



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

P-405
A-4

Section A – Applicant

- 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.

- This application is for the license period ending June 30, 2016.
- 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.

DESPANA FOOD LLC

- Trade Name (doing business as) ESTRELLÓN

- Address to be licensed 313 W. Johnson, Madison WI, 53703

- Mailing address 1 South Pinckney, Suite 107, Madison WI, 53703

- Anticipated opening date July 15th, 2015

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) Co-Proprietor of Deja Food LLC (d/b/a Graze and L'Etoile Restaurants)
& D'ASIA FOOD LLC (d/b/a Sujeo)

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) Co-Proprietors of Deja Food LLC (d/b/a Graze and L'Etoile Restaurants)
& D'ASIA FOOD LLC (d/b/a Sujeo)

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.

Beverages are to be held in the following locations 305 W. Johnson: a full service bar with 12-16 seats; a barroom with 38 additional seats (in the same location as the main bar); a dining room with approximately 100 seats; Wine chambers for storage on the floor of the dining room; a service bar adjacent to the main dining room with beer and spirits; tap beer storage in walk-in cooler; storage cabinet off of the main bar

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 160

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

Parking lot is an attached parking structure for the Ovation Building. The lot will be monitored by the owners of the Ovation and their property management company.

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 Kristopher M. Wachowiak

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

18. How long has the agent continuously resided in the State of Wisconsin? 34 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 2008

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

Wisconsin, July 14th, 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
Director of Operations	Kristopher Wachowiak	Madison, WI.
Executive Chef	Tory Miller	Madison, WI.
Financial Officer	Tracey Solverson	Middleton, WI.
Member	Dianne Christensen	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.

Kristopher M. Wachowiak

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) Deja Food LLC and D'Asia Food LLC - Same Principal Owners

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 A full service restaurant providing Spanish inspired foods. We will be looking at providing breakfast, lunch, dinner and late night food.

28. Hours of operation Monday - Sunday 7:00 AM - 2:00 AM
29. Describe your management experience I have been in food and beverage management positions since 1998. During the last 16 years, I have managed a range of taverns and restaurants ranging from Sports Bars to fine dining establishments.

30. List names of managers below, along with city and state of residence.
Aaron Johnson, Madison WI _____
Stephen McGinnis, Madison WI _____
31. Describe staffing levels and staff duties at the proposed establishment We will look to maintain a ratio (approximately) of servers to guests at 1:20, bartenders to guests at 1:50, hosts to guests at 1:30, and cooks at 1:30
Duties will include cooking; food service; cleaning; responsible beverage service; cashiering; and food preparation
32. Describe your employee training Staff will receive extensive food handling and responsible beverage service training consistent with industry identified best practices. Additional training will include first aid; first responder (for managers at least); cash handling; point of sale entry; and guest relations.

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

Our target market will be composed of the individuals living in the Ovation Building and the State Street Neighborhood with specific focus on the theatre crowd and foodies of all ages / from all locations.

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

We will utilize social and print media; as well as word of mouth. We will be advertising Spanish inspired cuisine using locally sourced items. The primary focus will be pastries, tapas, paellas, charcuterie, cheeses and Spanish Wine.

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? All ages

39. What type of food will you be serving, if any? Spanish Inspired Cuisine and Pastries
 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? Same as above listed operation hours

42. What hours, if any, will food service not be available? 2:00 AM - 7:00 AM

43. Indicate any other product/service offered. None

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? 40

During what hours do you anticipate they will be on duty? 9:00AM - 3:00AM

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? 12
 How many bartenders do you anticipate having work at one time on a busy night? 3
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 100
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? 75%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 80%
 What percentage of your advertising budget do you anticipate will be drink related? 20%
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:
22 % Alcohol 77 % Food 1 % 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

PINCHOS

Pan Con Tomate 5

Toasted bread with tomato, garlic, Spanish olive oil and sea salt
Add *Anchovies* +1

Sardina Y Mantequilla 7

Toasted bread with sardine, butter and tomato

Dátiles Con Jamon 7

Medjool dates filled with marcona almonds and cabrales blue cheese, wrapped in jamon serrano

Foie Gras 5

Seared foie gras with pear, squash and candied walnuts

Boquerones 8

Marinated white anchovies in vinegar and olive oil

Pimientos Del Padron 6

Spicy shishito peppers with sea salt

Pulpo Mercado 8

Marinated octopus head salad with carrots and mint

Almendras Marcona 7

Salted Spanish almonds

TAPAS FRIAS Y JAMONES

Ensalada 10

Mixed green salad with Dijon sherry vinaigrette

Tartar de Atun 13

Tuna tartare

Cerdo Terrina 12

Pork terrine with citrus and fennel

Escalivada Catalana 9

Smoked eggplant, onions, peppers and tomatoes with sherry vinegar and olive oil

Atun Crudo 14

Yellowfin tuna with citrus

Jamon De La Quercia 12

Iowa raised cured Tamworth ham

Jamon Serrano 17
Premium cured Spanish ham

Jamon Iberico 15
Premium Iberian jamon

Lardo 8
Cured lardo with citrus pickled veggies bread

TAPAS CALIENTES

Caldo Gallego 10
White Bean and Rapini Soup

Patatas Bravas 12
Patatoes with tomato aioli

Pulpo ala Plancha 14
Grilled Octopus with olive oil

Calamares Fritos 13
Lightly Fried Calamari

Almejas en Salsa Verde 15
Razor Clams sautéed with shallots, White wine and herbs

