



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

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, 2014.
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.
BSBC, LLC
4. Trade Name (doing business as) BASSETT STREET BRUNCH CLUB
5. Address to be licensed 444 W. Johnson St. Madison, WI 53703
6. Mailing address Food Fight Inc. 2002 Atwood Ave. Suite 208 Madison 53704
7. Anticipated opening date Oct. 18, 2013
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.
main restaurant area (diningroom/bar), outdoor patio,
stored in cabinets near restrooms and in kitchen and bar,
alcohol served in rooms for room service

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 99
13. Describe existing parking and how parking lot is to be monitored.
Parking lot located on 2nd floor of hotel; monitored by
camera, at times by attendants, vouchers required to exit
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 Thomas Ray
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 8
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 06/28/11
21. State and date of registration of corporation, nonprofit organization, or LLC.
8/1/2013

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
member	Monty Schro	Hollandale, WI
Agent	Kevin Henry	Monona, WI
member	Carlton Suemnick	Fitchburg, WI
member	Greg Frank	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.

Kevin Henry

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 see attached

28. Hours of operation Sun-wed 8 am-10 pm, Thurs-Sat 8am-12am

29. Describe your management experience see attached

30. List names of managers below, along with city and state of residence.
Alex Felland Madison, WI
Thomas Ray Madison, WI
Matt Pace Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment see attached

32. Describe your employee training see attached

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

see attached

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

Food Fight generally doesn't pay for ad space, but
promotion of food items, special dinners, events, etc through
facebook, emails, social media

35. Are you operating under a lease or franchise agreement? No ☒ Yes (lease attached)

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?
(n/a) ☒ 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? 18-50

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? during all business hours
Sun-Wed, 8 am-10 pm, Th/Fr/Sat 8 am-12 am

42. What hours, if any, will food service not be available? n/a

43. Indicate any other product/service offered. n/a

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? 20
During what hours do you anticipate they will be on duty? during all business hours
7am-1am

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? 12
 How many bartenders do you anticipate having work at one time on a busy night? 2
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? 50%
54. If your business plan includes an advertising budget: no ad budget - all done by corporate office; but will mostly be related to food
 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:
35 % Alcohol 65 % 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 4 5 6 - 1 0 2 8 1 6 3 4 5 3 - 0 2

69. Federal Employer Identification Number 46-3396382

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Caitlin Suemnicht

E-mail address csuemnicht@foodfightinc.com

Phone 608-213-4236 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 23 day of Aug, 2013

Staci Schulenburg
(Clerk/Notary Public)

STACI SCHULENBURG
Notary Public
State of Wisconsin

Caitlin Suemnicht
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires March 1, 2015

Clerk's Office checklist for complete applications

<input checked="" type="checkbox"/> Orange sign	<input checked="" type="checkbox"/> Background investigation form(s)	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Form for surrender of previous license	<input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> FEIN	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Sample Menu
<input checked="" type="checkbox"/> Notarized application	<input checked="" type="checkbox"/> *Notarized Appointment of Agent	<input checked="" type="checkbox"/> Business Plan
<input checked="" type="checkbox"/> Written description of premises	* Corporation/LLC only	

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____ License number _____

27. Business Description

The Bassett Street Brunch Club will be a downtown destination for all-day dining and drinks, serving up playful “elevated” versions of comfort food classics in an atmosphere that’s modern and sleek. By day, guests can settle in with friends in a comfy booth for a relaxing brunch, swing in for a brisk business lunch or pop open their computers at our “kitchen counter” for a latte and a mid-afternoon snack. At night, BSBC is the perfect place for a fun and affordable date night, late night brunch, or a modern spot for cocktails and appetizers at the bar. To the guests of the Hampton Inn, it will be a great spot for lunch before a big game at the Kohl Center, for a drink after a business conference, or for dinner while visiting their kids at UW. There are 70 seats in the dining room (primarily booth seating), 11 seats around a diner lunch-style counter, 11 seats at the bar and cocktail table seating for just under 10 people.

29. Describe your management experience.

The management team at Bassett Street Brunch Club consists of Caitlin Suemnicht, Thomas Ray, Alex Felland (General Manager) and Matt Pace (Executive Chef).

Caitlin Suemnicht has been an employee of Food Fight Restaurant Group since 2001. She has managed Johnny Delmonico’s, Ocean Grill and Fresco, and for the last 3 years has been a managing partner with the company, overseeing the management team at Tex Tubb’s Taco Palace, Avenue Bar, Fresco, and DLUX. Caitlin will be overseeing and guiding the entire management team at Bassett Street Brunch Club.

Tom Ray has been the General Manager at DLUX for the last year, and previously he was the manager at Ocean Grill for 2 years, and Fresco for 2.5 years (both Food Fight establishments). Tom will maintain his duties at DLUX, but will be transitioning into a lead role at Bassett Street Brunch Club, overseeing and guiding the General Manager and Executive Chef.

Alex Felland has been the Assistant General Manager at DLUX for 1 year, and previously was a manager at State Street Brats. Alex has proven himself in a demanding position at DLUX, and has been training to take over a General Manager position for Food Fight over the last 4 months.

