



# 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  Class A Cider

## Section A – Applicant

*we're adding liquor based on application for beer and wine.*  
-TL

- 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, 2018.
- 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.

Williamson Street Grocery Cooperative

4. Trade Name (doing business as) Willy Street Co-op

5. Address to be licensed 1221 Williamson Street, Madison, WI 53703

6. Mailing address 1457 E Washington Avenue

7. Anticipated opening date Already Open

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

- 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.

Product will be stored and sold at 1221 Williamson Street. Product will be stored

in the back of house in a locked facility. Beer and wine will be sold in refrigerated

closed door cases on the retail floor. Beer and wine may also be sold in a non-refrigerated

display on the retail floor.

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 Not Applicable

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

We have dedicated on-site parking. It is monitored throughout the day by managers on duty.

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. (We own the building. Proof of property tax payment attached)

### 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 Kristin Esselstrom

17. City, state in which agent resides Belleville, WI

18. How long has the agent continuously resided in the State of Wisconsin? Since 1999

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 \_\_\_\_\_

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

Wisconsin, 18 September 1973

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	Holly Fearing	Madison, Wisconsin
Director	Dave Pauly	Madison, Wisconsin
Director	Bruce Slaughenhaupt	Madison, Wisconsin
Director	Patricia Butler	Madison, Wisconsin
Director	Holly Bender	Madison, Wisconsin
Director	Mike Engel	Madison, Wisconsin
Director	Mike Johnson	Madison, Wisconsin

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.

Anya Firszt, General Manager, WSGC

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) \_\_\_\_\_

### 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 We are a full service grocery store.  
\_\_\_\_\_  
\_\_\_\_\_
28. Hours of operation 7:30 AM - 9:30 AM, 7 Days a week
29. Describe your management experience Our organization has been operating as a  
grocery retailer since 1974. We currently operate at  
over \$48 million dollars a year in sales.
30. List names of managers below, along with city and state of residence.  
Kristin Esselstrom, Belleville, WI Patrick Humiston, Madison, WI  
Katherine Kornely, Madison, WI Anna Geisthardt, Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment \_\_\_\_\_  
Staffing reflects the level of sales. At peak hours there are as many as 50 staff working.  
Staff are responsible for customer service, stocking, receiving and general retail duties.
32. Describe your employee training We have a documented training program for every position  
which covers a training period of 3 months. Training materials  
will be updated regarding the sale of alcohol.

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

Our target market overall is women, 35-59, with some secondary education and making \$75,000-\$100,000.

As a grocery store, of course, we have a much broader demographic overall.

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

After an initial promotion that we now carry beer and wine at this location, promotion will return to normal.

We occasionally promote beer and wine tastings or sales, and we will be able to say that they apply at this location as well. (Previously we had to say that these products were not available at this site.)

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? \_\_\_\_\_

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? \_\_\_\_\_

42. What hours, if any, will food service not be available? \_\_\_\_\_

43. Indicate any other product/service offered. \_\_\_\_\_

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? \_\_\_\_\_

During what hours do you anticipate they will be on duty? \_\_\_\_\_

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? \_\_\_\_\_  
 How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_
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? \_\_\_\_\_
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:  
 \_\_\_\_\_ % Alcohol      \_\_\_\_\_ % 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