



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

Combination

LIC11B-2016-00225
P-301 A-5

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 16.
 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.

Regent Market Cooperative

4. Trade Name (doing business as) Regent Market Co-op.

5. Address to be licensed 2136 Regent Street

6. Mailing address same, Madison, WI 53726

7. Anticipated opening date May 3rd

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) Project Manager for Regent Market Co-op.

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) Same applicant holds CLASS A License now.

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.

Our newly remodeled grocery store will have all beer, wine, and liquor displayed in the northeast corner of the store. This area is off-limits to underage patrons and will be cordoned off during lunch. Cameras, and direct supervision of this area will be maintained during all open hours 8am-9pm, 7 days a wk. Stock is in basement with employee-only access.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity We will have 6 stools at store window but will only serve tastings at designated times in the evening.
13. Describe existing parking and how parking lot is to be monitored. Street parking only, with the exception of 1 or 2 parking spaces in rear. Cameras will be installed.
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Regent Market Loop (name of licensee)
15. Attach copy of lease. We own the building

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 Wendt, store manager
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? > 18 yrs
19. Appointment of agent form and background check form are attached. - continuing
20. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed May 2015
21. State and date of registration of corporation, nonprofit organization, or LLC.
WI, 2008, Only 1 manager

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
Director	Adolf Gunderson	Madison WI
"	Jim Yockey	" "
"	David LeZaks	" "
"	George Rothdrake	" "
"	Jacob Rodriguez	" "
"	Paul Krc	" "
"	Nicole Nelson	" "

See application from 2015

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 Wendt, store manager

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 We sell food, meat/deli products, soda, dairy, ice cream, ice, limited household and pharmaceutical (OTC), and now beer, wine, and liquor. We are member owned and operated with a governing board of
28. Hours of operation 8am - 9pm 7 days a week directors.
29. Describe your management experience Store manager has 16 years of experience managing product for this grocery store.
30. List names of managers below, along with city and state of residence.
John Wendt Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment _____
John and employees make up to 4 ee's at a time for morning, lunchtime, and dinner time. Other times ≥ 2 ee's
32. Describe your employee training New employees are trained according to Union standards with at least 1 Certified Operator in the store at all times.

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

Neighborhood grocery x many decades.
took over Mike's Wine Shop so we have mainly foot traffic.

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

Beer, wine, and spirits advertised with all other products via Co-op listserve for member shoppers, sandwich boards, occasional ad in Cap. Times

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? 25-65+

39. What type of food will you be serving, if any? full service deli x decades
 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? 11pm-1pm for lunch Deli open all day.

42. What hours, if any, will food service not be available? Rotisserie chicken in pm but all carryout.

43. Indicate any other product/service offered. deli meats, bratwurst, ice cream

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? non deli attendants
During what hours do you anticipate they will be on duty? all day deli mgr

