



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

- 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, 2017.
- 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.
EL Rancho Mexican Grill LLC JOSE TORRES
- Trade Name (doing business as) EL Rancho Mexican Grill
- Address to be licensed 819 S Park Street MADISON WI 53715
- Mailing address 819 S Park Street MADISON WI 53715
- Anticipated opening date July 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) _____
- 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.
The building is a one story building. The beer will be stored behind the counter, and refrigerated behind the counter.

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 20
13. Describe existing parking and how parking lot is to be monitored.
Street Parking only. Parking can be viewed from counter area.
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. - N/A DON'T HAVE ONE

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 JOSE TORRES
17. City, state in which agent resides MADISON WI
18. How long has the agent continuously resided in the State of Wisconsin? OVER 20 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.
June 22, 2015

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	JOSE TORRES	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.
JOSE TORRES

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 A quick service restaurant.

28. Hours of operation 10:00 AM - 9:00 PM
29. Describe your management experience Manager cook at
TGI FRIDAYS MADISON, WI - see WISCONSIN
STATE JOURNAL ARTICLE
30. List names of managers below, along with city and state of residence.
JOSE TORRES OWNER
MADISON WISCONSIN
31. Describe staffing levels and staff duties at the proposed establishment _____
3 Parttime employees, cook, clean, serve.
32. Describe your employee training trained in proper food
handling and manager training at TGI FRIDAYS

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

Business, Residential and UW-MADISON

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

Advertise Mexican food fare. Advertisement will be limited and rely on word of mouth.

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? 1-100 years of age

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? 10:00 AM - 9:00 PM ^{Daily}

42. What hours, if any, will food service not be available? 9:00 PM - 10:00 AM ^{Daily}

43. Indicate any other product/service offered. NONE

44. Will your establishment have a kitchen manager? No Yes RUN BY OWNER

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

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

During what hours do you anticipate they will be on duty? 10:00 AM - 9:00 PM

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
 Flat top
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? 14%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? < 1%
 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:
2 % Alcohol 98 % Food 0 % 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

1 BURRITO	2 TACOS(3)	3 TACOS(1)	4 QUESADILLA
\$8.95	\$6.95	\$2.25	\$7.50
6 FAMILY SIZED PLATTER	7 Veggie BURRITO	8 Veggie TACO	9 TORTA
\$17.95	\$5.95	\$5.95	\$7.50

Order of 1 burrito up to 12 tortillas
Includes Rice, Beans and Salsa

<p>Your Choice of Rice White Rice Mexican Rice</p>	<p>Your choice of Meats Shredded Beef (barbacoa) Pulled Pork(carnitas) Chicken(pollo) Steak(ascada) Ground Beef Mexican Sausage(chorizo)</p>	<p>Your choice of Cheese Shredded Mozzarella White Cheddar Cheese Sauce Your choice of SALSAS Red Salsa -Hot XX Green Salsa-Medium Pickled Jalapenos/chiles en vinagre</p>
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http://host.madison.com/wsj/entertainment/dining/reviews/restaurant-review-el-rancho-ably-filling-fast-food-mexican-gap/article_e00e4357-dbf3-503d-abba-1179f637d8be.html

EDITOR'S PICK

RESTAURANT REVIEW

Restaurant review: El Rancho ably filling fast food Mexican gap on Park Street

SAMARA KALK DERBY skalk@madison.com, 608-252-6439 Oct 1, 2015



Photos by AMBER ARNOLD — State Journal

Buy Now

Tacos (\$6.95 for three) come with flour tortillas or double corn ones. Customers choose from a host of fillings starting with carne asada, chorizo, carnitas, shredded beef, ground beef or chicken.

Except for a small but adorable bird-and-pine-cone decoration, the walls at El Rancho Mexican Grill are barren.

All the charm of the new Park Street restaurant comes from owner Jose Torres, who makes it clear he really wants you to enjoy your food. And he won't let you leave without a punch card.

El Rancho is set up like a mini Chipotle and hopefully it will appeal to Madisonians of local mind, who would rather support Torres than a multinational conglomerate.

Parking isn't super convenient, but on two recent visits I parked on Erin Street by West Shore Drive, and it was a quick walk past Dunkin' Donuts.

The menu is simple: burritos, tacos, tortas, quesadillas and nachos with a choice of carne asada, chorizo, carnitas, shredded beef, ground beef and chicken.

