



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

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.

CUCO'S FUSION GRILL, INC.

4. Trade Name (doing business as) CUCO'S FUSION GRILL
 5. Address to be licensed 225 King St, Madison, WI 53703
 6. Mailing address Same as above
 7. Anticipated opening date 12/10/2016
 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.

Alcohol will be stored behind bars in coolers and shelves and it will be sold on the bar area, ~~the~~ the dining area and the outside patio area.

Approx 3260 Sq ft

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 170

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

There is no parking lot.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Sashi Morimoto (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 Mysael De Vicente Claudio

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

18. How long has the agent continuously resided in the State of Wisconsin? 23 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 01/05/2015

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

09/15/2016

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
LaZaro President	Mysael De Vicente	Madison, WI
Vice-President	LaZaro de Vicente	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.

Olegario Rodriguez

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) Cuco's INC, in Wauwatosa, WI
De Vicente of Wauwatosa INC, Wauwatosa, WI

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 Full Service ^{Mexican} Restaurant offering traditional Mexican dishes and drinks.
28. Hours of operation 8:00 AM - 2:00 AM Every day
29. Describe your management experience Have been operating Colos Mexican Restaurant in Wauwatosa for over 4 years.
30. List names of managers below, along with city and state of residence.
Mysael De Vicente Claudio, Madison, WI
Lazaro De Vicente, Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment 3 cooks, 1 dish washer, 2 hosts/hostesses, 6 servers.
Their respective duties would be cooking, customer service.
32. Describe your employee training Alcohol server training, safe food handling certificates.

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

Families, office employees working downtown.

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

Food offerings, sign outside.

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? Families, working professionals, various ages.

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? At all hours

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

43. Indicate any other product/service offered. N/A

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? 6

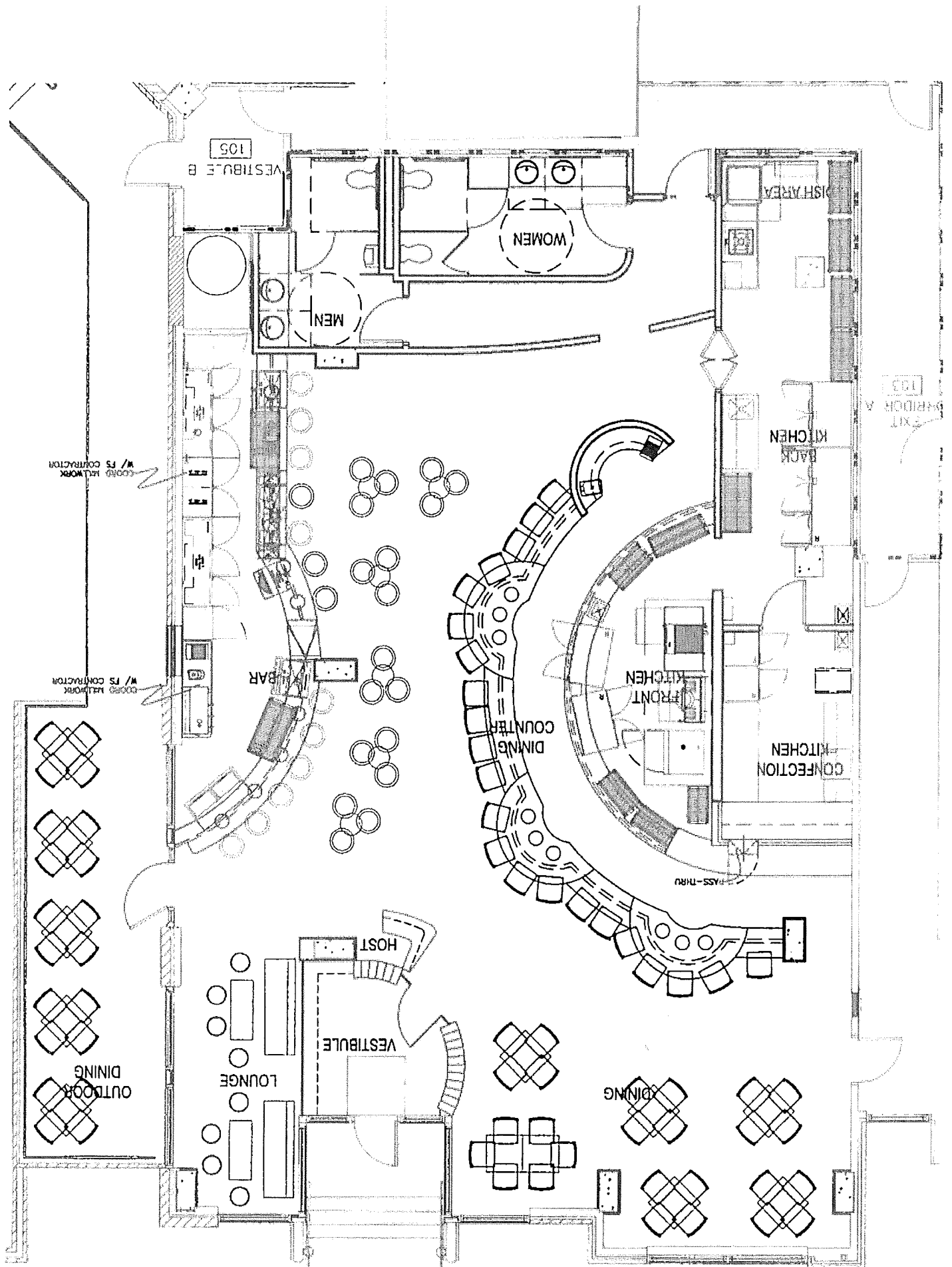
During what hours do you anticipate they will be on duty? 8:00 AM - 3:00 AM

