

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning August 20 07 ;
ending August June 20 08

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

County of Dane Aldermanic Dist. No. _____ (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): Senders LLC

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

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>Derek Lee</u>	<u>2239 West Lawn Ave</u>	<u>53711</u>
Vice President/Member	<u>Darcy Lee</u>	<u>" " "</u>	<u>" "</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>Darcy Lee</u>		
Directors/Managers			

3 Trade Name Pizza Brutta Business Phone Number 608-257-2120
4 Address of Premises 1805 Monroe St 53711 Post Office & Zip Code 53711

- 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 11/13/06 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) 1400 sqft, one story, one room, stored under counter in closet
- 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 applicant 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 23 day of April, 2007
[Signature]
(Clerk/Notary Public)
My commission expires 02-13-11

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)
[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

Date received and filed with municipal clerk <u>42307</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>17349977350</u>	

Aldar Karr
Police Sector 303

City of Madison Liquor/Beer Original Supplemental Form

Office Use Only

- | | |
|--|--|
| <input type="checkbox"/> Seller's Permit Number
<input type="checkbox"/> Federal Employer Identification Number
<input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)
<input checked="" type="checkbox"/> Notarized Supplemental Form
<input checked="" type="checkbox"/> Description of Licensed Premise
<input checked="" type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103)
<input checked="" type="checkbox"/> Background Investigation Form(s)
<input checked="" type="checkbox"/> Floor Plans | <input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> Notarized Transfer of Ownership Letter
<input checked="" type="checkbox"/> *Schedule of Appointment of Agent (AT-104)
<input checked="" type="checkbox"/> *Notarized Agent Appointment/Acceptance Form
<input checked="" type="checkbox"/> *Articles of Incorporation/ Organization
<input checked="" type="checkbox"/> Sample Menu, if possible
<input type="checkbox"/> Business Plan, if one exists
* Forms required of Corporation/LLC only |
|--|--|

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

Alderperson Julia Kan can be reached at 260-0046 at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.

The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm.

Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316.
 Police Department East District Captain Jill Khubertanz (Sector 600) can be reached at 267-2100.
 Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652.
 Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152.
 Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687.
 Alcohol Policy Coordinator Joel Plant can be reached at 264-9295.

1. 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
2. Are there any special conditions desired by the neighborhood? Yes No
 Explain: We've ^{have spoken with} presenting our restaurant concept to the Udas Association Mayorth
3. Name of Applicant/Partner/Corporation/LLC Senders LLC.
4. Telephone Number: 608-257-2120
5. Address of Licensed Premise 1805 Monroe St Madison, 53711
6. Anticipated opening date: Aug 16 - Sept 1
7. Mailing address if not opening immediately 2239 West Lawn Ave, Madison, WI 53711

8. What type of establishment is contemplated? Tavern Nightclub Restaurant
 Liquor Store Grocery Store Convenience Store - Gas Pumps Yes No
 Other Please explain fast casual pizzeria

9. Business Description including hours of operation and if entertainment is part of your venue, what type:
Neapolitan style pizzeria, family friendly, Sun-Thurs 11-9
Fri-Sat 11-10pm. No entertainment

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.**

The building is at 1805 Monroe Street. It is 1400-1450 square feet. It has a very ancient looking brick facade out front. Seating will be 47. There will be no formal bar just one or two tops. Wine stored in back. Bottles, glasses + carafes + pitchers. Storage of beer under counter.

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. Two parking spaces behind property one handicapped. Mostly for delivery. Metered park outside

13. Describe your management experience, staffing levels, duties and employee training.
I have managed an eight million dollar in sales organic meat company for Organically. I am president of Premium Gold Angus. Staff will be minimal 4 people. Training will be extensive as they have to learn Neapolitan cooking methods.

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. Derek V. Lee

2239 West Lawn Ave Madison WI 53711
Address City State Zip

15. Excluding pre-packaged snacks, how late will food be served? Sun-Thurs 9PM, Fri-Sat 10pm

16. What type of food will you be serving, if any? Pizza, Salads, Dessert,

17. Indicate any other product/service offered: beer & wine,
grad school

18. Describe your target market. Educated, 25-65, families, women, moms,

19. What is your estimated capacity? 47

20. Are you operating under a lease or franchise agreement? Yes No (If yes, attach a copy.)

21. Owner of building where establishment is located: Jessy Condemas
Address of Owner: 1818 West Lawn Ave Phone Number 257-7480

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course? Yes No If Yes, indicate names: _____

License cannot be issued until proof of Beverage Server Training completion is shown.

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting? Yes No

24. Corporation/LLC: Agent must disclose interest held in business: 50 %

25. Corporation/LLC: Has agent completed the Beverage Server Training Course? Yes No

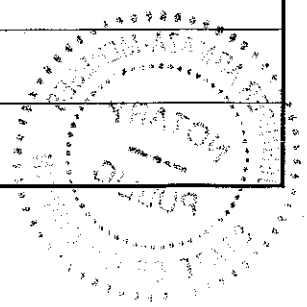
License cannot be issued until proof of Beverage Server Training completion is shown.