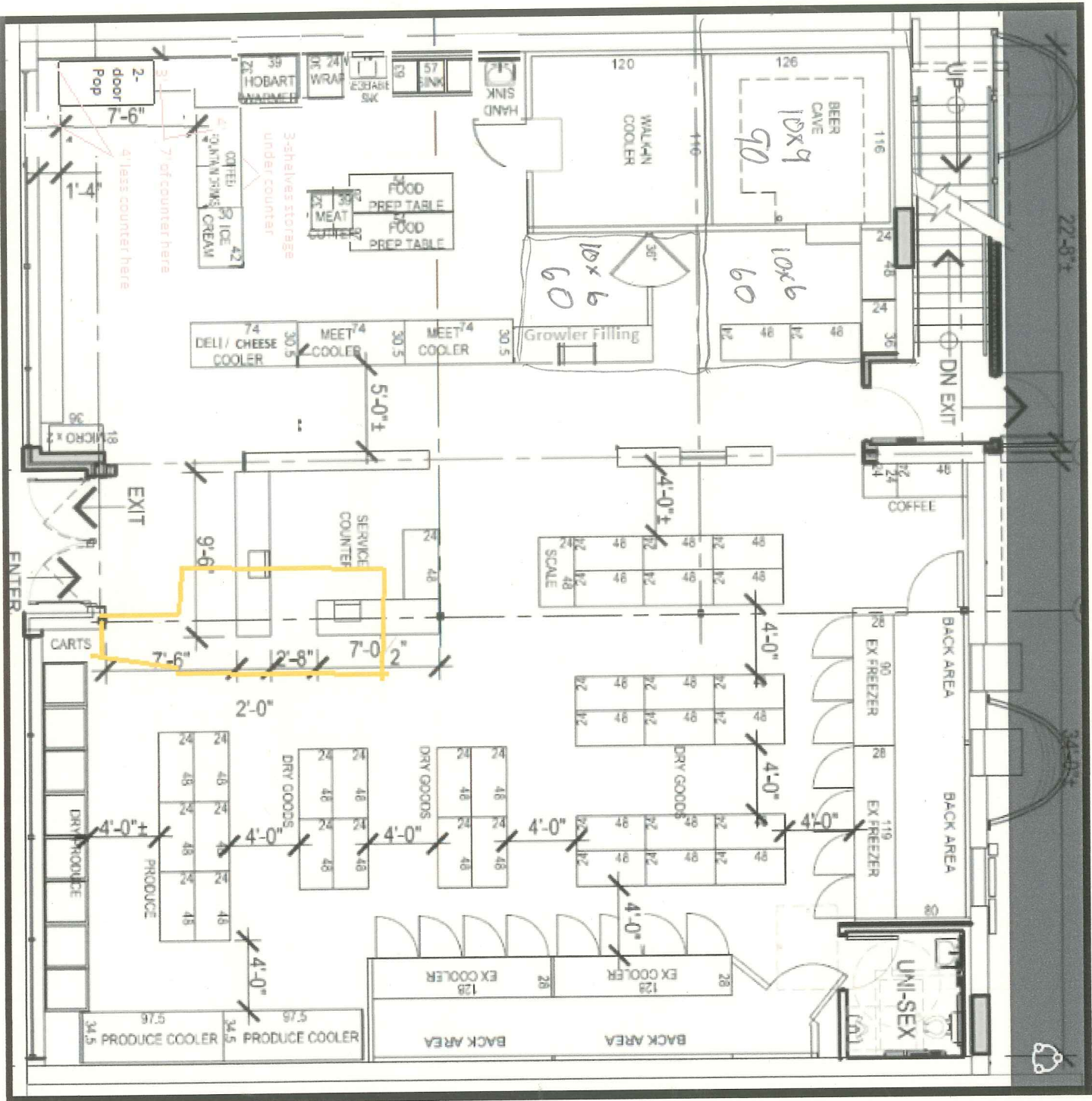
47. Do you plan to have hosts or hostesses seating customers? No Yes

~20 #/T and #/T

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? only a lunch counter
 How many bartenders do you anticipate having work at one time on a busy night? 0
49. Will there be a kitchen facility separate from the bar? No Yes
NA
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 4-6 for 10-15 minutes
store front
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
deli worker operator will fill growlers for of age persons.
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? > 80%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? > 80%
(groceries)
 What percentage of your advertising budget do you anticipate will be drink related? < 20%
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 ~ 5 % Other *house goods ice charcoal salt*
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