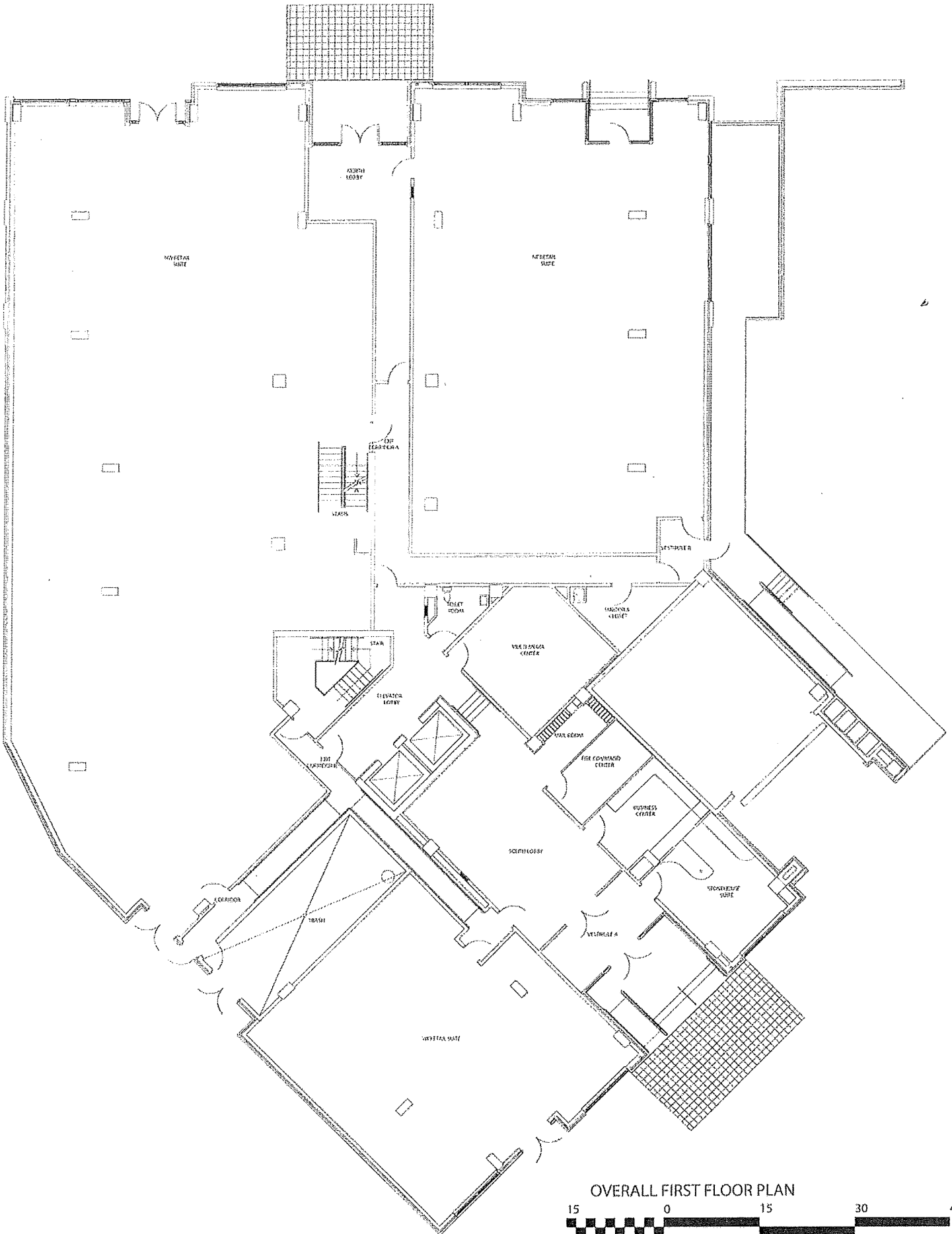
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 30
 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? 70%
54. If your business plan includes an advertising budget: yes
 What percentage of your advertising budget do you anticipate will be related to food? 90%
 What percentage of your advertising budget do you anticipate will be drink related? 10%
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:
30% % Alcohol 70% % 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.

