



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

85806

(Register file number)

UCLB-2024-00961

(License number)

14

310

(Alder District #)

(Police Sector)

Office Use Only

- Class A: Beer, Liquor, Cider
 Class B: Beer, Liquor,
 Class C Wine

Section A - Applicant

- 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.
La Penca Madison LLC
- Trade Name (doing business as) La Penca Mexican Restaurant
- Address to be licensed 1821 S Park St Madison, WI 53713
- Mailing address 2101 Post Rd Apt 100 Fitchburg, WI 53713
- Anticipated opening date 10/15/24
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Full service restaurant with booths and bar seating and tables. building has a Full service bar.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
Indoor: 70 Outdoor: N/A

10. Describe existing parking and how parking lot is to be monitored.
building is next to laundry mat / parking is on the side of the building

11. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Arundis Zuniga LLC (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent JESUS F. RUIZ ZUNIGA

13. City, state in which agent resides Fitchburg, WI

14. How long has the agent continuously resided in the State of Wisconsin? 30+ years

15. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed _____

16. State and date of registration of corporation, nonprofit organization, or LLC.
WISCONSIN 10/10/2024

17. 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>JESUS F. RUIZ ZUNIGA</u>	<u>FITCHBURG, WI</u>

18. 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.
JESUS F. RUIZ ZUNIGA

19. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) owner of two restaurants formed as LLC

20. 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) currently hold 2 liquor licenses for my other restaurants.

Section D—Business Plan

21. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am - 9pm	11am - 10pm	11am - 10pm	11am - 10pm	11am - 10pm	11am - 10pm	11am - 10pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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.

24. Indicate any other product/service offered. Food drinks (Mexican food)
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:
20 % Alcohol 80 % Food _____ % Other

If applicable, describe "Other": _____

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

26. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. 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

37. This application is for the license period ending June 30, 20 .
38. State Seller's Permit 4 5 6 - 1031839849 - 04
39. Federal Employer Identification Number 33-1428837
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Arney Ruiz
 Business phone 630-721-0996 Business e-mail address arney.r@stbepnachile.com
 Preferred language English
- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: Spanish)
 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.
41. Corporate attorney, if applicable: Name _____
 Phone _____ E-mail _____

NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

(Date)

Clerk's Office checklist for complete applications

- | | | |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate
(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s) | <input type="checkbox"/> Floor Plans |
| <input type="checkbox"/> FEIN | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease |
| <input type="checkbox"/> Written description of premises | <input type="checkbox"/> *Articles of Incorporation | <input type="checkbox"/> Business Plan |
| | <input type="checkbox"/> *Appointment of Agent | <input type="checkbox"/> **Sample Menu |
| | * Corporation/LLC only | ** Class B only |

Upon Application Submission, the Clerk's Office issued to the application:

- Orange sign Orange business card
- "Applying for a Liquor/Beer License In the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____

