

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning October 1 20 12 ;
ending September 30 20 13

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

County of Dane Aldermanic Dist. No. 12 (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): Evans, Alexander, J; Koga, Zachary, A; Karben4 Brewing, LLC

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.

Title	Name	Home Address	Post Office & Zip Code
President/Member	Managing Member, Alex Evans,	1319 E. Johnson St. Madison,	WI 53703
Vice President/Member	Managing Member, Zak Koga	1137 Elizabeth St. Madison,	WI 53703
Secretary/Member	Managing Member, Ryan Koga,	2004 9th Ave. N Billings,	MT 59101
Treasurer/Member			
Agent	Attorney, Erin Ogden,	33 E. Main St. Suite 500 Madison,	WI 53703
Directors/Managers			

3. Trade Name Karben4 Brewing Business Phone Number (920) 277-4012
4. Address of Premises 3698 Kinsman Blvd Madison, WI Post Office & Zip Code 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 WI and date 02/03/12 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.)

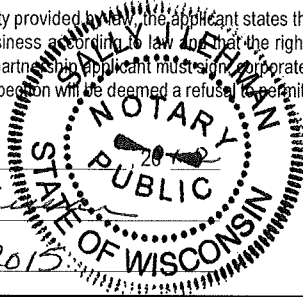
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) Warehouse, brewery and taproom space = 10,500 SF

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? Ale Asylum, LLC
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. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? 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 this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 29 day of May
[Signature]
(Clerk/Notary Public)



[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
[Signature]
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

My commission expires Oct 18, 2015

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number: <u>456-1027759867-02</u>	
Federal Employer Identification Number (FEIN): <u>45-4695874</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

City of Madison Supplemental Class B License Application

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

1. Name of Applicant/Partner/Corporation/LLC Karben4 Brewing, LLC

2. Address of Licensed Premise 3698 Kinsman Blvd Madison, WI 53704

3. Telephone Number: (920) 277-4012 4. Anticipated opening date: 10/01/2012

5. Mailing address if not opening immediately P.O. Box 607 Madison, WI 53701

6. 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

7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: Brewpub operating 7 days per week. Anticipate Sun-Wed 10am-midnight; Thurs-Sat 10am-2am

9. Do you plan to have live entertainment? No Yes—What kind? Live music (small)

10. 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.**

We have leased approx. 10,500 SF of space from Kinsman Investors: 7875 SF of main space (i.e. taproom and brewing ops) & 2625 SF of warehouse/dry storage space in a separated parcel. The taproom has an approx. capacity of 200. This capacity will be verified with the Madison Fire Department upon switching occupancy of the space from Ale Asylum to Karben4. There is also an outdoor patio (26'5" x 36'). This patio will require Karben4 to obtain a Conditional Use permit from the City Planning Dept. This permit cannot be established until Ale Asylum vacates the current space so we ask that you consider this a contingent item in your review. Seating will occur in the bar, dining and patio areas. Alcohol will be stored in a secure room and in two lockable walk-in coolers. This is the exact same setup Ale Asylum has established precedent. The back-of-house will be restricted from patrons unless led on a guided tour. Please refer to Exhibit B for a floor plan.

11. 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. There is parking available both in the front and back of the retail space (as currently being successfully used by Ale Asylum). The parking lot is monitored day-to-day by the tenants of the building, and the landlord can/will be contacted to address any elevated issues that may arise.

13. Describe your management experience, staffing levels, duties and employee training. Ryan, brewmaster, currently manages the operation of a microbrewery in Billings, MT. His role encompasses manufacturing operations and taproom sales. Alex has a background in finance, banking and advertising. Zak is a project manager for Findorff providing experience managing complex projects, and he has worked security for bars and events. We will have a bar manager and will hire 3-5 servers as required by demand. Ryan may require additional staff on the manufacturing side of the business as driven by beer production demand.

14. 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.

Erin Ogden 33 E. Main St. Suite 500 Madison, WI 53703
Name Address

15. Utilizing your market research, who would you project your target market to be?

24-50, median income, college degree

16. What age range would you hope to attract to your establishment? 24-50

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

Signage, social media and website. Beer.