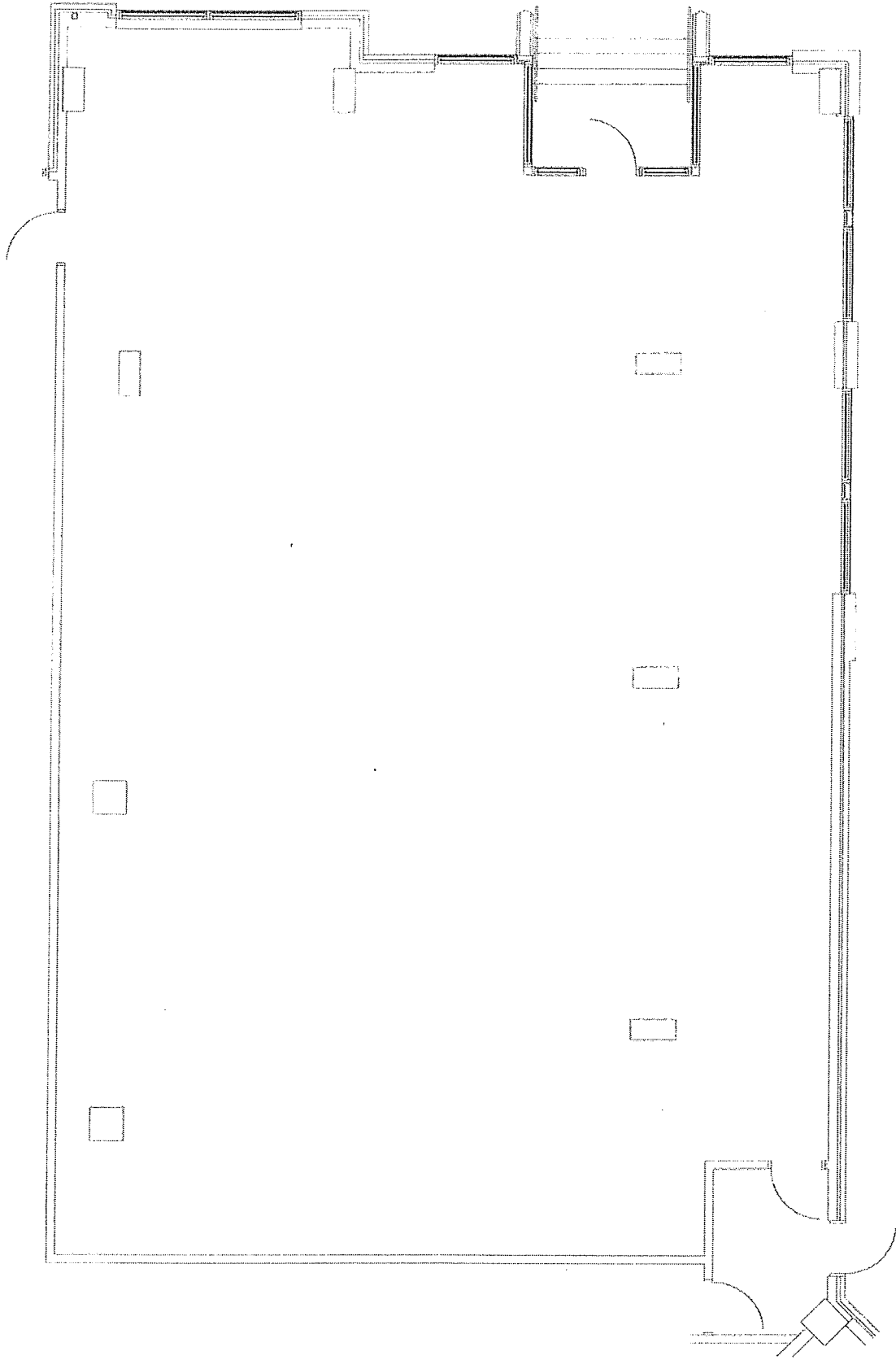
Section F—Required Contacts and Filings

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

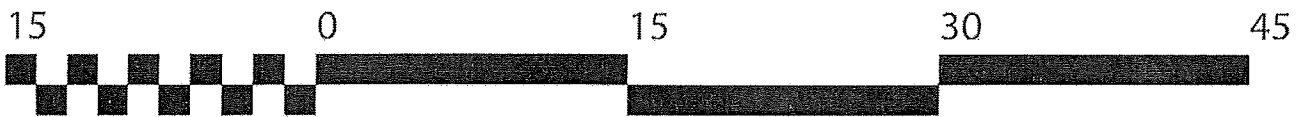




OVERALL FIRST FLOOR PLAN
15 0 15 30 45
GRAPHIC SCALE - FEET



RETAIL SUITE 110



GRAPHIC SCALE - FEET

CUCO'S FUSION GRILL

DESAYUNOS – BREAKFAST

- Eggs, Bacon and Pancakes \$6.99
- Huevos A La Mexicana \$6.99
- Huevos Rancheros \$6.99
- Chilaquiles (Rojos, Verdes, Mole) w/ eggs \$8.99
- Chilaquiles (Rojos, Verdes, Mole) w/ steak \$8.99
- Breakfast Burrito \$4.99
- Butter Milk Pancakes \$3.99
- Cheese Omelet \$4.99
- Veggie Omelet \$6.99
- Special Omelet \$7.99

- Sides: Hash browns, Country Style Potatoes, Rice, Beans, Mushrooms, Spinach, Nopalitos, Tofu, Zucchini, Chorizo, Sausage, Bacon, Steak, Chicken. Please add \$2.99 per additional side.

Aperitivos– Appetizers

- Nachos Supreme \$8.99
- Cheese Nachos \$4.99
- Cheese Dip \$5.99
- Chicken Wings \$6.99
- Cheese Curds \$5.99
- Tamales (2) \$5
- Guacamole With Chips \$5.99
- Mozzarella Cheese Sticks \$5.99
- Cueritos Preparados \$7.99
- Patacones (Deep Fried Green Plantains) \$4.99
- Yuca con Chicharron \$7.99
- Ceviche de Camaron \$12.99
- Ceviche de Pescado \$8.99
- Jalapeño Poppers \$5.99
- Salchipapas \$5.99

Ensaladas – Salads

- Ensalada de Nopalitos – Cactus Salad \$7.99
- Ensalada con Pollo Azado – Grilled Chicken Salad \$8.99
