



# 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

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, 2016.  
 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.

Field Table LLC

4. Trade Name (doing business as) Field Table LLC

5. Address to be licensed 10 W. Mifflin Suite 110

6. Mailing address 333 W. Mifflin St. #8090 (-OR- 10 W. Mifflin)

7. Anticipated opening date April 1st, 2016 Madison, WI 53703

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.

At the bar in the coolers & at outdoor seating when available (after successful sidewalk permits) and in the dining areas.

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 108 inside, outside  
40 dependent on successful
13. Describe existing parking and how parking lot is to be monitored. permit/sidewalk application.  
The property is on the square, there is no  
parking lot.
14. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Sunprint Cafe/Sunburn Pij (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 Patricia Davis
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 23<sup>+</sup> 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 Jun 12, 2015
21. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin - May 21<sup>st</sup> 2014
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 |
|-----------------------|-----------------------|-----------------------------|
| <u>Owner/Operator</u> | <u>Patricia Davis</u> | <u>Madison, WI</u>          |
|                       |                       |                             |
|                       |                       |                             |
|                       |                       |                             |
|                       |                       |                             |
|                       |                       |                             |

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.  
Patricia Davis

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 Restaurant and market with all-day

emporium featuring produce, grab and go meals, local products, third wave coffee bar, bakery and cheese counter, contemporary/artisinal American plates, seasonal fresh cocktails & natural wines.

28. Hours of operation 6:30 a.m. - 1:00 a.m. M-Sat. & 8-4 Sunday

29. Describe your management experience 18 years in fortune 1000 companies,

food & biotech companies (as a manager) and an MBA in Entrepreneurship & International Business, UW-Madison.

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

Michael McDonald Madison, WI

Shannon Berry Madison, WI

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

18 employees including market/coffee/bar manager, executive chef, maitre'd all ensuring fresh, quality food and beverage.

32. Describe your employee training Employees will participate

in training including food safety, sanitation & handling, alcohol beverage laws/policies & best practices for both serving and retailing.

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

Health conscious consumers ages 25-75 seeking fresh, reliable source of everyday products & services

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

Promotion will occur via traditional media as well as focused social media targeted at a wide audience of health-conscious shoppers & diners. (i.e. Overture events, health events, & artisanal food classes).

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?

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? 25-75 year olds

39. What type of food will you be serving, if any? all hours - daily  
 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? 6:30 a.m. - 12:30 at night

42. What hours, if any, will food service not be available? potentially not during: 12:30-1:00 a.m. during pre-close

43. Indicate any other product/service offered. fresh produce & groceries, classes & workshops

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? 6-9

During what hours do you anticipate they will be on duty? 11 a.m. - 11 p.m. 1 a.m.

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? 18  
 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? 86%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 96%  
 What percentage of your advertising budget do you anticipate will be drink related? 6%
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:  
20 % Alcohol 80 % Food TBD % Other (soaps, cooking tools)
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

## Bread & Board

seasonal boule  
mp  
cheese board  
mp

scallop crudo, sunflower oil

mp

mussels, broth, tomato, parsley

mp

lettuce wraps, beef, coconut, green onion, bird's eye chili

mp

steak tartare, shallot, egg yolk

mp

grilled lamb kebob, sumac, carrots

mp

flank steak, grilled lemon, blue cheese

mp

## Starters & Salads

crudit  of the day  
mp  
daily soup  
mp  
simple salad  
mp  
caesar salad  
mp  
grain salad  
mp  
potatoes  
mp

