



City of Madison Liquor/Beer License Application 41508

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, 2016.
- 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.
Cask & Ale LLC
- Trade Name (doing business as) Cask & Ale
- Address to be licensed 212 Stark St. Madison, WI 53703
- Mailing address 703 World Bridge Rd. Cottage Grove WI 53527
- Anticipated opening date April 2016
- 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) Currently operating as 608 Bar

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 approximately 1650 Sq. Ft. upstairs and roughly the same basement storage. There will be Alcohol stored and served upstairs in bar area, and stored in locked rooms in basement. A small patio will also be utilized during summer.

A-4
P-406

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 84 - 100

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

A public parking garage is located directly behind building and is monitored by the City of Madison.

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

No Yes, license issued to 608 Bar & Restaurant (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 Kenneth Boll

17. City, state in which agent resides Cottage Grove, WI

18. How long has the agent continuously resided in the State of Wisconsin? 1976

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 Current Lic.

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

Wisconsin - Cask & Ale January 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
Owner	Kenneth A. Boll	Cottage Grove, 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.

Kenneth A. Boll

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 Cask & Ale will be a modern and sleek space with well appointed fixtures. We will focus on craft beer with 36+ Taps. The other main area of expertise will be our whiskey selection. 200+ variations of whiskey will be represented.

28. Hours of operation Mon-Fri 4:00 - close, Saturday 12:00pm - close Sunday 5:00pm - close

29. Describe your management experience I have worked at Paul's Club for 17 years, with 12+ years serving as General Manager. 20 Total years of bar/restaurant experience in total

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

TBD - _____

31. Describe staffing levels and staff duties at the proposed establishment Seven days a week we will be staffing bartenders and servers. Multiple bartenders on weekend shifts and waitresses on weekend shifts too. Doorperson every night of the week.

32. Describe your employee training Staff selection and training will be a continuing effort for the owner/manager. Educational classes will be provided monthly for staff to learn about products and bar safety.

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

The target market would be any and all people inhabiting downtown Madison.
Downtown dwellers as well as people who work and visit downtown socially.

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

Advertising will be done originally in local newspapers and
social media. A short video will be filmed and utilized online
for people to view to learn more about the business.

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? Trivia weekly
and possible small music groups. Possible DJ events on weekends.

38. What age range do you hope to attract to your establishment? 21 - 75

39. What type of food will you be serving, if any? None - Popcorn
 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? Popcorn - All Evenings

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

43. Indicate any other product/service offered. Apparel and glassware will be ^{offered} served

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? 3-6
During what hours do you anticipate they will be on duty? 9 - close Thur - Sat.

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

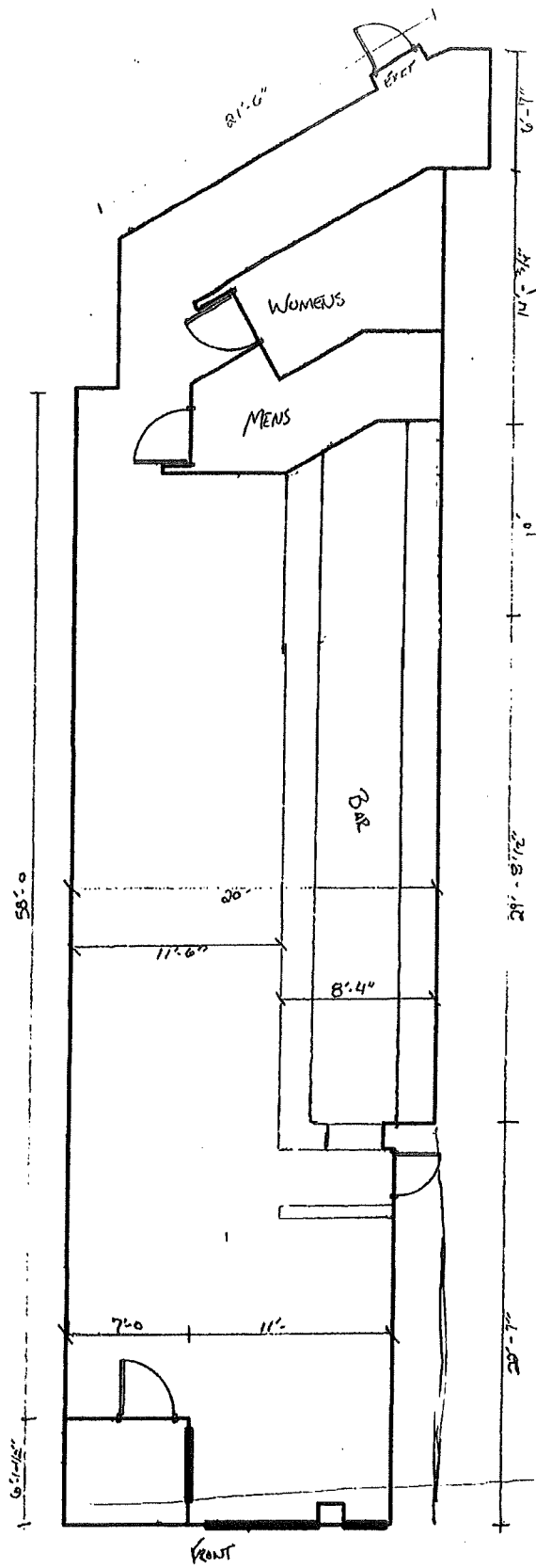
48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 20-30
 How many bartenders do you anticipate having work at one time on a busy night? 3
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate 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? N/A
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? N/A
 What percentage of your advertising budget do you anticipate will be drink related? 100%
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:
100 % Alcohol _____ % 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