- Sol Azteca Salad (Lettuce, Spinach, Tomatos,
Cheese, Avocado & Chipotle Dressing) \$8.99
- Ensalada de Fruta – Fruit Salad (Seasonal Fruits and Raisins) \$5.99

Sopas – Soups

	Regular	Small
• Menudo	\$10	\$5
• Pozole	\$10	\$5
• Sopa de Mariscos - Seafood Soup	\$15	\$8
• Sopa de Camaron – Shrimp Soup	\$15	\$8
• Caldo De Res – Beef Soup	\$12	\$7
• Caldo De pollo – Chicken Soup	\$9	\$5

Niños - Kids

- Hamburguesa Con Papas \$7
- Chicken Nuggets \$6
- Mac & Cheese \$6
- Quesadilla Con Papas \$6
- Grilled Cheese \$5

Especialidades Sol Azteca

Sol Azteca Specialties

- Molcajete \$23.99
- Parrillada \$32.99
- Bistec Ranchero \$11.99
- Bistec A La Mexicana \$11.99
- Carne Asada \$11.99
- Carne A La Tampiqueña \$12.99
- Lengua en Salsa Verde \$9.99
- Cositllas en Sala Verde – Pork Ribs in Green Sauce \$11.99
- Camarones Al Mojo de Ajo \$12.99
- Camarones A La Diabla \$12.99
- Camarones Empanizados – Deepfried Breaded Shrimp \$12.99
- Enchilladas (Red Sauce, Green Sauce, Mole Sauce) \$8.99
- Chiles Rellenos \$8.99
- Pollo A La Plancha \$9.99
- Choripollo \$10.99
- Pollo Con Mole \$10.99
- Pollo Al Carbon \$10.99

Fajitas

- Vegetarian \$10.99
- Chicken \$11.99
- Steak \$12.99
- Shrimp \$13.99
- Mixed \$16.99

(Served in a sizzling hot skillet, fajitas are seasoned with a combination of spices, simmered in onion, bell peppers and tomatoes. Served with rice and beans, salad and guacamole)

