

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20____ ;
ending June 30 20 10

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County of Dane Aldermanic Dist. No 18 (if required by ordinance)

1 The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Enrique's Enterprise
(Hernandez, Edgar E. ; Trujillo, Enrique H.) Hernandez & Hernandez

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

co-owners	Title	Name	Home Address	Post Office & Zip Code
President/Member		Enrique Hernandez	2 Trujillo 4418 Texas trail	Madison 53704
Vice President/Member		Edgar Hernandez	4418 Texas trail	Madison 53704
Secretary/Member				
Treasurer/Member				
Agent				

3 Trade Name Enrique's Market Business Phone Number 608-240-2008

4 Address of Premises 1417 Northport Dr. Post Office & Zip Code Madison, 53704

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
- 6 Is the applicant an employe or agent of or acting on behalf of anyone except the named applicant? Yes No
- 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
- 8 (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records (Alcohol beverages may be sold and stored only on the premises described) _____

10 Legal description (omit if street address is given above): _____

11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? _____

12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No

13 Does the applicant 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] Yes No

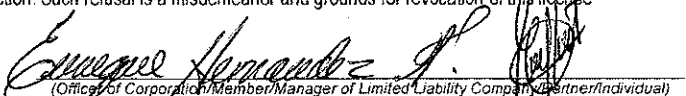
14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of the license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 26 day of July 20 10


(Clerk/Notary Public)


(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 4-21-2013

(Additional Partner(s)/Member/Manager of Limited Liability Company if any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>7/27/10</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

90836

City of Madison Supplemental Class A License Application

<input checked="" type="checkbox"/> Seller's Permit Number	<input checked="" type="checkbox"/> Description of Licensed Premise	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> Federal Employer Identification #	<input checked="" type="checkbox"/> *Notarized Appointment of Agent	<input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> Notarized Original Application Form	<input checked="" type="checkbox"/> Background Investigation Form(s)	<input checked="" type="checkbox"/> Sample Menu
<input checked="" type="checkbox"/> Notarized Supplemental Form	<input checked="" type="checkbox"/> Notarized Transfer of Ownership	<input checked="" type="checkbox"/> Business Plan
<input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> *Articles of Incorporation	* Corporation/LLC only

- Name of Applicant/Partner/Corporation/LLC Hernandez & Hernandez
- Address of Licensed Premise 1417 Northport Dr., Madison WI 53704
- Telephone Number: 608-240-2008 4. Anticipated opening date: 7-19-2010
- Mailing address if not opening immediately _____

- Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
- Are there any special conditions desired by the neighborhood? Yes No

Explain not at this time the association representative will share information with community to see if there are any concerns.

- What type of establishment is contemplated? Liquor Store Grocery Store
 Convenience Store – Gas Pumps Yes No Other—Explain _____

9. Business Description: A convenience store serving the needs of Hispanics to include sales in grocery, bakery, meat, phone cards, money transfer and other dry goods and merchandise befitting the needs of the community

- Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

A 30' x 60' building near the intersection of Northport Dr and Troy Dr. A majority of the space (~25x60') is a one room sales space. A back hallway runs the length of the building on the west side. A 8' x 20' walk in cooler is at the northwest corner of the sales floor in which half of that space will be for beer sales and storage. 4 doors to the front of the cooler will have stock presented for sale to the public.

- Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored shared parking lot with next door laundrymat, one aisle parking all along east side of building with 12 parking spots monitored by 2 cameras at north and south ends of the lot. Additionally all parking spots are visible from the interior.

13. Describe your management experience, staffing levels, duties and employee training. The family has owned and operated businesses in Madison successfully, but this is the first attempt at retail sales in Wisconsin. The owners and workers are all household family members committed to responsible alcohol sales.

- Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation

15. Utilizing your market research, who would you project your target market to be?
Area Hispanic families who will be entertaining friends and family in there homes or area parks

16. Describe how you plan to advertise/promote your business. What products will you be advertising?
Primarily store signage and circulars and advertising in Hispanic newspaper and radio.

17. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

18. Owner of building where establishment is located: Michael P. Gorman

Address of Owner: 118 Cumberland Ln., Madison 53714 Phone Number 608-243-7246

19. 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? Yes No

20. List the Directors of your Corporation/LLC

Name	Address

21. List the Stockholders of your Corporation/LLC

Name	Address	% of Ownership
<u>Enrique H. Trujillo</u>	<u>4418 Texas Tr. Madison, 53704</u>	<u>50%</u>
<u>Edgar E. Hernandez</u>	<u>4418 Texas Tr. Madison, 53704</u>	<u>50%</u>

Read carefully before signing: 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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise 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 26 day of July, 2010
[Signature]
(Clerk/Notary Public)

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

My commission expires 4-21-2013

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Enrique Hernandez Trujillo, officer/member for Hernandez & Hernandez
(Corporation/LLC), doing business as Enrique's Market, authorize and appoint
Enrique Hernandez Trujillo (Name) as the liquor/beer agent for the premise
located at 1417 Northport Dr., Madison.

