

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

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

TO THE GOVERNING BODY of the: Town of
 Village of
 City of } MADISON
County of Dane Aldermanic Dist. No. _____ (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number:	<u>4561027078785-</u>
Federal Employer Identification Number (FEIN):	<u>27-228850804</u>
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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): CILANTRO BAR AND GRILL LLC

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>SILVIA De Santiago</u>	<u>5121 Manitowoc PKWY MAD</u>	<u>53711</u>
Vice President/Member	<u>Gonzalo De Santiago</u>	<u>5121 Manitowoc PKWY MAD</u>	<u>53711</u>
Secretary/Member	<u>Armando CRISTOBAL</u>	<u>5121 Manitowoc PKWY MAD</u>	<u>53711</u>
Treasurer/Member			
Agent	<u>Silvia De Santiago</u>		
Directors/Managers			

3. Trade Name Cilantro Bar and Grill Business Phone Number 608 203 8073

4. Address of Premises 7005 tree lane Post Office & Zip Code _____

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 WI and date 9/2010 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

10. Legal description (omit if street address is given above):
11. (a) Was this premises licensed for the sale of liquor or be Yes No
(b) If yes, under what name was license issued? Fiesta Mexican Grill Inc

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 20th day of July, 20 10
Maubeth Wisel-Behl
(Notary Public)
My commission expires 8-26-12

Silvia C. De Santiago
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
Silvia C. De Santiago
(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	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
<u>7-26-10</u>			
Date license granted	Date license issued	License number issued	
		<u>90779</u>	

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 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 * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Cilantro Bar and Grill LLC
 2. Address of Licensed Premise 7005 Tree Lane MADISON WI
 3. Telephone Number: 203 8073 4. Anticipated opening date: IMMEDIATELY
 5. Mailing address if not opening immediately _____

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: Full Serv. REST.
Monday 11-10

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

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.**

2800 sq. feet, DINING area, OFFICE, PATIO, ALCOHOL
will be stored in office space and counters under
BAR shelving, PATIO is on Private LAND
BAR HAS SIX STOOLS and 3 high top tables.

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. open lot,
cameras installed

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

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.

Silvia De Santiago 5121 Wainrowe Pkwy
 Name Address MADISON WI 53705

15. Utilizing your market research, who would you project your target market to be?

Upper income professionals

16. What age range would you hope to attract to your establishment? 30+

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

radio, tv, newspaper

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

19. Owner of building where establishment is located: Livesey

Address of Owner: _____ Phone Number _____

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

Silvia De Santiago 5121 Manitowoc Pkwy
Name Address

Gonzalo De Santiago 5121 Manitowoc Pkwy
Name Address

Armando Grisobol 5121 Manitowoc Pkwy
Name Address

22. List the Stockholders of your Corporation/LLC

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? _____

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? 10-10 P.M

27. What hours, if any, will food service not be available? NONE
28. Indicate any other product/service offered. _____
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? 8
During what hours do you anticipate they will be on duty? 9 - 11 P.M.
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? 9
How many bartenders do you anticipate you would have working at one time on a busy night? 2
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? 70
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?
80%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 15%
What percentage of your advertising budget do you anticipate will be drink related? 10%
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
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42. What is your estimated capacity? 80

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	15 % 20
Gross Receipts from Food and Non-Alcoholic Beverages	60 % 70
Gross Receipts from Other	8 % 10
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 22nd day of July, 2010

Maibeth Witzel-Behl
(Clerk/Notary Public)

John C. De Santiago
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 8-26-12

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Silvia De Santiago, officer/member for Cilantro Bar and Grill

(Corporation/LLC), doing business as Cilantro, authorize and appoint

Silvia De Santiago (Name) as the liquor/beer agent for the premise

located at 7005 Tree Lane Madison WI

Subscribed and sworn to before me this

22nd Day of July, 2010

Maibeth Witzel-Behl

Notary Public, Dane County, Wisconsin

My Commission Expires 8-26-12

Silvia C. De Santiago
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Silvia De Santiago, appointed liquor/beer agent for

Cilantro bar and grill (name of Corporation or LLC), being first duly sworn

say I have vested in me, by properly authorized and executed written delegation, full authority

and control of the premise described in the license of such corporation or limited liability

company, and I am involved in the actual conduct of the business as an employee, or have a

direct financial interest in the business of the licensee, therein relating to the intoxicating

liquor/fermented malt beverage. The interest I have in the business is 70% %.

