

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning September 20 10 ;
ending June 30 20 11

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County of Dane Aldermanic Dist No 9 (if required by ordinance)

- 1 The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Pho Noodle House LLC (d/b/a Name: Pho Nam Noodle House)

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Owner</u>	<u>Thuy Do</u>	<u>8333 Dolomite Lane</u>
Vice President/Member			<u>Madison, WI 53719</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>THUY DO</u>		
Directors/Managers			

- 3 Trade Name Pho Noodle House LLC Business Phone Number 608-836-7040
4 Address of Premises 610 Junction Rd, suite 109; Madison, WI Post Office & Zip Code 53717

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
- 6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
- 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
- 8 (a) **Corporate/limited liability company applicants only:** Insert state Wisconsin and date 04/23/10 of registration
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

- 9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) see attached addendum
- 10 Legal description (omit if street address is given above):
- 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued?
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
- 13 Does the applicant 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] Yes No
- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 14th day of August 20 10
Jan Barkae
(Clerk/Notary Public)
My commission expires 8/9/2015

Thuy Do
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
Thuy Do
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>8/24/2010</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number: <u>456-1027260112-03</u>	
Federal Employer Identification Number (FEIN): <u>27-2949536</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer <u>91147</u>	\$ 100
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine <u>91148</u>	\$ 100
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ 40
TOTAL FEE	\$ 240

Addendum

9. The restaurant is about 2100 square foot. The Restaurant form and “L” shape, which can accommodate up to 70 guests. Table and chairs forms the setting and a small concrete patio seating area. Alcohol will be sold in the serving area where the customers are located. No bar. Alcohol beverages will be stored in kitchen’s cooler and locked closet.

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent <small>* Corporation/LLC only</small>	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC PHO NOODLE HOUSE LLC
2. Address of Licensed Premise 610 Junction Rd suite 109
3. Telephone Number: 608-836-7040 4. Anticipated opening date: Sept. 7 2010
5. Mailing address if not opening immediately 8333 Dolomite Lane Madison WI 53719
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: Vietnamese Cuisine
M-F 11AM-9PM ; Sat & Sun. 10AM-9PM

9. Do you plan to have live entertainment? No Yes—What kind? _____

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

2100 square foot Restaurant form an "L" shape that can accommodate up to 70 guests. Table and chair forms the setting and a small concrete patio area. Alcohol will be sold in the serving area where the customer are located. Alcohol beverages will be stored in kitchen's cooler and a locked closet

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. The parking area is currently shared with other retail stores. Two entrances and exits in this shared well lit area.

13. Describe your management experience, staffing levels, duties and employee training.

Assists in coordinating scheduling and training new employees. work with our staff to have learn more about each dish.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

THUY DO
Name

8333 Dolomite Lane Madison, WI 53719
Address

15. Utilizing your market research, who would you project your target market to be?
For those who lived /work in 1 to 3 mile radius

16. What age range would you hope to attract to your establishment? All ages

17. Describe how you plan to advertise/promote your business. What products will you be advertising?
Pamphlets; Brochures; Internet and local Publications

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: City Center Junction LLC
Address of Owner: 6495 S. 27th St. Franklin, WI 53132 Phone Number 414-435-0250

20. 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? Yes No

21. List the Directors of your Corporation/LLC
THUY DO 8333 Dolomite Lane Madison WI 53719
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC
N/A
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant
 Other Please Explain.