Los Favoritos - Favorites

- Tacos \$2.50
- Taco Pirata \$9
- Gorditas \$3.50
- Sopes \$3.50
- Burritos \$8
- Chimichangas \$9
- Huaraches \$9
- Taco Diner – 3 Tacos, served with rice and beans. \$8
- Quesadillas \$9
- Tortas \$10
- Torta Cubana \$12
- Hamburguesa Estilo Mexico – Mexico Style Hamburger \$9
- Hamburguesa Hawaina – Hawaiian Hamburger \$9
- Hot Dog Estilo Mexico – Mexico Style Hot Dog \$9

Opciones de Carnes y Vegetales Choices of Meats and Veggies

- Asada = Steak -Pastor = Marinated Pork -Cabeza = Beef Head
-Tripa = Tripe Beef -Carne Molida = Ground Beef -Carnitas = Pork
-Lengua = Tongue Beef -Chorizo = Mexican Sausage -Camaron = Shrimp
-Buche = Pork Stomach -Pescado = Fish -Tofu Azado = Grilled Tofu
-Campechano = Steak & Chorizo -Cecina = Marinated Beef
-Barbacoa = Shredded Beef -Pollo a la Plancha = Grilled Chicken
-Pollo Desebrado = Shredded Chicken -Fajita = Fajita Grilled Veggies
-Alambre = Grilled meat, onions, peppers, bacon, topped with cheese
-Chicharron en Salsa Verde = Pork Rinds in Green Sauce
-Vegetales Azados de Temporada = Grilled Veggies of the Season

Extras

-Aguacate = Avocado

-Nopalitos Asados = Grilled Baby Cactus

-Queso Fresco

-Chiles Toreados = Grilled Jalapeño Peppers

-Crema = Sour Cream

-Cebollitas Azadas = Grilled Green Onions

-Arroz = Rice

-Frijoles Refritos= Refried Beans

-Tortillas -Pan = Bread

-Queso Fresco= Mexican Fish

***Please Add \$2 for Each Extra Above

Postres – Deserts

- Arroz Con Leche \$3.00
- Sopapillas \$3.00
- Flan \$4.00
- Mochi Icecream \$5.00
- Crème Brulle \$5.00
- Cheese cake \$5.00
- Tempura Ice Cream \$6.00

Licuaodos - Shakes

- Banana \$3.99 - Strawberry \$4.99 - Mango \$4.99
- Raspberries \$ 4.99 - Mixed Berries \$4.99
- Durazno = Peach \$4.99 Maracuya = Passion Fruit \$3.99
- Aguacate – Avocado \$4.99 -Blueberry \$3.99
- Mamey \$4.99

Aguas Frescas y Jugos – Prepared Drinks & Juices

(No refills)	Regular	Large
• Horchata – Rice Milk	\$2.00	\$4.00
• Jamaica - Hibiscus Extract	\$2.00	\$4.00
• Jugo de Naranja – Orange Juice	\$2.00	\$4.00
• Jugo de Piña – Pineapple Juice	\$2.00	\$4.00
• Jugo de Arandano – Cranberry Juice	\$2.00	\$4.00
• Jumex Varios Sabores / Jumex Various Flavors	\$2.00	

Soda de Botella – Bottled Soda

- Coca-Cola Mexicana – Mexican Coke \$2.50
- Sidral – Apple Cider Soda \$2.50
- Jarritos \$2.50
(Tamarind, Lime, Strawberry, Mango, Pineapple, Grapefruit, Mandarine, Fruitpunch)
- Sangria \$2.50

Soda De La Fuente – Fountain Soda

- Coca-Cola \$2.00
- Sprite \$2.00
- Diet Coke \$2.00
- Cherry Coke \$2.00
- Iced Tea \$2.00
- Lemonade \$2.00
- Yellow Mellow \$2.00

CANTINA

- House Margaritas • Frozen or on the Rocks
- Piña Coladas • Mojitos • Daiquiris • Long Island Iced Tea •
- Sex on the Beach • Tequila Sun Rise • UV with Red Bull
- Jaeger Bomb • Salty Dog • Screw Driver • Bloody Mary

Small Medium Large

Regular 5 7 9

Available Flavors: Lime, Mango, Peach, Strawberry, watermelon

Cerveza Importada – Imported Beer \$4

- Corona • Modelo Especial • Negra Modelo
- Pacifico
- Dos Equis Amber
- Dos Equis Laguer
- Sol
- Tecate

- Heineken
- Sapporo
- Tsingtao
- Victoria
- Bohemia
- Carta Blanca
- Tsingtao
- Caguamas – Various \$9.00
- Micheladas – Various \$7.00
- Cerveza Domestica – Domestic Beer \$4.00
- Miller Lite
- MGD
- Miller High Life
- Coors Light
- Bud Lite
- Budweiser