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

See Exhibit C

19. Owner of building where establishment is located: Kinsman Investors - Joel Bahr

Address of Owner: 6514 Odana Road, Suite 6 Madison, WI 53719 Phone Number (608) 238-4253

20. 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

21. List the Directors of your Corporation/LLC

Alexander Evans	1319 E. Johnson Street Madison, WI 53703	20%
Name	Address	
Zachary Koga	1137 Elizabeth Street Madison, WI 53703	20%
Name	Address	
Ryan Koga	2004 9th Ave. N Billings, MT 59101	20%
Name	Address	

22. List the Stockholders of your Corporation/LLC

Stephen Evans	310 S. Monterey Dr. Vero Beach, FL 32963	30
Name	Address	% of Ownership
John Koga	1310 Fillmore St. PH2B San Francisco, CA 94115	10
Name	Address	% of Ownership
Name	Address	% of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. Brewpub - manufacture beer and sell food and beverages

24. What type of food will you be serving, if any? We will serve simple food and have not yet exactly defined our menu.

Breakfast Lunch Dinner

However, we have attached a sample menu to display the intended scope of our food service (Exhibit A).

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? All hours of operation. Future restrictions would be based on our customers' demand.

27. What hours, if any, will food service not be available? None
28. Indicate any other product/service offered. Potentially coffee. We think the MATC student market is under-served in the study/coffee break market.
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 3-5
 During what hours do you anticipate they will be on duty? 11-1 & 5-close
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
 If yes, how many bar stools do you anticipate having at your bar? 15-20
 How many bartenders do you anticipate you would have working at one time on a busy night? 2
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
 If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
Walk-in coolers provide space for both beer and food organized and separated by shelving units.
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
<5%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? <5%
 What percentage of your advertising budget do you anticipate will be drink related? 95-100%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No
-

42. What is your estimated capacity? 99 in the taproom; 48 on patio established for Ale Asylum's current use of the exact same space.
43. Pursuant to Chapter 38.02 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	95 %
Gross Receipts from Food and Non-Alcoholic Beverages	4 %
Gross Receipts from Other	1 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
 You may be required to submit documentation verifying the percentages you've indicated.


We are a start-up so we do not have historical data to support this. We intend to primarily serve and distribute beer.

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.

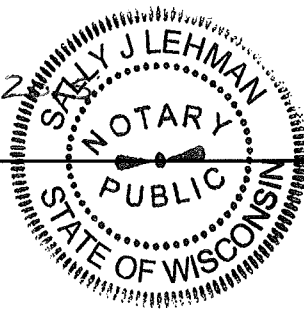
Subscribed and Sworn to before me:

this 29 day of May, 2012


 (Clerk/Notary Public)


 (Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires October 18, 2012





WISCONSIN DEPARTMENT OF REVENUE
 PO BOX 8902
 MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
 2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
 PHONE: 608-266-2776 FAX: 608-261-6248
 EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

ALEX EVANS
 KARBEN4 BREWING LLC
 PO BOX 607
 MADISON WI 53701-0607

Letter ID: L2070517792
 Batch Index: 842199552-75

Wisconsin Department of Revenue

Seller's Permit

LEGAL/REAL NAME: KARBEN4 BREWING LLC
 BUSINESS NAME: KARBEN4 BREWING
 3698 KINSMAN BLVD
 MADISON WI 53704-0000

The seller whose name appears above is authorized to engage in the business of selling tangible personal property and taxable services at the location shown. This permit is not transferable and is not valid at any other location. This permit must be conspicuously displayed at the place of business for which issued. Return this permit to the Department if you discontinue sales of taxable property and services at this location.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., this permit should be displayed or carried with you to the various events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1027759867-02

EXHIBIT D - ARTICLES OF ORGANIZATION & AMENDMENT

12 G-046885 ef.

Sec. 183.0203, Wis. Stats.

2012 APR 24 Fil 2:45

State of Wisconsin Department of Financial Institutions Division of Corporate and Consumer Services



ARTICLES OF AMENDMENT - LIMITED LIABILITY COMPANY

Note: Articles of Amendment cannot be filed to add or remove members, managers or owners of the limited liability company. Member and manager information should be listed in the company's operating agreement. The operating agreement is not filed with the Department of Financial Institutions.

A. The present limited liability company name (prior to any change effected by this amendment) is:

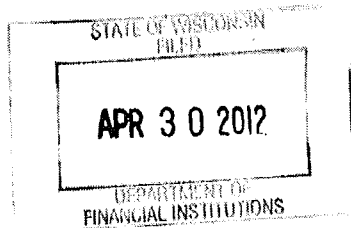
Geeks Brewing Company, LLC

(Enter Limited Liability Company Name)

Text of Amendment (Refer to the existing articles of organization and the instructions on the reverse of this form. Determine those items to be changed and enter the number identifying the paragraph in the articles of organization being changed and how the amended paragraph is to read.)

RESOLVED, THAT the articles of organization be amended as follows:

The name of the limited liability company be changed to Karben4 Brewing, LLC.