24. What type of food will you be serving, if any? Vietnamese foods
 Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees
 Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? M-F 11 AM - 9 PM
Sat. + Sun. 10 AM - 9 PM

27. What hours, if any, will food service not be available? After 9 PM
28. Indicate any other product/service offered. N/A
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 3 wait staff
During what hours do you anticipate they will be on duty? M-F 10AM-9PM Sat & Sun 9AM-9:30PM
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? _____
How many bartenders do you anticipate you would have working at one time on a busy night? _____
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
less than 1%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%
What percentage of your advertising budget do you anticipate will be drink related? 0
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No
-

42. What is your estimated capacity? 70 persons

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	1 %
Gross Receipts from Food and Non-Alcoholic Beverages	99 %
Gross Receipts from Other	0 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

Read carefully before signing: 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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

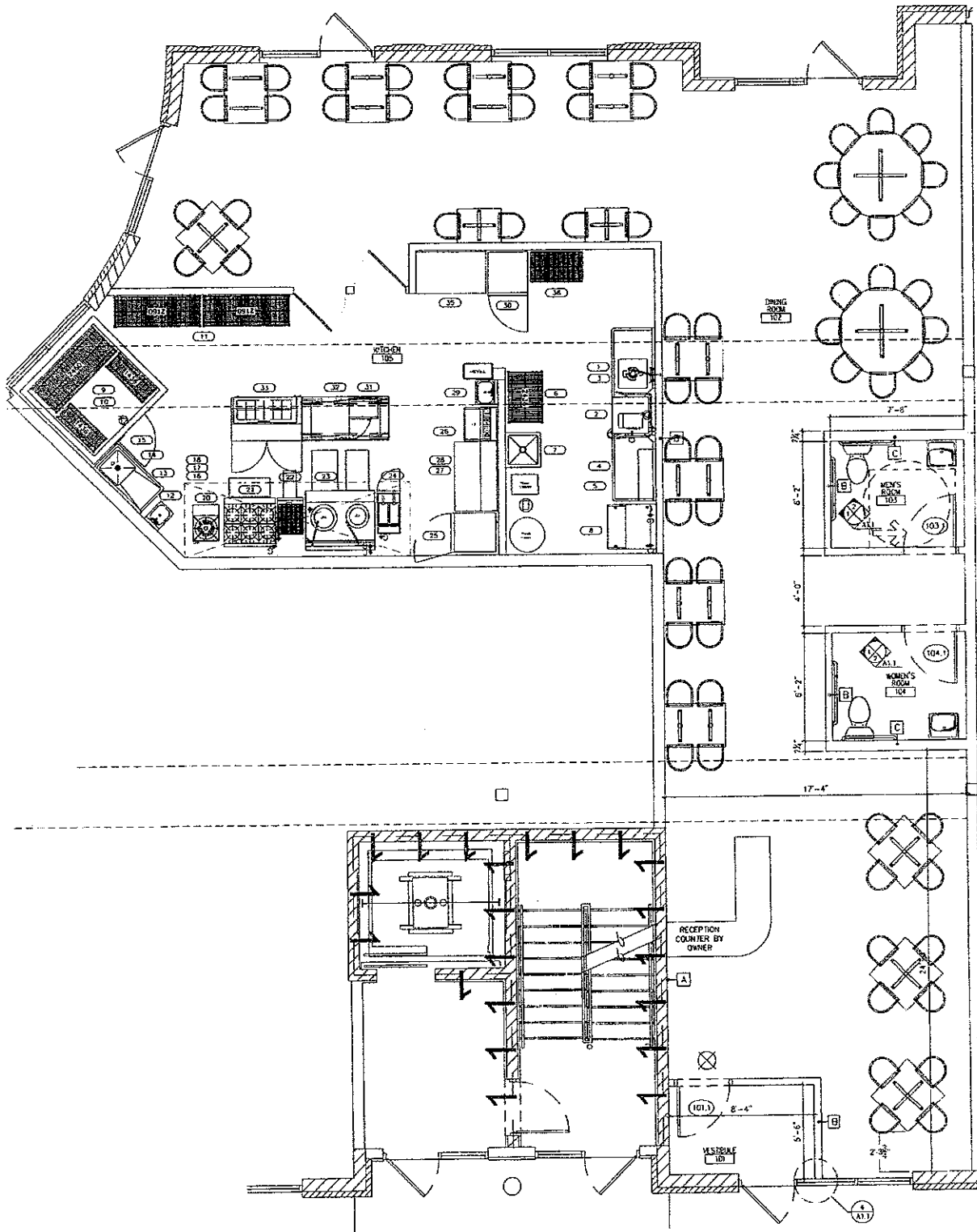
Subscribed and Sworn to before me:

this 24th day of August, 2010

[Signature]
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 8, 9, 2012



CHUONG
 JUNE 07 2010 3/16"=1'-0"

