

LCLIB-2017-00169

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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

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
☒ Yes (language: spanish)
☐ 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, 2017.
- 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.
L & J Deli Store LLC
- Trade Name (doing business as) L & J deli store
- Address to be licensed 447 W Gilman St. Madison WI 53703
- Mailing address 447 W Gilman St. Madison WI 53703
- Anticipated opening date 2/1/2017
- 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.

The building is located in the 400 block of west Gilman St. The place is suited for a deli type business. There will be tables & sitting space for clients to eat and drink. Meals are deli style, fast pace serving. Will have tables for

front outside space. Will have tables for 4 in the outside back space.

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 100 inside
32 outside

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

Street Parking

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 Juan Gonzalez

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

18. How long has the agent continuously resided in the State of Wisconsin? ~20 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 _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

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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	Juan Carlos Gonzalez Sr	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.

Juan Carlos Gonzalez Sr

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 Deli Store

27. Business description Subway style deli serving salads
sandwiches, already prepared items just
needing re-heating in microwave or convection
oven, some desserts/snacks, beverages, beer & wine

28. Hours of operation M-F 11am-10pm / Weekend hrs. 10am-4am food
only

29. Describe your management experience none for A APPARENT
COMPLET IN ANN 3T MADISON WI

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

JUAN GONZALEZ MADISON WI

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

MANAGER, SANDWICH ARTIST, CUSTOMER SERVICE

32. Describe your employee training N/A UNTIL 1100K SEC EMPLOYEES

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

Students, Downtown employees, visitors
all ages

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

Using social media, internet, website,
Flyers, newspaper emphasis on salads,
cold sandwiches, ready-to-eat items

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? 18-50

39. What type of food will you be serving, if any? sandwiches + salads
☐ 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? food will be available
to all times

42. What hours, if any, will food service not be available? none, is a deli

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? none

During what hours do you anticipate they will be on duty? N/A

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:
10 % Alcohol 90 % Food _____ % Other *I don't know just starting*
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

S M O R Y

Hot dogs
Kosher oil
Onion
~~Alco~~

strawberry

Sandoria Pine Apple

banana

Papaya

Remolacha

Meton

Mango

Tamarindo

Chinola maraya

Natural

~~Flato~~

Fluxa

447

W GilmanST

MADISON WI

53703

PITU

Gyro

tomate
teluga
cebolla
yugor

tofo

Cuba

Sanwich
~~Pato~~ chuleta
~~turkey~~
Roof bee
Provolone
Ami can
Techuga
Onion Tomato
Pico

Itana
Bred

Tuna
Sanwich
Cebolla
SITANTRO

Chicken

taco, Pita
~~Sanwich~~

Gyro
~~taco~~

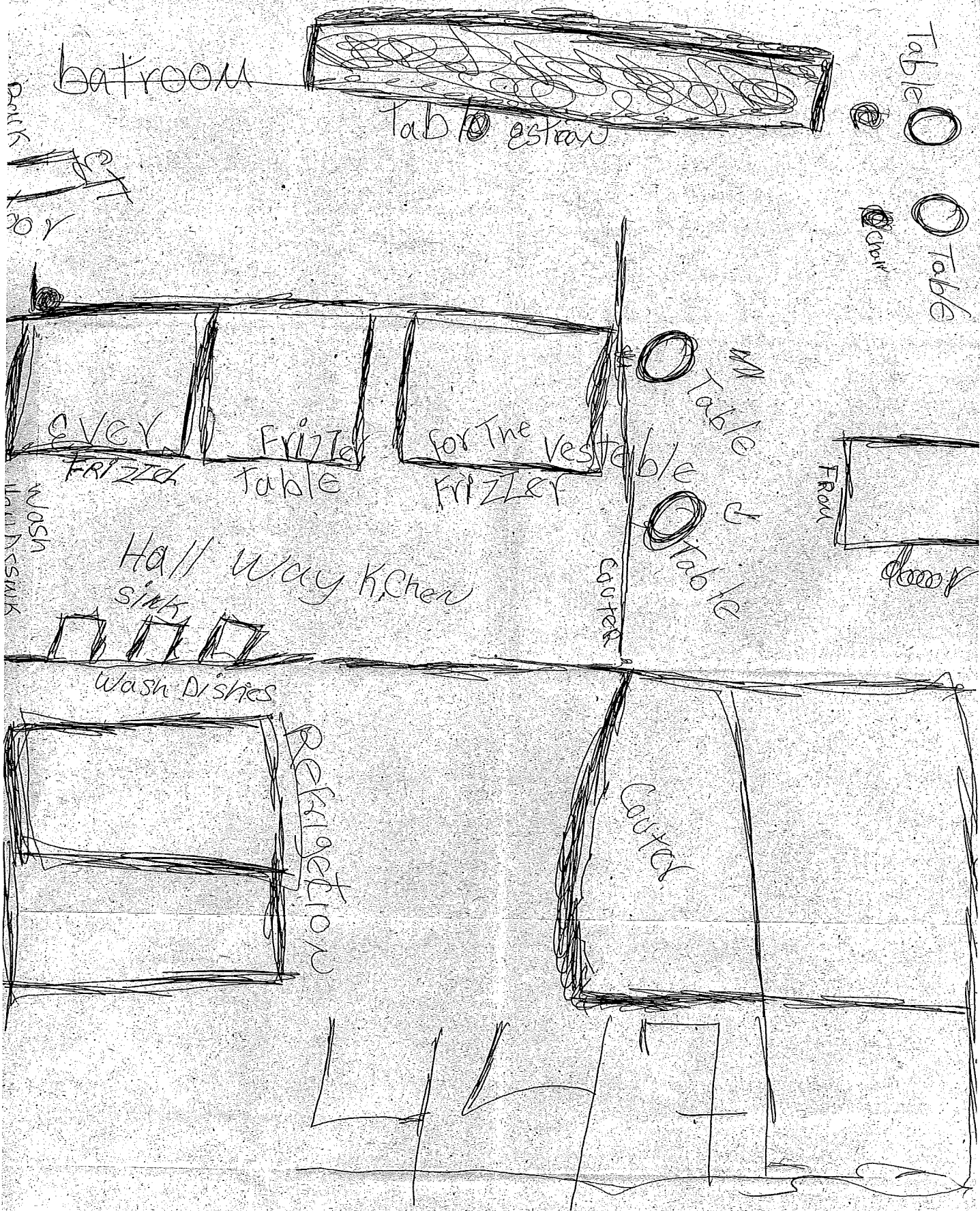
Leuga
tomato
cheso
Agua ka
TE

~~Media Luna~~

Daxrami Meet
Sanwich
tomate
Leuga
cacho
bayonela

Ilantro

Media Luna
Pun weed
slice
Pechuga de
Roof bee
A o P
Luchaga
tomato



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to unit 3702