



43453 LIC13-2016-00623

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

A 2
p 407

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, 2017.
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.

Hue Art Gallery, LLC

4. Trade Name (doing business as) Macha Tea Company

5. Address to be licensed 823 E. Johnson Street #5 Madison WI 53703

6. Mailing address 823 E. Johnson Street #5 Madison WI 53703

7. Anticipated opening date already open - opened January 2016

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.

See attached
1100 sq. feet

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 40

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

Street Parking only

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 Anthony Verbrink

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

18. How long has the agent continuously resided in the State of Wisconsin? 42 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 _____

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

Wisconsin 1/14/2004

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
Owner/Member	Rachel Verbrink	Madison, WI
Owner/Member	Anthony Verbrink	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.

Rachel Verbrink

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 We are a tea retailer and bakery

27. Business description see attached

* 28. Hours of operation Wed-Friday noon-7pm; Saturday 11-6; Sunday 11-5

29. Describe your management experience Rachel Verbrück owned and operated Hue Art Gallery from 2004-2007. Rachel and Anthony Verbrück owned and operated Macha Tea from 2007 until present.

30. List names of managers below, along with city and state of residence.
Rachel Verbrück Madison, WI
Anthony Verbrück Madison, WI

* 31. Describe staffing levels and staff duties at the proposed establishment We staff most hours ourselves (owners) but anticipate hiring staff for afternoon/evening retail hours and for special events.

* 32. Describe your employee training All employees are trained to use register, prepare tea beverages, and clean/sanitize dishes.

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

Our target market are tea drinkers age 25-70, mostly post-college, professionals and retired.

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

We advertise tea and bakery products exclusively, focusing on selling looseleaf tea for preparation at home and also using tea in cooking. we "advertise" mostly on social media.

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 N/A

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? On occasion we have jazz or acoustic performances, but not regularly.

38. What age range do you hope to attract to your establishment? 25-70

39. What type of food will you be serving, if any? We serve bakery daily, lunch on Fridays
 Breakfast Brunch Lunch Dinner and sometimes on weekends. pop-up dinners on occasion.

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners -occasionally

41. During what hours of operation do you plan to serve food? We serve bakery + snacks all day. lunch 12-5

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. _____

44. Will your establishment have a kitchen manager? No Yes We do currently.

45. Will you have a kitchen support staff? No Yes likely, no.

46. How many wait staff do you anticipate will be employed at your establishment? 2-3

During what hours do you anticipate they will be on duty? during special events, usually

47. Do you plan to have hosts or hostesses seating customers? No Yes
6-10 pm or brunch 9 am-2 pm

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? 2
49. Will there be a kitchen facility separate from the bar? No Yes - *exists currently*
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 *We have normal fridge and small freezer.*
53. What percentage of payroll do you anticipate devoting to food operation salaries? 20% or less
54. If your business plan includes an advertising budget: N/A
 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:
5 % Alcohol 45 % Food 50 % Other *see attached*
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

Section B- Premises

10. We plan to store all alcoholic beverages in our main serving area behind the tea bar, in our kitchen, and/or in our storage area in the basement. We don't plan to have a lot of alcohol inventory at any given time as tea is our primary business and takes up most of our storage space.



823 E. Johnson Street, Madison Wisconsin 53703

Macha Tea Company is a retailer of high-quality looseleaf teas, teaware and accessories. In addition to retail sales, our shop at 823 E. Johnson Street offers seating for in-house tea and bakery, and occasional lunch and dinner offerings.

We would like to obtain a license to offer beer and wine for some of our dinner events, and to also showcase the versatility of tea as an ingredient that can be steeped into wine for sangria or used to create other beverages that are tea-focused.

Our shop is an intimate, community-focused space, and we'd like to be able to have a small range of alcoholic offerings for our neighbors who come to Macha to relax and enjoy the atmosphere.

Section D- Business plan

27. Macha Tea Company is a retailer of high-quality looseleaf teas, teaware, and accessories. Our retail and café location on E. Johnson Street also serves in-house tea and bakery and offers occasional Friday lunch and special pop-up dinners in coordination with other local chefs. Our goal is to educate our customers about tea by offering tastings at the tea bar and hosting special events that are tea-focused to showcase its versatility.

28. HOURS: Current hours are Wednesday-Friday from noon-7pm; Saturday 11-6; and Sunday 11-5. If we are approved to serve beer & wine, we would initially extend our hours on Thursday-Saturday to end around 10 or 11 pm. It is not our intention to operate a bar and remain open until bar time.

Section D- Business plan

31. We will be hiring additional staff if we extend our hours into the evening, as we mostly staff the hours we currently have ourselves. Staff duties will include all aspects of customer service: selling and serving looseleaf tea and retail, maintaining the cleanliness of the café and bar area, taking care of dishes and cleaning up the kitchen.
32. Employees will be trained to attend to customers promptly and respectfully, use the register to handle sales, prepare all beverages properly, maintain a clean café area, and clean up dishes and the kitchen area.

57. Currently, our sales can be broken down by the following averages:

Bulk tea: 30%

In-house tea: 25%

Accessories/Gift/Other: 25%

Food/Bakery: 20%

We believe serving beer & wine will increase our in-house beverage %, but our primary goal is to grow the bulk tea & teaware categories and have those be the dominant receipts overall.

sidewalk



823 E. Johnson Street
General floor plan