ADVANCED RENOVEL? PUMMIA:
PLANS FOR 212 WARE ST

1-1
I



VODKA

44 North / Cherry / Nectarine	\$7.5/9.5
Absolut	\$6/8
American Harvest	\$6/8
Belvedere	\$8/10
Chopin	\$8/10
Deaths Door Vodka	\$7.5/9.5
Deep Eddy Grapefruit	\$6/8
Double Cross Vodka	\$9/11
Effen / Black Cherry / Cucumber	\$7.5/9.5
Finlandia Grapefruit / Lime	\$6/8
Grey Goose / Cherry Noir / La Poire	\$8/10
Hangar One / Lime / Orange / Cirtus	\$8/10
Jeremiah Weed Sweet Tea	\$6/8
Ketel One / Citroen / Oranje	\$6/8
Reyka	\$7/9
Russian Standard	\$6/8
Skyy / Blood Orange / Pineapple	\$6/8
Stolichnaya / Blueberi / Ohranj / Peachik / Vanil	\$6/8
Stolichnaya Razberi / Salted Caramel / Strasberi	\$6/8
Svedka Citrus	\$6/8
Three Olives Flavors	\$6/8
Titos Handmade Vodka	\$6/8
VanGogh Double Espresso / Dutch Caramel	\$7.5/9.5
Zygo Vodka	\$7.5/9.5

CANADIAN WHISKEY

Crown Royal / Maple / Apple	\$6/8
Canadian Club	\$5.5/7.5
Windsor	\$5.5/7.5

AMERICAN WHISKEY

Jack Daniels / Jack Daniels Honey	\$6/8
Jack Daniels Gentleman Jack	\$8/10
Jack Daniels Single Barrel	\$9/11
Seagrams 7 / Seagrams VO	\$5.5/7.5
Templeton Rye	\$8.5/10.5
Tin Cup	\$6.5/8.5
Willet Rye	\$8.5/10.5

BLENDED WHISKEY

Chivas Regal	\$7.5/9.5
Dewars	\$6/8
Johnnie Walker Black	\$9/11
Yamazaki Single Malt	\$11/13

WHISKEY LIQUEURS

Southern Comfort	\$5.5/7.5
Yukon Jack	\$5.5/7.5

BRANDY

Asbach Uralt	\$8/10
Korbel	\$5.5/7.5

SINGLE MALT SCOTCH

Abelour 12 yr	\$9/11
Balvenie Double Wood 12 yr	\$10/12
Bunnahabhain 12 yr	\$9/11
Cragganmore 12 yr	\$10/12
Dalwhinnie 15 yr	\$10/12
Glenfiddich 12 yr	\$9/11
Glenfiddich 15 yr	\$12/14
Glenfiddich 18 yr	\$15/17
Glenlivet 12 yr	\$9/11
Glenlivet French Oak	\$11/13
Glenlivet Nadurra	\$13/15
Glenlivet 18 yr	\$16/18
Glenmorangie Quinta Ruban	\$10/12
Glenrothes	\$9/11
Lagavulin 16 yr	\$15/17
Laphroaig 10 yr	\$10/12
Macallan 12 yr	\$9/11
Oban 14 yr	\$13/15
Talisker 10 yr	\$13/15
Talisker Storm	\$13/15