My Plan is to bring to This
area an authentic
mexican cuisine

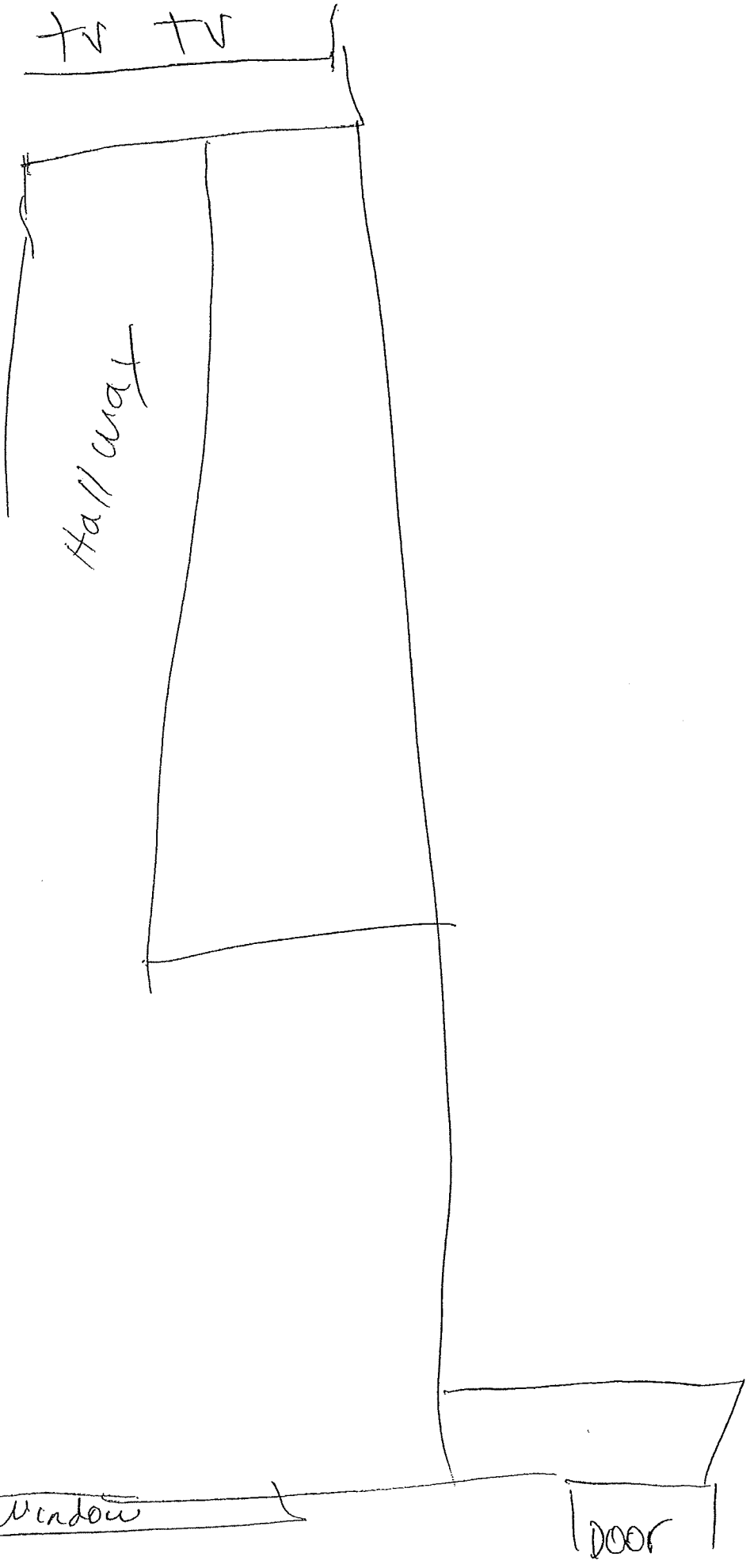
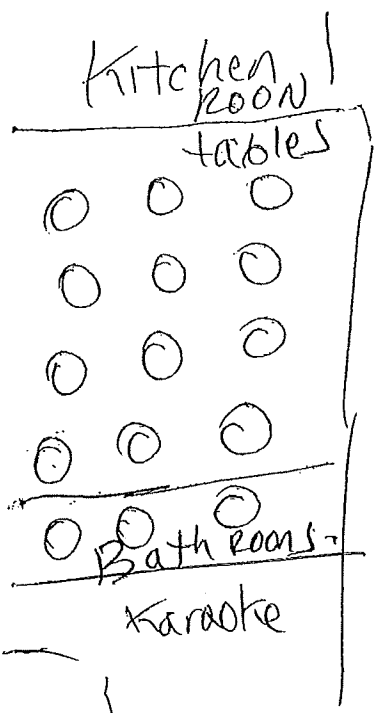