NOT FOR CONSTRUCTION

Kavanaugh Restaurant Supply, Inc.
 2520 Bryant Road Madison, WI 53713 608.273.4534
 All drawings and specifications are property of Kavanaugh Restaurant Supply, Inc. and shall not be used in any other way without the written permission for any use whatsoever without the written consent. Dimensions to be verified in the field.

Pho Nam

Noodle House

Vietnamese Cuisine

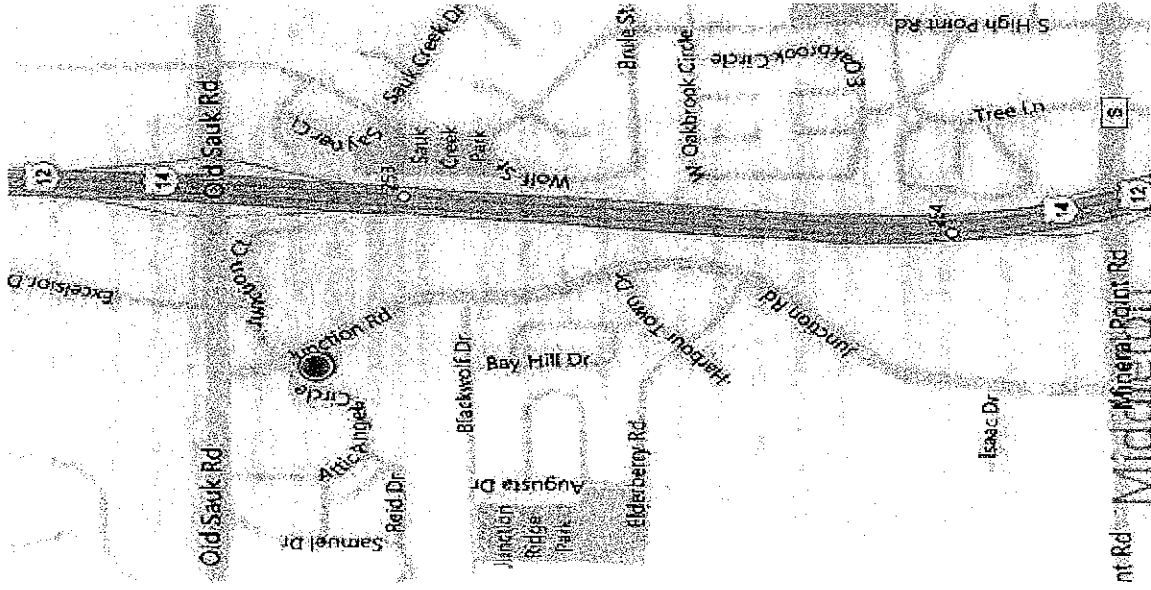
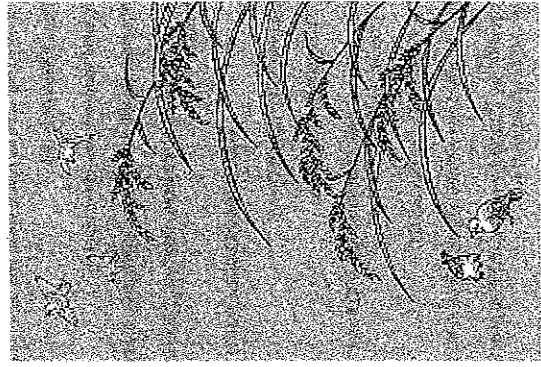
Mon-Fri: 11:00am - 9:00pm

