



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, 20 18.
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.
Heights Kitchen LLC
4. Trade Name (doing business as) The Heights
5. Address to be licensed 11 N. Allen St.
6. Mailing address 11 N. Allen St.
7. Anticipated opening date June 2018
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
☒ 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

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 30 indoors, 40 outdoors
13. Describe existing parking and how parking lot is to be monitored.
N/a
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 Melinda Trudeau
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 1993
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 1996
21. State and date of registration of corporation, nonprofit organization, or LLC.
8/11/17
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
managing member	Nicole Rogers	Madison, WI
managing member	Evan Gruzis	Madison, WI
managing member	Mel Trudeau	Madison, WI
managing member	Jonny Hunter	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.

Evan Gruzis

24. Is applicant a subsidiary of any other corporation or LLC?

☐ No ☒ Yes (explain) see attached

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 _____

See attached

28. Hours of operation 7am-9pm

29. Describe your management experience _____

Owners are experienced Madison restaurateurs
Since 1996

30. List names of managers below, along with city and state of residence.

Melinda Trudeau

Madison WI

Evan Gruzis

Madison WI

31. Describe staffing levels and staff duties at the proposed establishment _____

See attached

32. Describe your employee training We will require Service staff
to complete a Responsible Beverage Server Training
Course

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

Neighborhood residents 25 +
food enthusiasts

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

We will promote prepared foods &
retail products through 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? _____

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

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? all

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

43. Indicate any other product/service offered. prepared foods, retail grocery

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? 4-6

During what hours do you anticipate they will be on duty? 11-9

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 30 indoors, 40 out
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? 85%
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:
15 % Alcohol 85 % 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 Deputy Clerk 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 intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. ☐ No ☒ Yes

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

Section G—Information for Clerk's Office

69. State Seller's Permit 4 5 6 - 1 0 2 9 9 2 8 6 2 0 - 0 3

70. Federal Employer Identification Number 82-2898898

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

Contact person EVAN GRUZIS

E-mail address evangruzis@gmail.com

Phone 917-806-3506 Preferred language english

72. Corporate attorney, if applicable: Name _____

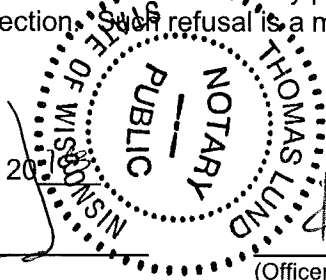
Phone _____ E-mail _____

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 12th day of APRIL, 2018

Thomas Lund
 (Clerk/Notary Public)



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

My commission expires 05/24/2019

Clerk's Office checklist for complete applications		
☐ Orange sign ☒ WI Seller's Permit Certificate (matching articles of incorporation) ☒ FEIN ☐ Notarized application ✓ ☒ Written description of premises	☒ Background investigation form(s) ☐ Form for surrender of previous license ☒ *Articles of Incorporation ☒ *Notarized Appointment of Agent * Corporation/LLC only	☒ Floor Plans ☒ Lease ☒ Sample Menu ☒ Business Plan
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 _____		

Liquor License Application The Heights

Section B

10) We will have a small retail display for a few dozen wines and craft beers on the retail side of the cafe directly across from the sales counter. The display will remain out of sight and/or locked to the public (opened by request with ID for purchase) until 4PM on days when West HS is in session. We will have a locked storage area in our basement (no public access) for back-stock of craft beer and wine. We will not sell spirits. The area is 1870 square feet and includes an outdoor patio & two small tables in the North alley by the entrance.

Section C

24) The applicant Heights Kitchen LLC is owned by Underground Meats LLC and N & E Interests LLC.

24) Melinda Trudeau & Jonathan Hunter are managing members of the following LLC that holds a liquor license in Madison, WI:

Class A Combination License: BJ & Mel's Sausage Factory, LLC - DBA Underground Butcher

Jonathan Hunter is a managing member of the following LLC that holds a liquor license in Madison, WI:

Class B Combination License: Badger Meats, LLC - DBA Forequarter

Section D

27) The Heights is a cafe/restaurant that serves the neighborhood from morning until evening as a comfortable gathering place that provides a range of high-quality options. The daily program will include breakfast egg dishes, a rotating coffee selection, several lunch sandwich and salad options, as well as a flexible dinner menu that allows for dining-in with wine/beer pairing, or ordering online and carrying-out to home. A retail bakery line, produced at an offsite facility, will also be featured. In addition to its menu, the business will house a carefully curated retail section that will include artisan cheese case featuring Wisconsin and other domestic producers, a selection of Underground Meats charcuterie, and prepared foods. We will have a selection of craft beer and a few dozen bottles of wine. Wine and beer will be available for retail purchase as well as in-house consumption. We will not offer hard alcohol/spirits.

31) General Manager, Certified Food Service Kitchen Manager, cooks, counter attendant, barista, cheesemonger, waitstaff, janitorial