BOURBON

Angel's Envy	\$9/11
Angel's Envy Rye	\$12/14
Basil Hayden	\$8.5/10.5
Blantons	\$9.5/11.5
Bookers	\$9.5/11.5
Buffalo Trace	\$6/8
Bulleit / Rye	\$6/8
Bulleit 10 yr	\$8.5/10.5
Eagle Rare	\$6.5/8.5
Four Roses	\$7.5/9.5
Four Roses Single Barrel	\$8/10
Highwest Campfire	\$9.5/11.5
Highwest Double Rye	\$8.5/10.5
Hirsch	\$8.5/10.5
Jim Beam / Red Stag Products	\$5.5/7.5
Knob Creek	\$7.5/9.5
Knob Creek Rye	\$8/10
Koval	\$8.5/10.5
Makers Mark	\$7/9
Makers Mark 46	\$8.5/10.5
Wild Turkey 101	\$6/8
Woodford Reserve	\$8.5/10.5
Woodford Reserve Double Oaked	\$9.5/11.5

COGNAC

Courvoisier VS	\$8.5/10.5
Hennessy VS	\$8.5/10.5
Remy Martin VSOP	\$9.5/11.5

IRISH WHISKEY

Blackbush	\$7.5/9.5
Bushmills	\$6.5/8.5
Connemara Pot Still	\$8.5/10.5
Jameson	\$6/8
Jameson 12 yr	\$8.5/10.5
Jameson 18 yr	\$15/17
Jameson Gold	\$15/17
Paddy	\$6/8
Powers	\$7/9
Redbreast	\$10/12
Tullamore Dew	\$6/8
Tullamore Dew 10 yr	\$8.5/10.5
Tullamore Dew 12 yr	\$9.5/11.5

RUM

Angostura 1919 Rum	\$8/10
Appleton Estates VX	\$6.5/8.5
Bacardi / Limon	\$5.5/7.5
Banks Rum	\$7/9
Captain Morgan	\$5.5/7.5
Coruba Dark Rum	\$6/8
Flor De Cana 7 yr Rum	\$6/8
Goslings Dark Seal	\$5.5/7.5
Kilo Kai	\$6/8
Kraken	\$7.5/9.5
Malibu / Flavors	\$5.5/7.5
Mount Gay Eclipse	\$6/8
Myers Dark	\$6/8
Plantation Barbados	\$6/8
Plantation Jamaica	\$6.5/8.5
Plantation Trinidad	\$7/9
Pussers Old Naval	\$7.5/9.5
Pyrat XO Rum	\$7.5/9.5
Ron Zacapa 23 yr Rum	\$8.5/10.5
Sailor Jerry	\$6/8
Zaya	\$8.5/10.5

GIN

Beefeater	\$6/8
Bombay Sapphire	\$6/8
Boodles	\$7.5/9.5
Citadelle	\$7.5/9.5
Deaths Door	\$7.5/9.5
Hendricks	\$8/10
Knickerbocker Gin	\$6/8
Plymouth	\$6.5/8.5
Right	\$7.5/9.5
St. George Botanivore	\$8.5/10.5
Tanqueray	\$6/8

TEQUILA

1800 Silver	\$7.5/9.5
Corralejo Anejo	\$10.5/12.5
Corralejo Blanco	\$8.5/10.5
Corralejo Reposado	\$9.5/11.5
Don Julio Blanco	\$9/11
El Tesoro Platinum	\$8.5/10.5
Herradura Anejo	\$9/11
Herradura Reposado	\$8/10
Maestro Dobel	\$10.5/12.5
Milagro Silver	\$7.5/9.5
Milagro Reposado	\$8.5/10.5
Patron Silver	\$9.5/11.5
San Matias	\$9.5/11.5
Sauza Gold	\$6/8
Sauza Hornitos	\$7/9
Sauza Tres Generaciones	\$8.5/10.5

