

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20____; ending _____ 20____

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

County of Dane Aldermanic Dist. No. 6 (if required by ordinance)

LCLIA 2012-00995

Applicant's Wisconsin Seller's Permit Number: 456-1027893703-02	
Federal Employer Identification Number (FEIN): 46-1046215	
LICENSE REQUESTED ▶	
TYPE	FEE
<input checked="" type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$
<input 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): BJ & Mels Sausage Factory, 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	Managing Member-	Melinda Trudeau	215 Van Deusen,	Madison WI 53715
Vice President/Member	Managing Member-	Jonathan Hunter	1109 E Johnson,	Madison WI 53703
Secretary/Member	Managing Member-	Ben Hunter	708 E Johnson #2,	Madison WI 53703
Treasurer/Member				
Agent		Melinda Trudeau		

3. Trade Name Underground Butcher Business Phone Number 608 338 3421
 4. Address of Premises 811 Williamson Street Post Office & Zip Code 53703

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 _____ and date _____ 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 sheet.
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. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? 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 27th day of November, 2012
[Signature]
 (Clerk/Notary Public)
 My commission expires 3-13-16

[Signature]
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
[Signature]
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
[Signature]
 (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
Date license granted	Date license issued	License number issued	

A-6 (Rummel)
P-408

Attachment to Original Alcohol Beverage Retail License Application

8(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 in Wisconsin?

Yes. Currently, all three managing members are partners in Badger Meats, LLC which holds a Class B liquor, wine & beer license at 708 ½ E. Johnson Street, Madison WI 53703 doing business as Forequarter Restaurant. In addition, they are managing members in Underground Kitchen & Delicatessen, LLC which held & renewed a Class B liquor license at 127 E Mifflin Street, Madison WI 53703 doing business as Underground Kitchen, which suffered a fire in June of 2011, and has not reopened. Melinda Trudeau is the registered agent for both licenses.

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 & records. (Alcohol beverages may be sold and stored only on the premises described.)

Premises is located at 811 Williamson Street, and occupies the entire lower level of the building. Premises is 30' x 40', including the back storage closet.



WISCONSIN DEPARTMENT OF REVENUE
 PO BOX 8946
 MADISON, WI 53708-8946

Contact Information:

2135 RIMROCK RD PO BOX 8946
 MADISON, WI 53708-8946
 ph: 608-266-2776 fax: 608-264-6884
 email: dorbusinessstax@revenue.wi.gov
 website: revenue.wi.gov

Letter ID L1741846048

UNDERGROUND FOOD COLLECTIVE
 BJ & MELS SAUSAGE FACTORY
 931 E. MAIN ST. # 17
 MADISON WI 53703

Wisconsin Department of Revenue Seller's Permit

Legal/real name: BJ & MELS SAUSAGE FACTORY
Business name: UNDERGROUND MEATS
 811 WILLIAMSON ST
 MADISON WI 53703

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1027893703-02

City of Madison Supplemental Class A License Application

<input type="checkbox"/> Seller's Permit Certificate- (Entity must match Articles of Incorporation) <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC BJ & MEL'S SAUSAGE FACTORY, LLC
 2. Address of Licensed Premise 811 WILLIAMSON ST, MADISON WI 53703
 3. Telephone Number: 608 338 3421 4. Anticipated opening date: 11/7/12
 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. What type of establishment is contemplated? Liquor Store _____ Grocery Store _____
 Convenience Store – Gas Pumps Yes No Other Explain DELICATESSEN/BUTCHER

9. Business Description: BUSINESS IS A SPECIALTY FOOD STORE
SPECIALIZING IN FRESH SAUSAGE & CHOPS, CHARCUTERIE & ACCOMPANIMENTS

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.**

SEE ATTACHED

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. _____
SEE ATTACHED

13. Describe your management experience, staffing levels, duties and employee training.
SEE ATTACHED

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.
MELINDA TRUDEAU 215 VAN DEUSEN, MADISON WI 53715
 Name Address