PAELLAS Y PLATOS

Pesca del dia a la Plancha Market Price
Market Fish grilled and served with seasonal vegetables

Paella del Iberico for two 35 for four 70
Seafood, Chicken and Pork Paella

Paella de Pollo for two 30 for four 60
Chicken Paella

Paella Marinera for two 30 for four 60
Seafood Paella

Jarette de Cordo 45
Slow Roasted Lamb Shank with seasonal vegetables

Pollo a la Brasa 30
Roasted half chicken with Spanish style potatoes and vegetables

POSTRES

Flan 5
Chocolate, Caramel, or Vanilla

Crema Catalana 5
Crème custard with Caramel Topping

Galettas y leche 5
House made cookies and milk

Peras al vino 5
Pears macerated in red wine, served with ice cream

D'España Food LLC.

Executive Summary

D'España Food LLC, is a Wisconsin Limited Liability Company currently located at 1 South Pinckney Street, Madison, Wisconsin 53703. The LLC will relocate to 313 West Johnson Street, Madison, Wisconsin 53703, upon completion of its facilities there. The Business seeks to take advantage of a window of opportunity for introducing a new LL product, which has the potential to capture market share.

Company Description

Our restaurant looks to redefine Madisonian perceptions of Spanish cuisine and small plate dining through thoughtful sourcing of local products and unique renditions of traditional dishes. When developing the idea for this concept we recognized several different restaurants that currently provide small plate concepts in this market, but did not successfully pull together the culinary traditions of Spain with locally sourced foods in a meaningful way. Further, with the redevelopment of West Johnson Street and the corresponding influx of young professionals and empty nesters we believe there to be an increasing need for a dining destination that provides a range of options starting early and extending into the early hours of the morning. Finally, in pairing the strong support that the community has shown for the nearby performing arts center with a highly acclaimed chef and well-seasoned staff, we feel confident in our ability to provide a superior product.

Market Analysis

Industry Description and outlook:

According to Datamonitor, “Foodservice is defined as the sale of food and drinks for immediate consumption either on the premises from which they were bought, or in designated eating areas shared with other foodservice operators, or in the case of takeaways transactions, freshly prepared food for immediate consumption.”

The perspective outlook for “the world foodservice industry is expected to reach almost \$992 billion in 2014 … with a volume of over 586 billion transactions. This represents more than 18% growth in five years. Cafés and restaurants represent the leading market segment at over 50% of overall industry value…Increasing urbanization and a general exodus from rural areas to urban areas is causing a change in lifestyle trends, particularly surround eating habits. With increasing numbers of people working in office environments and growing family households with two parents in the workforce, time to prepare food at home is limited. Consumers under time constraints are opting to eat outside in cafés and restaurants, with price-conscious consumers often turning to fast-food options such as mobile trucks and street stalls.”

Information about our target market:

Our target market is comprised of young professionals, empty nesters and foodies. As additional housing is created, we believe that individuals seeking unique, high quality dining experiences will fill the bulk of the spaces. The first two segments traditionally have increased ability to expend resources on disposable goods and tend to view dining as a recreational activity. The latter segment we will look to secure by leveraging our current reputation in the food community and pushing individuals to try an alternate culinary experience.

Perspective on our industry in the Downtown Madison Market:

The downtown Madison market actively mirrors the global trends in the food service industry. Additionally, given the already high quantity of individuals matching our identified segments living within a relatively close proximity of the proposed establishment, our outlook is optimistic.

Pricing and Gross Margin Targets:

Our pricing structure will be dependent on the particular service that we are operating however, in general we look to operate with food costs of no more than 33% and labor costs between 32 - 34%.