Matt Pace has been the Executive Chef and General Manager at Monty’s Blue Plate Diner for 4.5 years. He will assume the role as Executive Chef at Bassett Street Brunch Club.

31. Describe staffing levels and staff duties at the proposed establishment.

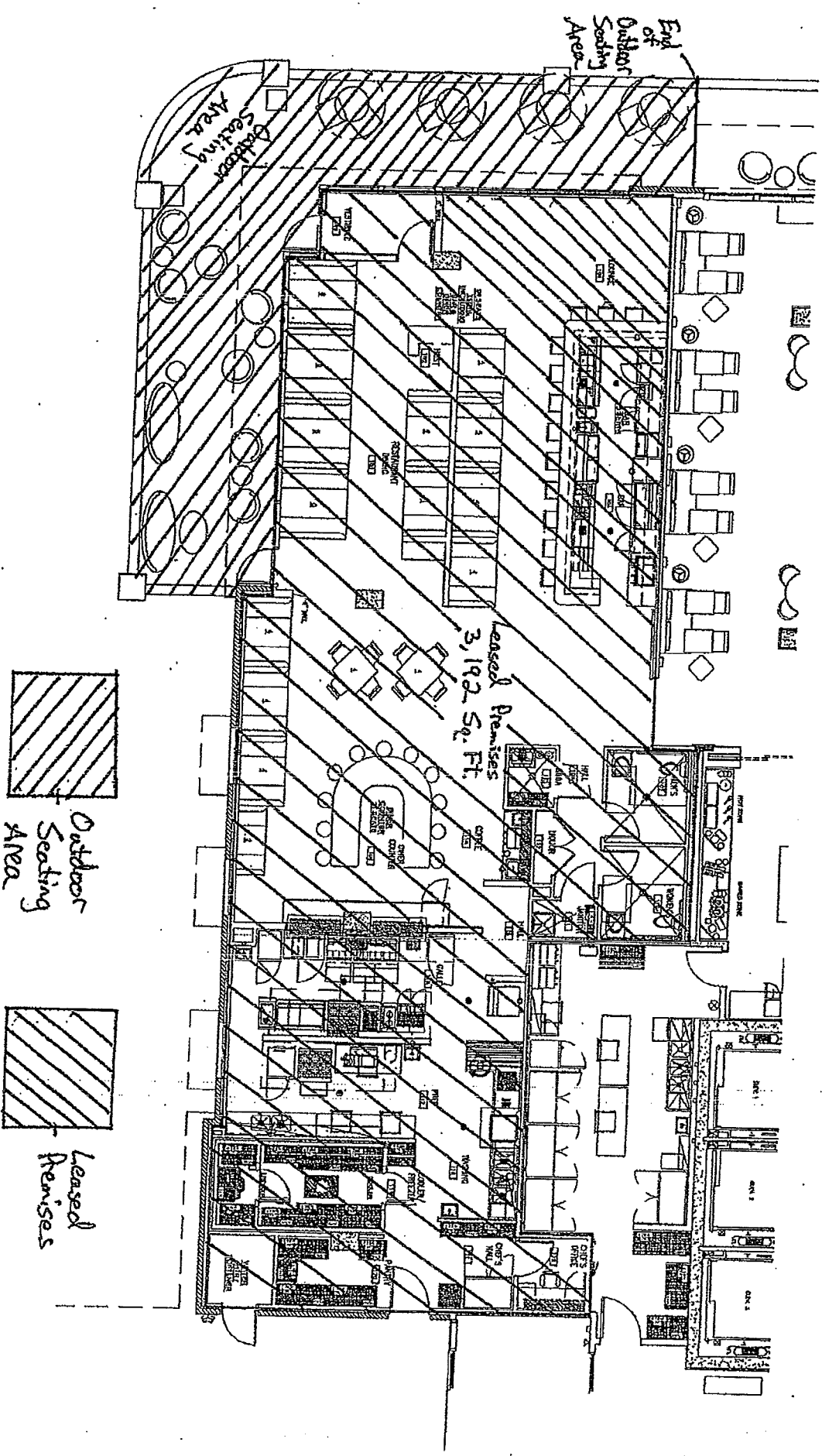
The staff at Brunch Club will consist of the managers listed above, an Assistant General Manager, Assistant Kitchen Manager, baker, and approximately 20 servers, 6-8 bartenders, 3 hosts, and 12 kitchen employees. Because the full menu will be served during all business hours, the kitchen will be fully staffed throughout the day, along with anywhere from 3-7 waitstaff and 1-2 bartenders depending on the day of the week and business levels.

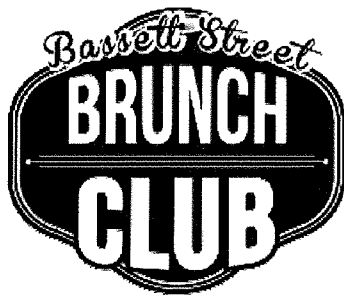
32. Describe your employee training.