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

FOOD ENTHUSIASTS

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

WORD OF MOUTH / SOCIAL MEDIA - MEATS, SAUSAGES & CHARCUTERIE

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

18. Owner of building where establishment is located: 811 WILLY, LLC

Address of Owner: 3223 LAKE MENDOTA DR. MADISON, WI Phone Number 770-9050

19. 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

20. List the Directors of your Corporation/LLC

MELINDA TRUDEAU 215 VAN DEUSEN, MADISON WI 53715
Name Address

JONATHAN HUNTER 1105 E. JOHNSON, MADISON WI 53703
Name Address

BEN HUNTER 708 E. JOHNSON #2, MADISON WI 53703
Name Address

21. List the Stockholders of your Corporation/LLC

MELINDA TRUDEAU (SEE ABOVE) 33 1/3
Name Address % of Ownership

JONATHAN HUNTER (SEE ABOVE) 33 1/3
Name Address % of Ownership

BEN HUNTER (SEE ABOVE) 33 1/3
Name Address % of Ownership

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 _____ day of _____, 20____

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

(Clerk/Notary Public)

My commission expires _____

Attachment to City of Madison Supplemental Class A License Application

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 delicatessen is approximately 30 by 40 feet, inclusive of a storage closet, all located on the ground level at 811 Williamson Street. Capacity will be approximately 19 people. There will be no bar area.

12. Describe existing parking and how parking lot is monitored

There is an adjacent parking lot with four stalls. It is visible through windows on the west side of the premises.

13. Describe your management experience, staffing levels & employee training.

Management Experience

As a team, the three members of the LLC own & operate the very successful & well regarded Forequarter Restaurant as well as Underground Catering.

Melinda Trudeau is a partner in Underground Food Collective. She has over twenty years experience in the hospitality industry. Locally, she managed the Tornado Steak House from 1996-2010, and since that time has managed service operations for the Underground Food Collective.

Jonathan Hunter is a partner in Underground Food Collective. He previously managed Catacombs Café & is an experienced butcher & charcuterie producer.

Ben Hunter is a partner in the Underground Food Collective and previously managed the Ironworks Café in the Goodman Community Center.

Staffing Levels

We anticipate hiring approximately 10 people, with 2-3 butchers and counter attendants on duty at any given time.

Employment Training

We will direct, as a condition of employment, our counter staff to complete beverage server training.

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Melinda Trudeau, officer/member for BJ & Mels Sausage Factory, LI
(Corporation/LLC), doing business as Underground Butcher, authorize and appoint
Melinda Trudeau (Name) as the liquor/beer agent for the premise
located at 811 Williamson Street, Madison WI.

Subscribed and sworn to before me this

27th Day of November, 2012

Michael Christ
Notary Public, Dane County, Wisconsin

My Commission Expires 3-13-16



Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Melinda Trudeau, appointed **liquor/beer agent** for
BJ & Mels Sausage Factory, LLC (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 33 1/3 %.

Subscribed and sworn to before me this

27th Day of November, 2012

Michael Christ
Notary Public, Dane County, Wisconsin

My Commission Expires 3-13-16



Signature of Agent

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



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1. **Name of the limited liability company:**
BJ & Mel's Sausage Factory LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
Jonathan D Hunter
- Article 4. **Street address of the initial registered office:**
931 E. Main St #17
Madison, WI 53703
United States of America
- Article 5. **Management of the limited liability company shall be vested in:**
A manager or managers
- Article 6. **Name and complete address of each organizer:**

Jonathan d Hunter
1105 E. Johnson
Madison, WI 53703
United States of America

Melinda Trudeau
215 Van Deusen St.
Madison, WI 53715
United States of America

Benjamin Hunter
708 E Johnson
Madison, WI 53703
United States of America

Other Information. This document was drafted by:

Jonathan Hunter

Organizer Signature:

Jonathan d Hunter

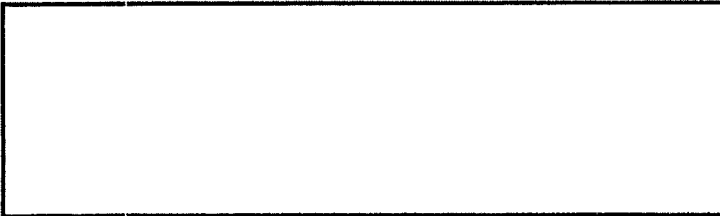
Date & Time of Receipt:

