



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

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 15.
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.

CURRY COTERIE 3519 LLC

4. Trade Name (doing business as) Curry in the Box
5. Address to be licensed 3519 University Ave Madison WI 53705
6. Mailing address 4338 ODANA RD MADISON WI 53711
7. Anticipated opening date SEP 1, 2014

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) _____

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.

Alcohol stored behind service counter only staff
will have access to it. 2400 sqft. single level

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 70

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

Parking lot has about 40-45 spot. first come first serve

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

No Yes, license issued to KBO Investment (name of licensee)
DBA Fuzzu's Taco shop.

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 Apichart Santipirombkul

17. City, state in which agent resides Madison WI

18. How long has the agent continuously resided in the State of Wisconsin? 14 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 7/1/2011

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

Wisconsin 7/22/14

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
MEMBER	Apichart Santipirombkul	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.

Apichart Santipirombkul

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) CHOKE DEE LLC 3050 CADILL MAIN
FITCHBURG WI 53711

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 Thai restaurant serve curry specialties.

Dine-in and Take out. Quick service restaurant

28. Hours of operation 11AM to 9PM

29. Describe your management experience Own Curry in the Box in
Fitchburg WI for 8 Years.

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

Soengrawee Pratoontong Madison WI

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

Cook, Dishwasher.

32. Describe your employee training Servsafe online Training.

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

Coupons, walk-in customer, Residential
& Commercial around the area

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

Use valpak to promote 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? _____

38. What age range do you hope to attract to your establishment? 25-55 Years old

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 www.curryinthebox.com

41. During what hours of operation do you plan to serve food? 11 AM to 10 PM

42. What hours, if any, will food service not be available? After 10 PM to 6 AM

43. Indicate any other product/service offered. Curry, Rice

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? 2

host not wait staff

During what hours do you anticipate they will be on duty? 11 AM to 9 PM

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 _____
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? 100%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 95-100%
 What percentage of your advertising budget do you anticipate will be drink related? 5%
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:
5 % Alcohol 95 % Food _____ % Other *New business*
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

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. 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
67. 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

68. State Seller's Permit 456-1028504741-02

69. Federal Employer Identification Number 47-1396480

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

Contact person Apichart Santipromkul

E-mail address curryinterebox@gmail.com

Phone 608-695-7568 Preferred language ENGLISH

71. 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 30th day of July, 2014

[Signature]
 (Clerk/Notary Public)

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

My commission expires 3-13-16

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> 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 _____		

Try our exciting menu from Thai and Indian Cuisine. Our curries are spiced from mild to hot, served with Thai Jasmine rice.

SIGNATURE CURRY

All Curries come with steamed rice

Chicken Tikka Masala***

Marinated Chicken breast with our special spices, simmered in fresh tomato sauce 8.50

Panang Chicken Curry*

Chicken breast with Panang curry peanut sauce, zucchini, squash, carrot & green pea 8.45

Sweet Potato Curry*

Sweet potato, carrot, broccoli, onion, zucchini, chicken breast, simmered in yellow curry sauce 8.95

Mixed Veggie Curry*

Yellow curry sauce, potato, broccoli, zucchini, carrot and tofu 8.45

Jungle Curry**

Red curry sauce with tofu, carrot, broccoli, bamboo shoot, mushroom, red pepper, eggplant, zucchini 8.95

Envy Beef Curry***

Green curry sauce with beef, basil, bamboo shoot, red pepper, and eggplant 8.75

Squash Curry**

Red curry sauce with tofu, eggplant, bamboo shoot, squash, basil and red pepper 8.45

Chicken Karee*

Chicken breast with yellow curry sauce, cashew, onion, cilantro, and potato 8.45

<http://www.curryinthebox.com>
3050 Cahill Main Fitchburg 53711
Behind Anchor Bank on Fish Hatchery Next to Klinke Cleaners

DELIVERY PLEASE

CALL 608.273.9100

FAVORITES

All Favorites served with steamed rice

Peanut Delight

Grilled Chicken breast with steamed broccoli, squash, zucchini, baby corn, carrot, served with peanut sauce 8.95

Volcano Chicken

Crispy chicken breast on a bed of broccoli, carrot, lettuce topped with sweet & sour sauce and peanut 8.95

Basil Chicken**

Chicken breast stir fry with basil, bamboo shoot, red pepper, mushroom, onion, and fresh chili sauce 8.45

Cashew Nut Chicken*

Cashew nut stir fry with red pepper, water chestnut, onion, peapod, carrot, chili paste sauce, dried chili, and chicken breast 8.75

Garlic & Pepper

Chicken breast stir fry with fresh garlic and black pepper sauce, served with steamed broccoli, carrot, squash, zucchini, baby corn, green cabbage, cilantro 8.75

NOODLES

Pad Thai Chicken

Pan-fried rice noodle with cabbage, bean sprout, egg, green onion, cilantro and ground peanut with chicken breast or tofu 8.45

