



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, 2016.
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.
One Barrel Brewing Company, LLC
4. Trade Name (doing business as) One Barrel Brewing Company
5. Address to be licensed 2001 Atwood Ave. Madison, WI 53704
6. Mailing address Same
7. Anticipated opening date Open Now as of 7/2012
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) We are a Licensed Brewery

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.

The first floor consists of approx 600 sq. ft. of bar area.

Beer is stored in a walk-in cooler at rear of building in a controlled/locked area. Wine will be stored behind the bar

There is no outdoor seating

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 85

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

5 Street Parking

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. - If all 19 pages are Required, See Application from 2014

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 Peter Gentry

17. City, state in which agent resides Deerfield, WI

18. How long has the agent continuously resided in the State of Wisconsin? 10+ Years

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 1/17/2012

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

WI 12/12

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
<u>Owner</u>	<u>Peter Gentry</u>	<u>Deerfield, WI</u>

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.

Peter Gentry

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) We hold a Brewery License

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 Brewery

27. Business description We Brew and serve beer made in house, at off-site facilities, ~~and~~ as well as beers from other WI breweries. Plus a limited food menu.

28. Hours of operation M-W 4pm-11pm / Thurs-Fri 4pm-1am / Sat 12pm-1am / Sun 12pm-11am

29. Describe your management experience I have owned and operated one Barrel for 3.5 Years

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

Peter Gentry Deerfield, WI

31. Describe staffing levels and staff duties at the proposed establishment We keep one Licensed bartender on during off-peak hours and two on during peak times.

32. Describe your employee training Staff is required to be Licensed. We have an extensive training manual. And training/coaching is ongoing.

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

25-55 Year old beer lovers from all over The
State and country

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

Word of mouth, Social media, Press releases

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? 25-65

39. What type of food will you be serving, if any? See Attached

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 open hours

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

43. Indicate any other product/service offered. Tshirts & Hats

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? 0

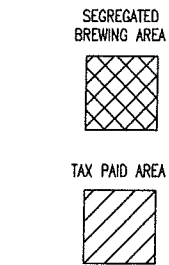
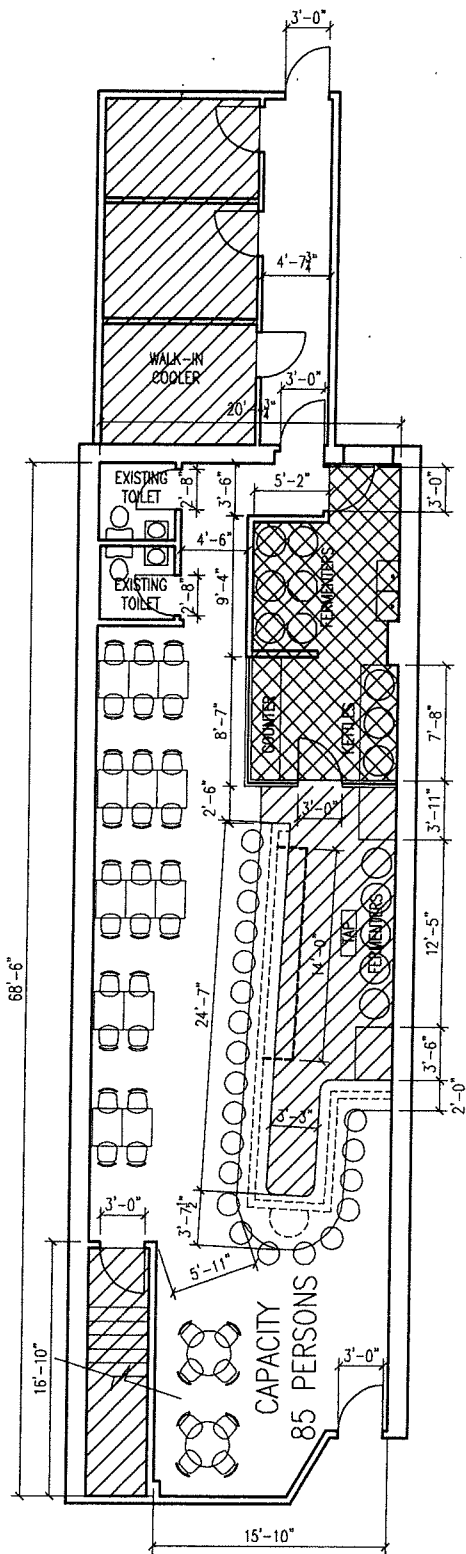
During what hours do you anticipate they will be on duty? N/A