9/24/2012 2:34:41 PM

Order Number:

201209243133462

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**



Filing Fee: \$130.00
Total Fee: \$130.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
9/24/2012	

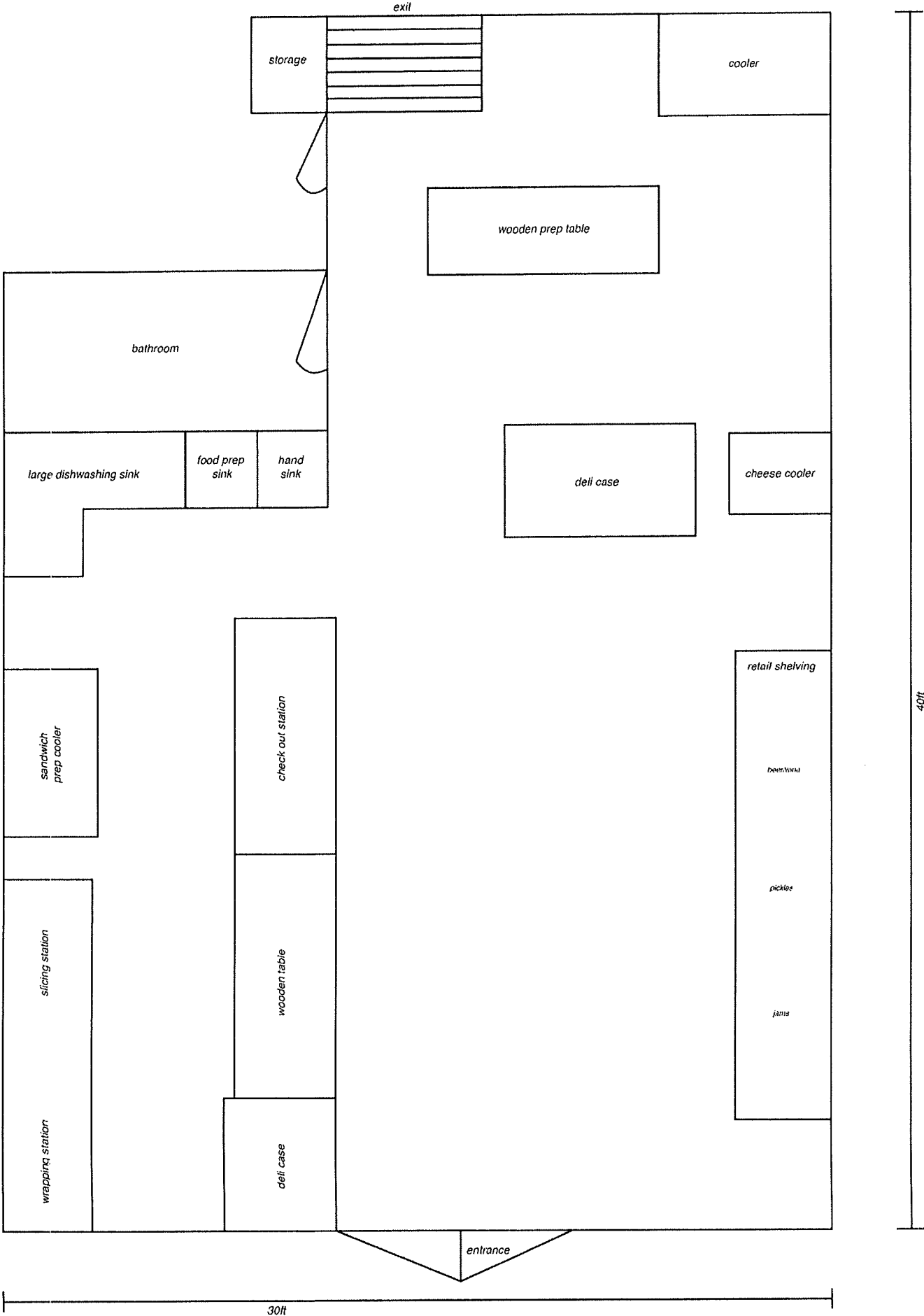
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FILED