Subscribed and sworn to before me this

27 Day of July, 2010

T. Ad. Gelf
Notary Public, Dane County, Wisconsin

My Commission Expires 8-26-12

Enrique Hernandez Trujillo
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Enrique H. Trujillo, appointed liquor/beer agent for
Hernandez & Hernandez (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 50 %.

Subscribed and sworn to before me this

26 Day of July, 2010

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 4-21-2013

Enrique Hernandez Trujillo
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

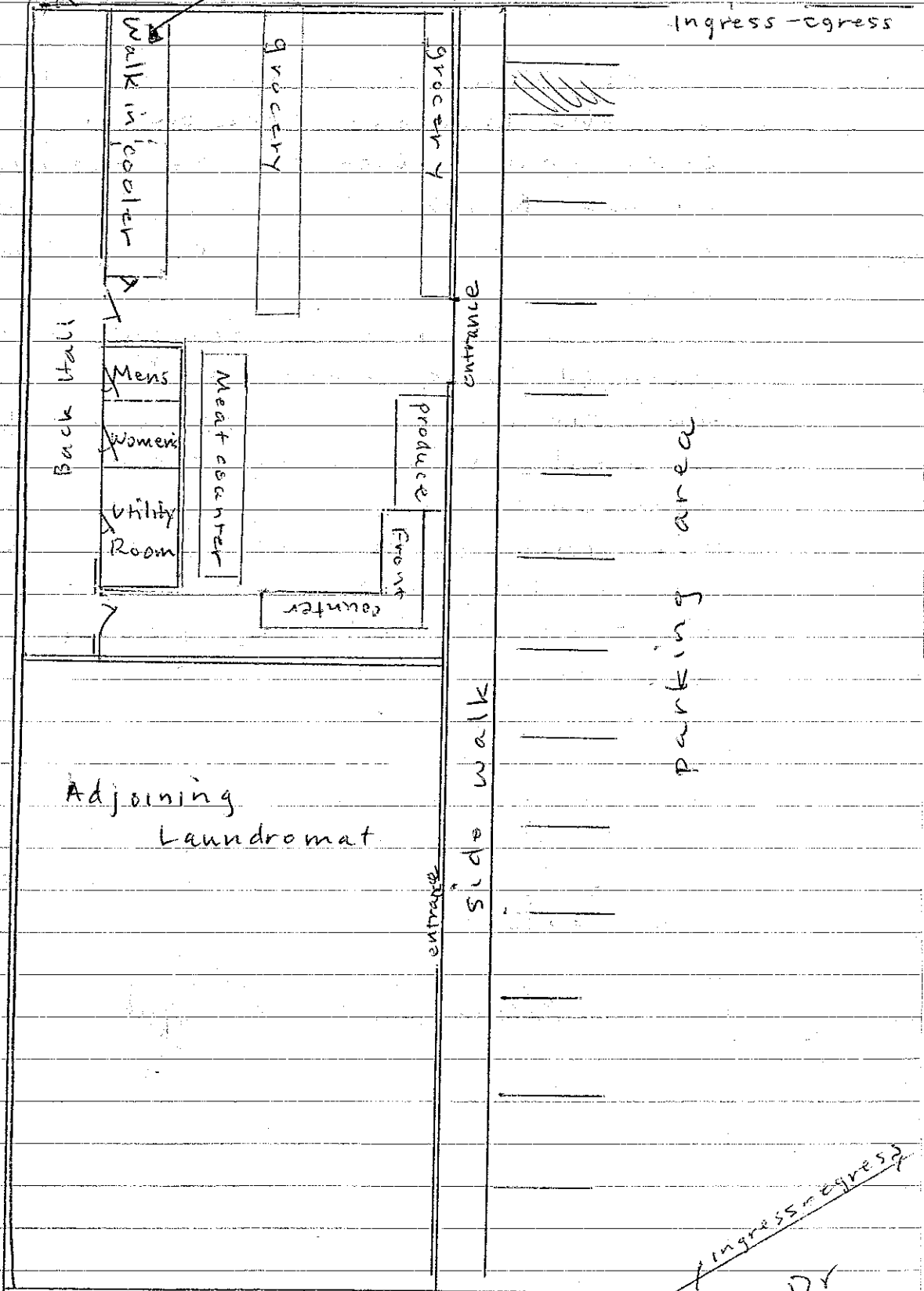
North port Dr

Pump station

*Beer sales only in 1/2 of walk-in cooler

Backdoor

Ingress-egress



parking area

Adjoining Laundromat

Side walk

Ingress-egress
Troy Dr

Business Plan for Enrique's Market

The plan is to continue the aim of the previous store owner in the sales and service to the Hispanic community on the North East side of the City of Madison as well as the Dane county community at large.

We will run a family owned and operated establishment selling primarily food product in a grocery type venue as well as providing money wire, tele-communications and other personal services. The idea is to add beer only sales in a responsible manner to enhance the product that we already have available to our clientel.

We hope to maintain a clean and responsible business that will enhance the neighborhood.

Feedback from community and city officials is welcomed to help in our efforts.

Enrique Sanchez