



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

Section A – Applicant

- This application is for the license period ending June 30, 20 14.
- 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.
Jalapeño Mexican Grill, LTD.
- Trade Name (doing business as) Jalapeño Mexican Grill
- Address to be licensed 1821 S. Park St., Madison, WI 53713
- Mailing address 1821 S. Park St., Madison, WI 53713
- Anticipated opening date 05/15/2013
- State Seller's Permit 456-1028141760-02
- Federal Employer Identification Number 46-2627243
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) Agent and member of the Corporation.
- 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.
Alcohol beverages are to be sold on the soon to open Mexican Restaurant located at 1821 S. Park St. It is a building with an approximate square footage of 2000 ft², including bathrooms, Hallway, kitchen for food prep & cooking, dining area, and drink prep area.
- Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.
Alcoholic drinks will be stored on back of bay in lockable cooler.
- Applicants for on-premises consumption: list estimated capacity 100 (one hundred)

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

There are 20 parking spaces to be shared with Express Laundromat. There are cameras monitoring.

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

No Yes, license issued to _____ (name of licensee)

16. 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.

17. Name of liquor license agent Vilma Rodriguez-Morales

18. City and state in which agent resides Sun Prairie, Wisconsin

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, April 22, 2013.

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
Member	Vilma Rodriguez-Morales	Sun Prairie, WI
Member	Luis Saldivar-Delgado	Watertown, WI
Member	Jose A. Lozada	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) Luis Saldivar Delgado is owner of Maria's Taqueria in Watertown, WI, holds beer license there.

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 restaurant serving Mexican traditional home made dishes, for breakfast, lunch & dinner. The plan is to have 2 waitstaff during breakfast, 5 waitstaff during lunch & dinner. We will also have 1 dishwasher, 3 cooks, 1 host person & 1 manager overseeing all operations.
28. Hours of operation Open 7 days per week 7:00AM - 10:00PM.
29. Describe your management experience We have over 20 years of combined experience in management in the area of human resources, factory work, office work & at restaurants we own.
30. List names of managers below, along with city and state of residence.
Vilma Rodriguez-Morales, Sun Prairie, WI
Jose A. Lozada, Madison, WI; Luis Saldivar Delgado, Watertown, WI
31. Describe staffing levels and staff duties at the proposed establishment Wait staff: 2 for breakfast, 5 for lunch & dinner. kitchen: 3 cooks at all time. Dishwashers: 2 to cover the whole day. Hosts: 2; Managers: 3
32. Describe your employee training We will train them on safety, following the rules at all time; there will be supervision at all-time at least by one of the owners. We will provide additional training depending on employees' duties & experience.
33. Utilizing your market research, describe your target market.
Professionals working in nearby downtown hospitals, gov't offices, and private offices, local neighbors in the area who would have a close by & convenient restaurant where they can enjoy delicious dishes without traveling far.

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

We will send post cards by mail with coupons to our neighbors residents, invitations to local offices & businesses.
WE will also send them delivery & to-go menus.

Some radio advertising we will advertise our traditional dishes.

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? 20s to 70s on breakfast & lunch
Families with kids of all ages for dinner

39. What type of food will you be serving, if any? Traditional Home style Mexican dishes.
 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 of operation.

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. Bill pay, Calling cards, Money transfers.

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? 12

During what hours do you anticipate they will be on duty? 2 from 6:30 AM - 11:30 AM

47. Do you plan to have hosts or hostesses seating customers? No Yes
5 from 11:00 AM - 5:00 PM, other 5 from 4:00 PM to 10:30 PM

48. Do your plans call for a full-service bar? No Yes We plan to serve mainly beer, margaritas, piñas colodas, drinks that go with Mexican food.
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? 90%
- 54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 98%
 What percentage of your advertising budget do you anticipate will be drink related? 2%
- 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:
10 % Alcohol 88 % Food 2 % 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.
We don't currently have as we are a new establishment, but will have soon after opening.

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
- 65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
- 66. I 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] No Yes
- 67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Contact Information for Clerk's Office

68. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Jose A. Lozada

E-mail address Jalapeno.MexicanGrill@gmail.com

Phone 608-358-9027

Preferred language for correspondence English

Read carefully before signing in front of a notary: 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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

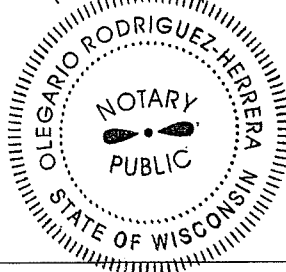
Subscribed and Sworn to before me:

this 15 day of April, 2013

[Signature]
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 04/13/2014



Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu
Date complete application filed with Clerk's Office _____ Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number _____		