9/24/2012

Entity ID Number
B073386

UNDERGROUND BUTCHER FLOOR PLAN



Menu

sandwiches ::

\$9 smoked whitefish :: whitefish spread, fennel & onion salad, greens, baguette

\$9 muffuletta :: Underground Meats Salami, green olive & red pepper relish, cheese, baguette

\$8 roasted mushrooms & winter squash :: herbed ricotta, spinach, thyme vinaigrette, baguette

\$9 roast beef :: spinach, pickled peppers, horseradish-cream-cheese, stone ground mustard, baguette

\$8 pulled pork :: mustard BBQ sauce, slaw, relish, soft roll

Sides ::

\$4 german style potato salad :: bacon & scallions

\$8 greens & grains :: wheat berries, green onion, roasted parsnip, ricotta salata, assorted greens, vinaigrette

\$6 apple & parsnip soup

\$5 winter squash soup

Charcuterie ::

**\$450 platter for 50 :: assorted Underground Meats
:: salami, paté, rilette & sausage - mustard, pickles,
bread**

**\$800 for 100 :: assorted Underground Meats :: salami,
paté, rilette & sausage - mustard, pickles, bread**

Business Plan for B, J & Mel's Sausage Factory LLC

1.1 Company Summary

BJ&MSF a small artisan butcher shop that sells artisan sausage, cured meats, steaks, roasts as well as sandwiches, prepared foods, cheese, wine, beer & kitchen wares. The business is operated by members of the Underground Food Collective. The explicit goal of the shop is a comfortable, neighborhood-driven space that provides sustainable and quality products to our clientele. It is our goal to design a small, signature space that encourages collaboration and interaction among the staff to create innovative use of local and seasonal ingredients.

1.2 Company Ownership

BJ & Mel's Sausage Factory, LLC is a Wisconsin, Limited Liability Company that is managed by three members of Underground Food Collective mentioned below.

Managing Members ::

- Ben Hunter - Managing Member
- Jonathan D Hunter - Managing Member
- Melinda Trudeau - Managing Member

1.3 Service Summary

The butcher shop will focus on four main areas of service ::

Sausages and Whole Cuts: BJ&MSF will carry between 4 and 10 sausages daily - made in-house. Varieties are to include pork, beef, goat, rabbit, lamb and occasionally game meat. The varieties will vary seasonally and be heavily rooted in tradition while allowing for creative interpretation of those traditions. On any given day you might see merguez, hot dogs, boudin blanc, weisswurst, bratwurst, morteau sausages in our case. We also plan to offer full cuts of meat - beef, pork, lamb and goat. There is a strong demand for high quality meats in Madison - and we are excited to offer locally sourced cuts. We plan to have birds in our case as well - with a focus on heritage varieties that include silkies, poussin, reds, ducks and pheasants.

Cured Meats and Cheese: BJ&MSF will have a full service charcuterie counter that will include the entire line produced by Underground Meats. Charcuterie will be cut to order as well as taken home whole. We also plan to carry rillettes, patés and terrines - all made in house. On top of this we plan to carry a selection of artisan cheeses from across the United States.

Sandwiches and prepared foods:

BJ&MSF includes a sandwich counter, serving to-go sandwiches & take-away catering for small events. The prepared foods will consist of salads, sides and small eats that can be purchased along with the customers meats or charcuterie needs.

Grocery: Grocery items will include high quality produce, preserves, dry goods, oils & small production bottled beer & wine. We will sell new & up-cycled kitchen wares - such as aprons, cutlery & cutting boards.

1.4 Classes & Education

BJ&MSF will offer a variety of food related classes. Subjects planned are :: Whole Hog Butchery, Charcuterie, Roast Tying & Fresh Sausage Making.

1.5 Hours of Operation

BJ&MSF service hours will begin at 11am until and continue to 7pm -with extended service from 10am until 8pm on Friday, Saturday & Sunday.