table 1

table 2

table 3

table 4

SERVED ALL DAY FROM 11:00 AM TO 4:00 PM NO SUBSTITUTIONS PLEASE AFTER 4:00 PM \$2.00 EXTRA

Lunch menu

BRUNCH BURRITO \$8.75
FILLED WITH ESCLAM BLED EGGS SAUSAGE CHEESE RICE AND BEANS

HUEVOS CON CHORIZO \$9.25
SERVED WITH RICE BEANS CORN OR FLOUR TORTILLAS

HUEVOS CON JAMÓN \$8.75
SERVED WITH RICE BEANS CORN OR FLOUR TORTILLAS

HUEVOS ALA MEXICANA \$9.25
SERVED WITH RICE BEANS CORN OR FLOUR TORTILLAS

HUEVOS EN SALSA VERDE \$9.25
SERVED WITH RICE BEANS CORN OR FLOUR TORTILLAS

HUEVOS RANCHEROS \$9.25
TWO FRIED EGGS WITH RED SALSA SERVED WITH RICE BEANS CORN OR FLOUR TORTILLAS

CHILAQUILES \$9.00
CRISPY TORTILLAS WITH RED OR GREEN SALSA SERVED WITH RICE AND SALAD
ESCLAM BLED EGGS ON TOP

LUNCH FAJITAS \$10.75
STEAK OR CHICKEN SERVED WITH RICE BEANS AND SALAD CORN OR FLOUR TORTILLAS

LUNCH CHIMICHANGA \$9.75
ONE DEEP FRIED BURRITO BEEF OR CHICKEN TOPPED WITH CHEESE DIP LETTUCE SOUR CREAM
PICO DE GALLO SERVED WITH RICE BEANS

*BREAKFAST LOCO \$11.25
HASH BROWN 2 SAUSAGE 2 BACON 2 EGGS 2 PANCAKE

EL MEXICAN OMELET \$9.75
JALAPENO PEPPER TOMATOES MUSHROOMS ONION HAM CHEESE SERVED WITH RICE

SALADS

MEXICAN SALAD \$6.75

**RICE BEANS LETTUCE PICO DE GALLO GUACAMOLE SOUR CREAM QUESO FR
CHICKEN SALAD**

CHICKEN SALAD \$9.75

TORTILLA BOWL GRILLED CHICKEN WITH LETTUCE PICO DE GALLO AVOCADO AND CHEESE

VEGETARIAN

QUESADILLA VEGETARIAN \$9.75

**12 INCHES SPINACH TORTILLA FILLED WITH GRILLED MUSHROOMS SPINACH ONIONS SERVED
WITH GUACAMOLE SALAD AND BEANS**

BURRITO VEGETARIAN \$9.75

**12 INCHES SPINACH TORTILLA FILLED WITH RICE BEANS LETTUCE PICO DE GALLO SOUR CREAM
CHEESE GUACAMOLE**

VEG A \$8.75

ONE CHEESE ENCHILADA BEAN BURRITO SERVED WITH RICE BEANS

VEG B \$8.75

ONE CHEESE QUESADILLA BEAN TOSTADA SERVED WITH RICE

VEG C \$8.75

TWO TOSTADAS TOPPED WITH BEANS ESCAMBLED EGGS CHEESE AND AVOCADO SLICES

VEGETABLES FAJITAS \$11.75

**GRILLED CALIFORNIA VEGETABLES ONIONS BELL PEPPERS TOMATOES SERVED WITH RICE BEAN
AND SALAD CORN OR FLOUR TORTILLAS**

CHIMICHANGA VEGETARIAN \$12.75

**ONE DEEP FRIED BURRITO SPINACH TORTILLA FILLED WITH GRILLED BELL PEPPER TOMATOES ONIONS SPINACH
MUSHROOMS TOPPED CHEESE DIP SALAD SERVED WITH RICE AND BEANS**

QUESADILLAS

QUESADILLA \$9.75

**12 INCHES TORTILLA MEAT CHOICE CHICKEN STEAK CARNITAS BARBACOA PASTOR CHORIZO OR
TINGA SERVED WITH SALAD RICE OR BEANS**

QUESADILLA TEXANA \$13.50

FLOUR TORTILLA FILLED WITH GRILLED STEAK CHICKEN SHRIMP BELL PEPPER TOMATOES ONION
SERVED WITH RICE AND SALAD

QUESADILLA VERDE \$13.25

12 INCHES SPINACH TORTILLA FILLED WITH STEAK AND CHORIZO SERVED WITH RICE AND SALAD

QUESADILLA MEXICANA \$10.50

CHICKEN QUESADILLA SERVED WITH RICE AND BEANS

BURRITOS

BURRITO BOWL \$9.25

MEAT CHOOSE STEAK CARNITAS CHICKEN PASTOR TINGA BARBACOA OR CHORIZO
SERVED WITH RICE BEANS CHOOSE YOUR MEAT TOPPED WITH LETTUCE PICO DE GALLO SOUR
CREAM CHEESE ADD GUACAMOLE FOR \$2.00