Competitive Analysis

Strengths of our business include the following:

- Nationally recognized Executive Chef
- Ownership team with varied and relevant experiences
- Successful operations existing at three other concepts
- Veteran management staff with several restaurant openings in recent past
- Community awareness of our brand
- Long standing relationships with producers
- Increasing numbers of possible clients in the area with current and future buildings

Weaknesses of our business include the following:

- New menu concept for the area
- Ongoing construction in the area for the next few years
- Different service styles than previously utilized for our team
- Difficult hiring atmosphere for culinary talent in city
- Pulling in a multitude of different segments

Financial Information

Project funding

Secured by LLC Principles



MORRISON
ARCHITECTURE
STUDIO

1933 KEYES AVE.
MADISON, WI 53711
608-320-2258

ESTRELLÓN
313 W. JOHNSON ST.
MADISON, WI 53703

#	DATE	REV.
1	01/09/15	REVIEW

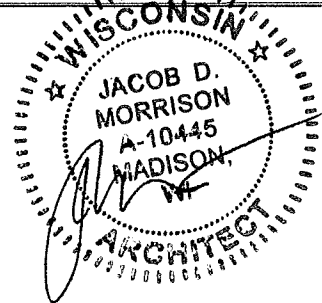
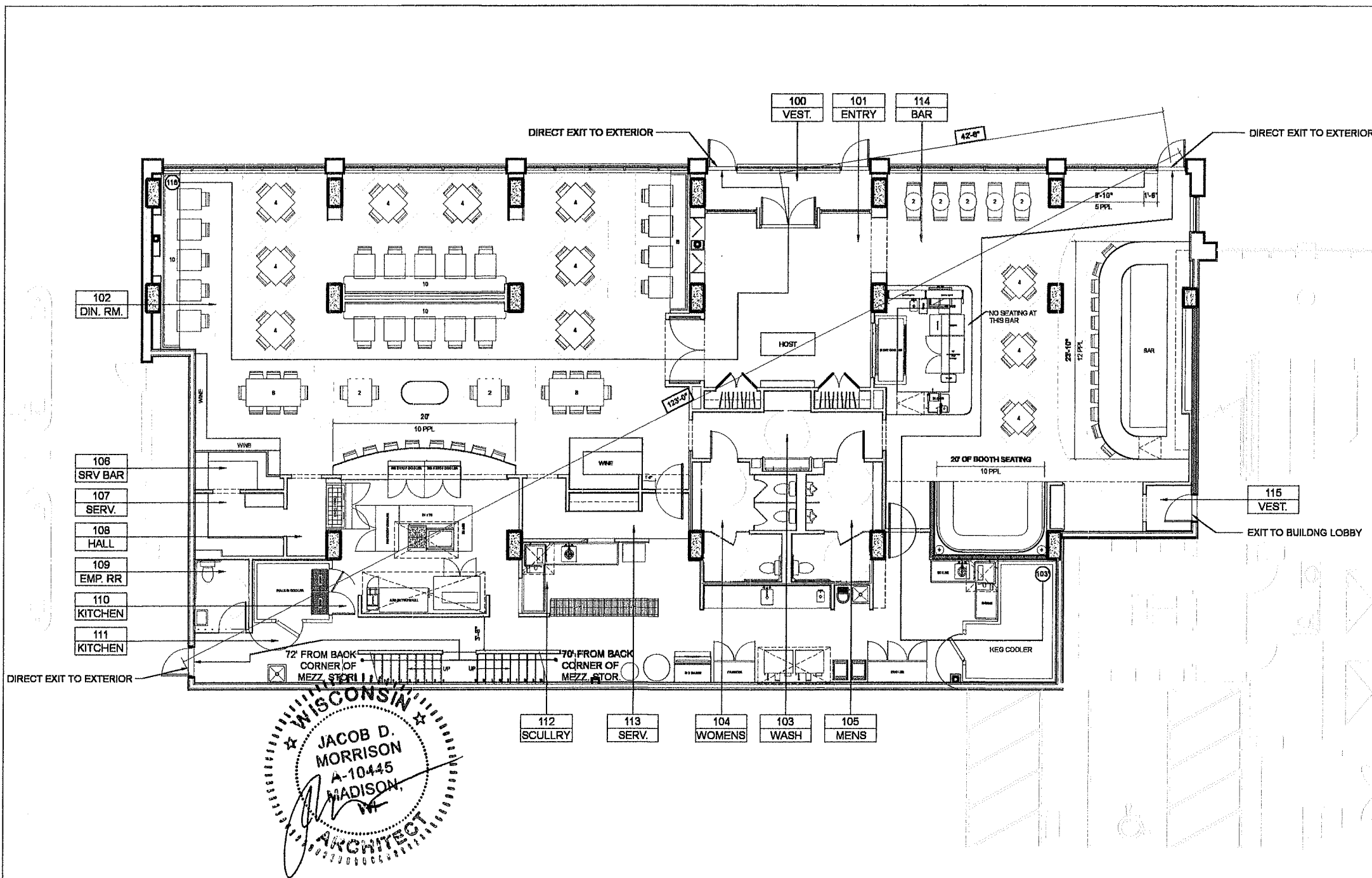
DATE: 12/18/14

SCALE: AS SHOWN

PROJ#: 1414

TITLE:
FLOOR PLAN

DRAWING NO. **A**



1 FLOOR PLAN

N.T.S.