Subscribed and sworn to before me this

22nd Day of July, 2010

Maibeth Witzel-Behl

Notary Public, Dane County, Wisconsin

My Commission Expires 8-26-12

Silvia C. De Santiago
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

CILANTRO



FLAVORS OF MEXICO!

HOURS

Lunch: Tues-Friday 11 am to 3 pm
Dinner: Sund-Tues-Wed 5 pm to 9 pm
Thurs-Friday-Sat 5 to 10 pm

BRUNCH

Sat & Sun 10 am to 3 pm

Closed on Mondays

7005 Tree Lane
Madison, WI 53717

Gift Cards Available!

Reservations Welcome
P 608.203.8073 F 608.203.8074
cilantrobarandgrill.com

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Empanadas de Chilorio 6

Oven-Baked corn masa "turnovers" filled with pork braised in a red chile chilorio sauce from Sinaloa. Served with avocado mayo.

Trio de Chalupas 6

Three thick ground corn masa ovals topped with Chorizo and potatoes, mole with chicken and wild mushrooms in guajillo.

Huchepos de Elote 7

A unique tamal from the state of Michoacan that combines ground and whole kernel corn infused with epazote, served with a poblano chile sauce and Chihuahua cheese.

Tostadas de Seviche 7

Fresh lime-marinated fish with cilantro atop an oven crisped corn tortilla.

Sopa de Cilantro y Calabaza 5

A family recipe, zucchini and cilantro soup garnished with corn kernels and tortilla strips.

Guacamole Azteca 6

Just made guacamole with luscious avocados, tomatoes, cilantro, serrano chiles and onion.

Queso Fundido 7

Melted chihuahua cheese, with roasted rajitas of poblano peppers, onions and oregano. Served with home made corn tortillas and salsas de la casa.

Plato de bocadillos 14

Five classic Mexican Appetizers

Tinga de Res - small corn tostada topped with shredded chipotle beef sautee.

Quesadilla con Rajas - housemade corn tortilla filled with melted cheese, potatoes and raja chiles.

Tostada de Seviche - small corn tostada topped with seviche. (lime marinated fish)

Flauta de Pollo - crispy corn tortilla "flute" filled with chicken topped with sour cream and queso fresco. Served with fresh guacamole.

