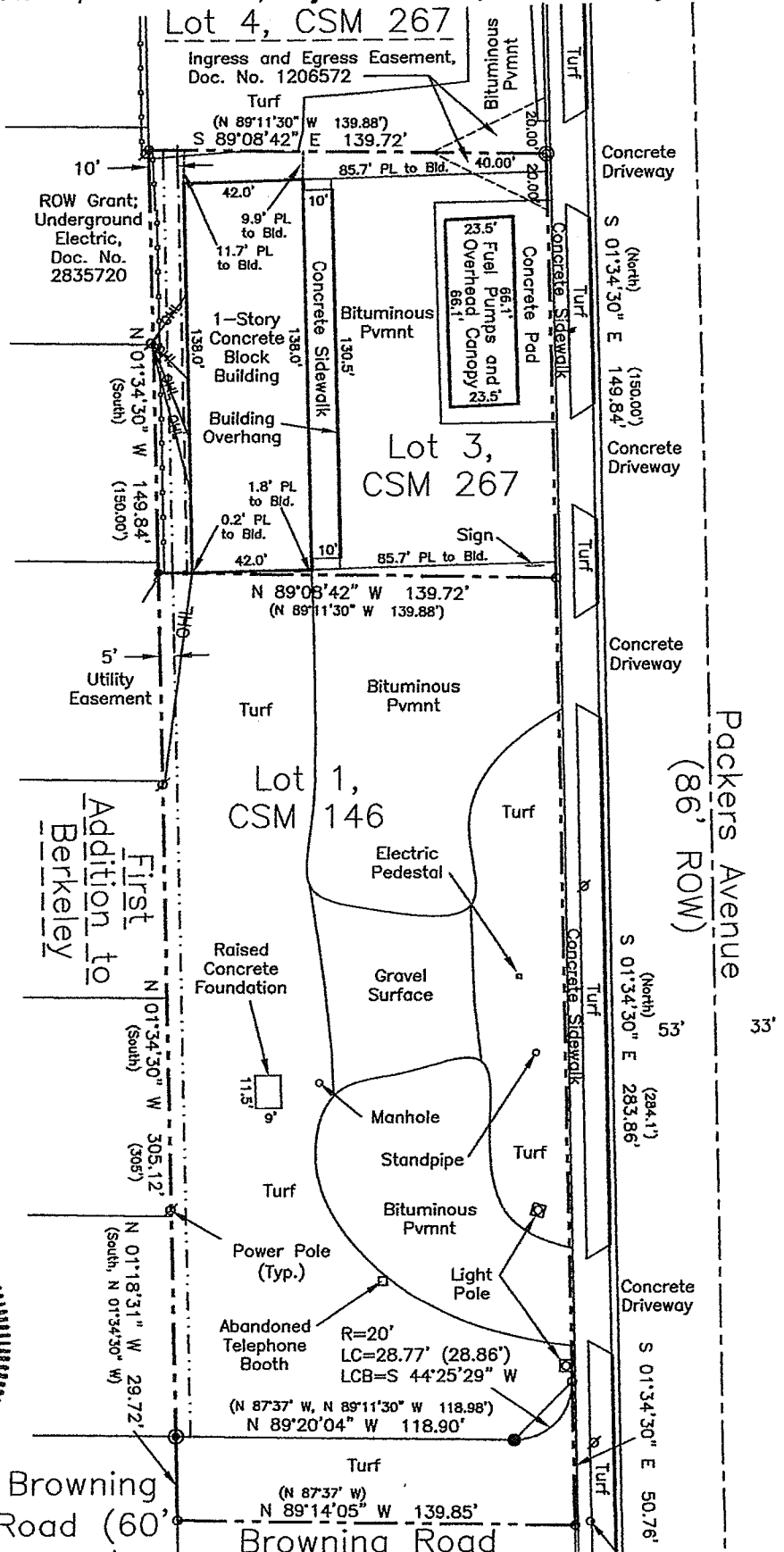

James D. Prehn, S-1790

20 Oct. 04

Date



Legend



Bussiness Summary

The property in interest is located in the City of Madison at ~~6640 Mineral Point Road~~ ^{3506 Packers Ave} ~~in a shopping center "Clock Tower"~~ ^{Madison, WI} and area of 1,087 square feet. This liquor store intends to sell beer, spirits, a wine selection, and a number of packaged goods that customers can take away at reasonable prices. The store will also sell some tobacco products, non-alcoholic beverages, ice and lottery ticket sales.

The store hours will be 7 days a week from 9Am- 9pm. This store will be managed by owner "Lakhvir Kaur, Madison oil LLC" and "Gurbax Kaur, Mann LLC". We are also planning to hire 2 part time employee. This Liquor store will have 1 cash register and security cameras inside and outside the store, and we will have excellent customer service, and competitive prices.

Experience: I (Lakhvir Kaur) Own a Liquor store in Verona WI, since March 2012. I manage all aspects of business for example order store supplies, auditing, inventory control, some payroll, vendor contracts, and manage other employees. I understand all aspects of the business which are required for it to be a successful business. My business partner Gurbax Kaur, also work at "Verona Liquor" store and already have excellent skills to own her own store. We are very hard working and we strongly believe that we make a great success out of the venture.