LIQUOR

Amarula	\$6.5/8.5
Ancho Reyes Chile Liquor	\$8.5/10.5
B & B / Benedictine	\$7.5/9.5
Baileys / Caramel / Cherry	\$6/8
Castries Peanut Rum	\$7/9
Chambord	\$7.5/9.5
Cointreau	\$7.5/9.5
Disaronno	\$6/8
Drambuie	\$7.5/9.5
Fernet Branca	\$6/8
Frangelico	\$6.5/8.5
Galliano	\$7/9
Godiva White / Dark	\$6/8
Kahlua	\$6/8
Kringle Cream Liquor	\$6.5/8.5
Luxardo	\$7.5/9.5
Midori	\$6/8
Ouzo # 12	\$6/8
Pama	\$6/8
Pernod	\$6/8
Pimms	\$6/8
Romana Sambuca	\$6/8
Rum Chata	\$6/8
St. Germaine	\$7.5/9.5
Solerno Blood Orange Liquor	\$8/10
Tyku	\$7.5/9.5
Wondermint Liquor	\$6/8
X Rated	\$6/8

WHITE WINE

House Chardonnay - Cypress Vineyards 2012 Central Coast, CA	\$6/24
House White Zinfandel - Cypress Vineyards 2011 Central Coast, CA	\$6/24
Chardonnay – Rodney Strong 2011 Chalk Hill, Sonoma Country, CA	\$8/32
Sauvignon Blanc – Oyster Bay 2013 Marlborough, New Zealand	\$7/28
Rosé – Alexander Valley 2013 Sonoma, California	\$7.50/30
Pinot Gris – Pierre Spore Alsace 2011 Alsace, France	\$7.50/30
Riesling – Milbrandt Vineyards 2012 Columbia Valley, WA	\$7/28
Moscato – Piquitos Valentino 2012 Valencia, Spain	\$7/28

RED WINE

House Cabernet – Cypress Vineyards 2012 Central Coast, CA	\$6/24
House Merlot – Cypress Vineyards 2012 Central Coast, CA	\$6/24
Pinot Noir – Rodney Strong 2012 Russian River Valley, CA	\$9/36
Malbec – Finca El Origen Reserva 2012 Mendoza, Argentina	\$7/28
Syrah – J. Lohr Estates 2011 Paso Robles, CA	\$7.50/30
Zinfandel – Alexander Valley Sin Zin 2010 Alexander Valley, CA	\$8/32
Cabernet Sauv. – Alexander Valley Vineyards 2011 Alexander Valley, CA	\$8/32
Cabernet Sauv. – Route Stock Cellars 2010 Napa Valley, CA	\$9/36
Merlot – Chalone Vineyards 2011 Monterey County, CA	\$7/28

CHAMPAGNE AND BUBBLES

Wycliff Brut – California	\$6/24
Schramsberg Blanc de Blancs – California	\$75
Veuve Clicquot Ponsardin Brut – France	\$90
Dom Perignon Vintage 2003 – France	\$275

Paul's Club

Cask & Ale
Cask & Ale LLC
Madison, WI 53703

I. THE BUSINESS

Cask & Ale is a LLC intended to serve as a local tavern by serving beer, liquor, and wine. The main focus of Cask & Ale is to offer approximately 36 varieties of draught beer and more than 200 variations of whiskey. The highlight of the space will be the large wood back bar and the lounge seating. The craft beer market has been a growing segment of our entertainment culture and I intend to focus on expanding this culture in the downtown market. This tavern and entertainment venue has the opportunity to cater to a wide variety of customers and to serve as a community meeting place. I plan to offer exceptional customer service to my patrons with my 20 years of service-industry experience and to train the staff of Cask & Ale to ensure that they have the same skills. Cask & Ale will offer a welcoming and enjoyable environment, adding large television menu boards and a stage for live entertainment to Madison's downtown scene.

This business is intended to maintain a strong community presence. The goals are to produce income to support the owners full-time, pay off any loans accrued during the build-out, and give back to the community. I intend to build on my reputation as an industry leader and will build my new venture into the solid framework of the established downtown Madison entertainment scene.

Profits will result from relationships built with my customer base and from making them excited to return for an enjoyable experience. Cask & Ale will offer quality products, a pleasing and upscale environment, a relationship with the community, and smart product management.

Madison has yet to see an upscale craft beer and whiskey bar combined with a comfortable seating area. With the current construction boom downtown continually adding housing options, I feel that the addition of a craft beer and whiskey bar and entertainment venue will add a unique option for a social gathering place.