1821 South Park St. Madison WI 53713
 (608) 561-8211

Kids menu

Quisaditas con queso

\$4.99

Hamburguesa con papas \$4.99

\$4.99

Weekends Specials - Fines De Semana



Delicioso

Menudo, Sopa De Mariscos, Pozole, Tamales

Bebidas - Drinks

Agua de Horchata, Jamaica

Large - grande \$2.99

Small - Chica \$1.99

Jarritos \$1.75

De todos los sabores



Postres - Desserts

Pastel de 3 leches \$ 2.99

Flan Napolitano \$2.99

Gelatinas \$2.49



Grand Opening

Business Hours

Mon - Thu

9:00am to 10:00pm

Fri - Sat

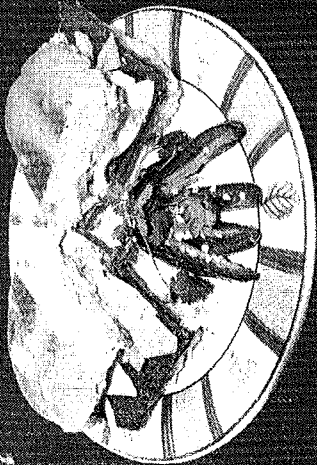
8:00am to 12:00pm

Sunday

8:00am to 9:00pm

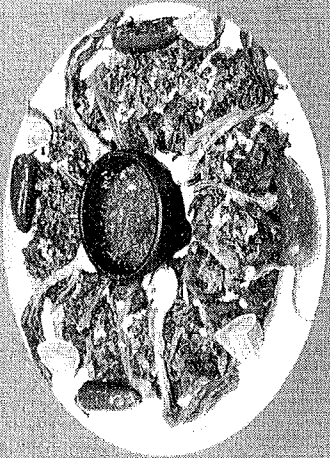
(608) 561-8211

1821 South Park St. Madison WI 53713



Tortas

- Milanesa \$7.99 Breaded
- de Pollo o Res Chicken or Beef
- Asada Steak
- Lengua Tongue
- Barbacoa Shreaded Beef
- Carnitas Shreaded pork
- Chorizo Mexican Sausage
- Cecina
- Cubana.....\$9.00 Cuban



Tacos

- Asada \$2.00
- Barbacoa Shreaded Beef
- Lengua Tongue
- Tripa Tripe
- Carnitas Shreaded Pork
- Al pastor Marinated Pork
- Chorizo Mexican Sausage
- Campechanos Steak, Mexican sausage
- Pollo Chicken
- Carne molida Ground Beef
- Cecina
- 3 Tacos con Arroz y Frijoles \$7.99
- Taco Dinner (3) w/ rice & beans

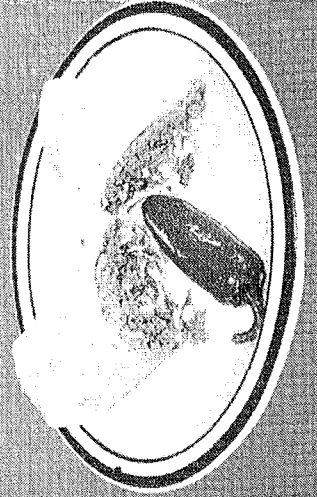
Quesadillas

- Asada \$6.99 Steak
- Barbacoa Shreaded Beef
- Carnitas Shreaded Pork
- Pollo Chicken
- Carne molida Ground Beef
- Cecina

Only cheese \$4.99

A Tradition in Fresh Ingredients and Home made Mexican Food

Extras \$1.50 each
 Cheese, Sour Cream, Avocado
 Side Orders \$2.99 ea.
 Rice, Beans, Avocado, tortillas, Onions



Burritos

- Asada \$7.99
- Barbacoa Shreaded Beef
- Lengua Tongue
- Tripa Tripe
- Carnitas Shreaded Pork
- Al pastor Marinated Pork
- Chorizo Mexican Sausage
- Campechanos Steak, Mexican Sausage
- Pollo Chicken
- Carne molida Ground Beef



Especiales De La Casa

- #1 \$8.99
- carne preparada, Jamon, Queso, lechuga, tomate, aguacate, mayonesa, cebolla, chile
- Con papas.
- Mexican Hamburger
- Seasoned meat, Ham, chesse, lettuce, tomatoe, avocado, mayo, onions, peppers, with Fries
- #2 \$8.99
- carne asada con queso Oaxaca, crema, cebolla asada y cilantro
- Steak with chesse, sour cream, grill onions & cilantro
- #3 \$11.99
- tomate, cebolla, jalapenos, arroz y frijoles
- Tomatoc, onions, Jalapenos, rice & beans

Turkey

- Asada \$8.50
- Barbacoa Shreaded Beef
- Lengua Tongue
- Carnitas Shreaded Pork
- Al pastor Marinated Pork
- Chorizo Mexican Sausage
- Campechanos Steak, Mexican Sausage
- Pollo Chicken
- Carne molida Ground Beef
- Cecina



Your choice of meat. Carne de su eleccion. O pregunte por nuestros busidos

\$2.50

gorditas



a la Parrilla

\$11.99

tomate, cebolla, arroz y frijoles

onions, peppers, rice & beans