- Carne Asada con Salsa de Cascabel Tomatillo** 19
Beef Tenderloin seasoned with a red chile rub. Served with black beans, guacamole and grilled onions.
- Pato al Tamarindo y Pasilla** 18
Medallions of duck breast served in a tamarind pasilla sauce. Served with sweet potatoes.
- Borrego en Mole Negro con Pure de Papa** 20
Braised Lamb in a dark chile pasilla sauce with rice and seasonal vegetables.
- Puerco en Manchamanteles** 16
Pork Tenderloin served with a sauce made with apricots, pine apple and chile ancho. Served with cilantro-rice and plantains.
- Pescado a la Veracruzana** 15
Fish of the day baked in a sauce of roasted tomatoes, olives, onions, capers, and green chile from the state of Veracruz. Served with cilantro-rice.
- Camarones al Mojo de Ajo** 17
Jumbo shrimp grilled and served in a rich garlic sauce made with lime, olive oil, chile pasilla, white rice and fresh avocado.
- Enchiladas de Pollo con Mole Negro** 15
A classic from Oaxaca, Corn tortillas filled with shredded chicken bathed in a sauce of rich red types of dried chiles, spices, nuts, and a hint of chocolate. Served with beans and rice.
- Enchiladas de Pescado en Mole Verde** 16
Baked fish rolled in corn tortillas, covered in green mole made with tomatillas, epazote and pumpkin seeds. Served with beans and rice.
- Enchiladas Vegetarianas en Crema de Cilantro** 14
Corn tortillas filled with zucchini, spinach, corn and mushrooms served in a creamy tomatillo sauce with white rice.
- Verduras Campesinas al Mojo de Ajo** 13
An Assortment of grilled seasonal vegetables, marinated in our own garlic dressing and served with black beans and epazote.
- Ensalada Caesar** 4
Classic salad with romaine lettuce, parmesan cheese and house made croutons.
- Ensalada de Jicama y Betabel** 4
Spring mix lettuce and beet in a cilantro lime dressing.
- Ensalada de Fruta y Lechuga** 4
Romaine, spring mix lettuce and seasonal fruit in a pomegranate cilantro dressing.
- Frijoles Charros** 2
Pinto beans stewed with onion, garlic, bacon, tomatoes, pork and spices.
- Morisqueta** 2
Traditional white rice prepared with whole kernel corn and cream.
- Arroz Mexicano** 2
Classic Mexican rice flavored with tomatoes, chicken broth and mixed with diced peas and carrots.
- Frijoles Negros** 2
Black beans flavored with epazote.
- Totopos** 2
Fresh, crispy corn tortilla Chips flavored with fresh lime juice and lightly salted. Served with house made salsas.
- Verduras en Vinagre** 3
An assortment of pickled vegetables flavored with garlic, herbs and peppers.
- Esquite de Elote** 2
Corn flavored with epazote, served with queso fresco and cream.

Pastel tres leches 5
Succulent three milk cake served on a mango sauce

Flan del día 4
Rich baked custard.

Crepas con cajeta 6
Crepes filled with sweet placentains and served with goat milk sauce.

Pastel de Nuez 5
Chocolate pecan pie, Mexican chocolate and whole pecans

Sorbete del día 4
Seasonal fruit sorbets

Home made ice cream 4
Rich housemade ice creams, assorted flavors

Nevado de Chocolate 6
We will let our waiters describe this fabulous dessert.

Café de olla 2
Mexican medium roast coffee flavored with cinnamon, brown sugar and spices.

Café descafeinado o regular 2
Blends from the state of Chiapas, Mexico.

Café espresso 3

te caliente 2
An assortment of teas available.

Chocolate Mexicano caliente 3
Home made Mexican chocolate.

Quesadillas Norteñas 8
Flour tortilla filled with steak or chicken. Served with guacamole and frijoles charros.

Queso Fundido con Rajas 7
Melted Chihuahua cheese with strips of poblano and oregano; served with our home made Tortillas, try it with one of our home-made salsas.

Tacos de Cochinita Pibil 9
Slow cooked achiote marinated Pork topped with pickled red onions and Served with jicama salad.

Chilaquiles Verdes o Rojos 9
Corn tortillas simmered in a green tomatillo or a robust red chile guajillo sauce, queso fresco and sour cream, your choice of chicken or steak.

Enchiladas Vegetarianas 7
Corn tortillas filled with sautéed vegetables, wild mushrooms, zucchini, corn kennels, Carrots and asparagus, Bathed in a creamy tomatillo sauce.

Tacos Rusticos 9
Enjoy making tacos with our home made corn tortillas, your choice of garlic-guajillo steak, chicken rubbed in chile de arbol or our secret recipe pork pastor served with roasted pineapple and cilantro; served with guacamole and two salsas.

Guacamole Azteca 6
A great balance of diced avocado; tomato; onion, lime juice, Serrano peppers, salt and cilantro make this guacamole unforgettable!

Flautas de Pollo 7
Rolled corn tortillas filled with seasoned shredded chicken, topped with queso fresco, sour cream and our pasilla sauce, served with guacamole and pinto beans.

Huevos Oaxaqueños 8

Omelet filled with wild mushrooms sautéed in a guajillo sauce and topped with Oaxacan mole.