Sat-Sun: 10:00am - 9:00pm

610 Junction Road, Suite 109

Madison, WI 53719

(608) 836-7040



NAM NOODLE HOUSE MENU

APPETIZERS/ KHAI VI

1. Vietnamese Egg Rolls/ Cha Gio (2 Rolls) \$2.85
2. Ground Pork, Shrimp, Egg, and Assorted Vegetable Filling Vietnamese Spring Rolls/ Goi Quon (2 Rolls) \$3.25
3. Shrimp, Pork, Rice Noodle, and Assorted Vegetable Filling Fried Chicken Wings/ Canh ga Chien (6 Wings) \$4.25
4. Made in our special sauce Friend Wontons/ Hoanh Thanh Chien (6 Wontons)\$ 3.75
5. Mixed chicken, pork, and onion Shrimp Deep Fried Special/ Tom Chien (4 Shrimp) \$4.75
6. Shrimp, sweet potato, egg served with special fish sauce Bread Deep Fried Special (4 Pieces) \$4.75
7. Ground pork, pea pod, egg, onion

PHO- VIETNAMESE NOODLE SOUP

7. Pho with Beef Fillet (Pho Tai) \$6.75
8. Noodle Soup with medium rare slices of beef Pho with Beef well-done flank (Pho Chin) \$6.75
9. Noodle Soup with well-done flank Pho with Beef Fillet and Soft Tendon (Pho Tai Gan) \$6.95
10. Noodle Soup with medium rare slices of beef and soft tendon Pho with Beef Meatballs (Pho Bo Vien) \$6.25
11. Noodle Soup with Beef Meatball Noodle Soup with Beef Meatball (Pho Tai Bo Vien) \$6.25
12. Noodle soup with rare slice steak and beef meatballs Pho Chicken (Pho Ga) \$6.25
13. Noodle soup with shredded chicken Pho Nam Noodle House Deluxe (Pho Nam Dac Bien) \$7.25
14. Noodle soup with slice beef, meatballs, flank, tripe and soft tendon

ORIENTAL NOODLE SOUP

14. Wonton Soup (Hoanh Thanh) \$4.75
15. Mixed chicken, pork, onion Egg Noodle and Wonton Soup with BBQ Roast Pork (Hoanh Thanh Mi, Xa Xiu) \$6.25
16. Egg Noodle with Chicken (Mi Ga) \$5.25
17. Rice Noodle Soup with BBQ Roast Pork (Hu Tiu Xa Xiu) \$5.25
18. Egg and Rice Noodle Soup with BBQ Roast Pork or Chicken (Hu Tiu, Mi Xa Xiu Hay Ga) \$5.25

19. Egg or Rice Noodle soup with Seartood (Mi Hay Hu Tieu Do Bien) \$7.25
20. Shrimp, Squids, Fish balls, Scallop

VIETNAMESE RICE VERMICELLI- BUN

20. Beef Vermicelli Noodle (Bun Bo Xao) \$6.25
21. Stir fried lemon grass beef topped with peanut and vegetable
21. Grilled Pork Vermicelli Noodle (Bun Thit Nuong) \$7.25
22. Sliced marinated grilled pork with peanut and vegetables
22. Grilled Pork and Grilled Shrimp Vermicelli Noodle (Bun Thit Nuong Va Tom) \$7.50
23. Grilled pork and shrimp with peanut and vegetables
23. Grilled Pork and Egg Roll (Bun Thit Nuong, Cha Gio) \$7.50
23. Grilled Pork served with Egg Roll