burger, sesame bun

mp

roasted mushrooms, saut ed spinach, lentils, charred

radicchio, black walnut

mp

poached salmon, soba noodle, broth

mp

smoked trout, pasta, pesto, walnut

mp

pork, chestnuts, star anise, pickled green onion

mp

house-cut rib eye, potatoes

mp

we source  
the finest ingredients  
from our market  
& neighboring farms

find us on facebook  
twitter: @xxxxx  
instagram: @xxxxx

10 West Millin  
608.xxx.xxx

www.xxx.com

XXXX 2016

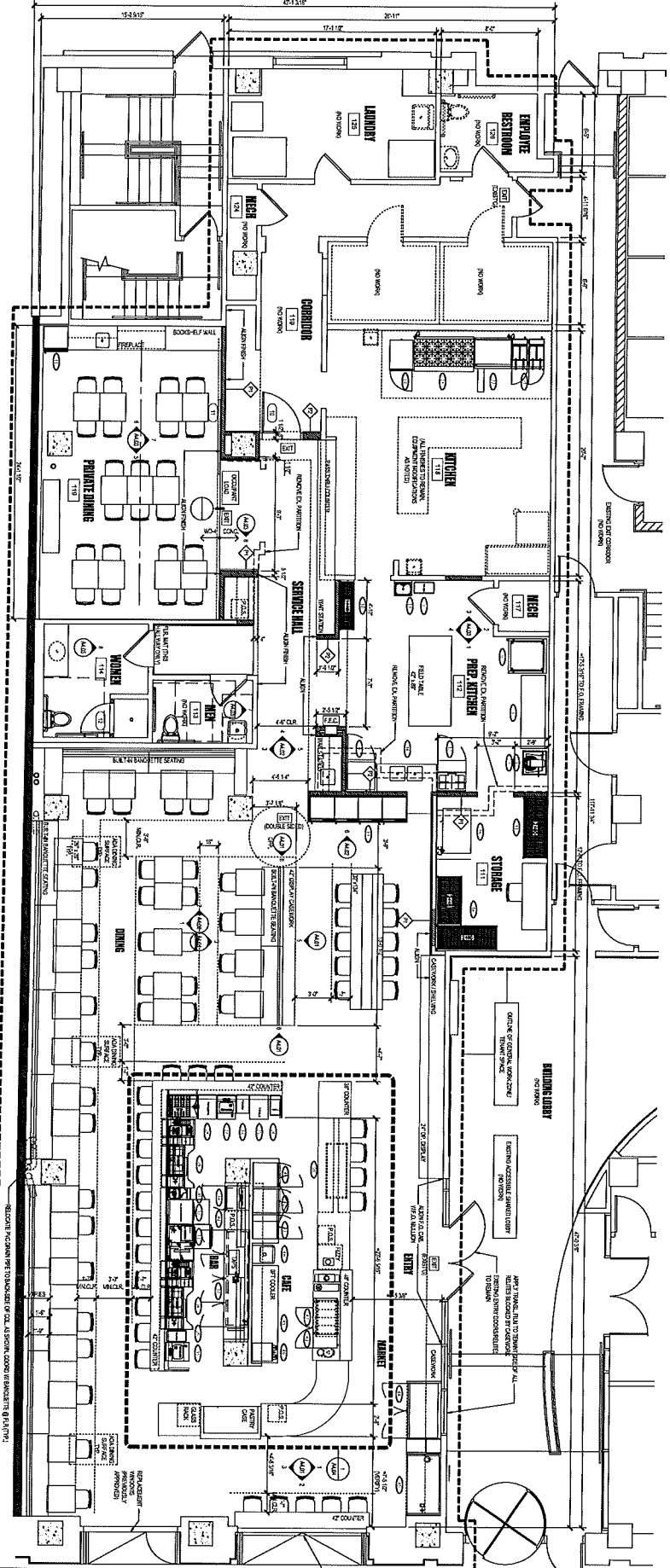
.....  
Please join us on  
Tuesdays for x oysters  
and on  
Monday nights  
for Bortle and  
a Bird.

.....  
Oysters on the 1/2 - mp

xxxx - MA

seasonal mignonette

1 FLOOR PLAN - LEVEL 1



FLOOR PLAN NOTES

1. SEE GENERAL NOTES FOR SEATING AREA
2. SEE GENERAL NOTES FOR RESTROOMS
3. SEE GENERAL NOTES FOR SERVICE HALLS
4. SEE GENERAL NOTES FOR KITCHEN
5. SEE GENERAL NOTES FOR STORAGE
6. SEE GENERAL NOTES FOR READING LOBBY
7. SEE GENERAL NOTES FOR BATH
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100. SEE GENERAL NOTES FOR RESTROOMS

RESTAURANT SEATING  
PRINTER/STAND  
77 SEATS

- 1. 1/4" = 1'-0" SCALE
- 2. 1/8" = 1'-0" SCALE
- 3. 1/16" = 1'-0" SCALE
- 4. 1/32" = 1'-0" SCALE
- 5. 1/64" = 1'-0" SCALE
- 6. 1/128" = 1'-0" SCALE
- 7. 1/256" = 1'-0" SCALE
- 8. 1/512" = 1'-0" SCALE
- 9. 1/1024" = 1'-0" SCALE
- 10. 1/2048" = 1'-0" SCALE
- 11. 1/4096" = 1'-0" SCALE
- 12. 1/8192" = 1'-0" SCALE
- 13. 1/16384" = 1'-0" SCALE
- 14. 1/32768" = 1'-0" SCALE
- 15. 1/65536" = 1'-0" SCALE
- 16. 1/131072" = 1'-0" SCALE
- 17. 1/262144" = 1'-0" SCALE
- 18. 1/524288" = 1'-0" SCALE
- 19. 1/1048576" = 1'-0" SCALE
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- 100. 1/2535301200456458802993402314752" = 1'-0" SCALE

MADISON CITY CLERK

JAN 04 2015

10 W. WASHINGTON ST  
STE 110

ARO EBERLE  
ARCHITECTS  
1000 N. 3RD ST  
MADISON, TN 37102  
(603) 204-2444  
ARO@AROEBERLE.COM

HELLOTRAPE

HELLOTRAPE.COM

FIELD TABLE LLC  
Field Table  
1000 North 3rd Street  
Madison, TN 37102

FLOOR PLAN

NOT TO SCALE

A201