BURRITO \$9.75

MEAT CHOOSE CHICKEN PASTOR CARNITAS STEAK BARBACOA TINGA OR CHORIZO
12 INCHES TORTILLA FILLED WITH RICE BEAN CHOOSE YOUR MEAT LETTUCE PICO DE GALLO
SOUR CREAM CHEESE ADD GUACAMOLE FOR \$2.00

BURRITOS CHOCHOS \$12.75

TWO BURRITOS FILLED WITH GRILLED CHICKEN CHEESE TOPPED CHEESE DIP PICO DE GALLO
SERVED WITH RICE BEANS

BURRITO BANDERA \$11.25

12 INCHES TORTILLA FILLED WITH CARNITAS PORK RICE BEANS PICO DE GALLO TOPPED WITH
THREE SALSAS

BURRITO DE LUX \$13.25

12 INCHES TORTILLA FILLED WITH STEAK OR CHICKEN RICE BEANS LETTUCE PICO DE GALLO
CHEESE TOPPED WITH CHEESE DIP

MEXCAN WRAP \$9.75

FILLED WITH LETTUCE PICO DE GALLO BACON CHEESE RANCH DRESSING TORTILLAS STRIP
SERVED WITH SEASONED FRIES

ANTOJITOS MEXICANOS

CHILES RELLENOS \$11.75

TWO POBLANO PEPPERS FILLED WITH CHEESE SERVED WITH RICE BEANS

CHICKEN FLAUTAS \$10.75

FOUR ROLLING TAQUITOS DEEP FRIED SERVED WITH SALAD AND RICE

CHILES RELLENOS WITH PASTOR ON TOP \$13.75

TOSTADAS \$8.25

TWO TOSTADAS TOPPED WITH BEANS MEAT LETTUCE QUESO FRESCO PICO AVOCADO SLICE

MILANESA DE RES OR CHICKEN \$12.75

BREADED DEEP FRIED STEAK SERVED WITH RICE AND BEANS CORN OR FLOUR TORTILLAS

SOPES \$10.00

3 MEXICAN SOPES WITH MEAT BEANS LETTUCE SOUR CREAM AND QUESO FRESCO

MEXICAN HUARACHE \$5.00 WITH MEAT LETTUCE SOUR CREAM QUESO FRESCO AND AVOCADO

SPECIALTIES PLATES

3 AMIGOS PLATE \$12.25

MEAT CHOOSE CHICKEN STEAK PASTOR CARNITAS BARBACOA TINGA OR CHORIZO

YOU CHOOSE THREE DIFFERENT MEAT SERVED WITH RICE BEANS TOPPED WITH LETTUCE SOUP CREAM PICO DE GALLO CHEESE CORN OR FLOUR TORTILLAS

TWO TACOS PLATE \$9.25

CHOOSE YOUR MEAT CHICKEN, STEAK, PASTOR, CARNITAS, BARBACOA, TINGA OR CHORIZO TOPPED CILANTRO AND ONIONS SERVED WITH RICE AND BEANS

TAMALES PLATE \$10.75

TWO TAMALES SERVED WITH RICE BEANS

CHIMICHANGAS \$12.50

TWO DEEP FRIED BURRITOS CHICKEN OR BEEF TOPPED WITH CHEESE DIP LETTUCE SOUR CREAM PICO DE GALLO CHEESE SERVED WITH RICE AND BEANS

CHIMICHANGA COLORADA \$13.75

DEEP FRIED BURRITO RED TOMATOES TORTILLA FILLED WITH CHORIZO AND CARNITAS TOPPED WITH CHEESE DIP SERVED WITH RICE AND SALAD