26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
Derek V. Lee	2239 West Lawn Ave, 53711
Darryl Lee	" "

Stockholder's Name	Address	Extent of Ownership%
" "	" "	50
" "	" "	50

Manager's Name	Address	Business Phone	Home Phone



N/A

27. 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

28. 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.**

Calendar/fiscal year: January 1 – December 31 July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	20 %
Percent Gross Receipts from Food	80 %
Percent Gross Receipts from Other	%
Total Gross Receipts	100 %

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

29. What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub
 Other Please explain: _____

30. Will your establishment have a kitchen manager? Yes No

31. Will your establishment be a member of the Wisconsin Restaurant Association? Yes No

32. How many wait staff will be employed at the establishment? 0

33. What hours, if any, will food service not be available? 0

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

Direct market pizzas & Salads. Pizza, Pizzer

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 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 must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) 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 23 day of April, 2007

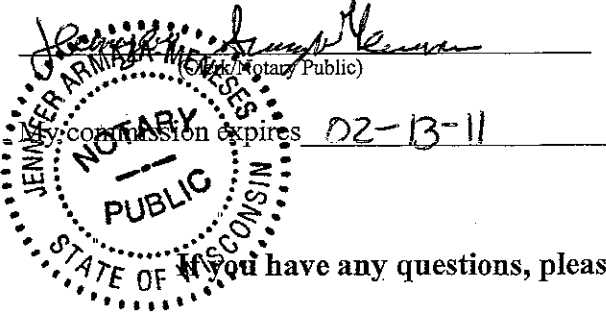
Derek V Lee

(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

Darwin L Lee

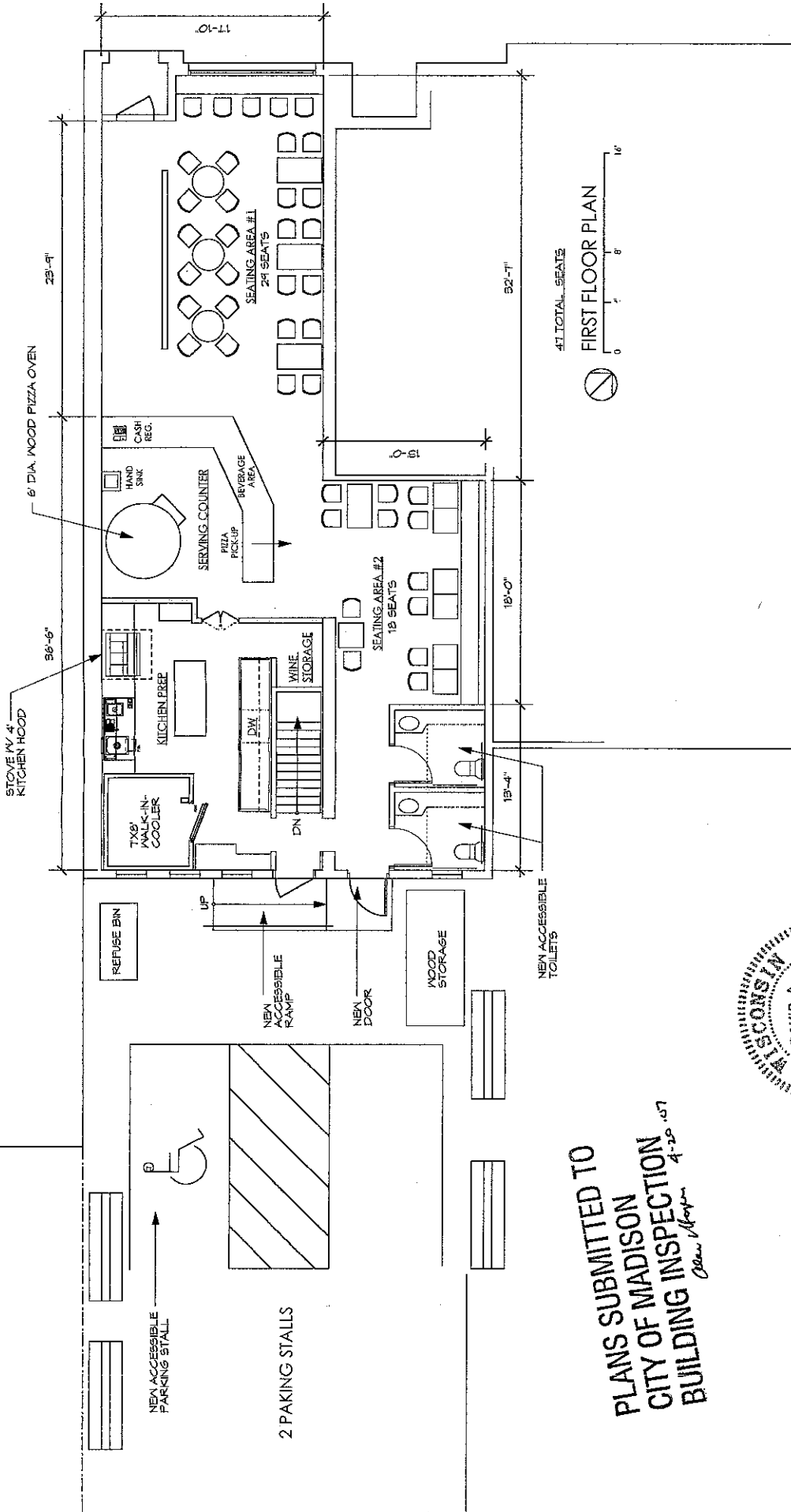
(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

(Officer of Corporation/Member/Manager of LLC/Partner/Individual)



If you have any questions, please contact the City Clerk's Office at (608) 266-4601.

MONROE STREET



41 TOTAL SEATS

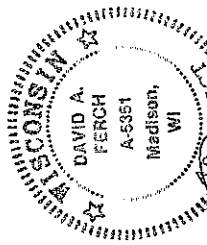
FIRST FLOOR PLAN



4/18/07

PIZZA BRUTTA 1805 MONROE STREET

David Ferch, Architect
2704 Gregory Street, Madison, WI 53711
(608) 258-0900 Fax (608) 255-9171



David Ferch

4-20-07

PLANS SUBMITTED TO
CITY OF MADISON
BUILDING INSPECTION
Alan Meyer 4-20-07

ALLEY