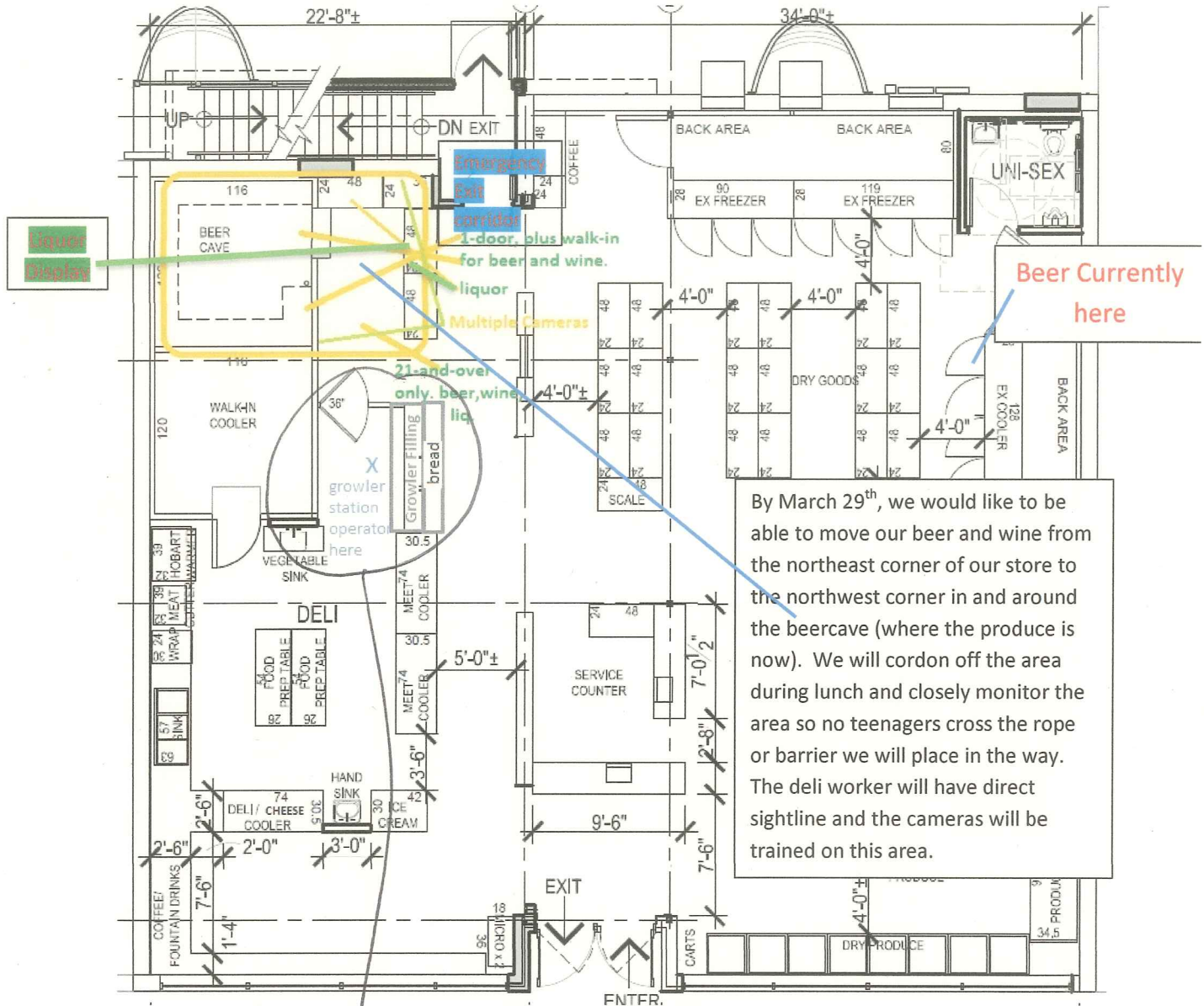
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson 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



210 ft-2
 Beer wine liquor
 + growler
 station
 n/800 ft-2
 to level
 stone

Our Project

We are in phase 2 of our remodeling. When that is complete later this month (March), we will move the beer and wine into its new home in the NW corner of the store. **Liquor display** is scheduled to be behind the cordoned off area, completely away from view from teenagers who may wander into the **back exit** area of the store. Cameras, direct supervision, and cordoning off the beer, wine, and liquor area during the lunch hour is part of our dedicated plan to keep teens from going into that area of the store.



Growler-filling station is to be operated only by designated RMC employees. No public access.