Pad See Yue

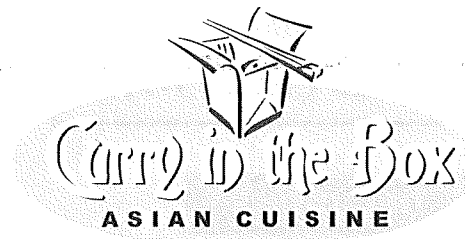
Flat pan-fried rice noodle with egg, broccoli, zucchini, carrot, and black soy sauce with chicken or tofu 8.45

Pad Kee Mao**

Flat pan-fried rice noodle with red pepper, bamboo shoot, basil, onion, mushroom, and chili sauce with chicken or tofu or beef 8.45

Panang Peanut Noodle*

Panang peanut sauce, chicken breast, flat egg noodle, broccoli, zucchini, and butternut squash 8.95



SIDES

Crab Rangoon (5)	4.95
Chicken Spring Roll (2)	3.95
Chicken Curry Puff (2)	4.95
Butterfly Shrimp (6)	5.95
Veggie Samosa (2)	3.95
Chicken Satay (4)	5.95
CH Egg Roll (1)	1.95
Veg Egg Roll (1)	1.95
Summer Roll Veg (2) fresh	3.95
Summer Roll SH (2) fresh	4.95
Pot Sticker (5)	4.95
Cup of Daal—Lentil soup	3.25
Fry Tofu (8)	3.95
Cucumber Salad w/ peanut	2.75
Peanut sauce	2.50
Large Rice 2.00 Small	1.00
Roti Paratha - Flat bread	0.99

DESSERTS

Sticky Rice with Coconut Custard topped with ground peanut	3.95
Sticky Rice with Fresh Mango (Seasonal) topped with ground peanut	4.25
Khao Soi*	Flat egg noodle in yellow curry sauce, mushroom, carrot, zucchini, and chicken breast, served with cucumber salad 8.95

*Little **Medium ***Very Spicy

© 2014 Curry in the Box

Price subject to change without notice

We deliver too!!
Please Call 273-9100



LUNCH MENU

DELICIOUS

All Delicious served with steamed rice

Chicken Red Curry**

Red curry sauce with chicken breast, mushroom, baby corn, bamboo shoot, and red pepper 8.45

Masaman Beef Curry

Mild red curry sauce with beef, spices (cinnamon & anis), peanut, onion, carrot and potato 8.75

Lamb Curry***

Marinated New Zealand Lamb slow-roasted to tender perfection with tomato gravy sauce, potato, and special seasonings 9.95

Buddha's Feast**

Organic tofu, baby bok choy, yue choy, carrot, peapod, red pepper, in red curry sauce 8.99

Chana Masala

Chick peas in a spicy onion & tomato gravy sauce 7.99

Roasted Duck Curry**

Roasted Duck with red curry, basil, bamboo shoot, tomato, pineapple, red pepper 12.95

Veggie Garden

House soy sauce stir fry with peapod, carrot, broccoli, zucchini, red pepper, napa cabbage, mushroom and tofu

Thai Ginger*

Ginger, mushroom, onion, carrot, baby corn, zucchini, peapod, red pepper, with chicken or tofu 8.75

Our unassertive flavor of rice makes it perfect partners for any dishes. Our fragrant rice is a long grain rice, and has distinctive scent of jasmine. You can customize any dish with Chicken, Beef, Shrimp or Tofu.

FRIED RICE

Karee Fried Rice

Fried rice with yellow curry powder, onion, red pepper, bamboo shoot, cashew, cilantro with chicken breast 8.45

Curry Fried Rice*

Fried rice with red curry paste, green bean, red pepper, bamboo shoots, mushroom, cilantro and chicken breast 8.45

Veggie Fried Rice

Green onion, green pea, carrot, napa cabbage, cilantro and egg with chicken breast 8.25

SOUP

Tom Yum Soup*

Clear soup with chili paste, lemon grass, kaffir lime leaf, galanga, onion, mushroom, cilantro and lime juice with chicken or tofu 6.95 Shrimp 8.95

Tom Kha Soup*

Tom Yum Soup with coconut milk and chicken or tofu 6.95 Shrimp 8.95

Thai Chicken Pho

Pho rice noodle with chicken breast, bean sprout, green onion, cilantro in chicken broth
 chicken 7.95 Beef 8.95 Shrimp 9.95

BEVERAGES

Thai Iced Tea	2.25
Thai Iced Coffee	2.25
Mango Lassi	2.95
Soft Drinks	1.49
Bottle Water	1.00
Hot Tea (Jasmine, Green)	1.75
Ginger Tea	1.95
Chai Spice Tea	1.95
Beer	2.75-3.50

Japanese Pan Curry™

Crispy chicken breast with potato and yellow curry sauce. Serve with jasmine rice and cucumber salad 7.29

Rama Chicken

Chicken breast sautéed with peanut sauce and broccoli.
 Serve with Jasmine rice 5.99

Yummy Green Bean**

Chicken breast with green bean and bamboo shoot in red curry sauce.
 Serve with Jasmine rice 5.99

