



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.
Cento Restaurant LLC
- 4. Trade Name (doing business as) Cento
- 5. Address to be licensed 122 W. Mifflin Street Madison, WI 53703
- 6. Mailing address 122 W. Mifflin Street Madison, WI 53703
- 7. Anticipated opening date 6/1/2014
- 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.

Sold in bar, main dining room, private dining room, outdoor seating
stored behind bar, in wine storage area on main
floor, in private room bar, and in basement
storage.

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 202
13. Describe existing parking and how parking lot is to be monitored.
No private parking lot. Closest ramp is Adventure Center
public lot or 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 Michael Pruett
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 7 yrs, 6 mos
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 2/20/2014
21. State and date of registration of corporation, nonprofit organization, or LLC.
WI, 2/17/2014

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
Member	Monty Schiro	Hollandale, WI
agent	Kevin Henry	Monona, WI
Member	Caitlin Suemnicht	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) other Food Fight restaurants

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 mon-wed, 11 am-10 pm saturday 9 am-12 am
thurs/friday, 11 am-12 am sunday 9 am-8 pm

29. Describe your management experience see attached

30. List names of managers below, along with city and state of residence.
Michael Pruett Madison, WI
Jordan Bright Sun Prairie, 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 advertising space, but promotion of food items, special dinners, events, etc. through emails and social media like facebook

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? 18-65

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

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? 35
During what hours do you anticipate they will be on duty? during all business hours. 8am-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? 10
 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:
 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:
30 % Alcohol 70 % 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 600-1028293660-03

69. Federal Employer Identification Number 46-3776764

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.

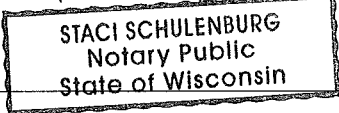
Subscribed and Sworn to before me:

this 10 day of March, 2014

Staci Schlenburg
 (Clerk/Notary Public)

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"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office <u>3/20/14</u> Date of ALRC meeting <u>4/23/14</u> Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number <u>LICLIB-2014-60197</u>		

27. Business Description

Cento will be a 150-seat Italian restaurant in downtown Madison that focuses on local ingredients and authentic preparation methods with a modern twist. The menu will change seasonally to ensure the freshest ingredients, and entrées will be centered on locally sourced meats. Other menu items will include fresh pastas, wood-fired pizzas, rotisserie-cooked meat and seafood, crudos, terrines and in-house cured meats. Guests will have clear sightlines into the kitchen while dining in a sleek yet comfortable atmosphere.

29. Describe your management experience.

The management team at Cento consists of Caitlin Suemnicht, Michael Pruett and Jordan Bright.

Caitlin Suemnicht has worked for Food Fight Restaurant Group since 2001. She has managed Johnny Delmonico's, Ocean Grill and Fresco, and for the last 4 years has been a managing partner with the company, overseeing the management team at Tex Tubb's Taco Palace, Avenue Bar, Fresco, DLUX and Bassett Street Brunch Club. Caitlin will be overseeing and guiding the entire management team at Cento. She is also a certified sommelier and will manage Cento's wine program.

Michael Pruett, Executive Chef/General Manager: Michael will be the creative force and manage day-to-day operations. He brings years of experience creating and managing establishments in Los Angeles and Madison. Pruett's passion is food; he has been recognized as one of the best chefs in Madison, and was voted one of the Best Chefs in America representing the top 1.0% of Chefs in the U.S. (as recognized by their peers). He is responsible for the critical acclaim and financial success of Steenbock's on Orchard located in the Wisconsin Institute for Discovery. Before Steenbock's, Pruett worked for Food Fight as the Executive Chef of Johnny Delmonico's.

Jordan Bright has been the Front of House and bar manager at Fresco, another Food Fight restaurant, for the last 3 years. He will be the Assistant General Manager at Cento.

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

The staff at Cento will consist of the managers listed above, a Dining Room Manager, Chef De Cuisine, Sous Chef, and approximately 30 servers, 6-8 bartenders, 5 hosts, and 15 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 4-8 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 Cento 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.

Madison supports a wide range of restaurants, and the vibrant downtown market will benefit from the uniquely modern Italian experience that Cento will bring. The consistent year-round foot traffic of the Capitol Square is unparalleled elsewhere in Madison; additionally, the demographics of Madison provide Cento with a ready-made customer base. Our target customers are Overture Center guests, downtown professionals, third party payers, active downtown residents, farmers' market visitors, and Madisonians who regularly travel downtown for meals and entertainment. With a median age of 27.5 for residents in the primary trade area (downtown Madison) and an average household income of \$68,000, combined with a median age of 34.7 and average household income of \$77,450 for all Dane County residents, we are well-positioned to reach this market both in terms of location, products, and experience offered.

STARTERS

- warm marinated olives with rosemary and garlic 6
bruschetta tasting 8
roasted nuts with rosemary and salt 4
fried squid, grilled lemon, peppers and romesco 10
butcher board cheese, cured meats, preserves, mustard, crackers 15

APPETIZERS

- beef tartar, parmesan cheese, roasted garlic and olive oil aioli, herb salt 14
amber jack crudo, olive oil, citrus 15
beet salad with balsamic and hazelnut crusted goat cheese 10
burrata with olio verde and rustic bread 12
mussels with fennel and lemon 13
au bon canard foie gras with cherries and toast 18

PIZZE

- porcini and blueberry preserve 17
margherita, tomato, basil, mozzarella and olive oil 12
speck (smoke prosciutto), fontina, mozzarella, baby mustard greens 15
pesto, pacieo peppers, sausage, basil, parmesan, olive oil 13
(pizza can change often and have a special topping)

PASTA

- tagliatelle with clams, mussels, peas, marrow and fresh horseradish half X/full 13
gnocchi with pecerino and light tomato sauce half X/full 12
duck egg raviolo sage and hickory nut brown butter half X/full 15
violin squash tortelloni with amaretti cookie half X/full 13
pappardella pasta with rabbit ragu half X/full 15
sweetbread, porcini mushrooms, prosciutto, spaghetti pasta half X/full 17

SECONDI

- snapper alla livornese 27
bronzino and spring vegetables and young onion vinaigrette 29
pork osso bucco with polenta and gremolata 25
au bon canard with parmesan and rosemary gratin, pine nuts, figs and marsala sauce 34
pistachio crusted lamb with roasted leg 36
porcini crusted beef ribeye with simple salad 42

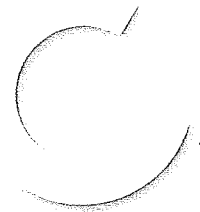
SIDES SEASONAL

- brussels sprouts, hazelnuts, sage brown butter, balsamic 6
french beans, pine nuts, bacon, radish, chili vinegar sauce 5
sun choke and artichokes 8
rutabaga steak, rutabaga purée, sauce, chimichurri sauce 6

* Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may incur risk of foodborne illness.

** Contains coddled non-pasteurized eggs.

ask your server about our chef's tasting menu



CENTO
R I S T O R A N T E

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