RICE DISHES- COM DIA

24. Served with cucumbers, tomato, jasmine rice, shredded carrot, sweet and sour fish sauce on the side. Grilled Pork Chops (Suon Nuong) \$6.25
25. Pork Chop Marinated with Special sauce Grilled Chicken (Ga Nuong) \$6.25
26. Chicken Marinated with Special Sauce House Rice Special (Bj, Suon Cha) \$7.25
27. Grilled Pork Chop, Egg, Combination Meats
28. Combination Fried Rice (Com Chien Xa Xiu, Tom Ga) \$7.25
29. Pork, Chicken, Shrimp Fried rice with Vegetables

STIR FRIED NOODLE DISHES- HU TIU HAY MI XAO

28. Stir Fried Egg or Rice Noodle with Beef/ Pork/ Chicken (Hu Tiu Hay Mi Xao) \$6.25
29. Bean Sprout and Chinese Vegetable Stir Fried Seartood with Egg or Rice Noodle (Mi Hay Hu Tiu Xao Do Bien) \$8.25
30. Combination of Shrimp, Squid, Scallop, Fish Ball, and Vegetables

VEGETARIAN- CHAY

30. Vegetarian Egg Rolls (Cha Gio Chay)- 2 Rolls \$2.95
31. Vegetable, Taro, Carrot, Tofu, Bean Thread Noodle, Onion Vegetarian Spring Rolls (Goi Quon Chay)- 2 Rolls \$3.25
31. Vegetables, Tofu, Jamnaca, Carrot, Scraped Coconut with Soy Sauce

32. Fried Rice or Egg Noodle with Vegetables (Mi Hay Hu Tiu Xao Chay) \$6.25
33. Tofu, Cauliflower, Broccoli, Baby Corn, Carrot, Pea Pod Fried Rice Noodle with Vegetable (Hu Tiu Xao Chay) \$5.75
33. Tofu and Chinese Vegetables

DESSERTS

- Coconut Sticky Rice with Peanut (Xoi Dau Phong)

BEVERAGES- THUC UONG

- Soda (Pepsi, Diet Pepsi, Mountain Dew, Sierra Mist) \$1.25
- Fresh Squeezed Lemonade \$1.75
- Fresh Young Coconut \$1.75
- Orange Juice \$1.75
- Hot or Cold Soybean \$1.75
- Hot or Cold Ice tea \$1.25
- Vietnamese Hot Coffee (Café Nong) \$1.95
- Vietnamese Hot Coffee with Condense Milk (Café Sua Nong) \$2.00
- Vietnamese Ice Coffee (Café Da) \$1.95
- Vietnamese Ice Coffee with Condense Milk (Café Sua Da) \$2.00

Executive Summary

Mission:

Our Mission is to open a small size, family run Vietnamese restaurant, offering the best **Phở** Noodle soup in Madison. The Phở Noodle House will be an inspiring place, combining an electric atmosphere with excellent and interesting cuisine. Our mission is to have not only a great Vietnamese food selection, but also efficient and superior service. Customer satisfaction is our paramount objective.

PHỞ Ingredients and preparation:

Phở is served in a bowl with white rice noodles (called *bánh phở*) in clear beef broth, with thin cuts of beef (steak, fatty flank, lean flank, brisket). Variations feature tendon, tripe, meatballs, chicken leg, chicken breast, or other chicken organs. "With the lot" (made with chicken broth and all or most of the shop's chicken and cattle offerings, including chicken hearts and livers and beef tripe and tendons) is known as *phở đặc biệt* (specialty *phở*).

Broth

The broth is generally made by simmering beef (and sometimes chicken) bones, oxtails, flank steak, charred onion, and spices, taking several hours to prepare. Seasonings can include Saigon cinnamon or other kinds of cinnamon as alternatives (may use stick or powder), star anise, roasted ginger, black cardamom, coriander seed, fennel seed and clove.^[4]

Garnishes

Vietnamese dishes are meals typically served with lots of greens, herbs, vegetables and various other accompaniments such as dipping sauces, hot and spicy pastes, and flavor enhancements such as a squeeze of lime or lemon. The dish is garnished with ingredients such as green onions, white onions, coriander, Thai basil (*húng quế*) (should not be confused with sweet basil - Vietnamese: *húng chó* or *húng dổi*), fresh Thai chili peppers, lemon or lime wedges, bean sprouts, and leaves of culantro (*ngò gai*) (should not be confused with cilantro or coriander - which is called *ngò ri* in Vietnamese). The coriander plant is used just for its seeds - *hạt ngò* to prepare the broth, but not its leaves).