ENCHILADAS VERDES \$11.75

THREE ENCHILADAS FILLED WITH SHREDDED CHICKEN TOPPED WITH GREEN SALSA SOUR CREAM QUESO FRESCO SERVED WITH RICE AND BEANS

ENCHILADAS ROJAS \$11.75

THREE ENCHILADAS FILLED WITH SHREDDED CHICKEN TOPPED GUAJILLO SALSA SOUR CREAM QUESO FRESCO SERVED WITH RICE AND BEANS

CHORI POLLO \$12.75

GRILLED CHICKEN AND CHORIZO TOPPED MELTED CHEESE SERVED WITH RICE AND SALAD CORN OR FLOUR TORTILLAS

POLLO NORTENO \$12.50

GRILLED CHICKEN BREAST WITH ONIONS SHRIMP TOPPED WITH CHEESE DIP AND PINEAPPLE SERVED WITH RICE AND BEANS CORN OR FLOUR TORTILLAS

APPETIZER

NACHOS \$9.25

CHOOSE YOUR MEAT CHICKEN STEAK PASTOR BARBACOA CARNITAS OR CHORIZO CHIPS TOPPED WITH BEANS CHEESE DIP LETTUCE SOUR CREAM PICO DE GALLO CHEESE

TOTS \$7.00

NACHOS FAJITAS CHICKEN \$12.25 STEAK \$13.25 MIX \$14.75

NACHOS TOPPED WITH FAJITAS VEGETABLES AND CHEESE SAUCE

CHEESE NACHOS \$6.50

BEANS NACHOS \$6.50

BEAN DIP \$5.75

GUACAMOLE \$4.00

TABLE SIDE GUACAMOLE \$8.25

CHEESE DIP \$4.00

CHEESE CORD \$7.50

CHICKEN WINGS 6 \$8.00 12 \$13.00 COME WITH CARROTS OR CELERY

CHEESE CORDS \$9.75

QUESO FUNDIDO CHORIZO WITH PICO DE GALLO COME WITH CORN TORTILLAS \$9.00

TACOS

TACOS COME WITH CILANTRO AND ONIONS ONLY FOR ADD IS \$0.25 FOR EACH THING

ASADA \$2.75

CHICKEN \$2.75

CHORIZO \$3.00

BARBACOA \$2.75

PASTOR \$2.75

TRIPA \$3.00

LENGUA \$3.25

TINGA \$3.00

CAMPECHANO STEAK AND CHORIZO \$3.25

GROUND BEEF \$2.50

TREE HARD SHELL OR SOFT BEEF TACOS \$7.00 SINGLE TACO \$2.50

SIDES

RICE \$2.50
BEANS \$2.50
RICE AND BEANS \$3.75
SHREDDED CHEESE \$1.25
SOUR CREAM \$1.00
JALAPENOS \$1.25
GRILLED JALAPENOS AND ONION \$3.00
TORTILLAS \$1.25
PICO DE GALLO \$1.75
FRENCH FRIES \$5.75
CHEESE QUESADILLA \$5.00
CHEESE NACHOS \$6.50
CHIPS WITH SALSA TOGO \$4.00
SLICE AVOCADO \$3.00
ONLY CHIPS TOGO \$1.75

CALDOS

CALDO DE POLLO \$9.72
CHICKEN SOUP SERVED WITH CHILE DE ARBOL CILANTRO ONION AND LIMES CORN TORTILLAS

CALDO DE RES \$10.25
BEEF SOUP SERVED WITH CHILE DE ARBOL ONION CILANTRO AND CORN TORTILLAS

CALDO DE CAMARON \$12.50
SERVED WITH BREAD OR TORTILLAS

KIDS MEALS \$5.50 UNDER 10 YEARS

KIDS DRINKS \$1.25 ONLY ONE REFILL

KID MARGARITA NON ALCOHOL \$ 3.75 NON REFILL

CHICKEN STRIPS WITH FRIES
CHEESE QUESADILLA WITH RICE OR FRIES
TACO WITH RICE AND BEANS
CHICKEN QUESADILLA WITH RICE
CHEESE NACHOS
BEEF BURRITO WITH BEANS OR RICE
MAC AND CHEESE