Huevos Divorciados 8

Over easy eggs served with both a green tomatillo and a red tomato sauce giving them the name "divorced eggs"

Huevos al Bajío 8

Two poached eggs on a corn tortilla sope, rest on a bed of black beans, bathed in poblano sauce, spinach, tomato and cilantro.

Huevos Capitalinos 10

Two pouched eggs served in a spicy habanero-tomatillo sauce and strips Of Grilled skirt steak.

Huevos con Chorizo 7

Eggs scrambled with chorizo sausage served with housemade

Flour Tortillas and epazote flavored bean soup.

Chilaquiles Verdes o Rojos 9

Corn tortilla simmered i a green tomatillo sauce or a robust red chile guajillo and your choice of chicken or steak.

Tacos de Pollo - Carne - Pork al Pastor 9

Chicken, steak or pork

Chicken is marinade in garlic olive oil and chile de arbol

Skirt steak rubbed in a guajillo-oregano adobo

Pork pastor Topped with pineapple, onion and cilantro

Enchiladas Suizas 9

Corn tortillas filled with seasoned chicken, bathed in a creamy tomato sauce and topped with melted Chihuahua cheese.

Enchiladas Vegetarianas 8

Corn tortillas filled with sautéed vegetables, wild mushrooms, zucchini, corn, carrots

And asparagus bathed in a creamy tomatillo sauce

Fresh Squeezed lime Margaritas 6

Fresh lime juice, Sauza tequila and Spanish orange liqueur, Served straight up and "shaken" at the table.

Mango Cilantro Margarita 6

This refreshing drink is served over ice

Mojito 7

White rum, mint and limes over ice cubes,

Cervezas 4

A selection of Mexican beers available.

Blanco tequilas y Sangrita 8

True flavors of the agave plant come "alive" on white tequilas.

Reposado tequilas 6

A tequila that is "rested" in wooden barrels for up to a year.

Añejo Tequilas 8

A smooth tequila that is aged in oak barrels for at least a year

Sangrita 2

A combination of Lime, orange and tomato juice with a spicy sauce and spices, served with lightly salted cucumbers.

Agua de Jamaica 2

Hibiscus Iced tea served over ice cubes.

Agua de tamarindo 2

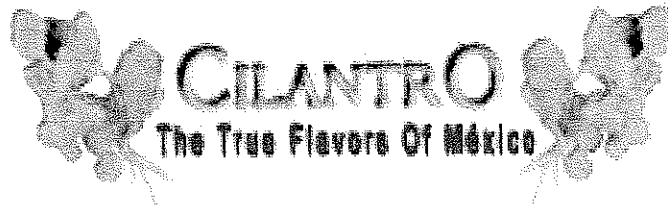
ATamarind-flavored water served over iced cubes.

Jarritos 2

An assortment of carbonated flavored Mexican sodas.

Naranjada 2

Fresh orange juice and papaya.



7005 Tree Lane - Madison WI 53717 - www.cilantrobarandgrill.com - Phone: 608-203-2873

To Whom It May Concern:

Cilantro introduces Madison residents and travelers to the flavors native to Mexico. Dishes served are traditional dishes you would find from Chihuahua to Chiapas. Ingredients and preparation come from family recipes and traditions. The Cristobal and De Santiago family brings a wealth of knowledge of the varied cuisine of Mexico to this gourmet west side restaurant.

Our chefs satisfy your craving for the authentic with our corn studded tamales, sopa de cilantro y calabaza, duck breast in a rich tamarind pasilla sauce and our signature chiles. To accompany our fine dishes, we are preparing a wine list to pair with our dishes. Our staff is professional and creative and continue to expand our drink selections and offerings through daily specials and signature house drinks.

We employ 10 cooks, 11 servers and two bussers and are looking to expand our staff as business warrants.

Sincerely,

Armando Cristóbal

Cilantro Bar and Grill
Taste the true flavors of México!

Cilantro Bar and Grill
7005 Tree Lane, madison, WI