II. BUSINESS GOAL & OBJECTIVES

- Create an environment/business that is attractive to local customers and that becomes a destination spot that customers will seek out for entertainment.
- Have an extensive selection of beer, liquor and wine with an educated staff to serve it.
- Create a small but creative craft cocktail menu that highlights local products and seasonal trends.

- Create and maintain a clean, friendly and welcoming atmosphere including a jukebox, memorabilia, apparel, an ATM, and audio/visual and lighting elements.
- Start with enough financial support to allow the owner to work at the business full-time.
- Maintain tight control of costs and the operating budget by having the owner manage the day-to-day activities while hiring responsible staff as needed.
- Employ a small staff to support the initiative.
- Actively participate in the community to encourage word-of-mouth advertising, recruit new customers and give back to local surroundings.
- Employ strategic marketing, promotions and business decisions to increase income.
- Offer weekly and nightly specials/events to build the customer base.
- Sponsor charity events within the community and help build a relationship with the downtown districts.

III. THE EXPERIENCE

The decor will be sleek, comfortable and stylish. There will be a long, straight bar along one wall, built-in booths that face the bar area along the first wall upon entering, high-top bar tables and booth seating along the back wall. The floor will be leveled and replaced with tile, and the back-bar floor will be rubber for the comfort of the bar staff. Highlighting the space will be the beautiful solid brick wall that the seating area will be constructed against. Lighting elements will be used to highlight the professional work done by the contractors. A cellaring room will be built in the basement for aging beer in the proper conditions.

Service style will be casual and hospitable. Bartenders and servers will be trained with the proper techniques to ensure customers have the best experience possible. Periodic training will be provided by owner/managers to ensure that the staff is up-to-date on current inventory. Outside sources from local breweries and distilleries will also be asked to come and educate staff on product knowledge on a regular basis. Cocktail waitresses will be available on weekend shifts and one waitress will be on duty throughout the rest of the weeknight shifts. Doormen/security personal will be on duty every night of operation. Multiple doormen will be used on Friday and Saturday nights to ensure the safety of customers and employees alike.

IV. COMPANY SUMMARY

Housed at a strategic, high-traffic location in the middle of the 200 block of State Street, Cask & Ale will not only benefit from downtown walking traffic but also from the many corporate and community events that downtown Madison hosts. Ample

public parking is available and nearby. The prime location lends itself nicely to intentional signage and promotions.

Quality service-to-customer experience is key to the business's success. Cask & Ale will strive for success through building relationships with our customers. In my past 17 years with Paul's Club I have learned much regarding what it takes to make a business prosper. Relationships with customers are integral to achieve this aim.

This business will attract a large customer base by offering a variety of whiskey and beer. Large-screen televisions will be utilized for beer and cocktail menus throughout the bar area. Monthly training classes will be offered to the general public providing education of beer and whiskey. Outside sources such as brewery representatives and distillery representatives will often lead these training classes. Live entertainment will draw in customers on traditionally slow nights, and trivia will be offered on a weekly basis.

V. PRODUCT/SERVICE

Bars/taverns have been around for years, withstanding trends and many changing environments. There are many options when looking to establish a bar business; what will set Cask & Ale apart from the competition will be the environment. The bar will sell beer and alcohol and offer a limited cocktail menu, but customers will return for the experience. Cask & Ale will constantly play background music from a jukebox, or will have live music and/or DJs that will provide the desired ambience. Promotions will be marketed and target specific trends and desires indicated by the demographics. An overall sense of community involvement and recognition will be at the heart of decision-making for Cask & Ale. While a person can have a beer at home, what will bring them to Cask & Ale will be a sense of community, appreciation, the quality of the product, value, and an overall positive experience.

Draught beer, bottle beer, wine and a creative cocktail list will be the main income for Cask & Ale. Draught beer will focus on seasonal trends and styles, and will emphasize local breweries and spirits. The draught list will focus on between 24-40 draught lines and rotate often. The whiskey list will start at upwards of 200 options and continually build from there. A solid wine list and cocktail menu will also highlight local products and ingredients. Apparel and glassware sales will provide a secondary source of income for the business.

Draught beer will be the main focus of income for beer sales and will range in price from \$5-\$15. Bottle beer selection will be available and range in price from \$3-\$30. The wine list will be creative and efficient and range in price from \$6-\$14. The whiskey list will be quite large and offer many varieties with an expansive price range. The cocktail list will be small and creative. Local sources will be tapped and the menu will reflect this. Barrel-aged cocktails and kegged cocktails will be featured on the cocktail menu.