Several ingredients do not come with *phở* but can be ordered by request. Extra beef fat in broth or *nuoc beo* can be ordered and comes with scallions to sweeten it. A popular side dish ordered upon request is *hanh dam*, or vinegared white onions.



Origins and regional differences

Vietnamese *phở* noodle soup with sliced rare beef and well done beef brisket.

Because not much was written about the origin of *phở* until recently, its beginnings are a bit murky and mostly culled from oral histories.^[4] Still, the consensus among academics, diners and restaurateurs is that it originated about a century ago in northern Vietnam.^[4] It was originally sold by vendors from large boxes, until the first *phở* restaurant was opened in the 1920s in Hanoi.^[5]

While a distinctly Vietnamese dish, *phở* has French and Chinese influences.^[4] The origin of the word was one subject in a seminar on *phở* held in Hanoi in 2003.^[4] One theory advanced at the seminar is that the name comes from the French *feu* (fire), as in the dish pot-au-feu, which like *phở* uses the French method of adding charred onion to the broth for color and flavor, one of the techniques which distinguishes *phở* from other Asian noodle soups.^[4] Some believe the origin of the word to be the Chinese *fen* (粉)^[citation needed] (this

character is pronounced *phần* in Vietnamese.) In addition to rice noodles, multiple spices (such as star anise and cassia) are staples of Chinese cuisine (cassia used in *phở* is Saigon Cinnamon, a local ingredient).

There are several regional variants of *phở* in Vietnam, particularly divided between northern (Hanoi, called *phở bắc* or "northern *phở*"; or *phở Hà Nội*), central (Huế)^[citation needed], and southern (Ho Chi Minh City/Saigon). One regional *phở* may be sweeter, and another variation may emphasize a bolder and spicier flavor^[citation needed]. "Northern *phở*" tends to use somewhat wider noodles and green onions.^{Phở to 1Phở to 2} On the other hand, southern Vietnamese generally use thinner noodles^[citation needed] (approximately the width of pad Thai or linguine noodles), and add bean sprouts and a greater variety of fresh herbs to their *phở* instead. The variations in meat, broth, and additional garnishes such as lime, bean sprouts, *ngô gai* (*Eryngium foetidum*), *hung que* (Thai/Asian basil), and *tuong* (bean sauce/hoisin sauce) appear to be innovations introduced in the south.^[4]

The specific place of origin appears to be southwest of Hanoi in Nam Dinh province, then a substantial textile market, where cooks sought to please both Vietnamese (local rice noodles - originally of Chinese origin) and French tastes (cattle before the French arrival being beasts of burden, not sources of beef).^{[4][5]}

Phở did not become popular in South Vietnam until the mid-1950s^[6]

Phở has become popular in the United States, especially on the East and West Coast; such a cuisine brought by Vietnamese refugees who settled there from the late 1970s onwards.

Styles of *phở*



A chicken-based *phở* (*phở gà*) with basil leaves, hoisin sauce, and Sriracha hot sauce, before mixing.

Varieties of *phở* by ingredients

- Phở bò tái: Phở with half-done beef fillet.
- Phở bò chín nạc: Phở with well-done beef brisket.
- Phở bắp bò: Phở with beef muscle.
- Phở nạm bò: Phở with beef flank.
- Phở gân bò: Phở with beef tendon.
- Phở sách bò: Phở with beef tripe.
- Phở bò viên: Phở with beef meat balls.
- Phở gà: Chicken phở.