Food Fight Restaurant Group has a comprehensive training and hospitality program for all employees. It is important for us to create the best experience for our guests, and that starts with knowledgeable, friendly and engaged team members. Our staff is trained in service standards, food and beverage knowledge, and we provide regularly scheduled training and development meetings for our staff (for individual restaurants and company wide). Our staff for Brunch Club will be hired a month before the restaurant is scheduled to open so that we can spend an ample amount of time training them in order to ensure a smooth and successful opening.

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

Our target market is broad: hotel guests, students, professionals who work on campus and on State Street, people who live in neighboring housing units, University visitors, and tourists. Our target market lives downtown, near West, West Madison, and south of Madison; people who generally come downtown for meals and entertainment or live in downtown housing. We also hope to appeal to Overture Center ticket holders, Kohl center and football game day crowds, and farmers market visitors.





Bassett Street Brunch Club

THE OPPORTUNITY

The Bassett Street Brunch Club will be a downtown destination for all-day dining and drinks, serving up playful "elevated" variations of comfort food classics in an atmosphere that's modern, sleek and chic. By day, guests can settle in with friends in a comfy booth for a relaxing brunch, swing in for a brisk business lunch or pop open their computers at our "kitchen counter" for a latte and a mid-afternoon snack. At night, Brunch Club is the perfect place for a fun and affordable date night, late night brunch, or a modern spot for cocktails and appetizers at the bar. To the guests of the Hampton Inn, it will be a great spot for lunch before a big game at the Kohl Center, for a drink after a business conference, or for dinner while visiting their kids at UW.

Over the past few years, we have seen modern city diners serving elevated comfort food and cocktails popping up all over the nation. We think the Hampton Inn location seems to be the perfect opportunity for us to give tourists, students, and young professionals the hip, big-city setting they're looking for in a convenient location on campus, but only 2 blocks from State Street and 4 blocks from the Capitol Square.

We like the name Bassett Street Brunch Club because it gives customer a sense of location, the word "Club" gives it an exclusive or big city feel, and "brunching" is the hip new food genre. Yes, we will have breakfast/brunch items available all day and into the night, but I think the term "brunching" now is more of an experience; hanging out with friends and family and letting loose a little; With the proper marketing and exposure people will understand that our hours are extensive and our menu is more than just pancakes.

THE EXPERIENCE

The décor will be sleek, comfortable and chic, with a bar located toward the front of the restaurant and visible from the street, booths along the windows, a center row of booths or banquette seating, and a kitchen window that is open to a "kitchen counter," our version of a diner-style counter. The bar in the front is important so people know that we are more than just a daytime restaurant, and the kitchen counter makes it comfortable and space efficient for single diners to eat/drink and will also feature outlets for them to plug in electronics; we feel this will be great for weekday morning and mid-afternoon business.

Service style will be friendly, casual and hospitable. Servers will be knowledgeable about ingredients, food preparation, beer, cocktails and wine.

MENU STRUCTURE, PRICE POINT, FOOD IDEAS

Bassett Street Brunch Club aims to please; we want to be a place to go for the food you love to eat and the drinks you love to drink. Our menus will feature fun & familiar Mod-American cuisine revved up with a little style and sophistication. We will have an all day menu featuring breakfast/brunch/lunch items with some dinner entrees being added at 5:00 pm each night. We will have a more extensive brunch menu available on Saturdays and Sundays. We would also anticipate some light breakfast and mid-afternoon snacking to happen from the students and hotel guests, and intend to have good take out business too from the student base.

ALCOHOL FEATURES

Wine, cocktails, bottled beer and a couple rotating tap beers will be offered. Quality, unique wines will be poured in the \$6-9 price range. Cocktails will be the focus of alcohol sales at the restaurant; we will follow the craft cocktail movement without alienating customers by using overly obscure ingredients. We plan on serving our spin on classic cocktails as well as creating our own housemade sodas with "recommended liquor" mix-ins, allowing customers to customize drinks to their preferred flavor profiles (our bartenders will be like modern soda jerks).

HOURS OF OPERATION AND MEAL PERIODS

Sunday-Wednesday, 8 am – 10 pm

Thursday-Saturday, 8 am – 12 am

TARGET MARKET

Our target market is broad: hotel guests, students, professionals who work on campus and on State Street, people who live in neighboring housing units, University visitors, and tourists. Our target market lives downtown, near West, West Madison, and south of Madison; people who generally come downtown for a night out on the town or live in downtown condos and apartments (Epic, tech jobs). We also hope to appeal to Overture Center ticket holders, Kohl center and football game day crowds, and farmers' market visitors; any downtown events will increase our customer counts.

VALUE PROPOSITION

Our value proposition and competitive advantage is that we will serve high quality, unique food and cocktails in a special ambiance in an area of town that doesn't have many modern, new options. We will have knowledgeable, experienced, hospitable service in a chic atmosphere. In downtown Madison, you either get fancy food in a dressy place, or the opposite end of the spectrum. At our restaurant, you get the best of both worlds with many food options available at all times of the day.