VI. TARGET MARKET

The target market for Cask & Ale is quite broad. By day, this will include business professionals who work downtown, people who live in neighboring housing units, convention visitors and tourists. By night, we hope to appeal to both male and females over a broad age range that are socially and culturally active. Both women and men alike enjoy being entertained when out socially, and we want to target any and all age groups that come to the downtown district to seek various forms of entertainment. Live music will also draw a presence to this area of State Street.

VII. VALUE PROPOSITION

Our value proposition is that we will serve the highest quality, most unique beer and whiskey in a special and comfortable ambiance. We will have knowledgeable, experienced, hospitable service in a chic atmosphere. Customers will be able to experience an upscale beer and whiskey venue in downtown Madison.

VIII. COMPETITION ANALYSIS

Because of the multiple facets of the business, there are various categories of competitors. One such category includes places with a substantial beer list. Coopers, Mr. Brews, Hop Cat, and Paul's Club share this customer base. Places with an extensive whiskey list are competitors as well. Merchant, Coopers, Maduro and Paul's Club share this customer base. Likewise, places with large beer menus and good whiskey lists would be competitors. Plaza, the Great Dane and Whiskey River share this customer base. Cask & Ale will offer a much different atmosphere than any of its competition, however. More specialized beer and whiskey lists and elegant wine and cocktail menus will set us apart from any of the local competition. None of these locations in my mind cover all the elements that I will be offering.

IX. MARKETING PLAN

Press releases to local newspapers and other media/social media will spread the word about the opening of the new location. A short video will be filmed with a local artist to highlight the location pre-opening to share with social media. A VIP, invitation-only party will be planned for local hospitality professionals to help publicize Cask & Ale.

X. MANAGEMENT

I, Kenneth Boll, will serve as the operational owner/manager with majority interest in the project. A second owner/manager with minority control will help in day-to-day activities for the location. A bar manager will be hired from an experienced pool of candidates to help cover hours of operation during which one of the owners can't be present.

I have always had a personal interest in both beer and whiskey, and am currently studying to take the Cicerone exam. I also have much experience and have worked multiple facets of the restaurant and bar industries, including in the kitchen, as security, as a bartender, as assistant manager and as general manager. I very much enjoy interacting with customers and pride myself on my reputation for service and the rapport that I have built with not only customers but with my employees, distributors, sales people, the downtown police force, and the downtown city alderman. Paul's Club is one of the longest-operating bars in the downtown area (open since the 1950s), and has grown tremendously since they moved and remodeled the bar three years ago. I am proud that Paul's Club has one of the lowest rates of police calls of bars in the area, and that we have continually attracted a robust and diverse clientele.

I will serve as the main decision-maker going forward with the build-out and the opening of the business. However, once it's financially an option, a staff will be hired to aid in build-out and the preparations for the upcoming opening. I will serve as the day-to-day operations manager, and will make all business decisions in consultation with my partner.

XI. OPENING COSTS

Opening costs are difficult to estimate. Once a lease is signed I will be able to bring in contractors and secure an accurate estimate of cost of the build-out. The bathrooms will be re-done completely and the bar area will be updated while keeping the same footprint. The floors will be replaced, along with some of the surrounding wall structure. Ceiling tile and the back-of-house area will also be cleaned and replaced where needed. Equipment such as under-bar coolers and tap towers will be purchased. Stainless steel under-bar, dishwashers, bar top and ice machine will all have to be built or purchased.

XII. HOURS OF OPERATION

Monday through Friday, 3:00pm to bar close

Saturday, 12:00pm to bar close

Sunday, 4:00pm to bar close

Happy hour will be served from 4:00pm till 6:00pm Monday through Friday

XIII. STRENGTH OF BUSINESS

One of the biggest strengths in building this new business is experience. Together the partners have over 40 years of combined experience in the bar/restaurant business. The location of the proposed new business is great for its visibility with both foot and automobile traffic. As the main partner of Cask & Ale, I have both operating experience and have recently opened a new location for Paul's Club within the last three years. Both partners have a good relationship with community

members and city officials, as well as with the many bar/restaurant owners/managers in the State Street area. Ultimately we see the concept as a very attractive addition to the thriving downtown entertainment district.