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
 How many bartenders do you anticipate having work at one time on a busy night? 2
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? 10%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 20%
 What percentage of your advertising budget do you anticipate will be drink related? 80%
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:
86 % Alcohol 9 % Food 3 % 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



0 4' 8' 16'
 SCALE: 1/8" = 1'-0"

ONE BARREL BREWING COMPANY
 2001 ATWOOD AVENUE

Business Plan
Previously Submitted

Executive Summary

American tastes are changing. Look at coffee, cheese, chocolate, bread and yes, beer. The public wants choice, flavor and diversity in the products they buy. One Barrel Brewing Company (OBBC) will offer the public another choice for flavor and diversity by producing several varieties of high-end craft beer in our one-barrel brewery. OBBC will also offer a unique opportunity for consumers to enjoy these beers almost exclusively at our tasting room within the Madison area's first Nanobrewery.

This is an excellent time for OBBC to enter the market because, in the first half of 2011 alone, retail sales in the craft beer industry have increased by 15% nationwide. In addition to industry-wide growth, in the Madison area it is estimated that craft beer's market share is around 15% of the total beer market (compared to 5% nationally by volume in 2010). In cities such as Portland, Oregon, craft beer's share of the market is already closer to 30%, showing the likelihood of tremendous growth here in Dane County.

One Barrel Brewing Company will take advantage of this potential growth by concentrating on brewing premium quality beer in small batches with local ingredients whenever possible. Our tasting room will have seven rotating taps that will each change to an entirely new beer as soon as the previous barrel is finished. The tasting room will also maintain three full time taps featuring our most popular and time-tested beers. The demand for these high-end beers will be driven by their quality and affordable price. OBBC's unique tasting room distribution method, and the fact that our beers will rotate so frequently, will serve to further drive demand.

Due to the potential in this market, ongoing connections to prominent market figures, and our demonstrated ability to make good beer, we expect to meet our financial goals in our first year. The intention would then be to triple the capacity of our brewery in our second year. We then plan to open another location by our sixth year in business, bringing our capacity to between 1,200 and 2,000 barrels of beer per year. This will entail expanding our wholesale product lines as well as hiring a full time brew master and several additional employees.

These are not lofty goals. The primary barrier is obtaining financing in a down economy. But even in this down economy, the craft brewing industry is absolutely booming. One Barrel Brewing Company's entry into the industry at this time will put us ahead of all of the other small breweries that are sure to follow and will ensure success and profits for years to come.



ONE BARREL BREW

MON. - WED. 4PM-11PM

FRIDAY 3:30PM-1AM

SUNDAY 12PM

BAR SNACKS

- 12" FRABONI'S PIZZAS - \$10

DOUBLE CHEESE VEGGIE
PEPPERONI PENGUIN SAUSAGE
GIARDINIERA & SAUS. SUPREME (\$12)

- MEAT & CHEESE BOARD - \$10

UNDERGROUND KITCHEN'S FINOCCHIONA,
SAUCISSON SEC & SPANISH CHORIZO
CARR VALLEY CREMA KASE CHEESE
WITH QUINCE & APPLE'S FIG JELLY

- CHEESE BOARD - \$10

HOOK'S 3-YEAR CHEDDAR CHEESE
CARR VALLY CREAMA KASA TRIPLE CREAM
WHITE JASMINE TANDOORI GOUDA
WITH CASHEWS & QUINCE & APPLE'S FIG JELLY

HOT SOFT PRETZEL (BATCH BAKERY) \$5
BUTTERED & SALTED - W/ MUSTARD

BRAUNSCHWEIGER (USINGER'S) \$5
WITH RITZ CRACKERS

CHIPS & SALSA \$5

LANDJAGER \$4

POPCORN OR CHEESE BALLS \$2

PICKLED EGG (REGULAR OR RED HOT!) \$1

HOT NUTS \$1

ASSORTED POTATO CHIPS .50¢

DARK CHOCOLATE PRETZELS \$5
FROM GAIL AMBROSIUS