04/24/2012 03:21 PM DCorp \$40.00 111667 #.1

B. Amendment(s) to the articles of organization was adopted by the vote required by sec. 183.0404(2), Wis. Stats.

C. Executed on: 4/23/12 (Date)

(Signature)

Title: Member OR Manager

(Select and mark (X) the appropriate title) Alex Evans (Printed name)

This document was drafted by Erin R. Ogden (Name the individual who drafted the document)

FILING FEE - \$40.00 DFI/CORP/504(R09-05)

ARTICLES OF AMENDMENT – Limited Liability Company

Erin R. Ogden
 Murphy Desmond SC
 33 E. Main St., Suite 500
 Madison, WI 53703

▲ Enter your return address within the bracket above.

Phone number during the day: (608) 268 - 5595

INSTRUCTIONS (Ref. sec. 183.0203 Wis. Stats. for document content)

<p>Submit one original and one exact copy along with the required filing fee of \$40.00 to the address listed below. Make checks payable to the “Department of Financial Institutions”. Filing fee is non-refundable. Sign the document manually or otherwise allowed under sec. 183.0107(1g)(c).</p>		
<p>Mailing Address: Department of Financial Institutions Division of Corporate & Consumer Services P O Box 7846 Madison WI 53707-7846</p>	<p>Physical Address for Express Mail: Department of Financial Institutions Division of Corporate & Consumer Services 345 W. Washington Ave -- 3rd Fl. Madison WI 53703</p>	<p>Phone: 608-261-7577 FAX: 608-267-6813 TTY: 608-266-8818</p>

NOTICE: This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. This document can be made available in alternate formats upon request to qualifying individuals with disabilities.

A. State the name of the limited liability company (before any change effected by this amendment) and the text of the amendment(s). The text should recite the resolution adopted (e.g., “Resolved, that Article 1 of the articles of organization be amended to read: (enter the amended article).

An amendment may change or add only those provisions that are required under sec. 183.0202, Wis. Stats., to be included in articles of organization. If the amendment changes the name of the limited liability company, the new name must contain the words “limited liability company”, or “limited liability co.” or end with the abbreviation “L.L.C.” or “LLC”.

B. This statement is required by sec. 183.0203(2)(c).

C. Enter the date of execution and the name and title of the person signing the document. The document must be signed by one of the following: A **member** of the limited liability company, if management is vested in the members, or a **manager** if management is vested in one or more managers. Select and mark (X) the appropriate choice in item C.

If the document is executed in Wisconsin, sec. 182.01(3) provides that it shall not be filed unless the name of the person (individual) who drafted it is printed, typewritten or stamped thereon in a legible manner. If the document is not executed in Wisconsin, enter that remark.

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1. **Name of the limited liability company:**
Geeks Brewing Company, LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
Erin R. Ogden
- Article 4. **Street address of the initial registered office:**
33 E Main St, Ste 500
PO Box 2038
Madison, WI 53703
United States of America
- Article 5. **Management of the limited liability company shall be vested in:**
A manager or managers
- Article 6. **Name and complete address of each organizer:**
Erin R. Ogden
33 E Main St, Ste 500
PO Box 2038
Madison, WI 53703
United States of America
- Other Information. **This document was drafted by:**
Erin R. Ogden

Organizer Signature:

Erin R. Ogden

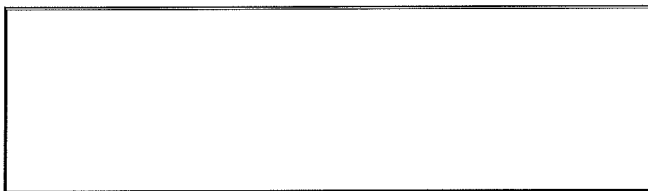
Date & Time of Receipt:

2/3/2012 2:38:11 PM

Credit Card Transaction Number:

201202032876402

**ARTICLES OF ORGANIZATION - Limited Liability Company
(Ch. 183)**



Filing Fee: \$130.00
Total Fee: \$130.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
2/3/2012	

FILED 2/3/2012	Entity ID Number G046885
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Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Zachary Koga, officer/member for Karben4 Brewing, LLC
(Corporation/LLC), doing business as a brewpub, authorize and appoint
Alexander Evans (Name) as the liquor/beer agent for the premise
located at 3698 Kinsman Blvd Madison, WI 53704.

Subscribed and sworn to before me this

29th Day of May, 2012

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 8.17.14

[Signature]
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Alexander Evans, appointed liquor/beer agent for
Karben4 Brewing, LLC (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 20 %.