House Curry*

Tofu, green pea and carrot in house curry sauce.
 Serve with Jasmine rice 5.99

Pineapple Curry**

Chicken breast with pineapple red bell pepper in red curry sauce.
 Serve with Jasmine rice 5.99

Chiang Mai Noodle*

Chicken breast with mushroom and cilantro in yellow curry sauce over Lomein noodle.
 Served with cucumber salad 6.99

Roti Dip***

Mixed veggie simmered in spicy fresh onion and tomato gravy and cream.
 Serve with Roti Paratha 6.99

Kapow Chicken*

Chicken breast, bamboo shoot, onion, mushroom, and basil stir fry in fresh chili sauce 5.99

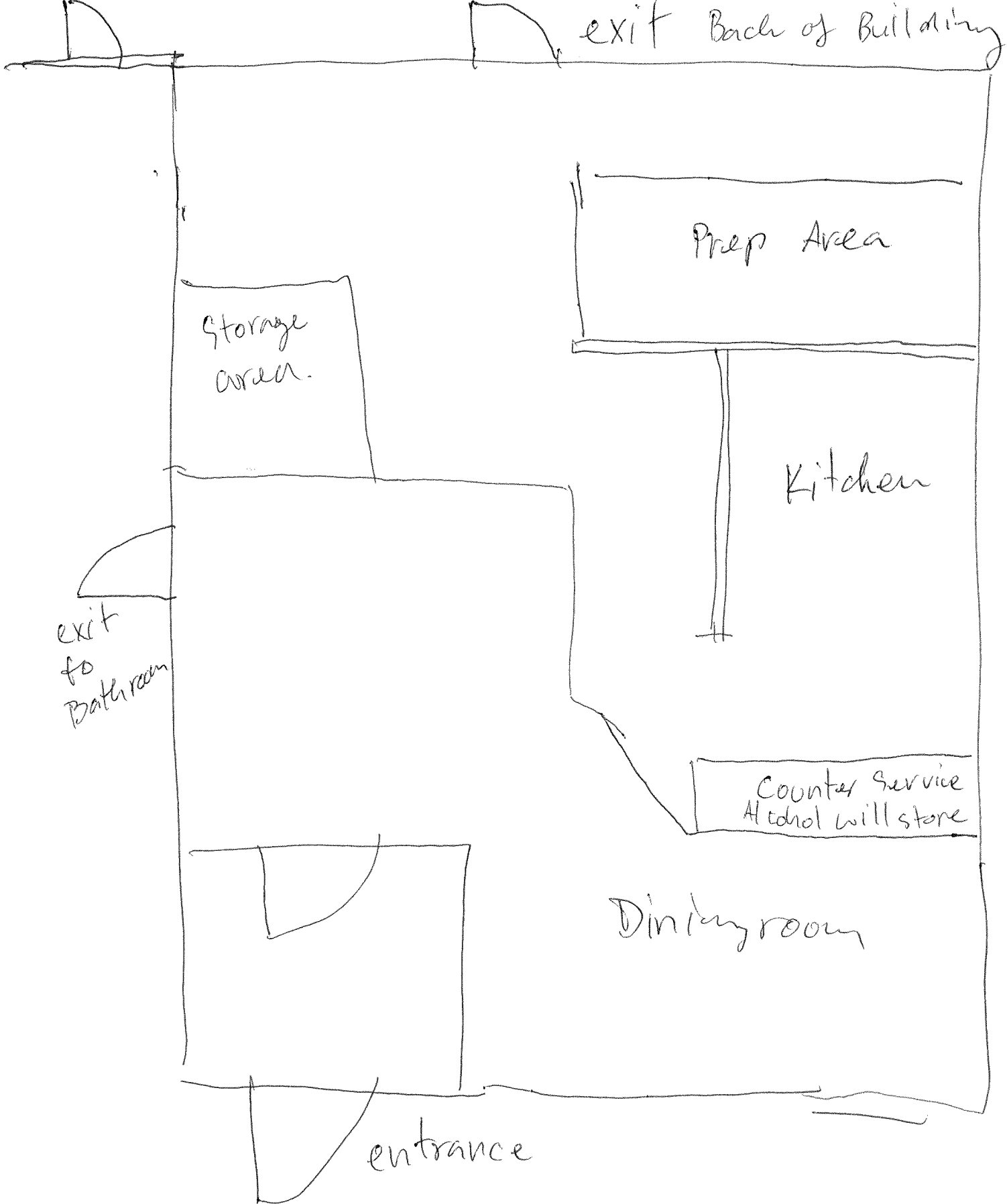
Lunch Green Curry***

Chicken breast with green curry sauce, eggplant, bamboo shoot.
 Served with Jasmine rice 5.99

*Little **Medium ***Very Spicy

<http://www.curryinthebox.com>
3050 Cahill Main Fitchburg 53711
Behind Anchor Bank on Fish Hatchery Next to Klinke Cleaners
 © 2014 Curry in the Box

Price subject to change without notice



3519 University Ave Madison WI 53705