There is only one cheese, shredded mozzarella, and fillings like rice, beans, pico de gallo, tomatoes, cilantro, fajita vegetables, jalapenos, onions, lettuce, red and green salsa and sour cream.

A basic guacamole is available for 50 cents extra. It's \$1.50 for a side order. The guac had a hint of onion and a bit of cilantro, but mainly lets fresh avocados speak for themselves.



For me, guacamole is a given to add to a burrito or a torta, along with cilantro and the fajita vegetables — grilled peppers and onions that were on the crisp side of al dente.

The success of your meal depends on the ingredients you combine, and the base meats I've tried, particularly the carne asada and chicken, have been high quality. A companion pulled one gristly, fatty piece of steak from his burrito (\$6.95), but it was the exception, not the rule.

Tacos (\$6.95 for three) come with flour tortillas or double corn ones. My carnitas taco featured tender, well-seasoned pulled pork. I had a bite of my 10-year-old daughter's ground beef taco and that meat was well seasoned, too.

The taste of the meat, combined with her chosen ingredients: lettuce, cheese and sour cream, pleased her to no end.

"This place has to stay open," she said as she bit into a taco I brought home, the oil from the meat leaking out into the Styrofoam box. "I like them more and more every bite I take. I want to eat these forever."



Meanwhile, I was happy with my chicken torta, its sturdy bun holding up to an onslaught of extras.

The employee working the assembly line seemed surprised I didn't want rice or either black or pinto beans on my sandwich. Apparently most people do. My torta (\$7.50) was great without rice and beans, but I'd possibly include those ingredients in the future to bulk it up.

Everything comes à la carte, so if you want rice and beans they come in separate containers on the side for \$2.50, said the restaurant's general manager, Lupe Diaz.

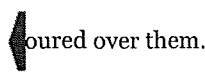
The one underwhelming meal I ordered was the combo basket (\$6.95) with one taco, a quesadilla and nachos. We've already established that the tacos are fantastic; it's the other elements that were disappointing.

The quesadilla was one only a young child could love and something we call a "cheese tortilla" at home. It was simply a regular flour tortilla folded in half and grilled with a small amount of cheese inside.

The homemade tortilla chips were thi



SATURDAY,
MARCH 18 7PM
BUY TICKETS



A companion praised his steak burrito, saying it was larger than those at Pancho's, Qdoba or local favorite Taqueria Guadalajara down the street. "I don't think it's just because I'm hungry, but this is amazing," he said. "It may be the best burrito I've had in town."

There's a reason the food is so good at El Rancho and that's because Torres has spent 27 years in the restaurant business, including 16 at TGI Fridays.

The small space was the Vietnamese restaurant I'm Here for about 20 years, and for much of that time the Park Street location was used only to prepare food for I'm Here's food cart.

Madison Street Vending coordinator Warren Hansen said he's not sure what happened to the I'm Here cart later called Thai's Cuisine.

What we can be sure of is that El Rancho, which opened July 18, is a good use of the tiny space. Taco Bell may be gone, but legitimate Mexican food can be found up and down Park Street.

El Rancho's is now the fastest and the cheapest. And I'm well on my way to earning a punch card burrito.

Diner's Scorecard

Restaurant: El Rancho Mexican Grill

Location: 819 S. Park St.

Phone: 608-284-9702

Website: Facebook under El Rancho Mexican Grill, LLC.

Hours: Sunday through Thursday 10 a.m. to 9 p.m.; Friday and Saturday 10 a.m. to 10 p.m.

Prices: \$2.25 to \$7.50.

Noise level: Low.

Credit cards: Accepted.

Accessibility: Yes.

Drinks: Soft drinks only.

Gluten-free: Many naturally GF offerings.

Vegetarian offerings: Anything can be made vegetarian.

Kids menu: A lot that would appeal to kids.

Service: Excellent.

Bottom line: With the elimination of the Taco Bell on Park Street, El Rancho is stepping in to fill the Mexican fast food gap.

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Wisconsin State Journal food writer Samara Kalk Derby brings you the latest news on the Madison area's eclectic restaurant scene.

Currents

The most famous musicians who haven't won a Grammy



SATURDAY,
MARCH 18 7PM
BUY TICKETS

HO-CHUNK GAMING
WISCONSIN DELLS

Floor Plan - 819 S. Park Street. MADISON WI 53715