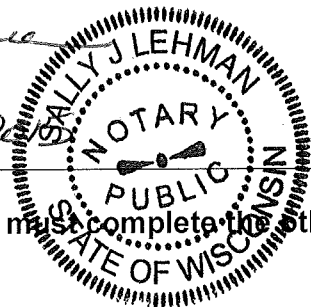
Subscribed and sworn to before me this

29 Day of May, 2012

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires Oct 18, 2015

[Signature]
Signature of Agent

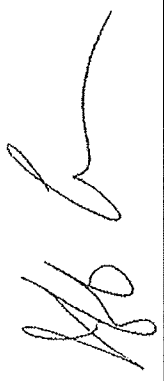


The appointed Liquor/Beer Agent must complete the other side of this form.

EXHIBIT E - BEVERAGE SERVER TRAINING PROOF

WISCONSIN SELLER / SERVER CERTIFICATION

Trainee Name: Alexander J Evans School Name: Learn2Serve
Date of Completion: 05/15/2012 16:37 CST Certification #: WI 1850642

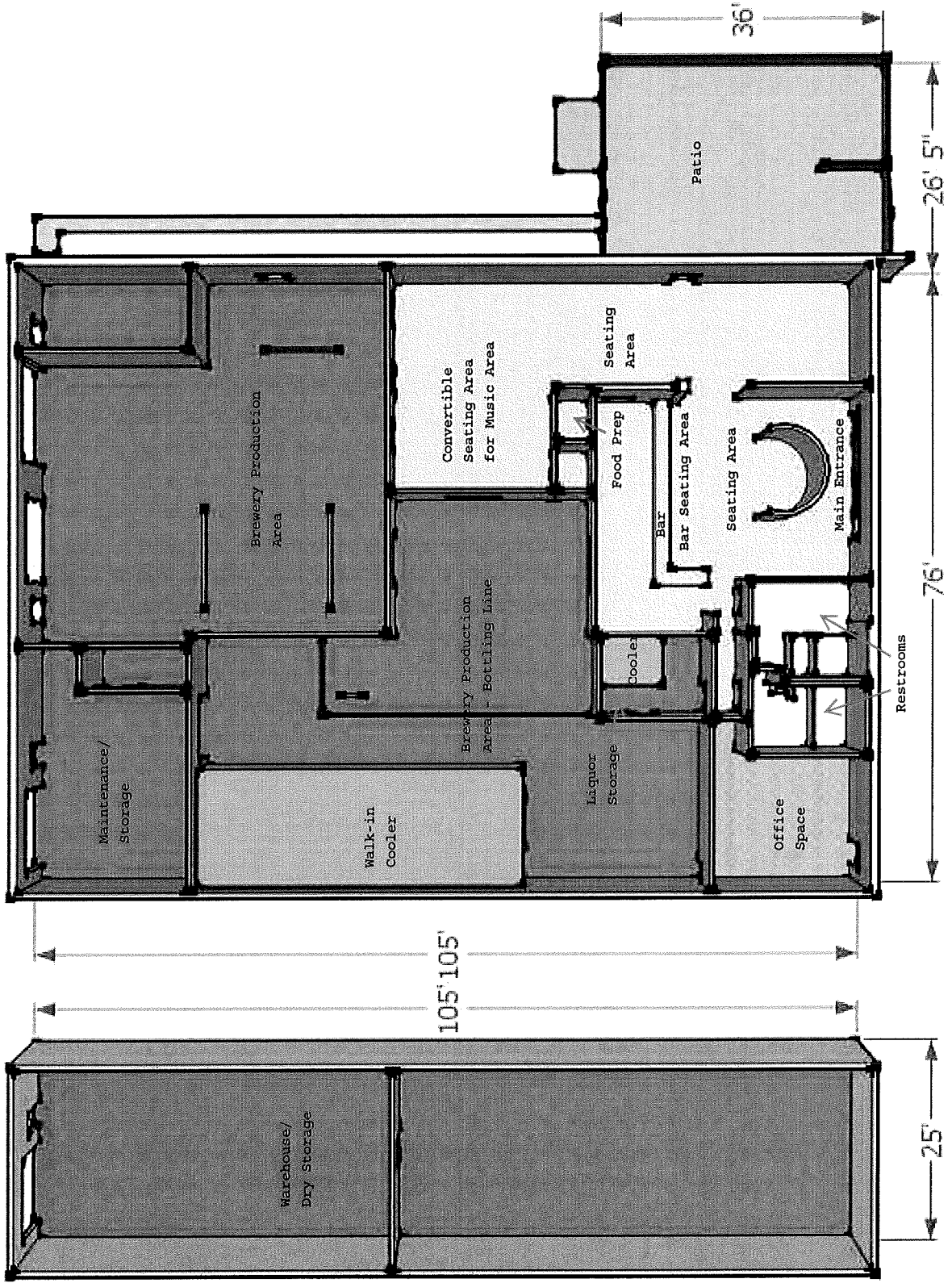
I, 
certify that the above named person
successfully completed an approved
Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66

Corporate Headquarters
13801 N. Mopac, Suite 100
Austin, Texas 78727
P: 800-442-1149

Exhibit B - FLOOR PLAN

Parking Lot



Parking Lot

Menu Description:

As mentioned in the cover letter, we plan to keep our food offering very simple. The extent of on-site preparation will be extremely limited as an operational kitchen does not currently exist, nor do we intend to build one out. Ale Asylum currently prepares its pre-made food behind the bar, offering pizza, soup, and sandwiches. Our menu will be lateral to theirs from a complexity standpoint.

We plan to offer coffee during the late-morning and daytime hours in an effort to attract MATC students to our business and to create an additional revenue stream to help keep our business afloat during its infancy period. Food out of the tap room could possibly include: Panini Sandwiches (pre-made, but heated/Panini pressed by staff), Pizza (pre-made, but cooked on premise), Sushi Rolls (potentially work with a sushi restaurant and keep premade rolls refrigerated on premise), Tacos, etc. To be clear, we do not plan to offer an array of items such as the ones listed above. They are simply examples of the direction we may head. We are going to choose one or two of these themes and keep it very simple. We will offer all customers complimentary nuts, chips/salsa, etc.

We will fully entertain the idea of food catering services or a co-op with various Madison restaurants to offer our patrons the best possible food available with our limited resources. We do not currently have a concrete menu in place as we have yet to visit with the various restaurants or explore all of the opportunities available to us, however as soon as we establish our menu we will provide it to the city.

Karben4 Brewing, LLC
PO Box 607
Madison, WI 53710

May 29th, 2012

Madison City Clerk's Office
210 Martin Luther King Blvd. #103
Madison, WI 53703

To Whom It May Concern,

Thank you for taking the time to review the application for Karben4 Brewing, LLC. We are commissioning a new, independent brewery and will be taking over Ale Asylum's current operational space, located at 3698 Kinsman Boulevard on Madison's east side, as they move to expand production. We are very excited about this unique opportunity as our Company will be ideally positioned to capitalize on a proven infrastructure.

Our team is led by three operating partners: Ryan Koga, Zak Koga, and Alex Evans. Ryan is currently the Head Brewer and Production Manager at Yellowstone Valley Brewing Co. in Billings, Montana. He has worked for Yellowstone since 2006 and is currently responsible for all aspects of beer production. He holds a Bachelor of Science from UW Green Bay and a Master of Science from Montana State University. Zak is currently a Project Manager at J.H. Findorff & Son in Madison, WI. He is fully responsible for all aspects of large commercial construction projects from the field operations to business operations, and business development with clients. Zak received a Civil Engineering degree from UW Madison. Alex has a Finance/Marketing degree from Marquette University and worked as a Commercial Banking Officer for M&I Bank's HQ in Milwaukee, WI until 2010. He was responsible for structuring credit facilities and underwriting large corporate clients. Alex recently completed a graduate degree at UCLA in Creative Writing.

All three partners grew up in Appleton, WI and are thrilled to be reuniting in Madison to plant company and family roots in their home-state. We look forward to entering the Wisconsin small business community to bring a locally sourced, American-made product to the marketplace. Together, we are committed to producing the finest handcrafted brews, offering outstanding service, and being a quality member of our community. It is our hope and dream to be Wisconsin based employers for many years to come.

Our Company's business model is fully centered around the production, tap room sale, and distribution of superior craft beer. However, we plan to designate as a brewpub to allow ourselves the opportunity to provide consumers the option of food and liquor when visiting Karben4. The success of future distribution fully hinges upon the initial success of our tap room sales figures, which is why we must offer our consumers more than one option/reason for visiting our establishment. Another initial on-site revenue stream that we intend to explore would be to potentially offer MATC students a place to study

during the day, offering coffee and free wifi. It is not our intention to become a full-on coffee house or full-scale restaurant and as such our offering will be very simple. See Exhibit A for a brief example menu description.

We understand that there is a conditional permit in place for the patio area of Ale Asylum. We intend to obtain our own conditional permit for this patio when Ale Asylum moves out however this cannot be executed until they vacate. As a result, we are requesting that the ALRC consider this a contingent item for approval of the permit premise that we have attached in Exhibit B.

We very much look forward to working with the city of Madison as we embark upon this exciting new business venture.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alex Evans', with a long horizontal line extending to the right.

Alex Evans
Karben4, Managing Partner